

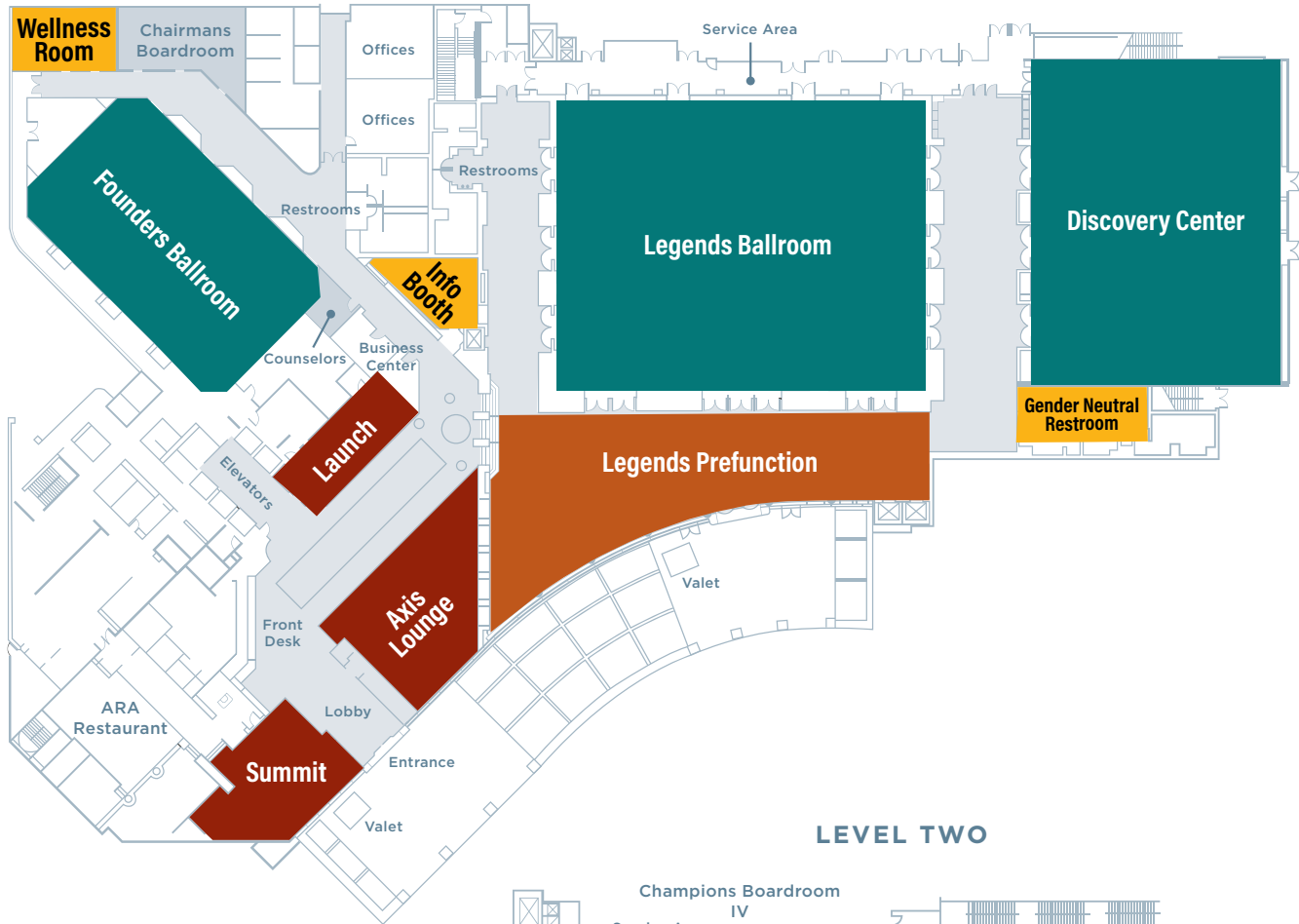
AMMMC
American Museum Membership Conference
Houston, TX • Oct 23–26, 2023

**REBUILDING
COMMUNITIES**

#AMMC2023

Royal Sonesta Map

LOBBY LEVEL



LEVEL TWO



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Dear Membership Colleagues,

It is an honor to join you at AMMC 2023. Whether you are in Houston or with us virtually you have a week of learning and connection ahead of you.

This year is a banner year for AMMC. We received a record number of program submissions, attendance is the highest we have seen for an in person event, and we have welcomed many new sponsors to support the conference.

The success this year is not wholly surprising when we look at the growing importance of the membership field. Cultural organizations look to increase their audiences, serve their communities in new ways, while also recovering from the economic losses of the pandemic. This is what membership does. It builds and grows communities around missions, and one of the indicators of its success is revenue. Out of these ideas came our conference theme, *(Re) Building Communities*, and we have an amazing slate of sessions that will help you explore this topic and the best practices for success with your colleagues from across the country.

The power of community is clear when you look at AMMC. Started in 1980 by a small group of membership managers, this conference has grown over time to serve more and more people and further professionalize the field. AMMC still remains almost all volunteer run and I cannot thank those volunteers enough for the effort they put in, on top of their regular jobs, to make this time for us to gather possible. Other important members of our community are Ruth White, our conference manager, who does and knows all things. And of course our sponsors, whose financial support helps us keep AMMC affordable and allows us to provide scholarships for those that need them most. If you run into any of these folks this week, please take a moment to thank them.

And most of all, thank you for being part of the AMMC community. I am ready to be curious and inspired with all of you and have a bit of fun this week. Enjoy!

Warmest wishes,

Aidan Vega

Get More Involved with AMMC

We are looking for folks to join the following AMMC committees for the 2024-2025 cycle.

Conference Program | review session proposals and create the conference program

Virtual Events | facilitate virtual events throughout the year

Sponsorship | identify and cultivate sponsors

Communications | craft and implement communications

Inclusion | review and facilitate scholarships, networking groups, working agreements, community guidelines, and other initiatives designed to make the conference organization and events more inclusive and equitable



If you are interested, please fill out the form by November 30.

AMMC MISSION

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

AMMC 2022-2023 Board Members

Aidan Vega, President
Philadelphia Museum of Art

Jennifer Garza, Host Chair
Museum of Fine Arts, Houston

Chelsea Jackson, Sponsorship Co-chair
Cleveland Museum of Art

Jennifer Jordan, AMMC Virtual Co-chair
LACMA

Mindee Kashiwagi, Program Co-chair
California Academy of Sciences

Mariely Lemagne, Communications
Bellevue Arts Museum

Karen Mahoney, AMMC Virtual Co-chair
Savoy Automobile Museum

Meghan McCauley, VP Inclusion
Fine Arts Museums of San Francisco

John A. Perell, Sponsorship Co-chair
Smithsonian Institution

David Saunders, Program Co-chair
National Museum of the American Indian (Smithsonian)

Tiffany Tessada, VP Communications
Seattle Art Museum

Ingrid Van Haastrecht, VP Programs
Dallas Museum of Art

AMMC 2022-2023 Committees

Conference Program Committee

Mindee Kashiwagi, Co-chair
California Academy of Sciences

David Saunders, Co-chair
National Museum of the American Indian
(Smithsonian)

Jeremy Hamilton-Arnold
Museum of Fine Arts, Houston

Jordan Hopkins
Monterey Bay Aquarium

Angelique Kuenstler
Georgia O'Keeffe Museum

Julie Rega
Whitney Museum of American Art

Monica Thomas
Tate

Danielle Tyson
The George Washington University and
The Textile Museum

Delisha Upshaw
Detroit Historical Society

Houston Host Committee

Jennifer Garza, Chair
Museum of Fine Arts, Houston

Andrew Edmonson
Museum of Fine Arts, Houston

Jose Elizalde
Space Center Houston

Shelley Finley
Lone Star Flight Museum

Jeremy Hamilton-Arnold
Museum of Fine Arts, Houston

Natalia Regan
Children's Museum Houston

Laura Schneider
Houston Museum of Natural Science

Communications Committee

Tiffany Tessada, Chair
Seattle Art Museum

Mariely Lemagne
Bellevue Arts Museum

Michaeleh Metz
Saint Louis Art Museum

Nympha Patel
Art Gallery of Ontario

Inclusion Committee

Meghan McCauley, Chair
Fine Arts Museums of San Francisco

Amri Covarrubias
The Huntington Library, Art Museum, and
Botanical Gardens

Joshua Friend
Fort Worth Museum of Science and History

Jennifer Jordan
LACMA

Mariely Lemagne
Bellevue Arts Museum

Kelly Lewis-Gump
Cranbrook Academy of Art and Art Museum

Viviana Londoño-Danailov
The Jewish Museum

Natalia Morgan
Lyndon Baines Johnson Foundation

John Settles
Miami Children's Museum

Michelle Walk
Mackinac State Historic Parks

Sponsorship Committee

Chelsea Jackson, Co-chair
Cleveland Museum of Art

John Perell, Co-chair
Smithsonian Institution

Sarah Raffurty
International African American Museum

Hector Ranero
National Museum of African American History
and Culture

Adriana G Steele
Bok Tower Gardens

AMMC Virtual Committee

Jennifer Jordan, Co-chair
LACMA

Karen Mahoney, Co-chair
Savoy Automobile Museum

Nancy Chiodo
High Museum of Art

Sonya Cisneros Wierzowiecki
Modern Art Museum of Fort Worth

Kimberly Finn
The Columbus Museum

Stephanie Haver
International Spy Museum

Cara Massey
Old Sturbridge Village

Victoria Musselman
Brooklyn Museum

Lori Quarles
MDAH/Two Mississippi Museums

Shanna Smith
Booth Western Art Museum

Key Information

Conference Hotel and Facilities

Royal Sonesta Houston Galleria
2222 West Loop South
Houston, TX 77027

Unless otherwise noted in the program, conference activities will take place at the Royal Sonesta. Water stations are available throughout the hotel and each attendee will be given a reusable water bottle, courtesy of PromoPrint Group, in your conference tote bag. If you have a car, paid parking is available at the Royal Sonesta.

Valet: 3+ hrs: \$23 | overnight: \$40
Self Park: 3+ hrs: \$18 | overnight: \$30

Info Booth

Located on the main level near the Legends Ballroom, the Info Booth will be open at the following times.

Sun, Oct 22	Mon, Oct 23	Tue, Oct 24	Wed, Oct 25
3:00 pm-6:00 pm	8:00 am-5:00 pm	8:00 am-5:00 pm	8:00 am-5:00 pm

Conference Manager

If you have questions outside of these stated Info Booth hours please contact Ruth White at info@americanmuseummembership.org or 202.251.0549.

Transportation between Airport and Hotel

Information about ground transportation between the airport and hotel can be found at fly2houston.com. If you are interested in sharing a ride with another attendee we recommend sending an email to the Museum Membership Forum.

Meals and Evening Events

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

Mon, Oct 23, 2023: Opening Dinner at The Museum of Fine Arts, Houston [Guest Ticket \$125]

Tue, Oct 24, 2023: Breakfast, Lunch, and Reception at Houston Zoo [Guest Ticket \$75]

Wed, Oct 25, 2023: Breakfast, Lunch, and Reception at Eldorado Ballroom at Project Row Houses [Guest Ticket \$75]

Thu, Oct 26, 2023: 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 Info Booth or contact conference manager.

Excursion to Space Center Houston

The excursion is included in the 4-day experience registration. If you would like to purchase a guest ticket or update your registration to include the excursion (\$110) please visit Info Booth or contact conference manager.

Transportation for Conference Activities

Bus transportation will be provided for conference attendees to and from activities as listed in the program details. Please meet the buses at the location and times outlined in the program details.

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.

Attire

Expected attire is business casual and we encourage comfortable shoes. Please be ready for variable fall weather and hotel air conditioning.

Wellness Room

The wellness room/lactation space (see location on map) is available from 8:00 am to 5:00 pm from Monday to Wednesday. If you need access outside of these times please email Ruth White at info@americanmuseummembership.org.

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 Wednesday, October 25 at 5:00 pm. Any remaining items will be moved to the Royal Sonesta's front desk.

Connectivity & Conference App

As an attendee you have access to the 2023 AMMC Houston conference app to view live and recorded sessions, connect with fellow attendees and sponsors, and create your personal schedule (see details on page 7). Join the conversation on social media using #AMMC2023.

Complimentary wifi is available in all meeting spaces and guest rooms. Please connect to the *Sonesta_Guest* network and follow the instructions.

In-Person Attendee Health & Safety Guidelines

AMMC is committed to keeping our attendees as safe as possible. We strongly encourage all attendees to be fully vaccinated against COVID-19 based on CDC recommendations. 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. Attendees experiencing symptoms of COVID-19 are asked to test and follow CDC isolation guidelines, switch to virtual attendance, and notify the conference manager immediately so we can notify other attendees (your information will remain confidential).

Virtual Attendance

Portions of this year's conference will also be offered virtually through the conference app (watch your email for additional details). Attendees may switch to virtual attendance at any time and for any reason. We encourage you to join sessions up to 5 minutes before the start time in case of any technical issues. When possible use a wired internet connection.

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

Museum Material Marketplace

A specific space will be available in the Legends Prefunction area for museum conference attendees to share print and promotional materials from their institution. 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. Space is limited; please keep samples to 100 pieces per organization. Materials can be shipped to the hotel to arrive on/after October 17 and be addressed as follows:

Royal Sonesta Houston Galleria
C/O David Bennett - Conference Services
2023 AMMC Houston Museum Marketplace - [Guest Name]
Oct 23-26, 2023
2222 West Loop South
Houston, TX 77027

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.

Info at Your Finger Tips

Whether you are attending in person, virtually, or a mix of both we encourage you to download the conference app.

The app allows you to create your personal schedule, connect with other attendees and sponsors, access sessions live, and view session recordings.



To access from mobile device: scan QR code to download or open the *Cvent Events App* and search for the *2023 AMMC Houston* event.



To access from a computer: scan QR code or type in URL <https://cvent.me/ewYBYL>



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, exchange 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!

At-A-Glance

Sunday, October 22, 2023

5:30 pm–7:30 pm	Event	Leadership Forum Welcome	[included in Leadership Forum registration]	Champions
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Monday, October 23, 2023

8:00 am–9:00 am	Meal	Leadership Forum Breakfast	[included in Leadership Forum registration]	Discovery Center
9:00 am–10:30 am	General	Leadership Forum Panel Discussion	[included in Leadership Forum registration]	Discovery Center
11:00 am–12:30 pm	Workshop	Welcome to the Membership World		Legends Ballroom
1:00 pm–2:00 pm	General	Conference Kickoff		Legends Ballroom
2:30 pm–3:30 pm	General	Membership for the Next Generation		Legends Ballroom
4:00 pm–5:00 pm	Concurrent	Benchmarking: How Does Your Membership Program Measure Up?		Discovery Center
		Millennial and Gen Z Workforce Perspectives		Founders Ballroom
5:30 pm–9:00 pm	Event	Opening Dinner Museum of Fine Arts, Houston	[meet in Legends Prefunction to load buses at 5:15 pm]	

Tuesday, October 24, 2023

7:30 am–9:00 am	Meal	Breakfast		Legends Ballroom
9:00 am–9:15 am	General	Welcome Remarks		Legends Ballroom
9:15 am–10:30 am	Keynote	The Intersection of Workforce Diversity, Psychological Safety, & Individual Contributions		Legends Ballroom
10:30 am–11:00 am	Break	Networking break with refreshments		Legends Prefunction
11:00 am–12:00 pm	Concurrent	Removing Barriers to Giving in Direct Marketing		Legends Ballroom
		Comprehensive Inclusion in an Exclusive Space		Discovery Center
		Free Memberships Can Grow Audiences and Pay Off		Founders Ballroom
12:00 pm–1:30 pm	Meal	Lunch		Legends Ballroom
12:15 pm–1:15 pm	General	Virtual Roundtable		Online
1:30 pm–2:30 pm	Concurrent	Your Own Giving Day Is Your Secret Weapon		Legends Ballroom
		Savvy Ways to Maximize Member Retention and Income		Discovery Center
		A Time to Reimagine Membership		Founders Ballroom
2:30 pm–3:00 pm	Break	Networking break with refreshments		Legends Prefunction
3:00 pm–4:00 pm	Concurrent	Grand Opening, Grand Opportunities, Grand Obstacles		Legends Ballroom
		Exploring the Impact of Pricing		Discovery Center
		Data-Driven Memberships		Founders Ballroom
5:00 pm–7:30 pm	Event	Houston Zoo	[meet in Legends Prefunction to load buses at 4:45 pm]	
7:45 pm–9:00 pm	Meal	Dine Arouds		[see details on page 15]

Wednesday, October 25, 2023

7:30 am–9:00 am	Meal	Breakfast	Legends Ballroom
9:00 am–9:15 am	General	Welcome Remarks	Legends Ballroom
9:15 am–10:30 am	Keynote	The Future is Now	Legends Ballroom
10:30 am–11:00 am	Break	Networking break with refreshments	Legends Prefunction
11:00 am–12:00 pm	Concurrent	The Path to Healing through a Culture of DEAI Reinventing Audience Engagement for a Hybrid Future Messaging, Automation, and Media to Grow Your Program	Legends Ballroom Discovery Center Founders Ballroom
12:00 pm–1:30 pm	Meal	Lunch	Legends Ballroom
12:15 pm–1:15 pm	General	Virtual Roundtable	Online
1:30 pm–2:30 pm	Concurrent	Understanding and Serving Adults Over 50 Big Wins, Small Wins, and Big Time Flops Let's Circle Back: 10 Campaigns that Stay the Course	Legends Ballroom Discovery Center Founders Ballroom
2:30 pm–3:30 pm	Break	Sponsor Reception	Legends Prefunction
3:30 pm–4:30 pm	Concurrent	Engaged and Aware in a Post-Pandemic World Securing Institutional Buy-In and Support Building Access and Partnership in Your Community	Legends Ballroom Discovery Center Founders Ballroom
5:30 pm–7:30 pm	Event	Eldorado Ballroom at Project Row Houses	[meet in Legends Prefunction to load buses at 5:15 pm]

Thursday, October 26, 2023

7:30 am–8:30 am	Meal	Breakfast	Axis Lounge
8:00 am–4:00 pm	Excursion	Space Center Houston	[included in 4-day registration; meet in Lobby to load buses at 7:45 am]

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



Internal Buy-In



Marketing, Communications, & Online Giving



Reporting & Analytics



Retention



Strategic Planning



Technology & Innovation



LEADERSHIP FORUM

New to AMMC this year! This year's conference programming includes a Leadership Forum developed for senior-level Membership professionals to expand their peer network and join a dedicated forum to discuss leadership, collaboration, and other workplace challenges.

Sun, Oct 22

Leadership Forum Welcome 5:30 pm-7:30 pm
Champions [in-person | included in Leadership Forum registration]

Mix and mingle with fellow Leadership Forum colleagues at a casual cocktail reception over light bites and drinks.

Sponsored by  DANILLER+COMPANY

Mon, Oct 23

Leadership Forum Breakfast 8:00 am-9:00 am
Discovery Center [in-person | included in Leadership Forum registration]

Start the conference off right, enjoying breakfast with your fellow Leadership Forum colleagues.

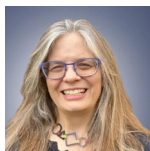
Leadership Forum Panel 9:00 am-10:30 am

Workforce Development and Challenges

Discovery Center [in-person | included in Leadership Forum registration]

Developing an effective and engaged workforce takes time, patience, and effort. The effects of COVID have impacted the workforce in all organizations in the arts & culture sector. During the past several years, many staff changes have occurred in membership roles across the sector as a result of the "great resignation." While some organizations have successfully re-hired top talent in key positions, other organizations have refocused their efforts creatively to find ways to recruit talent, engage and cultivate existing staff into new roles, and broaden a shared understanding of the needs and motivations of a multi-generational workforce. Hear from C-Suite and senior leaders from across the arts & culture sector discuss the complexities of workforce development and planning, managing people, and maintaining DEI relevance. Learn new strategies from the panelists and listen to Leadership Forum colleagues share their own ideas and insights during this interactive session.

Sponsored by  MOORE



Cari Maslow, Vice President & Managing Director, Historic Bethlehem Museum

Before joining HBMS in 2022, Cari had held roles in development, marketing, information systems and financial management at a variety of nonprofit organizations. She served as chief operating officer for Daniller+Company, an award-winning membership and fundraising direct response agency, and spent over 15 years with Carnegie Museums of Pittsburgh in a variety of roles, ending her career there as the associate vice president of engagement. She has extensive experience in non-profit management and has presented worldwide on topics relating to fundraising, engaging audiences, creating successful membership programs, and the challenges faced by nonprofit organizations in times of uncertainty. Cari holds a master's degree from Heinz College of Information Systems and Public Policy at Carnegie Mellon University and a bachelor's degree from Boston University.



Laura Browender, Director of Professional Development, Office of Advancement, Smithsonian Institution

Laura Browender was thrilled to join the Smithsonian Institution as the Office of Advancement's first Director of Professional Development in 2012. Since then, she has been on a mission to design programming and develop resources that position new staff for success; unlock learning and development opportunities for all staff members; and encourage professional growth for all through collaboration, engagement, and skill refinement. In addition, her responsibilities include helping shape the overarching strategy for talent management; overseeing award and recognition programs; facilitating orientation and on-boarding experiences; and managing advancement-wide meetings that promote institutional values and priorities for approximately 300 staff members. Throughout her 20+ years of experience, Laura has delivered educational programs to hundreds of staff and students; been a key participant in establishing the Smithsonian's first advancement talent management department; and led an internationally recognized, award-winning program. Browender holds a B.S.ed. in Education and a B.A. in the Arts from Concordia University, Nebraska; a M.S. in Multidisciplinary Studies and an Ed.S. in Educational Leadership from Minnesota State University.



Larry Stokes, Chief Human Resources and Diversity Officer, The Museum of Fine Arts, Houston

Larry is responsible for the organization's human resources operations, including recruiting, benefits and staff relations. In his diversity role, he is responsible for working with all staff to elevate the Museum's mission, vision and values, and ensuring it is a welcoming and inclusive place for all, while also offering a diverse slate of art collections, exhibitions and programs that speak to the entire community. Born and raised in New York City before moving to Los Angeles, he was a member of the California Highway Patrol when he graduated from Northrop University with a degree in Organizational Management and later attended the Glendale University College of Law before entering the field of human resources. His HR career has provided opportunities to work in labor relations in the government and entertainment sector, including Warner Bros Studios. In 2004, an opportunity with the Houston Astros brought him to Houston. He later held HR leadership roles at the Texas Medical Center, before joining the Museum of Fine Arts, Houston in 2017.



Moderator: Meghan McCauley, Director of Membership, Fine Arts Museums of San Francisco and AMMC VP of Inclusion

Meghan is the Director of Membership at the Fine Arts Museums of San Francisco, comprised of the de Young and Legion of Honor museums, one of the largest art museum memberships in the United States. She was peer-elected to chair the museum's cross-departmental inclusion, diversity, equity, and accessibility (IDEA) committee in 2023 and has led membership price changes, new membership level development and launch, comprehensive membership evaluation, website relaunches, and more. She has a decade of experience in museum membership, including roles 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 and has led inclusion programs and strategy since 2020.

Mon, Oct 23

Workshop

11:00 am-12:30 pm



Welcome to the Membership World!

Legends Ballroom [in-person | online | will be recorded]

Calling all new Membership Managers! Join this dynamic session welcoming those new to the field. Learn about what to expect as a new manager, areas of responsibility, pace of the job, managing during times of change and new technologies. Get off on the right foot and learn how to measure your early successes. Membership Managers wear many hats, juggle a lot of balls, and need to know at least a little about a lot of different things, so jump on board and enjoy the ride! Take advantage of this interactive session with lots of Q&A to get your burning questions answered by seasoned membership professionals.

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

threw the 60 year old membership playbook out the window to become more relevant to a changing social demographic. Tate Collective was launched in April 2018, now 5 years in, hear about how it's changed membership and the institution in ways we never expected.

Monica Thomas, Tate Galleries

Break

3:30 pm-4:00 pm

Legends Prefunction [in-person]

Visit with fellow attendees and sponsors while enjoying refreshments.

Break

12:30 pm-1:00 pm

Legends Prefunction [in-person]

Visit with fellow attendees and sponsors while enjoying refreshments.



Benchmarking: How Does Your Membership Program Measure Up?

Discovery Center [in-person | online | will be recorded]

For any membership program, one question always comes up when reviewing campaign results—how does this compare? In this data-driven session, we'll provide key benchmarks for acquisition, renewal, and annual fund campaigns for visitor-based organizations of all sizes from across the U.S. These data points will give you a clear picture of how overall trends impact fundraising results—from the pandemic, global conflicts, contentious elections, and the weaker 2022 fundraising environment. Our panel representing diverse organizations will answer questions and provide their tips for internal benchmarking, leaving you armed with the data you need to track progress, understand how your organization's performance stacks up, and reach even greater success.

Mae Daniller, Daniller + Company
Sue MacLaren, Daniller + Company
Kimberly Barrow, Detroit Institute of Arts
Amy Marks, Space Center Houston
Brian Russo, Naples Botanical Garden

General Session

1:00 pm-2:00 pm



Conference Kick-off

Legends Ballroom [in-person | online | will be recorded]

Join us for the beginning of 2023 AMMC Houston! This session will include welcome remarks from AMMC President Aidan Vega, an opportunity to connect with fellow conference attendees, and an update from the AMMC Inclusion Committee, who work towards making the AMMC community and conference a more inclusive and equitable place, and the AMMC Program Committee, who build the conference program by soliciting and assessing sessions and keynotes. The committees will share progress on the projects and initiatives we have focused on over the past year and invite questions and feedback from attendees.

Adian Vega, Philadelphia Museum of Art
Meghan McCauley, Fine Arts Museums of San Francisco
Amri Covarrubias, The Huntington Library, Art Museum, and Botanical Gardens
Joshua Friend, Fort Worth Museum of Science and History
Michelle Walk, Mackinac State Historic Parks
Viviana Londoño-Danailov, The Jewish Museum
Mindee Kashiwagi, California Academy of Sciences
David Saunders, National Museum of the American Indian
Leeza Erfesoglou, The Museum of Fine Arts, Houston



Millennial and Gen Z Workforce Perspectives

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

Millennials and Gen Z are the future of our cultural organizations, with unique perspectives on museums, membership, and more. In this lively moderated panel discussion, you will hear Millennial and Gen Z colleagues sharing their experiences as professionals in cultural institutions. Panelists will discuss the importance of connection, DEI values, and work culture, among other themes, and suggest where the membership community should focus as it prepares to meet the needs of current and future colleagues, members, and supporters.

Marysa Torres, Fine Arts Museums of San Francisco
Angelique Kuenstler, Georgia O'Keeffe Museum
Lynnette Therese Sauer, Whitney Museum of American Art
John Settles, Miami Children's Museum

Break

2:00 pm-2:30 pm

General Session

2:30 pm-3:30 pm



Membership for the Next Generation

Legends Ballroom [in-person | online | will be recorded]

Rewind to 2017, Tate was facing the simultaneous challenges of an aging membership base becoming more divergent from the populations of the cities our galleries serve and a declining number of visits from people under the age of 25 following a decision to remove arts from UK education. We

**Want to join a Dine Around on Tuesday evening?
Sign up for a spot at the Information Booth by
Tuesday at 12:30 pm.**

Mon, Oct 23

Opening Dinner

5:30 pm–9:00 pm

The Museum of Fine Arts, Houston [in-person | included in registration]

Please meet in Legends Prefunction at 5:15 pm to load on the buses. We will depart from the hotel at 5:30 pm to arrive at the museum at 6:00 pm.

Buses depart from the Museum of Fine Arts, Houston beginning at 8:00 pm to return to the hotel. The last bus will depart at 8:45 pm.

Celebrate the start of the conference with colleagues at the Museum of Fine Arts, Houston. You will have access to its new Nancy and Rich Kinder Building, which houses the Museum's international collections of modern and contemporary art, including some of the finest examples of work by early-20th century masters from Latin America.

Attendees will enjoy cocktail dinatoire and take in significant works in photography, decorative arts, painting, sculpture, and works on paper. You won't want to miss installations by Yayoi Kusama, Carlos Cruz-Diez, and Ólafur Elíasson. Plus, you'll have access to the new photography exhibition *Robert Frank and Todd Webb: Across America, 1955* and the MFA Shop, which the New York Times called, "One of the most cleverly curated museum shops in America."

Included in registration fee. Guest tickets are available (\$125).



The Nancy and Rich Kinder Building at the Museum of Fine Arts, Houston

Learn About Houston

Houston is the most diverse city in America. In 2009, the Bayou City made history by electing the first lesbian mayor of a major city, Annise D. Parker, who served as Houston's mayor from 2010 to 2016. As noted sociologist Stephen Klineberg has observed, "Houston turns out to be one of the most interesting, consequential cities in all of America. This is where — for better or worse — the American future is going to be worked out."

A stone's throw away from the official conference hotel, the Galleria is Houston's leading tourist attraction, drawing 30 million visitors nationally and internationally each year. The facility features many high end luxury concepts, two hotels, and an ice skating rink. The Galleria was the brainchild of legendary Houston developer Gerald Hines, who during his long and influential reign championed the work of a bevy of influential architects, including Phillip Johnson early in his career. (Houston features 10 buildings designed by Phillip Johnson.) Close to the Galleria is the Gerald D. Hines Waterwall Park, an iconic destination featuring perfect Instagrammable moments.

Houston's Museum District has been the epicenter of an arts building boom in America. In November 2020, the Museum of Fine Arts, Houston exceeded the goal of its \$450 million capital campaign, and unveiled its new Kinder Building for Modern and Contemporary Art, designed by starchitect Stephen Holl. The 237,000 square foot facility features eight commissioned installations designed by internationally acclaimed artists ranging from Ai Wei Weiwei to Cristina Iglesias. In 2018, the Menil Collection opened its new, \$40 million Menil Drawing Institute, designed by the LA-based firm Johnston Marklee. In 2021, Travel and Leisure declared, "Houston may just be the most exciting city for art in the United States". Art lovers from across the world make pilgrimages to Houston to experience the transcendent Rothko Chapel, commissioned in 1964 by the legendary Houston philanthropists Jean and Dominique de Menil. In honor of its fiftieth anniversary, the space recently underwent a \$30 million renovation. The Menil campus boasts a number of treasures, including Renzo Piano's iconic 1987 building for the main Museum, the Cy Twombly Galleries, and the Dan Flavin Installation at Richmond Hall.

Over the last decade, Houston has emerged as one of the nation's leading "green renaissance cities," with the private philanthropists and the city government pouring hundreds of millions of dollars into the development and revitalization of parks. Attendees to the AMMC Conference will have the opportunity to experience several of the Bayou City's stunning parks. Not far from the conference hotel is Memorial Park, a magnificent green oasis in the middle of the city which is currently undergoing a \$205 million, 10-year redevelopment led by landscape architect Thomas Woltz of Nelson Byrd Woltz. Conference attendees will also have the opportunity to visit two parks close to Houston's Museum District: McGovern Centennial Gardens and Hermann Park, which is undergoing a \$52 million renovation.

While Houston is renowned as the energy capital of America, many people do not know that the Bayou City is home to the largest life sciences destination in the world, featuring 61 institutions, 106,000 employees, and scores of volunteers. In 2018, scientist James Allison, chair of Immunology at The University of Texas MD Anderson Cancer Center, won the Nobel Prize for advances in discovering how the body's immune system can fight off the scourge of cancer. In 2022, Dr. Peter Hotez and Dr. Maria Bottazzi scored a major victory in the fight against COVID-19 in the developing world when they created a low cost, patent free vaccine that could be used to reach the unvaccinated in poorer countries.

Tue, Oct 24

Breakfast

7:30 am–9:00 am

Legends Ballroom [in-person]

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

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Welcome Remarks

9:00 am–9:15 am

Legends Ballroom [in-person | online]

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

Keynote

9:15 am–10:30 am

Legends Ballroom [in-person | online | will be recorded]

The Intersection of Workforce Diversity, Psychological Safety, and Individual Contributions



Dr. Voss will discuss the importance of having diverse employees and, importantly, ensuring that we all have a sense of psychological safety and belonging, in our work environments. She will discuss how the data show that in addition to having a positive impact on an organization's

workforce, increasing employee diversity has a significant positive influence on individual contributions. Dr. Voss will also discuss trends in membership and individual contributions as they relate to SMU DataArts' research into workforce development.

Zannie Giraud Voss, Ph.D. is Director of SMU DataArts, as well as Professor of Arts Management and Arts Entrepreneurship in the Meadows School of the Arts and the Cox School of Business at Southern Methodist University. Prior to joining the SMU faculty, she was a professor at Duke University in Theatre Studies and the Fuqua School of Business. At Duke, she also served as producing director of Theater Previews, developing and co-producing over a dozen new plays and musicals, two of which transferred to Broadway. Before transitioning to academia, Zannie served as managing director of PlayMakers Repertory Company, associate manager of the Alley Theatre, and assistant director of Audience Development at the Mark Taper Forum. She has served as a consultant for the Irvine Foundation, Theatre Development Fund, Philadelphia Theatre Initiative/Theatre Alliance of Greater Philadelphia, the National Endowment for the Arts, and Theatre Communications Group, co-authoring Theatre Facts since 1998. She earned her doctorate at Aix-Marseille III Graduate School of Management, IAE, France.

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Break

10:30 am–11:00 am

Legends Prefunction [in-person]

Visit with fellow attendees and sponsors while enjoying refreshments.

Concurrent Sessions

11:00 am–12:00 pm



Removing Barriers to Giving in Direct Marketing

Legends Ballroom [in-person | online | will be recorded]

How do you address unconscious bias in your direct response fundraising program? To start, real change must happen from the ground up. Join Avalon as we turn a critical lens on our automatic, tried-and-true processes and work to remove barriers to member participation. From story selection to photo usage, from font choice to page layout, syllable count to sentence length, color dos and design don'ts, learn what to test and how to optimize your campaigns for inclusivity.

Dara Igersheim, Avalon Consulting Group
John Perell, Friends of the Smithsonian
Kathleen Porter, The Trustees



Comprehensive Inclusion in an Exclusive Space

Discovery Center [in-person | online | will be recorded]

Nestled in Florida's Southwest corner on the Gulf of Mexico, the Greater Naples area is an 89% white community with a median income of \$125,306 and 6% of the population below the poverty line. Naples Botanical Garden consists of 170-acres and welcomes over 260,000 visitors annually. So how does the Garden provide an inclusive space for their entire community? In this session, you'll learn how Naples Botanical Garden's Membership Program "A Garden for All" welcomes their community—regardless of income. Join us for a case study on how the Garden, by leveraging community partnerships and strategic operations and technology, was able to achieve A Garden for All.

Brian Russo, Naples Botanical Garden
Shannon Abitbol, JCA



Free Memberships Can Grow Audiences and Pay Off

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

In 2021, the ICA/Boston launched +1, a free youth and teen membership program that furthers and expands the museum's commitment to providing access to the arts for young people. In just two years, +1 has grown membership households by approximately 30% and opened up new channels for contributed revenue that demonstrate the power of including an innovative, mission-based membership as part of your program. In this presentation, we will walk you through the stages of development, challenges (from overwhelming demand to technological troubleshooting), how we are engaging and maintaining +1 members, and our vision for the future.

Brittany Eckstrom, ICA/Boston
Love Aridou, ICA/Boston

Lunch

12:00 pm–1:30 pm

Legends Ballroom [in-person]

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

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Tue, Oct 24



Virtual Roundtable

Online

12:15 pm–1:15 pm

Join us for an informal virtual roundtable dedicated to Renewals. Got a Renewals success story or hot tip to share? Seeking feedback on a new idea or strategy? Or maybe you have some basic benchmarking questions for your peers, from “How many renewal letters and emails is everyone sending in their renewal cycle?” to “Who is doing Telemarketing? SMS?” Bring all your questions and best ideas to this roundtable, and let’s share our expertise! This session is open to virtual and in-person attendees (just sign on virtually from the comfort of your hotel room).

Jennifer Jordan, Los Angeles County Museum of Art (LACMA)

Concurrent Sessions

1:30 pm–2:30 pm



Your Own Giving Day Is Your Secret Weapon

Legends Ballroom [in-person | online | will be recorded]

Giving Days. Not Giving Tuesday...YOUR very own day. Your own, made-up, special day that you share with no one. This magic moment for fundraising is the perfect vehicle to build your brand and the need for public support, engage members, and bring in the revenue you usually only see in December. Take a good, deep look at how Museum of Science in Boston has made their annual Pi Day a yearly fundraising tentpole campaign, and how the California Academy of Sciences prepared their organization and launched their first-ever fundraising Academy Day.

Emily Tillmawitz, M+R

Kristina Kaiser, California Academy of Sciences

Jackie Pasek, California Academy of Sciences

Kristen Atwood, Museum of Science



Savvy Ways to Maximize Member Retention and Income

Discovery Center [in-person | online | will be recorded]

Renewals generate the most income of any component of your membership program, yet are often on autopilot for us as busy membership managers. Join us to learn how to review, refresh, and revitalize your membership program and improve the bottom line. We will review best practices and current trends for renewal programs, discuss how to make your renewal communication accessible and welcoming to all, share reporting tools and benchmarks, and include case studies of successful membership program reboots.

Sara Jane Fogarty, Daniller + Company

Tyler Begneaud, Scott Family Amazeum

Maggie Lee, Barnes Foundation



A Time to Reimagine Membership

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

Learn how two museums reimagined their membership programs with a focus on prioritizing DEAI and unlocking sustainable revenue. Hear how the Museum of Contemporary Art San Diego launched a new membership program leading up to its grand re-opening that emphasizes community, inclusion, and accessibility, including the new Art for All program. Hear how Nauticus re-envisioned its membership program with an emphasis

on flexibility in advance of the grand opening of its redesigned galleries. Plus, get a behind-the-scenes look at the findings from a groundbreaking research study with 30 museums and leave with an evidence-based model for improving acquisition and retention.

Rosie Siemer, FIVESEED

Emily Corlett, Nauticus

Break

Legends Prefunction [in-person]

2:30 pm–3:00 pm

Visit with fellow attendees and sponsors while enjoying refreshments.

Concurrent Sessions

3:00 pm–4:00 pm



Grand Opening, Grand Opportunities, Grand Obstacles

Legends Ballroom [in-person | online | will be recorded]

The opening of a major new museum, building or exhibition comes with lots of potential for Member acquisition, retention, and engagement. But it also comes with big unknowns: an opening date that moves every few months, lack of access to content and images, and marketing plans that are shrouded in secrecy from the public. The American Museum of Natural History figured out how to make the most of the interdepartmental dynamics, delays, and difficulties of a big event – the opening of our Richard Gilder Center for Science, Education and Innovation. Together with our agency partner M+R, we ran an action-packed year of tantalizing lead-up, opening, and post-opening campaigns. The result? A groundswell of public interest and significant member revenue (and lots of lessons learned that we can't wait to share!).

Dushan Tripp, American Museum of Natural History

Yoon Lee, M+R



Exploring the Impact of Pricing

Discovery Center [in-person | online | will be recorded]

Your institution has decided they need to raise prices, and are asking you by how much. What do you do next? Join us at this informative session where we'll discuss how to set prices strategically and methodically in a way that best serves your community and your institution's goals. Plus, explore how to navigate a membership or admission price increase – both in making the decision and communicating it out – and hear how Phoenix Zoo used market research to put it all in action to maximize membership revenue.

Erin Aguiar, The Lukens Company

Jennifer Flowers, Phoenix Zoo

John Morey, Morey Group



Data-Driven Memberships

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

Uncover how data-driven insights from emerging technologies can reshape museum memberships. Learn how AI can analyze visitor behavior, personalize membership benefits, and create immersive experiences, resulting in higher membership conversion and engagement rates.

Jake Huff, American Civil War Museum

Alan Wei, Humanitru

Tue, Oct 24

Reception

5:00 pm–7:30 pm

Houston Zoo [in-person | included in registration]

Please meet in Legends Prefunction at 4:45 pm to load on the buses. We will depart from the hotel at 5:00 pm to arrive at the Zoo at 5:30 pm.

Buses depart from the Houston Zoo beginning at 7:00 pm to return to the hotel (those participating in Dine Arounds should depart on these buses). The last bus will depart from the Zoo at 7:30 pm.

Immerse yourself in the Galapagos Islands. This remarkable exhibit gives you an underwater look into our sea lions' 362,000-gallon saltwater home. Complete your oceanic experience by visiting the One Ocean aquarium to explore the wonders of the Galapagos Islands' dynamic underwater life. Experience unending views of the 270,000 gallon aquarium featuring sharks, stingrays, and colorful fish in a coral reef habitat. Attendees will also see the fabulous Zoo Boo at Night lights as they visit Natural Encounters, Bug House, and Reptile Buildings.

Included in registration fee. Guest tickets are available (\$75).

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Dine Arounds [Optional]

7:45 pm–9:00 pm

Sign up to go out to dinner with a group of conference attendees. This is a great way to get to know folks from around the museum world. Participants are responsible for their own bill and gratuity, and spots are available on a first-come, first-served basis.

Check out the different dining options online using the QR code and sign up by Tuesday, October 24 at 12:30 pm. All Dine Around reservations are for 7:45 pm. You may also choose to gather a group of colleagues and venture out on your own.



Explore Houston Like a Local

Houston's culinary scene is one of the most vibrant and eclectic in the nation. The Bayou City's food scene was spotlighted in Time Magazine's "World's Greatest Places 2021," calling it a "Lone Star Stunner." In 2023, ten Houston restaurants were honored with coveted James Beard Award nominations. In 2022, Julep won the Outstanding Bar Program category from the James Beard Foundation. One of the undisputed stars of the Houston food scene is Chris Shepherd, winner of the James Beard Award for Best Chef in the Southwest in 2014, and creator of the popular Houston restaurants Underbelly, One Fifth, and Georgia James. An excellent new venue to experience Houston food and art, Post Houston, opened in what was formerly Houston's central post office downtown, drawing thousands of visitors to eat, enjoy live music, and look at art.

Mention Houston, and many people are likely to think of the city's epic annual rodeo held for several weeks each spring. However the company's world-class performing arts organizations are the city's true crown jewels. The Bayou City boasts the second-most number of theater seats of any city in America. Houston Grand Opera is the only American opera company to have won a Tony, two Grammy and three Emmy Awards. It has overseen the development of 74 new operas. During the AMMC conference, HGO will present the world premiere of *Intelligence*, staged by MacArthur Genius Award Winner Jawole Willa Jo Zollar (director of *Urban Bush Women*) and featuring music by Jake Heggie (*Dead Man Walking*). The Alley Theatre was one of the founders of America's resident theater movement, and in 1996, it won the Tony Award for Outstanding Regional Theater. Hailed as "one of the nation's best ballet companies" by the New York Times, Houston Ballet tours nationally and internationally, and has debuted a series of blockbuster narrative ballets inspired by the lives of Cleopatra, Marie Antoinette, and Dracula.



See full list of restaurants and offers curated by the host committee.

Wed, Oct 25

Breakfast

7:30 am-9:00 am

Legends Ballroom [in-person]

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

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Welcome Remarks

9:00 am-9:15 am

Legends Ballroom [in-person | online | will be recorded]

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

Keynote

9:15 am-10:30 am

Legends Ballroom [in-person | online | will be recorded]

The Future is Now



As museum membership professionals, we sit in a powerful place at the nexus of our members and our organization. As stewards of these communities, we have the opportunity and perhaps responsibility to positively shift and influence culture in regards to equity, access and inclusion.

Despite this inherent power, the path forward isn't always clear and easy. What is certain is that having these sometimes difficult (but necessary) discussions about power, privilege, race, class and diversity in all its forms, is no longer optional: cultural institutions must engage and move forward or become irrelevant.

Niiobli Armah IV, founder of Houston-based social change organization We-Collab, will discuss the opportunities and challenges we face in cultural organizations in regards to equity and inclusion. He'll focus on a discussion of income disparity, lack of representation, and resistance or misunderstandings that stymie changes to the status quo of our member communities and organizations. He'll illuminate what audiences we might be excluding and importantly, discuss how to change that dynamic.

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Break

10:30 am-11:00 am

Legends Prefunction [in-person]

Visit with fellow attendees and sponsors while enjoying refreshments.

Concurrent Sessions

11:00 am-12:00 pm



The Path to Healing through a Culture of DEAI

Legends Ballroom [in-person | online | will be recorded]

In the wake of COVID-19, societal unrest, and an unplanned leadership transition following a racially insensitive job posting, Newfields has pursued

organizational healing through its commitment to integrating diversity, equity, inclusion, and access into all facets of the institution, resulting in a substantial culture shift within the organization. This panel discussion, moderated by Newfields President & CEO Dr. Colette Pierce Burnette, will begin her assessment of Newfields culture upon her arrival, our growth throughout the past year, and where we are headed as an institution. Additional panelists will discuss work in three distinct areas: Partnership in Program Development, Exhibitions and Collections, and Community Engagement.

Dr. Colette Pierce Burnette, Newfields
Shelley Selim, Newfields
Tascha Horowitz, Newfields
Grace Meils, Newfields



Reinventing Audience Engagement for a Hybrid Future

Discovery Center [in-person | online | will be recorded]

In 2023, museum professionals find themselves at a unique crossroads: the need to connect with diverse audiences onsite and online, as well as drive engagement in a new technological and cultural landscape, has prompted many organizations to re-evaluate established approaches to membership and seek new avenues for community and cultural engagement - in person and virtually. In this session, we will present novel findings from our groundbreaking report on membership priorities and offer insight into some of the most successful components of hybrid programs, as well as industry-wide trends in digital initiatives in membership.

Dan Sullivan, Cuseum
Sheri Difini, Denver Art Museum
Kara Fikse, Carnegie Museums of Pittsburgh
Allison Lester, Boyce Thompson Arboretum
Megan Geiken, Grand Rapids Children's Museum



Messaging, Automation, and Media to Grow Your Program

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

Is your team large or small? Are you interested in growing your membership program? This case study examines how Mount Vernon utilized messaging, automation, and top-of-funnel media to increase retention and acquisition for its membership program. To retain current members, an expiration notice automation was put in place via email. To acquire new members, a paid push was but behind social and display after the correct messaging was perfected via extensive testing. All testing results, insights, and tips will be shared here, as well as associated creative!

Kara Hershonor, George Washington's Mount Vernon
Caitlin Watkins, Moore Digital
Peter Cline, Moore, CDR Division

Lunch

12:00 pm-1:30 pm

Legends Ballroom [in-person]

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

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Wed, Oct 25



Virtual Roundtable

Online only

12:15 pm–1:15 pm

Join us for an informal virtual roundtable dedicated to Acquisition. Let's talk about onsite conversion, direct mail, digital marketing, and all things Acquisition! What's working? What's not? What questions do you have for your peers? Have you seen a compelling Acquisition campaign you'd like to share, or do you need help workshopping your own? Come to this roundtable and learn from your peers! This session is open to virtual and in-person attendees (just sign on virtually from the comfort of your hotel room).

Jennifer Jordan, Los Angeles County Museum of Art (LACMA)

Concurrent Sessions

1:30 pm–2:30 pm



Understanding and Serving Adults Over 50

Legends Ballroom [in-person | online | will be recorded]

Adults over 50 are the fastest growing segment of the population, and continuous learning and social connection are essential for wellness as we age. Museums are among the places where these activities happen daily, and the expanding population of older adults—a population already at the heart of many museum memberships—represents a tremendous opportunity to fulfill institutional missions while expanding membership and stewarding members toward deeper levels of engagement and support. To do that well will require a better understanding of this population, their behavior, and their needs, along with more inclusive strategies to successfully attract, retain, and renew them.

Rob Urstein, Gather Learning & Stanford University
Jennifer Jordan, Los Angeles County Museum of Art (LACMA)



Big Wins, Small Wins, and Big Time Flops

Discovery Center [in-person]

Join industry veterans Jennifer Garza (MFA, Houston), Aidan Vega (Philadelphia Museum of Art), and Erin Phillips (Pennington Gray) as they openly share some of the biggest wins, fun small victories, and major flops they're trying to forget. Membership, annual fund, cultivation, and admissions marketing will be included. There will be an open Q&A portion.

Jennifer Garza, Museum of Fine Arts, Houston
Aidan Vega, Philadelphia Museum of Art
Erin Phillips, Pennington Gray



Let's Circle Back: 10 Campaigns that Stay the Course

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

It's 2023: we've pivoted, we've weathered these unprecedented times, and we went so far outside the box that we're circling back. Join Avalon as we revisit 10 tried-and-true campaigns that stand the test of time—yes, even in the new normal! Unsure if these packages align with your organization's unique approach? Don't have the bandwidth to experiment with something new? Not to worry – we've done the A/B testing and have gotten statistically viable results. So come learn how your museum membership program can benefit from these proven winners in 2023 and beyond.

Jackie Biancolli Libby, Avalon Consulting Group
John Perell, Friends of the Smithsonian
David Saunders, National Museum of the American Indian

Sponsor Reception

Legends Prefunction [in-person]

2:30 pm–3:30 pm

No matter the size of your membership program, make sure to take the time to speak with sponsors during the conference to learn how they can help your membership program succeed. The sponsor reception is a perfect time to learn how sponsors can help your program succeed while enjoying refreshments with your fellow attendees.

Concurrent Sessions

3:30 pm–4:30 pm



Engaged and Aware in a Post-Pandemic World

Legends Ballroom [in-person | online | will be recorded]

In the early stages of the pandemic, the membership program at The Henry Ford in metro Detroit was at an all-time low and had lost about half of all members. But since that moment, the program's recovery has been nothing short of remarkable. Join The Henry Ford and its partners from iSOCRATES | SIGMA as they take you on a data-focused journey through the pivotal decisions over a three-year period that brought the program out of its darkest hour and into a time of record-breaking sales and revenue.

Bruce Wilson, The Henry Ford
Jarell Brown, The Henry Ford
Kaeleigh Beebe, iSOCRATES | SIGMA



Securing Institutional Buy-In and Support

Discovery Center [in-person | online | will be recorded]

Membership managers know that some of our toughest critics can be our closest colleagues and that gaining their buy-in on projects large and small is absolutely essential to our success. In three case studies, you'll hear how membership teams at The Morton Arboretum, Denver Museum of Nature and Science, and California Academy of Sciences navigated the process of securing institutional buy-in on major projects, gained critical support, and eventually achieved their goals. Presenters will focus on: launching a digital membership program; securing the budget necessary to grow in the midst of a pandemic; and integrating teams across an organization to successfully restructure a membership program.

Carey Moreland, The Morton Arboretum
Christopher Lee, Denver Museum of Nature & Science
Ricardo Perez, OneRhythm



Building Access and Partnership in Your Community

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

Organization memberships for Libraries, Schools, Businesses, Non-profits, and Corporations play an important role in our institutions by removing access barriers and connecting us with like-minded organizations and their employees, but stewarding these members can sometimes feel like a heavy lift with such different and varying member benefits from one another, and from our individual member programs. Learn how two multi-site cultural institutions have refocused their organization membership levels to fill the varying needs and benefit structures to promote growth and retention in these community assets.

Genevieve Burgett, Historic New England
Kathleen Porter, The Trustees

Wed, Oct 25

Reception

Eldorado Ballroom at Project Row Houses

5:30 pm-7:30 pm

Please meet in Legends Prefunction at 5:15 pm to load on the buses. We will depart from the hotel at 5:30 pm to arrive at the venue at 6:00 pm.

Buses depart Eldorado Ballroom beginning at 7:00 pm to drop off at the hotel. The last bus will depart at 7:30 pm.

Join us for an immersive experience learning about the rich history and cultural significance of two prominent organizations in Third Ward, Houston, Project Row Houses (PRH) and Eldorado Ballroom at Project Row Houses.

Guests will have the opportunity to take a tour of the iconic art houses, featuring their current exhibition, *Round 56: The Founders Round*. This exhibition celebrates the work of seven artists: James Bettison, Bert Long Jr., Jesse Lott, Rick Lowe, Floyd Newsom, Bert Samples, and George Smith, who founded Project Row Houses in 1993.

Additionally, guests will learn about the history of Eldorado Ballroom, a space that provided Black residents of Third Ward a place to celebrate milestones without discrimination. This unique experience will allow attendees to gain insight into the cultural significance of these two organizations in Houston, TX.

Included in registration fee. Guest tickets are available (\$75).



Art Houses at Project Row Houses [photo by Alex Barber]

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Watch the website for details about the next American Museum Membership Conference to be held in Spring 2025.

AmericanMuseumMembership.org

In the meantime, stay tuned for our next round of AMMC Virtual!



PEER OUTREACH GROUPS

American Museum Membership Conference

POG, which stands for Peer Outreach Group, is new for 2023 AMMC Houston. These small networking groups with 3-5 membership professionals working at a visitor-serving and/or cultural organization are designed to give attendees an opportunity to connect with others at the conference by getting to know each other, arranging leisure time, attending sessions, and trading notes! If you are interested in joining a group, fill out the form using the QR code.

If you participated in a POG this conference we would love to learn about your experience. Watch for an email asking for your feedback. Please email us at POGS@americanmuseummembership.org if you have additional thoughts to share.



Thu, Oct 26

Breakfast

Axis Lounge [in-person]

7:00 am-8:30 am

Join your fellow conference attendees for delicious food and the chance to get to know one another. Attendees will have the option to either sit and chat (seating in Axis Lounge, Launch, and Summit) while they eat or take their breakfast to go if they are getting on the bus to the excursion or headed off to other places.

NOTE: this is a different location than previous breakfasts.

Space Center Houston Excursion

Space Center Houston [in-person | included in 4-day registration]

8:00 am-4:00 pm

Meet in the Main Lobby to load onto buses at 7:45 am. Buses depart from the hotel promptly at 8:00 am.

Buses depart from Space Center Houston beginning at 3:00 pm to return to the hotel by 4:00 pm.

Since opening in 1992, Space Center Houston has become one of Houston's top attractions and a living chronicle of the journey of human space flight. Over the past 30 years they have been a learning destination recognized for providing meaningful, moving experiences about people and the courage, innovation, and teamwork they use to expand the boundaries of what's possible.

During our excursion, we will participate in a Tram Tour that will take us behind the scenes at NASA Johnson Space Center with an up-close look at the history and future of space exploration by visiting the George W.S. Abbey Rocket Park, home to one of only three Saturn V rockets that launched astronauts to the Moon; the Historic Mission Control Center where NASA monitored nine Gemini and all Apollo lunar missions, including the historic Apollo 11 trip to the Moon and the final Apollo 17 trip to the same lunar body; and lastly we will take a look at how astronauts and engineers are preparing for the next Artemis mission at the Astronaut Training Center.

Following a break for lunch, attendees will have time to explore the more than 400 space artifacts, exhibits and experiences related to the exciting future and remarkable past of America's human space-flight program. Plus, you'll have the opportunity to watch an exciting film or live presentation in three theaters. Hear NASA mission updates in the Mission Briefing Center, learn how astronauts live aboard the International Space Station in our Living in Space presentation, relive NASA's historic journey in Destiny Theater, and watch a space documentary on one of the largest screens in Texas.

Admission, transportation, and lunch are included in the 4-day registration fee. Guest tickets are available (\$90-\$110).





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Contact us to learn more:
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Source: Salesforce FY23 Customer Success Metrics

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Curious about harnessing Web3 technology to elevate your museum's membership?

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Visit our booth in the Legends Prefunction area to learn more, or see our Digital Collectibles Insight Study online. Visit nimi.live

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The intersection of membership, ticketing, community building, and donor bases is at the core of work.

For more information, please visit penningtongray.com or email erin@penningtongray.com.

THE SUCCESS, OR FAILURE, OF YOUR MEMBERSHIP ACQUISITION AND RENEWAL CAMPAIGNS BOILS DOWN TO ONE LAST CHOICE.

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Resources

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 conference app 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

2022 Detroit, MI

Detroit Institute of Art
Detroit Zoo
The Henry Ford

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

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KEY TAKEAWAYS

WHILE YOU'RE IN *HOUSTON*

Things To Do



Attractions



Restaurants



Experiences



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