



**ART MUSEUM DEVELOPMENT ASSOCIATION  
Denver 2018**

**PRELIMINARY AMDA 2018 CONFERENCE SCHEDULE - 4.9.2018**

**MONDAY, MAY 14, 2018**

**1:00PM**                      **Conference Check-In Opens**  
*Après Foyer, Second Floor, Kimpton Hotel Born – 1600 Wewatta St, Denver, CO 80202*

**4:00PM – 5:30 PM**        **Reception**  
*Après Foyer and Nordic Terrace, Second Floor, Kimpton Hotel Born*  
**Sponsored by Creative Fundraising Advisors**

**5:45PM**                      **Depart for Dinner**  
*Meet in Lobby*

**6:00PM**                      **Dinner at RedHOUSE**  
1702 Wazee Street, Denver, CO 80202  
**Sponsored by Christie's**

Jan and Frederick Mayer, long-time patrons of the Denver Art Museum, prolific Pre-Columbian, Spanish Colonial, and Modern art collectors, moved from the suburbs to this redeveloping warehouse district out of commitment to urban living and pride in the city. The RedHouse was one of the first single-family residences in the Lower Downtown neighborhood of Denver. It was designed by Jim Olson, Principal designer at Olson Kundig Architects, who also designed the Kirkland Museum which opened in March 2018.

The house is organized by levels: first floor as public gallery (museum); second floor as private living (nest); and the third floor as the spiritual space (sanctuary). The art and architecture embody strong historical content. The building's massing, articulation, and use of the red color of the Indian sandstone relate it to the historic district formally and materially.

**8:00PM**                      **Depart for Hotel**

## **TUESDAY, MAY 15, 2018**

**7:30AM – 9:00AM**      **Continental Breakfast**  
*Après Foyer and Nordic Terrace*

**8:00AM – 2:00PM**      **Conference Check-In Open**  
*Après Foyer*

**9:00AM – 9:10AM**      **Welcome: Arpie Chucovich**  
*Aspen Ballroom*

**9:15AM – 10:35AM**      **SESSION 1: Keynote – To be announced shortly**  
*Aspen Ballroom*

**10:45AM – 11:45AM**      **SESSION 2: Tax Reform and Philanthropy**  
**Led by Jeffrey Belair, CPA, Partner, EKS&H**  
*Aspen Ballroom*

Will tax law changes have an impact on philanthropy? How are tax advisors guiding their clients and their clients' families? How are Donor Advised Funds affected, and what are ways to speak to donors to maximize their gifts and impact? Jeffrey Belair will present valuable information on these changes, and insight on how to address donor concerns.

**11:50AM – 12:50PM**      **SESSION 3: Practice Practice Practice – The latest and best fundraising practices and trends used by museums around the country.**  
**Led by Danielle Amato-Milligan, Senior VP, Practice Expert, Non-Profit Consulting for U.S. Trust, Bank of America Private Wealth Management**  
*Aspen Ballroom*

Bank of America's corporate philanthropy is exemplary and reaches more than 100 museums in the U.S. From the Museums on Us program, to exhibition supports and loans from their extensive art collection, to the Art Conservation Project, Bank of America has impacted our institutions in significant ways.

All non-profits face the challenges of donor fatigue, shifting donor demographics, having to raise more support with fewer resources, etc. To complicate things for museums, some donors have shifted focus from arts and culture towards human services. Danielle Amato-Milligan will outline the latest and most effective strategies used in the fundraising community to increase donor engagement, satisfaction and yield.

**1:00PM – 2:00PM**      **Break for Lunch**  
*Après Foyer and Nordic Terrace*

**2:15PM**                      **Depart for Clyfford Still Museum**  
*Meet in Lobby*

**2:30PM – 3:45PM**      **Clyfford Still Museum Visit**  
*1250 Bannock St, Denver, CO 80204*

The Clyfford Still Museum opened in 2011 and is one of the newest additions to Denver’s burgeoning Cultural Arts District located adjacent to the Denver Art Museum in the city’s Civic Center Cultural Complex. The two-story, 28,500-square-foot building was designed by Brad Cloepfil of Allied Works Architecture specifically to display Still’s work. The museum allows visitors the unique experience to understand the legacy of Clyfford Still, an artist whose life has been shrouded in mystery and the bulk of whose work has been hidden from public view for more than 30 years.

**4:00PM – 5:30PM**      **Reception & Collection Visit:** Cathey and Dick Finlon’s extensive contemporary photography collection and gorgeous home.  
*Polo Club, Denver*

**5:30PM**                      **Depart to Hotel**  
**Dinner Independently**

**6:30PM**                      **Past Presidents’ Meeting & Dinner:** Lanny & Sharon Martin’s Museum Residence

**WEDNESDAY, MAY 16, 2018**

**7:30AM – 9:00AM**      **Continental Breakfast**  
*Après Foyer and Nordic Terrace*

**8:00AM – 9:00AM**      **Conference Check-In Open**  
*Après Foyer*

**9:00AM – 10:10AM**      **SESSION 4: Developing your Volunteer Structures for Fundraising Success**  
**Led by Christine Begley, GG+A**  
*Aspen Ballroom*

This session will provide practical solutions for building an effective structure for volunteer engagement in fundraising. Structuring volunteer leadership, defining key roles that volunteers can play, and setting goals that align with your organization will be discussed.

**10:15AM – 11:20AM**      **SESSION 5: The Changing Landscape of Campaigns**  
**Led by Lynne Heinrich, Marts and Lundy, Laura MacDonald, Benefactor Group, and Carl Hamm, St Louis Art Museum**  
*Aspen Ballroom*

Campaigns have long relied on “tried-and-true” formulas. Fundamentals hold true, but new campaign strategies and methodologies need to be embraced to reflect changing donor demographics, new analytics, Donor Advised Funds,

comprehensive goals (capital+endowment+growth) and shifting patterns of wealth and priorities. Two veteran campaign consultants will explore phases of a campaign – illustrating each with the experiences of an AMDA member institution:

1. Campaign Planning and Preparation (getting to the “big idea,” integration of overall institutional and internal campaign planning)
2. External Assessment (is the traditional feasibility study dead?)
3. The early leadership phase (and why it’s no longer the “quiet” phase)
4. Community gifts and the capstone phase

**11:30AM – 1:00PM**

**SESSION 6: Major Donor Panel**

**Participating: Jack Alexander, Johnson Foundation, and Cathey Finlon, DAM Trustee**

**Moderated by Arpie Chucovich, Denver Art Museum**

*Aspen Ballroom*

Long-standing donors discuss the history of their decades-long participation and contributions to the Denver Art Museum. What was their motivation to start giving, what types of gifts they have made, what are their expectations, how are they being stewarded, what is the future of their philanthropy with the organization?

**1:00PM – 2:00PM**

**Lunch**

*Après Foyer and Nordic Terrace*

**2:00PM – 3:30PM**

**Session 7: Round Table**

*Aspen Ballroom*

**3:45PM**

**Depart for Kirkland Museum**

*Meet in Lobby*

**4:00PM – 5:45PM**

**Exhibition Viewing & Cocktails**

**Kirkland Museum**

*1201 Bannock St, Denver, CO 80204*

**Sponsored by Art Travel LTD**

Kirkland Museum of Fine & Decorative Art is an art museum in Denver, Colorado featuring three collections containing over 30,000 works by more than 1,500 artists and designers. All three collections are displayed together in salon style:

- A celebrated international decorative art collection from about 1875 to about 1990 with examples of every major design period from Arts & Crafts to Postmodern
- A Colorado & regional art collection with over 7,000 works by more than 700 artists and
- A retrospective of Colorado’s distinguished painter, Vance Kirkland (1904–1981).

**6:00PM – 9:00PM**

**Exhibition Viewing & Dinner**

**Welcome by Christoph Heinrich, Frederick & Jan Mayer Director**

**Denver Art Museum**

*100 W 14th Ave Pkwy, Denver, CO 80204*

**Sponsored by Denver Art Museum**

*Degas: Passion for Perfection*

The exhibition showcases French artist Edgar Degas' works from 1855 to 1906.

More than 100 works consisting of paintings, drawings, pastels, etchings, monotypes, and sculptures in bronze are on view. The DAM is the sole American venue for the exhibition.

*Jeffrey Gibson: Like a Hammer*

The first major museum exhibition of the artist's work—chronicles a pivotal moment in Gibson's career when his contemporary artistic practice converged with his Native American heritage. About 65 objects created from 2011 to the present will be featured including figurative works, text-based wall hangings, a significant selection of beaded punching bags, painted works on rawhide and canvas, and video.

**9:00PM**

**Depart for Hotel**

Early bus to depart at 8:45PM

**THURSDAY, MAY 17, 2018**

**7:30AM – 9:00AM**

**Continental Breakfast**

*Après Foyer and Nordic Terrace*

**8:00AM – 9:00AM**

**Conference Check-In Open**

*Après Foyer*

**9:00AM – 9:55AM**

**SESSION 8: AMDA Salary Survey Report**

**Led by Paul Johnson, Creative Fundraising Advisors**

*Aspen Ballroom*

The last AMDA Salary Survey was conducted five years ago. Much has changed since then: a healthy economy, low unemployment rates, as well as increasingly ambitious museum projects and campaigns. This year's study will look at the current salaries of AMDA staff analyzing them by museum type, size, and geographic regions. The study will also survey additional benefits offered to staff, professional development offered, and other ways that museums maintain longstanding, happy, and healthy development professionals.

**10:05AM – 11:00AM**

**SESSION 9: Unique Development Office Structures Designed for Success**

**Led by Lisa Key, Chief Development Officer at the Museum of Contemporary Art Chicago.**

*Aspen Ballroom*

Strange Structures? Org Charts in the new Day of Development - Should the Fundraising function always report to the Director? How many FTE's are the right mix for my size organization? Looking for answers? So are we! We've surveyed ourselves as to what our various museum's Development Department's organizational structures are and in this session we will review the results and look at trends and changes emerging.

- 11:10PM – 11:20AM**    **Closing Remarks & Looking Forward to 2019**  
*Aspen Ballroom*
- 11:30AM**                **Depart for American Museum of Western Art**  
*Meet in Lobby*
- 11:45AM – 1:00PM**    **Exhibition Viewing:**  
**American Museum of Western Art – The Anschutz Collection**  
**Introduction and tour led by Kristen Fong, Deputy Director and Educator**  
*1727 Tremont Place, The Navarre Building, 80202*
- 1:15PM**                 **Lunch in RiNo Neighborhood**
- 2:30PM**                 **Depart for Hotel**
- 3:00PM**                 **Arrive at Hotel**