

**AMDA 2017 CONFERENCE SCHEDULE****MONDAY, JUNE 19, 2017**

- 3:00PM**                    **Conference Check-In Opens**  
W New York  
541 Lexington Avenue  
*Floor 2*
- 4:45PM**                    *Meet in lobby of the W for transportation to Metropolitan Museum*
- 5:30PM – 6:45PM**        **RECEPTION AND EXHIBITION VIEWING**  
**Sponsored by Marts & Lundy and Creative Fundraising Advisors**  
Metropolitan Museum of Art – 1000 5<sup>th</sup> Avenue  
Viewing of *Age of Empires: Chinese Art of the Qin & Han Dynasties (221 B.C. – A.D. 200)*
- 6:45PM**                    **Depart for Dinner**  
Walk (or bus) to Guggenheim Museum
- 7:00PM**                    **EXHIBITION VIEWING AND DINNER**  
**Sponsored by Christie's**  
Solomon R. Guggenheim Museum – 1071 5<sup>th</sup> Avenue  
Viewing of *Visionaries: Creating a Modern Guggenheim*, followed by dinner
- 9:15PM**                    **Depart for Hotel**  
Early bus to depart at 8:45PM

**TUESDAY, JUNE 20, 2017**

- 7:30AM – 9:00AM**        **Breakfast**  
*W hotel, Assembly 3*
- 8:00AM – 2:00PM**        **Conference Check-In Open**  
*Floor 2*
- 9:00AM – 9:15AM**        **WELCOME:** Alexandra Wheeler  
*Great Room 2*
- 9:15AM – 10:35AM**      **SESSION 1:** *Philanthropic Trends in a Changing Landscape (What the heck is going on?!)*  
*Great Room 2*

Amid a moment of the greatest wealth concentration ever, with mega gifts being made by a wide variety of donor types, donor advised funds inspiring greater levels of giving, and a boom economy, there are storm clouds to be noted on the horizon. A new administration with different priorities, general uncertainty, tax changes, heavy reliance on top donors, increased competition, and individuals able to make social impact investments across the spectrum of profit and nonprofit organizations.

Join leaders in the sector in a review of philanthropic trends in the year just completed, and anticipated for FY's 17-19, to discuss likely regulatory and tax changes and their impact going forward, and to explore the key issues needing focus in 2017 in charting a course for the future.

**Panel:** Led by Lynne LaMarca Heinrich, Senior Consultant, Principal, Marts & Lundy; Michael J. Cooney, Partner, Nixon Peabody; Laura MacDonald, CFRE, Founder & President, Benefactor Group

**10:45AM – 11:45AM** **SESSION 2:** *DAF to DFA: Donor Advised Funds – Don't Forget To Ask*  
*Great Room 2*

Though Donor Advised Funds (DAFs) have been around in some form since the 1930's, these charitable entities have risen to the top of the philanthropic charts at a strident pace since the 1990's when brokerages and banks established charitable divisions to propel DAFs' popularity as a source of charitable gifts year-over-year.

Considering DAFs are now among the preferred choice of giving vehicles with some of the wealthiest of donors, combined with the sustained growth in both the number of new DAFs and the number of individual DAF accounts, museum and philanthropic advisors must work together to assure their investors/patrons are stewarded correctly.

Join professionals in all areas of DAF management for an engaging conversation about preserving and strengthening important relationships to assure win-win results for all.

**Panel:** Led by Anna von Gehr, Chief Officer for Advancement and External Affairs, The John & Mabel Ringling Museum of Art; Michael J. Cooney, Partner, Nixon Peabody; Gay Young, Vice President of Donor Services, The New York Community Trust

**11:50AM – 12:50PM** **SESSION 3:** *Museum Development and Curatorial Colleagues: Effective Partnerships & Strategies*  
*Great Room 2*

In conversation with curators Christa Clarke and Susan Fisher, Elizabeth W. Easton, Director and Co-founder of the Center for Curatorial Leadership (CCL),

will lead a session on the evolving relationship between colleagues working across development and curatorial. CCL as an organization trains curators to become visionary leaders of art museums, and the responsibility of these individuals to think about the fiscal health and sustainability of their organizations is an increasingly paramount component of effective leadership. The session will surface past cross-departmental successes and ongoing challenges as museums and their curators seek out collaborative means to raise funds and cultivate donors.

**Panel:** Elizabeth Easton, Co-founder and Director, Center for Curatorial Leadership; Christa Clarke, Senior Curator, Arts of Global Africa, Newark Museum & President, Association of Art Museum Curators (AAMC); Susan Fisher, Director of Collections, Brooklyn Museum

1:00PM – 2:00PM

**Break for Lunch**  
*Assembly 3*

2:15PM

*Meet in lobby of the W for transportation to Collection Visits*

2:45PM – 4:45PM

**COLLECTION VISITS:** Beth Rudin DeWoody & Laurie M. Tisch  
*Conference attendees will be split into two groups and will see both collections*

Whitney Trustee Beth Rudin DeWoody's collection is edgy and conceptual, with works spanning the whole of the twentieth century and including both well-known and emerging figures in contemporary art. As a collector, Beth's taste in art is both idiosyncratic and totally unique.

Philanthropist and Whitney Trustee Laurie M. Tisch has amassed one of the key collections of early twentieth century American modern art, concentrating on the period from 1900 to 1950. Works in her collection have been included in many major exhibitions of well-known artists of the period.

4:50PM – 5:45PM

**Break**

5:50PM

*Meet in lobby of the W for transportation to New Museum*

6:15PM – 7:30PM

**RECEPTION AND EXHIBITION VIEWING**

**Sponsored by Sotheby's**

New Museum – 235 Bowery

*Viewing of Carol Rama: Antibodies; Lynette Yiadom-Boakye: Under-Song For A Cipher; Kaari Upson: Good thing you are not alone; Elaine Cameron-Weir: viscera has questions about itself*

7:30PM

**Dinner Independently**

*List of suggested restaurants in the area will be provided.*

7:45PM

**PAST PRESIDENTS' DINNER**

Lure Fishbar – 142 Mercer Street

**WEDNESDAY, JUNE 21, 2017**

7:30AM – 9:00AM

**Breakfast***W hotel, Assembly 3*

8:00AM – 9:00AM

**Conference Check-In Open***Floor 2*

9:00AM – 10:00AM

**SESSION 4: *Six Questions About The Future of Museums***  
*Great Room 2*

Arthur Cohen, CEO and co-founder of LaPlaca Cohen, will present a series of key questions and issues facing museums in the future, each of which will be accompanied by examples and best practices from the field. These will include cultural organizations from around the country and across the globe that are pioneering compelling new audience engagement initiatives.

10:15AM – 11:15AM

**SESSION 5: *Forces for Change: The Role of Culture in our Communities***  
*Great Room 2*

How can we ensure that our cultural institutions are a major force in our communities, with a critical role in planning and policy making and attracting larger dollars? Cultural organization and foundation thought leaders will discuss how we, as fundraisers, can assure that our institutions are thinking boldly and creatively, leading the conversation as our communities continue to grow.

Our panelists will share insights and observations about how cultural institutions should serve as a major force in our communities, what role they should play in urban planning and development, and how we need to think more about "partnerships". This word is all the rage now, though in reality such "partnerships" may not be being leveraged in the most effective and sustaining ways.

We will discuss examples of collaborative grant making and mutual enhancement programs that have proven results. Overall, how can our cultural institutions have a dramatic and meaningful impact on our communities? And with what grant support?

**Panel:** Led by Nina McN. Diefenbach, Senior Vice President and Deputy Director for Advancement, The Barnes Foundation; Alberta Arthurs, Consultant and Senior Fellow, The Brademas Center of New York University; Karen

Brooks Hopkins, Fellow, Andrew W. Mellon Foundation and National Center for Arts Research & President Emerita, Brooklyn Academy of Music; Mason Granger, Director of Grants, The Hearst Foundations

11:30AM – 1:00PM

**SESSION 6:** *Life in the Development Ecosystem: What Transitions Look Like*  
*Great Room 2*

In 2013, CompassPoint/Haas Foundation's *UnderDeveloped: A National Study of Challenges Facing Nonprofit Fundraising* was released — based on nearly 3,000 interviews of senior development officers and executive directors — describing a vicious cycle that threatens the effectiveness of fundraising efforts for nonprofits. The study's holistic view of development operations examines all of the factors that contribute to or limit the effectiveness of sustainable fundraising success. The senior development role emerges as the canary-in-the-mine for an often dysfunctional organizational system; high levels of turnover and lengthy vacancies in development director positions are the norm in our field.

Using the CompassPoint study as a context, along with data collected from an AMDA version of the CompassPoint survey, this session will highlight the challenges of our work in institutional advancement, with a special focus on the navigating professional transitions that are a defining feature of development life. This panel discussion will feature eight AMDA veterans, with some 300+ combined years of development experience, offering up their reflections on the transitions in their careers.

**Panel:** Led by Martin Duus, Vice President for Development, Union Theological Seminary in the City of New York; Sandy Chamberlain, Retired Deputy Director for External Affairs, Phoenix Art Museum; Katharine DeShaw, Deputy Director, Advancement and External Relations, Academy Museum of Motion Pictures; Nina McN. Diefenbach, Senior Vice President and Deputy Director for Advancement, The Barnes Foundation; John Easley, Chief Advancement Officer, The Cleveland Museum of Art; James Hackney, Senior Director of Development, Yale Divinity School; Colleen Kelly, Senior Director, Advancement and Communications, Georgia O'Keeffe Museum; Christine O'Neill Singer, Consulting Vice President, Grenzebach, Glier & Associates

1:00PM – 2:00PM

**Break for Lunch**  
*Assembly 3*

2:10PM – 3:10PM

**SESSION 7:** *Corporate Sponsorship: What Are Sponsors Really Looking For?*  
*Great Room 2*

At a time when sponsorship for the arts is lagging behind overall sponsorship spending, this panel will explore what sponsors are seeking in their arts partnerships. Representatives from the two most active corporate supporters of

art museums, UBS and Christie's, will be joined by a marketing research firm in addressing the need and best practices to move beyond asking for straight charitable donations to developing customized, mutually beneficial relationships that meet a potential sponsor's specific goals.

**Panel:** Led by Maryann Jordan, Chief Operating Officer, The Shed; Peter Dillon, Head of Global Art Sponsorship, UBS; Heather Meyer, Director of Partnership Development, Navigate Research; Marc Porter, Chairman, Christie's Americas; Christopher Stevens, Chief of Advancement, Walker Art Center

3:15PM – 5:15PM

**ROUNDTABLE BREAKOUT SESSIONS**

*Great Room 2, Assembly 3, Studio 2/3*

- **Museum Budgets above \$25M** (*led by Jayne Shaw, Director of Development, Virginia Museum of Fine Arts*)
- **Museum Budgets between \$10M-\$25M** (*led by Hathaway Jakobsen, Deputy Director, Advancement, Honolulu Museum of Art*)
- **Museum Budgets below \$10M** (*led by Elly Barnett-Dawson, Director of Advancement, Grand Rapids Museum of Art*)
- **College Museums** (*led by Gail Habif, Senior Director of Development, Michael C. Carlos Museum*)
- **Contemporary Museums** (*led by Samantha Gibb, Director of Development, Institute of Contemporary Art/U Penn*)

5:15PM – 6:00PM

**Break**

6:00PM

*Meet in lobby of the W for transportation to Whitney Museum*

6:30PM – 9:00PM

**EXHIBITION VIEWING, COCKTAILS AND DINNER**

**Sponsored by Benefactor Travel**

Whitney Museum of American Art – 99 Gansevoort Street

Viewing of 2017 Whitney Biennial (6th Floor only); *Where We Are: Selections from the Whitney's Collection, 1900-1960; Calder: Hypermobility*; followed by dinner in the Susan and John Hess Family Theater

9:15PM

**Depart for Hotel**

Early bus to depart at 8:45PM

**THURSDAY, JUNE 22, 2017**

7:30AM – 9:00AM

**Breakfast**

*W hotel, Assembly 3*

9:00AM – 10:00AM

**SESSION 8: Museum Directors in Conversation**

*Great Room 2*

Adam Weinberg, Alice Pratt Brown Director of the Whitney Museum of American Art, with Thelma Golden, Director and Chief Curator of the Studio Museum in Harlem and Lisa Phillips, Toby Devan Lewis Director of the New Museum

**Moderator:** Alexandra Wheeler, Deputy Director for Advancement, Whitney Museum of American Art

**10:15AM – 11:15AM**    **SESSION 9:** *Using Digital to Reach, Engage & Measure Museum Audiences*  
*Great Room 2*

This panel will look at how arts organizations are using digital content and tools in new ways to reach and engage audiences. We will look at evolving models for funding and developing these initiatives, and measuring their impact.

**Panel:** Led by Sofie Andersen, Director of Digital Media, Whitney Museum of American Art; Anthony Calnek, Worldwide Director of Media Services, Sotheby's; Marina Cashdan, Creative Director and Head of Editorial, Artsy; Shannon Darrough, Director of Digital Media, MoMA

**11:30AM – 12:30PM**    **SESSION 10:** *Love it or List it? Museum Renovation vs. New Building*  
*Fundraising*  
*Great Room 2*

If you knock out some walls and build new galleries will donors get excited or do they only get pumped up by a brand new building?? This session will focus on case studies of museums that have successfully completed renovations of their physical spaces and examine the fundraising plans that supported those projects. The session will be moderated by Lisa M. Key, Chief Development Officer of the Museum of Contemporary Art Chicago, a museum that will unveil a 12,000 square foot renovation geared at increasing their building's visitor amenities and accessibility.

**Presenters:** Lisa Key, Chief Development Officer, Museum of Contemporary Art Chicago; Megan Riley, Director of External Affairs, The Bass Museum of Art

**12:30PM – 12:45PM**    **CLOSING REMARKS & LOOKING FORWARD TO 2018**  
*Great Room 2*