*Genius Bar*

**Barbara McCormack  
Newseum**

She is the director of education and student sales for the Newseum where she oversees the development, implementation and promotion of educational programming.

She joined the Newseum in 1997 as a supervisor of the inaugural visitor services floor staff. She also served as operations trainer, logistics coordinator for the Newseum’s NewsCapade with Al Neuharth, public outreach programs manager and senior manager of education where she had the fortune of establishing the education department when it moved to Pennsylvania Avenue.

McCormack is a former middle and high school teacher. She was selected to start an agriculture program at Liberty High School in Bealeton, Va. She also developed a recruitment campaign that doubled student enrollment in just one year. Her ingenuity and energy as a teacher were recognized when she was awarded an Outstanding New Teacher in Virginia award in 1995.

McCormack is a 1993 graduate of Virginia Tech in Blacksburg, Va. She lives in Falls Church, Va.

