

AMDA

Art Museum Development Association

CONTEMPORARY & UNIVERSITY ART FORUM AGENDA

(This is the agenda ONLY for those participating in the CAF and/or UAF)

Thursday, May 3 (Day 1)

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| 8:00 am-4:00 pm | Conference Registration- Lobby Desk, *4 th Floor | <i>Graves 601 Hotel</i> |
| 11:30 am | Bus Departs Graves 601 Hotel for Walker Art Center for Contemporary Art Forum (advanced registration required) | |
| 12:00 noon-2:00 pm | Contemporary Art Museums Forum Informal lunch and dialogue
Facilitators: Greg Cameron, Deputy Director and Chief Development Officer, Museum of Contemporary Art, Chicago and Anne Farrell, Director of External Affairs, Museum of Contemporary Art, San Diego | <i>Barnes Conference Room</i> |
| 1:45 pm | Bus Departs Graves 601 Hotel for Walker Art Center for University Art Forum (advanced registration required) | |
| 2:00-2:15 pm | Contemporary Art Museums Forum Break | |
| 2:15-4:00 pm | Contemporary Art Forum dialogue continues | <i>Barnes Conference Room</i> |
| 2:15-4:00 pm | University Art Museums Forum informal lunch and dialogue
Facilitators: Beth Miller, Associate Director for Development and External Affairs, Yale Center for British Art, New Haven, CT and Jill Westgard, Director of Development, Yale University Art Gallery, New Haven, CT | <i>Barnes 721 Conference Room</i> |
| 4:15 pm | Depart Walker Art Center for Graves 601 Hotel | |
| 5:00 pm | Depart Graves 601 Hotel for Wayzata, MN | |
| 5:45-7:15 pm | Opening cocktail reception and private collection tour at the home of Peggy and Ralph Burnet in Wayzata, MN | |
| 7:15 pm | Bus leaves private Wayzata collection | |
| 7:30 pm | Buffet dinner and informal cruise of Lake Minnetonka on the Queen of Excelsior | |
| 9:30 pm | Return to Graves 601 Hotel | |

**Please note that on Thursday, May 3, the Conference Registration and Information area will be on the 4th Floor Lobby area at the Graves 601 Hotel to accommodate AMDA guest arrivals*

However, starting Friday, May 4, it will relocate to 5th Floor at the Graves 601 Hotel, the site of the AMDA conference sessions, where it will remain until the conference concludes on Sunday

A M D A

Art Museum Development Association

Friday, May 4 (Day 2)

8:00 am-12:00 pm	Conference Registration and Information Located at seminar area, 5 th Floor	Graves 601 Hotel
7:00-8:30 am	Breakfast Buffet served, 5 th Floor	Foyer I/II
8:15-10:30 am	Morning Session	Ballroom I/II
	8:15-10:30 "Major Gifts Fundraising" Keynote Address Speaker: Jerry Panas	
	15 minute break	
10:45 am	"Meet the Mayor" Welcome from Minneapolis Mayor R.T. Rybak	Ballroom I/II
10:50-11:50 am	"Trustee Leadership" Moderator: Joan Grathwol Olson, Director of Development, Minneapolis Institute of Arts, Minneapolis, MN Panelists: Ford Watson Bell, Trustee, Minneapolis Institute of Arts, Minneapolis, MN; Roger Hale, Honorary Board Member, Walker Art Center, Minneapolis, MN; Margaret Wurtele, Board Member, Guthrie Theater, Minneapolis, MN	Ballroom I/II
12:00 noon -1:30 pm	Buffet Lunch	Foyer I/II
1:30-2:00 pm	Break	
2:00 pm	Bus departs for downtown private collection tours: 2:15-2:45: Irv and Marge Weiser 2:55-3:25: Phil and Joanne Von Blon 3:30-4:00: Penny and Mike Winton	
4:00 pm	Bus departs for Weisman Art Museum	
4:15-5:15 pm	Tour of Frederick R. Weisman Art Museum Welcoming Remarks: Lyndel King, Director and Chief Curator	
5:30 pm	Bus departs for Graves 601 Hotel	
6:30 pm	Bus departs for Walker Art Center	
6:45-8:00 pm	Cocktail reception and exhibition viewings <i>Body Politics: Figurative Prints & Drawings from Schiele to de Kooning; Kara Walker: My Complement, My Enemy, My Oppressor, My Love; Paper Trail: A Decade of Acquisitions</i> , and the permanent collection.	Cargill Lounge
8:00 pm	Dinner at the Walker Art Center Welcoming Remarks: Kathy Halbreich, Director, Walker Art Center Dinner Speaker: Laysha Ward, Vice President, Community Relations, Target Corporation, Minneapolis, MN	Skyline Room
10:00 pm	Return to Graves 601 Hotel	

new AMDA President

A M D A

Art Museum Development Association

Saturday, May 5 (Day 3)

- 7:30-9:00 am Breakfast Buffet served, 5th Floor *Foyer III*
- 8:30 am-12:15 pm Morning Sessions and Conference Information, 5th Floor *Ballroom III*
- 8:30-9:30 "Sponsorship"
Moderator: Marla Stack, Director of Special Projects Fundraising, Walker Art Center, Minneapolis, MN
Panelists: Jennifer Darling, Director of Development and Membership, Denver Art Museum, Denver, CO and Diana Duncan, Director of Development, Dallas Museum of Art, Dallas, TX
- 15 minute break*
- 9:45-11:00 "Capital Campaigns"
Moderator: John Easley, Vice President for Development and External Affairs, Saint Louis Art Museum, St. Louis, MO
Panelists: Judith M. Gibbs, Deputy Director for Development, Baltimore Museum of Art, Baltimore, MD and Shawn St. Michael, Executive Director, Development & Campaign, Art Gallery of Ontario, Toronto, ON
- 15 minute break*
- 11:15-12:15 "Membership: Using Technology to Engage Your Audience"
Moderator: Colleen Kelly, Director of Development, Museum of New Mexico Foundation, Santa Fe, NM
Panelists: Jeff Byars, Director of Development, Wexner Center for the Arts, Columbus, OH and Barbara Head, Director of Major Gifts, Nelson-Atkins Museum of Art, Kansas City, MO
- 12:30 pm Depart Graves 601 on foot
- 12:45-1:15 pm Lunch *Chambers Kitchen*
Chambers Kitchen is operated by world renowned chef Jean-Georges Vongerichte. The Chambers Hotel is the country's first luxury art hotel, featuring over 200 pieces of original contemporary work.
- 1:15-1:45 pm "Bombs and Brilliance" *Chambers Kitchen*
Moderator: Brett Schott, Director of Development, Saint Louis Art Museum
- 1:45-2:15 pm Gallery Preview: *Angela Strassheim* *Chambers Hotel*
Chambers curator Jennifer Case Phelps will give a preview of the hotel's newest exhibition featuring Angela Strassheim, a Minneapolis-resident whose work was featured in the 2006 Whitney Biennial: Day for Night.
- 2:25 & 2:30 pm Bus Departures (2 groups, 2 coaches each, leave at staggered times)
- 2:50 & 3:10 pm Private Collection Tour at the Home of Shirley Fiterman
- 3:15 & 3:30 pm Bus departs for Wayzata, MN
- 3:45-5:45pm Private collection tours in Wayzata (Entire group will rejoin for these tours)
3:45-4:30: Bob and Carolyn Nelson
4:30: Bus departs
4:45-5:45: Al and Ingrid Lenz Harrison

Saturday, May 5 (Day 3) Cont'd

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| 5:45 pm | Bus departs Wayzata, MN |
| 6:15 pm | Arrive at Graves 601 Hotel |
| 6:45 pm | Bus Departs for Minneapolis Institute of Arts (<i>Cocktail Attire</i>) |
| 7:00 pm | Cocktail Reception and Exhibition Tours
Welcoming Remarks: William M. Griswold, Director, Minneapolis Institute of Arts
Cocktail reception and tours of the MIA permanent collection, including its renowned Chinese and Japanese collections, reinstalled European paintings and sculpture galleries, period rooms, and the newly opened Target Wing, dedicated to art of the 20 th Century. |
| 8:30 pm | Dinner at Minneapolis Institute of Arts |
| 10:00 pm | Return to Graves 601 Hotel |

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Art Museum Development Association

Sunday, May 6 (Day 4)

- 7:30-9:00 am Breakfast Buffet served *Foyer III*
- 8:30-10:30 am Morning Sessions and Conference Information, 5th Floor
- 8:30 - 9:30 "Benchmarking Survey Results"
Presenter: Lynne LaMarca Heinrich, Senior Consultant, Marts & Lundy, Inc.
- 9:30 - 10:30 "Planned Giving: Building for Success"
Moderator: Kim Bowman, Director of Endowments and Planned Giving, Minneapolis Institute of Arts, Minneapolis, MN
Panelists: Pamela Butler, Deputy Chief Development Officer, Planned Giving and Administration, The Metropolitan Museum of Art, New York, NY and J Mullineaux, Director of Development, San Francisco Museum of Modern Art, San Francisco, CA
- 15 minute break*
- 10:45 am-12:00 noon Roundtables: Peer-led informal discussion
Here are this year's six slated topics:
- "Corporate Fundraising: Building Profitable and Sustainable Relationships"
Facilitated by Katherine Lyons, Associate Director of Development/Director, Corporate Relations, The Museum of Modern Art, New York
 - "Let's Talk Online Giving Strategy"
Facilitated by Tiffany Elser, Senior Arts & Cultural Solutions Engineer, Blackbaud
 - "Member Travel Programs are a Real Trip!"
Facilitated by Kathleen W. Hong, Director of Development, The Contemporary Museum, Honolulu
 - "Mine the Munutia: AMDA 2 Benchmarking Survey"
Facilitated by Lynne LaMarca Heinrich, Senior Consultant & Leader, Marts & Lundy
 - "Post Impressionism: Membership Growth without Blockbusters"
Facilitated by C. Scott Winter Director of the Annual Fund, Walker Art Center, Minneapolis
 - "The Next Generation: Attracting Young Adult Members"
Facilitated by Julianne Amendola, Associate Director of Development, Minneapolis Institute of Arts
- 12:00 noon Optional Lunch *Cosmos at Graves 601 Hotel*
If you would like to join your AMDA colleagues for a farewell lunch, please call 612-312-1168 to make a reservation.
- 1:30 pm Departures