



ART MUSEUM
DEVELOPMENT
ASSOCIATION

2011 AMDA CONFERENCE

May 11 – 14, 2011

Itinerary

(as of May 6 – subject to change)

Wednesday, May 11, 2011

Registration

9:30 am – 5:00 pm

Registration in Governor General Parlour, Mezzanine, Toronto Hilton Hotel

9:30 – 10:30 am

Continental breakfast buffet available in Mezzanine

Pre-Conference Sessions

Governor General Suite, Mezzanine, Toronto Hilton Hotel

10:00 – 11:30 am

Affinity Groups – Three concurrent sessions

- Contemporary Art Museums
- College and University Art Museums
- Museums with Budgets of \$20 M+

Optional Field Trip

1:30 pm

Board bus at front of the hotel for visit to the McMichael Canadian Art Collection, Kleinburg

2:00 – 3:30 pm

Visit to the McMichael Canadian Art Collection, Kleinburg

The McMichael Canadian Art Collection offers its visitors a unique and truly Canadian experience. From the art within the gallery on its walls to the surrounding landscape, the McMichael is the perfect gallery for an introduction to Canada's art, its peoples, their cultures and their history.

www.mcmichael.com

3:30 pm

Bus departs McMichael for hotel

4:30 pm

Buses arrive back at the hotel (latest)

Optional Tour

5:45 pm

Bus departs hotel for the ROM

6:00 – 6:45 pm

Visit to the Royal Ontario Museum

The Royal Ontario Museum is among the world's leading museums of natural history, and of world cultures. Indeed, in combining a universal museum of cultures with that of natural history, the ROM offers an unusual breadth of experience to visitors and scholars from around the world. Berlin-based Daniel Libeskind led the recent Renaissance ROM architectural expansion and renovation.

www.rom.on.ca/

Opening Reception, Dinner and Tour - Gardiner Museum

- 6:45 pm Bus departs the hotel for the Gardiner Museum for those not at ROM
Those at ROM walk across street to Gardiner Museum
- 7:00 – 9:30 pm Founded in 1984 by collectors and philanthropists George and Helen Gardiner, The Gardiner Museum offers an intimate look at one of the world's oldest and most universal forms of art and material culture—ceramics. The collection exceeds 3,000 historical and contemporary pieces and spans continents and time. The Canadian architectural firm of Kuwabara Payne McKenna Blumberg led the recent renovation and expansion project. Welcome by director, Alexandra Montgomery. Dinner is at the restaurant Jamie Kennedy at the Gardiner.
www.gardinermuseum.on.ca/
- 9:30 pm Bus back to hotel

Thursday, May 12, 2011

Registration

- 7:30 – 8:15 am Registration in Governor General Parlour, Mezzanine, Toronto Hilton Hotel
- 7:30 – 8:15 am Buffet breakfast in Mezzanine
Information sharing of print materials from different institutions

Morning Sessions

All sessions are in the Governor General Suite, Mezzanine level

- 8:15 – 8:30 am Welcome remarks

Keynote Speaker

- 8:30 – 9:45 am **Roger Martin, Dean, Rotman School of Management, University of Toronto**
Roger Martin is one of the world's foremost management thinkers and Dean of Rotman School of Management at the University of Toronto. His research work focuses on Integrative Thinking, Business Design, Corporate Social Responsibility and Country Competitiveness. He writes extensively on design and was a regular columnist for the BusinessWeek.com Innovation and Design Channel.

Using examples of strategy from both the business world and the art world, Martin will illustrate that those who have been most successful and competitive are those who carefully define the guiding purpose of their enterprise and from that determine where to play and how to win.

www.rotman.utoronto.ca/rogermartin/

Private Collection Visit

- 9:45 am Board bus at the front of the hotel
- 10:15 am – 11:15 am **A visit to the private collection of David Mirvish**
An unparalleled collection of Color Field and Abstract art. David Mirvish, originally a gallery owner in the early 1960s, is dedicated to collecting a group of selected artists. The collection possesses in-depth, even monographic, holdings of artists such as Jack Bush, Anthony Caro, Helen Frankenthaler, Hans Hoffman, Morris Louis, Robert Motherwell, Jules Olitski, Larry Poons, Frank Stella, among others. The group will meet with David Mirvish and AGO Curator, Modern and Contemporary Art, David Moos.
- 11:15 am Board bus for hotel
- 11:45 am Arrival at hotel

Strategic Planning

- 12:00 – 1:00 pm **Panel:**
Kate Markert, Executive Director, Hillwood Estate, Museum and Gardens
Gail Dexter Lord, Co-President, Lord Cultural Resources
- 1:00 – 2:15 pm Lunch in the Osgoode Suite, third floor

Afternoon Sessions

The afternoon sessions will be held in the Governor General Suite, Mezzanine level

The National Perspective:

What is Really Going on in Museum Fundraising Today

- 2:30 – 3:45 pm **Panel:**
Jim Hackney, Managing Partner, Alexander Haas
Lynne Heinrich, Senior Consultant & Principal, Marts & Lundy
In tandem with the next session, the panelists will provide perspectives with the support of current data from Giving USA, AFP and other related sources.
- 3:45 – 3:55 pm Break

Climate Control: Launching Capital Campaigns in Uncertain Conditions

- 3:55 – 5:00 pm **Panel:**
Maryann Jordan, Vice Director, Seattle Art Museum
Paul Johnson, Deputy Director for Development, Brooklyn Museum
The paradigm for campaign fundraising seems to have shifted over the last few years. Is this a short-term response to the recession or a more permanent alteration to accepted principles in structuring campaign efforts?

Optional External Event

6:30 – 8:00 pm

Museum Trustee Association Conference – Welcome Reception Gardiner Museum

This group generously extends an invitation to AMDA conference delegates to the welcome reception for their conference, also being held in Toronto. Although not part of the AMDA conference, members may wish to join in. The reception is during AMDA free time. The Gardiner Museum is a short cab ride from our hotel. Should you wish to RSVP that you will attend, please indicate this under the *Optional Activities* section on your AMDA conference registration form.

Free Night

Explore Toronto's vibrant culinary scene, enjoy a concert or play in one of our award winning concert halls, or experience the city's dynamic night club offerings.

Friday, May 13, 2011

Registration

7:15 – 8:00 am

Registration Governor General Parlour, Mezzanine level

7:15 – 8:00 am

Breakfast buffet on Mezzanine level

Information sharing of print materials from different institutions

Morning Sessions

All sessions are in the Governor General Suite, Mezzanine level

8:00 – 9:30 am

Glenn Lowry and Matthew Teitelbaum in Dialogue

The director of the Museum of Modern Art (MoMA) and the director and CEO of the Art Gallery of Ontario (AGO) in conversation.

Life After AMDA

9:30 – 10:30 am

Panel:

Katharine DeShaw, Executive Director, United States Artists

Anne Farrell, Vice President of Philanthropy, Voices for Children

Robert (Sandy) Chamberlain, formerly Deputy Director for External Affairs at Phoenix Art Museum

Martin Duus, Vice President Institutional Advancement for the New York Hall of Science

Yes, Virginia, there is life after AMDA! Join us for a lively session as former AMDA Presidents discuss their careers and lives after leaving the art museum field. We will explore how current employment in a variety of fields has been impacted by experiences in fund development for arts institutions. The group will offer advice, guidance and perspective on being effective leaders and fundraisers.

10:30 – 10:45 am

Break

Curate Your Own:

An Innovative Approach to Museum Membership

10:45 am – 12 pm **Alexandra Wheeler, Deputy Director for Development,
Whitney Museum of American Art**

Reinventing the basic museum membership through attitudinal segmentation to create a more personalized and rewarding experience for members thereby strengthening their relationship with the Whitney.

Corporate Art Collection and Luncheon

12:30 – 1:00 pm Walk over to McCarthy Tetrault LLP

1:00 – 2:30 pm **A visit to a leading corporate art collection at McCarthy Tetrault, LLP**

A short walk from the hotel, the prestigious law firm McCarthy Tetrault is housed in the magnificent Mies van der Rohe-designed Toronto-Dominion Centre. McCarthy's has built a preeminent collection of contemporary Canadian art. A seated luncheon will be followed by a tour of the collection with AGO curators.

Visits to Private Collections

2:45 pm Board bus outside of McCarthy Tetrault

3:00 – 3:45 pm **Sandra & Joseph Rotman Collection**

A comprehensive collection of modern art that includes iconic works by John Chamberlain, Roy Lichtenstein, Morris Louis, Robert Rauschenberg, Mark Rothko, Frank Stella and Andy Warhol, among many others. In addition there are works by early twentieth century American artists such as George Bellows, Robert Henri, Edward Hopper, and Everitt Shim and paintings by photorealists Richard Estes and Robert Cottingham. Sandra Rotman is a trustee of the Art Gallery of Ontario and a leading philanthropist.

3:45 pm Board bus

4:00 – 4:45 pm **Maxine Granovsky Gluskin & Ira Gluskin Collection**

A focused collection of international and Canadian contemporary art that crosses various media - all impeccably installed and rooted in the theme of portraiture. The collection spans great aesthetic territory and features key works by John Currin, Rienike Diekstra, Thomas Houseago, Alex Katz, Mikalene Thomas, among others. Maxine Granovsky Gluskin is a Vice-President of Board of the Art Gallery of Ontario and an inspiring philanthropist.

4:45 pm Bus back to hotel

Gala Conference Dinner

- 6:00 pm** Buses pick up group at hotel and bring to the AGO
- 6:15 pm** Join the AGO's director, president, vice-presidents and your colleagues and enjoy a cocktail reception and dinner created by our award-winning Executive Chef, Anne Yarymowich. The evening will include tours of the remarkable Frank Gehry-designed expansion and highlights of the AGO's renowned collection. The Art Gallery of Ontario is one of the leading art museums in North America. Our commitment to innovation and creativity has transformed the art experience at the AGO. Internationally celebrated architect Frank Gehry has created breathtaking spaces for art, while the generosity of the art collector and benefactor Ken Thomson has transformed our collections. www.ago.net/
- 9:30 pm** Bus departs for hotel

Saturday, May 14, 2011

- 8:00 – 9:00 am** Breakfast buffet on Mezzanine level

Morning Sessions

All sessions are in the Governor General Suite, Mezzanine level

Creating Successful Museum Fundraising

Partnerships for Travelling Exhibitions

- 9:00 - 10:00 am** **Panel:**
Christopher Stevens, Chief of Finance and Development, Walker Art Center
Marla Stack, Director of Special Projects Fundraising, Walker Art Center
Museums often organize or co-organize exhibitions that travel to sister institutions. Differences in institutional cultures, geography, and market size can make it difficult for museums to fundraise together for touring shows. This session will examine some of the challenges and opportunities art museums face when attempting to forge effective partnerships with each other to secure financial support for traveling exhibitions.

Managing Staff in Difficult Times

- 10:00 – 11:00 am** **Diana Duke Duncan, Sr. VP for External Affairs, The Barnes Foundation**
Based on a personal career transition from the performing arts to museum advancement, and including lessons learned in service to three organizations (Smithsonian Institution, Dallas Museum of Art, Barnes Foundation) in the midst of significant transformational change, Diana will design the discussion to engage everyone in the definition of leadership.
- 11:00 – 11:15 am** **Break**

Bombs and Brilliance


- 11:30 am – 12:30 pm Joe Carney, Director of Gallery Advancement, Memorial Art Gallery
This session is open to all members to share their best ideas and entertain each other with tales of "what not to do".
- 12:30 pm Light lunch on Mezzanine level

~Conference concludes~

The Art Museum Development Association gratefully acknowledges support from the following contributors to the 2011 AMDA Conference:

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