



# AMMC

American Museum Membership Conference  
Seattle, WA • Nov 6-9, 2017



Credit: Howard Frisk Photography



# Key Information

## Information & Registration Desk

Located in the Spanish Foyer, the Information & Registration Desk

Mon, Nov 6, 2017  
11:00 am - 4:30 pm

Tue, Nov 7, 2017  
8:00 am - 4:00 pm

Wed, Nov 8, 2017  
8:00 am - 4:00 pm

Thu, Nov 9, 2017  
8:00 am - 11:30 am

will be open at the following times:

## Conference Hotel and Facilities

Fairmont Olympic Hotel  
411 University St  
Seattle, WA 98101

Call 206.621.1700 or 800.441.1414 and use AMMC 2017 Seattle when booking reservations. Hotel room rate: \$219 + tax/night [rooms must be booked by October 23, 2017 to qualify for conference room rate]

Unless otherwise noted in the program conference activities will take place at the Fairmont Olympic Hotel. Hydration stations are available for your use in the Spanish Foyer and outside the session rooms on Assembly Row. Restrooms are located outside of the Metropole Room or session rooms located in Assembly Row.

For transportation to and from the airport SpeediShuttle provides shared rides at a rate of \$14.39 one way, \$28.78 round trip.

## Meals and Evening Events

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

Mon, Nov 6, 2017

Opening Dinner | Seattle Art Museum [~~Guest Ticket \$150~~]

Tue, Nov 7, 2017

Breakfast

Lunch

Reception | Museum of History & Industry [~~Guest Ticket \$75~~]

Wed, Nov 8, 2017

Breakfast

Lunch

Reception | Museum of Flight [~~Guest Ticket \$75~~]

Thu, Nov 9, 2017

Breakfast

Conference attendees can purchase tickets for their guests to attend the above events that have prices noted.

## Transportation

Bus transportation will be provided for conference attendees to and from Tuesday and Wednesday night reception locations. Please meet the buses at the lobby level entrance next to the Front Desk of the hotel along Seneca Street at the time outlined in the program. If you have your car, The Fairmont offers valet services at their main entrance on University Street.

1 Hr or Less - \$15 | 1-2 Hrs - \$23 | 2-3 Hrs - \$27  
4-6 Hrs - \$37 | 6-12 Hrs - \$45 | 24 Hrs or Less - \$55

Discounted parking is available to attendees at \$39 for overnight self park.

## Lost & Found

Any lost items should be turned into the Conference Office and will be held until Thursday, November 9 at 11:00 am. Once the conference concludes, items will be moved to the Fairmont Olympic Hotel's front desk.

## Museum Material Market Place

Space will be available in the Spanish Foyer, leading into the Spanish Ballroom, for conference participants to share print and promotional materials from their institution. Specific tables will be set aside for this purpose. Attendees are responsible for displaying and monitoring their own materials. Please note: the option to share commercial materials is a benefit of sponsorship and is only available on assigned tables located in the same area.

## Connectivity

**Free Wifi is available for all conference attendees in the conference area [Network: Fairmont Meetings; Password: ammc1017] and hotel rooms. [Network: Fairmont; Password: Olympic]**

## Social Media: Join the Conversation

Please use #AMMC2017 to share photos of your new friends, innovative learnings, and inspire your colleagues at home.

## Conference Evaluations

We all know feedback is essential in improving programs. Please help us by submitting evaluations for the conference. This year all evaluations will be available online via a tab on the conference website. If you are unable to complete the evaluations online please email your comments to [info@americanmuseummembership.org](mailto:info@americanmuseummembership.org).

## Shipping Materials to Hotel

Space is limited; please keep samples to 100 pieces per organization. All shipments should be addressed to the following:

The Fairmont Olympic Hotel  
411 University Street  
Seattle, WA 98101  
Attn: AMMC  
Hold for – Your Name/Organization's Name]  
Deliver to Spanish Foyer

*Please note there is a handling fee for all deliveries received. Upon arrival please stop by the UPS store in the hotel and take care of your fees directly. They will then deliver your items to the Spanish Foyer.*

Attendees are responsible for collecting their own materials, paying handling fees, and placing them on the assigned tables.

## Name Badges

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

## Seattle Local's Guide

Check out the Seattle Local's Guide for recommendations and offers from the Seattle Host Committee.

**“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**

## Contents

Welcome Letters .....	1
Gold Sponsors .....	3
Explore Seattle .....	5
Schedule At-a-Glance .....	7
Fairmont Map .....	8
Schedule Details .....	9
Presenter Bios .....	17
Resources .....	25
Past Conference Hosts .....	27
Silver & Bronze Sponsors .....	28



Dear Membership Colleagues,

The Board of the American Museum Membership Conference welcomes you to Seattle! This conference has been a volunteer-led endeavor since its inception in 1980. We are pleased to have followed the successes of those before us and are proud to continue the tradition of bringing together membership professionals from around the US and abroad to share, discover, and review the best practices of member service and fundraising.

We would like to thank those of you who have prepared presentations and panels to share over the next four days, without you, we would not have a conference. We thank those of you who have been long-time attendees who continue to provide a rich prospective and innovation to our field. We are truly thankful for your loyalty and continued service to the field.

If you are new to our conference, we offer you a warm welcome to our community. We hope you will find this an experience to remember, and meet people that will give you the tools to conquer challenges and advance your membership program long after the conference ends.

Thank you for your attendance, and we hope you enjoy your time in Seattle!

Best,

Jennifer Thomas  
AMMC President

Jennifer Thomas  
AMMC President  
Saint Louis Art Museum

Aidan Vega  
AMMC Vice President  
Philadelphia Museum of Art

Ruth White  
AMMC Treasurer  
Kimball Art Center

Amy Katherine Allen  
Art Institute of Chicago

Laura Brouse-Long  
Smithsonian Institution

Brianna Lowndes  
Whitney Museum of American Art

Michael Smith  
American Museum of Natural History

Tiffany Tessada  
Seattle Art Museum

Suzi Woo  
Modern Art Museum of Fort Worth

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

### 2017 AMMC Scholarship Recipients

**Chrissy Upton**  
Red Butte Garden  
Salt Lake City, UT

**Barbara Dougherty Membership Scholarship Recipient**

**Rebecca Mulberry**  
Boise Art Museum  
Boise, ID

**Roanne Katcher Membership Scholarship Recipient**

**Alyctra Matsushita**  
Japanese American National Museum  
Los Angeles, CA

**AMMC Board Scholarship Recipient**

**Adam Vargyas**  
California Automobile Museum  
Sacramento, CA

**AMMC Board Scholarship Recipient**





Dear AMMC Colleagues,

I am thrilled to welcome you to Seattle for the 34<sup>th</sup> American Museum Membership Conference! Seattle is a city unlike any other – an exciting place where urban ingenuity meets unmatched natural beauty. With an impressive range of industry leaders including Boeing, Starbucks, Nordstrom, Microsoft, Costco and little known Amazon calling Seattle home, it's clear to see that the fabric of the region is built on a history of innovation and ambition.

Seattle prides itself as a champion of arts-and-culture, where this spirit of forward-thinking thrives. During AMMC you will get to enjoy three of Seattle's premier cultural institutions over the course of three evenings. The opening reception and dinner is hosted at the Seattle Art Museum on Monday night, followed by a cocktail reception on Tuesday at the Museum of History and Industry and a final cocktail reception Wednesday night at The Museum of Flight. Beyond these conference experiences, we're also excited to provide all attendees with exclusive discounts and free admission to many of the other great cultural and historical attractions around town. We hope you find the time to explore Seattle like a true insider with the Local's Guide. Compiled by the Local Host Committee, the guide features some of our favorite coffee shops, restaurants, and more.

As membership professionals we are always striving for the next big idea, which is why Seattle is the perfect place to host AMMC 2017. Whether this is your first or fifth time attending AMMC with a membership team of one or 20, you are sure to take home fresh ideas, strategies, and a greater network of community support that will drive you to success in the year ahead.

On behalf of the host committee, we want to thank those who helped make this conference possible including the AMMC Board lead by Jennifer Thomas and Ruth White. During the past year Jennifer and Ruth have provided never ending guidance and leadership to help make this conference a reality. And thanks to the amazing Program Committee who drew on the success of last year's stellar conference in Chicago to again create a phenomenal program that will inspire us all with new perspectives. This conference would not be possible without our sponsors, whose support enables us to continue to provide AMMC as an affordable asset to our community.

And lastly, we want to thank you for sharing your time, knowledge, and expertise with us. Your participation at AMMC is what makes this conference a success. They say that the weather imbues our culture here, so this week we encourage you to be a Seattleite – think big, drink local coffee and craft beer, know your recycling from your compost, don't carry an umbrella, and embrace all that the emerald city has to offer – rain or shine.

Sincerely,

Tiffany Tessada, Seattle Art Museum  
2017 AMMC Host Committee Chair

#### 2017 AMMC Host Committee

Tiffany Tessada, *Seattle Art Museum, Host Committee Chair*  
Courtney Davis, *Burke Museum of Natural History and Culture*  
Mariely Lemagne, *Museum of History and Industry*  
Torie Long, *Seattle Art Museum*

Anne Melton, *Museum of Flight*  
Tara Peters, *Seattle Art Museum*  
Steve Sullivan, *Woodland Park Zoo*

Dear Colleagues and Friends,

We are so excited to gather in Seattle this year for AMMC 2017. Over the last year, the program committee has been working closely with AMMC Board, the Seattle Host Committee, and with many of you to create this year's program.

This year, the committee set out to engage new voices and perspectives, and to use the programming planning process to bring together experts from across the country to present on the topics that we're all engaging with. On each topic, we endeavored to provide more than one perspective, in the hope that it will make it that much easier to take these ideas home with you and turn them into reality in your organizations. Our hope is that the programming format, along with a schedule that emphasizes making connections with your colleagues, will allow you to grow your network of friends and colleagues in the field. That way, when you are faced with a big challenge or new opportunity, you'll have experts around the country to call and brainstorm with. I know, for me personally, that this is one of the most rewarding aspects of this conference and of working in our field.

On behalf of the programming committee, I want to thank you for your participation and feedback. I hope to have the opportunity to meet as many of you as possible in Seattle!

Best wishes,

Brianna Lowndes  
Whitney Museum of American Art

#### 2017 AMMC Program Committee

Brianna Lowndes, *Whitney Museum of American Art, Program Committee Chair*  
Katie Cannon, *Philadelphia Museum of Art*  
Nicole Chicoine, *The Art Institute of Chicago*  
Marly Coldiron, *COSI - Center of Science and Industry*  
Kara Getkin, *Carnegie Museums of Pittsburgh*

Meghan McCauley, *Pérez Art Museum Miami*  
Steve Sullivan, *Woodland Park Zoo*  
Ingrid Van Haastrecht, *Dallas Museum of Art*  
Aidan Vega, *Philadelphia Museum of Art*  
Annie Wong, *Royal Academy of Arts*

# Your Membership and Fundraising Partner

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# MEMBERSHIP CONSULTANTS

*Membership Management  
Resources for  
Non-Profit Organizations*



Dear AMMC Attendees,

*Membership Consultants* is excited and happy to welcome you and the conference to Seattle in 2017. While you are visiting, we are sure that you will be impressed with Seattle's fine museums and cultural institutions.

We are very thankful to the AMMC Board of Directors and planners and especially to the wonderful team of hosts this year – 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 again 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 – 30 years! It has been very gratifying to see the profession of membership management grow in importance and gain the respect it deserves in our 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 institutions in the greater Seattle area 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, online, and loyalty 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

Rosie Siemer

Nancy Nafe

Doris Plummer

Felecia Mitchell

Karen Meyer

Leslie Taege

Gail Gooden

Rosario Chacon

Tabetha Pund

Mark Migneco

Pia Carey

Matt Garvey

P.S. (We are direct marketers – there always has to be a P.S.!) We hope you can further your thirst for membership knowledge with our membership book, “Membership Marketing in the Digital Age” available, of course, on Amazon.com!



# Seattle Local's Guide

## About the Neighborhood

From timber to technology, Seattle has made a name for itself as a hub of industry and innovation, and all in a matter of 150+ years. But where does the name Seattle come from? The city is named in honor of a Duwamish leader, Chief Sealth, who befriended and helped European settlers when they arrived at Alki point in 1851. Shortly after arriving, the settlers made their way across Elliot Bay to the now historic Pioneer Square district - which you can easily visit via a 15 minute walk or a quick ride on the link light rail. From that point on, Seattle has cycled through a series of booms and busts as it shapes and re-shapes its economic, cultural, and physical landscapes. Speaking of physical landscapes, by now you may have noticed that Seattle has hills. And no, you are not imagining it, downtown streets can vary drastically in their steepness within a matter of one block. You can thank the great fire of 1889 for leveling 116 acres in the heart of the business district—a stone's throw from the retail core and Fairmont Olympic Hotel—making room for municipal improvements and the first of many street regrade projects (the most ambitious being the Denny Regrade). The reward for all those hills, of course, is the view to the West of the Puget Sound and Olympic Mountains beyond (one of two mountain ranges surrounding the city – the other being the Cascades to the East). We hope you find lots to discover in Seattle and learn a thing or two while you're here at AMMC. After all, your sessions are taking place on the original site of the University of Washington. For more information on exploring Seattle, visit [visitseattle.org/site/ammc2017/](http://visitseattle.org/site/ammc2017/).

## The Fairmont Olympic Hotel

The recently renovated Fairmont Olympic Hotel has redefined downtown sophistication with its long-standing reputation as Seattle's finest hideaway, along with being listed on the National Register of Historic Places. Just steps from Pike Place Market, the waterfront, museums and world-class shopping, this landmark since 1924 has offered nearly a century of luxury service standards, while melding classic elegance with mid-century modern room décor. Come and see why the Emerald City's first love has never looked more beautiful.

## Coffee

### Ghost Alley Espresso

*1499 Post Alley, Pike Place Market*

While all the tourists are waiting in line outside the original Starbucks, you'll be smug, err snug, and warm with a delicious mug of northwest roasted espresso at Ghost Alley. Ghost Alley believes in doing one thing and doing it right – espresso in its finest form prepared on the first modbar in Seattle. Bring in a pastry from the nearby Three Girls Bakery and enjoy at the coffee shop's intimate counter overlooking Post Alley. If you've made it to the gum wall, you've gone too far. –Tara Peters, SAM

### Fonté Coffee Roaster Café

*1321 1st Ave, across from SAM*

With more than 1,690 coffee shops in the city, there is no way you can enjoy them all in one week. So try one of SAM staff favorites Fonté Coffee across the street from the museum. Known as one of the Pacific Northwest's finest independent roasters you will be challenged to decide what signature latte to order – should it be the Desert Rose, the Sage, Turkish or Aztec Mocha? Either way, you can't go wrong. Enjoy with a fresh pastry or sit down for a nice breakfast or lunch. –Tiffany Tessada, SAM

## Cocktails

### Bathtub Gin & Co

*2205 2nd Ave*

Just around the corner from Umi Sake House, this cozy speakeasy is literally a hidden gem. No seriously - it's hard to find! Head down the alleyway and keep an eye out for the unassuming plaque outside the door. It may not look like much from the outside, but inside is a secret hideaway that's perfect for a pre-dinner cocktail or a nightcap. –Courtney Davis, Burke Museum

### Rachel's Ginger Beer

*1530 Post Alley, Pike Place Market*

You haven't had ginger beer until you've had Rachel's Ginger Beer. One of my favorite places to take out of town guests when visiting the market. With more than ten flavors on tap, it will be hard to decide which one is the perfect mixer for your Moscow Mule. –Tiffany Tessada, SAM

### The Hideout

*1005 Boren Ave*

A short steep walk from the Fairmont Olympic Hotel. The Hideout is the perfect place to do just that – hideout and enjoy a nightcap after a long conference day. The atmosphere is dark and sleek with nearly 70 paintings by Pacific Northwest contemporary artists hung salon-style on the 16 foot tall walls. You can't go wrong with any of the fresh squeezed cocktails. Choose the Andy Warhol and walk away with a Polaroid of yourself you can enjoy long after the drink's run dry. Look for the sandwich board on the sidewalk, it's easy to miss. –Tara Peters, SAM

### Zig Zag

*1501 Western Ave*

Tucked away at the bottom of the Pike Street Hill Climb this old school speakeasy serves deliciously unique cocktails and mouthwatering food. It's just far enough off the beaten path from the crowded market to always have an intimate and cozy vibe. Not to mention, their whiskey selection does not disappoint! –Torie Long, SAM

## Cuisine

### Ba Bar

*500 Terry Ave N*

The South Lake Union location of a beloved Seattle restaurant should not be missed. Vietnamese street food at its finest! With small plates, large vermicelli bowls plus noodles in broth, there is something for all to enjoy. Each meal magically transports you to a new destination. The Crispy Imperial Rolls make every dish on the menu even better. –Mariely Lemagne, MOHAI

### Il Bistro

*93A Pike Street, Pike Place Market*

Fantastic Italian food 'hidden' in the world famous Pike Place Market. Experience the famous fish throws, then go downstairs for fresh seafood and other Italian favorites. My favorites are anything with Dungeness crab or local salmon. Buon appetito! –Robin Webster, Museum of Flight

# Seattle Local's Guide

## Din Tai Fung

600 Pine Street, Pacific Place

Din Tai Fung is a do not miss while in Seattle. This international steamed dumpling and noodle restaurant will not disappoint. Employees hand rolling dumplings while you wait for a table is a fine example of how dedicated this team is to their craft. With so many fresh and delicious options to choose from, you will want to make sure to save room for a mango smoothie! –Mariely Lemagne, MOHAI

## Marination Ma Kai, West Seattle

1660 Harbor Avenue SW, West Seattle

My favorite neighborhood restaurant. Take a 10 minute trip across the sound to West Seattle via the King County Water Taxi (\$5.25 each way) to enjoy spectacular views of the city and the best Hawaiian-Korean fusion cuisine. Order up some tacos (sexy tofu tacos are my fav) or kimchi fried rice and don't forget to add the best hand-cut fries in the city. All while enjoying kayakers and ferries passing by at this beachside restaurant. Featured in the New York Times 36 Hours in Seattle. –Tiffany Tessada, SAM

## Umi Sake House

2230 1st Ave

Seattle is sushi heaven, and Umi Sake House is a must-go for sushi fans. Their rolls are as creative and exciting as their cocktails, and traditionalists can't go wrong with the chef's choice nigiri or sashimi platters - it's all melt in your mouth good. –Courtney Davis, Burke Museum

## Art & Culture Offerings

**Exclusive discounts and offerings for conference attendees to explore art and culture in Seattle.**

*\*indicates walking distance from Fairmont Olympic Hotel*

### The Burke Museum of Natural History and Culture

[burkemuseum.org](http://burkemuseum.org)

Free admission with conference badge.

Valid Nov 4 -12, 2017

### Chihuly Garden and Glass

[chihulygardenandglass.com](http://chihulygardenandglass.com)

\$5 off general admission with conference badge.

Valid Nov 6 – 12, 2017

### The Frye Art Museum\*

[fryemuseum.org](http://fryemuseum.org)

Admission to the Frye is always free.

### The Henry Art Gallery

[henryart.org](http://henryart.org)

Free admission with conference badge.

Valid Nov 6 – 11, 2017

### Museum of Flight

[museumofflight.org](http://museumofflight.org)

Free admission with conference badge.

Valid Nov 5 - 12, 2017

### Museum of History and Industry (MOHAI)

[mohai.org](http://mohai.org)

Free admission with conference badge.

Valid Nov 6 - 12, 2017

### Museum of Pop Culture (MoPOP)

[mopop.org](http://mopop.org)

Free general admission (additional special exhibition surcharge applies) plus 20% off individual, dual, and family level memberships. Valid in person only. Must present conference badge.

Valid Nov 6 – 10, 2017

### Northwest African American Museum

[naamnw.org](http://naamnw.org)

Free admission with voucher. Voucher is located in your conference welcome packet.

### Northwest Trek Wildlife Park

[nwtrek.org](http://nwtrek.org)

Half price admission when you present conference badge.

Valid Nov 4 – 12, 2017

### Olympic Sculpture Park

[seattleartmuseum.org/visit/olympic-sculpture-park](http://seattleartmuseum.org/visit/olympic-sculpture-park)

A part of the Seattle Art Museum, the Olympic Sculpture Park is free and open the public daily from sunrise to sunset.

### Pacific Science Center

[pacificsciencecenter.org](http://pacificsciencecenter.org)

Free admission with conference badge, includes permanent exhibits such as the Butterfly House and Planetarium.

Valid Nov 6 – 12, 2017

### Point Defiance Zoo and Aquarium

[pdza.org](http://pdza.org)

Half price admission when you present conference badge.

Valid Nov 4 – 12, 2017

### Seattle Aquarium\*

[seattleaquarium.org](http://seattleaquarium.org)

Half price admission with conference badge.

Valid Nov 6 – 12, 2017

### Seattle Art Museum (SAM)\*

[seattleartmuseum.org](http://seattleartmuseum.org)

Free admission with conference badge.

Valid Nov 6 -12, 2017

### Smith Tower\*

[smithtower.com](http://smithtower.com)

10% off tickets with conference badge.

Valid Nov 6 (note: closes at 4 pm for private event) – Nov 9, 2017

### Wing Luke Museum of the Asian Pacific American Experience

[wingluke.org](http://wingluke.org)

Free general admission includes all-day gallery access and a 45-minute guided historic hotel tour. Must present conference badge.

Valid Nov 6 - 12, 2017

### Woodland Park Zoo

[zoo.org](http://zoo.org)

Free admission to attendees who present their badge at either entry.

Valid Nov 4 – 9, 2017

\* indicates within walking distance from the hotel

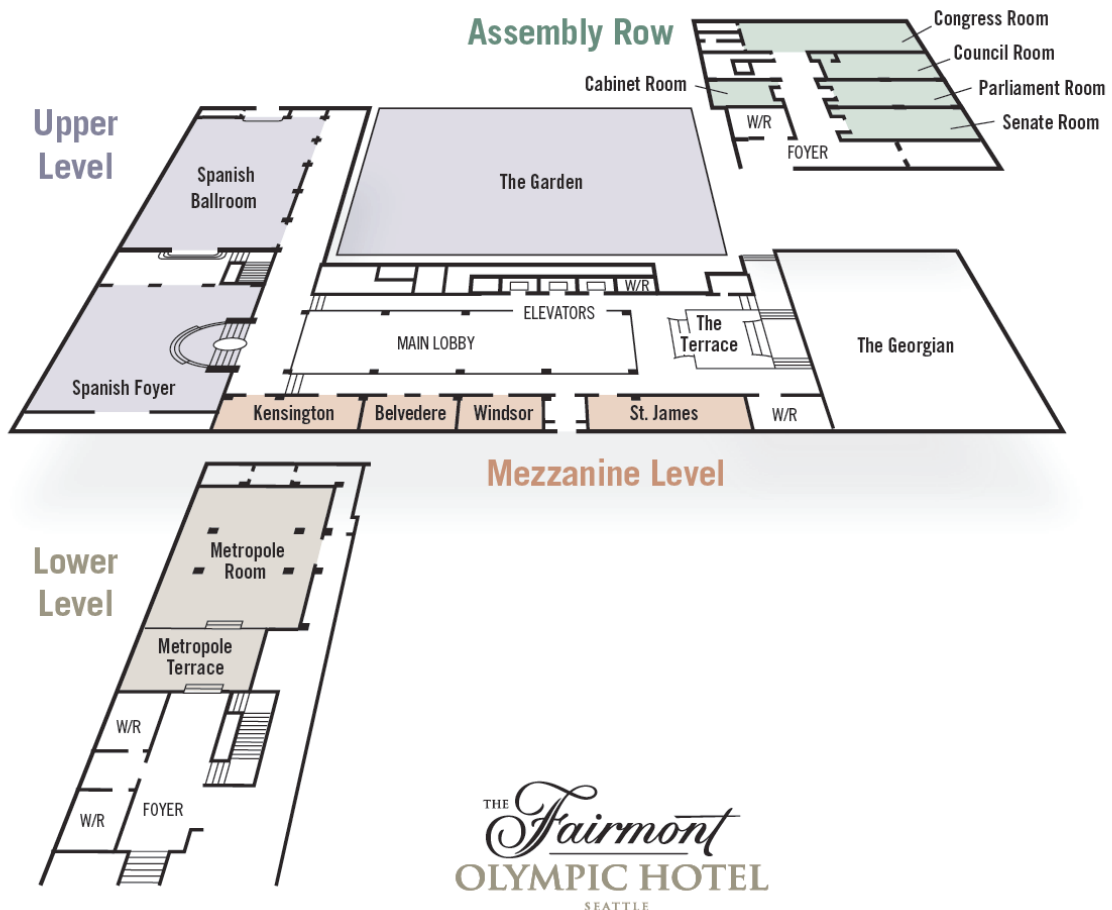
# At-a-Glance

<b>Monday, November 6, 2017</b>		
1:00 pm – 1:50 pm	General Session	AMMC Conference 101 & Membership 101
2:00 pm – 3:00 pm	General Session	Tim Smith: The Edelman Trust Report
3:15 pm – 4:15 pm	General Session	Networking Meet & Greet
5:00 pm – 8:30 pm	Event/Meal	Opening Dinner at Seattle Art Museum
<b>Tuesday, November 7, 2017</b>		
7:30 am – 8:15 am	Event/Meal	Breakfast
8:30 am – 8:45 am	General Session	Welcome Remarks
8:45 am – 9:35 am	Concurrent Sessions	Make Membership Magic: Secure the Right Budget for Revenue, Response, & Retention! Sharing Data Across Communities Reach, Activate, and Convert: Digital and Social Media Strategies for Membership
9:45 am – 10:45 am	Keynote	Jesse Bryan: How to Build a Brand with Conviction
11:00 am – 11:50 am	Concurrent Sessions	What's the Sweet Spot for Membership Size? From the Laboratory at the Smithsonian Membership COOP Doing a Lot with a little
12:15 pm – 1:15 pm	Event/Meal	Lunch and Roundtable Discussions
1:15 pm – 2:00 pm	General Session	Member Data: Fount of Knowledge or Source of Frustration?
2:10 pm – 3:00 pm	Concurrent Sessions	Lessons Learned from the Outside Strengthening the Mighty Middle of Your Membership Program Using Challenges & Current Circumstances to Build Your Membership & Annual Giving
3:10 pm – 4:00 pm	Concurrent Sessions	Engaging Young Patrons: Case Studies from Three Different Museums Hospitality Initiatives: Bringing Sales and Service Together Exploring Alternative Membership Models
6:00 pm – 7:30 pm	Event/Meal	Reception at the Museum of History and Industry
7:45 pm – 9:30 pm	Event/Meal	Dine Arouds [register at the Information Desk]
<b>Wednesday, November 8, 2017</b>		
7:30 am – 8:30 am	Event/Meal	Breakfast
8:45 am – 9:00 am	General Session	Conference Housekeeping
9:00 am – 10:00 am	Keynote	Sean Burrow, Nordstrom: Cultivating Customer Loyalty through Relationships and Rewards
10:10 am – 11:00 am	Concurrent Sessions	Putting it All Together: Taking a Successful Membership Program to the Next Level Maximizing your Museum's Digital Fundraising Program Kickstart Your Fundraising!
11:10 am – 12:00 pm	Concurrent Sessions	The Myths, Metrics, Management, & Magic of Silo Busting New Building, New Membership The Science of Digital Behavior Change
12:00 pm – 1:00 pm	Event/Meal	Lunch and Roundtable Discussions
1:15 pm – 2:15 pm	Keynote	Adnan Mahmud: Putting Community Trends and Characteristics to Work for You



# At-a-Glance

<b>Wednesday, November 8, 2017 con't</b>		
2:30 pm – 3:20 pm	Concurrent Sessions	Big Data: Overcoming Data Paralysis Lock In Revenue and Reach New Audiences through Autorenewal Programs Using Direct Mail to Drive Action Through Other Channels
3:30 pm – 4:20 pm	Concurrent Sessions	Members Count and Patron Circles: Rebranding Membership at The Met How to Make Friends & Influence People: Tips & Strategies for Customer Service Under Construction! Revamping Membership Structures
5:30 pm – 7:00 pm	Event/Meal	Reception at the Museum of Flight
<b>Thursday, November 9, 2017</b>		
8:00 am – 9:00 am	Event/Meal	Breakfast
9:00 am – 10:15 am	General Session	Kusama Madness Sweeping North America
10:30 am – 11:30 am	General Session	Live Conference Feedback!
11:45 am – 12:00 pm	General Session	Farewell Remarks
<b><i>This schedule is subject to change.</i></b>		



# Mon, Nov 6

## General Session 1:00 pm–1:50 pm

### AMMC Conference 101 & Membership 101

Metropole

Are you a first time attendee to this conference? Are you new to your career in museum membership? This introductory session will jump start your understanding of the breadth and scope of the conference, how it can fuel your enthusiasm for your career, assure your understanding of best practices for membership fundraising and friend-raising in many museums, and equip you with strong, valuable tools that last well beyond the conference. Join us; make new friends and chart your navigation of the next few days of enrichment, education, and fun.

Laura Brouse Long, *Director, James Smithson Society and Smithsonian Giving Circles, Smithsonian Institution*

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

## General Session 2:00 pm–3:00 pm

### Tim Smith: The Edelman Trust Report

Metropole



Trust is in crisis around the world. The 2017 Edelman TRUST BAROMETER, an annual trust and credibility survey, reveals a broad decline in trust across the institutions of government, business, media and NGOs. Tim Smith of Edelman will share details about the implications, how they impact our work, and

how we can help rebuild trust and restore faith in the system. Institutions will have to step outside of their traditional roles and work toward a new, more integrated operating model that puts people — and the addressing of their fears — at the center of everything they do.

Tim Smith, *Executive Vice President and Group Head, Corporate & Public Affairs, Edelman Trust*

Smith has more than two decades of experience in public relations and public affairs. He leads the Corporate & Public Affairs practice in Edelman's Seattle office and provides senior communications counsel to a broad range of clients, with specific focus on issues management, crisis communications, stakeholder engagement, thought leadership, and reputation.

## Break 3:00 pm–3:15 pm

## Networking Meet & Greet 3:15 pm–4:15 pm

Spanish Foyer

The greatest takeaways from the AMMC are the relationships made with colleagues from around the world. The AMMC Program Committee will be organizing networking activities to help build these connections. Use this opportunity to meet managers from like-institutions at the start of the conference and begin sharing experiences throughout your time in Seattle.

Sponsored by  AVALON.

## Opening Dinner 5:00 pm–8:30 pm

Seattle Art Museum [1300 1<sup>st</sup> Avenue]

Enter at the corner of 2<sup>nd</sup> Avenue and University Street


SAM is just a short walk from the hotel. We will meet in the Main Hotel Lobby to walk down to the museum at 5pm. The museum is two blocks west on University street, just head straight down the hill.

Celebrate the conference opening night with cocktails and dinner at the Seattle Art Museum, hosted in the museum's Brotman Forum underneath the dynamic reclaimed wood sculpture *Middle Fork*, by Seattle based artist John Grade. Immediately following dinner, attendees will have the opportunity to view the extraordinary exhibition *Andrew Wyeth: In Retrospect*. On the 100<sup>th</sup> anniversary of the artist's birth, examine the American master's 75 year career featuring well known and rarely seen works including his final painting *Goodbye* completed just a few months before his death.

SAM has been the center for visual arts in the Pacific Northwest since 1933. SAM's three locations (Seattle Art Museum, Seattle Asian Art Museum and Olympic Sculpture Park) celebrate the region's position as a crossroads where east meets west, urban meets natural, local meets global.

With noteworthy collections in Asian, African and Oceanic as well as Northwest Coast Native American, European and American, and modern and contemporary, SAM has more than 24,000 objects in its collection and serves more than 750,000 visitors annually.

Sponsored by

 thelukenscompany

 MEMBERSHIP CONSULTANTS



Credit: Benjamin Benschneider

# Tue, Nov 7

## Breakfast

7:30 am–8:15 am

Spanish Ballroom

Join your fellow conference attendees for delicious food and the chance to get to know one another.

Sponsored by



## Welcome Remarks

8:30 am – 8:45 am

Spanish Ballroom

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

Jennifer Thomas, *AMMC President*, Saint Louis Art Museum

Tiffany Tessada, *AMMC Host Chair*, Seattle Art Museum

## Concurrent Sessions

8:45 am – 9:35 am

### Make Membership Magic: Secure the Right Budget for Revenue, Response, and Retention

Senate

Membership managers know that investing in retaining and acquiring members is critical for long-term growth. However, sometimes it can be challenging to make the case to an executive team or board that is not as familiar with membership. In this session, we will share strategies on how to advocate for the right budget in membership and to ensure your membership expertise is respected when hard budget decisions are made. We will share a variety of processes from a diverse group of membership professionals and consultants, providing valuable and actionable steps you can use to ensure success in your program.

Katie Kalkstein, *Membership Manager*, The Barnes Foundation

Mae Daniller, *President*, Daniller + Company

Aidan Vega, *Director of Membership*, Philadelphia Museum of Art

Erica Terry, Sr. *Development Director of Membership*, The Nelson-Atkins Museum of Art

### Sharing Data Across Communities

Congress

What happens when communities come together around data? As membership leaders consider how to best attract new visitors and members, information on how the wider community engages with arts and cultural organizations becomes particularly relevant. Learn how leaders in the membership field leverage shared data to find the highest-ROI prospects and how trading patron data makes the entire arts ecosystem stronger. Join experts from Jazz at Lincoln Center, MOHAI, and TRG Arts to discuss and discover the power of community data.

Danielle Green, *Membership Manager*, Jazz at Lincoln Center

Mariely Lemagne, *Membership Program Manager*, Museum of History & Industry

Claudia van Poperingen, *Director of Data Services*, TRG Arts

## Reach, Activate, and Convert: Digital and Social Media Strategies for Membership

Metropole

Hear stories of challenge, learning, and triumph! Learn how to leverage techniques such as contests, lookalike audiences and behavioral targeting to reach, activate, and convert online audiences. Case studies include: Cornell Lab of Ornithology implemented an integrated membership marketing strategy, including using online leads to generate direct mail results; The Commonwealth Club of California leveraged social media and online advertising to grow its membership leading up to the grand opening of its new building; Endangered Wolf Center implemented a pilot campaign to activate its Facebook community; Zoo New England grew its in-house email list through social media campaigns.

Rosie Siemer, *Founder and CEO*, Fiveseed

Shelley Wood, *Vice President of Membership and Marketing*, The Commonwealth Club of California

John Lewis, *Director of Membership & Guest Experience*, Zoo New England

Lynn Swain, *Director of Development*, Cornell Botanic Gardens

Rachel Broom, *Director of Development*, Endangered Wolf Center

## Break

9:35 am–9:45 am

## Keynote

9:45 am–10:45 am

### How to Build a Brand with Conviction

Spanish Ballroom



Good marketing is telling the truth about what drives your organization. In a talk with profound implications for all member communications, Jesse Bryan, of the marketing firm Belief Agency, will talk about marketing the way it should be done, rather than how it too often is. Uncovering the beliefs that motivate an organization helps build a powerful connection with its audience.

Jesse will offer both inspiration and concrete tips on how to develop deeper connections with members and inspire greater revenue.

Jesse Bryan, *Founding Partner and Creative Director*, Belief Agency

Jesse Bryan is founding partner and Executive Creative Director at Belief Agency, a Seattle-based full-service creative agency. There, he has worked with some of the world's largest brands, including Microsoft, Amazon, Starbucks, and The Seattle Seahawks. Jesse's work as a creative director and filmmaker has had one common thread: telling compelling stories. Belief Agency helps their clients uncover their beliefs and tell their stories in rich, thoughtful, and truthful ways that inspire and inform their audiences across a multitude of mediums.

## Concurrent Sessions 11:00 am – 11:50 am

### What's the Sweet Spot for Membership Size?

Congress

Museums sometimes try to acquire and/or retain as many members as possible at the detriment of service, experience, and revenue. This presentation will provide information on studies that identify best practices, opportunities, and potential impact. Key take-aways will be related to membership size, expenditures, pricing, and benefits.

John Morey, *President*, Morey Consulting

Tiffany Tessada, *Director of Membership and Annual Giving*, Seattle Art Museum

Kathryn Harrach, *Membership and Visitor Services Director*, The Huntington Library, Art Collections, and Botanical Gardens



## From the Laboratory at the Smithsonian Membership COOP Metropole

Hear about the experiments in the Smithsonian Lab! With 5 Membership programs across Smithsonian working in a collaborative partnership, we are a laboratory for learning and sharing. We will bring you case studies in digital marketing, direct mail, and email that will make you rethink what multi-channel integration really means, how to leverage and expand digital marketing in your program, and best practices that will help you to maximize your fundraising strategies. We'll also present best practices in crowdfunding, multi-channel year end campaigns, digital list sharing/file building, and database topics of data capture, standardization and hygiene.

John Perell, *Director, Direct Response & Shared Services*, Smithsonian Institution  
Kelly Martinet, *Advancement Associate, Online Giving*, Smithsonian Institution  
Deborah Heller, *Program Specialist, Member and Donor Programs*, Friends of the Smithsonian, Smithsonian Institution  
Emily Wade, *Advancement Associate*, National Air and Space Society and Wall of Honor, Smithsonian Institution  
Inger de Montecinos, *Membership Coordinator*, National Museum of the American Indian, Smithsonian Institution  
Amy Gill, *Assistant Director, Membership Systems*, Office of Advancement, Smithsonian Institution

## Doing a lot with a little

Senate

Explore techniques and strategies for making a big impact with limited resources. Case studies from the National Czech & Slovak Museum & Library and the Penn Museum (University of Pennsylvania Museum of Archaeology and Anthropology) show how to create a comprehensive data acquisition and segmentation plan to better target messaging and acquire new members and donors; and how to create collateral solutions that can be used across platforms, and efficiently updated over time. This panel is specifically geared toward small museums (less than 5,000 member households).

Kate Fox, *Associate Director, Membership and Annual Fund*, Penn Museum  
Emily Weber, *Director of Development*, National Czech & Slovak Museum & Library

## Lunch Roundtables 12:00 pm – 1:00 pm

Spanish Ballroom

Ask the Expert: Enjoy in depth conversations with colleagues who will share their expertise on a particular topic.

Sponsored by **darwill**

## General Session 1:15 pm–2:00 pm

### Member Data: Fount of Knowledge or Source of Frustration?

Metropole

Members are our most engaged audiences—they're pretty much doing everything more often, from visiting to opening email. Their actions also create an overwhelming amount of data. Are you collecting and leveraging this wealth of information? Join us for a discussion with representatives from three museums as we discuss the opportunities, challenges, and insights of member data. Learning objectives: Understand the potential value of data, and data-driven decision making. Make a case for why and how to collect data at your organization. Use data to inform decision making.

Edward Gargiulo, *Director, Enterprise Consulting*, Tessitura Network  
Lisa Krassner, *Chief Member and Visitor Services Officer*, Metropolitan Museum of Art  
Erica Terry, Sr. *Development Director, Membership*, Nelson Atkins Museum  
Alycia Anderson, *Associate Director of Membership*, Walker Art Center

## Concurrent Sessions 2:10 pm – 3:00 pm

### Lessons Learned from the Outside

Metropole

What else is going on in the larger nonprofit world and how can we apply lessons learned from the outside? Step outside the museum bubble (just for a bit!) and hear firsthand about what is working in annual giving programs for organizations dedicated to emergency relief, veterans affairs, advocacy, higher ed and other types of nonprofits. You'll learn how to refine messaging, segmentation, timing of asks, use of channels and even how to apply tactics commonly used in the commercial world during this lively session that puts museum membership marketing in the larger context of annual giving fundraising.

Angela Struebing, *President*, CDR Fundraising Group  
Erin Weaver, *Founder & Principal*, Pennington Gray  
Jonah Langenbeck, *VP & CMO*, The National WWII Museum  
John Perell, *Director, Direct Response & Shared Services*, Smithsonian Institution

### Strengthening the Mighty Middle of Your Membership Program for Greater Return and Impact

Congress

Interested in growing your relationships with entry-level members to increase their engagement and build long-term loyalty and financial impact? Begin by strategically evaluating and reshaping your membership structure with a focus on the mid-levels to create a bridge for upgrading members to higher levels of financial commitment. The mighty middle is a lucrative, though often neglected, source of support. Discover best practices for creating effective mid-level giving programs, where both benefits and philanthropy are important, then successfully stewarding these relationships to maximize overall results for the long-term.

Amy Nelson, *Director of Mission Engagement*, Science Museum of Minnesota  
Lindsay Gramlich, *Director of Donor Relations*, The Children's Museum of Indianapolis  
Suzette Sherman, *President*, Sherman Consulting Group, LLC

### Using Challenges and Current Circumstances to Build Your Membership and Annual Giving Program

Senate

No blockbuster exhibits? You're going to be dark for part of the year? Your institutional messaging is changing with a fresh new voice? You need to eliminate deep discounts within your membership program? These are real and ongoing circumstances for many visitor-based organizations. So how do you use these challenges and opportunities to build a stronger and more vibrant membership and annual giving program? Join us to see how the Isabella Stewart Gardner Museum, the National Museum of Women in the Arts, and the Oakland Zoo leveraged these challenges using collaborative efforts across departments within their organization to build greater success within their membership and annual giving programs.

Hailey Conneely, *Membership Director*, Isabella Stewart Gardner Museum  
Carolyn Higgins, *Membership Manager*, National Museum of Women in the Arts  
Martha Ernst, *Vice President*, Daniller + Company  
Sarah Scates, *Membership Manager*, Oakland Zoo

## Break with Snacks 3:00 pm – 3:10 pm

## Concurrent Sessions 3:10 pm – 4:00 pm

### Hospitality Initiatives: Bringing Sales and Service Together

Metropole

At the heart of every organization are the guests and members that we serve. Competing priorities between sales and service, and internal job functions can often get in the way of delivering customer service excellence. Panelists will discuss “Hospitality Initiatives” recently launched at their own organizations and how these initiatives are bringing everyone together and inspiring new ways of driving sales and building relationships with their constituents.

Mike Moseley, Senior Manager, Guest Services, The Henry Ford  
Jennifer Garza, Chief Administrator of Membership and Guest Services, The Museum of Fine Arts, Houston

### Engaging Young Patrons: Case Studies from Three Different Museums

Senate

In order to successfully cultivate young patrons and further strengthen their relationships with museums, it is important to understand the factors that motivate them to get involved in the

first place and to consider these factors when implementing a donor-centered approach to engagement and retention. This discussion will focus on factors including a museum’s mission, volunteerism, and social platform and community. Hear the findings of a Ph.D. dissertation dedicated to the study of young patrons and their philanthropic engagement and learn real-world successes and challenges from a diverse group of museums.

Kim Ishikawa, *Director of Membership*, LACMA  
Caroline Maddox, *Assistant Vice President*, Development, LACMA  
Karaugh Brown, *Associate Director for Individual Giving*, The Frick Collection

### Exploring Alternative Membership Models

Congress

To meet the numerous challenges and demands of today, organizations are looking beyond traditional admission and membership models. This session will provide examples of how alternative models - including free, paid, and hybrids - will impact and affect membership at their institutions including, implications of each model, key learnings, new concepts, and how a hybrid model might work.

Claire McKee, *Membership & Marketing Manager*, Mingei International Museum  
Chelsea Graham, *Assistant Director of Membership*, Cleveland Museum of Art  
Ingrid Van Haastrecht, *Director, Membership Operations & Analysis*, Dallas Museum of Art

## Reception

Museum of History and Industry [860 Terry Ave N]

6:00 pm–7:30 pm

*Buses depart from the lobby level entrance next to the front desk on the north side of the hotel along Seneca Street at 5:00 pm.*

Join us for a reception at MOHAI in the historic Naval Reserve Armory at Lake Union Park. Founded in 1911, MOHAI has grown into the largest private heritage organization in the State of Washington with a collection of over four million objects, documents, and photographs from the Puget Sound region’s past, present, and future. The museum highlights the region’s history through evolving experiences with an emphasis on unforgettable local stories and hands-on interactives. Guests will have time to explore *True Northwest: The Seattle Journey, Maritime Seattle, and the Bezos Center for Innovation*.

*Buses depart the MOHAI at 7:15 pm to drop off at the Fairmont Hotel. If you are participating in the Dine Arounds you will be responsible for your own transportation back to the hotel following dinner.*

Sponsored by  DANILLER+COMPANY

## Dine Arounds - Optional

7:45 pm–9:30 pm

Get a taste of Seattle’s foodie scene while you get to know your colleagues over a delicious meal following Tuesday night’s reception at MOHAI. The host committee has arranged group reservations at several restaurants in the fast-paced South Lake Union (SLU) neighborhood. What was once an instrumental neighborhood for Seattle’s blue-collar industries, SLU has recently transitioned into a hip urban neighborhood with lively bars and restaurants thanks to Amazon and other high tech and biotech companies. Each Dine Around dinner group will be hosted by a host committee member or volunteer.

Dine Around participants are responsible for their own bill and gratuity, and spots are available on a first-come, first served basis. Stop by the registration desk to check out the different dining options and sign up by noon on Tuesday. All Dine Around reservations are for 7:45 pm and are within walking distance from MOHAI. You may also choose to gather a group of colleagues and venture out on your own. All range \$11 - \$30 for dinner.

I Love Sushi on Lake Union Sushi – V, Veg, GF  
1001 Fairview Ave N | 206-625-9604 | ilovesushiseattle.com  
Japanese eatery serving up classic sushi fare, plus lake views.

Serious Pie & Biscuit Pizza – V, GF  
401 Westlake Ave N | 206-436-0050 | seriouspieseattle.com  
Pizzeria offering ultrathin crusts & inventive toppings, with spacious loft seating.

Dexter Brewhouse American – V, GF  
803 Dexter Ave N | 206-403-1228 | dexterbrewhouse.com  
Cool cafe offering Northwest dishes & a brewery with contemporary industrial deco.

Cask & Trotter Barbeque – V  
711 Westlake Ave N | 206-453-4756 | caskandtrotter.com  
Barbecue, burgers & truffle fries, plus local beers & bourbons, served in a relaxed atmosphere.

Dukes Seafood & Chowder Seafood – V, GF  
901 Fairview Ave N | 206-382-9963 | dukeschowderhouse.com  
Local chain serving market-fresh seafood, grass-fed burgers & cocktails in informal surroundings.

# Wed, Nov 8

## Concurrent Sessions 10:10 am – 11:00 am

### Breakfast

7:30 am–8:30 am

Spanish Ballroom

Join your fellow conference attendees for delicious food and the chance to get to know one another.

Sponsored by  

### Conference Housekeeping 8:45 am – 9:00 am

Spanish Ballroom

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

Jennifer Thomas, *AMMC President*, Saint Louis Art Museum  
Tiffany Tessada, *AMMC Host Chair*, Seattle Art Museum

### Keynote

9:00 am – 10:00 am

#### Cultivating Customer Loyalty through Relationships and Rewards

Spanish Ballroom



It's no secret Nordstrom is a leader in both fashion retail and customer service. As a \$14.5 Billion fashion retailer with over 350 stores, and an ever increasing online presence in the U.S. and Canada, how does the company continue to successfully evolve

with the changing retail environment? Nordstrom's Director of Loyalty, Sean Burrow, will share key strategies that deliver a unique and seamless digitally-enabled high-touch customer experience across Nordstrom's multiple channels. Together, these strategies enable the company to maintain relevance with customers and to enhance customers' emotional connection to Nordstrom. Sean will also share thoughts on the future of the Nordstrom Rewards Customer Loyalty Program and how it is shifting to become an even larger contributor to the company's long-term growth goals.

Sean Burrow, *Director of Loyalty*, Nordstrom

*Burrow supports a team in the strategic planning and execution of the Nordstrom Rewards customer loyalty program. Since 2014, Burrow has also managed the Nordstrom Gift Card business and led cross-functional teams in strategic planning and implementation as part of the Nordstrom Strategy Team. Prior to joining Nordstrom, Burrow served as a U.S. Navy fighter pilot for 13 years before transitioning to business as a Consultant with McKinsey & Company. Burrow holds an MBA from the Kellogg School of Management at Northwestern University and a BA from the University of Washington.*

#### Putting it All Together: Taking a Successful Basic Level Membership Program to the Next Level

Metropole

Learn how Carnegie Museums is using proven donor-centered techniques in combination with smart direct mail strategy (with the right package formats and offers), behavioral data like visitation and event attendance, and scoring based on data from multiple systems to reshape acquisition, engagement and upgrades.

Cari Maslow, *Associate Vice President, Engagement*, Carnegie Museums of Pittsburgh  
Steve Jacobson, *Chief Executive Officer*, JCA

#### Maximizing your Museum's Digital Fundraising Program

Metropole

To compete, museums must constantly test and diversify how they are engaging their members online. This session will present what digital, data-driven strategies are working to produce more effective integrated programs. We will also cover perennial digital campaigns that get results: Membership Month, Online Voting, Mirror e-Renewals, Welcome Series, and Matching Gifts. You will learn how best to design these tried-and-true, highly effective online fundraising campaigns for your membership program as well as what to consider when testing new digital strategies like crowdfunding.

Allison Porter, *President & Co-Founder*, Avalon Consulting Group  
David Saunders, *Director of Membership*, National Museum of the American Indian  
John Perell, *Director, Direct Response & Shared Services*, Smithsonian Institution  
Elizabeth J. Wilson, *Assistant Director, Advancement*, National Air & Space Museum

#### Kickstart Your Fundraising!

Senate

Kickstarter looks easy, right? All it takes is an awesome project needing an influx of cash and some nifty prizes, and all those young, excited donors will want to fund it. Easy! Well, sort of. But, it's worth it! The benefits of a well-run Kickstarter campaign are more than just a monetary goal. Kickstarters can be catalysts for great media exposure, a source of new members and donors, and an opportunity to engage all the circles of your organizations' constituents from board members to fans. We will show you what it takes to get buy-in internally, how to plan and launch your project, marketing to reach your goal, and what to expect afterwards. Presented by people who put together Kickstarters for the Smithsonian, US Holocaust Memorial Museum, and the Association of Zoos and Aquariums. Learn from these very different organizations with unique projects to find out how to give your own membership program a big kick in the file (and raise money for cool projects).

Yoonhyung Lee, *Senior Vice President*, M+R  
Dana Weinstein, *Director, New Audience Engagement and Membership*, United States Holocaust Memorial Museum  
Krista Swan, *Senior Marketing Strategist*, Oregon Zoo

### Break

10:00 am – 10:10 am

### Break

11:00 am – 11:10 am



## Concurrent Sessions 11:10 am – 12:00 pm

### The Myths, Metrics, Management, & Magic of Silo Busting Metropole

Seven presenters share experiences in identifying and breaking down silos and strategies to build bridges among other departments. Rapid-fire style presentations of 5-minute case studies followed by discussion on positioning membership for success among the sometimes competitive arenas of fundraising, membership and marketing. Topics include membership and annual fund, digital marketing, technology, visitor services, staff training and corporate support.

Karol Stewart, *Coordinator of Community Services*, Art Museum of South Texas Affiliated with TAMU-CC

Lynn Swain, *Director of Development*, Cornell Botanic Gardens

Diane Ward, *President*, Membership Matters!

Hailey Conneely, *Membership Director*, Isabella Stewart Gardner Museum

Aidan Vega, *Director of Membership*, Philadelphia Museum of Art

Amy Nelson, *Director of Mission Engagement*, Science Museum of Minnesota

Shannon Stout, *Membership Manager*, Museum of the American Revolution

### New Building, New Membership

Congress

How can a new building, major renovation, or closure impact a membership program? This session will present several case studies of museums that used challenging situations as a springboard to re- envision membership at their institutions.

Courtney Davis, *Membership Manager*, Burke Museum of Natural History & Culture

Julie Knight, *Associate Director of Membership*, SF MoMA

### The Science of Digital Behavior Change

Senate

Exploring principles of digital psychology and how the neuroscience of user emotion, motivation, cognition and behavior can be translated to digital projects that move people to action.

Rebecca Whitham, *Associate Director of Communications*, Woodland Park Zoo

## Lunch Roundtables 12:00 pm – 1:00 pm

Spanish Ballroom

Ask the Expert: Enjoy in depth conversations with colleagues who will share their expertise on a particular topic.

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## Keynote

1:15 pm – 2:15 pm

### Putting Community Trends and Characteristics to Work for You

Spanish Ballroom



Understanding the trends and characteristics of your community is essential to a well-run membership program. There is a lot of untapped data that you can access to better inform your communications and outreach. Join Adnan Mahmud of LiveStories, as he shares tactics for accessing previously hard to

find data and putting it to use in your organization. He will also highlight some interesting insights about our communities.

Adnan Mahmud, *Founder & CEO*, LiveStories

Mahmud is the founder & CEO of LiveStories — a startup building data tools for non-technical users. Prior to LiveStories, Adnan co-founded Jolkona, a Seattle-based nonprofit whose mission is to educate, engage and empower a new generation of philanthropists by directly connecting them to changemakers on the ground. He is also active as a philanthropy consultant, with a focus on youth engagement. He is a regular speaker on youth leadership for the U.S. State Department. Adnan previously worked at Microsoft for over 8 years with contributions to all major Microsoft products. He earned a bachelor's degree from Angelo State University and a master's degree from the University of Southern California.

## Break

2:15 pm – 2:30 pm

## Concurrent Sessions

2:30 pm – 3:20 pm

### Big Data: Overcoming Data Paralysis

Metropole

Today, non-profit organizations have access to more data than ever before. However, more information doesn't always easily translate to more insights. Through real-life organizational examples, this session seeks to shed light on how non-profits can harness the access to data they have. Learnings: more effectively leverage their existing data sources, understand different approaches organization's take to data analysis, and identify potential new sources of data to improve your fundraising efforts.

John Perell, *Director, Direct Response & Shared Services*, Smithsonian Institution

Brooke Affleck, *Director, Membership and Annual Fund*, Solomon R.

Guggenheim Museum

Michael Smith, *Senior Associate Director of Membership*, American

Museum of Natural History

### Lock In Revenue and Reach New Audiences through Autorenewal Programs

Congress

As cultural organizations, we're challenged with meeting revenue goals AND delivering on our important missions to serve our communities. In this session, you will learn how Autorenewal programs can help you do both. Through three case studies from the Carnegie Museums of Pittsburgh, Crocker Art Museum, and California Academy of Sciences, you'll discover how to acquire new audiences (including lower-income families and those elusive Millennials!), expand your household base, and "lock in" revenue for the long-term. Plus, learn tips and hints on overcoming internal objections and technology challenges, gain marketing insights, and even get new ideas for your existing program.

Mindee Kashiwagi, *Director of Membership*, California Academy of Sciences

Diana Oliver, *Membership Manager*, Crocker Art Museum

Cari Maslow, *Associate Vice President*, Engagement, Carnegie Museums

of Pittsburgh

### Using Direct Mail to Drive Action Through Other Channels

Senate

Although direct mail is still a solid work horse for member acquisition and reactivation, organizations are often looking for other, more unconventional ways to obtain and engage new members using multiple communication styles. This session will present a few case studies of campaigns that utilized direct mail with a specific intention to drive action either online, on site, or both.

Erin Aguiar, *Senior Account Director*, The Lukens Company

Blair Kaye, *Account Director*, The Lukens Company

Julie Knight, *Associate Director of Membership*, SFMOMA

Steve Sullivan, *Director of Membership and Strategic Initiatives*,

Woodland Park Zoo

**Break with Snacks** 3:20 pm – 3:30 pm

**Concurrent Sessions** 3:30 pm – 4:20 pm

## **Members Count and Patron Circles: Rebranding Membership at The Met**

Metropole

This year The Met launched a new Membership program with the simple goal of making Members feel appreciated. The project took over 3 years from initial planning and research, to the development of a strategy and implementation. Join two leaders from The Met's Member and Visitor Services team to learn more about recasting membership levels, marketing a new program, and the challenge of getting support from partners across an organization.

Peter Beard, *Associate Membership Officer for Retention Marketing*, The Metropolitan Museum of Art

Rebecca Olderman, *Associate Membership Officer for Acquisition Marketing*, The Metropolitan Museum of Art

## **How to Make Friends & Influence People: Tips & Strategies for Customer Service that Makes Membership Soar!**

Congress

Customer service is essential to membership and the visitor experience, but what does top-notch customer service really look like and how do you make it happen—especially in models where the front-line staff are not membership staff? This session will explore strategies from a diverse set of institutions that address communication, training support, incentivizing performance, and empowering our front-line partners to service members (and not yet members!) with excellence.

Blair Steck, *Director of Annual Giving*, Peabody Essex Museum  
Melissa Dietrich, *Sr. Membership Manager*, Longwood Gardens  
Kelli Buchan, *Director of Membership*, Franklin Institute

## **Under Construction! Revamping Membership Structures – Dues, Categories, Benefits Offerings**

Senate

Finding the right Membership structure for your organization and audiences is a challenge membership programs face. Depending on membership usage, museum goals and admission policies, existing structures may not be addressing current audience or institutional needs in the same ways they have in the past. This session takes a look at how a Children's Museum, Art Museum and Science Center tackled the same issue of having a membership program that is relevant to their audiences and their institutions unique demands. The panel members each approached their challenge in a different way and with different tools to arrive at the best structures for their situations. The answer to your program challenge may be revealed in one of these case studies. Also learn of the scientific approach of Conjoint Analysis and how current and prospective members make the choices in a way that will formulate the choices that will most likely prove to be successful.

Dana Hines, *President and CEO*, Membership Consultants, Inc.  
Grace Meils, *Membership and Annual Giving Officer*, Indianapolis Museum of Art  
Steve Jacobson, *Chief Executive Officer*, JCA  
Shelley Saunders, *Director of Advancement*, KidsQuest Museum

## **Reception**


**5:30 pm–7:00 pm**

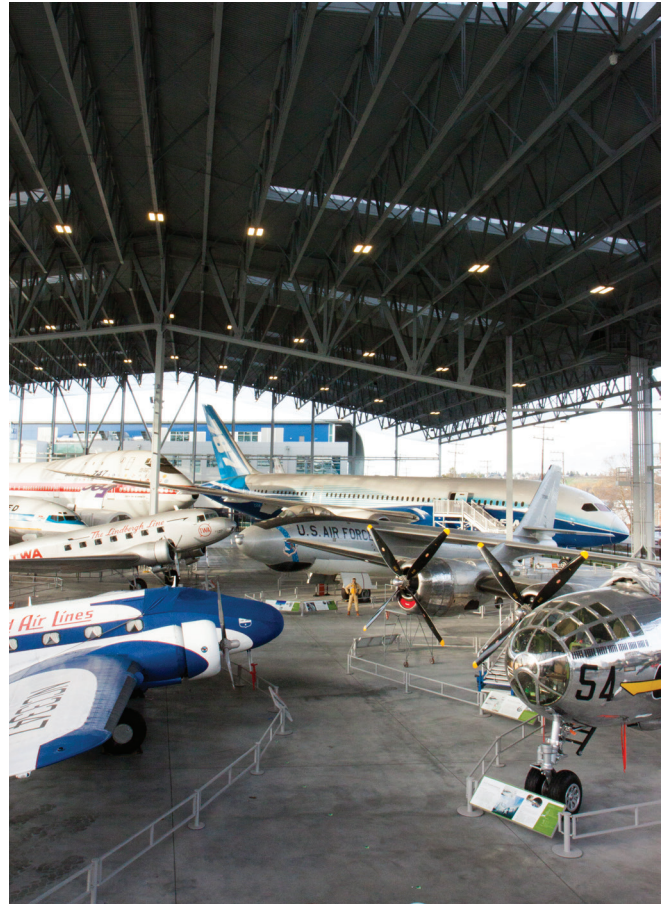
Museum of Flight [9404 E Marginal Way South]

*Buses depart from the lobby level entrance next to the front desk on the north side of the hotel along Seneca Street at 5:00 pm. Museum docents will be on board the buses to speak about Seattle's aviation history and answer questions en route!*

Enjoy an evening reception at Seattle's Museum of Flight – the largest, independent non-profit air and space museum in the world! With over 175 aircraft and spacecraft, tens of thousands of artifacts, millions of rare photographs, and dozens of exhibits and experiences, the Museum and its people bring humankind's incredible history of flight to life. Guests will mix and mingle in the Museum's T.A. Wilson Great Gallery, a 3 million-cubic-foot, six-story, glass-and-steel exhibit hall currently containing 39 full-size historic aircraft. Also explore the Apollo exhibit which features important artifacts from the Space Race, including sections of the original F-1 engines from the Apollo 12 and 16 missions. These powerful pieces of machinery were recovered from the depths of the Atlantic Ocean in 2013 by Bezos Expeditions. Their remarkable adventure concludes here at The Museum of Flight for us to stand in awe of the engines that took us to the moon..

*Buses depart The Museum of Flight beginning at 6:45 pm to drop off at the Fairmont Olympic Hotel.*

Sponsored by 





# Thu, Nov 9

## Breakfast 8:00 am – 9:00 am

Fairmont Hotel

Join your fellow conference attendees for delicious food and the chance to get to know one another.

Sponsored by **CDR Fundraising Group** **PINNACLE**  
leading, creating, delivering. ▲ List Company

## General Session 9:00 am – 10:15 am

### Kusama Madness Sweeping North America

Spanish Ballroom

Hear from two venues that are hosting the hottest ticket to hit the art world in years--Yayoi Kusama: Infinity Mirror Rooms, joined by a third museum presenting Yayoi Kusama's newest Infinity Mirror Room acquired into their collection. With so many unknowns learn how institutions can work together to solve common problems, collaborate and share their experiences to make the most of a unique and exciting opportunity.

Tiffany Tessada, *Director of Membership & Annual Giving*, Seattle Art Museum  
Nympha Patel, *Director, Membership & Database Marketing*, Art Gallery of Ontario

Ingrid Van Haastrecht, *Director, Membership Operations & Analysis*, Dallas Museum of Art

## Break 10:15 am – 10:30 am

## General Session 10:30 am – 11:30 am

### Conference Feedback + Farewell

Throughout the conference we have been collecting feedback on individual sessions, roundtables and the overall conference experience. This is an opportunity to see the feedback live and to join in the discussion on how to improve future conferences. We hope you take this opportunity to hear from your peers and to engage with the volunteer conference board.

## Farewell Remarks 11:45 am – 12:00 pm

Fairmont Hotel

Join us for farewell remarks and news about future conferences.

Jennifer Thomas, *AMMC President*, Saint Louis Art Museum  
Tiffany Tessada, *AMMC Host Chair*, Seattle Art Museum

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Interested in presenting at  
**AMMC SPRING 2019?**

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# Presenter Bios

## **Brooke Affleck**

*Director, Membership and Annual Fund, Solomon R. Guggenheim Museum*

Brooke is the Director of Membership and Annual Fund for the Solomon R. Guggenheim Museum and Foundation. She was previously at the Brooklyn Museum, where she served as Senior Manager, Membership and Annual Fund. Before working for the Brooklyn Museum she worked at Macy's Inc., where she managed advertising campaigns surrounding special events such as the Macy's Thanksgiving Day parade. She works closely with Guggenheim staff to serve their members and create memorable experiences. She brings passion for refreshing and redefining membership programs in ways that celebrate the institution and support each individual's contribution. She holds a bachelor's degree in Fine Art and German from Drew University.

## **Erin Aguiar**

*Senior Account Director, The Lukens Company*

Erin has over ten years' experience working in nonprofit marketing and fundraising. At TLC, Erin oversees a wide variety of arts and cultural client accounts, including art museums, nature & science museums, zoos, and aquariums. Prior to TLC, Erin worked in development, event planning, and fundraising for several national and Los Angeles-based nonprofit organizations, including the Avon Walk for Breast Cancer and St. Jude's Children's Research Hospital. Erin also serves on the Alumni Relations Team for Wags & Walks, a Los Angeles dog rescue organization, where she volunteers assistance with donor retention and communication strategies.

## **Alycia Anderson**

*Associate Director of Membership, Walker Art Center*

Alycia joined the Walker Art Center's development team in 2014. As Associate Director of Membership she oversees the basic membership program, including managing operations and correspondence, developing and implementing retentions strategies, and coordinating new member recruitment events and initiatives. She graduated from Vassar College in 2013 with a degree in Art History and currently lives in Minneapolis, MN.

## **Peter Beard**

*Associate Membership Officer for Retention Marketing, The Metropolitan Museum of Art*

Peter Beard joined the Member and Visitor Services team at The Metropolitan Museum of Art in 2013. Since coming to The Met, he has held key roles on the Membership Marketing team, most recently focusing on communications strategy. Peter played a key execution role in the Membership level recast and rebranding initiatives, focusing on how our communications were deployed across various Member and Patron segments. Peter completed his undergraduate degree from the Fashion Institute of Technology, and recently received a Master's in Strategic Communications from Columbia.

## **Rachel Broom**

*Director of Development, Endangered Wolf Center*

Rachel Broom is a mother of two, with two adorable chocolate labs and is married to her high school sweetheart. She's a team player, who's competed in the Navy Women's Dragonboat team in Okinawa, Japan. She's an avid reader. A climber who has summited Mount Fuji. Driven by a passion for animals and the environment, her work is focused on saving endangered animals and the ecosystems that depend on them. It's a mountain she climbs with conviction and confidence.

## **Laura Brouse-Long**

*Director, James Smithsonian Society and Smithsonian Giving Circles*

Laura leads fundraising for the Giving Circles for the Smithsonian, including the James Smithsonian Society, the oldest annual giving circle at the Smithsonian, named for the founder. In addition, she advises giving circles across Smithsonian and other national museums on industry best practices and growth strategies, and oversees the pan-Institutional Annual Smithsonian Weekend, a cultivation activity that includes all 20 Smithsonian museums and their annual and planned giving donors. During her 30 year career, Laura has led and advised a number of museum based membership programs including the National Museum of Women in the Arts, and, with Lautman & Company, managed strategic direction for national museum clients' membership fundraising and analytics. Laura began her career in direct marketing and fundraising with National Public Radio and the Public Broadcasting Service, and has served on the executive board for Development and Membership for the American Alliance of Museums; and the Advisory Board for the American Museum Membership Conference.

## **Karaugh Brown**

*Associate Director for Individual Giving, The Frick Collection*

As Associate Director for Individual Giving at The Frick Collection in New York, Karaugh Brown oversees all individual giving including membership, annual fund, and major gifts. Previously, she worked at the Solomon R. Guggenheim Museum in New York, managing the Patrons Circle and Young Collectors Council. She began her career at the Isabella Stewart Gardner Museum in Boston where she worked in a number of positions within development operations, membership, and patron programs.

## **Kelli Buchan**

*Director of Membership, Franklin Institute*

Kelli has 11 years' experience in driving science museum membership strategy. At The Franklin Institute, Kelli successfully leads a \$3.5M annual membership program through collaboration with dozens of departments across the organization to integrate comprehensive tactics supporting membership. Blending onsite and online sales and conversion, telemarketing, direct mail, and overall program marketing has grown the \$50-\$1,000 donor demographic to nearly 50,000 households served nationwide and more than \$3.5 million in annual operating revenue for the museum. Her experience also includes 2 years in sponsorship and corporate relations at TFI and in premium services for clients of the Philadelphia Eagles. She received both her BS in Marketing and MBA in Organizational Development and Resource Management from Drexel University.

## **Hailey Conneely**

*Membership Director, Isabella Stewart Gardner Museum*

As the Membership Director at the Isabella Stewart Gardner Museum, Hailey Conneely oversees the general, library, and university membership programs. Her experience ranges from small to mid-sized art museums facing major transitions to roles in visitor services, annual fund, and membership. For the opening of the Gardner's new wing, she implemented a multi-prong campaign, which more than doubled active membership households and revenue. Since then, she has successfully sustained an expanded membership and revenue base, built the department's reputation internally, and bridged operational gaps to improve the sequence of member service. Hailey holds an undergraduate degree in art history and studio art from Wheaton College.



# Presenter Bios

## **Mae Daniller**

*President, Daniller + Company*

Mae Daniller is the President and Founder of Daniller + Company, a full-service award-winning direct response and membership consulting firm that uses an integrated marketing approach. Under Mae's strategic and innovative leadership, the Company has grown significantly over recent years to serve dozens of museum and visitor-based organizations. Clients recognize Mae for her consistent high standards, creativity, and insightful approach to ensuring the greatest fundraising success. Her years of nonprofit experience are highlighted by establishing Daniller + Company in 1999 and acquiring NPO Direct Marketing in 2013, further expanding Daniller's expertise in the museum market.

## **Courtney Davis**

*Membership Manager, Burke Museum of Natural History & Culture*

Courtney Davis is the Membership Manager at Seattle's Burke Museum, which will open its brand new building in 2019. Before that, she spent three years in development working to build a new Central Library in Madison, WI. She views large building projects as once-in-a-lifetime opportunities for organizations to completely transform, inside and out. The master's thesis she wrote to earn her MFA in Arts Leadership focused on the use of logic models to map strategic goals and related success metrics during these times of transition. Courtney describes herself as a data nerd with a passion for growing arts and culture audiences.

## **Inger de Montecinos**

*Membership Coordinator, National Museum of the American Indian Smithsonian Institution*

Inger has 14 years of direct response and fundraising experience. She has been working in the NMAI membership program since 2005. At NMAI she is responsible for the museum's sustained giving membership program, matching and workplace giving programs, and the museum's call center. Prior to working at NMAI Inger worked in the Development Office of the Brady Center/Campaign to Prevent Gun Violence managing major donor monthly communications, matching gift and workplace giving programs, and database. Inger received her BA in History from Scripps College, and MA in Museum Studies from George Washington University.

## **Melissa Dietrich**

*Sr. Membership Manager, Longwood Gardens*

At Longwood Gardens, Ms. Dietrich is responsible for the overall program management for Longwood's 63,000 Member households. She leads the development and implementation of Membership strategies including the creation and delivery of new or improved Membership benefits, levels, events, and programs to increase Member participation and retention, as well as enhance Member experiences. Ms. Dietrich is active among her Membership colleagues through the American Public Gardens Association (APGA). Recently she was elected Chair of The Development & Membership Section, which provides a framework for fundraising and membership professionals in the public garden industry to network, learn from each other's experiences, and share best practices.

## **Martha Ernst, CFRE**

*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 strategies, 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 American Public Garden Association, 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.

## **Edward Gargiulo**

*Director, Enterprise Consulting, Tessitura Network*

Ed has over 15 years of experience in membership, marketing, and customer relationship management. Prior to joining Tessitura Network, he was Director, Membership and Database Marketing at the Museum of Fine Arts, Boston. Ed's work there included redesigning and launching their membership program, instituting a life cycle based marketing approach, and advancing the use of business intelligence to turn data into information, information into knowledge, and knowledge into insight to drive decision making. Ed resides in Wilton Manors, just outside Fort Lauderdale, Florida.

## **Jennifer Garza**

*Chief Administrator of Membership and Guest Services, The Museum of Fine Arts, Houston*

Jennifer Garza oversees all aspects of membership, admission, and audience research at Houston's premier art museum. She has been with the MFAH since 2005 and has more than 20 years of experience in the not-for-profit arts sector. During her time at the Museum, she has increased the number of membership households by more than 40%. Prior to her current role, she served as a director of marketing at Houston's Alley Theatre, and began her career at a full-service marketing agency.

## **Amy Gill**

*Assistant Director, Membership Systems, Office of Advancement, Smithsonian Institution*

Amy Gill is a seasoned advancement professional with more than 20 years of experience managing fundraising operations, membership and annual giving programs and donor databases. As the assistant director for Membership Systems at the Smithsonian Institution, she supports the systems and data requirements for the Smithsonian Membership Co-op serving as the liaison between the co-op members and the Office of Advancement's Information Services team. Before joining the Smithsonian, she served as senior director for Marketing, Development and Communications at Women for Women International with direct responsibility for the membership program, customer service, gift processing, data analysis and fundraising planning and budgeting. Prior to WFWI, Amy served as director of Development Services at World Wildlife Fund with oversight of annual giving, prospect research, fundraising events, development systems and departmental strategic planning. She began her advancement career at the Nature Conservancy managing marketing and stewardship efforts for planned giving donors as well as integrating fundraising communications across the organization. She also led TNC's Business Information and Analysis team.

## **Chelsea Graham**

*Assistant Director of Membership, Cleveland Museum of Art*

As the Assistant Director of Membership at the Cleveland Museum of Art since 2014, Chelsea oversees the strategy and revenue plan for the general membership program, including membership renewal solicitations, fulfillment, acquisition and retention for approximately 23,000 households. In addition, Chelsea oversaw the launch of the

# Presenter Bios

Art Explorers program, a free children's membership, and has helped plan key member events at the museum like CMA's Centennial Birthday celebration, and the Member Insight Series, a pilot quarterly after-hours event for members. Prior to her position in Membership, she spent several years in customer service with both the Visitor Experience and Annual Giving departments at CMA. She holds an undergraduate degree in art history and business from Wittenberg University in Springfield, Ohio.

## Lindsay Gramlich

*Director of Donor Relations, The Children's Museum of Indianapolis*

Lindsay Gramlich is Director of Donor Relations at The Children's Museum of Indianapolis. She manages a team of six donor relations staff and oversees donor relations and communications, annual fund, database, prospect research, stewardship and events. She has worked at TCM for seven years, has a BA from DePauw University and is pursuing a Master of Public Affairs degree at Indiana University. She serves on Young Professional boards and is active in her community.

## Danielle Green

*Membership Manager, Jazz at Lincoln Center*

Danielle Green is an arts marketer and fundraiser. She is currently the Membership Manager at Jazz at Lincoln Center, where she oversees the membership and small giving programs. Danielle was previously the Marketing Manager for the New Jersey Symphony Orchestra. She also spent several years in London, working for Spitalfields Music Festival and earning her MA in Cultural and Creative Industries from King's College London. Danielle is a member of the Audience 360 New York City Network Steering Committee and in 2016 was selected to join the New York Foundation for the Arts' Emerging Leaders program. An active flutist and musician, she performs regularly in the NY metropolitan area.

## Kathryn Harrach

*Membership and Visitor Services Director, The Huntington Library, Art Collections, and Botanical Gardens*

Kathryn is a longstanding member of the museum community. During her 10 years with the Lukens Company, she advised dozens of distinguished collections-based arts and culture organizations across the U.S. on membership, marketing, and development program strategies to increase engagement and generate revenue. Kathryn currently serves as Membership and Visitor Services Director at The Huntington Library, Art Collections, and Botanical Gardens in San Marino, California where she oversees a program of 40,000 Member households and 720,000 annual visitors.

## Deborah Heller

*Program Specialist, Member and Donor Programs, Friends of the Smithsonian, Smithsonian Institution*

Deborah Heller started her nonprofit career while serving as an Americorps National Direct at Solid Ground in her hometown of Seattle, Washington. She has been in the DC area for over eight years, and previous to working at the Smithsonian was on the Individual Giving team at Share Our Strength. Deborah has a strong background in donor relations, events, mid-tier and sustainer giving. She is also captain of her bocce team, which has lost in the playoff round for 19 seasons.

## Carolyn Higgins

*Membership Manager, National Museum of Women in the Arts*

As the Membership Manager at the National Museum of Women in the Arts, Carolyn Higgins oversees the day-to-day management of a

membership base of 13,000. Carolyn has worked at NMWA for five years handling member correspondence, direct marketing campaigns, on-site sales, specialty groups, and member events. She has created, with the help of the Director of Membership, a robust cultivation and stewardship event programs for local members and the general public, including member open houses and opening receptions. She has helped to increase the giving and participation of NMWA's Women's Committee by triple from prior years. Carolyn holds an undergraduate degree in art history and museum studies from the University of Mary Washington.

## Dana Hines

*President and CEO, Membership Consultants, Inc.*

Dana Hines is the founder of Membership Consultants, a firm that has served the membership and museum industry for the past 28 years. Dana started her career as a Membership Manager at the Missouri Botanical Garden in St. Louis. 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. Membership Consultants offers a full suite of multi-channel membership marketing opportunities including email and digital campaigns, and recently developed Loyalty. Logic, a loyalty marketing program for museums and zoos, that will reward and engage all audiences and members.

## Kim Ishikawa

*Director of Membership, LACMA*

Kim Ishikawa joined the Los Angeles County Museum of Art three years ago and has worked in Development for more than eight years. As Director of Membership, Kim oversees the museum's robust membership program and is committed to providing an engaging experience for LACMA's membership base of 55,000 households and to strengthening the pipeline from membership to annual giving. In her previous role at LACMA, as Manager of Annual Giving, Kim managed two giving groups including Curator's Circle and Avant-Garde, the museum's young patrons group. Kim holds a Bachelor's Degree in Political Science from UCLA.

## Steve Jacobson

*Chief Executive Officer, JCA*

Steve Jacobson founded JCA in 1988 to provide information management services to nonprofit organizations. Steve has provided systems consulting and implementation services to a number of clients, including The Metropolitan Museum of Art, The American Museum of Natural History, The Cleveland Museum of Art, The Minneapolis Institute of Arts, Wildlife Conservation Society (Bronx Zoo), New York Botanical Garden, and the National Constitution Center. Steve is a past Adjunct Instructor at New York University where he taught courses in Technology for NYU's Center for Philanthropy and Fundraising. He is a member of the board of the Greater New York Chapter of the Association of Fundraising Professionals (AFP), and serves as the co-chair for the Technology Track for the New York AFP chapter's Fundraising Day, a full-day event that is attended by approximately 2,000 development professionals. Steve is also a member of the Museum Computer Network (MCN), the American Association of Museums (AAM), and the International Ticketing Association (INTIX).

# Presenter Bios

## **Katie Kalkstein**

*Membership Manager, The Barnes Foundation*

Katie Kalkstein is responsible for managing all aspects of the Barnes Foundation's general membership program (\$90-\$550), including multi-channel acquisition and renewal solicitation strategies, program and special events development and execution, digital and print communications, and engagement building among 15,000 member households. She previously managed special events, annual fund, and individual giving at Public Art Fund and BRIC in New York City. She received her BA in English and Art History from Colby College.

## **Mindee Kashiwagi**

*Director of Membership, California Academy of Sciences*

Ms. Kashiwagi brings over 20 years of experience in education, financial services, and non-profit management to her work at the Academy where she oversees Membership product development, programs, marketing and operations. She holds a master's of business administration from the University of San Francisco and a bachelor's degree in Comparative Literature and French from the University of California at Davis. She lives in San Francisco and enjoys spending time in the great outdoors with her husband and young son.

## **Mindee Kashiwagi**

*Director of Membership, California Academy of Sciences*

Mindee Kashiwagi is the Director of Membership at the California Academy of Sciences. Ms. Kashiwagi brings over 20 years of experience in education, financial services, and non-profit management to her work at the Academy where she oversees Membership product development, programs, marketing and operations. She holds a master's of business administration from the University of San Francisco and a bachelor's degree in Comparative Literature and French from the University of California at Davis. She lives in San Francisco and enjoys spending time in the great outdoors with her husband and young son.

## **Blair Kaye**

*Account Director, The Lukens Company*

Blair has over nine years of experience working in direct marketing, seven of which were focused on non-profits. She developed a unique perspective and skillset through her background in direct response fundraising and non-profit marketing for a network of Feeding America food banks, as well as branded advertising and online store management for several national corporations including Mars Chocolate, Pedigree dog food, and My Gym Children's Fitness Centers. In her role at The Lukens Company, Blair shapes strategy and manages an account team dedicated to developing close working relationships with their art museum clients to implement multi-channel efforts for both membership and marketing departments.

## **Julie Knight**

*Associate Director of Membership, SFMOMA*

Julie joined SFMOMA as the Associate Director of Membership in 2014 in the midst of its three-year closure. She oversees day-to-day membership operations, managing a staff of 22. During her tenure, membership has increased 250% above pre-closure levels. She works on engagement, retention, and acquisition strategies as well as workflow streamlining to improve both staff efficiency and member experience. Previously, Julie was a marketing professional in the performing arts in San Francisco. Prior to that, she worked in registration in Seattle-area museums. She has a BA from Linfield College and completed Museum Studies coursework at the University of Washington.

## **Lisa Krassner**

*Chief Member and Visitor Services Officer, The Metropolitan Museum of Art*

Lisa Krassner is the Chief Member and Visitor Services Officer at The Metropolitan Museum of Art. She joined The Met in 2012 and leads a team of 200 staff and 420 volunteers over three locations — The Met Fifth Avenue, The Met Breuer, and The Met Cloisters. Her department welcomes over 7 million visitors a year, services nearly 150,000 members, and generates annual operating revenues of \$70 million. Prior to joining the Met, Lisa was at the Museum of Fine Arts, Boston for 13 years as Senior Director of the Visitor Experience. Lisa holds an MBA from Simmons College and an AB from Bryn Mawr College.

## **Jonah Langenbeck**

*VP & CMO, The National WWII Museum*

Jonah joined The National WWII Museum as Interactive Media Manager in 2009 to lead Museum digital initiatives. Since then he has transitioned to Chief Marketing Officer where his central focus is management of the Museum's branded communications and marketing efforts in order to fulfill its mission, vision, and values. He is proud to be a lifelong New Orleanian and the grandson of two WWII veterans.

## **Yoonhyung Lee**

*Senior Vice President, M+R*

Yoon has served nonprofits for more than 15 years, providing leadership in communications and digital fundraising to flagship nonprofit, public media and cultural organizations. She has successfully led four cultural Kickstarter projects, raising over \$1.5M in funding for these special projects. Prior to joining M+R, Yoon served as the Smithsonian's first Director of Digital Media Philanthropy, building and improving their digital fundraising and membership programs through new websites, tools, technologies, and partnerships.

## **Mariely Lemagne**

*Membership Program Manager, Museum of History & Industry*

Mariely Lemagne serves as the Membership Program Manager at the MOHAI, Seattle, WA. In this role, she drives the museum's general membership program strategy through multi-channel acquisition and robust renewal campaigns. She is committed to being a member advocate, to utilizing patron data to drive program growth, and when crafting meaningful member experiences. She has been with MOHAI for over one year and has worked for over a decade in membership, annual giving, and alumni programs with organizations such as the University of Washington, Pacific Northwest College of Art, Museum of Contemporary Craft, and the Frye Art Museum.

## **John Lewis**

*Director of Membership & Guest Experience, Zoo New England*

John Lewis oversees all programs and initiatives related to membership and admissions, including ticketing, guest relations, and membership acquisition and retention. Prior to joining Zoo New England in 2014, John served as the Assistant Manager of Visitor Services at Roger Williams Park Zoo and as the Operations Manager at the Forest Park Zoological Society.

## **Caroline Maddox**

*Assistant Vice President, Development, LACMA*

Caroline Maddox joined the Los Angeles County Museum of Art two years ago and has worked in development for more than eight years. As Assistant Vice President of Development, Caroline oversees the museum's membership program, annual fund and annual giving program which includes Avant-Garde, Curator's Circle, six art councils and three acquisition groups. Caroline recently earned her Ph.D. from



# Presenter Bios

the University of Georgia in Art Education. Her dissertation investigated the ways in which LACMA can build a culture of philanthropy through educating and engaging members of the Avant-Garde program. Caroline also holds a Master's degree in Art Business from Sotheby's Institute of Art and two undergraduate degrees in Art History and Studio Art from the University of Georgia.

## **Kelly Martinet**

*Advancement Associate, Online Giving, Smithsonian Institution*

Kelly Martinet is an Online Fundraising Associate in the Smithsonian's central Office of Advancement. She works with the Friends of the Smithsonian, Programming & Stewardship and Individual Giving teams on email strategy and best practices, and is also passionate about exploring new ways to cultivate and engage audiences through digital platforms. Kelly started working in the nonprofit world in 2013 at Georgetown University and has been with the Smithsonian since 2015.

## **Cari Maslow**

*Associate Vice President, Engagement, Carnegie Museums of Pittsburgh*

Cari has more than 25 years of experience in non-profit management and has held roles in development, marketing, information systems and financial management. Cari has served a total of thirteen years at Carnegie Museums. In her current role, she oversees the membership, mid-level giving, prospect strategy, research and donor relations programs as well as the financial management and operation of a 60-person advancement and community engagement 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.

## **Claire McKee**

*Membership and Marketing Manager, Mingei International Museum*

Claire McKee has been Membership and Marketing Manager with Mingei International Museum for over three years. She manages member events, local and international travel programs, direct mail campaigns, quarterly newsletter communication, media communication, advertising and marketing strategy. Claire is leading the development and launch of Mingei's digital membership card and reimagined membership program for the Museum's newly renovated space, due to open in summer of 2019. She attended the University of California, Irvine and has a background in arts marketing, theatre and vocal performance.

## **John Morey**

*President, Morey Consulting*

John has worked with more than 300 cultural attractions for 22 years. He authors the 19th Cultural Attraction Attendance Report and the 5th National Cultural Attraction Positioning Study. He speaks and presents at trade conferences annually. John has developed proprietary models that identify the impact of visitor satisfaction, marketing, and pricing on attendance, membership, and revenue. This analysis allows organizations to understand how independent actions impact overall performance.

## **Mike Moseley**

*Senior Manager, Guest Services, The Henry Ford*

Mike Moseley is responsible for the daily operation of Guest Services at The Henry Ford, Michigan's largest culture attraction. He is the primary author and facilitator of their new institute wide hospitality initiative, Inspiring Service. The Guest Services team, in collaboration with their Marketing colleagues at The Henry Ford, have created a new Service and Sales culture that has successfully empowered the front-line staff to provide not only their award-winning service but also increase membership and other admission sales. Mike is a veteran speaker and trainer with over 35 years in non-profit leadership.

## **Amy Nelson**

*Director of Mission Engagement, Science Museum of Minnesota*

Amy Nelson is responsible for major giving, planned giving, donor events, and prospect research, along with the supporting member and general membership programs. Prior to SMM she has been a part of several national nonprofits (CaringBridge, BeTheMatch, American Liver Foundation, Leukemia & Lymphoma Society) and has focused her career on developing strategies and programs to increase individual giving and public engagement.

## **Rebecca Olderman**

*Associate Membership Officer for Acquisition Marketing, The Metropolitan Museum of Art*

Rebecca joined The Metropolitan Museum of Art's Member and Visitor Services team in 2016. Since coming to The Met, she has primarily focused on member acquisition, data segmentation, and marketing strategy. As a part of the Membership recast, Rebecca has been concentrating her efforts on data strategy and segmentation for communications sent to Members and Patrons. Rebecca completed her undergraduate degree from Drew University and also has a Master's in Museum Management from Montclair State University.

## **Diana Oliver**

*Membership Manager, Crocker Art Museum*

Diana Oliver brings more than 18 years of experience in non-profit fundraising and membership management. Ms. Oliver manages a variety of membership campaigns to acquire and steward 12,000 member households. She holds a bachelor's of arts in psychology from Cal Poly Pomona and has completed graduate level course work in social work at USC and public administration from Cal State Northridge. She served as a board member for AFP and founded Membership Managers of Sacramento Area (MMOSA). Ms. Oliver currently lives in Folsom California with her husband. Diana Oliver is the Membership Manager at the Crocker Art Museum in Sacramento California. She brings more than 18 years of experience in non-profit fundraising and membership management. Ms. Oliver manages a variety of membership campaigns to acquire and steward 12,000 member households. She holds a bachelor's of arts in psychology from Cal Poly Pomona and has completed graduate level course work in social work at USC and public administration from Cal State Northridge. She served as a board member for AFP and founded Membership Managers of Sacramento Area (MMOSA). Ms. Oliver currently lives in Folsom, California with her husband.

## **Nympha Patel**

*Director, Membership & Database Marketing, Art Gallery of Ontario*

Nympha Patel is the AGO's Director of Membership & Database Marketing. She is an accomplished CRM Marketing Professional and brings to the AGO extensive direct marketing, customer and communication life-cycle management in Acquisition, Retention & Loyalty and Winback efforts. She has over 15 years of progressive marketing expertise, including strategic planning and development, from the for-profit sector. She has been with the AGO for 4 years and in this short time has successfully helped to grow the Membership program year over year – achieving the highest number of memberships in the AGO's history. As well, Nympha is leading the CRM strategy for the organization.

## **John Perell**

*Director, Direct Response and Shared Services, Smithsonian Institution*

John Perell has been fundraising with nonprofits for nearly 20 years and has been with Smithsonian since 2013 as the Director of Direct



# Presenter Bios

Response and Shared Services. In his role, he works collaboratively to expand Smithsonian's national base of philanthropic supporters across the organization's many museums, as well as develop strategies to move prospects into mid-level, major and planned giving relationships. He is also the Director of the Friends of the Smithsonian. In his spare time, he serves on the board of the DMFA and on the planning committee for the 2018 International Museum Membership Conference in Amsterdam.

## Allison Porter

*President & Co-Founder, Avalon Consulting Group*

Allison Porter is the co-founder and president of Avalon Consulting, a full-service agency dedicated to helping progressive nonprofit and political organizations maximize their fundraising results—in the mail, on the phone, and online. Drawing on more than 23 years of direct marketing agency experience, and a background in university development and public relations, Allison has been instrumental in Avalon's growth as an agency over the past few years. Under her leadership, Avalon's analytical, strategic, and creative capabilities set the standard for progressive marketing and fundraising. During her tenure, Allison has created a client services structure unlike any other agency, with senior-level staff responsible for the strategic direction and planning for each client's marketing and fundraising programs. Avalon credits this unique staffing configuration for its high rates of client-reported satisfaction with the agency. As a former board member of the Association of Fundraising Professionals and a past president of the Women's Direct Response Group of Washington, Allison is passionate about the profession of fundraising and the role of women in that field. She is a frequent speaker at industry events, seminars, and workshops—including numerous presentations at Bridge Conference and dozens of DWA DM 101 and 201 courses. Allison is currently a board member of Marketing EDGE, which impacts the lives of thousands of students and shapes the marketers of the future as diverse, inclusive, and highly skilled. She also serves as Chair of the Board for Stoneleigh-Burnham School in Greenfield Massachusetts.

## David Saunders

*Director of Membership, National Museum of the American Indian*

David Saunders has 16 years of experience in direct response fundraising, and at NMAI he oversees a comprehensive program that incorporates direct mail, online fundraising, and telemarketing. As director of membership, he is responsible for more than \$2.7 million in annual revenue and the stewardship of 38,000 members across the U.S. David has presented at multiple industry events, including the American Museum Membership Conference, the Direct Marketing Fundraisers Association, the Direct Marketing Association Nonprofit Federation, and NTEN. He holds a B.A. in History from the University of North Carolina at Chapel Hill.

## Shelley Saunders

*Director of Advancement, KidsQuest Museum*

Shelley Saunders is Director of Advancement at KidsQuest Children's Museum in Bellevue. Shelley came to KidsQuest in 2012 to begin the capital campaign to secure a new home for KidsQuest in Downtown Bellevue. They celebrated their grand opening on 1/31/17, to rave reviews. She spent 13 years in various roles with Seattle Children's Theatre. Before that she worked with Vulcan in the planning and opening of Experience Music Project, now MoPop. After attending the UW, her first job was at KIRO, where she had the opportunity to have extensive management training over her 18 years there.

## Sarah Scates

*Membership Manager, Oakland Zoo*

Sarah Scates is the Membership Manager at Oakland Zoo, in Oakland, California. She joined Oakland Zoo in 2002 and spent 13 years in the Education department teaching kids, training volunteers, and coordinating programs. In 2014 she moved to Membership. Under her leadership, the program has launched a new online sales platform, integrated the membership database with admission POS, improved email communication with members, and has seen revenue increase by 25%. She is also co-chair of the Bay Area Membership Managers networking group. Sarah lives in the Oakland hills with her husband and a backyard full of wildlife.

## Suzette Sherman

*President, Sherman Consulting Group, LLC*

Suzette provides membership, marketing, fundraising, and guest service consulting for museums and cultural organizations. She specializes in using a research-based approach to reshape membership programs (benefits, levels and prices) in order to optimize loyalty and financial return. Before starting her consulting business, Suzette held museum leadership positions in external relations, membership, fundraising, and marketing at Philadelphia Museum of Art, National Museum of Women in the Arts and the Guggenheim Museum. Prior to her museum work, Suzette held marketing positions at advertising agencies and United Airlines. She has served on AAM's Development & Membership professional network board and teaches Fundamentals of Museum Fundraising for Johns Hopkins University.

## Rosie Siemer

*Founder and CEO, Fiveseed*

Rosie Siemer is Founder and CEO of FIVESEED, a digital marketing agency and interactive design studio, and the Chief Digital Officer at Membership Consultants, a strategic consulting firm serving nonprofits, arts and culture, and conservation organizations. As a recognized expert in digital strategy, Rosie is frequently invited to facilitate workshops and speak on the topics of mobile marketing, social media, and online advertising. Rosie serves on the Board of Directors at the World Trade Center Denver and is co-author of Membership Marketing in the Digital Age: A Handbook for Museums and Libraries.

## Michael Smith

*Senior Associate Director of Membership, American Museum of Natural History*

Michael has over 18 years of experience managing direct marketing and fundraising operations in cultural institutions and has been at the American Museum of Natural History for ten 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 studied Medieval History at Moravian College and the University of Glasgow (UK). He has served as a Board member of AMMC since 2014 and is thrilled to be a presenter again this year.

## Blair Steck

*Director of Annual Giving, Peabody Essex Museum*

Blair oversees the Membership, Annual Fund, and Patron level giving programs. Blair is astonished to admit to almost 2 decades of fundraising experience, including directing membership programs at the Museum of Science and the Trustees of Reservations. A relentless optimist and enthusiastic membership promoter, Blair enjoys the blend of analytics and personal touch that membership provides; under her tenure at the Trustees, Membership revenue increase by \$1million in 3 years and onsite sales more than doubled. She holds a B.A. in Art History from Oberlin College.

# Presenter Bios

## **Karol Stewart**

*Coordinator of Community Services, Art Museum of South Texas Affiliated with TAMU-CC*

Although Karol originally hails from the Midwest, in 2012 she moved to South Texas to live near family. After receiving a BFA in art history and sculpture from University of Illinois-Urbana and a MA in Non-Profit Arts Administration from Indiana University-Bloomington, she owned and operated a start-up fine arts and reclaimed timber business in Bloomington. In January 2014, Karol joined the Art Museum of South Texas (AMST), affiliated with Texas A&M University-Corpus Christi (TAMU-CC), managing both the marketing and membership departments. Bringing years of experience as a social entrepreneur, Karol's first technological project at AMST centralized organizational information by transitioning the museum from individualized departmental software to a single museum database. Karol's current projects include redesigning the museum's website to improve membership and visitor services while also expanding educational resources, revenue streams, and audience development and collaborating with TAMU-CC to develop augmented reality applications for membership programs.

## **Shannon Stout**

*Membership Manager, Museum of the American Revolution*

Shannon is the Membership Manager at the Museum of the American Revolution, which opened in April in Philadelphia. The new Museum's mission is to inspire learning about the history of the American Revolution and the significance of the founding ideals for Americans and people around the world. She launched a new membership program which now has nearly 7,000 memberships and is planning programming and strategizing for renewing members. Shannon holds a BS from University of Florida and previously worked at the Museum of Discovery & Science in Fort Lauderdale, FL, and the North Carolina Museum of Natural Sciences in Raleigh.

## **Angela Struebing**

*President, CDR Fundraising Group*

Angela Struebing is the president of CDR Fundraising Group, a multi-channel agency focused on helping nonprofits optimize their online, direct mail, telemarketing and DRTV fundraising results. A direct marketing and fundraising veteran, Angela came to CDR in May of 2013 and has propelled its growth. She established CDR's internal analytics division, doubled its digital team and expanded its web development and DRTV capabilities. As president, Angela is responsible for overall agency management and strategic planning for national nonprofit clients that include The Wounded Warrior Project, Shriners' Hospitals for Children, MoMA and the Marine Toys for Tots Foundation.

## **Steve Sullivan**

*Director of Membership and Strategic Initiatives, Woodland Park Zoo*

Steve Sullivan, Director of Membership and Strategic Initiatives 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 strategic initiatives covering how Woodland Park Zoo engages the community in saving animals and their habitats and improves the guest experience.

## **Lynn Swain**

*Director of Development, Cornell Botanic Gardens*

Lynn Swain joined the Cornell Botanic Gardens in Ithaca, NY as Director of Development in October 2016. Previously she served as Membership Director at the Cornell Lab of Ornithology and as the Membership

Manager at the Isabella Stewart Gardner Museum in Boston. Both organizations experienced rapid growth in their membership base and revenue under her leadership. Prior to the Gardner, Lynn had a 30-year career behind the scenes in museums and history non-profits, serving most recently as the Registrar at the Winterthur Museum near Wilmington, DE. She holds an undergraduate degree in art history from Tufts University and an M.B.A. from the University of Delaware.

## **Krista Swan**

*Senior Marketing Strategist, Oregon Zoo*

Krista manages all advertising, marketing and promotions for Oregon Zoo. She chairs the national marketing committee for the Association of Zoos and Aquariums, and locally chairs the Portland Attractions Marketing Alliance. On weekends, you can often find Krista's family exploring nature around the Northwest, seeking out adventures and new swimming holes.

## **Erica Terry**

*Sr. Development Director, Membership, Nelson Atkins Museum*

Erica has over 18 years of experience in fundraising and non-profit leadership. She serves as the Sr. Development Director of Membership overseeing all membership programs including the Friends of Art, Society of Fellows and Business Council. Additionally, she oversees the corporate fundraising efforts for the museum, next generation giving, the annual fund and two signature fundraising events. Prior to joining the Nelson-Atkins Museum of Art she was a development director for The University of Kansas Cancer Center working on a \$93 million campaign to raise money toward receiving national designation by the NIH. She and her team raise \$4.5 million annually for the museum.

## **Tiffany Tessada**

*Director of Membership and Annual Giving, Seattle Art Museum*

As the Director of Membership and Annual Giving at the Seattle Art Museum, Tiffany oversees a program consisting of 50,000 member households generating 23% of the museum's annual operating budget. Tiffany has been with SAM for 18 years where she's honed and developed her membership knowledge including expertise in multi-channel acquisition and retention strategies, member engagement, customer service, community campaigns, and long-range planning. During her tenure, she has increased her membership responsibilities to include oversight of the museum's donor database, mid and upper level membership programs and annual giving.

## **Jennifer Thomas**

*Director of Annual Programs, Saint Louis Art Museum*

Jennifer Thomas joined the Saint Louis Art Museum in 2003 and has more than 20 years of development and membership experience with non profit arts organizations. Currently, as the Director of Annual Programs, Jennifer oversees the membership program of 15,000 households, the visitor and member experience department, 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.

## **Ingrid Van Haastrecht**

*Director, Membership Operations & Analysis, Dallas Museum of Art*

Ingrid is a fundraiser who supports individual fundraising efforts by enhancing membership communication strategies, utilizing multi-channel approaches, developing strong user experiences, and driving

# Presenter Bios

key performance metrics, reporting and analyses that support the ability to make better data-driven decisions. In addition to the cultural sector, Ingrid has over 15 years of strategic development, financial services consulting, database marketing, analytics, and project management in the financial services industry. She received an MBA in Strategic Management from Laurier University in Canada and MA in Arts Administration & Policy from the School of the Art Institute of Chicago.

## **Claudia van Poperingen**

*Director of Data Services, TRG Arts*

Claudia van Poperingen leads TRG's Data Services team of Account Managers and Analysts and oversees TRG's data and analytics services throughout North America and abroad. She manages the overall development of the TRG Data Center platform and supports lead consultants on data collection, analysis, and ongoing project needs. Prior to TRG, she worked in marketing and sales at the management level for Pennsylvania Ballet. Originally from Philadelphia, Claudia earned her BA in Management and Dance with a concentration in Arts Administration from Goucher College.

## **Aidan Vega**

*Director of Membership, Philadelphia Museum of Art*

As the Director of Membership at the Philadelphia Museum of Art, Aidan oversees a staff of 30 and is responsible for the acquisition, retention and stewardship of 45,000 membership households. This includes gifts ranging from \$40-2,499 and the Young Friends program and board. Prior she was the Director of Audience Engagement at the Barnes Foundation overseeing public programs, business systems and membership where she grew the program from 300 to 25,000 households in three years. She has her MS in Arts Administration from Drexel University.

## **Emily Wade**

*Advancement Associate, National Air and Space Society and Wall of Honor, Smithsonian Institution*

Emily Wade is an Advancement Associate for the National Air and Space Society and Wall of Honor at the National Air and Space Museum (NASM). She has assisted with managing the annual giving program for the Museum for four years, engaging Society members at giving levels ranging from \$35 to \$10,000. Emily also oversees the day-to-day operations of the Wall of Honor at the Steven F. Udvar-Hazy Center, which recognizes honorees at donation levels ranging from \$100 to \$10,000. She works closely with our direct marketing consultants at Avalon to coordinate the Museum's multi-channel fundraising outreach. Emily also facilitates all purchases on behalf of the Office of Advancement. Prior to working at NASM, Emily worked in a sales support role as a Business Development Associate at Hanover Research, a custom market research firm. She received her Bachelor's degree in American Studies from the University of Virginia.

## **Diane Ward**

*President, Membership Matters!*

Diane founded Membership Matters recognizing the importance of understanding membership data, performance, and impact to more effectively manage and defend membership programs and confidently make the necessary changes to grow membership revenues. With over 25 years of experience, her work is concentrated in membership assessments which helps organizations identify performance, return on investment, and quantify the organization-wide impact of membership. She also specializes in empowering and training membership staff to strengthen long-term successful outcomes. Services include key performance metric reporting and tracking; membership program audits examining current structure, profitability, and marketing; and strategic business plans with realistic, data-informed growth targets.

## **Erin Weaver**

*Founder & Principal, Pennington Gray*

Erin Weaver founded Pennington Gray, a consultancy that solely focuses on membership and annual fund programs. Created in 2011, Pennington Gray is now in the top 2% in sales for women-owned businesses in the country. Erin began her career at MoMA where she ran its direct response program. She now works with clients that include The United Nations Foundation (UNA-USA), The Metropolitan Museum of Art, the Rubin Museum, and larger agencies. Erin has taught graduate courses on museum fundraising, served on the Board of Directors for the DMFA, and holds a Master's degree in Nonprofit Management.

## **Dana Weinstein**

*Director, New Audience Engagement and Membership, United States Holocaust Memorial Museum*

Dana provides strategic leadership and oversight for multi-channel recruitment, conversion and fundraising efforts. She oversees a comprehensive direct response Membership fundraising program, and develops and leads integrated strategies that expand, diversify and more effectively engage audiences to help secure the future of the Museum.

## **Rebecca Whitham**

*Associate Director of Communications, Woodland Park Zoo*

As Associate Director of Communications at Seattle's Woodland Park Zoo, Rebecca Whitham builds and engages audiences around the zoo's mission to save species. By reaching millions online, she extends that mission beyond the zoo's 92 acres to create movements that help wildlife. Rebecca holds a Master of Arts in Museology from the University of Washington and a Bachelor of Arts in Anthropology from New York University.

## **Elizabeth J. Wilson**

*Assistant Director, Advancement, National Air & Space Museum*

Raising over \$1 million each year, Elizabeth oversees Annual Giving and Operations, including direct mail and online fundraising through the National Air and Space Society, Wall of Honor—and Kickstarter—as well as Donor Relations and administrative functions. She has over 20 years of experience in fundraising at museums. Beginning as a historic presenter at The Henry Ford in Dearborn, Michigan, she went on to manage the 50,000-household membership and annual fund programs there. Before joining the Smithsonian, she was the Development Communications Manager at the United States Holocaust Memorial Museum. She currently is serving as past Board Chair of the Smithsonian Early Enrichment Center. A graduate of the James Madison College at Michigan State University, she has her Master's in Public Administration, focusing on Nonprofit Management, from the University of Michigan.

## **Shelley Wood**

*VP of Membership and Marketing, The Commonwealth Club of California*

Shelley Wood has over 15 years experience at "For Good" organizations. Overseeing Membership and Marketing of moving a 114-year-old organization to a new home on the San Francisco Bay waterfront. Previous roles included leadership at museums, environmental, and human services organizations. Author of ChangeMaker Pocket Guide. The ChangeMaker Series celebrates leaders who have forged that more mindful path and honors their legacies, which remind us that we each have the ability to create a better world, first for ourselves and then for those around us. Shelley holds a M.S. in International Business and a Masters Certificate in Strategic Change Leadership.

# 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. Burdinski (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, & 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
The Fundraisers' Guide to Irresistible Communications	Jeff Brooks
Retention Fundraising – The Art and Science of Keeping Your Donors for Life	Roger M. Craver
Fundraising Analytics	Josh Berkholtz, Bentz Whaley Flesner
Smart Change, Smart Thinking, and Habits of Leadership	Art Markman



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## Online

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American Museum Membership Conference	<a href="http://americanmuseummembership.org">americanmuseummembership.org</a>
Association of Fundraising Professionals	<a href="http://AFPnet.org">AFPnet.org</a>
The Agitator (fundraising blog)	<a href="http://Theagitator.net">Theagitator.net</a>
American Alliance of Museums	<a href="http://AAM-US.org">AAM-US.org</a>
Arts eVentures, Inc.	<a href="http://artseventures.com">artseventures.com</a>
Council for Advancement and Support of Education	<a href="http://CASE.org">CASE.org</a>
Charity Channel	<a href="http://charitychannel.com">charitychannel.com</a>
The Chronicle of Philanthropy	<a href="http://Philanthropy.com">Philanthropy.com</a>
The Direct Marketing Association	<a href="http://the-dma.org">the-dma.org</a>
DM News: The Online Newspaper of Record for Direct Marketers	<a href="http://dmnews.com">dmnews.com</a>
Donordigital: Online Fundraising, Advocacy, and Marketing	<a href="http://donordigital.com">donordigital.com</a>
Donor Power Blog (fundraising blog)	<a href="http://DonorPowerBlog.com">DonorPowerBlog.com</a>
Fundraising Success Magazine (online)	<a href="http://FundraisingSuccessMag.com">FundraisingSuccessMag.com</a>
HEP Development Resources (matching gifts)	<a href="http://hepdata.com">hepdata.com</a>
Mailworks	<a href="http://mailworks.ne">mailworks.ne</a>
TargetX: Email Marketing Solutions for Colleges, Nonprofits & Publishers	<a href="http://targetx.com">targetx.com</a>
Josh Berkholtz, Bentz Whaley Flesne (analytics tools and best practices)	<a href="http://Joshberkholtz.com">Joshberkholtz.com</a>
Donor Relations Guru (stewardship best practices and acknowledgements "swap" from thousands of non-profits)	<a href="http://donorrelationsguru.com">donorrelationsguru.com</a>

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Experts will be everywhere you look. This is the place to get your questions answered. Hear the newest trends in membership fundraising, gain historical perspective and understand why membership matters in museums. Learn how to articulate the performance of your program and leverage analytical tools.

There are so many options for sessions. Choose the ones that meet your most immediate needs and promise to answer the questions you have on specific areas of your program. Take notes; ask questions; get business cards of speakers.

Another great opportunity is to go to the roundtables. Choose a subject that you are not familiar with or talk about a question that you need answered.

Last but not least ... Seattle is one of the great cultural cities in America. Make sure you take the time to see wonderful museums after hours. While you are there, watch for membership marketing on site designed to capture visitors' attention.

Ditch your phone! Enjoy ...

# Past Conference Hosts

## **2016 Chicago, IL**

The Art Institute of Chicago

## **2014 St. Louis, MO**

Saint Louis Art Museum  
Contemporary Art Museum St. Louis  
Mildred Lane Kemper Art Museum  
Missouri Botanical Garden  
Saint Louis Science Center  
Saint Louis Zoo

## **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  
Penn Museum  
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



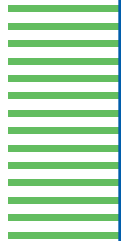
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**Stay tuned for the  
announcement of  
dates and location**

## **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!



# AMMC

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