



## **NEWS RELEASE**

**March 2, 2018**

**Contacts:** Stephanie Elton, Marketing Communications Manager  
419-255-8000 ext. 7428  
[selton@toledomuseum.org](mailto:selton@toledomuseum.org)

### **Toledo Museum of Art Announces the Launch of the Center of Visual Expertise**

TOLEDO, Ohio – The Toledo Museum of Art (TMA) announced today the launch of a dedicated enterprise focused on the delivery of its visual literacy curriculum for industrial applications. The Center of Visual Expertise (COVE) is born from a core competency of TMA: using its collection to teach visual literacy. TMA has demonstrated success in expanding the application of visual literacy training beyond art education and into industrial operations such as safety, culminating with an ongoing partnership with the Campbell Institute at the National Safety Council.

Brian Kennedy, Edward Drummond and Florence Scott Libbey Director of the Toledo Museum of Art, said, “The stated purpose of the Toledo Museum of Art is art education. Applying our visual literacy curriculum to occupational safety is a wonderful example of how museums can achieve relevance by making real impact, in this case by preventing injuries and fatalities in the workplace.”

Toledo Museum of Art Deputy Director Adam Levine announced that COVE’s first chairman and managing director is Douglas Pontsler, former vice president of operations sustainability and environmental, health and safety (EHS) for Owens Corning.

“Doug brings extensive leadership experience in many business functions and possesses domain expertise in EHS,” said Levine. “Owens Corning was the first organization to connect the value of TMA’s visual literacy training and safety, which has since been validated by the interest of many other organizations.”

Prior to joining Owens Corning, Pontsler spent 23 years with Eaton Corporation. While at Eaton, he held various roles of increasing responsibilities in accounting, finance, production and inventory control management, factory management and sourcing.

Pontsler serves as a member of the National Safety Council board of directors and is chairman of the Campbell Institute at the National Safety Council. He is also involved in the Toledo community as the past chairman of the Regional Growth Partnership in northwest Ohio and a current executive board member promoting economic development in the Toledo region. Pontsler received a Bachelor of Science in Business Administration from Miami University with a major in accounting.

“I am very pleased to be part of this new enterprise and its mission to save lives through art education by improving our ability to see, interpret what we see and act on what is right in front of us. This is a unique opportunity to launch an innovative approach to improving the safety performance of any organization. This will also extend well beyond safety as the enterprise matures,” added Pontsler.

COVE will leverage the education resources and capabilities of the Toledo Museum of Art and is guided by an experienced advisory board of respected professionals in the EHS and marketing space.

To learn more about COVE, visit [www.covectr.com](http://www.covectr.com).

###

The Center of Visual Expertise (COVE) was formed in 2018 following success in the application of visual literacy in industrial safety applications. COVE possesses a core competency in teaching visual literacy and tailoring application to

industrial and service industries. Led by industry and subject matter experts, COVE conducts training through workshops to build customer expertise in visual literacy and the application to customer centric processes. COVE is headquartered at the Toledo Museum of Art and partners with the Museum in training and thought leadership.

The Toledo Museum of Art is a nonprofit arts institution funded through individual donations, foundation grants, corporate sponsorships and investments. The Ohio Arts Council helps fund programs at the Toledo Museum of Art through a sustainability grant program that encourages economic growth, educational excellence and cultural enrichment for all Ohioans. Glass Pavilion® and Toledo Museum of Art Glass Pavilion® are registered service marks.

Admission to the Museum is free. The Museum is open Tuesday and Wednesday, 10 a.m. to 4 p.m.; Thursday and Friday, 10 a.m. to 9 p.m.; Saturday, 10 a.m. to 5 p.m.; Sunday, Noon to 5 p.m.; and is closed Monday and major holidays. Thursday evening hours are sponsored by Huntington Private Client Group. Friday evening hours are made possible by Fifth Third Bank.

The Museum is located at 2445 Monroe Street at Scottwood Avenue, just west of the downtown business district and one block off I-75 with exit designations posted. For general information, visitors can call 419-255-8000 or 800-644-6862, or visit [toledomuseum.org](http://toledomuseum.org).