



**34th Annual Meeting
May 12 - 15, 2005**

PROGRAM

CONFERENCE HEADQUARTERS

La Posada de Santa Fe Resort & Spa
330 East Palace Avenue
Santa Fe, NM 87501
(505) 986-0000 (Front Desk)
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CONFERENCE CONTACTS

Colleen Kelly	(505) 670-9702
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Art Museum Development Association

2005 Conference Schedule

Thursday, May 12

12:00 - 5:00 p.m.	Conference Registration at La Posada	<i>Canyon Room</i>
5:15 p.m.	Depart La Posada Inn	<i>Porte-Cochère</i>
5:30 - 6:30 p.m.	Reception at Museum of Indian Arts and Culture Private tour of "Beauty Within" and "Here, Now and Always"	<i>MIAC</i>
6:30 - 7:30 p.m.	Walk to Museum of International Folk Art Private tour of "¡Carnaval!"	<i>MOIFA</i>
7:30 - 9:00 p.m.	Dinner and cocktails at the Museum of International Folk Art <i>Dinner Speaker: Joyce Ice, Director, Museum of International Folk Art, Santa Fe, NM</i>	
9:00 p.m.	Return to La Posada Inn	

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Friday, May 13

7:30 – 8:30 a.m.	Breakfast Buffet served	Foyer of Montana Ballroom
8:00 - 9:15 a.m.	Session I – Breakfast Speaker Intentional Museums: Knowing Your Institutional Self Speaker: Randi Korn , Director, Randi Korn & Associates, Alexandria, VA	Montana Ballroom
9:15 - 9:30 a.m.	Break	
9:30 -10:45 a.m.	Session II Prospect Research: The Hidden Potential of Your Database Facilitator: Cynthia M. Abramson , Deputy Director, Denver Art Museum, Denver, CO Panelists: Kirsten Jasna , Associate Director for Major and Planned Gifts, Museum of New Mexico Foundation, Santa Fe, NM Ali R. McLane , Senior PIN Consultant, Client Solutions Prospect Information Network, LLC - A Service of Kintera, Joshua Birkholz , Associate –Advancement Services, Bentz Whaley Flessner, Minneapolis, MN	
10:45 - 11:00 a.m.	Break	
11:00 - 12:15 p.m.	Session III Walking the Tightrope: The Special Role of the Development Officer in the Museum Speakers: Dr. Harold Skramstad , President Emeritus of the Henry Ford Museum and Greenfield Village Susan Skramstad , Former Vice Chancellor for Institutional Advancement at the University of Michigan, Dearborn	
12:15 - 1:30 p.m.	Lunch Served	Lawn Court
12:45 – 1:15 p.m.	Lunch Speaker The Creative Economy Speaker: Owen Lopez , Executive Director, McCune Charitable Foundation, Santa Fe, NM	
1:30 - 1:45 p.m.	Break	

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Friday, May 13 (cont.)

- 1:45 - 2:45 p.m. Session IV *Montana Ballroom*
Corporate Giving: What is Working from the Museum's Perspective?
Facilitator: **Jill Barry**, Director of Development, The Walters Art Museum,
Baltimore, MD
Panelists: **Katherine Lyons**, Associate Director of Corporate Relations,
The Museum of Modern Art, NY
Joyce M. Cameron, Director of Development and
Communications, Northwest Museum of Arts and Culture,
Spokane, WA
- 2:45 - 3:00 p.m. Break
- 3:00 - 4:15 p.m. Session V
What Next? What to do When the Consultants Say "Not Now" for a Major Campaign?
Speaker: **James R. Hackney, Jr. CFRE**, Managing Partner,
Alexander Haas Martin & Partners, Inc., Atlanta, GA
Panelists: **Colleen Kelly**, Director of Development,
Museum of New Mexico Foundation, Santa Fe, NM
Georganne Bingham, Executive Director,
Art Museum of Western Virginia, Roanoke, VA
- 5:15 p.m. Depart La Posada Inn *Porte-Cochère*
- 5:30 - 6:45 p.m. View private collections at Clarke and Nurock homes
(must catch bus to view collections)
- 7:00 - 8:00 p.m. Attend Public Opening: *Georgia O'Keeffe*
Georgia O'Keeffe and Andy Warhol: Flowers of Distinction *Museum*
Welcome: **George King**, Director, Georgia O'Keeffe Museum
- 7:45 p.m. Bus departs Georgia O'Keeffe Museum to Geronimo, Fuego,
and The Compound Restaurant *Outside O'Keeffe*
- 8:00 p.m. Walk to Anasazi, Old House, Santa Café, O'Keeffe Café, Palace,
La Casa Sena, and Pink Adobe
- 8:15 p.m. Reservations for Savor Santa Fe! - Dine with your colleagues at
selected restaurants
- Contemporary Art Forum dines at Fuego at La Posada Inn
- President's Dinner held at The Compound Restaurant

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Saturday, May 14

7:30 – 8:30 a.m.	Breakfast Buffet served	<i>Foyer of Montana Ballroom</i>
8:00 - 9:00 a.m.	Breakfast Speaker "Lock and Load" Your Planned Giving Program Speaker: Thomas R. Giddens , Vice President/Consultant, Sedulous, Inc., Tampa, FL	<i>Montana Ballroom</i>
9:00 – 9:15 a.m.	Break	
9:15 - 10:30 a.m.	Session VI Managing Your Museum Brand Facilitator: Brett Schott , Director of Development, Saint Louis Art Museum, Saint Louis, MO Panelists: John Easley , Vice President for Development & External Affairs, Saint Louis Art Museum, Saint Louis, MO Richelle Huff , Vice President, Creative/Branding, Larsen Design + Interactive, Minneapolis, MN	
10:30 - 10:45 a.m.	Break	
10:45 a.m – 12:00	Session VII In the Family Way: Tots Take On Tut Facilitator: Katharine DeShaw , Philanthropic Consultant & Former AMDA President Panelists: Nina Diefenbach , Vice President for Development & Membership, The Metropolitan Museum of Art, NY Jocelyn Tetel , Vice President Advancement, Skirball Cultural Center, Los Angeles, CA Cynthia M. Abramson , Deputy Director, Denver Art Museum, Denver, CO	
12:00 - 1:00 p.m.	Lunch Business Meeting: Brief Update on AMDA Speaker: Colleen Kelly , Director of Development, Museum of New Mexico Foundation, Santa Fe, NM Bombs and Brilliance: Share Your Best and Worst Facilitator: Paul Johnson , Associate Director, Development & Membership, Museum of Fine Arts, Houston, TX	<i>Lawn Court</i>

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Saturday, May 14 (cont.)

1:00 - 2:15 p.m.	Session VIII Development People Make the Best Strategic Planners <i>Facilitator:</i> Kate Markert , Associate Director, The Walters Art Museum, Baltimore, MD <i>Panelists:</i> Dr. Lawrence J. Wheeler , Director, North Carolina Museum of Art, Raleigh, NC Sharon Litwin , Executive Director, Louisiana Philharmonic Orchestra, New Orleans, LA	<i>Montana Ballroom</i>
2:15 - 5:15 p.m.	Free Afternoon	
5:30 p.m.	Bus departs La Posada	<i>Porte-Cochère</i>
5:45 - 6:30 p.m.	View private collection at Matteucci home and garden (must catch bus to view collections)	
6:45 - 7:30 p.m.	View <i>Embodied: Seven Studies in Video</i> Installation with Laura Addison , Curator of Contemporary Art, Museum of Fine Arts, Santa Fe	MFA
7:30 - 9:30 p.m.	Dinner honoring Margaret Skidmore	MFA
9:30 p.m.	Return to La Posada Inn (walk or take bus)	

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Sunday, May 15

8:00 – 9:30 a.m. Breakfast Buffet served *Foyer of Montana Ballroom*

8:30 - 10:15 a.m. Breakfast – Roundtables *Montana Ballroom*

Topics (Choose 5 topics. Rotations will occur every 20 minutes):

Reeling in the Best and Brightest: Staff Recruitment and Retention

Moderator: **James R. Hackney, Jr.** CFRE, Managing Partner, Alexander Haas
Martin & Partners, Inc., Atlanta, GA

The Blessing and the Curse: Data Management Systems

Moderator: **Dawn Taylor Biegelson**, Development Officer, Kemper
Museum of Contemporary Art, Kansas City, MO

Special Guest: **Rebecca E. B. Entwisle**, Annual Giving Associate,
Museum of New Mexico Foundation, Santa Fe, NM

Internet Prospecting: Online Prospect Research

Moderator: **Kirsten Jasna**, Associate Director for Major and Planned Gifts,
Museum of New Mexico Foundation, Santa Fe, NM

New Tax Issues: Update on New Tax Laws that Affect Planned Giving and other Fundraising Activities

Moderator: **Thomas R. Giddens**, Vice President/Consultant, Sedulous,
Inc., Tampa, FL

Hands Across the Water: The donor-centric relationship between Curators and Development Officers

Moderator: **Diana Duncan**, Director of Development, Dallas Museum of
Art, Dallas, TX

Special Guest: **Tim Rodgers**, Chief Curator, Museum of Fine Arts, Santa Fe, NM

Board Giving

Moderator: **Christopher Stevens**, Development Director, Walker Art Center,
Minneapolis, MN

10:15 - 10:30 a.m. Break

10:30 - 11:45 a.m. Session IX

Family Foundations: How People Decide to Give

Speaker: **Marilyn J. Mason**, Ph.D., Philanthropic Advisor,
Mason & Associates, Santa Fe, NM

12:00 noon Checkout