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## At Dickinson College

# Brasler named among the 25 most influential people

**P**HILADELPHIA, PA — **Robert Brasler**, the guiding force in the early development of the National Constitution Center in Philadelphia, has been named among the 25 most influential Dickinsonians at his alma mater, Dickinson College.

Brasler, a 1958 alumnus, was nominated by readers of Dickinson Magazine. The 25 individuals selected exemplify one or more of the Dickinson Dimensions: a global sensibility; the ability to seek connections; a passion to engage the world; a commitment to practice civility; and a sense of personal accountability.

Brasler is chairman of **Brasler Properties**, a third-generation, family-owned organization that re-



*Robert Brasler*

develops and recycles major industrial buildings for modern use.

In 1986 Congress authorized the creation of the National Constitution Center in Philadelphia, but it wasn't until Brasler took the reins in 1994 that the project became a reality.

It was then that Brasler took a leave of absence from Binswanger Co., where he was partner and vice chairman, to become president and CEO of the National

Constitution Center, a non-partisan, non-profit organization. His mission was to develop the idea and launch the project, the first museum dedicated to the Constitution and to educate Americans of its importance to their everyday life, as well as to appreciate and exercise their rights and responsibilities under the Constitution.

Brasler raised initial capital, established a site for the museum in Independence Historic National Park (facing the Liberty Bell and Independence Hall), established the concept of a museum of ideas and created a board of directors that included the living former U.S. presidents and other national figures.

Gov. Edward Rendell said, "Bob Brasler took a simple idea—that in Philadelphia, the

birthplace of modern democracy, we should create a place that tells the story of the great ideas behind our system of government—and breathed life into it." The \$160 million center receives more than one million visitors annually.

As a member of Rendell's transition team for Community affairs, Brasler was able to amplify the governor's mission of redeveloping qualified Brownfield properties in PA as a response to the urban sprawl issues. His latest venture is the six year Butterfly Project to complete the transformation of the Caterpillar Manufacturing complex in York, an abandoned half mile long facility into the mixed use industrial, office and retail complex known at the York Business Center. ■