

**ART MUSEUM DEVELOPMENT ASSOCIATION CONFERENCE**  
Hosted by the Oakland Museum of California and the San Francisco Museum of Modern Art

**San Francisco Bay Area | June 3-6, 2019**

**AMDA 2019 Conference Schedule**

**Monday, June 3**

- 3-6 PM**                      **Conference check-in open**  
*InterContinental Foyer, 5th Floor*  
InterContinental San Francisco  
888 Howard Street, San Francisco, CA
- 5 PM**                         **Welcome Reception**  
**Sponsored by Museum Travel Alliance**  
*Sutter Room, 5th Floor*  
InterContinental San Francisco
- 6:15 PM**                    **Depart for SFMOMA**  
*Meet in the InterContinental Lobby*  
Walk as a group to SFMOMA
- 6:30 PM**                    **SFMOMA exhibition viewing and dinner**  
**Sponsored by Christie's**  
*SFMOMA, 151 Third Street*
- Viewing of *Andy Warhol—From A to B and Back Again*  
Few American artists are as ever-present and instantly recognizable as Andy Warhol (1928–1987). Through his carefully cultivated persona and willingness to experiment with non-traditional art-making techniques, Warhol understood the growing power of images in contemporary life and helped to expand the role of the artist in society. This exhibition—the first Warhol retrospective organized in the U.S. since 1989—reconsiders the work of one of the most inventive, influential, and important American artists. Beneath the glamour of Warhol's wide-ranging creations is a deep engagement with the social issues of his time that continue to resonate today. This exhibition is organized by the Whitney Museum of American Art, New York.

**Tuesday, June 4**

- 7:30 - 8:45 AM**            **Breakfast buffet**  
*InterContinental 5th Floor Room C*
- 8 AM - 1 PM**                **Conference check-in open**  
*InterContinental Foyer, 5th Floor*
- 8:45 - 9 AM**                **Welcome: Rehana Abbas and Samantha Leo**  
*InterContinental A&B, 5th Floor*

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**9 - 10 AM**

### **Art + Commerce: Trends in Corporate Engagement**

Justin Kerr, President, Imprint Projects

Michelle Morrison, Senior Design Program Manager, Dropbox

Jessica Shaefer, Global Art Program Manager, Facebook

Hear from leaders at some of the most innovative companies today about what is important to them when approaching engagements with museums. This panel discussion will be led by Justin Kerr of Imprint Projects, who has led successful collaborations with MoMA; Museum of Fine Arts, Boston; ICA Boston; the High Line; and the Museum of the Moving Image. The discussion will highlight recent trends in the corporate partnership realm and best practices for how to close the deal.

**10 - 11 AM**

### **The Power of Partnership: Board Leadership in Fundraising**

Dolly Chammas, Trustee, SFMOMA

Beryl Crumpton Potter, Trustee, Museum of the African Diaspora

Sheryl Wong, former OMCA Trustee, San Francisco Foundation Trustee

Leah Heister, Vice President, CCS Fundraising and Interim Deputy Director of Advancement, Solomon R. Guggenheim Foundation

An organization's board members and leadership are uniquely positioned to partner with its fundraising team to realize mutual goals and expectations. All play pivotal roles in creating the conditions to attract significant philanthropic investments. For these reasons, the highest performing museums prioritize fundraising beyond the development team's office. In this engaging panel discussion, board members will share insights, best practices and innovative solutions to establish a culture of philanthropy within a museum setting.

**11 AM - 12 PM**

### **Maximizing the Impact of Auxiliary Groups—and Trying to Avoid the Pitfalls!**

Amy Katherine Allen, Associate Vice President for Individual Giving,  
Art Institute of Chicago

Suzanne Hilser-Wiles, President, Grenzebach Glier & Associates

Auxiliary groups are supposed to help build a major gifts pipeline through deeper engagement, increased support and opportunities for identification...*but do they?* In 2015, GG+A was retained by leaders at the Art Institute to help them assess their 18 auxiliary groups and 13 curatorial committees through the lens of these questions. Suzanne and Amy will walk you through that assessment, the recommendations and the outcomes. They will also share some "lessons learned" that you can apply to your own program—even if it isn't 31 groups strong!

**12 - 1 PM**

### **Lunch**

**Sponsored by Marts & Lundy**

*InterContinental Room C, 5th Floor*

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**1 - 2:15 PM**

## **Roundtables by museum size/category**

*Breakout rooms, 5th Floor*

- Museum budgets above \$25M
- Museum budgets between \$10M-\$25M
- Museum budgets below \$10M
- College Museums
- Contemporary Museums

**2:15 - 2:45 PM**

## **BREAK**

**2:45 PM**

## **Buses begin to depart for Collection Visit**

*Bus will depart from in front of the InterContinental*

*Please note that buses will be staggered. You will be assigned a bus group/departure time at conference check-in.*

**3 - 4:15 PM**

## **Collection Visit: The Home of Gretchen & John Berggruen**

Recognized as one of the oldest houses on Russian Hill, built originally as a cottage in 1854, the Berggruen's home is in a tiny quarter of the city that feels less like an urban street than a country lane. Expanded in 1890 to include two upper stories, the house was extensively remodeled in 1985 by Robert A.M. Stern Architects. Enjoy not only the view and the architecture, but the eclectic collection featuring works ranging in period from early European masters including Henri Matisse, Pablo Picasso, and Fernand Leger to Post-War British and American contemporary paintings, drawings and sculptures. Notable among them are Richard Diebenkorn, Helen Frankenthaler, David Hockney, Mark di Suvero, Wayne Thiebaud, and Ed Ruscha.

**3:45 - 4:15 PM**

## **Buses depart for the de Young Museum**

**4:15 - 6:30 PM**

## **Reception and viewing at the de Young Museum**

**Sponsored by Grenzebach Glier & Associates**

*50 Hagiwara Tea Garden Drive*

Bouquets to Art is a weeklong display of florals inspired by works of art in the de Young's galleries. Explore the floral creations and then enjoy a reception in the de Young's Hamon Tower, a signature element of the Herzog & de Meuron building.

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**6:30 PM**

**Bus returns to hotel; dinner independently**

*Please note that one bus will go directly to the Past Presidents' Dinner.*

There are excellent restaurants within walking distance to the hotel. Some suggestions include In Situ at SFMOMA, The Cavalier, Zero Zero, Amber India, Kin Khao, Delfina, and Delarosa.

**7 PM**

**Past Presidents' Dinner**

*Mourad, 140 New Montgomery Street*

## Wednesday, June 5

**7:30 - 9 AM**

**Breakfast buffet**

*InterContinental 5th Floor Room C*

**8 AM - 12 PM**

**Conference check-in open**

*InterContinental Foyer, 5th Floor*

**9 - 10 AM**

**Professional Nirvana: Growing through your AMDA journey**

Moderated by Carl Hamm, Managing Partner, Alexander Haas  
Allison Chance, Director of Development, High Museum of Art  
Jonathan Peterson, Director of Development, Philadelphia Museum of Art  
Jessica Shatzel, DRI Consulting

One of the most meaningful aspects of the AMDA conference is that it provides opportunities for participants to grow professionally and personally through programs uniquely tailored for those in the chief development job in an art museum. And regardless of the size or type of museum, the single unifying characteristic among each person at the conference is their own professional development; whether they seek to grow in their current role, into their next position, or into that Ultimate position to which each one of us aspires. This session will provide personalized, practical advice from three experienced experts on how AMDA members can successfully build and shape their careers toward their own individual professional goals.

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10 - 11 AM

## **Current Capital Campaigns:**

### **Three Cities, Three Challenges, Three Creative Solutions**

Moderated by Paul Johnson, Founder, Creative Fundraising Advisors  
Justin Glasson, Chief Advancement Officer, Hammer Museum  
Elizabeth Jackson, Vice President, Briscoe Western Art Museum  
Jillian Jones, Director of Advancement, Albright-Knox Art Gallery

Three very different museums in three very different cities all at different stages of a campaign discuss where they are, how they got there and where they are going. They will highlight similarities and what makes each campaign particularly unique to that institution. Each museum will share their campaign process covering such topics such as institutional vision, goal setting, leadership giving, feasibility studies, case statements, quiet phases, public phases, and much more!

11 AM - 12 PM

## **Cultivating Next Gen Leadership**

Moderated by Denise Marica, Director of Growth Initiatives, SFMOMA  
Abbey Banks, Executive Director, Someland Foundation, and OMCA Trustee  
Wayee Chu, General Partner, Reach Capital, and SFMOMA Trustee  
Micki Meng, Founder, Art&

With growing demands on museums to meet the needs of an increasingly conscientious public, the next generation of philanthropists and trustees are vital to moving institutions forward with intention. In this session, we will explore how addressing issues of inclusion, access, and equity motivates new philanthropists, and how young trustees and donors can help to catalyze change at an organization. We will discuss tactics to effectively cultivate and activate next gen leaders, and suggest adapted approaches to successfully engage these individuals.

12 - 1 PM

## **Lunch**

### **Sponsored by CCS Fundraising**

*InterContinental Room C, 5th Floor*

1 - 3:15 PM

## **Break**

*We encourage you to visit local museums during the break. **Yerba Buena Center for the Arts, the Museum of the African Diaspora, and the California Historical Society** are all within walking distance of the hotel. **The Asian Art Museum** is a quick car or BART (Bay Area Rapid Transit) ride away.*

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**3:15 PM**

### **Depart for the Oakland Museum of California by bus**

*Please note that dinner at OMCA will be outside on OMCA's great lawn, so we recommend that you bring a light jacket and wear shoes that will be comfortable on grass.*

**4 - 5 PM**

### **Social Impact, Museums, and Fundraising: An OMCA case study**

*Oakland Museum of California, 1000 Oak Street, Oakland, CA*

Rehana Abbas, Director of Philanthropy, OMCA

Johanna Jones, Associate Director of Evaluation and Visitor Insights, OMCA

Kelly McKinley, Deputy Director, OMCA

The Oakland Museum of California is known as being a "museum of the people" since its founding 50 years ago. Over the last few years, the Museum has worked to define its social impact. Through a collaborative curatorial approach, a rigorous commitment to data, and extensive staff and board training, OMCA is redefining what a museum can mean to its community--and measuring that impact. Hear how OMCA is creating this authentic engagement, and how this work is impacting fundraising.

**5 - 8 PM**

### **Exhibition & Gallery Viewing, Reception, and Dinner**

#### **Sponsored by Benefactor Travel**

*Oakland Museum of California, 1000 Oak Street, Oakland, CA*

View OMCA's latest exhibition *Queer California: Untold Stories*. Check out the California Art Gallery on level 3 and the California History Gallery on level 2, featuring 2 new installations that are not to be missed: *Black Power*, which was derived from the Museum's record-breaking Black Panthers exhibition, and *Taking Native Lands and Lives*, which sheds light on Native genocide in California. *Galleries will close at 6:30 PM.*

5:30 - 6:30 PM

Cocktail reception on the Peace Terrace

6:30 - 8 PM

Dinner in OMCA's garden

**8 PM**

### **Bus returns to hotel**

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## Thursday, June 6

**7:30 - 9 AM**

**Breakfast buffet**

*InterContinental 5th Floor Room C*

**9 - 10 AM**

**Museum Directors in Conversation**

Neal Benezra, San Francisco Museum of Modern Art

Thomas Campbell, Fine Arts Museums of San Francisco

Lori Fogarty, Oakland Museum of California

Moderated by Lynne LaMarca Heinrich, Marts & Lundy

During a time of such abundance, need, and divisiveness in our country, our cultural institutions are being both lauded for the tremendous roles they are playing in building community, convening, inspiring and facilitating thoughtful dialog, and inspiring us, and derided for being elite and out of touch bastions of privilege for the few. This panel explores the pressing issues for our sector, provides insights into what CEOs are thinking about, and engages us in conversation about how Chief Advancement/Philanthropy Officers can best partner with museum leadership to strengthen their institutions.

**10 - 11 AM**

**Bombs & Brilliance**

Katharine DeShaw, Deputy Director, Advancement and External Relations,  
Academy Museum of Motion Pictures

Christopher Stevens, Chief of Advancement, Walker Art Center

We're bringing back this fun, popular session! Hear from colleagues on ideas that they have tried that are brilliant, and also those that have bombed. The audience will be asked to share their stories as well in this session where we can learn from each other and get some new ideas to try in our own museums.

**11 - 11:15 AM**

**Closing remarks & Looking forward to 2020:**

**Rehana Abbas & Samantha Leo**

**11:30 AM**

**Bus departs for the McEvoy Foundation for the Arts**

*Meet in InterContinental Lobby*

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**11:45 AM - 12:45 PM**    **McEvoy Foundation for the Arts with Nion McEvoy**  
**Sponsored by Creative Fundraising Advisors**  
*1150 25th Street, Building B, San Francisco, CA*

The McEvoy Foundation for the Arts (MFA) presents exhibitions and events that engage, expand, and challenge themes in the McEvoy Family Collection. Established in 2017, MFA's vision is to create an open, intimate, and welcoming setting for private contemplation and community discussion about art and culture.

Rooted in the creative legacies of the San Francisco Bay Area, MFA embodies a far-reaching vision of the McEvoy Family Collection's potential to facilitate and engage conversations on the practice of contemporary art. We invite artists, curators, and thinkers with varied perspectives to respond to the Collection. These collaborations produce three annual exhibitions in MFA's gallery, new media programs in the Screening Room, as well as dozens of film, music, literary, and performing arts events each year.

Our group will be greeted by Nion McEvoy, SFMOMA and Smithsonian American Art Museum Trustee, and given a tour of the exhibition by MFA executive director Susan Miller.

**12:45 PM**                    **Bus departs for lunch**

**1 - 2 PM**                    **Lunch at Magnolia Brewery**  
**Sponsored by Creative Fundraising Advisors**  
*2505 3rd Street, San Francisco, CA*

**2 PM**                        **Bus returns to InterContinental**

***Miss the bus? Lost or need help? Contact Rehana or Samantha by cell:***

Rehana Abbas: 617-653-1865

Samantha Leo: 510-220-8452