Pre-Conference Session: Contemporary Partners Forum

11:45 AM
Meet in lobby of Park Hyatt to walk to MCA

12 Noon – 5:00PM
Contemporary Partners Forum
MCA Chicago
LEADERS:
- Christopher Stevens, Chief of Advancement, Walker Art Center
- Lori Bartman, Director of Development, Renaissance Society

3PM – 6PM
Conference Registration and Information Desk
Park Hyatt Conference Center
800 North Michigan Avenue
Lower Level

6 PM – 7:00 PM
Opening Reception (AMDA attendees and guests)
Park Hyatt - NoMi Restaurant
Sponsored by TerMolen, Watkins and Brandt
All AMDA members are invited to gather for cocktails and hors d’oeuvres to celebrate AMDA 2013. Reception is open to any conference member guests as well.

7:30 PM
Contemporary Partners Forum Dinner (Contemporary Partners only)
Participants in the Contemporary Partners Forum will gather for a casual dinner.
WEDNESDAY, MAY 8, 2013

7:00 AM – 5:00 PM  Conference Registration and Information Desk  
*Park Hyatt Conference Center*

7:30 AM – 9:00 AM  Continental Breakfast  
*Park Hyatt Conference Center*

7:30 AM – 9:00 AM  Past Presidents Meeting  
*Park Hyatt Conference Center Drawing Room*

9:00 AM – 10:00 AM  SESSION: *The Life of a Donor: Building Lasting, Life-Long Donor Relationships*  
*Grand Salon Ballroom*

**Q&A PARTICIPANTS:**
- Madeleine Grynsztejn, Pritzker Director, MCA Chicago
- Helen Zell, President, Zell Family Foundation

*Grand Salon Ballroom*

**SPEAKER:** Penelope Burk, President, Cygnus Applied Research

Burk’s comprehensive study of donor communication, recognition and donor relations paints a clear picture of the kind of relationship that donors are seeking and defines donor-centered fundraising as the essential methodology for keeping donors long term. AMDA 2013 Participants are encouraged to pose questions during this presentation that is intended to be a dynamic interaction with Burke, one of the premiere fundraising research and data analysts.

*Note: Immediately following this session, Burk’s new book will be available for sale in the Conference Center.*

12 Noon – 2PM  WELCOME AND OPENING LUNCHEON  
*Lunch in Drawing Room: 12Noon – 12:45 PM  
Panel Discussion in Grand Ballroom: 12:45 PM - 2PM*

**SESSION:** *The Future of Philanthropy: a Panel Discussion with the Next Generation of Donors.***

**MODERATOR:** Donna Wiley, Senior Executive Vice President and Managing Director, GG+A

**PANELISTS:**
- Liz Kramer Lefkofsky, Lefkofsky Family Foundation
- Duncan MacLean, President of *MacLean-Fogg*
- Conor O’Neil, McCormick Family Foundation
**Wednesday, May 8, 2013, Con’t**

**2:15 PM  3:15 PM**  
**SESSION:** *Capital Campaigns: The Ultimate Test!*

*Grand Salon Ballroom*

Capital Campaigns can be the most cost-effective, intense, and high-stakes method of fundraising and many people consider them to be the ultimate test of a museum’s philanthropic potential. This session will examine some current campaigns and discuss a variety of approaches that are being taken in today’s economic environment.

**MODERATOR:** Christopher Stevens, Director of Development, Walker Art Center

**PANELISTS:**
- Kelly O’Brien, Executive Director of Development, Philadelphia Museum of Art
- Timothy Walker, Capital Campaign Director at the Miami Art Museum
- Alexandra Wheeler, Deputy Director for Development, Whitney Museum of American Art

**3:15 PM Break**  
*Sponsored by Expo Chicago*

**3:30 PM – 4:30 PM**  
**SESSION:** *Opening the Kimono: A Fresh Look at Online Engagement*

*Grand Salon Ballroom*

Building audiences and donors in an online environment will be crucial to the success of non-profit fundraising campaigns in the future. The cultural sector offers particularly exciting opportunities to engage existing communities and involve new audiences in our work. Hear Nina Diefenbach and Betsey Fortlouis discuss why New York’s Metropolitan Museum of Art launched an e-philanthropy initiative and the results of these efforts to date. Dave Meeker joins us from Roundarch Isobar, a digital agency headquartered in Chicago with global reach through the Isobar network of companies. The company is focused on "the power of digital to disrupt industries and transform business process" for brands as diverse as HBO, Adidas, Bloomberg and the US Air Force. Dave will showcase the company’s recent work with KCRW, NPR’s flagship music and news station in Southern California.

**MODERATOR:** Katharine DeShaw, Founding Director United States Artists

**PANELISTS:**
- Nina McN. Diefenbach, Vice President for Development and Membership, The Metropolitan Museum of Art
- Betsey Fortlouis, Deputy Chief Development Officer for E-Philanthropy, The Metropolitan Museum of Art
- Dave Meeker, VP, ROUNDARCH ISOBAR
WEDNESDAY, MAY 8, 2013, CONT’D

4:30 PM          BREAK

5:30 PM          Meet in lobby of Park Hyatt for Transportation to reception

6:00 PM – 7:30 PM  PRIVATE COLLECTION RECEPTION
Sponsored by Christie’s
Turner Loft - 400 South Green Street

7:30 PM          Depart for Dinner

7:45 PM – 9:30 PM  OPENING NIGHT DINNER
Sponsored by Christie’s
Museum of Contemporary Art Chicago - 220 East Chicago Avenue
Viewing of Destroy the Picture: Painting the Void, 1949-1962 and Amalia Pica
and buffet dinner

AMDA Participants can walk back to the Park Hyatt from dinner.
THURSDAY, MAY 9, 2013

7:00 AM – 5:00 PM  Conference Registration and Information Desk  
Park Hyatt Conference Center

7:00 AM – 8:30 AM  Continental Breakfast  
Park Hyatt Conference Center

8:30 AM  DEPART for off-site sessions at Steppenwolf Theater Company  
1650 N Halsted St, Chicago

9:00 AM – 9:45 AM  SESSION: Overview of Steppenwolf Theater Company  
Chicago’s Steppenwolf Theater Company (STC) is a premiere national theater  
founded by actors Jeff Perry and Gary Sinese. In the theater’s almost 40 year  
history, they have become renowned for productions and their fundraising  
prowess. The STC is currently embarking upon an ambitious campus plan project  
and fundraising campaign.

HOSTS: Martha Lavey, Artistic Director, David Hawkanson, Executive Director  
and Sandy Karuschak, Director of Development

10 AM – 11:00 AM  SESSION: Board Engagement: Implementing and Managing Trustee Expectations  
Steppenwolf Theater Company  
Critical to all fundraising efforts is board participation and support. This  
moderated panel will discuss the path to getting buy-in for setting clear board  
giving and engagement expectations as well as discussion of implementation and  
monitoring trustee performance.

MODERATOR: Greg Cameron, Chief Operating Officer, WTTW, Past AMDA  
President

PANELISTS:  
- Steppenwolf Theater Company:  
  o David Hawkanson, Executive Director  
  o Sandy Karuschak, Director of Development  
- Museum of Contemporary Art Chicago  
  o Mary Ittelson, Past Board Chair  
  o Lisa M. Key, Director of Development

11:10 AM  DEPART for return to Park Hyatt
12 Noon – 1:30 PM  **KEYNOTE AND LUNCH SESSION:** *Chicago’s Cultural Plan: Create + Collaborate + Innovate*  
*Grand Salon Ballroom*

In 2012, the City of Chicago, led by Commissioner Michelle Boone, embarked upon an ambitious cultural plan that seeks to identify opportunities for arts and cultural growth for the city. This session will introduce the cultural plan and discuss the fundraising and financial aspects.

**PANELISTS:**
- Commissioner Michelle Boone, Commissioner, Department of Cultural Affairs and Special Events, City of Chicago
- Julie Burros, Director of Cultural Planning, City of Chicago

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1: 45 PM – 2:45 PM  **SESSION:** *The Real Deal: A Q&A with the Foundation Community*  
*Grand Ballroom*

The relationship between Foundation Program Officers and Chief Development Officers is critical to successful grant applications. This panel will offer a frank and open conversation about what works, what doesn’t in this unique relationship – from the program officer’s perspective.

**MODERATOR:** Tim Seiler, Director of Public Service and The Fund Raising School, Lilly Family School of Philanthropy at Indiana University

**PANELISTS:**
- Carrie Haslett, Ph.D, Terra Foundation for American Art
- Angelique Power, Joyce Foundation
- Elspeth Revere, VP, Media, Culture and Special Initiatives, John D. and Catherine T. MacArthur Foundation

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3:00 PM – 4:00 PM  **SESSION:** *Philanthropic Trends Update*

Back by popular demand! Lynne and Jim offer up their thoughts on the development trends they see for 2013 and beyond.

**PANELISTS:**
- Jim Hackney, Managing Partner, Alexander Haas
- Lynne Heinrich, Senior Consultant and Principal, Co-Leader Arts & Culture Practices Group, Marts and Lundy
Thursday, May 9, 2013, Con’t

4:15 PM – 5:00 PM  **SESSION: Salary Survey and Haas Foundation Report**
One of the benefits of your 2013 AMDA Membership is the Salary Survey, a comprehensive overview of development department salaries compiled this spring by Marts and Lundy. Lynne Heinrich will present the data (everyone will also receive hard copy of the report) and discussion of the impact of the recent Haas Foundation Report, *Underdeveloped: A National Study of Challenges Facing Nonprofit Fundraising.*

5:00 PM  Break

6:30 PM  Depart for Dinner

6:45 PM – 9:30 PM  **CLOSING NIGHT DINNER**
*Sponsored by GG+A*

The Art Institute of Chicago
111 South Michigan Avenue

6:45 PM – 7:30PM: Open viewing of the special exhibition
*Picasso and Chicago (audiotours provided)*

7:30 PM – 9:30 PM: Dinner, Chicago Stock Exchange Trading Room

*Buses will depart at 9:30 PM to return to Park Hyatt.*
Friday, May 10, 2013

9:00 AM – 12 Noon  Conference Registration and Information Desk
Park Hyatt Conference Center
Note: Conference Concierge is also available to assist with luggage, mailing packages and check-out.

7:30 AM – 9:00 AM  Continental Breakfast
Park Hyatt Conference Center
Grand Salon Ballroom

9:00 AM – 10:00 AM  SESSION:  From Vision to Reality: A Crystal Bridges Case Study
Grand Salon Ballroom
Imagine you are a philanthropist with a dream of starting a museum in an underserved part of the country. Then, imagine working with your family, to take the land on which you played as a child and transforming that space into a 120-acre cultural campus, open to the public. Learn about the process and work involved in not only planting the seed for Crystal Bridges Museum of American Art, but in seeing that seed grow and become a destination attracting more than 650,000 people in its inaugural year.

SPEAKER:  Sandy Edwards, Deputy Director, Crystal Bridges

“Set in Stone,” a study by the University of Chicago’s Cultural Policy Center, looks at a major building boom of museums, performing arts centers and theaters in the United States from 1994 to 2008. It is the first scientifically prepared study of its kind and was requested both by cultural leaders and major foundations that had, in many cases, provided support for these building projects. The project leaders will focus their session on the part of their research that deals with fundraising and its impact on new facilities.

SPEAKERS:
- Caroll Joynes, co-founder the Cultural Policy Center, University of Chicago
- Joanna Woronkowicz, Senior Research Officer, National Endowment for the Arts.
SESSION: Auxiliary and Affinity Groups: *Friend or Foe?*

Depending on the timing and circumstances of how art museums were founded, their original membership and fund-raising functions were often created and run by a corps of dedicated volunteers, long before the creation of the modern development office. Likewise, and often occurring in museums with that same tradition of volunteer activism, core groups of well-meaning collectors or donors have banded together to create somewhat autonomous ‘study groups’ or societies to purchase art in specific areas of interest, outside the mainstream of the museum’s membership or development programs or institutional collecting priorities. This session will offer advice and explore how several museums’ development staffs have addressed these complex issues head on – sometimes successfully and sometimes not – with a special focus on the recent high profile challenges at LACMA.

**MODERATOR:** Carl Hamm, Deputy Director for Development and External Affairs, Saint Louis Art Museum

**PANELISTS:**
- Melissa Bomes, Vice President, Development, Los Angeles County Museum of Art

**12:30 PM – 2:00 PM**

**BOXED LUNCH AND ROUNDTABLE SESSIONS**

*Grand Salon Ballroom*
- College/University-based Museums – (Chair, Warren Davis, Smart Museum)
- Museums with Budgets under $8 million
- Museums with Budgets between $8 million and $20 million
- Museums with Budgets over $20 million (Chairs, MaryAnne Jordan and Kelly O’Brien)
- Contemporary Art Museums (*Chairs*, Christopher Stevens and Lori Bartman.)

**2:15 PM**

**Final Q & A and Evaluations**

*Grand Salon Ballroom*

**3:00 PM**

**Conference Concludes**

**Planning note:** Transportation to O’Hare Airport usually takes 1 to 1-1/2 hours in Friday traffic or 45 minutes by train. Transportation to Midway Airport usually takes 1 hour in Friday traffic or 45 minutes by train. Park Hyatt concierge can arrange transportation for all AMDA Participants.