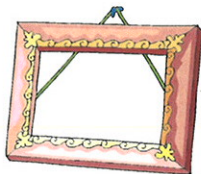


32nd Annual Meeting
AMDA
Art Museum Development Association
April 25 – 28, 2003

Friday, April 25th

7:00 AM – 7:00 PM	Registration	Hotel Lobby
12:00 noon	Bus to Fallingwater - boxed lunch on bus	Hotel Lobby
2:00 – 3:15 PM	Tour Fallingwater	
3:30 PM	Depart Fallingwater for hotel	
5:30 PM	Arrive at hotel	
6:30 PM	Bus to Carnegie Museum of Art	Hotel Lobby
7:00 - 8:00 PM	Cocktails and hors d'oeuvres	Scaife Lounge
7:15 – 7:30 PM	Greetings	
8:00- 8:45PM	Dinner	Hall of Sculpture
8:45- 9:15PM	Dessert	Scaife Foyer
9:30 PM	Bus to Renaissance Hotel	Museum Entrance



ART MUSEUM DEVELOPMENT ASSOCIATION CONFERENCE PROGRAM

contact: Michele Greatti, Carnegie Museums of Pittsburgh

Saturday, April 26th

7:00 AM – 12:00 noon	Registration	Hotel Lobby
7:00 – 8:30 AM	Breakfast	3rd Floor Foyer
8:45 – 10:00 AM	Session #1	Rhapsody Ballroom (3rd Floor)

Maneuvering Through A Capital Campaign:

“Motivating Boards And Other Volunteers To Be Your Soliciting Team”

MODERATOR: Scott Schroeder - Brandywine River Museum

PANELISTS:

Frank L. Ellsworth – President & CEO of Endowments, Capital Research and Management Company and Board member, Japanese American National Museum

William E. Hunt, - President & CEO, Elmhurst Corporation and Board member, Carnegie Museum of Art

Cynthia Rallis - Cleveland Museum of Art

10:00 – 10:30 AM	Break	
10:30 – 11:45 AM	Session #2	Rhapsody Ballroom (3rd Floor)

“Managing Consultants”

MODERATOR: Dolly Ellenberg - Carnegie Museums of Pittsburgh

PANELISTS:

Georganne Bingham – North Carolina Museum of Art

Katharine DeShaw – Consultant

Marc Dorfman – O’Keeffe Museum

Elliott S.Oshry – Executive Vice President, Ketchum

12:00 – 1:30 PM

Lunch: KEYNOTE SPEAKER

**Symphony A &B
(2nd Floor)**

“The Rise of the Creative Class”

**Richard Florida - H. John Heinz III Professor of Economic Development,
Carnegie Mellon University**

1:45 – 3:00 PM

Session #3

**Rhapsody Ballroom
(3rd Floor)**

“A New Paradigm for Planned Giving”

INTRODUCTIONS: Paul Johnson - The Museum of Contemporary Art, Los Angeles

PRESENTERS:

**Frank L. Ellsworth – President & CEO of Endowments, Capital Research and
Management Company and Board member, Japanese American National
Museum**

**Irene Y. Hirano – Executive Director and President, Japanese American National
Museum**

3:00- 4:00 PM

Break

4:00 PM

Bus to Stanley and Marcia Gumberg residence

**Hotel
Lobby**

4:30 – 5:15 PM

Tour Gumberg collection

5:15 PM

Bus to Mattress Factory

5:45 – 7:30 PM

Cocktails and tours of Mattress Factory

7:30 PM

Bus to The Andy Warhol Museum

8:00 – 9:30 PM

Dinner at The Andy Warhol Museum

9:30 PM

Bus #1 departs for Renaissance Hotel

10:00 PM

Bus #2 departs for Renaissance Hotel

Sunday, April 27th

8:00 – 9:00 AM

Breakfast Roundtable Discussion

**Rhapsody Ballroom
(3rd Floor)**

TOPICS:

ePhilanthropy/fundraising electronically

Donor stewardship/cultivation

**Maximizing staff effectiveness and measuring
staff performance**

Strategic planning in fundraising

Major gift fundraising

Issues of university museums

Capital campaigns

LEADER: Eric Pihl

LEADER: Judy Gibbs

LEADER: Katharine DeShaw

LEADER: Lynn Lambuth

LEADER: Tess O'Dwyer

LEADER: Paige Bartels

LEADER: Dee Jay Oshry

9:00 – 10:15 AM

Session #4

**Rhapsody Ballroom
(3rd Floor)**

“Museums As Cultural Tourism Attractions”

MODERATOR: Donald K. Carter – Managing Principal, Urban Design Associates

PANELISTS:

**Robert Barrett – Senior Vice President, LA NOW: A Division of LA Inc. The
Convention and Visitors Bureau**

Paul Johnson – The Museum of Contemporary Art, Los Angeles

**Tinsy Lipchak – Executive Director of Cultural Tourism, Greater Pittsburgh
Convention and Visitors Bureau**

Lynda S. Waggoner – Director, Frank Lloyd Wright's Fallingwater

10:15 – 10:30 AM

Break

10:30 – 11:45 AM

Session #5

**Rhapsody Ballroom
(3rd Floor)**

“Corporate Partnerships: An Evolving Model”

MODERATOR: Paul Johnson – The Museum of Contemporary Art, Los Angeles

PANELISTS:

Ben Hartley – President, Ben Hartley Consulting

Elizabeth Mitchell – Corporate Merchandising Director, Conde' Nast Publications

Fredrick Wodin – Director of Global Sponsorships, Merrill Lynch & Company

12:00 – 1:15 PM

Lunch: **Bombs and Brilliance**

**George Benson Room
(3rd Floor)**

Sunday, April 27th (continued)

1:30 – 2:45 PM **Session #6** **Rhapsody Ballroom
(3rd Floor)**

“The Great Divide: Transitioning Members to Donors”

MODERATOR: Margaret Skidmore - Museum of Fine Arts, Houston

PANELISTS:

Vinay Bhagat – Founder and CEO, CONVIO

Christine O’Neill Singer – Vice President for Development and Marketing, Lincoln Park Zoo

Karen D. Poirier – Director of Membership Marketing, Carnegie Museums of Pittsburgh

3:00 – 4:00 PM **Break**

4:00 PM **Bus to Frick Art and Historical Center** **Hotel Lobby**

4:30 – 6:00 PM **Tour of “Millet to Matisse: Nineteenth and Twentieth century French Painting from Kelvingrove Art Gallery, Glasgow”**
- wine and hors d’oeuvres served

6:00 PM **Bus to Carnegie Science Center**

6:30 – 7:15 PM **Cocktails at Carnegie Science Center** **Omnimax Lobby**

7:15 - 8:30 PM **Dinner** **Omnimax Lobby**

8:45 PM **Bus to Renaissance Hotel**

Monday, April 28th

8:30 – 9:15 AM **Breakfast** **Symphony Foyer
(2nd floor)**

9:30 – 10:45 AM **Session #7** **Symphony A & B
(2nd Floor)**

“The State of Arts Funding”

MODERATOR: J. Kevin McMahon - President, Pittsburgh Cultural Trust

PANELISTS:

Olive Mosier – Director of Arts and Culture, William Penn Foundation

David L. Donahoe – Executive Director, Allegheny Regional Asset District

10:45 AM **Closing Remarks – Dolly Ellenberg**

- CONFERENCE ADJOURNED -