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**SUNDAY**

Noon–3pm

[RSVP](#)**Optional: Visit to the University of Michigan Museum of Art**

11:00am Bus departs Book Cadillac Hotel

11:30pm Pickup at Detroit Metro Airport

Head to Zingerman's Deli for lunch, followed by a tour of the Brad Cloepfil-designed UMMA with Jennifer Friess, Associate Director of Curatorial Affairs and Associate Curator of Photography. In addition to seeing a selection of the Museum's permanent collections, our visit will include a tour of *Strange You Never Knew*, a solo exhibition by Jared Lew.

5:30pm

Welcome Cocktail Reception, Book Cadillac Hotel

7:00pm

Dinner On Your Own

Private Dinner for Past Presidents, Leila restaurant

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**MONDAY**

8:00am

Kick off Breakfast

*Sponsored by Thinking Ahead Executive Search*

9:00am

Welcome Session

11:00am

**Breakout by Budget Levels and Types**

- Budgets of \$25M+  
Facilitated by Amy Purvis, MFA Houston
- Budgets of up to \$25M  
Facilitated by Colleen Kelly, Georgia O'Keeffe Museum
- University Art Museums  
Facilitated by Beth Miller, formerly, Yale Center for British Art
- Contemporary Art Museums  
Facilitated by Christopher Stevens, Walker Art Center

Noon

Lunch and Discussion

**Current Federal Grant Situation**

2:30pm

**Private Collection Tours**

Palmer Woods, Detroit

4:30pm

Break

5:30pm

Welcome Dinner at Detroit Institute of Arts

*Sponsored by Christie's and Museum Exchange*

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**TUESDAY**

7:30am

Breakfast

*Sponsored by Art Travel by Anne Alene*

9:00am

**Selling Charity: The Ethics of Building Naming Gifts**

Anne Bergeron, Anne Bergeron &amp; Co. Consulting

This presentation explores existing research on the ubiquitous practice of naming rights for cultural sector buildings. It addresses the undemocratic nature and symbolic social power of such gifts and considers them through the lens of moral philosophy and normative ethics. It concludes by offering a new methodology for capital fundraising that is ethical, inclusive, equitable, and socially just.

Tuesday continued

10:00am	<b>Consultants Roundtable</b> Led by Paul Johnson/Creative Fundraising Advisors & Carl Hamm/Alexander Haas (Past AMDA Presidents); with Lynne LaMarca Heinrich/LaMarca Heinrich Strategic Consulting; Suzanne Hilser-Wiles/Huron GG+A Global Philanthropy  A panel of seasoned consultants offer their perspectives on major themes and trends they're observing through their work with museums and other clients and their advice on best practices being successfully implemented today.
Noon	<b>Lunch and Bombs and Brilliance</b> <i>Sponsored by Huron   GG &amp; A Global Philanthropy</i>
2:30pm	<b>Generational Impact</b> <i>Sponsored by CCS Fundraising</i>  Michael Moody shares his groundbreaking research into the perspectives and strategies of next donors in <i>Generation Impact: How Next Gen Donors are Revolutionizing Giving</i> .  Panel Discussion led by Lindsey Marciniak, CCS Fundraising including AMDA President and Nina Sapp, Detroit Institute of Arts; Emma Heald, Perez Art Museum Miami; and Karaugh Brown, Whitney Museum of American Art.
4:15pm	Downtown Detroit Walking Tour
6:30pm	Dinner at Hotel <i>Sponsored by Creative Fundraising Advisors</i>

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## WEDNESDAY

7:30am	Breakfast <b>CRM How's it Goin? Clean and Integrated Data</b> <i>Sponsored by Arts Consulting Group</i>
9:00am	<b>Digital in Museums</b> Jen Snyder, Detroit Institute of Arts Chief Digital Officer
11:00am	<b>Campaigns Past, Present and Future</b> Led by The Huntington CDO Randy Shulman and MFA Houston CDO Amy Purvis, Past AMDA Presidents  Considering a campaign, in one now, or being pressured to mount one? Join former AMDA presidents Amy Purvis, Museum of Fine Arts Houston and Randy Shulman, The Huntington as they outline campaign basics and address common questions and challenges. They will offer key takeaways and allow for robust interaction from AMDA colleagues.
Noon	<b>Lunch and Avoiding Burnout: Discussion of Mental Health and Well-Being</b>
2:30pm	Tours of The Shepherd
5:00pm	Break at Hotel
6:00pm	Closing Dinner at Barda <i>Sponsored by Arrangements Abroad</i>

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THURSDAY

7:30am

Closing Breakfast

10:00am

[RSVP](#)

**Optional:**

**Tour of Cranbrook Art Museum and Collections Wing**

9:00am Depart

Tour the Exhibition: *Eventually Everything Connects: Mid-Century Modern Design in the US* and the Cranbrook Art Museum Collections Wing

Join us at the Cranbrook Art Museum to enjoy a special tour of the new landmark summer exhibition, *Eventually Everything Connects: Mid-Century Modern Design in the US*. This groundbreaking show celebrates the iconic era of mid-century modernism—spotlighting design legends like Charles and Ray Eames, Florence Knoll, and Eero Saarinen, while amplifying the voices of women, LGBTQ+ designers, and designers of color who helped shape the movement.

Supported by MillerKnoll and accompanied by a new Phaidon publication, *Eventually Everything Connects* offers a new and inclusive look at mid-century modernism's enduring impact.

You will also tour of the Collections Wing, where you will see a selection of the 7,500+ items in Cranbrook's extensive collection in its state-of-the-art storage facility. [Learn More about tour here.](#)

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*Transportation Sponsored by Art Travel by Anne Alene*