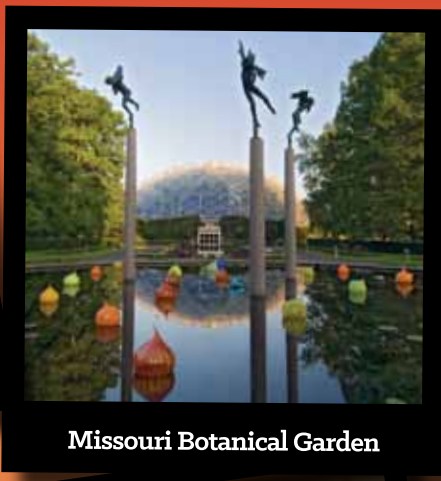




Saint Louis Art Museum



Missouri Botanical Garden



Saint Louis Zoo



Jennifer Steinkamp: Orbit, installation view, Contemporary Art Museum St. Louis, October 11–December 29, 2013. Courtesy the artist; Lehmann Maupin, New York; ACVIE, Los Angeles; greengrass, London.

**Contemporary Art Museum
St. Louis**



Saint Louis Science Center



**Mildred Lane Kemper Art Museum,
Washington University**

#museummembershipconference



AMMC
American Museum Membership Conference
St. Louis, MO • October 20–23, 2014

Key Information

Meals and Evening Events

The following meals and events are included in your registration fee.

Mon, Oct 20, 2014

Welcome Dinner at the Saint Louis Art Museum

Tue, Oct 21, 2014

Breakfast

Lunch

Reception at the Contemporary Art Museum St. Louis

Wed, Oct 22, 2014

Breakfast

Lunch

Reception at the Missouri Botanical Garden

Thu, Oct 23, 2014

Breakfast

Dine Around

See page 10 for list of restaurants and sign-up instructions.

Information Desk/Registration

The Information Desk is located in the Landmark Lobby and will be open during the following times:

Mon, Oct 20, 2014

10:00 am - 4:00 pm

Tue, Oct 21, 2014

7:00 am - 4:00 pm

Wed, Oct 22, 2014

8:00 am - 4:00 pm

Thu, Oct 23, 2014

8:00 am - 11:30 am

Message Board

Attendees may post messages for colleagues and job opportunities on the Message Board located near the Information Desk. There is no charge for this service; however, we ask that you be mindful of space limitations. Commercial ads are not allowed on the board, nor is material of any commercial nature allowed on tables unless you are a conference sponsor.

Museum Sharing Tables

Space will be available for participants to share materials. This space is limited to museums. The option to share commercial materials is a benefit of sponsorship and is only available on assigned tables.

Shipping Materials to Hotel

Please keep in mind that samples should be limited to 100 pieces per organization. All shipments should be addressed as follows:

Renaissance St Louis Grand

800 Washington Avenue

St Louis, MO 63101

Attn Heather Schotting, Sr Event Manager

Hold For – AMMC/October 20-23

Lost & Found

Lost & found articles turned in to the Information Desk will be held there until the end of the conference. After the conference they will be turned in to hotel's front desk.

Attendee Guests

Attendee guests can purchase tickets for the following events at the prices noted.

Mon, Oct 20, 2014

Welcome Dinner at the Saint Louis Art Museum \$150

Tue, Oct 21, 2014

Reception at the Contemporary Art Museum St. Louis \$75

Wed, Oct 22, 2014

Reception at the Missouri Botanical Garden \$75

Name Badges

Please wear your name badge during all conference events to show you are a registered attendee and assist with networking among the participants.

Program Changes

In the event of changes to the program, an addendum will be available at the Information Desk.

Conference Facilities

Unless otherwise noted all sessions will take place at the Renaissance St. Louis Grand. Hydration stations are available outside the session locations in the foyers throughout the conference.

Conference Hotel

Renaissance St. Louis Grand

800 Washington Avenue

St. Louis, MO 63101

marriott.com/hotels/travel/stldt-renaissance-st-louis-grand-hotel

For transportation from the airport to the hotel or parking options please see the hotel website.

“The great success of an organization lies primarily in its membership. From this source comes public sentiment and inspiration which must underlie every successful public enterprise. Without a strong membership it is impossible to properly impress, safeguard and guide any great public benefaction.”

**Museum Bulletin
July 1, 1905**

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Dear AMMC Participants:

The AMMC Advisory Board joins our colleagues in St. Louis in welcoming you to the 32nd annual American Museum Membership Conference. The conference is a wholly volunteer led forum. Organized by a closely connected network of dedicated membership directors across the nation, the conference is a collaboration of staff from small to large museums who value the premise of a conference entirely dedicated to discovery and review of best practices in member service and fundraising. The conference is held every 18 months in a city in the U.S. chosen to present visiting opportunities within museums that represent the best in museum exhibitions and traditions of excellence in membership fundraising.

An advisory committee for the conference was formed in 2008 from among the conference host museum cities to more formally guide standards of excellence in solidifying the conference's quality of seminars and speakers and also to stabilize its future. In 2009, the conference expanded its mission from solely art museums as a focus to include science, history, and culture museums. In 2010 the conference officially changed its name to the American Museum Membership Conference to reflect the broader scope of museum participation. In 2011 the advisory committee was transitioned into the AMMC Board as we incorporated as a nonprofit to oversee conference operations. The conference in St. Louis in October 2014 will mark the 32nd time we as Membership professionals have met together.

Historically, the conference has drawn attendance from 80-120 museums. In 2008, the conference boasted its highest attendance ever at 190 attendees. Speakers are drawn from museum membership and fundraising staff as well as fundraising agencies and counsel from across the nation. Keynote speakers have ranged from major fundraising authors to museum directors. We are delighted to let you know that the 2014 conference has smashed attendance records welcoming more than 250 membership colleagues to St. Louis.

Mark Mills
AMMC President
The Barnes Foundation

Laura Brouse-Long
AMMC Vice President
Smithsonian Institution

Ruth White
AMMC Treasurer
Thanksgiving Point Institute

Louise Adler
American Museum of Natural History

Kristen A. Shepherd
Los Angeles County Museum of Art

Jennifer Thomas
Saint Louis Art Museum

Suzi Woo
Modern Art Museum of Fort Worth

Graham Russell (ex-officio)
Conference Coordinator

MISSION

To set industry standards for museum professionals in the field of membership-based fundraising through trend analysis, training, communication, mentorship, and support.

2014 AMMC Scholarship Recipients

Kit Freudenberg

Interim Executive Director, Director of Development
National Churchill Museum

The Barbara Dougherty Membership
Scholarship Recipient

Miranda K. Burr

Membership & Special Events Manager
Clay Center for the Arts & Sciences of WV

The Roanne Katcher Membership
Scholarship Recipient

2014 AMMC Program Committee

Aidan Vega, *The Barnes Foundation, Program Committee Chair*
Kelli Buchan, *Franklin Institute*
Caitlin DeMarco, *Philadelphia Museums of Art*

Melissa Dietrich, *Longwood Gardens*
Renee Ezokas DePietro, *Longwood Gardens*
Marianne Maxwell, *Barnes Foundation*

Dear AMMC Participants,

It is that time again! Welcome to St. Louis for the 2014 American Museum Membership Conference. Every 18 months we have the opportunity to reconnect and I am always impressed by the work that is happening across the country to support our arts and cultural organizations through membership.

The Program Committee has thoughtfully chosen smart, practical programs filled with new ideas and best practices. I would like to thank them and our colleagues and vendors that have taken the time to create sessions that share their successes and challenges. I would also like to extend a special thanks to Beth Yeagle who helped shape the Program Committee and Laura Brouse-Long and the entire Advisory Board for their guidance and support.

We guarantee that you will come away with great ideas, big and small, to make your program more effective, as well as your own career. We are thrilled to begin the conference by envisioning the future with Elizabeth Merritt from the Center for the Future of Museums who will present a big picture look at what lies ahead for museums and membership. At the end of the conference, we will get into the details with the expertise of Amy Bronson from Boston University on managing, up, down, sideways and even yourself!

With so much to take in, please don't forget to have some fun with your colleagues. The connections you make here may be the most fruitful of all your experiences. Learn and enjoy!

Sincerely,

Aidan Vega, The Barnes Foundation
AMMC Program Committee Chair

2014 AMMC Host Committee

Jennifer Thomas, *Saint Louis Art Museum, Host Committee Chair*
Brie Alley, *Contemporary Art Museum St. Louis*
Abby Frohne, *Mildred Lane Kemper Art Museum, Washington University*
Lucia Clifton, *Saint Louis Zoo*
Lindy Eberhardt, *Sam Fox School of Design & Visual Arts, Washington University*
Kate Gleason, *Saint Louis Art Museum*
Dana Hines, *Membership Consultants*

Russ Hitzmann, *Saint Louis Science Center*
Karen Mariani, *Membership Consultants*
Rebecca McBride, *Missouri History Museum*
Maureen McCarthy, *Saint Louis Zoo*
Andrea Nickrent, *Missouri Botanical Garden*
Lauren Stewart, *World Chess Hall of Fame*

Dear AMMC Participants,

Welcome to St. Louis and the 32nd American Museum Membership Conference! It is my pleasure to welcome you to St. Louis as we celebrate our city's 250th year. St. Louis is known for its rivers, charming neighborhoods, exceptional arts and cultural attractions, amazing dining and nightlife, and friendly locals. We have planned an AMMC experience that will hopefully allow you to experience all of our city's greatest attributes.

As membership professionals, you are always interested in trying new and more exciting ways to enliven the appeal of your museum, and to create some magic for your members. That's why the 2014 AMMC in St. Louis is the place to be. Whether you are a seasoned professional or a newcomer to the field, you will meet and learn from some of the best in the business. You will take home new information, ideas, strategies, contacts and collegial support that will propel you to succeed in the year ahead.

On behalf of the St. Louis Host Committee, we would like to thank the many individuals who helped to make this conference possible including the 2014 AMMC Advisory Committee for honoring our St. Louis cultural institutions with the opportunity to host you. Our many thanks to the hard working members of the 2014 AMMC Program Committee. This conference is the beneficiary of unprecedented sponsorship support this year, with St. Louis's own Membership Consultants as Premier Sponsor. An entire list of our generous sponsors is listed in the program, and I hope you will take a moment to thank their participating representatives for their company's support as you interact with them throughout the week. Sponsor support allows us to keep the conference affordable so that we can continue to engage and learn for our peers.

Finally, I want to thank you for taking time out of your busy schedule to make time to attend AMMC. Your participation is what makes this conference so powerful. St. Louis was founded at the confluence of the Country's great rivers, the Mississippi and the Missouri. In the spirit of coming together, I hope that you will find that next great idea to propel your program, experienced and able partners to get the job done, and the camaraderie of old and new friends. Enjoy your stay and have fun!

Sincerely,

Jennifer Thomas, Saint Louis Art Museum
2014 AMMC Host Committee Chair



Dear AMMC Attendees,

Membership Consultants is excited and happy to welcome you and the conference to our home town, St. Louis! While you are visiting, we are sure that you will be impressed with our fine museums, cultural institutions, and our rich history here on the banks of the Mississippi.

We are very thankful to the AMMC Board of Directors and planners and especially to the wonderful team of hosts at the Saint Louis Art Museum – Carl Hamm, Jennifer Thomas, and Kate Gleason – who worked hard to bring us all together and provide us with an itinerary of evening events.

As a long-time proponent of everything membership, *Membership Consultants* is pleased to be a Premier Sponsor of this wonderfully enriching line-up of membership programming and experiences. The AMMC conference is the most comprehensive conference focusing solely on membership issues and is the largest single gathering of membership professionals. This amazing exchange of ideas and expertise, along with the opportunity for professional connections is really quite unique for any industry, and we are thrilled to be part of this wonderful experience.

Membership Consultants has a similar tenure as AMMC in the membership marketing and management world – 27 years. It has been very gratifying to see the profession of membership management grow in importance and gain the respect it deserves in our many museums and cultural institutions nationally. Each and every one of you in attendance can take pride and credit for the elevation of our profession. Your hard work, passion, desire to learn more and achieve best practices and growth in your membership programs is truly commendable. Your attendance at this conference is proof of your personal commitment to excellence in your membership endeavors.

Membership Consultants is happy to have served many of the institutions in St. Louis and many of you in attendance at this conference. We look forward to seeing our old friends and meeting new people this week, and also to continuing our services to the industry – membership strategic planning, direct mail, on-site sales, acquisition and renewal services, plus a full suite of innovative digital, social and online campaigns. Our goal, always, is to help grow your membership programs and make **you** a success in this field!

Sincerely,

The Membership Consultants Team

Dana Hines, CFRE

Karen Mariani

Lisa Nelson

Samantha Nuernberger

Diane Wallace

Matt Garvey

Leslie Taege

Tracy Hoare

Doris Plummer

Felecia Mitchell

Emily Philips-Roth

Mark Migneco

Tabetha Debo

Gail Gooden

Rosario Chacon

Karen Meyer

Nancy Nafe

Pia Carey

Rosie Siemer

P.S. (We are direct marketers – there always has to be a P.S!) We are happy to announce the re-publication of our membership book “Membership Development – An Action Plan for Results” within the year. The new title will be “Membership Management and Marketing in the Digital Age.”

Welcome to St. Louis

St. Louis is a place where history and imagination collide, and the result is a destination like no other. The Gateway to the West offers exceptional music, arts and cultural options. Walk the halls of the Old Courthouse location of the famous Dred Scott decision, see the home of Ragtime legend Scott Joplin, and enjoy beer school at the Anheuser-Busch brewery tour and for a little adventure, cross the river for a walk through a world heritage site and ancient civilization at Cahokia Mounds. Here are just a few of the must see attractions within a short distance of the hotel.

Gateway Arch

The soaring Arch, the Museum of Westward Expansion and the historic Old Courthouse make up the Jefferson National Expansion Memorial, a National Park Service site along the banks of the Mississippi River. Take a 630-foot ride to the top of this world-famous stainless steel for the finest view in the city. The Arch grounds are currently undergoing a multi-million dollar renovation in preparation for its 50th Anniversary in 2015.

City Museum

Explore the City Museum's unique all-ages playground filled with caves, slides, and climbing apparatus made from recycled and found objects. Visitors can interact with over 10,000 sea creatures in the World Aquarium, venture through the Museum of Mirth, Mystery, and Mayhem and wander through the Elmslie and Sullivan architectural exhibit. Stop in for circus-themed food, parties, and educational circus classes and workshops held daily. Create your own masterpiece in Art City, take notes with the world's largest pencil and enjoy the view while grabbing a bite at The Roof Top Cantina.

Citygarden

Enjoy a fusion of sculpture and landscape architecture at Citygarden, an urban oasis featuring works of modern and contemporary art, native plants, six rain gardens and a café overlooking the beautiful scene. Citygarden is a vibrant and serene blending of lush plantings and internationally-renowned sculpture with delights of water, stone, architecture and design. Surrounded by no fences or gates, and with no admission fee, Citygarden is completely open and accessible to the public 365 days a year. There is nothing quite like it in the downtown of any American city.

St. Louis Breweries

St. Louis is home to the Anheuser-Busch Brewery, where you can visit the Budweiser Clydesdales and tour the historic campus and experience the beer making process. The tour ends with a sample a of the brewery's signature brands. For more local flavor try, visit the Schlafly Tap Room. The Saint Louis Brewery, maker of Schlafly Beer is Missouri's largest locally owned independent brewery.

Washington Avenue

Named one of the Top 10 Streets in America, Washington Avenue has become one of the trendiest spots in the city featuring some of downtown's best restaurants. This historic district's buildings showcase the Chicago School of architecture and originally served as warehouses for St. Louis's garment district.

Ballpark Village

St. Louis loves its sports, especially the St. Louis Cardinals. Ballpark Village is the newest dining and entertainment district in St. Louis. This is the first ever sports anchored entertainment district located next to Busch Stadium home of the Cardinals. Check out the World Series (featuring the Cardinals, we hope), NBA, NHL, and NFL on the big screens and the various sports themed eateries.

Forest Park

Once home to the 1904 World's Fair, Forest Park is one of the largest urban parks in the United States. It attracts 13 million visitors a year with world-class attractions and scenic walking and biking trails. Forest Park is the home to the Saint Louis Art Museum, Saint Louis Zoo, Saint Louis Science Center, and the Missouri History Museum. Perched on the eastern edge of Forest Park and over a century old, the chic Central

West End is full of charming sidewalk cafés, galleries, antique shops, restaurants, boutiques and pubs. It's a little European, a little New York and totally St. Louis. The CWE is the perfect place to relax and people-watch after exploring the neighborhood's popular visitor attractions. Adjacent to the commercial district, tree-lined streets with stately turn-of-the-century homes distinguish the area. Look for the family apartment of playwright Tennessee Williams, said to be the setting of his play *The Glass Menagerie*. The breathtaking Cathedral Basilica of Saint Louis, housing the world's largest collection of mosaic art, anchors this exciting neighborhood. The World Chess Hall of Fame, home of the world's largest chess piece, also has its roots set in the CWE. It regularly plays host to the top chess players in the world and major national and international competitions.

Restaurants Near the Hotel

There are many great dining options within blocks of the hotel. Here are just a few to get you started.

The Dubliner Pub [\$10-\$15]

1025 Washington Avenue [2 blocks west of the hotel]
(314) 421-4300 | www.dublinerstl.com
This authentic European gastropub serves high-quality, Irish-inspired food and beverages. The Dubliner is a great place for a burger & a pint!

Robust Wine Bar, Shoppe & Café [\$10-\$15]

635 Washington Avenue [2 blocks east of the hotel]
(314) 287-6300 | www.robustwinebar.com
Robust offers gourmet cheese plates, charcuterie plates, flatbreads, and plates to share. They also have an extensive wine list & cocktail menu.

Wasabi Sushi Bar [\$15-\$20]

1228 Washington Avenue [[4 blocks west of the hotel]]
(314) 421-3500 | www.wasabisushibars.com
Wasabi offers an extensive menu of sushi rolls, nigiri, tempura, & noodles.

Flannery's Pub [under \$10]

1320 Washington Avenue [5 blocks west of the hotel]
(314) 241-8885 | www.flanneryspub.com
Flannery's offers traditional bar/pub fare and is a great place to watch the game.

Prime 1000 [\$20 and up]

1000 Washington Avenue [2 blocks west of the hotel]
(314) 241-1000 | www.prime1000.com
Prime 1000 specializes in steaks and seafood through a seasonally inspired menu.

Baileys' Range [\$10-\$15]

920 Olive Street [1 block west and 2 blocks south of the hotel]
(314) 241-8121 | www.baileysrange.com
Bailey's Range specializes in burgers and shakes. Everything is made from scratch including the bread, ice cream, and condiments.

Bridge Tap House and Wine Bar [\$10-\$15]

1004 Locust Street [2 blocks west and 1 block south of the hotel]
(314) 241-8141 | www.thebridgestl.com
Bridge has over 200 beers on their list, 55 of which are on tap. The food menu features seasonal and locally-sourced ingredients.

Copia Urban Winery [\$15-\$20]

1122 Washington Avenue [2 blocks west of the hotel]
(314) 241-9463 | www.copiastl.com
Copia has a lengthy wine list and a big menu. It also has a great outdoor dining space if the weather permits.

At-a-Glance

Monday, October 20, 2014		
1:00 pm – 1:45 pm	General Session	First Time Attendee Orientation
2:00 pm – 3:00 pm	General Session	Membership 101
3:15 pm – 4:15 pm	General Session	Acquisition 101
5:00 pm – 8:30 pm	Event/Meal	Welcome Dinner at the Saint Louis Art Museum
Tuesday, October 21, 2014		
7:00 am – 8:30 am	Event/Meal	Breakfast and Roundtable Discussions
8:45 am – 9:00 am	General Session	Welcome Remarks
9:00 am – 9:45 am	Keynote	Elizabeth Merritt, <i>Founding Director</i> , Futures of Museums
10:00 am – 11:00 am	Concurrent Sessions	Beyond ROI: Managing up, navigating office politics, and other secrets Click It! Tactics & Trends in Online, Digital, & Social Media for Membership Cross-Pollination: Out-of-the-box Acquisition Ideas
11:15 am – 12:15 pm	Concurrent Sessions	Data-Driven Transformations: Rethinking & Revamping Relevancy of Membership The Extra Mile: Driving Incremental Revenue in Your Campaigns The Chicago School: Member Engagement & Loyalty
12:15 pm – 1:15 pm	Event/Meal	Lunch
1:15 pm – 2:15 pm	Concurrent Sessions	Its all in the Numbers: Measuring Lifetime Value, ROI, and Attendance Getting the SECOND Gift: Tactics and Strategies in First Year Retention Sell It! The Art of the Sale Using Onsite Sales to Grow Membership
2:30 pm – 3:30 pm	Concurrent Sessions	Must Love Data: Remaking Annual Fund Using Analytics & Predictive Modeling Updating a Membership Program: Small Changes, Big Results Successful Upgrade Strategies: Building Deeper Relationships and More Income
3:45 pm – 4:45 pm	Concurrent Sessions	How to Start, Maintain, and Grow a Young Professionals Program The Ins and Outs of Inhouse Production Membership for Love or Money
5:00 pm – 7:15 pm	Event/Meal	Reception at the Contemporary Art Museum St. Louis
7:45 pm - 9:00 pm	Event/Meal	Dine Around (<i>reservations needed - see page 10</i>)
Wednesday, October 22, 2014		
7:00 am – 8:30 am	Event/Meal	Breakfast and Roundtable Discussions
8:45 am – 9:00 am	General Session	Conference Housekeeping
9:00 am – 10:00 am	General Session	How to Foster Stronger Engagement & Visitation: Lessons from Culture Track 2014
10:15 am – 11:15 am	General Session	State of Nonprofit Fundraising
11:30 am – 12:30 pm	Concurrent Sessions	The Rules of Engagement: Strategies to Identify & Retain At-Risk Members Strategic Planning: Stay Focused & Get into the Weeds How to Make a Silk Purse out of a Sow's Ear
12:30 pm – 1:30 pm	Event/Meal	Lunch
1:30 pm – 2:30 pm	Concurrent Sessions	The Smithsonian Summer Showdown: Email List Growth at the Smithsonian Blockbuster Exhibition Patrons – Where Are They Now? Fostering Member Engagement and Visitation through “Infotainment”
2:45 pm – 3:45 pm	Concurrent Sessions	How To Make Your Members Love You Forever: The Beauty of Reciprocal Membership Programs A Mutually Beneficial Relationship: Working with Major Donor Gifts Officers Key Measurements of Success

Wednesday, October 22, 2014 con't		
4:00 pm – 5:00 pm	Concurrent Sessions	I Just Got a Job as a Membership Manager: Now What Do I Do? Making a Difference: Engaging Underserved Communities through Membership Was it Successful? Measuring a Multichannel Campaign
5:30 pm – 7:15 pm	Event/Meal	Reception at the Missouri Botanical Garden (dinner on your own – see restaurant suggestions on page 4)
Thursday, October 23, 2014		
7:30 am – 8:30 am	Event/Meal	Breakfast and Roundtable Discussions
8:45 am – 9:00 am	General Session	Farewell Remarks
9:00 am – 10:00 am	General Session	Leadership in Nonprofit Management: Partnering for Success
10:00 am – 11:00 am	General Session	Leadership in Nonprofit Management: Breakout Session
<i>This schedule is subject to change.</i>		

Mon, Oct 20

General Session 1:00 pm–1:45 pm

First Time Attendee Orientation

Landmark 5-7

Whether this is your first time at the conference or you want a refresher on how to get the most out of your conference experience join us for this orientation session to meet your colleagues and devise your own plan of attack for this year's sessions.

Jennifer Barton, *Associate, Member/Donor Retention and Stewardship*, Smithsonian Institution

Jennifer Thomas, *Director of Annual Programs*, Saint Louis Art Museum

Break with snacks 1:45 pm–2:00 pm

Landmark Foyer

General Session 2:00 pm–3:00 pm

Membership 101

Landmark 5-7

This is a primer for membership management that will explore the five basic marketing strategies—onsite sales, direct mail, telemarketing, e-marketing, and grassroots—and their application to membership acquisition, renewals, and upgrade. Best practices and examples from a variety of museums nationwide will be provided. Don't miss this opportunity to learn from professionals who work toward the success of some of the best membership programs in the country.

Mae Daniller, *President*, Daniller + Company

Martha Ernst, *Vice President*, Daniller + Company

Cari Maslow, *Senior Director, Donor Relations & Membership*, Carnegie Museums of Pittsburgh

Break 3:00 pm–3:15 pm

General Session 3:15 pm–4:15 pm

Acquisition 101

Landmark 5-7

Avalon will cover the basics of establishing a foundation for new member acquisition marketing, through direct mail, telemarketing, eFundraising, and onsite best practices.

Dara Igersheim, *Account Director*, Avalon Consulting Group
 Kerri Kerr, *Senior Vice President*, Avalon Consulting Group
 David Saunders, *Director of Membership*, National Museum of the American Indian

Welcome Dinner 5:00 pm–8:30 pm

Saint Louis Art Museum

Buses depart the Renaissance Grand Hotel from the St. Charles Avenue entrance at 5:00 pm.

Begin the opening night of the Conference with cocktails and dinner at the Saint Louis Art Museum. Cocktails will be hosted in the Museum's new Sir David Chipperfield designed East Building. During the cocktail hour you will have the opportunity to view select permanent collection galleries and the exhibition, *ATUA: Sacred Gods from Polynesia* at its only US venue. Dinner will be served in the Museum's grand Sculpture Hall designed by renowned American architect Cass Gilbert for the 1904 World's Fair. Attendees will also be able to purchase items at the museum store with a 20% discount.

The Saint Louis Art Museum is one of the nation's leading comprehensive art museums with collections that include works of art of exceptional quality from virtually every culture and time period. Areas of notable depth include Oceanic art, pre-Columbian art, ancient Chinese bronzes and European and American art of the late 19th and 20th centuries, with particular strength in 20th-century German art.

Buses depart the Saint Louis Art Museum at 8:15 pm.

Tue, Oct 21

Breakfast and Roundtable Discussions 7:00 am–8:30 am

Roundtable Discussions

Crystal Ballroom

Choose from the following topics and join your fellow attendees for breakfast roundtable discussions.

1) Membership Matters. Embedding Institutional Mission at the Core of a Membership Program

Louise Martindell, Smith College Museum of Art

2) Membership Benefits at Free Admission Institutions

Nicholas McLaughlin, Birmingham Museum of Art

3) Direct Mail Production

Bob Davis, Production Advantage

4) Creative Critique

Dara Rosenberg Igersheim, Avalon Consulting Group

5) Membership Investment

Kathryn Harrach, The Lukens Company

6) Mission • Membership • Marketing: A Magic Mix for Success

Dana Hines, Membership Consultants, Inc. and Rosie Seimer, fiveseed

7) Direct Mail Project Management

Karen Meyer and Karen Mariani, Membership Consultants, Inc.

8) Telemarketing

Kari Furman, Metropolitan Museum of Art

9) Key Info Every Membership Manager Should Know

Edison Wato, Smithsonian Institution

10) Get Creative! Playful and Practical Ways to Increase Results

Suzy Robbins, Daniller+Company

11) Onsite Sales and Service

Lisa Krassner, Metropolitan Museum of Art

12) Email Renewal Strategies

Dan Reed, Smithsonian Institution

13) The Rules of Engagement: Strategies to Identify and Retain At-Risk Members

Steve Jacobson, JCA, Inc.

14) Member Survey Research

Lauren Hunt, The Morey Group

Welcome Remarks 8:45 am – 9:00 am

Landmark 1-4

Please join us for welcome remarks and any necessary conference housekeeping items.

Mark Mills, *Senior Director of External Affairs*, The Barnes Foundation
Jennifer Thomas, *Director of Annual Programs*, Saint Louis Art Museum
Graham M. Russell, *Conference Coordinator*, AMMC 2014|St. Louis

Keynote

9:00 am – 9:45 am

Keynote: A Glimpse of Museum Future(s)

Landmark 1-4



Any plausible future has a toehold in the present. Big data, predictive analytics, the Internet of Things, mass personalization and emerging forms of digital engagement are reshaping how people will engage with each other, with organizations and with the world in coming decades. What do these trends mean for museums & museum audiences? How are museums taking advantage of the challenges and opportunities they present? Join director of the American Alliance of Museum’s Center for the Future of Museums for a guided tour of these trends and the futures they may create.

Elizabeth Merritt, *Founding Director*, Center for the Future of Museums

The American Alliance of Museums established the Center for the Future of Museums in 2008 to help museums understand the cultural, political, economic, environmental, and technological trends shaping the world, and envision how museums can help their communities thrive in coming decades. Before being appointed CFM’s first director, Elizabeth led the Excellence Programs at AAM—Accreditation, Museum Assessment and Peer Review—as well as the association’s research activities. Prior to joining AAM, she spent 15 years working in museums in administration, curation and collections management. Her areas of expertise include futures studies, museum standards and best practices, ethics, collections management and planning, and assessment of nonprofit performance. Her books include “National Standards and Best Practices for U.S. Museums” and the “AAM Guide to Collections Planning.” Elizabeth Merritt has an M.A. Duke University, B.S. Yale University, Museum Management Institute, and University of Houston Futures Studies Certificate Course.

Concurrent Sessions 10:00 am–11:00 am

Beyond ROI: Managing up, navigating office politics, and other secrets to success from the trenches

Landmark 1-4

Successful museum leaders possess hard-to-teach ‘soft skills’ as well as nuts and bolts business skills. To be a successful membership director you must build, lead, and inspire a team; keep membership top of mind for your executive leadership; win over skeptics; and successfully collaborate and communicate with diverse internal constituents. This session helps you avoid the pitfalls that new leaders (and those who aspire to lead) often face.

Kristen Shepherd, *Associate Vice President, Audience Strategy and Services*, Los Angeles County Museum of Art
Jack Ludden, *Assistant Director, Web and New Media Development*, The J. Paul Getty Trust

Click It! Tactics and Trends in Online, Digital and Social Media for Membership

Landmark 5-6

In this data-rich presentation, you'll hear from Museum colleagues and experts in membership and development about how to create multi-channel campaigns that engage, educate, and excite! Learn how to layer appeals, special promotions, or acquisition and renewals using email, social media, re-targeting and focused online advertising. Experts in the digital marketing arena and membership professionals will share stats, experiences and results.

Angela Brink, *Member Relations Officer*, Museum of Science, Boston
 Dana Hines, *President and CEO*, Membership Consultants
 Angela Perrillo, *Membership Benefits Manager*, Field Museum of Natural History
 Rosie Siemer, *Principal*, fiveseed, Inc.

Cross-Pollination: Out of the Box Acquisition Ideas from a Cross Section of Visitor-based Organizations

Landmark 7

Discover smart, out-of-the-box member acquisition ideas from experienced membership professionals from a botanic garden, natural history museum, art museum, and science center. You will hear about techniques that worked (or that failed) and take home new ways to test and make acquisition a great success.

Mae Daniller, *President*, Daniller + Company
 Angela Oxenberg, *Director of Membership and Development Operations*, Pérez Art Museum Miami
 Melissa Dietrich, *Membership Manager*, Longwood Gardens
 Michael J. Smith, *Senior Associate Director of Membership*, American Museum of Natural History

Break 11:00 am–11:15 am

Concurrent Sessions 11:15 am–12:15 pm

Data-Driven Transformations Rethinking & Revamping Relevancy of Membership

Landmark 1-4

Strategic planning and museum-wide changes can outpace membership, resulting in outdated programs that require rethinking categories, benefits and prices. Identifying and facilitating change can be daunting, particularly for new staff challenged with the task. Session explores process of using data to surface trends and inform new directions, creating transition plans and training staff. Organizations share lessons-learned about performance analysis, timelines, communications, customer service and training back-of-house and frontline sales staff when transitioning new membership models.

Diane Ward, *President*, Membership Matters!
 Louise Feder, *Membership and Special Events Coordinator*, James A. Michener Art Museum
 Claudia Gomez, *Membership Manager*, San Antonio Children's Museum

The Extra Mile: Driving Incremental Revenue in Your Campaigns

Landmark 5-6

Make your investments work a little bit harder: this session will

focus on how to turn up the dial in your existing campaigns. From increased personalization to pitching an extra annual fund gift, maximize the revenue you gain during any transaction through integrated marketing channels.

Doug Hoogstra, *Account Executive*, Darwill
 Janelle Stevenson, *Assistant Director of Membership Renewals*, The Art Institute of Chicago
 Erin King, *Donor Relations Manager*, The Field Museum of Natural History

The Chicago School: Member Engagement & Loyalty

Landmark 7

How do you make a solid first impression and keep members coming back for more? Institutions from Chicago's museum campus share their experiences, struggles, and strategies surrounding member visitation and engagement at each stage of the member lifecycle – from acquisition to silver anniversary.

Pablo Anaya, *Membership and Individual Giving Coordinator*, Adler Planetarium
 Kristall Laursen, *Manager of Member and Donor Relations*, John G. Shedd Aquarium
 Shannon Sudberry, *Manager of Membership and Annual Fund*, Adler Planetarium
 Angela Perrillo, *Membership Benefits Manager*, Field Museum of Natural History

Lunch 12:15 pm – 1:15 pm
 Crystal Ballroom

Concurrent Sessions 1:15 pm – 2:15 pm

Its all in the Numbers: Leveraging Lifetime-Value, ROI, and Attendance Data to Achieve Success

Landmark 7

What's possible in membership fundraising is greater than ever, but how do you allocate your limited membership budget and time to realize the maximum return? In this fast-paced session you'll learn how industry leaders are using member data, Lifetime Value Analysis, and Google and Social Media Analytics to make metrically informed decisions.

Kathryn Harrach, *Vice President*, The Lukens Company
 Tiffany Tessada, *Membership and Annual Giving Director*, Seattle Art Museum
 Robert Halkyard, *Head of Membership & Supporter Engagement*, The Tate
 Steve Sullivan, *Associate Director of Membership and Digital Sales*, Woodland Park Zoo

Getting the SECOND gift: Tactics and Strategies in First Year Retention

Landmark 5-6

For non-profit organizations of all missions, types and sizes, getting that second action as early as possible is the best indicator of long term donor engagement. How does that translate into first year member retention in a museum setting? We will discuss research perspectives, analytical tools, and successful tactics.

Michael J. Smith, *Senior Associate Director of Membership*, American Museum of Natural History
 Peter Linett, *Chairman*, Slover Linett Audience Research

Sell! The Art of the Sale Using On-Site Sales to Grow Membership

Landmark 1-4

On-Site sales is one of the most cost effective and successful ways to acquire new members. On-site sales can account for 50% or more of new members acquired annually. Fully utilizing this great source of members requires great know-how in terms of selecting the right people to promote membership, training for the salespeople, developing supportive signage, incentives and setting realistic goals. Learn from specialists in this area as well as three museums who have mastered the art of the sale with internal sales teams or hired guns to maximize membership sales.

Karen Mariani, *Manager of On-Site Sales and Marketing*, Membership Consultants

Phyllis Evans, *Director of Membership and Annual Giving*, Abraham Lincoln Presidential Library and Museum Foundation

Jennie Swanson, *Membership and Museum Services Manager*, Laumeier Sculpture Park

Kate Gleason, *Membership Manager*, Saint Louis Art Museum

Successful Upgrade Strategies: Building Deeper Relationships and More Income for Your Membership Program

Landmark 5-6

Successful upgrades strategies are key to developing long-term relationships and increasing income to your membership program. In this session, you will hear from four museum experts with four distinct styles of successful upgrade appeals. The strategies presented include renewal upgrade strategies, quarterly upgrade strategies, exhibition-focused strategies, and upper level strategies for both regional and national programs. You'll discover easy and complex solutions for encouraging your members to increase their membership level – and you will have the opportunity to ask questions, then take home ideas you can customize for your museum.

Martha Ernst, *Vice President*, Daniller + Company

Jennifer Barton, *Associate, Member/Donor Retention and Stewardship*, Smithsonian Institution

Jennifer McNally, *Senior Manager of Membership and Guest Relations*, High Museum of Art

Lori Bockstanz, *Director of Visitor Services*, Lady Bird Johnson Wildflower Center

Break

2:15 pm – 2:30 pm

Concurrent Sessions 2:30 pm – 3:30 pm

Must Love Data: Remaking Annual Fund Using Analytics and Predictive Modeling

Landmark 7

Learn how you can use analytics and statistical modeling to control expenses and maximize revenue for your department. The Art Institute of Chicago and the Whitney Museum of American Art will use their annual funds as case studies to show how these tools can drastically reduce mail quantities, surface new donors, and maintain and grow revenue. Forget canned reports: this will give you the roadmap to identify the unique factors that drive response at your own institution.

Hilary Branch, *Senior Associate Director of Membership and Annual Giving*, The Art Institute of Chicago

Brianna Lowndes, *Director of Membership and Annual Fund*, Whitney Museum of American Art

Updating a Membership Program: Small Changes; Big Results

Landmark 1-4

This session will demonstrate how small changes, when combined, can create a healthier, stronger membership program. In July 2013, LACMA introduced a membership “update” with new level names, pricing, and benefits. The update has been in operation for just over one year now, and LACMA will report on the results of these changes.

Ellen Castruccio, *Director, Membership Marketing*, Los Angeles County Museum of Art

Doug Leonhardt, *Manager, On-site Member Services*, Los Angeles County Museum of Art

Meghan McCauley, *New Members Manager*, Los Angeles County Museum of Art

Break with snacks

3:30 pm – 3:45 pm

Landmark Foyer

Concurrent Sessions 3:45 pm – 4:45 pm

How to Start, Maintain, and Grow a Young Professionals Program (And Why You Should!)

Landmark 1-4

Young Professionals (or Young Friends) programs can be the key to connecting with a younger audience. However, they can also be a lot of work with little return if not managed properly. The Missouri Botanical Garden’s program has evolved over several years and is now a thriving channel for both fundraising and audience development. It hasn’t always been pretty but we have learned from our mistakes. We’ll share our triumphs and our try again on topics like leadership groups, engagement, events, and fundraising versus friend-raising.

Andrea Nickrent, *Membership Manager*, Missouri Botanical Garden

Kelsey Wolf-Donnay, *Individual Giving Manager*, Desert Botanical Garden

The Ins & Outs of In-House Production

Landmark 5-6

This session will provide an overview of best practices in print production, which will be useful for any organization handling production in-house or wanting to work better with their current vendor. The overview will provide real-world examples and case studies of the value of aggressively bidding out packages (including a vendor resource list), cost-saving techniques, basic postal optimization methods, and suggestions for when production goes wrong.

Hilary Branch, *Senior Associate Director of Membership and Annual Giving*, The Art Institute of Chicago

Doug Hoogstra, *Account Executive*, Darwill

Angela Struebing, *President*, CDR Fundraising

Laura Jahn, *Production Manager*, CDR Fundraising Group

Membership: For Love or Money?

Landmark 7

Visitors become members for two reasons—because they love the organization and because they are driven by the value of the transaction. Research of arts consumer behavior shows that those with a true passion for your museum’s mission can be cultivated beyond membership to long-term, high-value patronage. Visitors who view membership as transaction may be harder to attract and retain, but some could deepen their relationship with the right visitor development strategy. But how can membership officers put the right strategies in place to attract members and keep them loyal?.

Jill Robinson, *President & CEO*, TRG Arts
 Molly Riddle Wink, *Director of Membership & Amenities*, Denver Art Museum

Reception 5:00 pm–7:15 pm

Contemporary Art Museum St. Louis

Buses depart the Renaissance Grand Hotel from the St. Charles Avenue entrance at 5:00 pm.

The Contemporary Art Museum St. Louis is a non-collecting institution that presents approximately six Main Gallery exhibitions each year in the fall, spring, and summer, featuring national and international artists from various cultural backgrounds who work across different media and presentational formats. For the 2014 fall season, CAM presents Mel Chin: Rematch, the most expansive presentation of conceptual artist Mel Chin’s work to date. The exhibition features more than fifty works from the past forty years. Also on view are the first solo museum exhibition of Houston-based artist Mark Flood and a selection of recent large-scale paintings by acclaimed Dutch artist Carla Klein.

Buses depart the Contemporary Art Museum St. Louis at 7:15 pm to drop off at World Chess Hall of Fame for Dine Around or return to the Renaissance Grand Hotel.

Dine Around* [optional] 7:45 pm–9:00 pm

Central West End neighborhood

Get a taste of Saint Louis as you get to know your colleagues over a delicious meal Tuesday evening of the conference. The Host Committee has arranged group reservations at several restaurants in the very popular Central West End neighborhood. Each Dine Around dinner group will be hosted by a member of the local Host Committee.

** Dine Around participants are responsible for their own bill and gratuity, and spots are available on a first-come, first-served basis. Register for your spot by logging on to your conference registration and selecting a restaurant or signing up at the Information Desk when you arrive at the conference. All Dine Around reservations will be for 7:45 pm. You may also choose to gather a group of colleagues and strike out on your own.*

Bus transportation will be provided from reception at the Contemporary Art Museum to the World Chess Hall of Fame, which is located in the heart of the Central West End and within walking distance to all of the dine around restaurants. Before dinner, take a few minutes to check out their impressive gallery spaces and gift shop. After dinner at 9 pm, the buses will pick up from the World Chess Hall of Fame and return to the hotel.

Dine Around Options

Bar Italia \$\$\$

baritaliastl.com

This Central West End standard offers authentic Italian fare and great atmosphere

Gringo \$\$

www.gringo-stl.com

Modern Mexican food with a twist

Herbie’s Vintage 72 Restaurant and Wine Bar \$\$\$

www.herbies.com

American Bistro and French-inspired cuisines with an exquisite wine list

Pi Pizzeria \$\$

www.restaurantpi.com

Award-winning deep and thin crust pizza with a great selection of craft beer and cocktails

Wild Flower Restaurant \$\$\$

wildflowerstl.com

American gourmet dining with a casual atmosphere

Wed, Oct 22

Breakfast and Roundtable Discussions 7:00 am–8:30 am

Roundtable Discussions

Crystal Ballroom

Choose from the following topics and join your fellow attendees for breakfast roundtable discussions.

1) Managing a Rate Increase

Nitasha Kawatra, Metropolitan Museum of Art

2) Sustainer Programs

Carol Rhine, Target Analytics

3) Five Ways to Improve Retention

Kerri Kerr, Avalon Consulting Group

4) Gift Membership: New Strategies to Reach, Engage, and Sell

Dana Hines, Membership Consultants, Inc. and Rosie Seimer, fiveseed

5) Recruiting and Hiring On-Site Salespeople

Haylee Lynch, Desert Botanical Garden and Karen Mariani, Membership Consultants

roundtables continued on the next page

6) Advanced Strategies for Acquisition

Kathryn Harrach, The Lukens Company

7) Integrated Fulfillment

Deborah Frey, Wildlife Conservation Society

8) Creating (and Maintaining) a Strong Renewal Program

Andrea Martin, Daniller+Company

9) CRM/EM and Big Data: What's A Museum to DO?

Susan Webb Rawls, Museum of Science and Industry, Chicago

10) Tiny Tweaks to Bold Break-throughs - Reshaping your membership program requires some serious thinking!

Suzette Sherman, Suzette Sherman Consulting

11) Creating a Measurement Plan: Understanding and Presenting WHY behind WHAT

Diane Ward, Membership Matters!

12) How to Enhance a Membership Experience with Technology

David Vroblesky, Blackbaud, Inc.

13) Getting the Most of Your Membership Premiums

Andrea Nickrent, Missouri Botanical Garden; Rebecca Reeve, Pillsbury Marketing; and Kate Gleason, Saint Louis Art Museum

14) CRM and Fundraising

George Hambleton and Tara Guastella, Siriusware

Conference Housekeeping 8:45 am – 9:00 am

Landmark 1-4

Please join us for any necessary conference housekeeping items before diving into another full day.

Mark Mills, *Senior Director of External Affairs*, The Barnes Foundation
Jennifer Thomas, *Director of Annual Programs*, Saint Louis Art Museum
Graham M. Russell, *Conference Coordinator*, AMMC 2014|St. Louis

General Session 9:00 am – 10:00 am

How to Foster Stronger Engagement and Visitation: Lessons from Culture Track 2014

Landmark 1-4

Session attendees will interact with over 4,000 culturally engaged Americans (through survey responses) on the most pressing issues facing the arts communities large and small: Why do members engage with cultural institutions? How have engagement habits changed since 2011? What current trends will have the greatest impact on membership in the years to come? What strategies must museums of any all sizes use to foster greater engagement from current members, and grow their membership in the coming years?

Dirk Rinker, *President*, Campbell Rinker
Lisa Krassner, *Chief Membership Officer*, The Metropolitan Museum of Art
Ruth White, *Director of Membership*, Thanksgiving Point Institute
Carl G. Hamm, *Deputy Director Development & External Affairs*, Saint Louis Art Museum
Lori Bockstanz, *Director of Visitor Services*, Lady Bird Johnson Wildflower Center

General Session 10:15 am – 11:15 am

The State of Nonprofit Fundraising

Landmark 1-4

How do we peer into the future, and what might we see? Take a tour of three museums in 2030, each situated within the “Cone of Plausibility” that defines potential futures, and each shaped in its own way by current trends. A visit to the *Quantified Museum*, the *Disconnected Museum* and the *Distributed Museum* may well change the way you think about your own museum, and the field.

Carol Rhine, *Principal Fundraising Analyst*, Target Analytics, a Blackbaud Company

Break 11:15 am – 11:30 am

Concurrent Sessions 11:30 am – 12:30 pm

The Rules of Engagement: Strategies to Identify and Retain At-Risk Members

Landmark 1-4

Do you know which members are at risk to lapse? Do you treat them like everyone else? This session introduces the business intelligence tools, techniques and “science” that museums can use to identify the behavior that influences renewal decisions. We will review scoring members, identifying who is at risk and creating a strategy to deal with that risk. This session aims to bring the power of analytics and data science to the museum membership community.

Steve Jacobson, *President and CEO*, JCA, Inc.
Angela Brink, *Member Relations Officer*, Museum of Science, Boston

Strategic Planning: Stay Focused & Get Into the Weeds

Landmark 5-6

This practical session will clearly lay out how to create a strategic plan to reach an annual revenue goal. Hear firsthand from top experts in the field how critical strategic planning is to not only meeting goal and growing membership programs, but also to keeping our members happy.

Erin Weaver, *Principal*, Pennington Gray
Lisa Krassner, *Chief Membership Officer*, Metropolitan Museum of Art

How to Make a Silk Purse Out of a Sow's Ear: The Trials, Tribulations, and Triumphs of Small and Mid-size Museums

Majestic A

You've heard from the big museums, now come together with colleagues from small to mid-size museum membership programs to discuss the trials, tribulations, and triumphs that come with managing a membership program with limited resources, but plenty of big ideas. What kind of challenges and opportunities exist in your museum? Join us for this informal discussion with two seasoned museum professionals who will share their experiences—both the good and the bad.

Suzi Woo, *Director of Membership and Special Events*, Modern Art Museum of Fort Worth
Graham M. Russell, *Conference Coordinator*, AMMC 2014|St. Louis

Lunch

Crystal Ballroom

12:30 pm – 1:30 pm**Concurrent Sessions 1:30 pm – 2:30 pm****The Smithsonian Summer Showdown – Email List Growth at the Smithsonian**

Landmark 5-6

Learn about the Smithsonian's recent list growth campaign – what were the challenges, successes, key findings, and takeaways in this case study. Learn how the Smithsonian turned a unique organizational challenge into an opportunity while accomplishing pan-Institutional goals.

Dan Reed, Online Fundraising Manager, Office of Advancement,
Smithsonian Institution

Will Valverde, *Vice President*, M+R

Blockbuster Exhibition Patrons – Where Are They Now?

Landmark 1-4

Many institutions judge the success of their blockbuster exhibitions immediately after they finish, but what happens to the patrons that joined (or rejoined) when the next year comes around? Using statistics from 4 blockbusters at the Birmingham Museum of Art and how membership renewal numbers were impacted (both in households and revenue), we can see what went right, what went wrong, and how an institution can use these results.

Nicholas D. McLaughlin, *Development Officer – Visitor Services and Sales*,
Birmingham Museum of Art

Fostering Member Engagement and Visitation through “Infotainment”

Landmark 7

Our members' free time is precious. How do you make your museum a priority among a sea of other cultural offerings, not to mention network and online entertainment options? Using examples from the Walker Art Center, participants will come away with concrete ideas that they can put into practice to engage Millennials to Boomers. Time will also be reserved for sharing best practices from other institutions, including your own.

Kerstin Beyer, *Associate Director of Membership*, Walker Art Center

Break**2:30 pm – 2:45 pm****Concurrent Sessions 2:45 pm – 3:45 pm****How To Make Your Members Love You Forever: the Beauty of Reciprocal Membership Programs**

Landmark 5-6

Reciprocal programs can be a very attractive selling point to attract and upgrade members. We will discuss how this low cost, high return benefit can increase the value of your membership using examples from the Detroit Institute of Arts and Royal Ontario Museum.

Kimberly Barrow, Associate Director of Membership, Detroit Institute of Arts
Martha Henderson, Head of Membership and Sales, Royal Ontario Museum
Michael Wogoman, Membership Manager, Milwaukee Art Museum

A Mutually Beneficial Relationship: Working with Major Gifts Officers

Landmark 7

This session will explore how Membership and Development/ Major Gift Officers can work together for a mutually beneficial relationship. It will provide examples of successful systems and programs established through this cooperation that resulted in increased revenue and prospects, as well as stronger and closer relationships with members and donors. Specifically, we will discuss regular screenings of members, personal outreach to members, personal solicitations, the establishment of a loyalty giving society, cultivation events, and more.

Emily Goldsleger, *Assistant Director, Membership & Annual Giving*,
University of Pennsylvania Museum of Archaeology and Anthropology
Jessica Anderson, *Development Officer, Membership & Annual Fund*,
McNay Art Museum

Key Measurements of Success

Landmark 1-4

Are you prepared to answer to your Museum Director or Board when they ask you what your retention rate is? Avalon will give you the key metrics you should know, and how your program compares to industry standards based on client benchmarking and analytics.

David Saunders, *Director of Membership*, National Museum of the
American Indian
Margot O'Leary, *Account Director*, Avalon Consulting Group

Break**3:45 pm – 4:00 pm****Concurrent Sessions 4:00 pm – 5:00 pm****I Just Got a Job as a Membership Manager: Now What Do I Do?**

Majestic A

This is an informal discussion allowing you to pose questions and interact with others who are new at fulfilling the duties of Membership Manager. Bring your job description to share insights of expected functions and duties.

Graham M. Russell, *Conference Coordinator*, AMMC 2014 | St. Louis
Suzi Woo, *Director of Membership and Special Events*, Modern Art
Museum of Fort Worth

Making a Difference: Engaging Underserved Communities through Membership

Landmark 5-6

The purpose of the Orlando Science Center's accessibility fund is to provide Science Center experiences for organizations and individuals in need or who haven't otherwise had the opportunity to be exposed to the Science Center. The fund is supported through grants and donations by donors and corporations. Audience for this session is any institution looking to explore accessibility memberships for under-served communities and low income families.

Kristi Horvath, Member Services Coordinator, COSI

Was it Successful? Measuring a Multichannel Campaign

Landmark 1-4

There are now so many more ways to reach your Members and prospects than we ever could have imagined. As the number of marketing channels grow and change, the need to embrace integrated, multichannel campaigns is not only a good idea, but critical to the success of your communications strategy. Learn the fundamentals of choreographing, realizing, and measuring your multichannel efforts to ensure the best “marketing mix” for your campaigns..

Nitasha Kawatra, *Membership Officer for Marketing*, Metropolitan Museum of Art

Michael J. Smith, *Senior Associate Director of Membership*, American Museum of Natural History

Aidan Vega, *Director of Audience Engagement Strategy and Analysis*, The Barnes Foundation

3) Issues, University Museums

4) Issues, Free Museums

Jennifer Barton, Smithsonian Institution

5) Issues, Small Museums [less than 5,000 members]

6) Issues, Medium Museums [5,000 and 30,000 members]

7) Issues, Large Museums [more than 30,000 members]

Farewell Remarks 8:45 am – 9:00 am

Landmark 1-4

Please join us for farewell remarks and an update on future conferences.

Mark Mills, *Senior Director of External Affairs*, The Barnes Foundation
Graham M. Russell, *Conference Coordinator*, AMMC 2014|St. Louis

Reception

5:30 pm–7:15 pm

Missouri Botanical Garden

Buses depart the Renaissance Grand Hotel from the St. Charles Avenue entrance at 5:30 pm.

Enjoy cocktails at the Missouri Botanical Garden, the nation’s oldest botanical garden in continuous operation and a National Historic Landmark. Founded in 1859, the Garden is a center for botanical research and science education. The Garden offers 79 acres of beautiful horticultural display, including a 14-acre Japanese strolling garden, Henry Shaw’s original 1850 estate home, and one of the world’s largest collections of rare and endangered orchids. For over 154 years, the Garden has been an oasis in the city, a place of beauty and family fun—and also a center for education, science, and conservation. The mission of the Missouri Botanical Garden is “To discover and share knowledge about plants and their environment in order to preserve and enrich life.”

Buses depart the Missouri Botanical Garden at 7:15 pm.

General Session

9:00 am – 10:00 am

Leadership in Nonprofit Management: Partnering for Success

Landmark 1-4



Despite bringing dedication and talent to our inspiring missions, a reality of the nonprofit workplace is that there is never have enough time, resources or staff to surpass every goal, meet every deadline and put out every fire. This session addresses strategies managers can use to lead teams to success and become more effective despite these challenges. Learn tips and insights for keeping the right balls in the air, developing your staff, thinking strategically, meeting goals, keeping a healthy work/life balance and growing your career—all at the same time. From developing a professional brand to leveraging key relationships, both managers and their teams will take away a better understanding of how to be a successful professional while keeping it all together.

Amy Bronson, *Executive Director, Advancement Resources & Strategic Talent Management*, Boston University

General Session

10:00 am – 11:00 am

Leadership in Nonprofit Management: Breakout Session

Landmark 1-4

Join your peers in taking a deeper dive into some of the topics discussed during Amy Bronson’s session “Leadership in Nonprofit Management: Partnering for Success”. We’ll break into interactive discussion groups to share tactics and implement action plans around the following topics, as well as others you want to explore. Please come prepared to share your insights and questions.

- Building Partnerships Across Teams
- Finding, Growing and Keeping your Staff
- Learning Development and Training
- Work Life Balance
- Growing your Nonprofit Career

Amy Bronson, *Executive Director, Advancement Resources & Strategic Talent Management*, Boston University

Thu, Oct 23

Breakfast and Roundtable Discussions 7:30 am–8:30 am

Roundtable Discussions

Crystal Ballroom

Choose from the following topics and join your fellow attendees for breakfast roundtable discussions.

1) Association of Science and Technology Centers

Angela Perillo, Field Museum

2) Altru Users

Emily Winetz Goldsleger, University of Pennsylvania Museum of Archeology and Anthropology

roundtables continued on the next page

Presenter Bios

Pablo Anaya

Membership and Individual Giving Coordinator, Adler Planetarium

Pablo is the Membership Coordinator at the Adler Planetarium in Chicago, IL. As an emerging membership professional, his background and relative experience in visitor services, membership, and development offers a multifaceted perspective into the lifecycle of museum patrons and members. At the Adler, Pablo has worked to craft creative communications for members and comprehensive reporting tools.

Jessica Anderson

Development Officer, Membership & Annual Giving, McNay Art Museum

Jessica has been in her position at the McNay since February 2012. She attended Kansas State University for her undergrad and has a B.S. in Journalism & Mass Communications. She is also a graduate of Birkbeck, University of London with a Master's degree in Arts Policy & Management. She spent a year in London working on her degree, and prior to her year abroad, she spent three years at the Dallas Symphony Orchestra where she was the Advertising & Promotions Manager.

Kimberly Barrow

Associate Director of Membership, Detroit Institute of Arts

Kim joined the Detroit Institute of Arts more than 20 years ago. During her tenure, she has directed the annual fund program, managed the direct sales program, and currently directs the membership retention program, encompassing all categories of renewals from 28,000 members. Additionally, she manages the DIA Associates program, members from \$2000-\$25,000 in annual dues, organizing their educational and social events and international trips. Kim is also responsible for all member events, including the member preview days for the museum's grand reopening in November 2007.

Jennifer Barton

Associate, Member/Donor Retention & Stewardship, Smithsonian Institution

Jennifer has been working in membership fundraising for 14 years, joining the Smithsonian in 2001. She manages the renewal and stewardship, including member services and benefits, of nearly 75,000 Smithsonian members across the country. Additionally, Jennifer is also responsible for managing special high-end mailings focusing on upgrading members to levels of \$1000 and \$2,500. Jennifer came to the Smithsonian from George Washington's Historic Mount Vernon.

Kerstin Beyer

Associate Director of Membership, Walker Art Center

Kerstin Beyer has been the Associate Director of Membership at the Walker Art Center for three and a half years. During her tenure, Walker membership has grown in number as well as in net revenue thanks to an increase in new member recruitment, innovative cost savings measures, and meaningful stewardship. She is particularly interested in providing members with ways to connect--both with the institution and each other.

Lori Bockstanz

Director of Visitor Services, Lady Bird Johnson Wildflower Center

A thirteen year membership veteran, Lori Bockstanz was recently promoted to Director of Visitor Services at the Lady Bird Johnson Wildflower Center, a native plant botanical garden and leader in native plant research. In this new role, Lori continues to manage the successful membership program serving over 10,000 member households, as well as managing the admissions operations and adult group visits. Prior to joining the Wildflower Center, Lori served on the membership team of the then brand new Bob Bullock Texas State History Museum, and as webmaster of the Texas Memorial Museum.

Hilary Branch

Senior Associate Director of Membership and Annual Giving, The Art Institute of Chicago

Hilary has worn many hats at the Art Institute of Chicago in her 8 years there. Currently she manages the revenue side of the department, including acquisition, renewals, onsite sales, and annual fund. In recent years she has brought a renewed focus on analytics and measurable outcomes to the department.

Angela Brink

Member Relations Officer, Museum of Science, Boston

Angela Brink is a museum professional with seven years of experience in fundraising, membership and database management. She joined the Membership Department at the Museum of Science, Boston, in 2012 as the Member Relations Officer. She oversees member stewardship and retention efforts as well as implements data-driven strategies to increase renewal rates and member involvement. Previously, she gained valuable museum experience at Historic New England and Museum of Fine Arts, Boston. Angela holds a Bachelor of Arts degree in Art History from Boston University and a Masters in Art History and Museum Studies Certificate from Tufts University.

Amy Bronson

Executive Director, Advancement Resources & Strategic Talent Management, Boston University

Amy Bronson is Executive Director of Advancement Resources and Strategic Talent Management at Boston University, where she is engaged in building and sustaining an outstanding team of advancement professionals who are undertaking an enormous challenge: the first comprehensive campaign in the history of the University. Amy oversees the talent management program for a staff of 200 including seventeen schools and colleges at the University. Encompassing talent acquisition, organizational and learning development, human resource management, finance and administration, Amy partners with colleagues across the University to ensure the advancement team is ready to meet the campaign challenge. Prior to joining BU in September 2010, Amy led the strategic staffing initiative for the Light the World Campaign at Boston College. Before joining BC in 2005, Amy was at Harvard Law School where her many roles included managing special events; curriculum planning and program administration for executive legal education and as a fundraiser and administrator at Baker House Alumni Center. Her prior experience includes working for Tiffany & Co. in Chicago and Houston and teaching in Athens, Greece. With over 20 years of advancement experience, Amy has served in leadership roles and presented at numerous conferences and is excited to be at the forefront of talent management in the not for profit sector.

Ellen Castruccio

Director, Membership Marketing, Los Angeles County Museum of Art

Ellen Castruccio is Director, Membership Marketing at the Los Angeles County Museum of Art, and is responsible for meeting the department's overall revenue goal each year. She has more than 20 years of experience in marketing, sales, consumer research, general management, and business development in both the for-profit educational software and non-profit arts management sectors. Ellen has a Bachelor's Degree in Philosophy with a concentration in Art History & Studio Art from Boston College and an MBA from UCLA. In her free time, she loves to sculpt, draw, write—or do anything creative!

Mae Daniller

President, Daniller + Company

Mae Daniller is President and Founder of Daniller + Company, an award-winning direct response fundraising and consulting agency. Considered by her peers to be one of the top membership consultants in the nation, Mae's 29 years of professional, nonprofit experience include time at Stanford University, building the National Wildflower Research Center membership program as Director of External Affairs, and serving as Vice President for Karl Rove and Company before founding Daniller + Company in 1999. More than 90 nonprofit organizations have grown their membership and annual giving programs with Daniller + Company in the past 12 years.

Melissa Dietrich

Membership Manager, Longwood Gardens

Melissa Dietrich joined Longwood Gardens as Membership Manager in October 2013, where she manages a program of 50,000 Member households. Prior to Longwood, she was Director of Business Development for Fernley & Fernley, Inc., where she grew the firm's management services for non-profit trade associations and professional societies. Previous to that, she was a Regional Account Executive with the Greater Philadelphia Chamber of Commerce, where she drove membership growth. Ms. Dietrich was recognized by The Forum of Executive Women's Emerging Women Leaders Award 2012 and The Star Developer Award 2012 by The Professional Development Group for her professional and community contributions.

Martha Ernst

Vice President, Daniller + Company

Martha Ernst is the Vice President of Daniller + Company, an award-winning membership and fundraising direct response agency. Martha's background in marketing, combined with her in-depth knowledge of membership programs, list strategies, audience segmentation, and strong analytics, ensures that Daniller + Company's clients achieve maximum fundraising results. Martha has given talks and led discussions on membership acquisition, renewals, upgrades, list strategy and direct marketing techniques for local and national organizations, including St. Edwards University, the American Alliance of Museums, Association of Fundraising Professionals, the Association of Lutheran Development Executives, and the American Museum Membership Conference. Prior to joining Daniller + Company in 2000, Martha was a leader in international sales and management with Marinex International and with Procter and Gamble where she managed key accounts and built strong client relationships.

Phyllis Evans

Director of Membership and Annual Giving, Abraham Lincoln Presidential Library and Museum Foundation

Phyllis Evans has 10 years' experience in the museum and fundraising fields and has grown her program from its infancy of 500 members to a current membership total of 6000. In addition to membership acquisition and renewals, she also manages the institutions publications, member programming, and assists with many of the Foundations functions.

Louise Feder

Membership & Special Events Coordinator, James A. Michener Art Museum

Louise Feder earned her BA in Art & Art History from Dickinson College in 2010 and her MA in Art History from the Tyler School of Art, Temple University in May 2013. She began her current position as Membership and Special Events Coordinator at the Michener in June 2013 following time spent interning in the museum's Library and Marketing Departments. Louise loves her new job for lots of reasons, but most of all because she gets to work in support of an amazing collection of Pennsylvania Impressionist and New Hope Modernist artwork.

Kate Gleason

Membership Manager, Saint Louis Art Museum

Kate has a 10 year track record at the Saint Louis Art Museum with an expanded role in membership management, including acquisition, programming and member servicing. Kate played a vital role in the Museum's recent expansion, including membership planning, program restructure and grand opening event planning.

Emily Winetz Goldsleger

Assistant Director, Membership & Annual Giving, University of Pennsylvania Museum of Archaeology and Anthropology (Penn Museum)

Emily Goldsleger serves as the Assistant Director of Membership and Annual Giving for the Penn Museum. She joined the Penn Museum nine years ago to direct the general membership program and was promoted three years later to oversee all individual unrestricted giving. Emily previously held the positions of Public Relations and Development Coordinator for the Fabric Workshop and Museum in Philadelphia and Public Affairs Specialist for the Smithsonian American Art Museum in Washington, D.C. Emily holds a BA in Art History from Emory University and an MA in Arts Administration from the School of the Art Institute of Chicago.

Claudia Gomez

Membership Manager, San Antonio Children's Museum

Claudia Gomez joined the San Antonio Children's Museum in November 2013. After 8 years in the non-profit world as a database administrator, she branched out into the world of membership. She brings her database skills and non-profit experience to this unique role at a growing institution. She is dedicated to not only growing the membership program but developing open communication across department, utilizing software when possible, and collecting data at every point.

Robert Halkyard

Head of Membership & Supporter Engagement, The Tate

Robert has spent 15 years in the charity and not for profit sector in various strategy, marketing and communications roles. In 2012 Robert was appointed as Head of Membership and Supporter

Engagement at Tate where he is responsible for Europe's largest museum membership across four venues. He also leads Tate's supporter engagement and customer relationship management strategies and is currently focused on developing Tate's brand and communications in order to increase audience engagement. Prior to his current role he led The UK Scout Association's brand, digital, volunteer and member communications activities as well as organizational communications planning.

Carl G. Hamm, CFRE

Deputy Director Development & External Affairs, Saint Louis Art Museum

Carl Hamm has 25 years of experience in the non-profit sector in development, marketing and executive positions. Recognized as a Certified Fund Raising Executive since 1998, he has worked with organizations representing practically every discipline of the arts, from public radio and chamber music to theater, ballet and the visual arts. Before moving to St. Louis, he served as a Senior Vice President for the Fort Worth Museum of Science and History. He also directed annual giving programs for the Dallas Museum of Art and Children's Medical Center of Dallas. Hamm has served on numerous boards and professional committees and spoken on fund raising and marketing in a variety of settings, including the Association of Fund Raising Professionals (AFP) International Conference in San Diego, the Direct Marketing Association's Non Profit Day in New York, the Art Museum Development Association, the national conference for PBS affiliate stations, and eight national conferences for the American Association of Museums. In 2011, he was invited by the Arts Council of England to speak on the American system of philanthropy. Hamm is immediate past president of the Art Museum Development Association, a past chair of the American Association of Museums' Standing Professional Committee on Development and Membership (DAM), and a former chair of AAM's Council of Standing Professional Committees.

Kathryn Harrach

Vice President, The Lukens Company

Kathryn Harrach, Vice President at The Lukens Company, oversees all of TLC's west coast art museum, natural history, zoo, aquarium and traditional nonprofit accounts. Over the last 9 years, Kathryn has played a pivotal role in developing TLC's multi-developing TLC's multi-channel strategies by leading ROI based direct mail, digital advertising and email campaigns for the company's nonprofit clients. Prior to TLC, Kathryn served as the Associate Director of the Wexler Gallery in Philadelphia, managing the gallery's offline and online marketing and communication tactics while earning her M.A. in Museum Education at the University of the Arts.

Martha Henderson

Head of Membership and Sales, Royal Ontario Museum

Martha Henderson has been the Head of Membership and Sales at the Royal Ontario Museum in Toronto, Canada for the past four years. The Royal Ontario Museum is Canada's largest Museum of Natural History and World Cultures. Martha is also the Canadian representative on the Reciprocal Organizations of Associated Museums (ROAM) Board of Directors. She comes from a background in sponsorship and promotional marketing for major sports, corporate and marketing agencies.

Dana Hines

President and CEO, Membership Consultants

Dana's expertise lies in developing strategic direct mail, on-site sales, membership plans for all types of membership and nonprofit programs. Under Dana's leadership, Membership Consultants has developed powerful membership and donor campaigns for organizations across the country including museums, associations, botanical gardens, zoos, aquariums, and conservation organizations. Dana adds her expertise and knowledge of the current practices in the membership arena to provide organizations with the strategic thinking and specific ideas to expand on membership and donor acquisition, retention, servicing and marketing efforts needed to achieve the desired growth of any program.

Doug Hoogstra

Account Executive, Darwill

Doug Hoogstra has been working with cultural institutions for the last ten years to help them utilize personalization through integrated marketing to help them increase revenue. This is his 4th time at AMMC. He has been integral in helping Chicago-area institutions create a personalized integrated marketing process.

Kristi Horvath

Member Services Coordinator, COSI

Kristi joined the membership team at COSI in January 2014. In her role as Coordinator, Kristi works with the Director of Membership to develop and implement membership sales strategies and communications. In addition, she organizes and plans member events to promote member engagement and increase revenues and visitation. As the primary point of contact for member customer service issues, Kristi also maintains clear communications between internal teams to ensure that membership-related goals and initiatives are upheld. Prior to joining the team at COSI, Kristi specialized in performing arts front-of-house operations and has worked in multiple positions at the Duke University Performing Arts Box Office in Durham, North Carolina and at The Studio Theatre in Washington, DC.

Dara Rosenberg Igersheim

Account Director, Avalon Consulting Group

Dara has been at Avalon for eight years, and as a Senior Program Manager, oversees fundraising programs for clients such as the National Museum of the American Indian, the American Film Institute, and the National Museum of African American History and Culture. Her previous experiences as Membership Coordinator at The Phillips Collection and Production Manager/Member Relationship Associate for the Smithsonian Institution Contributing Membership program contributed to her comprehensive understanding of membership and marketing programs, particularly related to arts and cultural organizations. In particular, Dara has advised clients on on-site membership outreach, benefits development, and member retention/cultivation strategies.

Steve Jacobson

President and CEO, JCA, Inc. (Jacobson Consulting Applications, Inc.)

Steve Jacobson is the President and CEO of Jacobson Consulting Applications, Inc. (JCA), a firm that provides information management services to nonprofit organizations. The firm provides ongoing ticketing/admissions, membership and/or fundraising

systems consulting to over 200 non-profit organizations nationally and internationally. Over the past 25 years, Steve has provided consulting services to a number of the country's leading cultural institutions including Carnegie Hall, The Metropolitan Museum of Art, The American Museum of Natural History, The Cleveland Museum of Art, The Minneapolis Institute of Arts, The Art Institute of Chicago and the Wildlife Conservation Society (Bronx Zoo). Steve serves on the board of the New York City Chapter of the Association of Fundraising Professionals (AFP) and is an active member of/frequent speaker for the Museum Computer Network (MCN), the American Alliance of Museums (AAM) and the International Ticketing Association (INTIX). Steve holds Bachelor of Arts degrees in Economics and Psychology from Stanford University.

Laura Jahn

Production Manager, CDR Fundraising Group

Laura started out in public programs and communication for a small, historical preservation organization in Annapolis, MD. She later transitioned to the agency side of direct mail fundraising where she specializes in print production. Her recent article, "5 Cost Saving Tips for Any Mail Package" highlights universal production strategies to save money, which is vital in the nonprofit world. Laura is an active volunteer with the Direct Marketers Association of Washington and writes direct marketing copy for client campaigns in her free time.

Nitasha Kawatra

Membership Officer for Marketing, Metropolitan Museum of Art

Nitasha Kawatra joined The Metropolitan Museum of Art as Membership Officer for Marketing in 2010. She works on a broad portfolio of marketing and communications initiatives to acquire, engage, and retain the Museum's base of over 150,000 Members. Nitasha manages the implementation of key revenue-generating programs, including Membership renewals; Annual Appeal; and new-Member acquisition and lapsed re-engagement campaigns, while overseeing a complex email program and the department's growing digital presence. Nitasha began her career in Membership in 2008 as Assistant Membership Manager at the Brooklyn Museum, where she managed the experience of close to 10,000 Members. Prior to the Brooklyn Museum, Nitasha worked at Academic Arrangements Abroad as Tour Coordinator and Tour Director for educational travel programs specially designed for museum members and university alumni. Nitasha graduated with a Bachelor of Arts from Bowdoin College.

Kerri Kerr

Senior Vice President, Avalon Consulting Group

Kerri joined the Avalon team in 2005, after working for a number of years as Manager of Annual Giving Programs at The John F. Kennedy Center for the Performing Arts. At the Kennedy Center Kerri honed her fundraising management abilities and developed her expertise in benefits- and mission-based offers, high-dollar and event fundraising, and donor relations consulting. At Avalon, Kerri has skillfully managed the fundraising programs for a diverse range of organizations, including the National Parks Conservation Association, Wolf Trap Foundation for the Performing Arts, and Friends of the Smithsonian.

Erin King

Donor Relations Manager, The Field Museum of Natural History

As Donor Relations Manager, Erin King oversees day-to-day

operations of the annual giving team, including solicitations, acquisition campaigns, acknowledgement procedures, event execution, and portfolio management. She ensures that all annual giving donors are recognized and stewarded appropriately, with a focus on prospective, new and upgraded donors. In addition, Erin conducts data-cleaning, tracking and analysis to facilitate accurate reporting and real-time adjustment of The Field Museum's fundraising strategies. She joined The Field Museum in 2010, and as a passionate horticulturist, Erin is one of the key members of the Museum's Edible Treasures garden.

Lisa Krassner

Chief Membership Officer, The Metropolitan Museum of Art

Lisa Krassner joined the Metropolitan Museum of Art in fall of 2012 as Chief Membership Officer. Lisa has grown the Membership and Annual Appeal revenue to nearly \$30 million a year by acquiring, retaining, and upgrading over 150,000 members from all 50 states and 123 countries. Prior to joining the Met, Lisa was at the Museum of Fine Arts, Boston for 13 years as Senior Director of the Visitor Experience where her responsibilities included membership, visitor services, security, e-communications, market research, and accessibility programs and services. Lisa holds an MBA from Simmons College and an AB from Bryn Mawr College.

Kristall Laursen

Manager of Member and Donor Relations, John G. Shedd Aquarium

Kristall Laursen is the Manager of Member and Donor Relations at Shedd Aquarium. She graduated with a Master's in Museum Studies from Western Illinois University in 2010. Since then she has held various positions at Shedd Aquarium, all within the Development department. Kristall took over the management of Shedd's Membership program in the fall of 2013.

Doug Leonhardt

Manager, On-site Member Services, Los Angeles County Museum of Art

Doug Leonhardt is Manager, On-site Member Services at the Los Angeles County Museum of Art. He is working in a newly created role to enhance the membership experience at the museum. Previous to LACMA, Doug was Manager, Visitor Services, at EMP Museum in Seattle where he worked on best practices to connect visitor engagement, revenue generation, and a mission-aligned museum experience. Doug has Bachelor's Degrees in Art History and Political Science from Assumption College in Massachusetts. In his downtime, Doug enjoys the many beaches, tacos, and record stores of sunny Los Angeles.

Peter Linett

Chairman, Slover Linett Audience Research

Linett has been a partner at Slover Linett Audience Research since 1999, during which time he has become a thought-partner to museums, symphonies, and other cultural and informal learning organizations that want to understand their audiences and develop new strategies for engaging them. His work centers on the changing conventions of presentation and participation at art and science museums and in classical music. A magna cum laude graduate of Yale University, Linett pursued graduate work in aesthetics and art history at the University of Chicago. He lives in Santa Fe with his wife and business partner Cheryl Slover-Linett and their twin daughters.

Brianna Lowndes

Director of Membership & Annual Fund, Whitney Museum of American Art

Brianna oversees membership and annual fund at the Whitney Museum of American Art. In her seven years at the Museum, she has worked to reorient the division to be increasingly data driven in order to improve performance and optimize the program.

Jack Ludden

Assistant Director, Web & New Media Development, The J. Paul Getty Trust

Jack Ludden is Head of Web and New Media Development at the J. Paul Getty Trust. In his role, Jack helps define and execute the Getty's digital strategies across a multitude of distribution channels. Before working at The Getty, Jack worked for Disney Online, The Shoah Visual History Foundation and was a founding member of Red Card Studios. He received his BA from Northwestern University and his MFA from the School of the Art Institute of Chicago. Jack is the past Chair of the American Alliance of Museums Media and Technology Professional Network. He is the current Professional Network Council Chair, a position that oversees all twenty-two American Alliance of Museums Professional Networks.

Karen Mariani

Manager of On-Site Sales and Marketing, Membership Consultants

Karen Mariani has 20 years' experience in the non-profit, marketing and sales environments. For 7 years she has managed a team of successful on-site salespeople for membership clients nationally. Her team sells over \$1 million in memberships at client sites annually.

Cari Maslow

Senior Director, Donor Relations and Membership, Carnegie Museums of Pittsburgh

Cari Maslow has more than 25 years of experience in non-profit management. She has worked in the arts, social services and education holding roles in development, marketing, information systems and financial management. Cari has served a total of nine years at Carnegie Museums. She has held her current post since 2011, in which she oversees the membership and donor relations programs as well as the financial management and operation of a 40+ person development department. She holds a master's degree from the H. John Heinz III College at Carnegie Mellon University and a bachelor's degree from Boston University.

Meghan McCauley

New Members Manager, Los Angeles County Museum of Art

Meghan McCauley is New Members Manager at the Los Angeles County Museum of Art, where she manages two membership affinity groups (Muse and Film Club), membership engagement events, and digital communication/marketing strategy. She has been at LACMA for two years, with her anniversary right around the same time as her largest annual event, the Halloween Costume Ball. Meghan has a BA in Theater from the University of California, San Diego and has a background in arts outreach and theater and festival production.

Nicholas D. McLaughlin

Development Officer – Visitor Services & Sales, Birmingham Museum of Art

McLaughlin has worked for the Birmingham Museum of Art for 3 years and, prior to that, the Buffalo Philharmonic Orchestra for 4 and a half. His career is based on doing trend analyses of subscription/membership renewals through an analysis of ticket purchases.

Jennifer McNally

Senior Manager of Membership & Guest Relations, High Museum of Art

Jennifer McNally has been with the High Museum of Art for 3 years as the Senior Manager of Guest Relations. She transitioned into her new role as Senior Manager of Membership and Guest Relations in November 2013. Since then she has successfully managed a growing membership program and led the team to exceed current revenue goals. She has refreshed the High's approach to retaining members and is looking for additional fresh ideas for gaining new members. Jennifer came to the High Museum of Art from the World of Coca-Cola.

Elizabeth Merritt

Founding Director, Center for the Future of Museums

As founding director of the American Alliance of Museums' Center for the Future of Museums, Elizabeth Merritt applies the tools of strategic foresight to the nonprofit realm. She conducts trends forecasting and scenario development for museums, sharing her work through publications, social media and presentations in the US and abroad. Believing that (as CMF's motto says) "museums can change the world," she is devoted to helping museums create a brighter future for their communities. Elizabeth earned her B.S. from Yale and an M.A. in cell and molecular biology from Duke University, as well as training in futures studies at the University of Houston. She blogs for CFM at futureofmuseums.blogspot.com and tweets as [@futureofmuseums](https://twitter.com/futureofmuseums).

Andrea Nickrent

Membership Manager, Missouri Botanical Garden

Andrea Nickrent is the Membership Manager at the Missouri Botanical Garden. She and her team are responsible for the recruitment, retention, and the cultivation of the Garden's 40,000 membership households. She also serves as the primary staff liaison to the Young Friends Council, the steering committee for the Garden's Young Friends program. She holds a master's degree in Integrated Marketing Communications and has over 12 years of nonprofit experience.

Margot O'Leary

Account Director, Avalon Consulting Group

With 20 years of direct marketing experience on both the client and agency sides, Margot has managed multi-channel direct marketing fundraising campaigns for large-scale organizations including the National Museum of Women in the Arts, the John F. Kennedy Center for the Performing Arts, and Smithsonian Contributing Membership. She also worked as an Account Executive at the marketing agency then known as Malchow, Adams & Hussey, where she orchestrated tremendously successful fundraising campaigns for nonprofits and coordinated the new business team. Margot's work on the client side, for NARAL Pro-Choice America and the National Parks Conservation Association, also gives her the unique perspective of the daily challenges that nonprofits experience in terms of getting their message out, fundraising, and membership development.

Angela Oxenberg

Director of Membership and Development Operations, Pérez Art Museum Miami

Angela Oxenberg is Director of Development and Membership Operations at Pérez Art Museum Miami (PAMM, formerly Miami

Art Museum). She has been with PAMM for over 8 years. Prior to working at PAMM, Angela worked as the Data Center Manager and Membership Sales & Service Coordinator at the Philadelphia Museum of Art. She has also worked as Admissions Manager at The Phillips Collection in Washington, D.C.

Angela Perrillo

Membership Benefits Manager, Field Museum of Natural History

Angela Perillo is a seasoned membership professional serving a major Chicago institution's membership program. She is charged with managing special promotions, new initiatives, and the ever-popular Membership Nights. She is also a passionate (crazy) Chicago Blackhawks fan in her spare time!

Dan Reed

Online Fundraising Manager, Office of Advancement, Smithsonian

Dan is a nonprofit professional with 8 years' worth of experience in digital philanthropy. He worked for a small men's health nonprofit in Chicago – Us Too International – before working at the Smithsonian's Office of Advancement where he has worked for 6 years. Dan has master's degree in Nonprofit Management from Bay Path University.

Carol Rhine

Principal Fundraising Analyst, Target Analytics, a Blackbaud Company

Carol Rhine joined Blackbaud in 2005 as the Principal Fundraising Analyst in Target Analytics. She brings over 30 years of experience in broad-based donor support to our donorCentrics and Benchmarking services. Carol serves as the key facilitator for the Target Analytics benchmarking collaborative meetings and industry indices. As a part of that role, Carol provides analysis for Target Analytics' quarterly US National Index of Fundraising Performance. Carol serves as a lead analyst for our international benchmarking and analysis work through our INGO Global Initiative. Carol was instrumental in developing donorCentrics reporting and has, for 25 years worked with donorCentrics reports to provide specialized client reporting and analysis. A frequent presenter at industry conferences both in the US and abroad, Carol's State of Fundraising presentation has been a mainstay of the DMA Nonprofit conferences here in the US. She specializes in broad-based donor support for nonprofits both large and small. She has been a featured speaker at the Museum Membership conference and at many Public Television and Radio events. She also frequently presents fundraising trends for nonprofit senior staff and boards of directors. Carol holds a Bachelor of Arts from DePauw University with a double major in Economics and Psychology. Prior to joining Blackbaud, Carol was the Development Director at KQED public television and radio in San Francisco, Membership Director at KVIE public television in Sacramento, California, a fundraising consultant at Dodd Smith Dann, and the Development Specialist for the National Federation of Community Broadcasters.

Molly Riddle Wink

Director of Membership & Amenities, Denver Art Museum

At the Denver Art Museum (DAM), Molly is charged with maximizing earned revenue through the museum's membership program, ticketing operations and group sales, event rentals and The Shops at the DAM. She also oversees the museum's visitor services and volunteer service operations. A Denver native, but a self-proclaimed "domestic nomad," Molly earned a B.A. from the University of the Pacific and prior to her work at the DAM, held positions in sales and marketing for The Denver Center for

the Performing Arts, and the Colorado Symphony and served as a marketing and sales consultant specializing in pricing, patron loyalty, and marketing strategy development.

Dirk Rinker

President, Campbell Rinker

Dirk Rinker leads Campbell Rinker, a marketing research firm that focuses solely on the nonprofit world. He has led dozens of focus groups and conducted thousands of survey interviews among art museum members, visitors, and patrons on topics of membership, benefits, engagement attitudes, museum relocation, membership benefits and visitor experiences.

Graham M. Russell

*Consultant/Special Projects Manager
Conference Coordinator, AMMC 2014/St. Louis*

Graham recently left her position at the Norton Museum of Art in West Palm Beach, Florida after 25 years where she held a variety of positions, concluding her career at the museum serving as the Associate Director of Development. In this capacity, responsible for the Membership and Special Events Departments, Graham oversaw a membership program of 6,000 households and was responsible for \$2.3 million in annual revenue (Membership and Special Events combined). She was also responsible for a program that included all Membership direct mail acquisition, renewal and retention, telemarketing, trustee giving, management of upper level donor groups, special events, the museum's Young Professional's group, on-site sales, and membership long-range strategic planning. Graham hosted the 2005 AMMC, served as chairman of the AMMC advisory board, remains actively involved in its programming and currently serves as the 2014 Conference Coordinator.

Jill Robinson

President & CEO, TRG Arts

Jill Robinson is President and CEO of TRG Arts, a national data-driven consulting firm dedicated to creating sustainable arts and cultural organizations. Under Jill's leadership, TRG has translated its ongoing study of arts consumer transactions into knowledge that achieves improved and revenue results for clients and that serves as a resource to the industry at-large. Jill has expanded the scope of TRG services to all arts genres throughout the United States, into Canada and abroad to Australia and Great Britain. A frequent panelist and session leader at arts conferences throughout North America, Jill also helps inform the field through TRG's webinars, summits, and as a blogger on Analysis from TRG Arts (www.trgarts.com). Jill serves on the board of the National Center for Arts Research and this spring will be a guest lecturer at Southern Methodist University and a reviewer of the Carnegie Mellon Master of Arts Management Program.

David Saunders

Director of Membership, National Museum of the American Indian

David Saunders has more than 13 years of experience in direct response fundraising, and at NMAI he oversees a comprehensive program that incorporates direct mail, online fundraising, telemarketing, and e-commerce. As director of membership, he is responsible for more than \$2.5 million in annual revenue and the stewardship of 43,000 members nationwide. David has a BA in History from the University of North Carolina at Chapel Hill.

Kristen Shepherd

Associate Vice President of Audience Strategy and Services, Los Angeles County Museum of Art

Kristen Shepherd is the Associate Vice President of Audience Strategy and Services at the Los Angeles County Museum of Art, overseeing the Membership, Marketing, and Guest Services departments. Prior to her move to LA in 2013, Kristen served as the Director of Membership and Annual Fund at the Whitney Museum of American Art, where she created and launched the Whitney's innovative Curate Your Own Membership program. Her professional experience also includes 10 years at Sotheby's auction house in New York, where she learned a thing or two about how to manage up and get it done. Kristen was a Marshall Memorial Fellow in 2010 and was selected to the Arts Leadership Institute in New York in 2012. She received her BA and MA in History of Art from The George Washington University.

Rosie Siemer

Principal, fiveseed, Inc.

Rosie has led innovative marketing and communications initiatives across numerous industries. Her background includes tenure as a consultant for a full-service advertising agency specializing in higher education, where she was responsible for marketing strategy; brand development and positioning; competitive analysis; and website design for top institutions. Rosie develops and manages integrated marketing campaigns for forward-thinking companies, nonprofits, government agencies, and membership organizations. As a recognized expert in brand strategy, she is frequently invited to facilitate workshops and speak on the topics of branding, social media, and international marketing. Rosie is actively involved in the Colorado Nonprofit Association and the American Marketing Association. In the museum field, she has crafted innovative campaigns for History Colorado, Museum of Science, Boston, The Susan B. Anthony House and Museum and the Association of Zoo and Aquariums.

Michael J. Smith

Senior Associate Director of Membership, American Museum of Natural History

Michael J. Smith has over 17 years of experience managing direct marketing and fundraising operations in cultural institutions and has been at the American Museum of Natural History for seven years. Prior to joining the Museum in 2007, he held positions at The Morris Museum, The Waterloo Foundation for the Arts, amfAR, and The Academy of American Poets. Michael received his B.A. in History and Medieval Studies from Moravian College.

Janelle Stevenson

Assistant Director of Membership Renewals, The Art Institute of Chicago

Janelle has managed renewals at the Art Institute of Chicago for two years. In that time, she has elevated the program to a model in the industry. She enjoys spreadsheets, pivot tables, and extremely large data sets.

Angela Struebing

President, CDR Fundraising

As a direct marketing executive, Angela has successfully created, designed, and executed multi-channel fundraising programs for dozens of non-profit and political clients. By leveraging predictive analytics, she drives results through data-driven decisions joined

with creative strategies for member and donor acquisition and retention. As a consistent contributor to the thought leadership of the direct marketing industry, she has been invited to share her expertise as a writer and presenter at numerous conferences and publications.

Shannon Sudberry

Manager of Membership and Annual Fund, Adler Planetarium

Shannon Sudberry oversees museum loyalty programs for individuals including membership and annual fund. Prior to joining the Adler in August 2012, she spent six years working in development at several social service agencies in the Chicago area. Shannon graduated from North Central College in Naperville with a BA in Organizational Communication and Journalism. She holds a MPA in Nonprofit Management from Keller Graduate School. Shannon also serves on the Membership Committee for the Chicago Chapter of the Association of Fundraising Professionals.

Steve Sullivan

Associate Director of Membership and Digital Sales, Woodland Park Zoo

Steve Sullivan, Associate Director of Membership and Digital Sales at Seattle's Woodland Park Zoo, is a fundraiser, direct marketer, and communicator who has raised money to protect the environment, provide affordable housing for low income families, support sustainable agriculture, improve health care, and most recently, save wild animals and their habitats. At Seattle's Woodland Park Zoo he runs membership and digital sales and marketing, including the successful Give Ten for Tigers social media campaign that raised over \$149,000 in fewer than three weeks.

Jennie Swanson

Membership and Museum Services Manager, Laumeier Sculpture Park

Jennie has been active in museum and membership management for her entire career. She manages a variety of functions at an institution with a small staff. She is a multi-talented non-profit manager at a non-traditional art venue.

Tiffany Tessada

Membership and Annual Giving Director, Seattle Art Museum

As the Director of Membership and Annual Giving, Tiffany oversees a program consisting of over 43,000 member households (ranging from \$30 Student level to \$100,000 Visionary Circle level) generating 25% of the museum's operating budget. Tiffany began her museum career with SAM over 12 years ago, first as a volunteer in the Director's office and then went on to hold several positions on the development staff, including corporate relations where she managed corporate membership and in-kind sponsorship. Ten years ago, she was promoted to Membership Manager, and in 2008 added to her title Associate Director of Development, Membership and Donor Services. Most recently she has taken on overseeing the museum's Annual Fund and the upper level membership program, Contributor Circles. During her time at SAM she has developed expertise in membership acquisition and retention strategies, on-site sales and customer service, and long-range planning.

Jennifer Thomas

Director of Annual Programs, Saint Louis Art Museum

Jennifer Thomas joined the Saint Louis Art Museum in 2003 and has more than 15 years of development and membership experience with nonprofit arts organizations. Currently, as the

Director of Annual Programs, Jennifer oversees the membership program, the visitor services department and the processing and fulfillment center, and the Museum's fundraising auxiliary board. Prior to joining SLAM Jennifer worked with several performing arts organizations including The Cleveland Orchestra, the Virginia Symphony and Television Ontario. Jennifer holds a B.A. from Truman State University and an M.P.A from Cleveland State University with a certificate in non profit management.

Will Valverde

Vice President, M + R

Will has spent nearly a decade helping major nonprofits develop memorable online advocacy and fundraising campaigns, with a special focus on creative engagement. He leads online strategy for groups like Planned Parenthood Federation of America, Smithsonian Institution, and Mozilla Foundation, and he has crafted innovative content and interactive campaigns for groups like the Union of Concerned Scientists, Wikimedia Foundation, and the McKesson Foundation. Will is also the lead writer for M+R's annual Benchmarks Study, a comprehensive analysis of online fundraising and advocacy for nonprofits.

Aidan Vega

Director of Audience Engagement Strategy and Analysis, The Barnes Foundation

Aidan is the Director of Audience Engagement Strategy and Analysis at the Barnes Foundation in Philadelphia where she oversee membership, public programs and business systems. She collaborates across the institution using data driven strategy to create unique experience for visitors to deepen their connection with the Barnes and its mission. Prior, Aidan worked as the Membership Sales and Services Manager at the Philadelphia Museum of Art. And has her MS in Arts Administration from Drexel University.

Diane Ward

President, Membership Matters!

Diane Ward founded Membership Matters! in 2000 after recognizing changes in database technologies and opportunities for nonprofits to reposition and build their membership programs as a viable source of revenue. With over 20 years of experience, she is passionate about building data-driven environment to identify and grow the scope of membership within an organization's structure. Beyond the data, Diane assists staff in "thinking strategically" whether it be forecasting long-term growth and strategic business planning or the opportunity to rethink and explore new membership models which has been successfully achieved for organizations nation-wide.

Erin Weaver

Principal, Pennington Gray

Erin Weaver founded Pennington Gray, a direct response agency that specializes in membership and annual fund programs. Clients include The Metropolitan Museum of Art, Whitney Museum of American Art, Brooklyn Museum, WNET Public Media, the United Nations Foundation and more. Previously, Erin was Director of Membership and Annual Fund for The Metropolitan Opera and started her career at The Museum of Modern Art, where she eventually ran MoMA's membership marketing program. Erin serves as graduate faculty for museum fundraising and is on the Board of Directors for the Direct Marketing Fundraisers Association.

Ruth White

Director of Membership, Thanksgiving Point Institute

Ruth has over ten years of fundraising experience and a zeal for finding and cultivating museum members. In her current position at Thanksgiving Point Institute she has successfully tackled the logistics of a membership program that has more than doubled in both number of households and revenue in the last six months due to the opening of a new venue. Ruth is also heavily involved with the Utah Museums Association, providing support for over 250 museums located throughout the state of Utah.

Kelsey Wolf-Donnay

Individual Giving Manager, Desert Botanical Garden

Kelsey Wolf-Donnay is the Individual Giving Manager at the Desert Botanical Garden where she manages the Monarch Society program for young professionals, as well as the annual appeal campaign, memorial and tribute program, mid-level memberships and assists with executing donor events for the Patrons Circle program. She is the past chair of Emerging Arts Leaders Phoenix, an affiliate of the Americans for the Arts that works to build a cohesive community of young arts professionals. She holds a bachelor's degree in Nonprofit Leadership and Management from Arizona State University.

Michael Wogoman

Director of Membership, Milwaukee Art Museum

Michael Wogoman heads up the individual and corporate membership programs at the Milwaukee Art Museum. He develops and manages acquisition campaigns, retention, benefits, and Member programs. Within the Development Department, he works with colleagues on all fundraising aspects at the Museum. Michael is also a founding board member of ROAM – the Reciprocal Organization of Associated Museums. Fairly new to the Museum world, Michael worked in Economic Development for seven years prior to joining the Museum in 2012.

Suzi Woo

Director of Membership and Special Events, Modern Art Museum of Fort Worth

Suzi has managed the Membership and Special Events department at the Modern for the past thirty one years under the guidance of three different directors. She was instrumental in more than tripling the membership at the grand opening of the Modern's new building in December 2002. Suzi's job has evolved over the years to encompass management of several areas of the Museum in addition to all aspects of membership: she oversees Museum events; she manages the Director's Council, an acquisitions membership group; and her department provides the auditorium programming, including performing arts and film series. She is responsible for an active facility rental program, which is directly tied into upper-level membership, and works as a team with the Catering Director for outside rentals. She continues to participate in the ongoing overall development and future fundraising efforts for the Modern. December 2012 marked the tenth anniversary of the Modern's Tadao Ando building. In celebration, Suzi helped coordinate and execute the Tenth Anniversary Gala which was a hugely successful fundraising effort and truly memorable special event. Suzi, co-hosted the 2006 membership conference, in conjunction with other local museums. She remains actively involved in the conference programming and serves on the board of AMMC.

Mon, Oct 20

Session Notes

Takeaways | Action Items

People

Tue Oct 21

Session Notes

Tue Oct 21

Takeaways | Action Items

People

Wed Oct 22

Session Notes

Wed Oct 22

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People

Thu, Oct 23

Session Notes

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People

Conference Follow Up

Top 3 Action Items

Find Out More...

People to follow up with

Resources

Publications

Asking: A 59-Minute Guide to Everything Board Members, Volunteers, and Staff Must Know to Secure the Gift	Jerold Panas
Bowling Alone: The Collapse and Revival of American Community	Robert D. Putnam, Lewis M. Feldstein, and Don Cohen (Simon & Schuster)
Dear Friend: Mastering the Art of Direct Mail Fund Raising	Kay Partney Lautman and Henry Goldstein (Fund Raising Institute)
Developing Major Gifts: Turning Small Donors into Big Contributions	Laura Fredricks (Aspen Publishers)
Direct Marketing for Nonprofits	Kay Partney Lautman (Aspen Publishers)
Effective Donor Relations	Janet L. Hedrick (Non-Profit Essentials, Association of Fundraising Professionals)
Exceptional Customer Service: Going Beyond Your Good Service to Exceed the Customer's Expectation	Lisa Ford, David McNair, and Bill Perry (Adams Media Corp.)
The Five Strategies for Fundraising Success	Mal Warwick
Fundraising Fundamentals: A Guide to Annual Giving for Professionals and Volunteers	James M. Greenfield (John Wiley and Sons, Inc.)
Fundraising on the Internet: The ePhilanthropyFoundation.Org's Guide to Success Online	ed. Mal Warwick, Ted Hart, and Nick Allen
Give to Live: How Giving Can Change Your Life	Douglas M. Lawson (ALTI Publishing)
How to Write Successful Fundraising Letters	Mal Warwick
Innovations in Annual Giving: Ten Departures that Worked	Robert A. Burdenski (CASE Publication)
Inspired Philanthropy: Your Step-by-Step Guide to Creating a Giving Plan	Tracy Gary and Melissa Kohner
Keep Your Donors	Tom Ahern and Simone Joyaux
The Loyalty Effect: The Hidden Force Behind Growth, Profits, and Lasting Value	Frederick F. Reichheld (Harvard Business School Press)
Loyalty Rules! How Today's Leaders Build Lasting Relationships	Frederick F. Reichheld (Harvard Business School Press)
Making Museums Matter	Stephen E. Weil (Smithsonian Institution Press)
Marketing Planning: A Step-By-Step Guide	James W. Taylor (Prentice Hall)
Membership Development: An Action Plan For Results	Patricia Rich and Dana Hines (Jones and Bartlett)
The Mercifully Brief, Real-World Guide to Raising \$1,000 Gifts by Mail	Mal Warwick
Museum Strategy and Marketing (2nd edition)	Neil Kotle, Philip Kotler, Wendy Kotler (Jossey-Bass Publishers)
Revolution in the Mailbox	Mal Warwick
Ten Steps to Fundraising Success	Mal Warwick
Testing, Testing, 1,2,3: Raise More Money with Direct Mail Tests	Mal Warwick (Jossey-Bass Publishers)
Strategic Database Marketing: The Masterplan for Starting and Managing a Profitable Customer-Based Marketing Program	Arthur Hughes
Wired for Culture: How E-mail is Revolutionizing Arts Marketing	Eugene Carr
Write On Target	Donna Baier Stein
Annual Giving: A Practical Approach	Fritz W. Schroeder
Special Events: Planning for Success; 2nd edition	April Harris
Giving: How Each of Us Can Change the World	Bill Clinton
Donor Centered Fundraising	Penelope Burk

Online

American Museum Membership Conference	americanmuseummembership.org
Association of Fundraising Professionals	AFPnet.org
The Agitator (fundraising blog)	Theagitator.net
American Alliance of Museums	AAM-US.org
Arts eVentures, Inc.	artseventures.com
Council for Advancement and Support of Education	CASE.org
Charity Channel	charitychannel.com
The Chronicle of Philanthropy	Philanthropy.com
The Direct Marketing Association	the-dma.org
DM News: The Online Newspaper of Record for Direct Marketers	dmnews.com
Donordigital: Online Fundraising, Advocacy, and Marketing	donordigital.com
Donor Power Blog (fundraising blog)	DonorPowerBlog.com
Fundraising Success Magazine (online)	FundraisingSuccessMag.com
HEP Development Resources (matching gifts)	hepdate.com
Mailworks	mailworks.ne
TargetX: Email Marketing Solutions for Colleges, Nonprofits & Publishers	targetx.com

Past Conference Hosts

2013 Atlanta, GA

High Museum of Art
Atlanta Botanical Garden
Atlanta History Center
Atlanta Contemporary Art Center
Booth Western Art Museum
Michael C. Carlos Museum
Fernbank Museum of Natural History
Tellus Science Museum

2011 Philadelphia, PA

Barnes Foundation
Franklin Institute
National Constitution Center
Pennsylvania Academy of Fine Arts
Philadelphia Museum of Art
University of Pennsylvania Museum of Archaeology & Anthropology
Winterthur Museum, Garden and Library

2010 New Orleans, LA

Contemporary Arts Center
Hermann-Grima & Gallier Historic Houses
Historic New Orleans Collection
Louisiana State Museum
Newcomb Art Gallery, Tulane University
New Orleans African American Museum
New Orleans Museum of Art
Ogden Museum of Art
The National World War II Museum

2008 Santa Fe, NM

Museum of New Mexico Foundation

2007 San Francisco, CA

Asian Art Museum
Fine Arts Museums of San Francisco
San Francisco Museum of Modern Art

2006 Dallas and Fort Worth, TX

Amon Carter Museum
Dallas Museum of Art
Kimball Art Museum
Modern Art Museum of Fort Worth

2005 West Palm Beach, FL

Norton Museum of Art

2004 Washington, DC

The Phillips Collection
Smithsonian Institution
National Museum of Women in the Arts
Corcoran Gallery of Art

2003 Atlanta, GA

High Museum of Art

2002 Denver, CO

Denver Art Museum

2001 Minneapolis, MN

Minneapolis Institute of Arts
Walker Art Center

2000 Indianapolis, IN

Indianapolis Museum of Art

1999 Toronto, Canada

Royal Ontario Museum of Art

1998 San Francisco, CA

Fine Arts Museums of San Francisco

1997 Birmingham, AL

Birmingham Museum of Art

1995 Cody, WY

Buffalo Bill Historical Center

1994 Montreal, Canada

Montreal Museum of Art

1993 Detroit, MI

Detroit Institute of Arts

1992 Cleveland, OH

Cleveland Museum of Art

1991 Raleigh, NC

North Carolina Museum of Art

1990 Los Angeles, CA

Los Angeles County Museum of Art
The Museum of Contemporary Art

1989 Richmond, VA

Virginia Museum of Fine Arts

1988 Kansas City, MO

Nelson-Atkins Museum of Art

1987 Atlanta, GA

High Museum of Art

1986 Indianapolis, IN

Indianapolis Museum of Art

1985 Dallas, TX

Dallas Museum of Art

1984 Philadelphia, PA

Philadelphia Museum of Art

1983 Seattle, WA

Seattle Art Museum

1982 Chicago, IL

Art Institute of Chicago

1981 Denver, CO

Denver Art Museum

1980 Denver, CO

Denver Art Museum

Mark your calendars
for the next AMMC

Spring 2016

Stay tuned for the
announcement of
dates and location

Join the Conversation!

If you work in the membership/development department of a museum, we welcome you to join our Google Group called Museum Membership Forum. As a member of this online community you will receive information that will make your job easier all year long-- tools, tips, resources, interesting case studies, and more. You will find that this will become a valuable place for you to pose questions and suggest solutions to problems that arise as you work to build and steward your museum's membership base.

To join Museum Membership Forum, visit <http://groups.google.com/group/museummembershipforum>

If you qualify, you will be accepted as a member of the group shortly. (Note: If you have a Google account associated with a different email address, you can add your work email address as an alternate in your existing account and then select to have the listserv messages sent there. You can also create a new Google account just for your work email address.) Once your request has been approved, sign in and you'll see a welcome message that includes information on how to pose and respond to questions within the group. We look forward to welcoming you to the conversation!

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