



AMMC
American Museum Membership Conference
Detroit, MI • May 9 – 12, 2022

**CONNECT
& IMAGINE**

#AMMC2022

Key Information

Information Booth

Located on the 4th floor near the Venetian Ballroom, the Information Booth will be open at the following times. If you have questions outside of these stated times please email Ruth White at info@americanmuseummembership.org.

Mon, May 9	Tue, May 10	Wed, May 11	Thu, May 12
11:00 am–5:00 pm	8:00 am–5:00 pm	8:00 am–5:00 pm	8:00 am–12:30 pm

Conference Hotel and Facilities

Westin Book Cadillac Detroit
1114 Washington Blvd
Detroit, MI 48226

Unless otherwise noted in the program, conference activities will take place at the Westin Book Cadillac Detroit. Water stations are available throughout the hotel and we encourage attendees to bring personal reusable water bottles. If you have a car, the Westin Book Cadillac Detroit offers valet services (\$20 daily and \$25 overnight) per day.

Transportation between Airport and Hotel



We recommend using Metro Cars to travel between the airport and hotel. The conference rate is \$78 plus 20% gratuity each way.

Book at www.metrocars.com/reservations or call 800.456.1701

Meals, Evening Events, and Excursions

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

Mon, May 9, 2022
Detroit Institute of Arts Opening Dinner [Guest Ticket \$100]

Tue, May 10, 2022
Breakfast
Lunch
Explore Detroit Walking Tour [Guest Ticket \$75]

Wed, May 11, 2022
Breakfast
Lunch
Detroit Zoo Reception [Guest Ticket \$75]

Thu, May 12, 2022
Breakfast

Conference attendees can purchase tickets for their guests to attend the above events that have prices noted. To purchase a guest ticket please visit the Information Booth.

Transportation for Conference Activities

Bus transportation will be provided for conference attendees to and from the DIA on Monday and Detroit Zoo on Wednesday evenings. Please meet the buses at the lobby level entrance at the times outlined in the program.

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.

Wellness Room

Located behind the front desk on the second floor, the wellness room/lactation space is available from 8:00 am to 5:00 pm each day.

Conference Evaluations

We all know feedback is essential in improving programs. Please help us by completing evaluations for both the sessions you attend and the overall conference. If you have additional questions or comments to share, please email us at info@americanmuseummembership.org.

Lost & Found

Any lost items should be turned into the Information Booth and will be held until Thursday, May 12 at 12:00 pm. Once the conference concludes, items will be moved to the Westin Book Cadillac Detroit's front desk.

Connectivity

As an attendee you have access to the AMMC 2022 Detroit Virtual Attendee Hub to view live and recorded sessions or log into the Cvent Event app to have all of the conference material at your fingertips on your phone. Using either platform you will be able to personalize your schedule and network with fellow attendees and sponsors. See page 3 for more information. Join the conversation on social media using #AMMC2022.

In-Person Attendee Health & Safety Guidelines

The CDC's COVID-19 Community Level status for Wayne County, MI (where Detroit is located) has shifted from Low to Medium as of May 6, 2022. In response to this we are updating our safety guidelines (see below) and changing some meeting and meal locations in the hotel to allow more space for social distancing.

AMMC is committed to keeping our attendees as safe as possible and will follow the most updated CDC guidance and all applicable government laws. We strongly recommend all attendees to be fully vaccinated against COVID-19 or test negative for COVID-19 within 7 days of arriving in Detroit. The inherent risk of exposure to COVID-19 exists in any public place where people are present and AMMC cannot guarantee that you will not be exposed to COVID-19 during the event.

Proof of vaccination or negative COVID-19 test is required to attend Monday's dinner at the Detroit Institute of Arts (see page 11 for details). The majority of attendees have self-reported as fully vaccinated against COVID-19. Masks will be required on all buses transporting attendees to events.

Masks are encouraged throughout the run of the conference and events while not eating, drinking, or presenting.

Attendees experiencing any symptoms of COVID-19 must switch to virtual attendance and notify the conference manager immediately so we can notify other attendees (your information will remain confidential). Attendees may switch to virtual attendance at any time. All hotel guest rooms include complimentary basic WiFi.

As an extra level of protection, attendees can also choose a color-coded button to show the level of social interaction with which they are comfortable. Buttons are available at the information desk.



Green — I am okay with pre-COVID behaviors such as hugs and handshakes.



Yellow — I desire some caution and respect physical distancing guidelines with elbow/fist bumps only.



Red — I desire extreme physical distancing and the highest precautions. I may be at high risk or caring for someone at high risk.

Please respect the boundaries set by your fellow attendees.

If you have any questions about these guidelines or where to access testing please see links on americanmuseummembership.org/health-safety-protocols or contact Ruth White, Conference Manager at info@americanmuseummembership.org.

Attire

Expected attire is business casual. Please be ready for variable Spring weather and hotel air conditioning. If you will be joining us for the Walking Tour on Tuesday evening make sure to wear comfortable shoes.

Virtual Attendance

Portions of this year's conference will also be offered virtually through the Virtual Attendee Hub platform (watch your email for additional details).

If you have any issues accessing the platform please contact Ruth White at info@americanmuseummembership.org or 202.251.0549 for assistance.

Here are some guidelines for attending virtually:

- Be present. Think of the virtual platform as a face-to-face meeting and conduct yourself as you would if you were all present in the same room.
- Join early – up to 5 minutes before the meeting start time so you can get settled prior to the start of the meeting.
- Make sure your name and contact information is publicly available in the Virtual Attendee Hub (if you did not choose this option at registration you can log in and modify your registration) to help with networking efforts. Think of this as your conference name badge.
- Find a quiet space without interruptions / background noise.
- Mute your microphone when you are not speaking.
- Have good lighting on your face so you can be seen clearly and avoid backlight from bright windows.
- Adjust your camera to be at around eye level if possible – especially take note of the angle of your laptop screen if using the built-in camera.
- When possible use a wired internet connection. If using wifi try to ensure others are not streaming video on the same connection.
- If you wouldn't say it out loud/in person, don't put it in the Zoom chat. Respectful discourse only please.

Museum Material Marketplace

Space will be available in the Pre-function area, for museum 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.

Shipping Materials to Hotel

Space is limited; please keep samples to 100 pieces per organization. All shipments should arrive at the hotel on/after May 6 and be addressed as follows:

(Guest Name)
Westin Book Cadillac Detroit
1114 Washington Blvd
Detroit, MI 48226
Hold for AMMC Conference
Attn: Marie Konyha

Please note there is a handling fee for all deliveries received. Fees can be charged to your guest room. Attendees are responsible for identifying their own materials, paying handling fees, and arranging them on the assigned tables. The hotel will make every effort to deliver materials to the conference area for your convenience.

Detroit Locals Guide

Check out the Detroit Locals Guide for recommendations and offers.

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Dear Membership Colleagues,

Whether you are in Detroit or tuning in from afar, welcome to AMMC 2022! And give yourself a big pat on the back for making it here.

I don't need to tell you how challenging the past two years have been. I do hope this conference can be a moment of pause and connection. This is why we have chosen the theme **Connect & Imagine**. The pandemic and its consequences have upended our lives in so many ways. The demands on us as membership professionals to deliver on revenue, engage new audiences, and maintain our existing programs is ever mounting with, in many cases, a smaller staff. We need our network more than ever to harness the rigor and inventiveness of this community to see a new path forward in what engaging a loyal museum audience will look like now and in the future. I am looking forward to learning from all of you this week and am especially grateful to those of you who have taken the time to present.

I want to thank our sponsors who have been extremely supportive and generous during this critical time which has allowed us to provide both a virtual and in-person option for the conference. We greatly appreciate them now and always.

I don't think I could say enough about the group of volunteers, both board and committee members, that work to make this conference possible while managing to run their own membership programs. We are also especially excited this year to announce the addition of an Inclusion Committee that will address the work we need to do regarding diversity and inclusion as a conference and a field.

And always the biggest thank you to our conference manager Ruth White. Somehow she keeps us all organized and always shows up with a smile!

Warmest wishes,

Aidan Vega
AMMC President

MISSION

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

2022 AMMC Board Members

Aidan Vega, President
Philadelphia Museum of Art

Kimberly Barrow, Host Chair
Detroit Institute of the Arts

Kelli Buchan, VP Finance
The Franklin Institute

Kate Fox, Program Co-chair
Pennsylvania Academy of the Fine Arts

Jennifer Jordan, Virtual Events Co-chair
LACMA

Mindee Kashiwagi, Program Co-chair
California Academy of Sciences

Mariely Lemagne, Communications
Museum of History & Industry (MOHAI)

Karen Mahoney, Virtual Events Co-chair
Savoy Automobile Museum

Meghan McCauley, VP Inclusion
Fine Arts Museums of San Francisco

John A. Perell, Sponsorship Co-chair
Smithsonian Institution

Michael Smith, Sponsorship Co-chair
The Paley Center for Media

Tiffany Tessada, VP Communications
Seattle Art Museum

Jennifer Thomas, VP Strategy & Planning
Saint Louis Art Museum

Ingrid Van Haastrecht, VP Programs
Dallas Museum of Art

AMMC 2021-2022 Committees

Communications Committee

Tiffany Tessada, Chair
Seattle Art Museum

Alycia Anderson
Walker Art Center

Mariely Lemagne
MOHAI

Nympha Patel
Art Gallery of Ontario

Conference Program Committee

Kate Fox, Co-chair
Pennsylvania Academy of the Fine Arts

Julie Rega
Whitney Museum of American Art

Danielle Tyson
The George Washington University & The Textile Museum

Mindee Kashiwagi, Co-chair
California Academy of Sciences

David Saunders
National Museum of the American Indian (Smithsonian)

Stephanie Wilkes
Woodland Park Zoo

Detroit Host Committee

Kimberly Barrow, Chair
Detroit Institute of Arts

Katie Kennedy
Detroit Zoological Society

Azzah Smith
Detroit Institute of Arts

Anne E Bennington-Helber
University of Michigan, The William L. Clements Library

Kelly Lewis-Gump
Cranbrook Academy of Art and Art Museum

Delisha Upshaw
Detroit Historical Society

Melissa Bush
Frederik Meijer Gardens & Sculpture Park

Laura S. Orme
Detroit Institute of Arts

Nora Webber
University of Michigan Museum of Natural History

Jenise Collins
Detroit Zoological Society

Sydney Richards
University of Michigan Museum of Art

Jessica Williams
Detroit Zoological Society

Inclusion Committee

Meghan McCauley, Chair
Fine Arts Museums of San Francisco

Jennifer Jordan
LACMA

Kelly Lewis-Gump
Cranbrook Academy of Art and Art Museum

Alycia Anderson
Walker Art Center

Mariely Lemagne
MOHAI

Jennifer Thomas
Saint Louis Art Museum

Sponsorship Committee

Kelli Buchan
Franklin Institute

John Perell
Smithsonian Institution

Hector Ranero
National Museum of African American History & Culture

Chelsea Jackson
Cleveland Museum of Art

Sarah Raffurty
International African American Museum

Michael Smith
The Paley Center for Media

Virtual Events Committee

Jennifer Jordan, Co-chair
LACMA

Sonya Cisneros Wierzowiecki
Modern Art Museum of Fort Worth

Cara Massey
Old Sturbridge Village

Karen Mahoney, Co-chair
Savoy Automobile Museum

Kimberly Finn
Museum of Fine Arts, St. Petersburg

Victoria Musselman
Brooklyn Museum

Nancy Chiodo
High Museum of Art

Stephanie Haver
International Spy Museum

Shanna Smith
Booth Western Art Museum

Get More Involved with AMMC

We are looking for excited membership professionals to join AMMC committees!
If you are interested, please fill out the form at americanmuseummembership.org/volunteer.html.

Virtual Attendee Hub

Best option for those attending virtually to watch live or recorded sessions.

Type in the URL or scan the QR code below.



<https://cvent.me/Y7XGn0>



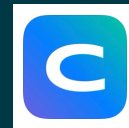
Cvent Events App

Access the schedule and attendee list on your phone.

Download or open the *Cvent Events App* and search for the *American Museum Membership Conference - Detroit, MI* event.



iPhone



Android

Attending for the First Time?

Welcome to the American Museum Membership Conference!

Where else can you connect with a community of museum membership and fundraising folks all at once? Take the opportunity to learn, network, make new friends and, most of all, have a great time.

Over the next few days you will be surrounded with people who've made a long-term career in museum membership as well as colleagues who advise museums on best practices that work, are tested, and are successful.

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 from presenters and other attendees.

Get to know the other attendees. Ask about their programs, exchanges ideas, and learn from each other.

Last but not least, make sure you take the time to see wonderful museums after hours. While you are here, watch for membership marketing on site designed to capture visitors' attention. Enjoy!

Resources

www.americanmuseummembership.org/resources

Museum Membership Forum Google Group

If you work in the membership/development department of a museum, we welcome you to join our online 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.

Online Resources

Want to learn more about inclusion, diversity, equity, and accessibility efforts within the industry? Looking for fundraising and data blogs to stay up to date on the latest trends? Interested in expanding your network by getting involved with additional organizations? We have curated a list of links to help you increase your understanding and get further connected into the industry.

Conference Session Recordings and Materials

As attendees of this year's conference you will have access to recordings and session materials on demand in the Virtual Attendee Hub for the next 90 days. In approximately 6 months these materials will be added to the resources section of our website (see link above) for anyone to access along with recordings and materials from past conferences.

Past Conference Hosts

2020 Virtual

2019 Pittsburgh, PA

Carnegie Museums of Pittsburgh
Phipps Conservatory & Botanical Gardens
Pittsburgh Zoo & PPG Aquarium
Mattress Factory
Senator John Heinz History Center
Westmoreland Museum of American Art

2017 Seattle, WA

Seattle Art Museum
Burke Museum of Natural History & Culture
Museum of Flight
Museum of History & Industry
Woodland Park Zoo

2016 Chicago, IL

The Art Institute of Chicago
Adler Planetarium
Museum of Science and Industry

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 & 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
Kimbell 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

Detroit Locals Guide

* indicates within walking distance to the hotel

TRANSPORTATION

* Bird Scooter

www.bird.co | fee-based

Bird electric bikes and scooters are providing eco-friendly transportation for riders in over 400 cities around the world.

* QLine Detroit

qlinedetroit.com | free

The QLINE gives riders access to the Woodward Corridor.

* Wheelhouse Detroit

www.wheelhousedetroit.com | 1340 Atwater St., Detroit, MI 48207 | fee-based

Wheelhouse's fleet can accommodate cyclists of all skill levels, ages, and sizes. Choose from our wide selection of bikes and accessories. Rent for a couple of hours or a few weeks! Accessories like lights, locks, & helmets included upon request.

CULTURAL SITES

Anna Scripps Whitcomb Conservatory

belleisleconservancy.org | 14 Inselruhe Ave, Detroit, MI 48207

Arab American National Museum

arabamericanmuseum.org | 13624 Michigan Ave, Dearborn, MI 48126

Automotive Hall of Fame

automotivehalloffame.org | 21400 Oakwood St, Dearborn, MI 48124

Belle Isle Aquarium

www.belleisleconservancy.org/bia | 3 Inselruhe Ave, Detroit, MI 48207

Charles H. Wright Museum of African American History

www.thewright.org | 315 E Warren Ave, Detroit, MI 48201

Cranbrook Art Museum & Cranbrook Institute of Science

cranbrookartmuseum.org | 39221 Woodward Ave, Bloomfield Hills, MI 48304

free admission with conference badge

Dabls MBAD African Bead Museum

www.mbad.org | 6559 Grand River Ave, Detroit, MI 48208

Detroit Historical Museum

detroithistorical.org/detroit-historical-museum | 5401 Woodward Ave, Detroit, MI

free admission with conference badge

Detroit Institute of Arts

www.dia.org | 5200 Woodward Ave, Detroit, MI 48202

* Detroit Riverfront Conservancy

detroitriverfront.org | 588 E Jefferson, Detroit, MI 48207

Detroit Zoo

detroitzoo.org | 8450 W 10 Mile Rd, Royal Oak, MI 48067

Dossin Great Lakes Museum

detroithistorical.org/dossin-great-lakes-museum | 100 The Strand, Detroit, MI 48207

free admission with conference badge

* Eastern Market

easternmarket.org | 2934 Russell St, Detroit, MI 48207

DETROIT
AT YOUR FINGERTIPS.

Scan for your all-access guide to Detroit.

Questions? Contact Us.
800-DETROIT (338-7648)
info@visitdetroit.com

Edsel & Eleanor Ford House

www.fordhouse.org | 1100 Lake Shore Rd, Grosse Pointe Shores, MI 48236

Ford Piquette Avenue Plant

www.fordpiquetteplant.org | 461 Piquette Ave, Detroit, MI 48202

Heidelberg Project

www.heidelberg.org | 3600 Heidelberg St, Detroit, MI 48207

Historic Fort Wayne

www.historicfortwaynecoalition.com | 6325 W Jefferson Ave, Detroit, MI 48209

Jewish Historical Society of Michigan

www.michjewishhistory.org | 33228 W 12 Mile Rd #349, Farmington Hills, MI 48334

Michigan Science Center

www.mi-sci.org | 5020 John R St, Detroit, MI 48202

Motown Museum [temporarily closed]

www.motownmuseum.org | 2648 W Grand Blvd, Detroit, MI 48208

* Museum of Contemporary Art Detroit

moca-detroit.org | 4454 Woodward Ave, Detroit, MI 48201

* Outdoor Adventure Center

www.michigan.gov/oac | 1801 Atwater St, Detroit, MI 48207

Pewabic Pottery

www.pewabic.org | 10125 E Jefferson, Detroit, MI 48214

Polish Art Center

www.polartcenter.com | 9539 Joseph Campau Ave, Hamtramck, MI 48212

*** Red Bull House of Art**

www.redbullarts.com/detroit | 1551 Winder St, Detroit, MI 48207

The Henry Ford

www.thehenryford.org | 20900 Oakwood Blvd, Dearborn, MI 48124

Underground Railroad History & Historical Sites

visitdetroit.com/detroits-underground-railroad-history-historical-sites

University of Michigan Museum of Art

umma.umich.edu | 525 S State St, Ann Arbor, MI 48109

University of Michigan Museum of Natural History

lsa.umich.edu/umnh | Biological Sciences Bldg, 1105 N University Ave, Ann Arbor, MI 48109

Yankee Air Museum

yankeeamuseum.org | 47884 D St, Belleville, MI 48111

Zekelman Holocaust Center

www.holocaustcenter.org | 28123 Orchard Lake Rd, Farmington Hills, MI 48334

RESTAURANTS

*** American Coney Island**

americanconeyisland.com | 114 W Lafayette Blvd, Detroit, MI 48226 | \$

The American Coney Island Hot Dog has been a favorite with Detroiters and visitors for nearly a century.

*** Andiamo Detroit Riverfront**

andiamoitalia.com | 400 Renaissance Center A-03, Detroit, MI 48243 | \$\$

Upscale Northern Italian bistro boasts and elegant ambiance, river views and a diverse wine list.

*** BESA**

besadetroit.com | 600 Woodward Ave, Detroit, MI 48226 | \$\$\$\$

Globally inspired bistro fare, raw bar and cocktails in an elevated space and rich interior details.

*** Buddy's Pizza**

buddyspizza.com/downtown-detroit | 1565 Broadway St, Detroit, MI 48226 | \$\$\$

Iconic pizza chain (since 1946) known for its square slices & soups, plus other Italian & fast fare.

*** Chartreuse Kitchen & Cocktails**

chartreusekc.com | 15 E Kirby St D, Detroit, MI 48202 | \$\$\$

Cozy, seasonal American dining spot with botanical décor and a craft cocktail list, plus beer and wine.

*** Fishbone's**

www.fishbonesusa.com | 400 Monroe St, Detroit, MI 48226 | \$\$\$

Local chain with buzzy French Quarter vibe for Cajun fare, including steak & seafood.

*** Grey Ghost Detroit**

greyghostdetroit.com | 47 Watson St, Detroit, MI 48201 | \$\$\$

Modern, hip spot for steaks and more alongside beer, wine and craft cocktails from the bar.

*** Joe Muer Seafood**

joemuerm.com | 400 Renaissance Center #1404, Detroit, MI 48243 | \$\$\$

Rivival of a local classic offering seafood, steak and an extensive wine list mid river views.

*** Lafayette Coney Island**

118 W Lafayette Blvd, Detroit, MI 48226 | \$

Legendary hot dog diner offering a non-frills menu of chilli-topped dogs, burgers and fries.

Marrow

www.marrowdetroit.com | 8044 Kercheval Ave, Detroit, MI 48214 | \$\$\$

Elevated bistro fare with internationally inspired flavors in a modern setting.

*** Moms Spaghetti**

momsspaghetti.com | 2131 Woodward Ave, Detroit, MI 48201 | \$

Offbeat window-serve eatery whipping up large portions of spaghetti, plus spaghetti sandwiches.

Oak & Reel

oakandreel.com | 2921 E Grand Blvd, Detroit, MI 48202 | \$\$\$\$

Sophisticated destination featuring an acclaimed chef crafting Italian fusion cuisine.

*** Ottava Via**

ottaviadetroit.com | 1400 Michigan Ave, Detroit, MI 48216 | \$

Italian cuisine, including pizza & panini, searved in a stylish antiques-adorned space.

*** Parc**

parcdetroit.com | 800 Woodward Ave, Detroit, MI 48226 | \$\$\$\$

Sophisticated new american fare and a vast wine list offered in a chic, modern space in an urban park.

*** Pegasus Taverna**

pegasustavernas.com | 558 Monroe St. [Greektown] Detroit, MI | \$\$

Lively locale with rustic charm for greek standards and some american fare, plus greek wine and beer.

*** San Morello**

www.sanmorello.com | 1400 Woodward Ave, Detroit, MI 48226 | \$\$\$\$

Hip, trendy Italian restaurant prepping wood-fired pizza and homemade pasta with seasonal ingredients.

*** Selden Standard**

seldenstandard.com | 3921 2nd Ave, Detroit, MI 48201 | \$\$\$

Stylish Spot for Seasonal, locally sourced new american small plates and craft cocktails.

*** SheWolf Pastificio & Bar**

shewolfdetroit.com | 438 Selden St, Detroit, MI 48201 | \$\$\$\$

Contemporary italian plates & cocktails in a sophisticated dining room.

*** Slows Bar BQ**

slowsbarbq.com | 2138 Michigan Ave, Detroit, MI 48216 | \$\$\$

Slow cooked meats paired with hearty sides & craft beers aplenty in a cozy, rustic space.

*** The Hudson Café**

hudson-cafe.com | 1241 Woodward Ave, Detroit, MI 48226 | \$

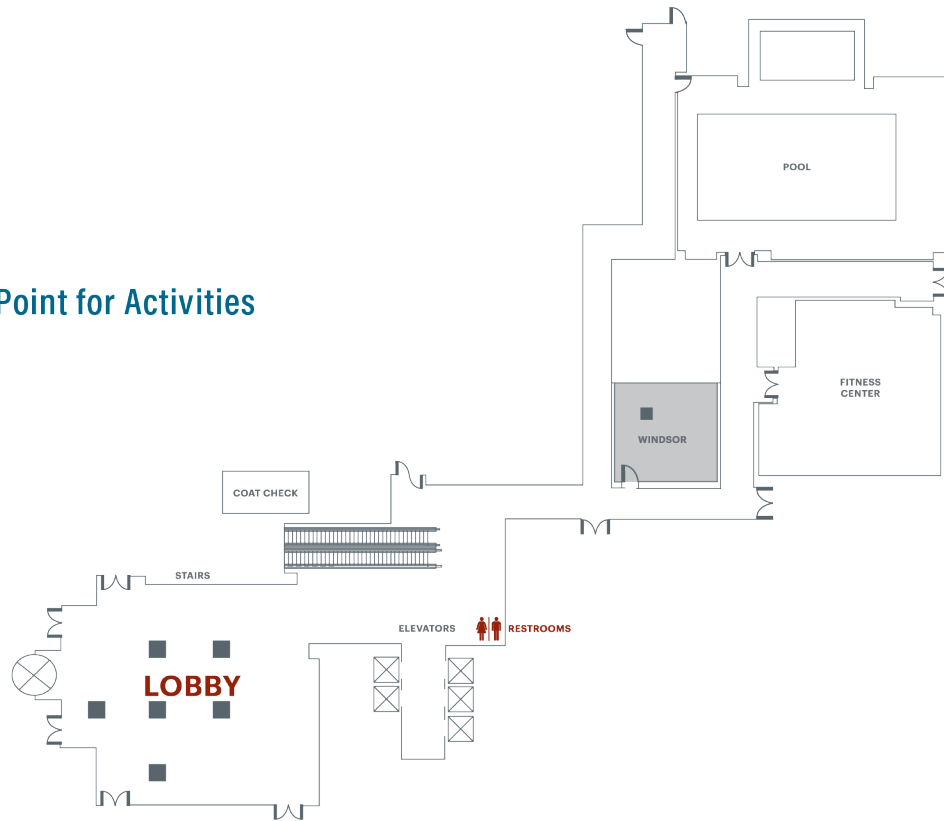
Clean-lined café specializing in updated brunch dishes, with a coffee bar, fireplace and lounge area.

*** Vicente's Cuban Cuisine**

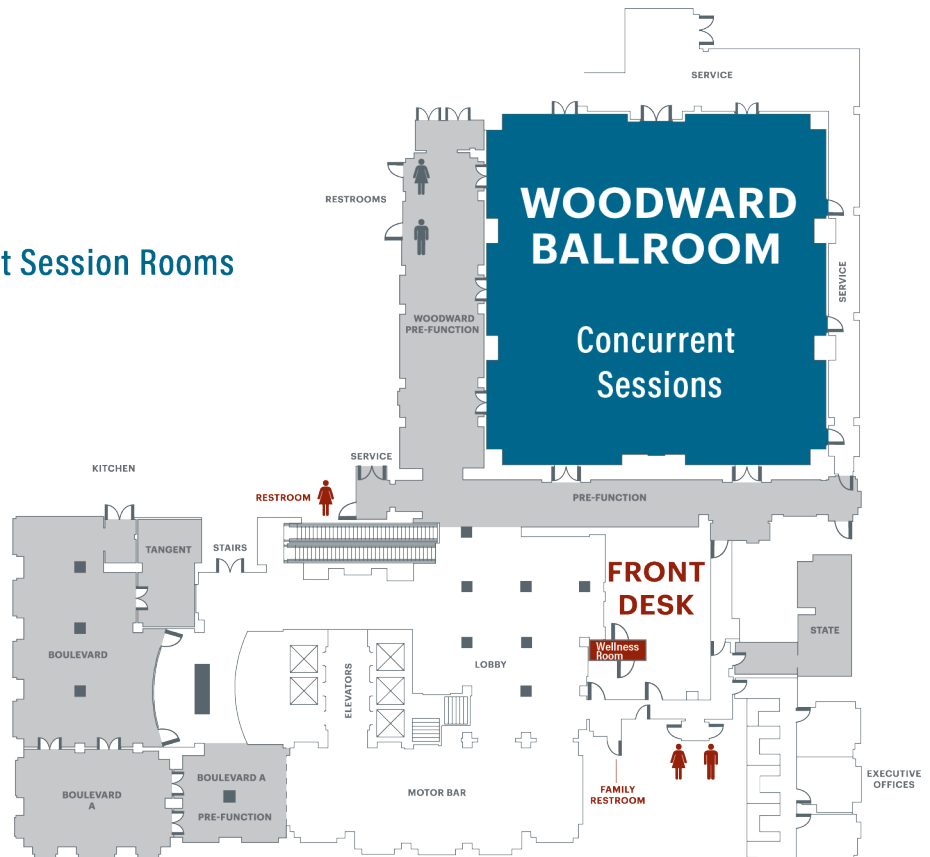
vicentesdetroit.com | 1250 Library St, Detroit, MI 48226 | \$

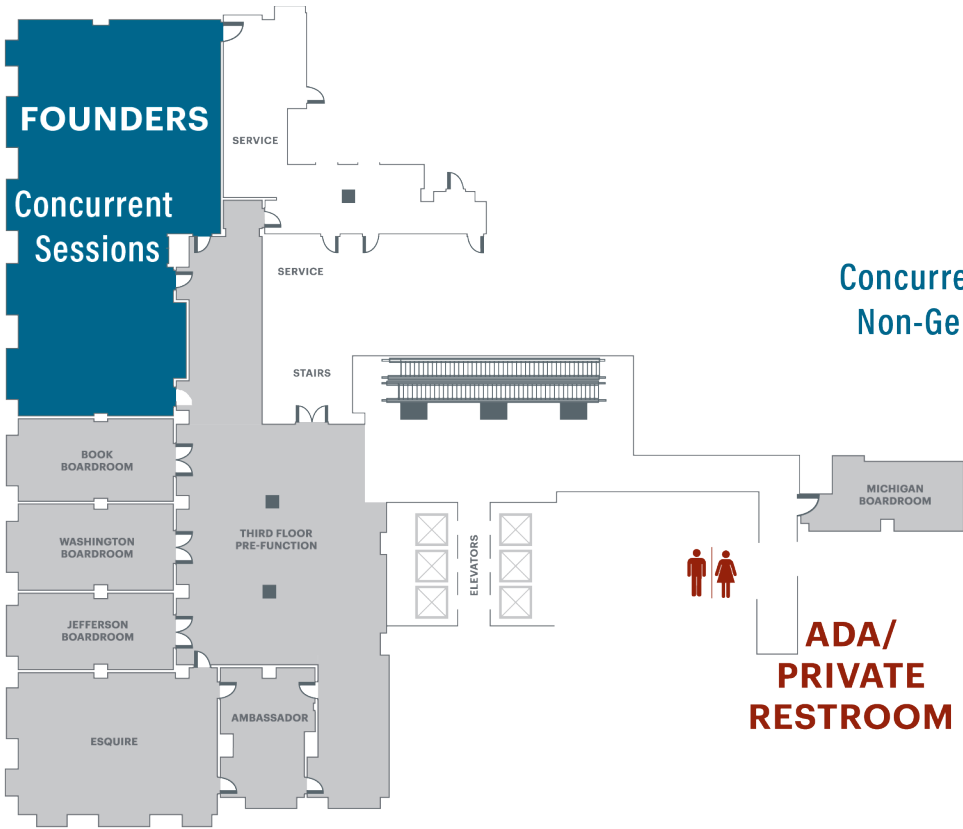
Tables surround a dance floor at this family run spot known for salsa dancing and havana style eats.

First Floor
Lobby Departure Point for Activities



Second Floor
Hotel Front Desk
Meals
General and Concurrent Session Rooms
Wellness Room

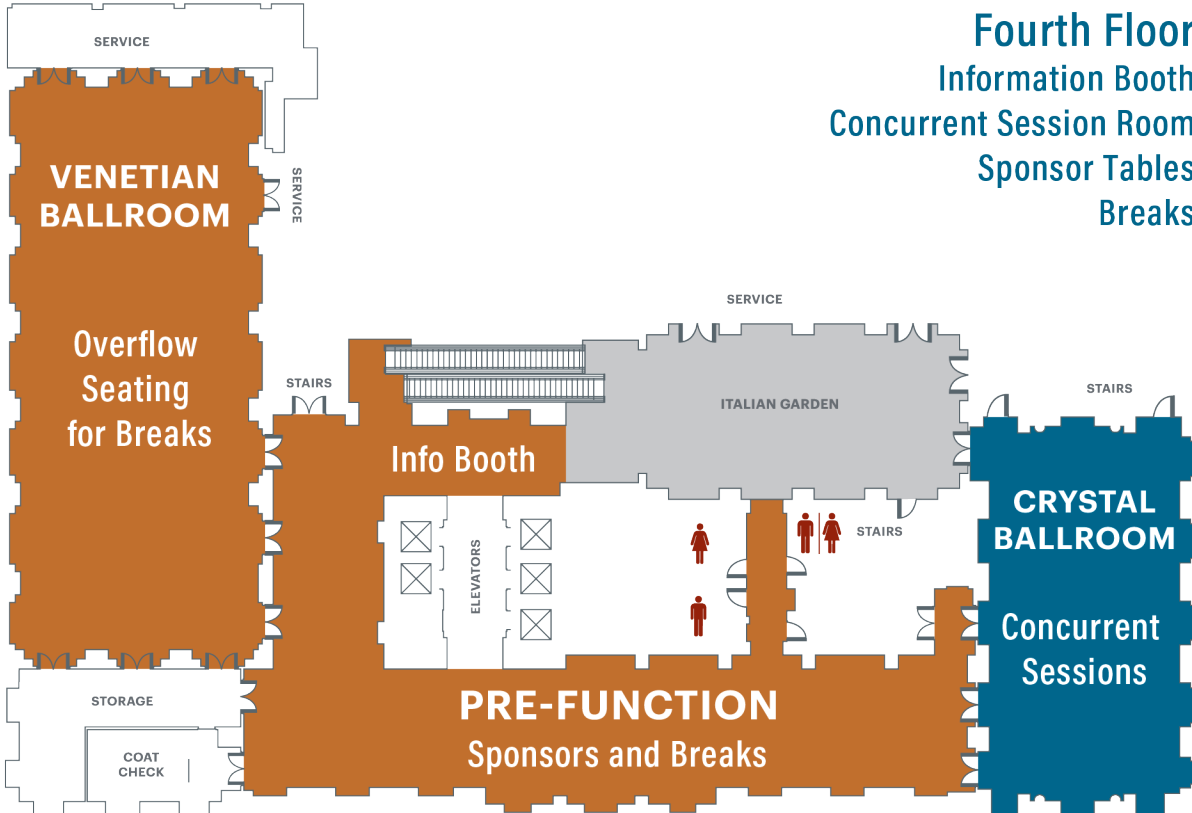




Third Floor
Concurrent Session Room
Non-Gendered Restroom

**ADA/
PRIVATE
RESTROOM**

Fourth Floor
Information Booth
Concurrent Session Room
Sponsor Tables
Breaks



At-a-Glance

Monday, May 9, 2022			
1:00 pm–2:00 pm	General	A Digital Subscription Future	Woodward
2:30 pm–3:30 pm	General	On-Ramp for Membership Managers	Woodward
4:00 pm–4:45 pm	General	AMMC Inclusion Update	Woodward
6:00 pm–9:00 pm	Meal	Opening Dinner at Detroit Institute of Arts	Meet in the first floor lobby at 5:15 pm to load on the bus. Proof of vaccination or negative COVID test required (see page 11 for details).
Tuesday, May 10, 2022			
7:30 am–9:00 am	Meal	Breakfast	Woodward
9:00 am–9:30 am	General	Welcome Remarks	Woodward
9:30 am–10:30 am	Keynote	Welcome Spaces - An Examination of Culture, Context, and Community	Woodward
10:30 am–11:00 am	Break	Networking break with refreshments	Pre-Function
11:00 am–12:00 pm	Concurrent	Lights, Camera, Membership!	Woodward
		Unlocking the Secrets of Member Motivation	Founders
		(Re)Building and Navigating the Pandemic Pivot	Crystal
12:00 pm–1:30 pm	Meal	Lunch	Woodward
12:15 pm–1:15 pm	General	Virtual Roundtable: Show & Tell	Online
1:30 pm–2:30 pm	Concurrent	Building a Diverse Membership Program From the Ground Up	Woodward
		Integrating the Database into Your Organization's DNA	Founders
		New Membership Ideas Meet Tried & True Methods	Crystal
2:30 pm–3:00 pm	Break	Networking break with refreshments	Pre-Function
3:00 pm–4:00 pm	Concurrent	Bridging the Gap Between Membership and Annual Fund	Woodward
		Revitalizing a Declining Membership Program	Founders
		How to Win Friends (donors) Back and Influence (lapsed) People	Crystal
5:00 pm–7:00 pm	Event	Explore Detroit Walking Tour	Meet in the first floor lobby at 4:45 pm to depart.
7:00 pm–8:30 pm	Meal	Dine Arounds	Sign up at Information Booth by Tuesday at 12:30 pm.
Wednesday, May 11, 2022			
7:30 am–9:00 am	Meal	Breakfast	Woodward
9:00 am–9:30 am	General	Welcome Remarks	Woodward
9:30 am–10:30 am	Keynote	Membership, Post-Pandemic: Why Your Supporters are Especially Critical for Recovery	Woodward
10:30 am–11:00 am	Break	Networking break with refreshments	Pre-Function
11:00 am–12:00 pm	Concurrent	A Measured Approach to Growing Annual Fund	Woodward
		The Human Impact of System Selection	Founders
		The Case for Hybrid Membership Programs	Crystal

Wednesday, May 11, 2022 [continued]

12:00 pm–1:30 pm	Meal	Lunch	Woodward
12:15 pm–1:15 pm	General	Virtual Roundtable: My Next Idea	Online
1:30 pm–2:30 pm	Concurrent	Building Community and Loyalty through Innovation	Woodward
		Harnessing the Power of Giving from Donor-Advised Funds	Founders
		Securing Internal & External Buy-in for the Transition to Digital	Crystal
2:30 pm–3:30 pm	Break	Sponsor Reception	Pre-Function
3:30 pm–4:30 pm	Concurrent	Innovation from the Frontlines	Woodward
		Leading From the Hot Seat	Founders
		Lessons from the Smithsonian	Crystal
6:00 pm–7:30 pm	Event	Reception at the Detroit Zoo	Meet in the first floor lobby at 5:15 pm to load on the bus.

Thursday, May 12, 2022

7:30 am–9:00 am	Meal	Breakfast	Woodward
9:00 am–9:15 am	General	Welcome Remarks	Woodward
9:15 am–10:30 am	Keynote	Made in Detroit: Building Relationships that Last	Woodward
10:30 am–11:00 am	Break	Networking Break	Pre-Function
11:00 am–12:00 pm	General	How Membership Represents the Heart of Every Museum	Woodward
12:30 pm–4:30 pm	Excursion	The Henry Ford Excursion	Meet in the first floor lobby at 12:15 pm to load on the bus. [registration required, additional fee, space limited]

This schedule is subject to change.

Session Tracks

Keep an eye out for these tags to help you decide which sessions to attend.



Acquisition



Annual Fund



Benefits & Programs



Change & Rebuilding



Diversity, Equity, Accessibility, & Inclusion



Engagement



Internal Buy-In



Retention



Technology & Innovation

Mon, May 9

General Session

1:00 pm–2:00 pm



A Digital Subscription Future

Woodward [in-person | online | will be recorded]

At MoMA, we are transitioning from an events-focused strategy to one where we serve our members content and services to enhance their experience. This session will explore how we are launching a new digital engagement platform that offers opportunities to discover, understand, and deepen appreciation of modern and contemporary art, and builds an on-ramp into a relationship with MoMA from anywhere. Find out how we are creating new value through digital-first interactive experiences, personalization by proactively offering content and functionality that speaks to individual interests, and a stronger conversion funnel through a member sign-in function.

Ellie Levitt, The Museum of Modern Art
Dore Murphy, The Museum of Modern Art

Break

4th Floor Pre-Function [in-person]

2:00 pm–2:30 pm

General Session

2:30 pm–3:30 pm

On-Ramp for Membership Managers

Woodward [in-person | online | will be recorded]

Looking for priorities and advice on launching a successful membership career and healthy membership program? Join this session designed for Membership Managers getting their start managing membership programs. Get an overview of the many duties and priorities you are responsible for with tips and trends to be covered in greater depth in sessions throughout this conference. Topics include membership operations, new member acquisition, renewals, benefits and pricing, plus planning, programming and member events. Get the perspective of a Membership Manager who will share her experience on her onboarding as a new manager and getting up to speed in your new role.

Dana Hines, Membership Consultants
Ellen Vohsing, Holden Forests and Gardens

Break

4th Floor Pre-Function [in-person]

3:30 pm–4:00 pm

General Session

4:00 pm–4:45 pm



AMMC Inclusion Update

Woodward [in-person | online | will be recorded]

In 2020, AMMC joined many organizations in publishing a statement of solidarity with Black Lives Matter. Following this statement, the organization established an Inclusion Committee. During this session, we'll share an update on our work, including our strategies, goals, and milestones thus far. We look forward to receiving community feedback and ideas during this session.

Meghan McCauley, Fine Arts Museums of San Francisco

Break

4:45 pm–5:30 pm



Detroit Institute of Arts

Opening Dinner

6:00 pm–9:00 pm

Detroit Institute of Arts

Detroit Institute of Arts is just a short bus ride from the hotel. Please meet in the first floor lobby near the Michigan Avenue entrance at 5:15 pm to load on the buses. We will depart from the hotel at 5:30 pm. Proof of vaccination or negative COVID test is required (see details below).

Join your colleagues for an evening at the Detroit Institute of Arts. Founded in 1885, the museum was originally located on Jefferson Avenue, but, due to its rapidly expanding collection, moved to the current site on Woodward Avenue in 1927. The Beaux-Arts building, designed by Paul Cret, was immediately referred to as the "temple of art."

The museum covers 658,000 square feet that includes more than 100 galleries, a 1,150-seat auditorium, a 380-seat lecture/recital hall, an art reference library, and a state-of-the-art conservation services laboratory.

The DIA's collection is among the top six in the United States, with more than 65,000 works. The foundation was laid by director William Valentiner (1924–1945), who acquired many important works that established the framework of today's collections. Among his notable acquisitions are Mexican artist Diego Rivera's *Detroit Industry* fresco cycle, which Rivera considered his most successful work, and Vincent van Gogh's *Self-Portrait*, the first Van Gogh painting to enter a U.S. museum collection.

A hallmark of the DIA is the diversity of the collection. In addition to outstanding American, European, Modern and Contemporary, and Graphic art, the museum holds significant works of African, Asian, Native American, Oceanic, Islamic, and Ancient art. In 2000, the DIA established the General Motors Center for African American Art as a curatorial department in order to broaden the museum's collection of African American art.

Buses depart from the Detroit Institute of Arts beginning at 8:30 pm to return to the hotel.

To attend events at the DIA, visitors will be required to show at the door a current photo ID and proof of full vaccination in one of the following forms:

- original vaccination card or photocopy
- clear image of vaccination card stored on a phone or electronic device
- documentation of vaccination from a healthcare provider or the MDHHS Michigan Care Improvement Registry (MCIR)
- *If you have a disability or sincerely held religious belief that prevents you from being vaccinated, you must present a negative COVID test result for entry. The test result must be from either a PCR test taken within 7 days of entry or from an antigen ("rapid") test taken within 6 hours of entry. Test results can be presented in either paper or electronic form. The test must have been administered by a testing center such as a lab, pharmacy, urgent care or the like. Home testing kit results will not be accepted for entry.*

Tue, May 10

Breakfast

Woodward [in-person]

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

Sponsored by  thelukenscompany

7:30 am–9:00 am

Welcome Remarks

Woodward [in-person | online]

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

Aidan Vega, AMMC President, Philadelphia Museum of Art
Kim Barrow, AMMC Host Chair, Detroit Institute of Art

9:00 am–9:30 am

Keynote

Woodward [in-person | online | will be recorded]



Welcome Spaces—An Examination of Culture, Context, & Community

There's a bit of grandeur that permeates the Museum's aesthetic. A reverence for the histories, cultures, and narratives contained within those walls. In an industry where we work to preserve the greatest works humankind has to offer, we

would assume that humankind implies inclusivity. I mean, we're all human right? Unfortunately, with steeped ingrained culture comes entrenched bias. In addition to bias, we have the preconceived notions of communities who have otherwise felt excluded. So how do we overcome the canyon between bias and historical exclusion? Honest conversation, intentional engagement, and an audit of the institution's storytelling. But here's the good news. In most cases, your community is right outside the walls of your institution, so we've got a leg up on how to find them. I want to examine what can become an unconscious barrier for making people feel excluded, how we have difficult conversations with communities to break those down, and how storytelling and engagement can be tools to create the inclusive museum experience of the future.

Eric Thomas, Chief Storyteller, City of Detroit

9:30 am–10:30 am

Break

4th Floor Pre-Function [in-person]

10:30 am–11:00 am

Concurrent Sessions

11:00 am–12:00 pm



Lights, Camera, Membership!

Woodward [in-person | online | will be recorded]

Join us on a journey through the Academy Museum of Motion Pictures' exciting road to grand opening on September 30, 2021. Learn how we built a robust membership acquisition program from the ground up and continued optimizing over time to reach a successful launch. Now that the museum is open, we'll also discuss where we go from here to sustain and grow a solid membership base moving forward.

Abby Kavanaugh, Academy Museum of Motion Pictures
Blair Kaye-Wallach, The Lukens Company



Unlocking the Secrets of Member Motivation

Founders [in-person | online | will be recorded]

In this insightful session, attendees will learn how researchers and membership managers are exploring the hidden drivers behind the decision to join. Attendees will hear from innovative museums that are re-envisioning membership categories and benefits with the customer journey in mind, including a focus on engaging teens. Plus, attendees will get a sneak peek into the findings from a first-of-its-kind industry-wide study that will significantly deepen our understanding of member motivations. Takeaways from this session will help membership managers make better decisions about benefits, pricing, and marketing strategies, including how to optimize the membership value proposition and cultivate new audiences.

Rosie Siemer, FIVESEED
Kayla Halchak, South Carolina Aquarium
Amanda Rothstein, Science Museum of Minnesota
Dan Sullivan, Cuseum



(Re)Building and Navigating the Pandemic Pivot

Crystal [in-person | online | will be recorded]

National Children's Museum closed in March 2020 after 18 days of operation due to COVID-19. For 18 months, the Museum faced the unique challenge of building a membership program from scratch when visitors were completely virtual. The Museum grew and inspired its membership during the closure by offering monthly virtual events that explored STEAM topics such as an exhibit design challenge, aeronautics, and climate change. The session will explore the Museum's navigation through its initial membership acquisition, virtual benefits, and providing a positive member experience in the world's new normal after reopening.

Caitlin McCarthy Schmid, National Children's Museum

Lunch

Woodward [in-person]

12:00 pm–1:30 pm

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

Sponsored by 

Virtual Roundtable: Show & Tell

Online

12:15 pm–1:15 pm

Join us for an informal virtual "Show and Tell" as we share the emails, solicitation letters, social media ads, web pages, or other noteworthy examples of digital or print membership marketing efforts that have caught our attention recently. Bring something you've produced yourself that you're extra proud of or bring something produced by a peer institution that caught your eye. Let's talk about why these examples work and how we can learn from them. You're welcome to join just for the discussion and share your feedback even if you don't have anything to show. And if you do have something to share, feel free to share a link or an image in advance through the link in Attendee Hub. This session is open to virtual and in-person attendees (just sign on virtually from the comfort of your hotel room).

Jennifer Jordan, LACMA

Concurrent Sessions

1:30 pm–2:30 pm



Building a Diverse Membership Program From the Ground Up

Woodward [in-person | online | will be recorded]

Join us at this exciting session where we'll share the rare experience of building a diverse museum membership program from the ground up (literally and

Tue, May 10

figuratively). Staff from the International African American Museum, opening in Charleston, SC in 2022, as well as their consultants, will share strategies, tips, tricks and challenges they overcame to create a national, omnichannel direct response program with tens of thousands of members generating millions of dollars in less than a year. From budgeting with minimal data, to new audience acquisition and messaging, attendees will come away with best practices and new insights to test out.

Adva Priso, Chapman Cubine Allen + Hussey
Mia Mack, Chapman Cubine Allen + Hussey
Sarah Raffurty, International African American Museum

Integrating the Database into Your Organization's DNA

Founders [in-person | online | will be recorded]

Membership programs have everything to gain by championing a culture of data. In this presentation, we'll walk you through our process of integrating data into our organization's DNA and share how it has helped us make data-informed, strategic decisions. We'll give you some tips and tricks that you can use to inspire your colleagues to be good data stewards and work towards establishing a strong culture of data at your own organization.

Emily Ferguson, San Diego Natural History Museum
Breanne Leach, San Diego Natural History Museum

New Membership Ideas Meet Tried & True Methods

Crystal [in-person | online | will be recorded]

Museums are investing in new ideas to attract new audiences, respond to challenges, and generate consistent membership revenue. Panelists will share innovative new programs including six-month memberships, auto-renewal, and recurring monthly memberships—covering implementation, integration within current structures, and impact on membership base and annual revenue. Success takes more than having a new idea—we'll dive into navigating internal politics, helping each other, and incorporating new membership types into your day-to-day work.

Mae Daniller, Daniller + Company
Aidan Vega, Philadelphia Museum of Art
Victoria Musselman, Brooklyn Museum
Cari Maslow, Daniller + Company

Break **2:30 pm–3:00 pm**

4th Floor Pre-Function [in-person]

Concurrent Sessions **3:00 pm–4:00 pm**

Bridging the Gap Between Membership and Annual Fund

Woodward [in-person | online | will be recorded]

Members are our institutions' most loyal supporters. In this session, we will explore the ways the Chicago History Museum has created a strong pipeline from membership to annual fund support, major gifts, and beyond. We will touch on events that engage our constituency, strategic renewals and solicitations, communication touchpoints, and our overall stewardship plan. This interactive presentation will also look at how data analytics can reveal your prospects for greater philanthropic support.

Justina Doyle, Chicago History Museum
Lauren Wissbaum, Chicago History Museum

Revitalizing a Declining Membership Program

Founders [in-person | online | will be recorded]

The Textile Museum, a nearly 100 year old institution, has faced a nearly 20 year decline in its member households and revenue. Danielle Tyson, assistant

director of museum membership and annual giving at the George Washington University Museum and The Textile Museum, will share more through this case study about her institution's work to create and implement a new strategy to stop the hemorrhaging, revitalize member benefits, and start to see re-growth in the membership program.

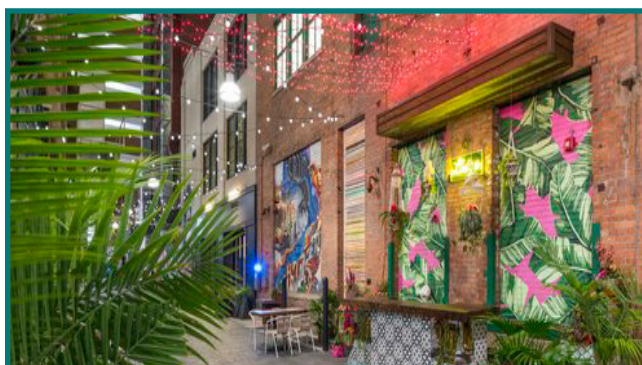
Danielle Tyson, George Washington University Museum & The Textile Museum

How to Win Friends (donors) Back & Influence (lapsed) People

Crystal [in-person | online | will be recorded]

The unthinkable happened in 2020. A pandemic made us a bunch of shut-ins and museums closed their doors for the better part of a year. Most membership programs experienced severe consequences from lack of acquisition and declining retention. If your story has a happy ending, you might have seen a loyal membership base swing back and renew their support once you resumed your "normal" activities. But what if those things didn't work with many COVID-lapsed members? The American Museum of Natural History and M+R will focus on specific steps to take to reactivate that stubborn segment. From analyzing current efforts, to implementing surveys, cultivations, and multichannel integrated efforts, we'll cover how to win back those lost sheep and strengthen your retention strategy for the future.

Yoonhyung Lee, M+R
Louise Adler, American Museum of Natural History



Belt Alley, Detroit

Explore Detroit Walking Tour **5:00 pm–7:00 pm**

Westin Book Cadillac area

Meet in the first floor lobby near the Michigan Avenue entrance starting at 4:45 pm to depart for the tour.

From art deco skyscrapers & modernist masterpieces to large scale sculptures & non-traditional canvases Downtown Detroit is full of jaw-dropping art & architecture. On this two-hour tour, you'll explore some of the great contributions of both prolific architects and emerging artists while our expert guide puts it all in context along the way.

Sponsored by  **CUSEUM**

Dine Arouds [Optional] **7:30 pm–9:00 pm**

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 Information Booth to check out the different dining options and sign up by Tuesday at 12:30 pm. All Dine Around reservations are for 7:30 pm.** You may also choose to gather a group of colleagues and venture out on your own.

Wed, May 11

Breakfast

Woodward [in-person]

7:30 am–9:00 am

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

Sponsored by



CHAPMAN CUBINE
ALLEN + HUSSEY

Welcome Remarks

Woodward [in-person | online | will be recorded]

9:00 am–9:30 am

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

Aidan Vega, *AMMC President*, Philadelphia Museum of Art

Kim Barrow, *AMMC Host Chair*, Detroit Institute of Art

Keynote

Woodward [in-person | online | will be recorded]

9:30 am–10:30 am



Membership, Post-Pandemic: Why Your Supporters are Especially Critical for Recovery

It's no secret: The coronavirus pandemic has profoundly affected the museum world, impacting how audiences think, behave, and make key decisions. As we emerge into the "new

normal," it's time for museums to take stock of the biggest changes that have emerged or were exacerbated by the pandemic. Research shows that effective membership programs are critical for successful museum recovery efforts. Armed with data from what is believed to be the largest ongoing survey of potential museum visitors in the United States, Colleen Dilenschneider of IMPACTS Experience will share research on the critical role of membership programs post-pandemic, and how the coronavirus has impacted how successful organizations engage with and cultivate their membership communities. From elevated expectations related to digital engagement to changes in the perceived value of membership benefits, this presentation will arm attendees with a broad understanding of key behaviors and perceptions that are already taking hold and influencing their work so that their museums may have the information required to recover as efficiently and effectively as possible over the next three to five years. Spoiler alert: Effective membership programs were increasingly important before the pandemic, but they are even more important now as museums rebuild and recover. We'll show you the math.

Colleen Dilenschneider, Chief Market Engagement Officer, IMPACTS

Sponsored by  DANILLER + COMPANY

Break

4th Floor Pre-Function [in-person]

10:30 am–11:00 am

Concurrent Sessions

11:00 am–12:00 pm



A Measured Approach to Growing Annual Fund

Woodward [in-person | online | will be recorded]

The Philadelphia Museum of Art has increased annual fund giving among members by 140% since 2014 while membership counts have stayed steady. Learn the several tactics that were employed over the past 7 years to achieve these results and strategies for creating a successful annual fund package.

Aidan Vega, Philadelphia Museum of Art

Erin Weaver, Pennington Gray



The Human Impact of System Selection

Founders [in-person | online | will be recorded]

When you think about a CRM system, what comes to mind? A computer displaying rows of data? Pie charts? A smiling team member greeting a donor? Did that last example surprise you? Often when we think about selecting a CRM system, we forget about the human impact. In practice, selecting the RIGHT system will have a huge effect on your stakeholders. In this session, the Field Museum, The National Civil Rights Museum, and JCA will discuss their system selection processes, and how people-centered choices can be transformational for members, visitors, and museum staff.

Anne Hargaden, JCA

Theresa Galaboff, The Field Museum

Vanessa Clark, National Civil Rights Museum



The Case for Hybrid Membership Programs

Crystal [in-person | online | will be recorded]

Membership managers in the (post) pandemic era all face a set of important questions as they rebuild and reimagine membership of the future, including how digital and in-person programs can coexist; help organizations reach DEAI goals; and how we can both engage our visiting members *and* attract and retain a digital audience. And maybe most importantly, how do we accomplish it all sustainably? This session uses a case study from the California Academy of Sciences, along with their design partner Gather Learning, to explore these timely questions.

Mindee Kashiwagi, California Academy of Sciences

Rob Urstein, Gather Learning

Lunch

Woodward [in-person]

12:00 pm–1:30 pm

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

Sponsored by **Schultz & Williams**

Virtual Roundtable: My Next Idea 12:15 pm–1:15 pm

Online only

Are you working on a new campaign or idea that's not quite ready for primetime? Share it with your peers for some next-level workshoping! Bring your next idea, whether it's still in the conceptual phase or just in need of a few finishing touches, and get real-time feedback from your peers in the industry. This is a great opportunity to broaden your perspective, refine your idea, and avoid potential pitfalls. If you don't have anything to workshop but would like to share your feedback, don't hesitate to sign up! If you have something to share and would like folks to take a look in advance, please share through the link in Attendee Hub. This session is open to virtual and in-person attendees (just sign on virtually from the comfort of your hotel room).

Jennifer Jordan, LACMA

Concurrent Sessions

1:30 pm–2:30 pm



Building Community and Loyalty through Innovation

Woodward [in-person | online | will be recorded]

The Museum of European and Mediterranean Culture (MUCEM), a national French museum which opened in 2013 in Marseille, has been a leader in France in private fundraising activities. This year, MUCEM is launching a new membership program, funded in its first year through sponsorships and a public grant for innovation, that will be entirely digital, bypassing traditional membership recruitment activities. Membership dues will be charged on an ongoing monthly basis and sign-ups will be done entirely on an

Wed, May 11

application that also serves as a communication tool, providing notification on special events and access to content exclusive to members. To encourage participation among residents of Marseille, one of the poorest cities in Europe, the program is priced accordingly to encourage inclusion and diversity.

Adrien Joly, MUCEM

Harnessing the Power of Giving from Donor-Advised Funds

Founders [in-person | online | will be recorded]

Donor-advised fund (DAF) giving was already increasing in popularity, but the pandemic prompted a huge surge in this type of giving. Learn what DAFs are, how they work, what kind of tracking you should have in place, and how to make it all work for you.

Jackie Biancolli Libby, Avalon Consulting Group
John Perell, Smithsonian Institution
Colleen Morith, Smithsonian Institution

Securing Internal & External Buy-in for the Transition to Digital

Crystal [in-person | online | will be recorded]

When spearheading digital transformation in membership, museums face both internal and external hurdles. If you believe the time has come to launch digital membership cards, or any other digital initiative, how do you secure organizational approval and generate enthusiastic member buy-in to make for a successful transition? This session will explore (1) how to obtain institutional acceptance by gathering relevant data points, quantifying return on investment (ROI), and demonstrating impact; and (2) how to approach digital roll-out and member communication in order to earn the positive support from your constituents that facilitates a smooth transition.

Dan Sullivan, Cuseum
Jennifer Thomas, Saint Louis Art Museum
Hunter Haas, Toledo Zoo
Amanda Tadajewski, Tellus Science Center

Sponsor Reception

2:30 pm–3:30 pm

4th Floor Pre-Function [in-person]

Enjoy refreshments while you spend some time getting to know our conference sponsors and learn how they can help your program succeed.

Concurrent Sessions

3:30 pm–4:30 pm

Innovation from the Frontlines

Woodward [in-person | online | will be recorded]

This case study from the Air Force Museum Foundation (free entry Museum) shows that implementing staff dedicated to visitor services at the entrance of the National Museum of U.S. Air Force™ increased visitor satisfaction and donor acquisition dramatically. Foundation Staff at the entrance offer general concierge services, such as overviews of the museum, while promoting paid attractions and opportunities to donate. Our innovative Connect, Serve, Offer model has realized over \$700,000 in additional revenue for the Foundation and increased on-site donor acquisition tenfold since July 2020.

Matt Lynch, Air Force Museum Foundation
Jesse Ward, Air Force Museum Foundation

Leading From the Hot Seat

Founders [in-person]

As membership leaders, we help share and shape our organization's vision of how we make the world a better place—but sometimes, we find ourselves in a position where we're not sure we're living up to that vision. Maybe your

organization's leadership is making decisions you don't agree with, or you're called out anonymously on social media, or you find yourselves on the receiving end of bad press, disappointed members, and disheartened staff. This panel discussion will be an honest discussion between leaders who have led through challenging situations like these, and an opportunity to generate ideas for how we might be better leaders in the future.

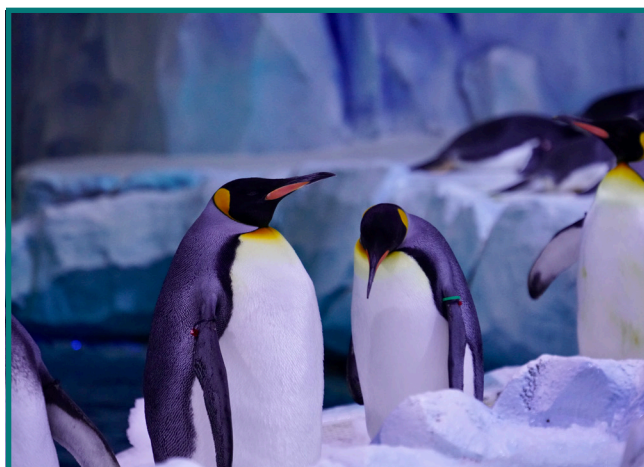
Meghan McCauley, Fine Arts Museums of San Francisco
Aidan Vega, Philadelphia Museum of Art
Jennifer Thomas, Saint Louis Art Museum
Tiffany Tessada, Seattle Art Museum

Lessons from the Smithsonian

Crystal [in-person | online | will be recorded]

Learn how four different Smithsonian membership programs took advantage of the pandemic to test different engagement strategies for their national membership base. From webinars to “experts on demand” and other forms of exclusive content, we'll talk about what worked, what didn't, our assumptions vs. reality, and how members have responded.

David Saunders, National Museum of the American Indian
Colleen Morith, Smithsonian Institution
Emily Dauer, National Air and Space Museum
Kevin Thomas, National Museum of African American History and Culture



Detroit Zoo

Reception

6:00 pm–7:30 pm

Detroit Zoo

Please meet in the first floor lobby near the Michigan Avenue entrance at 5:15 pm to load on the buses. We will depart from the hotel at 5:30 pm.

Get your dose of Vitamin Z, while strolling through the Detroit Zoo.

AMMC attendees will enjoy specialty drinks and sample authentic Detroit classics such as American Coney Island's Detroit-style chili dog, the Coney and Buddy's Pizza, home of the original square shaped iconic pizza along with other “zoonique” culinary creations, while exploring 125 acres featuring award-winning attractions like the Polk Penguin Conservation Center where you will see a fabulous flock of more than 75 penguins swimming, diving and waddling about the largest center for penguins in the world!

Sponsored by



Buses depart the Detroit Zoo beginning at 7:00 pm to drop off at the hotel.

Thu, May 12

Breakfast

7:30 am–9:00 am

Woodward [in-person]

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

Welcome Remarks

9:00 am–9:15 am

Woodward [in-person | online | will be recorded]

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

Aidan Vega, AMMC President, Philadelphia Museum of Art
Kim Barrow, AMMC Host Chair, Detroit Institute of Art

Keynote

9:15 am–10:30 am

Woodward [in-person | online | will be recorded]

Made in Detroit: Building Relationships that Last

Building relationships with constituents happens across industries, and it's the durable relationships and strong communities that get brands through the hardest times. Join a conversation with Detroit-area industry leaders to learn how to develop and activate loyal communities of fans for long-term sustainability.

Doug Clark, Publisher and Director of Business Development, Hagerty
Emily Griffin, Vice President of Marketing, Detroit Lions
Amanda Dennis, Director of Ticket Sales, Detroit Red Wings
Moderated by Mike Moseley, The Henry Ford

Break

10:30 am–11:00 am

4th Floor Pre-Function [in-person]

General Session

11:00 am–12:00 pm

Woodward [in-person | online | will be recorded]

How Membership Represents the Heart of Every Museum

In this capstone session, we will explore and celebrate how membership professionals exemplify a style of leadership that builds trust and confidence within organizations and with constituents. We're relational leaders who embody three important characteristics: stewardship, commitment, and community building. You will hear how we can nurture and leverage these key traits within ourselves to be agents of transformation and growth in our membership programs and more broadly in our museums and cultural organizations.

Mike Moseley, The Henry Ford

Conference Excursion | The Henry Ford

12:30 pm–4:30 pm

Limited space with pre-registration required. Ticket cost: \$95

Please meet in the first floor lobby near the Michigan Avenue entrance at 12:15 pm to load on the bus. We will depart from the hotel at 12:30 pm. Buses will leave The Henry Ford at 4:00 pm to return to the hotel after the excursion. If you have an evening flight we recommend you bring your luggage and take a ride share straight to the airport to minimize travel time.

Complete your Detroit experience with a trip to The Henry Ford!

Step into a world where past innovations fuel the imagination of generations to come. A vibrant exploration of genius in all its forms, Henry Ford Museum of American Innovation allows you to experience the strides of America's greatest minds while fully immersing yourself in their stories. Step inside the bus where Rosa Parks took a stand by taking a seat. Play pilot as you explore flight innovations, starting with the Wright brothers' achievements, or make yourself at home inside Buckminster Fuller's circular Dymaxion House. Put yourself in the place of the movers and shakers who blazed the trail to where we stand today. And in doing so, discover your own path.

Trip cost includes bus transportation and a boxed lunch.



The Henry Ford

The next American Museum Membership Conference will be held in Fall 2023 (watch the website for more information). In the meantime, stay tuned for our next round of Virtual Events!

Presenter Bios

Louise Adler

Senior Director of Membership & Annual Fund, American Museum of Natural History

With expertise in corporate, major donor, special event and direct response fundraising; Louise manages the direct response programs, digital fundraising, onsite membership operations and member events at the American Museum of Natural History. Prior to joining the Museum in 2009, she held positions at the Sundance Institute, Goodman Theatre, Boca Raton Museum of Art, MOCA-Los Angeles, Alvin Ailey American Dance Theater and KCET-Public Television for Southern California. A graduate of Northwestern University's School of Communications, she enjoys spending time with her two children and has a fondness for Pembroke Corgis.

Jackie Biancolli Libby

Vice President, Avalon Consulting Group

Jackie rejoined Avalon after serving as Manager of Annual Giving at the John F. Kennedy Center for the Performing Arts, where she focused on acquiring, reinstating, renewing, and upgrading Members and patrons. She also played an active role in facilitating the merger of the Washington National Opera and Kennedy Center Membership programs. She channels her passion for the arts into implementing successful multi-channel fundraising campaigns for many of Avalon's clients, including The Trustees, Friends of the Smithsonian, the American Air Museum in Britain, the Monterey Bay Aquarium, the John F. Kennedy Presidential Library Foundation, and the John F. Kennedy Center for the Performing Arts. While active in the DC arts scene, Jackie spends much of her free time admiring the many art projects created by her two-year-old daughter, Abby.

Doug Clark

Publisher and Director of Business Development, Hagerty

Doug Clark is Publisher and Director of Business Development at Hagerty where he leads Hagerty's efforts to monetize its media properties and works to establish and maintain long term win-win relationships with current and potential partners. He joined Hagerty in February 2015 as the Vice President of Marketing helping to drive improvements in all its brand metrics. A car guy at heart, Doug has 26 years of marketing and public relations experience. He is also a Steering Committee Member for America's Automotive Trust. Prior to joining Hagerty, he spent the last 18 years working for Audi in their U.S. and Canadian headquarters in the areas of marketing, public relations, sales, social media and customer experience. Before Audi, he spent 10 years in the world of advertising and marketing working at J. Walter Thompson, Mars Advertising and Gillespie Advertising. Doug has a B.A. from Princeton University in the area of International Relations. He is married with two sons - he already taught one of them to drive a manual transmission on his 2001 Audi TT Roadster and looks forward to teaching the other.

Vanessa C. Clark

Volunteer/ Intern Manager & Development Associate, National Civil Rights Museum

Vanessa holds a Master of Business Administration (MBA) from Belhaven University. She is pursuing her second post-graduate degree, a Master of Nonprofit Management (MNM) at the University of Memphis. Additionally, Vanessa has earned a Certification in Leadership and a Certificate in Fundraising from University of Memphis.

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.

Emily Dauer

Advancement Specialist, National Air and Space Society & Wall of Honor, National Air and Space Museum

Emily Dauer has eight years of fundraising experience at the Smithsonian's National Air and Space Museum. She works with the Museum's partners to execute direct response campaigns, and also manages online giving, call center operations, correspondence, acknowledgments, stewardship, and events. Additionally, Emily oversees the day-to-day operations of the Wall of Honor at the Steven F. Udvar-Hazy Center. She received her Bachelor's degree in American Studies from the University of Virginia.

Amanda Dennis

Director of Ticket Sales, Detroit Red Wings

Amanda Dennis is the Director of Ticket Sales for the Detroit Red Wings. In her role, Dennis oversees all aspects of new business and group sales and the planning of season ticket member events and offers in order to generate revenue and fan engagement. Dennis joined the organization from Kroenke Sports & Entertainment, where she served as Group Sales Manager for the Colorado Rapids of Major League Soccer. Over a five-year period with the Rapids, Dennis also served as an account executive and senior account executive. Dennis received her Bachelor of Arts in Mass Communications from Winona State, where she was a student-athlete on the women's soccer team. She completed her Master of Business Administration in Strategic Leadership from Dakota Wesleyan University.

Colleen Dilenschneider

Chief Market Engagement Officer, IMPACTS

Widely regarded as a leader of the next generation of nonprofit executive management, Colleen Dilenschneider oversees multiple audience engagement initiatives on behalf of clients in the nonprofit and cultural sectors. Colleen uses data to both identify and predict emerging market opportunities, and helps nonprofit organizations maintain their relevance and secure their long-term financial futures by building affinity with their onsite and virtual audiences. Colleen has worked with many of the most admired and successful entities in the nonprofit realm, including projects concerning the Monterey Bay Aquarium, California Academy of Sciences, Carnegie Museums, Stanford University, Exploratorium, National Park Service, Colonial Williamsburg, San Diego Zoo, and many others. Colleen also currently serves on the Board of Directors at the National Aquarium. She is the author and publisher of the popular website Know Your Own Bone, a data-informed resource for cultural organizations, and has been a featured expert in sources ranging from NPR's Marketplace to The Wall Street Journal and Washington Post. She has been prominently featured in many national museum publications, and as required reading for museum studies and professional development programs globally.

Justina Doyle

Member Relations Manager, Chicago History Museum

Justina Doyle is the Member Relations Manager at the Chicago History Museum. She holds a B.A. in Music Business and Commercial Music from Millikin University and a M.A. in Arts Management from the University at Buffalo New York. She has worked for various arts organizations including the Carrousel Factory Museum, Slee Concert Hall, Grant Park Music Festival, and the International Museum of Surgical Science. She enjoys planning events, chatting with members, and hanging out with her baby girl Josie, husband, and cat, King Julian. She looks forward to swapping membership stories and learning from everyone at AMMC!

Presenter Bios

Emily Ferguson

Membership Manager, San Diego Natural History Museum

Emily has been working in the non-profit sector for 7 years and is currently the Membership Manager at the San Diego Natural History Museum. While helping with the Raiser's Edge to Altru conversion at The New Children's Museum, Emily discovered the power of data. She loved seeing how all the pieces of data fit together and thinking through how to best organize the data for helpful reporting. Outside of work, Emily enjoys hanging out with her husband and their rescued dog, playing nerd games with friends, and visiting the Okapi at the San Diego Zoo.

Emily Griffin

Vice President of Marketing, Detroit Lions

Serving as the Detroit Lions Vice President of Marketing for the past six seasons, Emily Griffin oversees all brand and consumer marketing operations including game day entertainment, special events, content production and the Club's digital, social and mobile platforms. Griffin led the team's 2017 rebrand, including the redesign and launch of four all-new uniforms. She played an integral role in the strategic planning and execution of a \$100MM renovation to Ford Field the same year. Griffin joined the Lions in December 2014 as digital media and corporate partnership strategist, tasked with aligning the team's digital, social and mobile platforms, streamlining corporate partner activations in the space and driving digital media revenue. Before entering the NFL, Griffin spent more than three years (2012-2014) with HelloWorld, Inc. (formerly ePrize) in a variety of roles. Most notably, she was account director for the firm's largest client, the Coca-Cola Company, developing and executing digital marketing campaigns for their sports and entertainment partners. Griffin began her career with Palace Sports & Entertainment in 2008 as a marketing coordinator. She spent 3 seasons in the NBA where the Pistons named her 2009 Corporate Marketing Employee of the Year; she was promoted to account manager in 2011. While with PS&E, Griffin implemented corporate sponsorships for all of their properties (Detroit Pistons, The Palace of Auburn Hills, DTE Energy Music Theatre, Meadow Brook Music Festival). Griffin graduated from Hope College in Holland, Michigan with degrees in Communication and Political Science.

Hunter Haas

Assistant Director of Membership, Toledo Zoo

Hunter has been with the Toledo Zoo membership team for three years, playing a role in membership sales, service and database management. He has a background in professional sports and entertainment and is a graduate of Bowling Green State University. In his spare time Hunter enjoys playing board games with his wife Cassie and managing their home zoo, consisting of four cats and a dog.

Kayla Halchak

Membership Manager, South Carolina Aquarium

Kayla has served as the Membership Manager of the South Carolina Aquarium since 2019. She focuses her efforts on the implementation of a membership plan that aims to double the Aquarium's membership base by 2025. After graduating from Clemson University, Kayla worked in advertising before moving to Charleston, SC six years ago to work in tourism marketing at Patriots Point Naval & Maritime Museum. As the museum's Marketing Manager, she was charged with developing a comprehensive \$1.2M tourism marketing and advertising plan that supported multiple revenue streams including admission, special events, groups and overnight camping – collectively working to bring 330,000 guests to the museum each year.

Anne Hargaden

Manager, Professional Services, JCA Inc.

Anne Hargaden joined JCA in 2011 and helps clients with organizational CRM assessments, system selections and implementations, systems integrations,

business process analysis, software needs analysis, and project management. Anne works with a variety of nonprofit areas, including fundraising, ticketing, membership, and education. Anne has assisted organizations across North America, including American Museum of Natural History, The Tech Museum of Innovation, Smithsonian American Art Museum, Detroit Institute of Arts, National Arts Centre of Canada, Children's Hospital Foundation, Rollins College, John F. Kennedy Library Foundation, The Field Museum, The Franklin Institute, and more. Before joining JCA, Anne worked for Atlanta institutions, the High Museum of Art and the Atlanta Botanical Garden. In both positions, she oversaw budgeting for the membership department, member communications, event planning, gift processing and reporting, benefit fulfillment, and member services. She was responsible for managing membership acquisition, renewal, and upgrades through mail, phone, and online campaigns. Anne holds a Bachelor's degree in English and French from the University of Georgia. She lives in Atlanta, and she is delighted to return to AMMC!

Adrien Joly

Head of Development, MUCEM

After a training as a historian with a Master's degree in arts and culture, Adrien Joly began his career working for the Royal Pavilion's visitors service in England in 2003. He then joined the team of the Château de Versailles during the presidency of Jean-Jacques Aillagon where he was in charge of sponsorship. In 2012, he started to work for the Mucem team as responsible for communication and sponsorship. Since 2014, he is now head of the department for development, which concentrates the Museum's own resource activities together with the institutional relations.

Abby Kavanaugh

Associate Director, Membership and Annual Giving, Academy Museum of Motion Pictures

Abby Kavanaugh is the Associate Director of Membership and Annual Giving at the Academy Museum of Motion Pictures in Los Angeles. She has been at the Academy Museum building its membership program in preparation for its grand opening on September 30, 2021. She is a marketing specialist with over 20 years of experience in direct response marketing and advertising across a broad spectrum of industries. Her experience focuses on member and donor engagement, data analytics, and member retention strategy. Abby began her career in film programming for international film markets and festivals.

Blair Kaye-Wallach

Senior Account Director, The Lukens Company

As Senior Account Director at The Lukens Company (TLC), Blair brings over fourteen years of direct marketing knowledge to our clients. In her role, she creates data-driven multichannel strategies that grow revenue and increase response. Blair also oversees an account team dedicated to helping arts and cultural clients achieve membership and marketing goals. She's presented at the American Museum Membership Conference and had her work recognized with multiple MAXI Awards. Prior to joining TLC, she developed a unique direct response fundraising perspective and skill set through working with a network of Feeding America food banks, Mars Chocolate, and Pedigree Petfoods.

Mindee Kashiwagi

Director of Membership, California Academy of Sciences

Mindee Kashiwagi is the Director of Membership at the California Academy of Sciences. She brings over 20 years experience in education, financial services, and non-profit marketing and program management to her work at the Academy where she oversees Membership product development, programs, marketing and operations. She holds a master's in 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 outdoors with her husband and young son.

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Breanne Leach

Database Administrator, San Diego Natural History Museum

Breanne has worked in the arts and culture non-profit sector nearly 15 years. Prior to her current role as Database Administrator, she managed the ticket programming and reporting for admissions, group sales, and education programs. Her journey through several roles has given her a unique insight into the different relationships and needs that other departments, like membership, have with the database. She is passionate about designing your systems for better end reporting. Outside of work, you'll often find Breanne at the beach taking pictures of the sunset or talking at length about her favorite TV shows.

Yoonhyung Lee

Senior Vice President, M+R

Yoon has served nonprofits for more than 20 years, providing leadership in communications and digital fundraising to flagship nonprofit, public media and cultural organizations. 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.

Ellie Levitt

Assistant Director, Membership, The Museum of Modern Art

Ellie is Assistant Director of Membership at MoMA, overseeing acquisition, loyalty, and donor cultivation strategies, as well as every aspect of member content and programming—from an informative onboarding process to digital and in-person engagement touchpoints that lead to retention and increased giving across a member's lifetime. Her dedication to experimentation in business has evolved in roles across the arts and in innovation consulting. She enjoys deconstructing complex quantitative data to identify key insights that, when combined with meaningful customer behaviors, inform strategic planning and a rewarding user experience. She holds a B.A. in Art History and English from the University of Pennsylvania and an M.B.A. from Yale School of Management.

Caitlin McCarthy Schmid

Advancement & Membership Manager, National Children's Museum

Prior to joining the Museum, Caitlin fundraised for cultural institutions in Washington, D.C., and Philadelphia. She holds a Master's Degree in Arts Administration from Drexel University and has a background in performing arts. In her free time, Caitlin enjoys spending time with her husband and their dog, as well as exploring craft breweries, finding new restaurants, and listening to live music.

Meghan McCauley

Director of Membership, Fine Arts Museums of San Francisco

Meghan McCauley is the Director of Membership at the Fine Arts Museums of San Francisco (the de Young museum and Legion of Honor), the third-largest art museum membership in the United States. She has previously worked in membership at Pérez Art Museum Miami (PAMM) and the Los Angeles County Museum of Art (LACMA). Meghan joined the American Museum Membership Conference board in 2018 as co-VP of Programming and transitioned into a new role as VP of Inclusion in 2020.

Colleen Morith

Assistant Director, Smithsonian Giving Circles, Smithsonian Institution

Colleen Morith is the Assistant Director with Friends of the Smithsonian focusing on the midlevel constituency, identifying, upgrading and stewarding members who give \$1,000-\$25,000. In this role she has developed a collaboration with the major gifts team to identify members who have the capacity to give at a higher level. A majority of her career has been in the museum field. Prior to

joining Friends of the Smithsonian she worked at a small museum as well as the National Gallery of Art. These experiences have provided perspective when working with the Friends of the Smithsonian. She has a MA degree in Museum Studies from The George Washington University.

Mike Moseley

Director of Leadership Development and Training, The Henry Ford

Mike Moseley is responsible for Talent and Leadership Development at The Henry Ford, Michigan's largest culture attraction. He is a primary author and facilitator of their institute wide hospitality orientation initiative, Inspiring Service. In 2019 he inaugurated The Henry Ford's foundational leadership initiative, Inspiring Leadership. In his previous role as Senior Manager of Guest Services, Mike and his team, in collaboration with their Marketing colleagues at The Henry Ford, 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 40 years in non-profit leadership.

Dore Murphy

Director of Membership, The Museum of Modern Art

Dore Murphy is the Director of Membership at The Museum of Modern Art where she leads growth strategy and operations for MoMA's membership program. Previously, Dore ran marketing for the Content & Services division at Samsung Electronics where she was responsible for driving awareness, activation, and engagement across Samsung's digital content ecosystem. Dore's experience in marketing digital services runs deep from leading the Digital Subscription team at The New York Times to running marketing for Pager, a healthcare technology startup based in NYC. Dore began her career in brand marketing at Ralph Lauren and The New York Times and loves to use data and quantitative analysis to validate qualitative hypotheses and enhance a brand story. Dore strives to develop strategies that add value to the users' experience, because loyalty and advocacy are the most powerful tools.

Victoria Musselman

Membership Manager, Brooklyn Museum

Victoria Musselman is Membership Manager at the Brooklyn Museum, where she has worked since 2016. Prior to joining the Brooklyn team, she worked in development at the Bronx Museum of the Arts and interned at the New Museum of Contemporary Art and Fraunces Tavern Museum. She earned a B.A. in American Studies from Barnard College, where she completed a thesis on the Metropolitan Museum of Art's admission policies in its early days. Victoria joined the Virtual Programs Committee of AMMC in 2020. This is her first time attending the conference as a presenter (her third AMMC overall) and she is excited to meet, and learn from, so many wonderful peers.

John Perell

Director of Strategy and Member Experience, Smithsonian Institution

John Perell has been fundraising with nonprofits for 20 years and has been with Smithsonian since 2013 as the Director of Strategy for Member Experience, Direct 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, International Museum Membership Conference and AMMC.

Adva Priso

Senior Vice President, Chapman Cubine Allen + Hussey

Adva is a frequent speaker at nonprofit conferences and has been interviewed

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for and published in numerous publications about topics such as fundraising, lead generation and donor acquisition, mid-level donor engagement and creating content that drives action. She graduated from the University of Minnesota with a degree in broadcast journalism and lives with her husband, two daughters and dog in Maryland.

Sarah Raffurty

Membership Manager, International African American Museum

Sarah has been honored to work for a diverse array of institutes and hope to continue to share her expertise and passion in this continually changing field of nonprofits.

Amanda Rothstein

Senior Membership & Community Gifts Manager, Detroit Institute of Art

Amanda Rothstein is a fundraiser with over 15 years of experience. Throughout her career, Amanda has primarily focused on membership and annual fund giving for human services organizations, higher education, and public media. She is currently the Senior Membership & Community Gifts Manager at the Science Museum of Minnesota, and also copy writes for the membership teams at Chicago Public Media and Minnesota Public Radio. Amanda is invested in compassionately disrupting the traditional museum audience and creating a community resource and experience that is welcoming and accessible for all.

David Saunders

Director of Membership, National Museum of the American Indian

David Saunders has more than 18 years of experience in direct response fundraising, and at the National Museum of the American Indian, he oversees a comprehensive program that incorporates direct mail, online fundraising, and telemarketing. David has presented at multiple industry events, including the American Museum Membership Conference, the Direct Marketing Fundraisers Association, the Direct Marketing Association Nonprofit Federation, the International Museum Membership Conference, and NTEN. He studied Modern European History at the University of North Carolina at Chapel Hill and the University of Konstanz (Germany).

Rosie Siemer

Founder + CEO, FIVESEED

Rosie Siemer is a world-renowned expert in museum audience development and membership. Under Rosie's leadership, FIVESEED has guided dozens of museums in the development and execution of data-informed strategies that deepen member engagement. Rosie's book, *Museum Membership Innovation: Unlocking Ideas for Audience Engagement and Sustainable Revenue*, explores the trends shaping the future of cultural organizations and offers innovative strategies designed to help them survive—and thrive—in today's rapidly changing marketplace. She also co-authored a comprehensive membership resource, *Membership Marketing in the Digital Age*. Rosie frequently facilitates workshops on audience development and speaks on the topics of building empathy, choice architecture, and the future of membership. She also enjoys sharing her time with professional, cultural and community organizations, and has served on a number of boards, including the Denver Police Museum and World Trade Center Denver. Rosie is a member of the Museums As Progress Community and co-founder of the Membership Innovation group. When she's not researching, writing, or museum hopping, Rosie enjoys Scotch-tasting and watching sci-fi movies.

Dan Sullivan

Head of Growth and Partnerships, Cuseum

Dan Sullivan is the Head of Growth & Partnerships at Cuseum, a company helping cultural organizations leverage the power of technology. Having grown up around arts, history, and antiques, Dan gained an appreciation for culture at a young age and applies that excitement to the cultural world every day. Dan

has served as the visiting Entrepreneur in Residence at Endicott College's Angle Center for Entrepreneurship. He also currently serves on the Board of Advisors for Endicott's Entrepreneurship center, and is the founder of a nonprofit of his own. Dan also enjoys mentoring students and entrepreneurs through programs like Techstars, BUILD, and the Rubicon Centre.

Amanda Tadajewski

Membership Manager, Tellus Science Museum

Amanda has been the Membership Manager at Tellus Science Museum for 8 years. Having started her career at Tellus in the Guest Services department when the museum opened, she has used her customer service experience and the knowledge gained from working directly with members and visitors on a daily basis to build an extremely successful membership program. In addition to overseeing the museum's membership program, Amanda also organizes the museum's 21+ events. In her free time, Amanda enjoys traveling with her husband and running races at Disney World!

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 30,000 member households. Over her 20+ years at SAM Tiffany has 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 responsibilities to include oversight of the museum's donor database, mid and upper level membership programs and annual giving. Tiffany joined the American Museum Membership Conference board in 2017 as Host Committee Chair for Seattle and currently holds the position of VP of Communications.

Eric Thomas

Chief Storyteller, City of Detroit

Eric Thomas is an entrepreneur, storyteller, social commentator, brand strategist, artist, and self-taught designer. His life is one that proves many things can be true at once and no one is defined by any one part of their identity. During his career he has worked with hundreds of businesses and organizations to help them develop their brands, connect to their markets, and grow in ways they did not know was possible. Known for his unique perspective, engaging communication style, and sharp sense of humor, Eric has made a name for himself as a speaker, writer, and adept networker.

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 20,000 households, the visitor and member experience department, the processing and fulfillment center, and the Museum's fundraising auxiliary board. Jennifer is the current VP Strategy & Planning of the American Museum Membership Conference Board and a member of the Development & Membership (DAM) Network of AAM. 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.

Kevin Thomas

Senior Manager, Membership and Annual Fund, National Museum of African American History and Culture

Kevin Thomas is the Senior Manager, Membership and Annual Fund, for the

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National Museum of African American History and Culture (NMAAHC), the Smithsonian's 19th museum. Prior to the Museum opening, Kevin was Senior Manager for Prospect Development for NMAAHC where he led major gift identification, pipeline development, and relationship management. Kevin joined the Smithsonian in 2009 as the Advancement Research Manager for the Smithsonian's cultural and history museums. He served as a member of the Campaign Operating Committee for the Smithsonian's first capital campaign (completed in 2017). He helped launch and is currently an advisory council member of the Smithsonian's Advancement Academy which provides professional development curricula for Smithsonian employees. In 2016, he created Fit2Open, a staff engagement initiative leading up to the opening of the NMAAHC. Kevin is a graduate of the University of Pittsburgh, Hofstra University, and earned a Certificate in Nonprofit Management from Georgetown University.

Danielle Tyson

Assistant Director of Museum Membership and Annual Giving, George Washington University Museum and The Textile Museum

Danielle Tyson has been with the George Washington University Museum and The Textile Museum since 2016 and oversees its membership and annual giving programs. In addition, she also manages the museum's development events and advocates for data-driven decision making whenever possible. She also works with the College and University Art Museums Reciprocal Program to organize and present advancement focused professional development round table discussions for her university museum peers. She earned her bachelor's degree in art history and archaeology with honors and her master's in museum studies with a concentration in museum management from the George Washington University.

Rob Urstein

Co-Founder, Gather Learning

Rob Urstein is a co-founder of Gather Learning, and on the faculty of the Graduate School of Business at Stanford University where he teaches courses on innovation in higher education. Gather empowers the world's leading universities, museums, and cultural organizations to bring together their people, programs, and insights to better serve all of their audiences by strengthening digital and in-person experiences, expanding inclusion, and supporting growth?

Aidan Vega

Director of Membership and Audience Strategy, Philadelphia Museum of Art

Aidan Vega has a passion for engaging people with art and over the past 20 years she has used it to grow and strengthen museum audiences throughout the Philadelphia region. In her current role as the Director of Membership and Audience Strategy at the Philadelphia Museum of Art, Aidan is responsible for the acquisition, retention, and stewardship of 30,000 membership households and works cross-institutionally to develop new audiences for the museum. The membership program includes gifts ranging from \$40-\$2,499 and the Young Friends program serving ages 21-45. Prior she was the Director of Audience Engagement at the Barnes Foundation overseeing public programs, business systems and membership where she grew the membership program from 300 to 25,000 households in three years. Aidan has her MS in Arts Administration from Drexel University.

Erin Weaver

Founder & CEO, Pennington Gray

Erin Weaver is the Founder of Pennington Gray, a private advisory firm that grows audience, membership & subscription programs. Direct mail and digital marketing are at the core of work. Founded in 2012, Pennington Gray has since grown to be among the top 2% of women-owned businesses in the US, and has been regularly featured in publications such as Forbes and Inc. Pennington Gray's clients include Philadelphia Museum of Art, Studio Museum in Harlem,

Sesame Workshop, and The Whitney Museum of American Art. Erin began her career running direct programs for The Metropolitan Opera where she headed membership, annual fund, and Live In HD fundraising programs during its historic record-breaking fundraising year, as well as The Museum of Modern Art, from which she received the prestigious Lee Tenenbaum Award from MoMA's Director and Board of Trustees for her work in growing the membership base to record highs. Erin holds degrees from New York University and Arizona State University; has taught museum fundraising for the MA program at Seton Hall University; and, sat on the board of the Direct Marketing Fundraisers Association. She is a current Member of both The Forbes Business Council and the Entrepreneurs' Organization (EO). In her early years she attended Walnut Hill School of the Arts, and was a lead singer in a rock band, playing venues like CBGB's and Lollapalooza.

Lauren E Wissbaum

Individual Giving Manager, Chicago History Museum

Lauren Wissbaum is the Individual Giving Manager at the Chicago History Museum. She holds a B.S. in Anthropology from Loyola University Chicago and an M.A. in Museum Studies at the University of Leicester, UK. She has 8 years of experience working in development at Museums, including five years at the Field Museum. Lauren's primary tasks at CHM include solicitation and targeted communication to mid-to high-level donors, stewardship of giving societies such as the Museum's Historical Alliance, and qualification of major gift prospects. In her spare time, Lauren enjoys reading, running with her dog, Ember, and playing hide-and-go-seek with her one-year-old son, Avery. This is Lauren's first time at AMMC and she is honored to join this prestigious community of peers.



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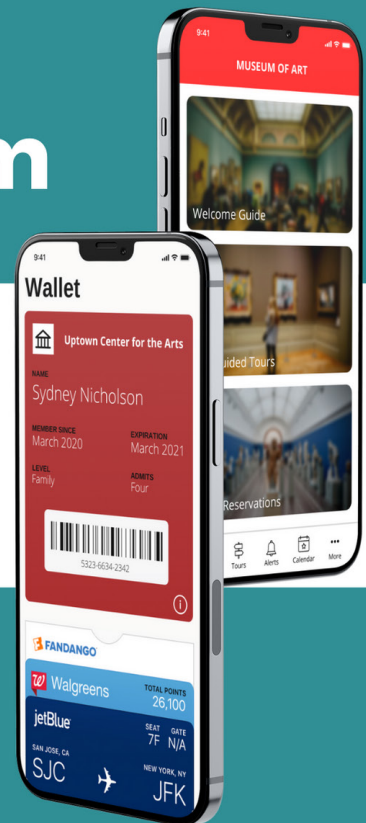
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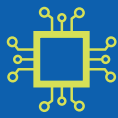
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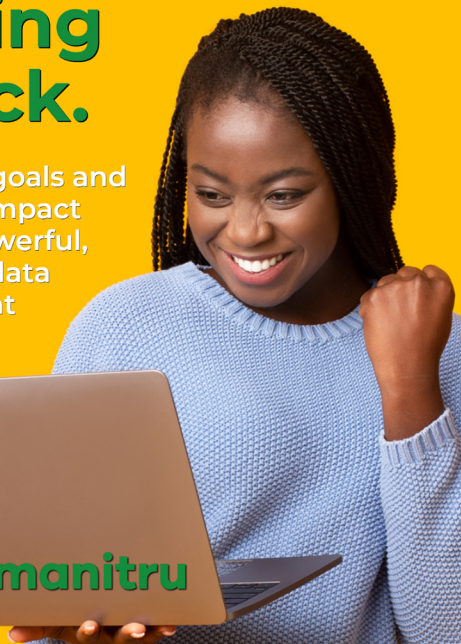
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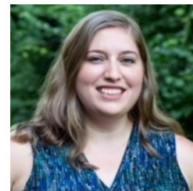


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