



AMDA 2018 CONFERENCE SCHEDULE – 5.4.2018 UPDATE

MONDAY, MAY 14, 2018

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

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

5:45PM **Shuttle departs promptly to RedHOUSE**

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 The art and architecture embody strong historical content.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 **Shuttle departs promptly back to Hotel**

TUESDAY, MAY 15, 2018

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

8:00AM – 2:00PM **Conference Registration Open**
Après Foyer

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

9:15AM – 9:45AM **SESSION 1: Philanthropic Trends**
Laura MacDonald, Benefactor Group

9:50AM-10:45AM **SESSION 2: Tax Reform and Philanthropy**
Presented 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.

11:00AM – 11:55PM **SESSION 3: Practice Practice Practice – The latest and best fundraising practices and trends used by museums around the country.**
Presented 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.

12:00PM – 1:00PM

Lunch

Après Foyer and Nordic Terrace

1:00PM- 1:55PM

SESSION 4: What are museums doing to develop Diversity, Inclusion, and Equity in their volunteer and staff leadership, their audiences, and philanthropy? New perspectives from the development office.

Rehana Abbas, Director of Philanthropy, Oakland Museum of California

Allison Chance, Director of Development, High Museum tbd

Emily Ironside, Crystal Bridges Museum of American Art

Moderated by: Morris Price, Executive Director, City Year Denver

2:10PM

Shuttle Departs Promptly to Clyfford Still Museum

2:30PM – 3:30PM

Clyfford Still Museum Visit and Introduction by Director Dean Sobel

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.

3:35PM

Shuttle departs promptly to Finlon residence

4:00PM – 5:25PM

Reception & Collection Visit: Cathey and Dick Finlon's extensive contemporary photography collection and gorgeous home.

Polo Club, Denver

5:30PM

Shuttle departs promptly back to Hotel

Dinner Independently – List of suggested restaurants provided on AMDA Conference website

6:45PM

Shuttle depart promptly to Past Presidents' Meeting and Dinner

7:00 PM

Past Presidents' Meeting and Dinner: Lanny & Sharon Martin's Museum Residence

WEDNESDAY, MAY 16, 2018

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

8:00AM – 9:00AM **Conference Registration Open**
Après Foyer

9:00AM – 10:00AM **SESSION 5: Building High Performing Boards and Committees**
Aspen Ballroom
Led by Christine Begley, Senior Vice President, GG+A; Alexandra Wheeler, Deputy Director for Advancement, Whitney Museum of American Art; Arpie Chucovich, Chief Development Officer, Denver Art Museum

Boards and volunteer committees play key roles in advancing our fundraising, but it can prove challenging to focus their energy and good intentions on what we really need done. High performing volunteer committees are collaborative with staff and have clear expectations, focused tasks, and inspiring leadership. This session will explore practical solutions for how to galvanize volunteers around your goals, effectively structure committees and leadership for a new generation, and define key roles that volunteers can play.

10:05AM – 11:15AM **SESSION 6: The Changing Landscape of Campaigns**
Aspen Ballroom
Led by Lynne Heinrich, Marts and Lundy; Laura MacDonald, Benefactor Group; Carl Hamm, St Louis Art Museum; and Lisa Key, Museum of Contemporary Art, Chicago

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 – 12:25PM SESSION 7: Major Donor Panel

Participating: Jack Alexander, Former CEO, Helen K. and Arthur E. Johnson Foundation, and Cathey Finlon, DAM Trustee
Moderated by Arpie Chucovich, Denver Art Museum
Aspen Ballroom

Past development professionals and long-standing museum patrons discuss the history of their decades-long participation with 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, and what are changes they are seeing with regard to philanthropy overall?

12:30PM – 1:30PM Lunch

Après Foyer and Nordic Terrace

1:30PM – 3:00PM SESSION 8: Round Table

Aspen Ballroom

College Museum: Led by Amee Spondike, Deputy Director of Development and External Affairs

Contemporary Art Museums: Led by Margie Rine, Development Director, The Contemporary Austin

Museum budgets \$10million-\$25million: Led by Christopher Stephens, Chief of Finance and Development, Walker Art Center

Museum budgets above \$25 million: Led by Chris Landman, Chief Development Officer, Seattle Art Museum

3:00PM – 4:45PM Break

4:45PM

Shuttle departs promptly to Kirkland Museum

5:00PM – 6:00PM

Exhibition Viewing and Welcome by Hugh Grant, Founder and Director, and Gerald Horner, Deputy Director Kirkland Museum

1201 Bannock St, Denver, CO 80204

Sponsored by Art Travel LTD

Kirkland Museum of Fine & Decorative Art features three collections of 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-6:15PM **Very short walk to the Denver Art Museum**

6:15PM – 7:15PM **Exhibition Viewing and Reception**
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.

7:15PM – 9:00PM **Dinner at Denver Art Museum and Welcome by Christoph Heinrich, Frederick & Jan Mayer Director**

9:00PM **Shuttle departs to Hotel**
 Early bus to depart at 8:45PM

THURSDAY, MAY 17, 2018

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

8:00AM – 9:00AM **Conference Registration Open**
Après Foyer

9:00AM – 9:55AM **SESSION 9: AMDA Salary Survey Report**
Presented 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 10: Unique Development Office Structures Designed for Success**
Presented by Lisa Key, Chief Development Officer, 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 **Shuttle departs promptly for the American Museum of Western Art**

11:45AM – 12:40PM **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

12:40PM **Shuttle Departs Promptly to Wynkoop Brewing Company**

1:00PM **Lunch at Wynkoop Brewing Company**
1634 18th St, Denver, CO 80202
Founded by our current governor John Hickenlooper and known as the “brewery that brewed a neighborhood”, the Wynkoop Brewing Company

catalyzed the revitalization of the LoDo neighborhood and is one of the original breweries in Denver.