

# AMMC

American Museum Membership Conference  
Chicago, IL • April 11-14, 2016

Millennium Park | Credit: ©City of Chicago



# Key Information

## Conference Office

Located in the Marquette Room, the Conference Office will be staffed by the Chicago Conference Steering Committee members and will be open at the following times:

*Mon, Apr 11, 2016*  
10:00 am - 4:15 pm

*Tue, Apr 12, 2016*  
8:00 am - 4:00 pm

*Wed, Apr 13, 2016*  
8:00 am - 4:15 pm

*Thu, Apr 14, 2016*  
8:00 am - 12:30 pm

## Conference Hotel and Facilities

The Drake  
140 E Walton Pl  
Chicago, IL 60611  
Conference room rate: \$185 + tax/night  
[rooms must be booked by 3/18/16 to qualify for rate]

Unless otherwise noted in the program conference activities will take place at The Drake Hotel. Hydration stations are available for your use in the hallways outside the main session rooms. Ladies restrooms will be available outside the session rooms, men's restrooms are located one floor up. For transportation from the airport to the hotel, or parking options, please see the hotel website.

## Meals and Evening Events

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

*Mon, Apr 11, 2016*  
Opening Dinner | Art Institute of Chicago [Guest Ticket \$150]

*Tue, Apr 12, 2016*  
Breakfast  
Lunch  
Reception | Adler Planetarium [Guest Ticket \$75]

*Wed, Apr 13, 2016*  
Breakfast  
Lunch  
Reception | Museum of Science and Industry [Guest Ticket \$75]

*Thu, Apr 14, 2016*  
Breakfast

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

## Transportation

Bus transportation will be provided for conference attendees to and from event locations each evening. Please meet the buses at the street level entrance on the north side of the hotel along East Lake Shore Drive at the time outlined in the program. If you have your car, The Drake offers valet services at their main entrance on East Walton Place at a reasonable price.

1 Hr or Less - \$22 | 2 Hrs or Less - \$25 | 3 Hrs or Less - \$30  
4 Hrs or Less - \$31 | 10 Hrs or Less - \$34 | 24 Hrs or Less - \$50

## Lost & Found

Any lost items should be turned into the Conference Office and will be held until Thursday, April 14 at noon. Once the conference concludes, items will be moved to The Drake's front desk.

## Program Changes

In the event of a change to the conference program, updates will be posted to Cumulus.

## Museum Material Market Place

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

## Connectivity

Free Wifi is available for all conference attendees in the conference area and hotel rooms. [Network: Drake Meeting; Username: ammc416; Password: ammc416]

**Cumulus:** use the exclusive app to access detailed conference information and updates. Simply visit [cumulus.encore-us.com](http://cumulus.encore-us.com), and enter the AMMC event ID: 1062-8756

## Social Media: Join the Conversation

Please use #AMMC2016 to share photos of your new friends, innovative learnings, and inspire your colleagues at home.

## Conference Evaluations

We all know feedback is essential in improving programs. Please help us by submitting evaluations for all of the sessions you attend along with an overall conference evaluation. This year all evaluations will be available online via a tab on the conference website. If you are unable to complete the evaluations online there will be printed copies available in the Conference Office.

## Shipping Materials to Hotel

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

Attn: AMMC  
April 4.11-4.14.2016  
c/o The Drake Hotel  
Allison Goerler  
[Your Organization's Name]  
140 East Walton Place  
Chicago, IL 60611

The Drake will deliver boxes of shipped materials to the Conference Office located in the Marquette Room. Attendees are responsible for collecting their own materials and placing them on the assigned tables in The Drake Room.

## 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.

## Experience Chicago

The Chicago Steering Committee has come together to offer a number of opportunities for conference attendees to enjoy special access, and experiences at Chicago institutions. They have also provided a list of suggested restaurants located near The Drake for dinner on Tuesday and Wednesday evenings. See the Explore Chicago section in the program book for details.

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

**Museum Bulletin  
July 1, 1905**

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Dear AMMC Participants:

The AMMC Board joins our colleagues in Chicago in welcoming you to the 2016 American Museum Membership Conference. The conference is a wholly volunteer-led forum. Organized by a closely connected network of dedicated membership professionals across the nation, the conference is a collaboration of staff from small to large museums who value the premise of a conference entirely dedicated to discovery and review of best practices in member service and fundraising. The conference is held every 18 months in a city in the U.S. chosen to present visiting opportunities within museums that represent the best in museum exhibitions and traditions of excellence in membership fundraising. Speakers are drawn from museum membership and fundraising staff, as well as fundraising agencies and counsel from across the nation. Keynote speakers have ranged from major fundraising authors to museum directors.

An advisory committee for the conference was formed in 2008 from among the conference host museum cities to more formally guide standards of excellence in solidifying the conference’s quality of seminars and speakers and also to stabilize its future. In 2009, the conference expanded its mission from solely art museums as a focus to include science, history, and culture museums, as well as gardens. In 2010 the conference officially changed its name to the American Museum Membership Conference to reflect the broader scope of museum participation. In 2011 the advisory committee was transitioned into the AMMC Board as we incorporated as a nonprofit to oversee conference operations. The conference in Chicago in April 2016 will mark the 33<sup>rd</sup> time we as Membership professionals have met together.

This year the conference boasted its highest attendance ever at more than 350 attendees. Thank you for your attendance this year, we hope you enjoy the conference and have fun exploring Chicago!

Jennifer Thomas  
AMMC President  
Saint Louis Art Museum

Laura Brouse-Long  
AMMC Vice President  
Smithsonian Institution

Ruth White  
AMMC Treasurer  
Thanksgiving Point Institute

Nitasha Kawatra  
The Metropolitan Museum of Art

Amy Katherine Radick  
The Art Institute of Chicago

Kristen A. Shepherd  
Los Angeles County Museum of Art

Michael Smith  
American Museum of Natural History

Aidan Vega  
Philadelphia Museum of Art

Suzi Woo  
Modern Art Museum of Fort Worth

Tom Zydell  
Virginia Museum of Fine Arts

**MISSION**

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

**2016 AMMC Scholarship Recipients**

**Laura Muasher**

The Santa Barbara Botanic Garden  
Santa Barbara, CA

**Emily Weber**

National Czech & Slovak Museum & Library  
Cedar Rapids, IA

**Rebecca Baumann**

Montana Historical Society  
Helena, MT

Barbara Dougherty Membership  
Scholarship Recipient

Roanne Katcher Membership  
Scholarship Recipient

Small Museums  
Scholarship Recipient



Dear AMMC Colleagues,

I am so pleased to welcome you to Chicago for the 33rd American Museum Membership Conference! Chicago is a city brimming with the best of everything – food, museums, architecture, music, and theater. Set on the shores of beautiful Lake Michigan, Chicago houses the historic “Loop” downtown and is surrounded by 77 vibrant neighborhoods that boast their own history and culture. We crafted a week where you will not only enjoy professional development but also a chance to see and experience some of Chicago’s most wonderful attractions.

As membership professionals, you are driven individuals with major goals and deliverables for your respective museums. We know your time is valuable which is why we have worked to make 2016 AMMC in Chicago robust in programming and activities. If you are new to the conference, look forward to meeting fellow newcomers, seasoned professionals, and some of the best vendors in the business. If you are returning to AMMC, we’re glad to see you again, and look forward to your continued contributions. At the end of the conference you will leave with new information, ideas, strategies, contacts and collegial support that will advance efforts at your organization.

During your stay for AMMC you will get to see three of Chicago’s top 10 cultural sites with the opening reception and dinner at the Art Institute of Chicago on Monday, a cocktail reception at the Adler Planetarium on Tuesday, and our final cocktail reception at the Museum of Science and Industry on Wednesday. Additionally the Host Committee worked to provide offers for free or discounted admission to a plethora of Chicago cultural greats. Catch a White Sox game, see our gorgeous Chicago Botanic Garden, or spend an afternoon at the Museum of Contemporary Art. Go to the Chicago Symphony Orchestra or take in a day at the Lincoln Park Zoo. A river cruise with the Chicago Architecture Foundation is a must as is the Chicago History Museum. Or spend an afternoon at the Oriental Institute or the DuSable Museum of African American History. Sincere thanks goes to everyone on the Host Committee for their time and efforts to showcase our beloved city.

The Host Committee would also like to extend a special thanks to our colleagues on the Programming Committee for the extraordinary lineup of conference sessions and for crafting one of the best conferences yet.

AMMC would not happen were it not for our generous sponsors. We raised a record amount to fund the Chicago conference and it would not have been possible were it not for the leadership of Kristen Shepherd. I’d like to thank Kristen for her tireless efforts, as well as note all of our sponsors for their benefaction. Specifically, I’d like to thank our Premier sponsors: Darwill, Edventure Promotions, The Lukens Company, and Membership Consultants; our Patron sponsors: Benefactor Travel, Comnet Market Group, Cultural Media, Daniller & Company, JCA, Pinnacle, and SD&A; and our Contributing sponsors: Avalon, CDR Fundraising Group, Global Sourcing Connection, Membership Avenue, The Production Advantage, Target Analytics, and Tessitura Network. Additional funding was kindly provided by Slover Linett Audience Research. Please take a moment to thank the sponsor representatives at the conference this week. This vital funding is what enables the AMMC Board to make the conference affordable while continuing to grow attendees and engage more of our peers nationally and internationally.

The Host Committee would also like to thank Jennifer Thomas and Ruth White for their guidance and leadership throughout the 18-month planning process to make 2016 AMMC Chicago a reality.

Finally, I would like to thank you for attending AMMC. Your involvement is what makes this conference so successful. I hope your time here is enlightening and entertaining, you enjoy the fellowship of colleagues old and new, and you depart with a spark or two that will make all the difference for your membership program.

Sincerely,

Amy Katherine Radick, The Art Institute of Chicago

**2016 AMMC Host Committee**

Amy Katherine Radick, *The Art Institute of Chicago, Host Committee Chair*  
Courtney Bates, *The Art Institute of Chicago*

Hilary Branch, *The Art Institute of Chicago*  
Courtney Graham, *The Art Institute of Chicago*

**2016 AMMC Steering Committee**

Anne Boynton, *Chicago Botanic Gardens*  
Christina Breslow, *The Field Museum*  
Michelle Clairmont, *Museum of Contemporary Art Chicago*  
Patricia Doyle, *Museum of Contemporary Art Chicago*  
Amy Endres, *Driehaus Museum*  
Pat Gonzalez, *Chicago Architecture Foundation*  
Erica Griffin, *DuSable Museum*  
Tara-Jeanne Kosloski, *Chicago History Museum*

Carolyn Kotlarski, *Chicago Botanic Gardens*  
Jenna Lieblich, *The Field Museum*  
Sara Murphy, *Museum of Science and Industry*  
Elizabeth Nerland, *Lincoln Park Zoo*  
Vicky Sanchez, *Chicago Architecture Foundation*  
Sarah Warner, *Adler Planetarium*  
Amy Weber, *Oriental Institute*  
Laura Woods, *Adler Planetarium*



Dear Colleagues and Friends,

We are thrilled to join you in Chicago for AMMC 2016! The program committee has been working diligently over the past few months to put together this year's program and we are certain it will not disappoint. Our goal this year is to celebrate ideas throughout the industry, both large and small, and to tell the full story behind those ideas.

We thank past attendees for your participation in conference surveys. The committee used your feedback to help shape this year's programming. AMMC 2016 features more sessions focused on single projects designed to provide a deep-dive into the process of turning an idea into a finished product, the good and the bad. We have also emphasized a balanced offering of programs with presentations that speak to all types of organizations, large and small, and all types of projects, simple and advanced. Also, this year's roundtable discussions have been moved to lunch with a new format that emphasizes networking and deeper conversations while leaving more time at breakfast to meet with colleagues and prepare for the day ahead.

In addition to highlighting the great work by our membership peers, AMMC 2016 provides a line-up of keynote speakers who emphasize new ways of thinking in their work. Dr. John List, from the University of Chicago, is one of the world's leading experts on experimental economics. Nandika Suri will share how United Airlines uses data analysis and quantitative modeling to design their loyalty program. Art Markman, joining us from University of Texas at Austin, studies the mechanisms of decision making and how behavioral sciences can be applied to the business world. These sessions are designed to bring us out of the day to day of our own industries and challenge us to infuse new thought into our work.

Overall, we hope that you will come out of the conference better prepared to take on new projects in the coming year!

Best wishes,

Aidan Vega, Philadelphia Museum of Art

Tom Zydell, Virginia Museum of Fine Art

#### 2016 AMMC Program Committee

Aidan Vega, *Philadelphia Museum of Art*, Program Committee Co-Chair  
Tom Zydell, *Virginia Museum of Fine Art*, Program Committee Co-Chair  
Lori Bockstanz, *Lady Bird Johnson Wildflower Center*  
Hilary Branch, *The Art Institute of Chicago*  
Laura Brouse-Long, *Smithsonian Institution*  
Kelli Buchan, *Franklin Institute*

Kate Gleason, *Saint Louis Art Museum*  
Marianne Maxwell, *Barnes Foundation*  
Brianna Lowndes, *Whitney Museum of American Art*  
John Perell, *Smithsonian Institution*  
Steve Sullivan, *Woodland Park Zoo*

## 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 of speakers.

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

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

Ditch your phone! Enjoy ...

# darwill

Dear AMMC Attendees-

Darwill wants to welcome you to our sweet home, Chicago!

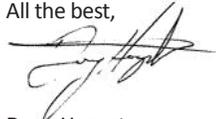
As a sponsor of many American Museum Membership Conferences in years past, it's an honor to be a Premier Sponsor for you in 2016. We are grateful to the amazing people on the board of AMMC, who took great amounts of time and effort to make this happen. Our team is looking forward to being your host, and will do what we can to make sure you have a great time!

Chicago is a great city; great food, great entertainment, and of course, great cultural institutions. Our goal at Darwill has always been to support these institutions and help them increase and inform their members. We know this conference will help you to do the same thing. We're happy to share with you our stories and knowledge in the renewal and acquisition process.

As a past attendee of four AMMCs, I can tell you there is no better conference for you to get practical, immediately actionable information. Whether it's a new direct marketing strategy, renewal process, ticketing strategy, etc. - the leading sources of information will be in the room with you.

My best advice is seek out others, soak up their information, and share yours. And of course, be sure to enjoy all of the great food, drink, and entertainment Chicago has to offer!

All the best,



Doug Hoogstra  
Account Executive



Edventure Promotions is very excited to welcome you to our great city of Chicago for the important purpose of bringing amazing museums together to share thoughts and ideas focused on membership-based fundraising. We look forward to joining in the fun, adding our strategic perspective and voice to the exciting conversation. Being new to the AMMC community, I'll share a snapshot of my background giving insight into our Premier Sponsorship at this year's conference.

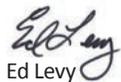
24 years ago this week, on April 13, 1992, The Great Chicago Flood nearly drowned our beautiful city and simultaneously changed my life. The very next day, I designed and sold my first custom printed T-shirt. Just two months later, The Art Institute of Chicago became my first corporate client and launched my career in the promotional products industry. Never looking back, I embraced the promotional product industry's "creative-centric" philosophy and continue to build Edventure Promotions into a highly resourceful promotional marketing company.

It is an exciting time for all of us in the marketing world right now and your cultural institutions are poised to take advantage of all the significant developments. Using the newest portable technology such as video, holograms, augmented and virtual reality in your membership campaigns, you'll be able to capture the attention of your audiences in ways you had only imagined a few years ago.

We are eager to roll up our sleeves, team up with you, and contribute to what is certain to be an amazing experience.

A huge thank you to The Art Institute of Chicago host committee and AMMC Board of Directors for all their hard work in organizing this conference. And of course, thanks to all of you attendees for your dedication and eagerness to work together. We look forward to seeing familiar faces and meeting new friends. Most importantly, we wish you all an engaging, memorable and fun few days in Chicago!

Sincerely,



Ed Levy  
Founder & President  
Edventure Promotions

# thelukenscompany

Dear AMMC Attendees,

Welcome! We're happy you could join us.

The next few days of the 2016 American Museum Membership Conference are a wonderful opportunity for you to connect and reconnect with your fellow membership professionals, to learn from and support one another. So please take full advantage!

It is an especially exciting and challenging time to be part of our museum community. Cultural institutions across the spectrum are boldly experimenting with new approaches to engaging diverse audiences, in some cases redefining what it means to be a member. New technologies and learnings in digital marketing are allowing membership and marketing to work in concert to reach museum patrons through cost-effective targeting and move them up the ladder of engagement from visitors to members to donors.

AMMC is a distinctive forum for bringing the key issues confronting museum membership professionals and others to the forefront of the conversation by fostering the exchange of ideas and sharing of expertise. Year after year, the conference continues to grow both in size and stature in the museum world.

As a longstanding sponsor, The Lukens Company is honored to do our small part to help make this conference a continued success. But the real work and the much deserved credit for this conference belong to your host committee and to the tireless efforts of the AMMC Board of Directors; I hope you will take a moment to thank them over the next few days.

Now, enjoy!!! And please take time to explore Chicago's world-class dining (which includes a slice or two of deep dish, of course!), stunning parks with iconic public art, and one of the finest collections of urban architecture in the world.

Sincerely,



Walter Lukens  
President and CEO  
The Lukens Company



Dear AMMC Attendees,

Membership Consultants is excited and happy to welcome you and the conference to Chicago in 2016. While you are visiting, we are sure that you will be impressed with our fine museums and cultural institutions. We are very thankful to the AMMC Board of Directors and planners and especially to the wonderful team of hosts this year – who worked hard to bring us all together and provide us with an itinerary of evening events.

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

Membership Consultants has a similar tenure as AMMC in the membership marketing and management world – 28 years. It has been very gratifying to see the profession of membership management grow in importance and gain the respect it deserves in our many museums and cultural institutions nationally. Each and every one of you in attendance can take pride and credit for the elevation of our profession. Your hard work, passion, desire to learn more and achieve best practices and growth in your membership programs is truly commendable. Your attendance at this conference is proof of your personal commitment to excellence in your membership endeavors.

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

Sincerely,

The Membership Consultants Team

Dana Hines, CFRE  
Karen Mariani  
Karen Meyer

Rosie Siemer  
Tabetha Debo  
Doris Plummer

Diane Wallace  
Leslie Taege  
Mark Migneco

Lisa Nelson  
Samantha Nuernberger  
Nancy Nafe

Gail Gooden  
Felecia Mitchell  
Matt Garvey

P.S. (We are direct marketers – there always has to be a P.S!) We are happy to announce the publication of our membership book “Membership Marketing in the Digital Age.”

# Explore Chicago

## About the Neighborhood

The Drake Hotel is situated on the border of two historic Chicago neighborhoods, Streeterville and Gold Coast, and serves as the north capstone of the Chicago's famous Magnificent Mile. Streeterville, named for Captain George Wellington Streeter, was once a part of Lake Michigan. Like many shoreline areas downtown, dirt and waste were dumped here during the cleanup following the Great Chicago Fire of 1871 to create new areas for development. Streeterville is home to the major Chicago attraction, Navy Pier – which hosts restaurants, amusement rides, shops, the Chicago Children's Museum, and sightseeing boat docks. Just northwest of the hotel is the affluent neighborhood of Gold Coast. Historic homes, designer shopping, and great eateries line the streets. While Oak Street Beach is a neighborhood destination in the summer, the Gold Coast nightlife provides energy-filled evenings year-round. While most people know the Magnificent Mile for its numerous stores, it also boasts historic architecture and monuments. Along Michigan Avenue you can find the John Hancock Center, the Historic Water Tower, the Wrigley Building, and Tribune Tower. At the south end of the Magnificent Mile you'll find striking bridges and a Riverwalk that offers unique views of the Chicago River. The Drake Hotel is perfectly situated within walking distance of fabulous Chicago neighborhoods – ripe for exploration.

## The Drake Hotel, a History

Conceptualized by architect Benjamin Marshall, the Nation's first urban resort came to fruition at the cornerstone of the Magnificent Mile and Lake Shore Drive by brothers John and Tracy Drake. The doors of The Drake Hotel opened on New Year's Eve 1920 to 2,000 of Chicago's most distinguished citizens. Known as a city within a city, The Drake provided a complete array of leisure activities and luxurious amenities, quickly becoming high-society's first choice in opulence. Listed in the National Register of Historic Places, its distinguished service and historic traditions offer guests modern luxury with old-Chicago flare. As the eras have passed, the Drake has solidified its reputation as a Chicago original, its timeless story inextricably woven into the fabric of the city.

## Restaurants Near the Hotel

There are many great dining options within blocks of The Drake for you to enjoy. Here are just a few to get you started.

**Fig and Olive** [\$21-39]  
104 East Oak Street  
[2 minute walk from the hotel]  
312-445-0060 | figandolive.com  
Upscale restaurant & bar serving seasonal Mediterranean fare prepared with flavored olive oils; takes reservations.

**Tavern on Rush** [\$14-50]  
1031 North Rush Street  
[4 minute walk from the hotel]  
312-664-9600 | tavernonrush.com  
Steakhouse fare, nightly DJs & outdoor seating define this lively, upscale restaurant; takes reservations.

**Chicago Q** [\$12-30]  
1160 North Dearborn Street  
[7 minute walk from the hotel]  
312-642-1160 | chicagorestaurant.com  
House-smoked Southern BBQ plus a full bar & bourbon flights in an upscale setting; takes reservations.

**Lou Malnati's** [\$9-12]  
1120 North State Street  
[5 minute walk from the hotel]  
312-725-7777 | loumalnatis.com  
Family-owned local chain for Italian classics & famous Chicago-style, deep-dish pizzas with butter crusts; does not take reservations.

**Le Colonial** [\$21-34]  
937 North Rush Street  
[4 minute walk from the hotel]  
312-255-0088 | lecolonialchicago.com  
French-Vietnamese fare in a Gold Coast row house with balcony seating; takes reservations.

**Hugo's Frog Bar** [\$14-50]  
1024 North Rush Street  
[5 minute walk from the hotel]  
312-640-0999 | hugosfrogbar.com  
Upscale seafood restaurant in modern setting famous for its crab cakes, steaks & frogs' legs; takes reservations.

**Disotto Enoteca** [\$14-30]  
200 East Chestnut Street  
[2 minute walk from the hotel]  
312-482-8727 | disottoenoteca.com  
Late-night wine-focused restaurant with Italian small plates served in a cellar-like setting; takes reservations.

**The Purple Pig** [\$11-30]  
500 North Michigan Ave  
[20 minute walk or 5 minute taxi from the hotel]  
312-464-1744 | thepurplepig.com  
Adventurous small plates plus house-cured meats & a lengthy wine list in small, lively quarters; does not take reservations.

**Café Iberico** [\$11-30]  
737 North LaSalle Blvd  
[20 minute walk or 7 minute taxi from the hotel]  
312-573-1510 | cafeiberico.com  
Tapas & other Spanish plates in a huge, group-friendly space with a buzzy vibe; takes reservations.

**Ditka's** [\$15-35]  
100 East Chestnut Street  
[5 minute walk from the hotel]  
312-587-8989 | ditkasrestaurants.com  
Upscale restaurant & bar serving steaks & American fare in a space filled with football memorabilia; takes reservations.

**Baisi Thai** [\$10-20]  
900 North Michigan Shops, 6th floor  
[2 minute walk from the hotel]  
312-664-9200 | chicagobaisithai.com  
Modern spot for Thai, Japanese & Chinese chow plus sushi with views overlooking Magnificent Mile.

## Exclusive Opportunities for Conference Attendees

### Art Institute of Chicago

[artic.edu](http://artic.edu)

Discounted admission passes can be found in your conference materials.

[valid 4/11-4/17/16]

### Chicago White Sox

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

Attendees can purchase discounted tickets to a pre-conference baseball game [Sunday, April 10 @ 1:10 pm | Chicago White Sox vs. Cleveland Indians]. Discounted ticket levels include: Lower Box \$25, Outfield Reserve \$10, Upper Box \$5. Visit [WhiteSox.com/AMMC](http://WhiteSox.com/AMMC) and use the code "AMMC".

[valid 4/10/2016]

### Lincoln Park Zoo

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

Show your conference badge at the Gateway Pavilion for a 10% discount zoo-wide on food and retail purchases.

[valid 4/9-4/16/2016]

### Oriental Institute Museum

[oi.uchicago.edu/museum-exhibits](http://oi.uchicago.edu/museum-exhibits)

Coupons for free museum admission along with audio tour plus 10% discount in gift shops can be found in your conference materials.

[valid 4/9-4/16/2016]

### Chicago History Museum

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

Conference attendees receive free admission for dates listed below PLUS a curator tour on Thursday 4/14 at 2 pm (limited to 40 guests). Visit <http://tinyurl.com/jx64fbu> to register for the tour. Admission passes can be found in your conference materials.

[valid 4/9-4/16/2016; 4/14/16 tour requires pre-registration]

### Chicago Botanic Garden

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

All conference attendees will receive a "Day at the Garden" package (package good for a full-year in case of inclement weather) in your conference materials.

[valid through 4/30/2017]

### Museum of Contemporary Art Chicago

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

Receive free admission by showing your AMMC badge, or your museum business card/ID at the admissions counter. Check the website for the daily public tour schedule (Museum is closed Mondays).

[valid 4/7-4/17/2016]

### Chicago Symphony Orchestra

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

Attendees receive 10% discount on ticket purchases for the Chicago Symphony Orchestra performance of *Muti Conducts Mahler's Fourth* on April 14, 15, or 16. To purchase tickets visit [CSO.org](http://CSO.org) and use code "AMMC".

[valid 4/14, 4/15 & 4/16]

### The DuSable Museum of African American History

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

Free admission passes for conference attendees can be found in your conference materials.

[valid 4/12-4/16/16]

### Chicago Architecture Foundation

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

Coupon for \$10 discount on One (1) ticket for the Chicago Architecture Foundation River Cruise aboard Chicago's *First Lady Cruises* can be found in your conference materials. Additional coupons for guests can be downloaded at <http://tinyurl.com/z97hseo>. Each coupon must be printed and presented to the dockside ticket office.

[valid through 2016 season, excludes holidays]

Receive a 15% discount on purchases from the CAF Shop by showing your conference badge or using code AMMC2016 online (224 S Michigan Ave or [shop.architecture.org](http://shop.architecture.org)).

[valid 4/10-4/18/16]



# At-a-Glance

<b>Monday, April 11, 2016</b>		
1:00 pm – 1:45 pm	General Session	Membership 101
2:00 pm – 3:00 pm	General Session	Market Trends in Membership – 2016
3:15 pm – 4:15 pm	General Session	Networking Meet & Greet
6:00 pm – 9:30 pm	Event/Meal	Opening Dinner at Art Institute of Chicago
<b>Tuesday, April 12, 2016</b>		
7:30 am – 8:15 am	Event/Meal	Breakfast
8:15 am – 8:30 am	General Session	Welcome Remarks
8:45 am – 9:45 am	Concurrent Sessions	Beyond the Free Pass: Members and Art as Cause How Cutting-edge Data Analytics Can Revolutionize Your Membership Program Keeping Up with the Joneses: Mobile Member Cards and Recurring Giving
10:00 am – 11:00 am	Keynote	John List: Let's Get to the Why of the Matter
11:15 am – 12:15 pm	Concurrent Sessions	Don't kill direct mail! A case study on why you need to keep it alive Tiny Tweaks to Bold Break-throughs — Reshaping your Membership Program to Maximize Results DIY Member Engagement at a Mid-sized Museum
12:15 pm – 1:15 pm	Event/Meal	Lunch and Roundtable Discussions
1:15 pm – 2:00 pm	General Session	Big Ideas for Museum and Membership Fundraising
2:15 pm – 3:15 pm	Concurrent Sessions	Membership for Today's Museum Audience: Rethinking Relevance & Engagement Introducing LACMA Local: A New Membership Designed to Create Community Hey! Get a Membership and No One Gets Hurt
3:30 pm – 4:30 pm	Concurrent Sessions	Doing Your Homework: Visitor Research and Direct Mail Acquiring New Members in 2016 and Beyond Making Email, Online Advertising, and Social Media Work for Membership
5:45 pm – 7:45 pm	Event/Meal	Reception at the Adler Planetarium
<b>Wednesday, April 13, 2016</b>		
7:30 am – 8:30 am	Event/Meal	Breakfast
8:45 am – 9:00 am	General Session	Conference Housekeeping
9:00 am – 10:00 am	Keynote	Nandika Suri: Member Engagement Strategies that Really Take-off
10:15 am – 11:15 am	Concurrent Sessions	Shake it Up: Change or Get Left Behind Won't You Be My Neighbor?: Collaboration Between Pittsburgh's Cultural Organizations Loyalty and Membership: Love, Passion and Long-Term Relationship
11:30 am – 12:30 pm	Concurrent Sessions	Membership and the New Whitney Benchmarking to Drive Fundraising Success Digital Strategies for the Direct Mail World - The Pendulum Swings Back
12:30 pm – 1:30 pm	Event/Meal	Lunch and Roundtable Discussions
1:30 pm – 2:15 pm	General Session	Oh, So Wrong! Mistakes, Failures, and Lessons Learned

## Wednesday, April 13, 2016 con't

2:30 pm – 3:30 pm	Concurrent Sessions	Learn How to (Membership) Drive from the Smithsonian! The Challenging Journey: In Pursuit of the Holy CRM Grail On-site Late Night: On the Couch with On-site Sales Experts
3:45 pm – 4:45 pm	Concurrent Sessions	Going Green and Making Green Trust your Data, Not your Instincts (What is Pretty Doesn't Always Work) Beyond Digital: Increase Member Engagement using Emotions
5:30 pm – 7:45 pm	Event/Meal	Reception at the Museum of Science and Industry

## Thursday, April 14, 2016

8:00 am – 9:00 am	Event/Meal	Breakfast
9:15 am – 10:30 am	Keynote	Art Markman: Influence is Behavior Change
10:45 am – 11:45 am	General Session	Live Conference Feedback!
11:45 am – 12:00 pm	General Session	Farewell Remarks

***This schedule is subject to change.***



Chicago Skyline and Oak Street Beach | © Choose Chicago

# Mon, Apr 11

## General Session 1:00 pm–1:45 pm

### Membership 101

Grand Ballroom

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

Kate Gleason, *Membership Manager*, Saint Louis Museum of Art  
Kelli Buchan, *Director of Membership*, Franklin Institute  
Ashley Alexander, *Director of Membership*, Denver Museum of Nature and Science

## Break 1:45 pm–2:00 pm

## General Session 2:00 pm–3:00 pm

### Market Trends in Membership – 2016

Grand Ballroom

Membership programs are substantially affected by market trends in America – from use of hand held devices to how your audience receives and responds to information from multiple channels to using “big data”. This session will be a broad and insightful review of demographics, consumer behavior, business and industry trends, and social media that are currently affecting and will affect membership programs. Participants will come away with a deeper understanding of market trends and how to be vigilant and smart about what will affect your program – and how to make that work to your program's advantage.

Mae Daniller, *President*, Daniller + Company  
Cari Maslow, *Senior Director, Donor Relations & Membership*, Carnegie Museums of Pittsburgh

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

French Room

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

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## Opening Dinner 6:00 pm–9:30 pm

Art Institute of Chicago [230 S Columbus]

*Buses depart from the street level entrance on the north side of the hotel along East Lake Shore Drive at 5:30 pm.*

Celebrate the conference opening night with cocktails and dinner at the Art Institute of Chicago, hosted in the museum's Modern Wing which opened in 2009. Attendees will have the opportunity to view the extraordinary exhibition *Van Gogh's Bedrooms* in Regenstein Hall, featuring the reunion of Van Gogh's three bedrooms for the first time in North America. The Art Institute of Chicago collects, preserves, and interprets works of art for our 1.5 million visitors annually from around the globe. With approximately 300,000 pieces in its permanent collection along with groundbreaking special exhibitions each year, the Art Institute strives to inspire and educate the public. Together, the School of the Art Institute of Chicago and the museum are internationally recognized as two of the leading fine-arts institutions in the United States.

*Buses depart the Art Institute of Chicago at 9:30 pm to drop off at the Drake Hotel.*

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# Tue, Apr 12

## Breakfast 7:30 am–8:15 am

Gold Coast Room

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

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## Welcome Remarks 8:15 am – 8:30 am

Gold Coast Room

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

Jennifer Thomas, *AMMC President*, Saint Louis Art Museum  
Amy Katherine Radick, *AMMC Host Chair*, The Art Institute of Chicago

## Concurrent Sessions 8:45 am – 9:45 am

### Beyond the Free Pass: Members and Art as Cause

Grand Ballroom

Jon Alexander from the New Citizenship Project will outline the theory, frameworks and evidence behind the work of involving members as participants in art as cause, not just consumers of art as product. He will share an overview of the wider project in which Tate have participated alongside organisations like Amnesty International. Rob Halkyard from Tate will go into detail on the changes and innovations Tate made as a result of involvement – and what they intend to do next.

Rob Halkyard, *Head of Membership & Audience Engagement*, Tate  
Jon Alexander, *Founding Partner*, New Citizenship Project

### How Cutting-edge Data Analytics Can Revolutionize Your Membership Program

Walton Room

Learn how to unlock key performance trends found only in member-level file analysis. Not readily apparent in any canned report, this sophisticated analysis helps you to dig deeper into the granular data, revealing underlying retention problems, channel issues, file composition concerns, the impact of historic reductions in investment, long-term vs. short-term ROI, and much more. Join two leaders from the Smithsonian Institution as they share their insights on how to elevate membership programs to the next level. The Smithsonian Institution and Avalon are working together in an unprecedented new strategy to align operations through shared direct marketing services.

David Saunders, *Director of Membership*, National Museum of the American Indian  
Edison R. Wato, Jr., *Membership Program Manager*, National Museum of African American History and Culture  
John Perell, *Director, Direct Response and Shared Services*, Smithsonian Institution

## Keeping Up with the Joneses: Mobile Member Cards and Recurring Giving

French Room

When being able to put your Starbucks card and every other card on your phone is an expectation and recurring giving is transforming fundraising, how can museums keep up? How can you provide convenience to members and still track member attendance? Can you do it without hiring an app developer? Without creating confusion for existing members? Carnegie Museums achieved that functionality and used it as a springboard to launch recurring giving within the existing membership and annual fund programs. This session will explain in detail how the mobile card and recurring giving work together and what the impact has been.

Cari Maslow, *Senior Director, Donor Relations & Membership*, Carnegie Museums of Pittsburgh  
Kara Getkin, *Assistant Director, Member and Donor Services*, Carnegie Museums of Pittsburgh

## Break 9:45 am–10:00 am

## Keynote 10:00 am–11:00 am

### Let's Get to the Why of the Matter

Grand Ballroom



Charitable giving comprises over 2% of the United States GDP, yet very little is known about what drives people to give to nonprofits and charities. What makes people do what they do? When do incentives work and why? The path to answering these questions will be mapped out by John List, Chairman and Homer J. Livingston Distinguished Service Economics Professor at the University of Chicago. An international bestselling author of the book *"The Why Axis"* and one of the world's leading experts on experimental economics, List will enumerate how he investigates the "why" with his large scale field experiments. But you don't need an endless bank account and tons of staff to effect positive change and learn member motivations. While solid empirical evidence through research and testing is important, List will also explain how "Life is a Laboratory." Is a member in hand better than two in the bush? The answers may surprise you.

John List, *Chairman and Homer J. Livingston Distinguished Service Professor of Economics*, University of Chicago

List has been at the forefront of environmental economics and has served as senior economist on the President's Council of Economic Advisers for Environmental and Resource Economics. He is best known as one of the world's leading experts on experimental economics. List has pioneered work using field experiments in which he developed scientific methods for testing economic theory directly in the market-place. He received the Kenneth Galbraith Award in 2010 and the 2008 Arrow Prize for Senior Economists for his research on behavioral economics in the field. His work has provided insight on such issues as pricing behavior, market structure, the valuation of nonmarketed goods and services, the impact of environmental regulation, the economics of charitable giving, and the impact of incentives on education and weight loss. List recently wrote international best seller *"The Why Axis: Hidden Motives and the Undiscovered Economics of Everyday Life,"* co-authored with Uri Gneezy. In the fall of 2014, Professor List was presented with an Honorary Doctorate from Tilburg University for his contributions to the science of economics.

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Concurrent Sessions 11:15 am – 12:15 pm

Don't kill direct mail! A case study on why you need to keep it alive

Grand Ballroom

A few years ago, the Philadelphia Museum of Art made the decision to cut back on its direct mail acquisition program. A short term cost-cutting measure that ended up impacting all channels. While digital techniques may be a tempting "less expensive" solution, direct mail remains alive and well and vital for your program's success. This session will explore in depth how PMA revived its direct mail program, as well as further integrated digital advertising, social media, email and telemarketing for ongoing success. It will provide recommendations that can be applied across a range of organizations, regardless of size or budget, including how to make the case to your leadership to invest in direct mail.

Jessica Sharpe, Director of Visitor Operations and Membership, Philadelphia Museum of Art

Aidan Vega, Director of Membership, Philadelphia Museum of Art  
Tori Bundy, Associate Director, Digital Media, CDR Fundraising Group  
Erin Morris, Manager of Strategic Analysis, Philadelphia Museum of Art  
Bessie Thibodeaux, Vice President Client Services, CDR Fundraising Group

Tiny Tweaks to Bold Break-throughs – Reshaping your Membership Program to Maximize Results

Walton Room

Transforming your membership model requires serious thinking, whether considering a face-lift or complete makeover for membership levels, benefits and prices. Learn the importance of using research, performance analysis and projection models to build confidence in changes. Join this conversation about the performance assessments, market analysis, and constituent research-based insights you'll want to consider when making strategic changes to membership models to optimize the future of your membership program. Demonstrated through Brooklyn Botanic Garden's 18-month project, learn about the process, analysis, research, creative structure design process and marketing launch strategies behind making changes designed to deliver incremental revenue and long-term loyalty.

Suzette A. Sherman, President, Sherman Consulting Group  
Leslie Findlen, Vice President of Development, Brooklyn Botanic Garden  
Diane Ward, President, Membership Matters!

DIY Member Engagement at a Mid-sized Museum

French Room

Engagement is a buzz word right now and a google search of member engagement brings nearly half a million pages of results. Social media likes, email opens, and member visits can all be included in engagement. Ansley will break down what engagement might mean for a smaller institution like an art museum and examine a variety of ways to measure it, including data metrics and anecdotal survey results. She will close with how this data on engagement can drive the retention and revenue rates at an institution.

Ansley Davenport, Membership Manager, Rubin Museum of Art

Lunch Roundtables 12:15 pm – 1:15 pm

Gold Coast Room

Ask the Expert: enjoy in depth conversations with vendors and museum professionals who will share their expertise on a particular topic.

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General Session

1:15 pm–2:00 pm

Big Ideas for Museum and Membership Fundraising

Grand Ballroom

What's new? ...a game changer? ...a great idea, but you are not sure it will work? Come join John Perell in a lively interactive panel discussion where industry veterans share ideas from across the cultural fundraising landscape. Bring your ideas, successes and lessons learned to share with your peers as well.

John Perell, Director, Direct Response and Shared Services, Smithsonian Institution

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

Lori Bockstanz, Director of Membership and Admissions, Lady Bird Johnson Wildflower Center

Brooke Affleck, Senior Manager of Membership and Annual Fund, Brooklyn Museum

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Concurrent Sessions

2:15 pm – 3:15 pm

Membership for Today's Museum Audience: Rethinking Relevance and Engagement

Grand Ballroom

How does a membership program fit in with today's museum and cultural audiences? What does affiliation and belonging look like today? These are some of the questions The Metropolitan Museum of Art was asking when it engaged Slover Linett Audience Research to conduct a creative research-and-planning process. In this session, you'll hear critical insights from members and visitors about the experiences they hope to have at an art museum, learn how conjoint analysis can inform new membership structures and pricing, and learn how the Met is planning to activate this research in fall 2016.

Peter Linett, Chairman and Chief Idea Officer, Slover Linett Audience Research  
Jessica Hirschey, Senior Membership Officer for Strategy and Analytics, The Metropolitan Museum of Art

Introducing LACMA Local: A New Membership Designed to Create Community

Walton Room

LACMA Local is a new kind of membership program, the first fruit of a deep audience study that took place in 2014-15. The study revealed a significant number of nonmember repeat ticket buyers who were not interested in a traditional membership model, even if the value proposition would benefit them. They long for connection with others and for experiences — not discounts. Learn how LACMA responded to this important research insight by developing a new kind of membership program, one that aspires to engage with our audience as a producer of community rather than a provider of benefits. Get a first look at this innovative, experimental program, which launched in February 2016.

Kristen Shepherd, AVP, Audience Strategy and Services, Los Angeles County Museum of Art

Meghan McCauley, Senior Manager, Member Engagement, Los Angeles County Museum of Art

## Hey! Get a Membership and No One Gets Hurt

French Room

Metrics, personnel choices, and institutional culture all play into the development of a top-notch front line visitor relations staff that focuses on selling memberships. This session will discuss ideas on how to get your entire institution to understand the value of membership; the importance of personalities (who you hire and who your membership demographic is); what keys to turn for motivating front line staff and finally, a group brainstorm on recognition possibilities for different personalities.

Lisa Saneda, *Manager Membership & Information Services*, The San Diego Museum of Art

## Break with Snacks 3:15 pm – 3:30 pm

## Concurrent Sessions 3:30 pm – 4:30 pm

### Doing Your Homework: Visitor Research and Direct Mail

Grand Ballroom

Think A/B testing is the only way to tailor your direct mail? Think again! This session will go beyond testing and explain how visitor research can help shape the audience, creative, and overall strategy for your next direct mail campaign. In this session, we will discuss visitor research that our panelists have conducted and how it has unexpectedly affected direct mail strategy from list selection to creative design.

Marie Kosanovich, *Account Director*, The Lukens Company  
Hilary Branch, *Senior Associate Director of Membership and Annual Giving*, Art Institute of Chicago  
Ingrid Van Haastrecht, *Director of Development Operations and Analysis*, Dallas Museum of Art

### Acquiring New Members in 2016 and Beyond

Walton Room

This session will cover best practices and new ideas for acquiring new members for your organization. Topics covered will include the primary channels to acquire new members including direct mail, email, onsite sales, telefundraising, and digital strategies. Learn from a botanic garden membership manager with a national membership program and a prominent regional art museum as they share their success stories in selling memberships through different channels.

Martha Ernst, *Vice President*, Daniller + Company  
Lori Bockstanz, *Director of Member Services*, Lady Bird Johnson Wildflower Center  
Rachel Bellmer, *Membership Manager*, Milwaukee Art Museum

### Making Email, Online Advertising, and Social Media Work for Membership

French Room

Membership is changing. The way visitors, members, and donors engage with organizations is no longer just on-site. To be successful, membership needs to adapt to a multi-channel marketing approach that leverages traditional channels as well as digital, social media, and email. Hear from two very different institutions that embarked on experimental digital marketing

campaigns. Insights, results, and best practices will be shared about email marketing, online advertising, social media, reaching niche audiences, and gift membership. Learn advanced techniques for online advertising, social media contests, expanded email campaigns, and landing pages.

Rosie Siemer, *Founder & CEO*, FIVESEED  
Tammy Stewart, *Assistant Director of Development*, Phoenix Art Museum  
Dana Nelson, *Membership Manager*, San Antonio Zoo



## Reception 5:45 pm – 7:45 pm

Adler Planetarium [1300 S Lake Shore Drive]

*Buses depart from the street level entrance on the north side of the hotel along East Lake Shore Drive at 5:15 pm.*

Enjoy cocktails and hors d'oeuvres at Chicago's Adler Planetarium — America's First Planetarium. Situated on the shore of Lake Michigan, enjoy unparalleled views of the Chicago Skyline from the Sky Pavilion. Founded in 1930 by Chicago business leader Max Adler, the planetarium is home to three full-size theaters, extensive space science exhibitions, and one of the world's most important antique astronomical instrument collections on display. Guests will have time to explore *Mission Moon* where they can experience America's first steps into space through the eyes of Capt. James A. Lovell, Jr. and his family.

*Buses depart the Adler Planetarium at 7:45 pm to drop off at the Drake Hotel.*

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# Wed, Apr 13

## Breakfast

7:30 am – 8:30 am

Gold Coast Room

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

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

Grand Ballroom

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

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

Amy Katherine Radick, *AMMC Host Chair*, The Art Institute of Chicago

## Keynote

9:00 am – 10:00 am

### Member Engagement Strategies that Really Take-off

Grand Ballroom



How does a Fortune 100 company engage and steward its 2 million members flying the Friendly Skies? Come learn from Nandika Suri, the Director of Premier Program design and management of United Airline's frequent flyer program, MileagePlus. On

this "trip" you will learn how to enhance engagement among members leveraging a highly targeted approach to experience and marketing. Now sit back, relax, and enjoy the flight.

Nandika Suri, *Vice President Mileage Plus Rewards*, United

With more than 15 year of experience in marketing, design, and execution of loyalty programs, Suri led the launch of the revenue based MileagePlus program as well as the integration of United and Continental's frequent flier programs. She has been instrumental in spearheading member engagement initiatives to drive acquisition and retention for a diverse set of customer segments in a data driven Omni-channel environment.

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## Break

10:00 am – 10:15 am

## Concurrent Sessions 10:15 am – 11:15 am

### Shake it Up: Change or Get Left Behind

Grand Ballroom

Shifting audiences and institutional priorities can leave membership programs behind. Three institutions in the Bay Area have managed change within their institutions to respond to member needs, acquire new supporters, and expand demographics. Learn from their challenges and successes to discover ways to navigate change within your organization, overcome resistance, and communicate effectively with your members. The institutions represented have recently launched radical changes, including new levels, increased pricing, enhanced offerings, shifts in public perception, and more! Learn how these innovations have led to increased revenue, diversified audiences, and expanded program awareness.

Rebecca Kirkpatrick, *Membership Manager*, Oakland Museum of California

Kate Johnson, *Director of Membership*, Asian Art Museum

Jesse Lowenberg, *Membership Program Manager*, San Francisco Zoo

### Won't You Be My Neighbor?: Collaboration Between Pittsburgh's Cultural Organizations

Walton Room

Have you ever wondered what would happen if you could take the benefits of this conference home with you and really partner with other museums in your community? Come channel your inner Mr. Rogers and learn how cultural neighbors in Pittsburgh initially came together in 2013 to share ideas, discuss challenges, and learn from their membership peers and ended up creating a collaborative program benefiting the members of all of their organizations. February Free Days has become a community-wide reciprocity program that allows members of all 10 organizations to experience the other cultural organizations in Mr. Rogers' hometown.

Kara Getkin, *Assistant Director, Member and Donor Services*, Carnegie Museums of Pittsburgh

Mary DeMars, *Membership Manager*, Phipps Conservatory and Botanical Garden

### Loyalty and Membership: Love, Passion and Long-Term Relationship

French Room

See how loyalty and membership go hand-in-hand to create a long-lasting relationship with an organization. Learn how a good loyalty program works with membership to grow love and passion for your organization. A loyalty program can become a funnel for new members and a strategic tool that drives visitation, deepens engagement, and increases social media interactions, gift shop sales, food and beverage sales, and overall revenue! Loyalty programs resonate with all age groups, from Baby Boomers to Generation Xers to Millennials. Learn the difference between a loyalty program and a membership program, and how you can leverage loyalty for data capture.

Dana Hines, *President and CEO*, Membership Consultants

Donna Powell, *Business and Administrative Services Manager*, Point Defiance Zoo and Northwest Trek

John Keefe, *Sales Manager*, SKIDATA

Rosie Siemer, *Founder & CEO*, FIVESEED

## Break

11:15 am – 11:30 am

**Concurrent Sessions 11:30 am – 12:30 pm**

**Membership and the New Whitney**

Grand Ballroom

The Whitney Museum of American Art recently moved to their new home in the Meatpacking District. This session will serve as a case study to help professionals whose own organizations are going through a time of transition.

Erin Weaver, *Founder and Principle*, Pennington Gray  
Brianna Lowndes, *Director of Membership and Annual Fund*, Whitney Museum of American Art  
Joel Snyder, *Senior Manager, Membership Cultivation and Engagement*, Whitney Museum of American Art

**Digital Strategies for the Direct Mail World - The Pendulum Swings Back**

Walton Room

Every Museum is trying to identify their members who are passionate about their museum, and upgrade ticket buyers to subscribers, and generally figure out ways to connect their members to the museum. This is often done online or through email, because we can track open rates and send them out quickly and easily, with very focused content. Utilizing a Trigger Campaign and a new offering from the USPS called alternative postage, the Art Institute of Chicago and the Chicago Symphony orchestra have taken strategies that are already in place in the digital world, and created campaigns that are having success in direct mail.

Dan O'Donoghue, *Manager of Communications, Membership Experience*, The Art Institute of Chicago  
Elisabeth Scheffler-Madeja, *Director of Marketing*, Chicago Symphony Orchestra Association  
Doug Hoogstra, *Account Executive*, Darwill

**Benchmarking to Drive Fundraising Success**

French Room

This session will discuss the importance of utilizing data to help drive fundraising practices by sharing trends in overall giving for arts and culture organizations. Recently, Target Analytics produced benchmarking reports for a group of cultural organizations. In addition to our standard metrics, the arts and culture report set also analyzes long-term giving behavior for both members and donors separately. This analysis provides organizations with a thorough understanding of the difference in performance of these two populations over time, so they can understand the benefits and drawbacks of investing more resources into one population over the other. In this session, we'll share with you the aggregate annual giving metrics (retention, reactivation, acquisition, donor migration, and long-term value) for this benchmarking group as well as discuss how the American Museum of Natural History has successfully used these metrics to shape strategy, resulting in increases in both donors and revenue.

Carol Rhine, *Principal Fundraising Analyst*, Target Analytics, a Blackbaud Company  
Michael J. Smith, *Sr Associate Director of Membership*, American Museum of Natural History

**Lunch Roundtables**

**12:30 pm – 1:30 pm**

Gold Coast Room

Join your colleagues at museums of similar sizes for a conversation about your shared challenges and opportunities.

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**General Session**

**1:30 pm – 2:15 pm**

**Oh, So Wrong! Mistakes, Failures, and Lessons Learned**

Grand Ballroom

Conferences are ideal venues for sharing our successes and learning from one another. But successes are not the only way to learn — failures can provide just as much insight. Join this lively session where fellow professionals confide their secret mistakes, failures, and projects gone awry. These brave souls will share their greatest professional mistakes in hope of helping you avoid the same fate. A lively question and answer discussion will reveal lessons learned, and audience members will have the chance to share their stories too. Just remember, what is shared in the room stays in the room.

Steve Sullivan, *Associate Director of Membership and Digital Sales*, Woodland Park Zoo  
Tom Zydell, *Director of Visitor Services and Membership*, Virginia Museum of Fine Arts  
Aidan Vega, *Director of Membership*, Philadelphia Museum of Art  
Hilary Branch, *Sr Associate Director of Membership & Annual Giving*, The Art Institute of Chicago  
Amy Katherine Radick, *Director of Membership & Annual Giving*, The Art Institute of Chicago

**Break**

**2:15 pm – 2:30 pm**

**Concurrent Sessions**

**2:30 pm – 3:30 pm**

**Learn How to (Membership) Drive from the Smithsonian!**

Grand Ballroom

A membership drive is not just for NPR and PBS fans! Even without Ira Glass making the pitch, there is a lot of opportunity for museums to capitalize on a few weeks of effort. And what could be more important than acquisition and retention to a membership program. Membership drives offer a useful rallying point for programs of all sizes and on all platforms. Learn how the Smithsonian museums leverage multichannel membership drives with great messaging and strategies to win new members, reinstate lapsed, and upgrade existing.

Yoonhyung Lee, *Senior Vice President*, M + R  
David Saunders, *Director of Membership*, National Museum of the American Indian  
Edison R. Wato, Jr., *Membership Program Manager*, National Museum of African American History and Culture

**The Challenging Journey: In Pursuit of the Holy CRM Grail**

Walton Room

Join Annie Wong, Cari Maslow and Steve Jacobson for an in-depth look at different approaches to unifying data across an enterprise to gain a 360 degree view of patrons. The result: a more complete understanding of patrons' engagement based on giving, membership, visitation and buying patterns. Panelists will discuss their objectives, challenges and successes in pursuing the holy CRM grail. During this interactive session, panelists and audience will examine the pros and cons of integrating best-of-breed applications versus deploying a unified system.

Steve Jacobson, *President and CEO*, JCA Inc.  
Cari Maslow, *Senior Director, Donor Relations & Membership*, Carnegie Museums of Pittsburgh  
Annie Wong, *Head of Loyalty & Partnerships*, The Royal Academy of Arts

**On-site Late Night: On the Couch with On-site Sales Experts**

French Room

At all museums large and small, On-Site Sales is a key strategy for connecting with your visitors, and converting them to Members. The host of 'On-Site Late Night' interviews experts on the intricacies of running successful programs, asking penetrating questions, such as 'How to develop effective sales people?' and 'How to get the visitor services staff to sell memberships?' and 'How to increase sales conversion rates?' Join us for On-Site Late Night, with host, Karen Mariani from Membership Consultants. Audience participation appreciated!

Karen Mariani, *Manager, On-site Sales*, Membership Consultants  
Blair Steck, *Director for Membership Acquisitions*, The Trustees  
Ambry Capistrano, *Director of Membership*, Monterey Bay Aquarium  
Shelley Colvin, *Institutional Giving Manager*, Bechtler Museum of Modern Art

**Break with Snacks**                      **3:30 pm – 3:45 pm**

**Concurrent Sessions**                **3:45 pm – 4:45 pm**

**Going Green and Making Green**

Grand Ballroom

How do you reduce costs, lock-in revenue and support environmentally-friendly membership options all at once? LACMA made operational changes and launched a suite of "green" membership options that reduced mailings and increased auto renewal. This session will cover the multi-phase, omni-channel launch of a greening initiative and how members responded.

Kristin Voss Hyatt, *Marketing Manager, Membership*, Los Angeles County Museum of Art

**Trust your Data, Not your Instincts (What is Pretty Doesn't Always Work)**

Walton Room

If we just trusted our instincts, marketers probably wouldn't mail as often or use the best practices we've come to trust. In this session, we underline the importance of testing by taking participants through the metrics of creative testing, including how to test, what to look for, and when to re-test. We'll talk about qualitative (focus groups) versus quantitative testing,

plus data overlays to give you even more clues about how your members will behave. We'll also review industry trends that are tracked by groups like Giving USA and Blackbaud, and how those trends might apply to your program.

Kerri Kerr, *Senior Vice President*, Avalon Consulting Group  
Allison Porter, *President*, Avalon Consulting Group  
John Perell, *Director, Direct Response and Shared Services*, Smithsonian Institution

**Beyond Digital: Increase Member Engagement using Emotions**

French Room

How do we raise awareness about membership among the general public, build better relationships with members and increase member attendance and renewals? Two organizations are using digital tools to build an emotional connection with members that increases member engagement and renewals—especially among those critical first-year members. Hear how Woodland Park Zoo's non-traditional member loyalty program focuses on increasing participation and building relationships, and how the Aquarium of the Pacific is using social media for its intended purpose: to be more social with their members. The results include more membership participation and higher renewals.

Steve Sullivan, *Associate Director of Membership and Digital Sales*, Woodland Park Zoo  
Alyssa Pacaut, *Membership Manager*, Aquarium of the Pacific

**Reception**

**5:30 pm – 7:45 pm**

Museum of Science and Industry [5700 S Lake Shore Drive]

*Buses depart from the street level entrance on the north side of the hotel along East Lake Shore Drive at 5:00 pm.*

Spend an evening enjoying cocktails and hors d'oeuvres while exploring The Museum of Science and Industry, Chicago (MSI)—the largest science museum in the Western Hemisphere, welcoming more than 180 million guests since opening its doors in 1933. Discover the power of play at *Brick by Brick* featuring a spectacular collection of more than a dozen giant LEGO®-built engineering marvels, including a 60-foot long Golden Gate Bridge and the Roman Coliseum. These cool constructions are paired with hands-on building challenges that reinforce principles of engineering, construction and architecture—and provide an architectural history on the development of cultural institutions in Chicago. On the bus ride to MSI you will hear from one of the Chicago Architecture Foundation's expert docents as they introduce you to Chicago's iconic skyline and provide a short architectural history on the development of cultural institutions in Chicago.

*Buses depart the Museum of Science and Industry at 7:45 pm to drop off at the Drake Hotel.*

Sponsored by 

# Thu, Apr 14

**Farewell Remarks 11:45 am – 12:00 pm**  
Grand Ballroom

Join us for farewell remarks and news about future conferences.

Jennifer Thomas, *AMMC President*, Saint Louis Art Museum  
Amy Katherine Radick, *AMMC Host Chair*, The Art Institute of Chicago

## **Breakfast 8:00 am–9:00 am**

Gold Coast Room

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

Sponsored by **PINNACLE**  
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## **Keynote 9:15 am – 10:30 am**

### **Influence is Behavior Change**

Grand Ballroom



Increasing engagement of patrons with museums requires influencing their behavior. Often, when we focus on influence, we explore ways of refining a message to increase engagement. Yet, most of us recognize that messages have rarely affected our own behavior. Thus, in order to truly influence others, you need to find ways to change their behavior. In this talk, I explore core tools for behavior change rooted in an understanding of human motivation. Those tools can be used to affect the behavior of others to increase engagement with museums.

Art Markman, PhD, *Annabel Irion Worsham Centennial Professor of Psychology and Marketing*, University of Texas at Austin

Art Markman, PhD is the Annabel Irion Worsham Centennial Professor of Psychology and Marketing at the University of Texas at Austin and Founding Director of the Program in the Human Dimensions of Organizations. He has written over 150 papers on topics including reasoning, decision making, and motivation. Art brings insights from cognitive science to a broader audience through his blogs at Psychology Today, Fast Company, and Inc, as well as his radio show/podcast Two Guys on Your Head produced by KUT radio in Austin. Art serves on the scientific advisory boards of the Dr. Phil Show and the Dr. Oz Show. He has written several books including *Smart Thinking*, *Smart Change*, and *Habits of Leadership*. When Art isn't working or spending time with his family, he can be found playing saxophone in a blues band.

Sponsored by  **MEMBERSHIP CONSULTANTS**

## **Break 10:30 am – 10:45 am**

## **General Session 10:45 am – 11:45 am**

### **Live Conference Feedback!**

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



Chicago Theatre, State Street | Credit: Adam Alexander Photography

# Presenter Bios

## **Brooke Affleck**

*Senior Manager of Membership and Annual Fund, Brooklyn Museum of Art*

Brooke Affleck is the Senior Manager of Membership and Annual Fund at the Brooklyn Museum. She works closely with Museum staff to serve its Members and create memorable experiences for them. Brooke's first visit to the Brooklyn Museum was during *Passing/Posing: Kehinde Wiley Paintings* in 2004, where she instantly fell in love with the Museum. Brooke has also presented at Direct Mail Fundraising Association events as a representative of the Brooklyn Museum. She previously worked for Macy's Inc., where she managed advertising campaigns surrounding special events such as the Macy's Thanksgiving Day Parade. She holds a BA in Fine Art and German from Drew University. Brooke spends her free time swimming and dreams of one day being a contestant on *Survivor*.

## **Ashley Alexander**

*Director of Membership, Denver Museum of Nature & Science*

Two years ago, Ashley Alexander joined the Denver Museum of Nature & Science after nearly a decade working in Development positions in New York City. As director of membership, Ashley manages one of the largest paid membership programs of any nature and science/history museum in the country. She is committed to providing an engaging experience for the Museum's 70,000 valued members and in her role she oversees general membership, Young Professional and Giving Club memberships and the annual appeal. Ashley holds a Bachelor of Science in Arts Administration from Wagner College in New York.

## **Jon Alexander**

*Founding Partner, New Citizenship Project*

Jon founded the New Citizenship Project in 2014 as an innovation company, generating and delivering creative projects which promote the role of the Citizen, inspiring participation in society. His ultimate goal is to replace the 'Consumer' with the 'Citizen' as the main role of the individual in society. Jon's early career was spent in London advertising agencies where he developed brand strategies for organisations like Sainsbury's, Orange, Cadbury, Sony and Eurostar; after which he spent three years working for the National Trust before leaving to set up New Citizenship. Somewhere along the way, he gathered three Masters degrees and has represented Britain in two sports.

## **Rachel Bellmer**

*Membership Manager, Milwaukee Art Museum*

Rachel Bellmer is the Membership Manager at the Milwaukee Art Museum. She began her museum career as the Milwaukee Art Museum's Development Assistant and quickly moved into the role of Membership Relations Coordinator. In this role, she produced numerous exhibition preview events, day trips, and various other engagement initiatives for members. As the Membership Manager, she oversees the growth of the museum's membership program with over 19,000 member households

and an annual fundraising goal of \$1.3 million. The Milwaukee Art Museum will open its restored and reimagined Collection Galleries in November 2015 after a \$31 million renovation.

## **Lori Bockstanz**

*Director of Member Services, Lady Bird Johnson Wildflower Center*

A fourteen year membership veteran, Lori Bockstanz is the Director of Member Services at the Lady Bird Johnson Wildflower Center, a native plant botanical garden and leader in native plant research. In this role, Lori manages the successful membership program, serving over 11,000 member households, as well as managing the admissions operations and adult group visits. Prior to joining the Wildflower Center, Lori served on the membership team of the then brand new Bob Bullock Texas State History Museum, and as webmaster of the Texas Memorial Museum.

## **Hilary Branch**

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

In her 10 years at The Art Institute of Chicago, Hilary has worn many hats. Currently she manages the revenue side of membership, including acquisition, renewals, onsite sales, and annual fund. She also leads the museum's research initiative, which strives to improve the visitor experience and identify operational efficiency through surveys, focus groups, in gallery observation, and more.

## **Laura Brouse-Long**

*Director, James Smithson Society and Smithsonian Giving Circles, Smithsonian Institution*

Laura Brouse-Long joined the Smithsonian Institution in 2000, and directed the Friends of the Smithsonian national annual giving program within the Smithsonian's Office of Advancement for 13 years. In 2014, she expanded her leadership of the Giving Circles for the Smithsonian, including the James Smithson Society, the oldest annual giving circle at the Smithsonian, named for its benefactor. In addition, she advises giving circles throughout the Smithsonian and other museums across the nation on industry best practices and growth strategies, and oversees the pan-Institutional Annual Smithsonian Weekend, a cultivation activity that includes all 20 Smithsonian museums and their annual and planned giving donors. Prior to the Smithsonian, Laura served as Director of Member Services for the National Museum of Women in the Arts, following a position with the agency Lautman & Company, managing national museum clients' membership fundraising and analytics. Laura began her career in direct marketing and fundraising with National Public Radio and the Public Broadcasting Service. She serves on the executive board for Development and Membership for the American Alliance of Museums and the Advisory Board for the American Museum Membership Conference.

## **Kelli Buchan**

*Director of Membership, The Franklin Institute*

Kelli Buchan has 10 years of experience in driving science museum membership strategy. At TFI, she has integrated comprehensive tactics, including onsite and online sales and conversion, telemarketing, direct mail, and overall program marketing to grow the \$50-\$300 donor demographic to more than 50,000 households served nationwide and more than \$2.9 million in annual revenue.

## **Tori Bundy**

*Associate Director, Digital Media, CDR Fundraising Group*

Tori oversees the digital media team and helps drive strategy through digital acquisition and donor renewal programs. She has worked with clients such as the American Museum of Natural History, Fund for Animals, Philadelphia Museum of Art, Wounded Warrior Project, Shriners Hospitals for Children, and the National Humane Education Society. Tori enjoys helping clients through channel integration – the intricate ballet of timing, message, creative, and audience. Known for her digital acquisition expertise and always up-to-date on the latest digital trends, she's a frequent blogger and industry speaker. Tori has also received awards from the DMAW and the Integrated Marketing Advisory Board for her work with Wounded Warrior Project. She holds an MA in Communications with a concentration in digital media from the College of Charleston. A longtime runner, she recently completed her first marathon.

## **Ambry Capistrano**

*Director of Membership, Monterey Bay Aquarium*

Ambry Capistrano began her career at the Monterey Bay Aquarium as Membership Coordinator in 2008, and has worked steadily to attain her current position of Director of Membership. Conservation and research is a fundamental part of the aquarium's mission, and it is known worldwide for its collection and research. The aquarium sees a yearly attendance of over 1.5 million visitors, and it is Ambry's team's mission to convert them to dedicated members.

## **Shelley Colvin**

*Institutional Giving Manager, Bechtler Museum of Modern Art*

Shelley Colvin has been actively involved in the arts community in Charlotte and the state of North Carolina for 12+ years. When the Bechtler Museum of Modern Art (Charlotte, NC) developed its docent program after the museum's opening in 2010, Shelley quickly became one of the Bechtler's most active and engaged docents. In 2013, Shelley joined the museum staff to assist in developing educational materials and conduct training for the docent program. Her project management experience and process design skills proved valuable to the museum and Shelley moved into the Development office to build the museum's grants administration and management processes. Today, Shelley is the Institutional Giving Manager at the Bechtler, managing all local, state, government, private and corporate funding streams. Shelley holds a B.A. in Sociology from the University of North Carolina Charlotte and is active in Charlotte's arts and culture scene.

## **Mae Daniller**

*President, Daniller + Company*

Mae Daniller is the President and Founder of Daniller + Company, a full-service award-winning direct response fundraising and membership consulting firm with demonstrated success in acquisition, conversion, renewal, retention, cultivation and upgrading of members and donors for clients, using an integrated marketing approach. Under Mae's strategic and innovative leadership, Daniller + 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. Mae's 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.

## **Ansley Davenport**

*Membership Manager, Rubin Museum of Art*

Ansley Davenport currently serves as Membership Manager of the Rubin Museum of Art, an art museum in Chelsea, New York City that focuses on the art and culture of the Himalayas and its surrounding region. The Rubin currently has 4,000 member households. With seven years in the field of Alumni & Member relationship building, Ansley enjoys focusing on membership direct mail, event planning, and especially strong customer service and member retention. Ansley previously served as Membership Manager at the Museum of the City of New York as well as SummerStage, the summer concert series in Central Park.

## **Mary DeMars**

*Membership Manager, Phipps Conservatory and Botanical Garden*

Mary DeMars is the Membership Manager at Phipps Conservatory and Botanical Gardens. She and her team of 1.5 people are tasked with recruiting, retaining and cultivating members at Phipps. She is also tasked with processing all the membership applications and is the point of contact for all the members. She organizes all the membership events including Glasshouse Happy Hours, a new series aimed at acquiring young professionals as members. She has her Masters in Public History, and has worked and volunteered in the museum field in different capacities for over 10 years.

## **Martha Ernst**

*Vice President, Daniller + Company*

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

## **Leslie Findlen**

*Vice President of Development, Brooklyn Botanic Garden*

Leslie Findlen has served as Vice President of Development for Brooklyn Botanic Garden since 1999. She has over 25 years experience in fundraising and program planning for nonprofit organizations in arts and culture, education and the environment. She has helped raise over \$100 million for the Garden's Campaign for the Next Century and helped shape the Garden's Master Site Plan and Strategic Plan. In 2014, BBG was awarded an IMLS National Medal.

## **Kara Getkin**

*Assistant Director, Member and Donor Services, Carnegie Museums of Pittsburgh*

Kara Getkin is the Assistant Director of Member and Donor Services at Carnegie Museums of Pittsburgh. She has worked at Carnegie Museums since 2010 focusing on membership, stewardship, and database administration. Kara was a founding member of a consortium for membership professionals across the museum community in the Greater Pittsburgh area. Kara earned her Masters of Public Administration with a focus on Nonprofit Management from the Graduate School of International and Public Affairs at the University of Pittsburgh and her BAs in History and Political Science from The Pennsylvania State University.

## **Kate Gleason**

*Membership Manager, Saint Louis Art Museum*

Kate Gleason is the Membership Manager at the Saint Louis Art Museum and has been with the Museum in membership for more than 10 years. As Membership Manager, Kate oversees the Museum's 14,000-household general membership program and is responsible for the program's multi-channel solicitation and stewardship activities. In addition, Kate oversees all general membership and Young Friends events; and has also helped to create several key public programs within the Museum, including its annual outdoor film series and SLAM Underground, a late-night event for younger audiences.

## **Rob Halkyard**

*Head of Membership & Audience Engagement, Tate*

Rob joined Tate in 2012 where he is responsible for membership, customer relationship management and audience engagement strategy. Before joining Tate, Rob held senior marketing, brand, strategy and digital roles in UK and European non-profits. Rob is also active in UK politics, has been a key contributor to some of the most successful election campaigns of the past few years and has been described in the UK Parliament as one of the country's top political, social and community activists and leaders.

## **Dana Hines**

*President & CEO, Membership Consultants*

Dana Hines is the founder of Membership Consultants, a firm that has served the membership and museum industry for the past 28 years. Dana started her career as a Membership Manager at the Missouri Botanical Garden in St. Louis. Dana's expertise lies in developing strategic direct mail, on-site sales, membership plans for all types of membership and nonprofit programs. Under Dana's leadership, Membership Consultants has developed powerful membership and donor campaigns for organizations across the country including museums, associations, botanical gardens, zoos, aquariums, and conservation organizations. Dana adds her expertise and knowledge of the current practices in the membership arena to provide organizations with the strategic thinking and specific ideas to expand on membership and donor acquisition, retention, servicing and marketing efforts needed to achieve the desired growth of any program. Membership Consultants offers a full suite of multi-channel membership marketing opportunities including email and digital campaigns, and recently developed Loyalty. Logic, a loyalty marketing program for museums and zoos, that will reward and engage all audiences and members.

## **Jessica Hirschey**

*Sr. Membership Officer for Strategy and Analytics, The Metropolitan Museum of Art*

Jessica Hirschey joined the Membership Department at The Metropolitan Museum of Art in spring 2008. Since coming to the Met, she has held many different roles in Membership, ranging from the overseeing of processing and fulfillment, database management, to most recently, data analytics and strategy. As the Senior Membership Officer for Analytics and Strategy Jessica is spearheading the membership level recast and rebranding initiatives. Jessica graduated from the University of Wisconsin – Madison with BAs in Art History and History and a minor in Economics. She is currently completing her MBA in Marketing and Finance at NYU's Stern School of Business.

## **Doug Hoogstra**

*Account Executive, Darwill*

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

## **Steve Jacobson**

*President and CEO, JCA Inc.*

Steve Jacobson is the President and CEO of Jacobson Consulting Applications, Inc. (JCA), a firm providing information management services to over 200 nonprofit organizations in North America. JCA offers consulting expertise around membership and fundraising systems, and for ticketing and admission systems for arts organizations. For over 28 years, Steve has provided consulting services to the country's leading cultural institutions including Carnegie Hall, The Metropolitan Museum of Art, The American Museum of Natural History, The Cleveland Museum of Art, The Minneapolis Institute of Arts, The Art Institute of Chicago and the Wildlife Conservation Society (Bronx Zoo). Steve serves on the board of the New York City Chapter of the Association of Fundraising Professionals (AFP) and is an active member of/frequent speaker for the Museum Computer Network (MCN), the American Alliance of Museums (AAM) and the International Ticketing Association (INTIX). Steve holds Bachelor of Arts degrees in Economics and Psychology from Stanford University.

## **Kate Johnson**

*Director of Membership, Asian Art Museum*

Kate Johnson is the Director of Membership for the Asian Art Museum. Since starting in May 2014, Kate rebranded the membership program and launched new levels, benefits, prices and payment options, as well as dynamic e-commerce and sales systems. Through these initiatives, Kate's team has increased revenue by 24%. To attract new audiences, Kate created Rhino Club, an add-on membership option for young families and is developing an option for young professionals. Previously, Kate was the Audience Engagement & Membership Manager at the UC Berkeley Art Museum and Pacific Film Archive (BAMPFA) and the Manager of Member Benefits & Relations at the Whitney Museum of American Art. Kate holds a BA in Communications and minors in Business Administration and Art History from the University of Southern California. She is the co-chair of the Bay Area Membership Managers Association.

## **John Keefe**

*Sales Manager, SKIDATA*

John Keefe is a dynamic sales executive and client advocate with 18 years of experience in both well-established and startup companies. He excels at recognizing market trends, forging strategic alliances and new business development. His roles and responsibilities have been and continue to be dynamic and ever changing. Prior to his employment with SKIDATA Inc. (North American Sales Manager), John helped champion the successfully public/private partnership between the Colorado Department of Transportation (CDOT) and urHub (The Hub Companies) in launching CDOT Mobile, where he served as the General Manager.

## **Kerri Kerr**

*Senior Vice President, Avalon Consulting Group*

Kerri joined the Avalon team in 2005, making the switch from “client” to “consultant.” She had already worked with Avalon for a number of years as Manager of Annual Giving Programs at The John F. Kennedy Center for the Performing Arts where she honed her expertise in benefits- and mission-based fundraising offers, high-dollar and event fundraising, and donor relations skills. At Avalon, Kerri has skillfully managed the fundraising programs for a diverse range of organizations, including the Friends of the Smithsonian, National Geographic Society, Wolf Trap Foundation for the Performing Arts, American Film Institute, and the American Horticultural Society. Her analytical expertise, understanding of long-term member value, retention, and return on investment – combined with her creative writing background – are invaluable assets for the client programs she manages.

## **Rebecca Kirkpatrick**

*Membership Manager, Oakland Museum of California*

Rebecca Kirkpatrick is the Membership Manager for the Oakland Museum of California where she oversees all aspects of the museum’s membership and annual fund programs. Prior to this, Rebecca managed the membership program for CuriOdyssey. Her career in museum fundraising began at the USS Hornet Museum where she served as the Member and Donations Manager. With more than ten years of experience working with nonprofit organizations, Rebecca brings with her knowledge of donor stewardship and cultivation, event planning, strategy, and project management. She is an active member of the Association of Fundraising Professionals, the Bay Area Membership Managers Association, and the California Association of Museums. A native of Chicago, Illinois, Kirkpatrick has lived in the Bay Area since 2009. She holds a BA in International Relations from Beloit College and is actively pursuing a master’s degree in Nonprofit Administration from the University of San Francisco.

## **Marie Kosanovich**

*Account Director, The Lukens Company*

Marie has worked in the Direct Marketing industry for almost 20 years – 10 of which have been dedicated specifically to fundraising for nonprofit organizations. During that time, she has worked with a variety of nonprofits, including museums, zoos, aquariums, as well as a variety of donor-based organizations. As the Account Director in the Nonprofit Division for The Lukens Company, Marie has received several awards for multi-channel campaigns including Silver and Bronze Awards from “Fundraising Success Magazine”. In 2015, she received the Emerging Leader Award from the Direct Marketing

Association of Washington DC (DMAW). In her spare time, she enjoys volunteering on the Board of Directors for the DMAW. She has also been a dedicated volunteer for the USO for almost 5 years. Marie received her Bachelor of Science degree from Clarion University with a concentration in marketing and her Master’s degree in Business Administration from Frostburg State University.

## **Peter Linett**

*Chairman and Chief Idea Officer, Slover Linett Audience Research*

Peter Linett is chairman & chief idea officer of Slover Linett Audience Research, a social research firm for the culture and informal learning sectors. He and his Chicago-based team of researchers help leading arts organizations, museums of all kinds, and cultural funders and agencies understand their audiences, evaluate their impact, and experiment with new strategies for participation. Linett recently founded Culture Kettle, a nonprofit catalyst to explore evolutionary questions about public engagement in the arts, sciences, media, and other domains. Culture Kettle’s first project is a collaboration with MIT and USC on the Evolving Culture of Science Engagement. From 2008 to 2014, Linett was an associate of the Cultural Policy Center at the University of Chicago, where he helped initiate a study of the investment boom in cultural facilities and gave talks on the values of public engagement. From 2002 to 2013, he served on the editorial staff of “Curator”, the museum field’s leading peer-reviewed journal.

## **Jesse Lowenberg**

*Membership Program Manager, San Francisco Zoo*

Jesse serves as the Membership Program Manager at the San Francisco Zoo and Gardens. Prior to that, he has worked with the California Academy of Sciences and the Exploratorium to help them grow and sustain their membership base when both institutions reopened with new campuses. Jesse brings with him over 6 years of experience stewarding members, planning major cultivation events, and leading a diverse team of employees to accomplish institutional goals.

## **Brianna Lowndes**

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

Brianna Lowndes is Director of Membership & Annual Fund for the Whitney. She has been a part of the Whitney Membership team since 2007 and has been in her current role overseeing the program since 2013. In her eight years at the Whitney, she has demonstrated a commitment to data driven decision-making in order to grow and optimize the membership program and to provide meaningful experiences for Whitney Members. Brianna has a BA from Williams College where she double majored in Anthropology & Sociology and Psychology.

## **Karen Mariani**

*Manager, On-site Sales, Membership Consultants*

Karen has been with Membership Consultants since 2007. Karen manages all aspects of On-site Sales campaigns, from on-site sales campaigns that begin with the initial planning stage through the implementation of sales activities to the final assessment. Her background includes public relations, event planning and business marketing. As the company list broker, Karen also is involved in all direct mail acquisition campaigns. She is a member of the Direct Marketing Association, the American Marketing Association, the Public Relations Society of America and a longstanding board member and advocate of The Hill Business Association in St. Louis’ ‘Little Italy’.

### **Cari Maslow**

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

Cari Maslow is Senior Director, Donor Relations and Membership at the Carnegie Museums of Pittsburgh, comprising Carnegie Museum of Art, Carnegie Museum of Natural History, Carnegie Science Center and the Andy Warhol Museum.

### **Meghan McCauley**

*Senior Manager, Member Engagement, Los Angeles County Museum of Art*

Meghan McCauley is the Senior Manager of Member Engagement at the Los Angeles County Museum of Art, where she has been a proud part of the membership team for over three years. Meghan manages member events, digital communication/marketing strategy, and membership engagement projects. She oversaw development and launch of the LACMA Mobile Member Card in the spring of 2015. She attended the University of California, San Diego and has a background in arts outreach, theater, and festival production.

### **Erin Morris**

*Manager of Strategic Analysis, Philadelphia Museum of Art*

Erin is the Manager of Strategic Analysis at the Philadelphia Museum of Art. In this capacity, she oversees the Member Records Services department, creates and manages the annual budget for earned membership revenue, develops reporting to measure direct response efforts and analyzes member data to identify trends in transactional behavior and gain a better understanding of the health the program. Before joining the Membership team at the Museum, Erin was Director of Arts and Culture at Turnkey Intelligence, a market research firm that specializes in the live entertainment industry and an Associate Consultant for TRG Arts, a data-driven marketing consulting firm. Erin has a Bachelor of Arts in Arts Administration, Art History and German from Drury University.

### **Dana Nelson**

*Membership Manager, San Antonio Zoo*

As the Membership Manager at the San Antonio Zoo, Dana Nelson is responsible for developing and managing programs and campaigns designed to generate new members and maintain the Zoo's current membership base. Her experience includes managing member events, membership renewal campaigns, and creation of membership acquisition promotions. Dana's long-term career at the Zoo has provided many opportunities to experiment with new technologies and strategies for membership marketing.

### **Dan O'Donoghue**

*Manager of Communications, Membership Experience, The Art Institute of Chicago*

Dan O'Donoghue is the Manager of Communications for Member Experience at the Art Institute of Chicago. He has been with the membership department in various roles for over six years. Before starting with the museum, he worked as a freelance media producer for non-profits like Pambe Ghana and Friends of the Orphans. He has Bachelors in Fine Arts with a focus on media from the University of Oklahoma.

### **Alyssa Pacaut**

*Membership Manager, Aquarium of the Pacific*

Alyssa Pacaut is a fundraising and marketing professional trying to change the world one job at a time. She has worked in the nonprofit field for nine years. Taking after her father (a jazz musician and an accountant), Alyssa's work approach is equally split between the right brain and left brain. This comes in handy for her job as Membership Manager at the Aquarium of the Pacific where she often has to be creative and think out-of-the-box to come up with new ideas, but also has to channel her inner excel geek to analyze results and improve performance.

### **John Perell**

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

John Perell is the Director of Direct Response and Shared Services at Smithsonian. In his role at Smithsonian, he works within a collaborative network to expand Smithsonian's national base of philanthropic supporters across the organization's many museums, as well as identify and develop strategies to move prospects into mid-level, major and planned giving relationships. Prior to Smithsonian John has worked on both agency and nonprofit sides. At the Lukens Company he worked with Arts and Culture clients developing multi-channel strategies to increase membership and philanthropy for regional clients. From 2002 to 2010, John worked at the American Red Cross National Headquarters where he developed successful fundraising strategies for national and chapter donors alike. A 16 year veteran of nonprofit direct response fundraising, he got his start at Production Solutions.

### **Allison Porter**

*President, Avalon Consulting Group*

Allison Porter is the Co-Founder and President of Avalon Consulting, a full-service agency dedicated to helping progressive nonprofit and political organizations maximize their fundraising results—in the mail, on the phone, and online. Drawing on more than 20 years of direct marketing agency experience and a background in university development and public relations, she has built successful direct response fundraising programs for a wide range of Avalon clients. As assistant treasurer on the Marketing EDGE Board of Trustees, and chair of the Board of Trustees for her alma mater, the Stoneleigh-Burnham School, Allison is passionate about the profession of fundraising and the role of women in that profession. She is a frequent speaker at industry events – recognized across both the nonprofit and fundraising industries for her strategic leadership and integrated, multi-channel approach to client programs.

### **Donna Powell**

*Business and Administrative Services Manager, Point Defiance Zoo and Northwest Trek*

Donna Powell is the Business & Administrative Services Manager of Zoological & Environmental Education at Metro Parks Tacoma, which includes the Point Defiance Zoo and the Northwest Trek.

### **Amy Katherine Radick**

*Director of Membership and Annual Giving, The Art Institute of Chicago*

Amy Katherine Radick is the Director of Membership and Annual Giving at the Art Institute of Chicago, the second largest art museum in the United States, and oversees Membership, Annual Giving, the Evening Associates young professional board, and the

Member Travel Program. In her role at the museum, Radick and her team raise vital annual unrestricted operating funds through the museum's valued 100,000 members. Prior to joining the Art Institute in 2003, Radick spent a decade in public relations and advertising stewarding Fortune 500 brands such as McDonald's, Dell, and State Farm before moving to the Art Institute to manage Corporate Sponsorship and Partnership. Radick holds a Bachelor of Arts in Journalism from Ohio University and a degree in Museum Studies and Fundraising from Northwestern University.

### **Carol Rhine**

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

Carol Rhine serves as the key facilitator for the Target Analytics benchmarking collaborative meetings and industry indices both here and for NGO's across the world. In that role, Carol provides analysis for Target's quarterly US National Index of Direct Marketing Fundraising Performance. Carol has worked with Target's donorCentrics reports for 30 years, providing specialized client reporting and analysis. A frequent presenter at industry conferences, she focusses on broad-based donor support for nonprofits. Prior to joining Target, Carol was the Development Director at KQED, Membership Director at KVIE, and a fundraising consultant at Dodd Smith Dann.

### **Lisa Saneda**

*Manager, Membership & Information Services, The San Diego Museum of Art*

Lisa has been overseeing membership at SDMA since 2011. She is part of the San Diego County Membership Manager's Collaborative, and has mentored membership managers and non-profit professionals most of her career. She has held positions from management to CEO in the fields of performing arts, music, education, non-profits, and animals (not necessarily in that order) and believes everyone in an organization should be willing to roll up their sleeves and "dig the trenches."

### **David Saunders**

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

David Saunders has 15 years of experience in direct response fundraising, and at NMAI he oversees a comprehensive program that integrates direct mail, online fundraising, and telemarketing. As director of membership, he is responsible for more than \$2.7 million in annual revenue and the stewardship of 40,000 members nationwide.

### **Elisabeth Scheffler-Madeja**

*Director of Marketing, Chicago Symphony Orchestra Association*

Elisabeth Scheffler-Madeja is Director of Marketing for the Chicago Symphony Orchestra Association and responsible for achieving \$23 million in ticket sales for over 250 concerts a season through a variety of programs including Chicago Symphony Orchestra concerts, as well as CSO at the Movies, Family, Symphony Center Presents (SCP) Jazz, Chamber, Piano, and Visiting Orchestra series and robust special events offerings. Liz is also responsible for achieving audience development and patron retention goals, and finding ways to make the CSOA accessible to all types of music lovers. Liz received her B.S from University of Illinois-Urbana and her MBA from Smeal College of Business at Penn State University. Liz also sits on the board for the Chicago Metamorphosis Orchestra Project (ChiMOP), a non-profit start-up that utilizes instrumental training as a platform for social change among elementary students on Chicago's west side.

### **Jessica Sharpe**

*Director of Visitor Operations and Membership, Philadelphia Museum of Art*

Jessica Sharpe is the Director of Visitor Operations and Membership at the Philadelphia Museum of Art. In her role, she is responsible for all aspects of the operation of the Museum for the visitor. The admissions, parking, gallery security and food and beverage outlet functions fall under her responsibility. In addition, she oversees the Membership team to build and sustain the Museum's membership base of over 45,000 member households. The Museum attributes the increase in visitor satisfaction ratings across the board to the work Ms. Sharpe has done to develop and implement service standards and an operational structure that creates an exceptional experience for the Museum's visitors. Ms. Sharpe is a graduate of Pennsylvania State University with a degree in Hotel and Restaurant Management. She began her career in the hospitality industry with the Four Seasons Hotel, where she honed her service skills in several progressively responsible positions. Working from the line level to senior management, she learned all aspects of delivering great service and how to instill those values into a team of motivated professionals.

### **Kristen Shepherd**

*AVP, Audience Strategy and Services, Los Angeles County Museum of Art*

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

### **Suzette A. Sherman**

*President, Sherman Consulting Group*

Suzette Sherman provides membership, marketing, fundraising, guest experience and business development consulting services for museums, gardens, zoos, aquariums, historic sites and cultural organizations. Museum experience includes leadership positions as Director of Membership & Visitor Services at Philadelphia Museum of Art (2000-2010); Director of External Affairs & Member Relations at National Museum of Women in the Arts; Director of Arts & Culture Marketing at University of Pennsylvania; and Director of Visitor Services at Guggenheim Museum. Suzette has also held marketing management roles internationally for United Airlines and advertising agencies. MBA, University of Minnesota; BS in Business Administration, Marquette University. Leadership Philadelphia Fellow.

### **Rosie Siemer**

*Founder & CEO, FIVESEED*

Rosie Siemer is Founder and CEO of FIVESEED, a digital marketing agency and interactive design studio serving nonprofits, arts and culture, and conservation organizations. As a recognized expert in digital strategy, Rosie is frequently invited to facilitate workshops and speak on the topics of mobile marketing, social media, and online advertising. Rosie serves on the Board of Directors at the

World Trade Center Denver and is co-author of “Membership Marketing in the Digital Age: A Handbook for Museums and Libraries”. She has consulted for leading institutions across the U.S. including the Museum of Science, Boston, Saint Louis Art Museum, History Colorado, Phoenix Zoo, Museum Store Association, Philadelphia Zoo, and Saint Louis Zoo.

### **Michael J. Smith**

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

Michael J. Smith has over 18 years of experience managing direct marketing and fundraising operations in cultural institutions and has been at the American Museum of Natural History for eight years. Prior to joining the Museum in 2007, he held positions at The Morris Museum, The Waterloo Foundation for the Arts, amfAR, and The Academy of American Poets. Michael studied Medieval History at Moravian College and the University of Glasgow (UK).

### **Joel Snyder**

*Senior Manager, Membership Cultivation and Engagement, Whitney Museum of American Art*

Joel Snyder is currently the Senior Manager for Membership Cultivation and Engagement at the Whitney Museum of American Art. He began working at the Whitney in 2005 as a part time visitor services assistant and has assumed a variety of positions at the Museum over the last ten years. He holds a B.A. in Art History and Classics from Hunter College.

### **Blair Steck**

*Director for Membership Acquisitions, The Trustees*

Blair is the Director for Membership Acquisitions for the Trustees, the oldest land conservation organization in the US, protecting land for public use and enjoyment in Massachusetts. Blair joined the Trustees from the Museum of Science Boston and has more than 15 years of nonprofit membership and development experience, working with organizations such as the American Cancer Society, Winchester Hospital Foundation and the Institute of Contemporary Art/Boston. Blair is an enthusiastic membership ambassador and her work frequently influences her home life, her four-year old has approached strangers to ask, “are you a member?”

### **Tammy Stewart**

*Assistant Director of Development, Phoenix Art Museum*

Tammy Stewart has a depth and breadth of experience in membership and fundraising. As Assistant Director of Development at the Phoenix Art Museum, Tammy focuses on research, cultivation and stewardship efforts, and helps engage and inform donors and members to foster their connections with the museum. Her background includes experience at the Santa Barbara Museum of Natural History as the Membership Manager and as the Associate Director of Development at the Sea Center, Long Beach Symphony Orchestra.

### **Steve Sullivan**

*Associate Director of Membership and Digital Sales, Woodland Park Zoo*

Steve Sullivan, Associate Director of Membership and Digital Sales at Seattle’s Woodland Park Zoo, is a fundraiser, direct marketer, and communicator who has raised money to protect the environment, provide affordable housing for low-income families, support sustainable agriculture, improve health care, and most recently,

save wild animals and their habitats. At Seattle’s Woodland Park Zoo he runs the membership and digital sales programs.

### **Bessie Thibodeaux**

*Vice President, Client Services, CDR Fundraising Group*

Having worked closely with both political and nonprofit organizations, Bessie brings a unique perspective to her role as Vice President of Client Services. A twenty year industry veteran, she provides strategic account team oversight to help ensure all clients receive the level of service required to meet – and exceed – their goals. Clients whom she manages directly include the Museum of Modern Art, The Philadelphia Museum of Art, and the Marine Toys for Tots Foundation. Bessie believes consistent testing is essential to continually evolve her clients’ programs. She’s an active member of the DMA and holds a MS in Political Management from George Washington University. An entrepreneur at heart, Bessie is the former owner of The Family Room a children’s indoor play area on Capitol Hill.

### **Ingrid Van Haastrecht**

*Director of Development Operations and Analysis, Dallas Museum of Art*

Ingrid Van Haastrecht is the Director of Development Operations and Analysis at the Dallas Museum of Art. Her approach to supporting the Museum’s individual fundraising efforts is directed at enhancing membership communication strategies, utilizing a multi-channel approach that includes direct mail and digital advertising outreach, refining ecommerce infrastructures that drive strong user experiences, and developing key performance metrics, reporting and analyses to support the Museum’s ability to make better data-driven decisions. Previously, Ingrid worked at the Art Institute of Chicago where she served as the Assistant Director of Membership and Annual Giving for four years. Ingrid has over 15 years of strategic development, financial services consulting, database marketing, analytics, and project management experience in the financial services industry. Ingrid received an MBA in Strategic Management from Laurier University in Canada and a MA in Arts Administration & Policy from the School of the Art Institute of Chicago.

### **Aidan Vega**

*Director of Membership, Philadelphia Museum of Art*

Aidan started her career at the Philadelphia Museum of Art and has recently returned to serve as the Director of Membership, where she oversees the acquisition, retention and stewardship of about 50,000 membership households. In-between Aidan was the Director of Audience Engagement at the Barnes Foundation, overseeing membership, public programs and business systems and completed her MS in Arts Administration from Drexel University.

### **Kristin Voss Hyatt**

*Marketing Manager, Membership, Los Angeles County Museum of Art*

Kristin joined LACMA in fall 2014 as Membership Marketing Manager where she is primarily responsible for the museum’s renewal program. She also focuses on marketing strategy and digital fundraising efforts. Prior to LACMA, Kristin held marketing and membership positions at UCLA in External Affairs, The Burke Museum of Natural History in Seattle, and The Earl Burns Miller Japanese Garden in Long Beach. Kristin has a Bachelor’s Degree in Art History and Anthropology from California State University, Long Beach.

**Diane Ward**

*President, Membership Matters!*

Diane Ward founded Membership Matters recognizing the need for membership programs to defend investments in building membership as a viable source of revenue. With over 25 years of experience, her work is concentrated in membership assessments which helps organizations identify performance, return on investment and quantify the organization-wide impact of membership. Services range from developing key indicator reports and effective measurement systems to budget projections, cost-benefit analysis and frontline sales training. Diane assists staff in “thinking strategically” about future growth, strategic business planning, new membership models and the infrastructure required for success.

**Edison R. Wato, Jr.**

*Membership Program Manager, National Museum of African American History and Culture*

Edison began his fundraising career in 1996, when he served as a temporary membership assistant at the Smithsonian’s National Museum of the American Indian (NMAI). There, he quickly grew as a direct marketing professional, and was promoted to membership manager for the Museum’s nationwide Charter Member direct mail program—a critical part of NMAI’s fundraising programs. In late 2008, Edison transferred to NMAAHC, to create and implement a nationwide direct mail and e-marketing membership program. In 2009, the membership program was launched. It has become a hugely successful multi-channel direct marketing fundraising program and under Edison’s stewardship, NMAAHC has built a strong file of committed Charter Members through a state-of-the-art, fully integrated direct marketing program.

**Erin Weaver**

*Founder & Principal, Pennington Gray*

Erin Weaver founded Pennington Gray, a direct response agency that specializes in direct response fundraising. Pennington Gray’s clients include The United Nations Association (UN Foundation), The Metropolitan Museum of Art, Whitney Museum of American

Art, Brooklyn Museum, and more. Earlier in her career, she led the direct response membership program for MoMA and served as Director of Membership for The Metropolitan Opera. Erin teaches a graduate course on museum fundraising at Seton Hall University and is on the Board of Directors for the Direct Marketing Fundraisers Association.

**Annie Wong**

*Head of Loyalty & Partnerships, The Royal Academy of Arts, London*

Annie is the Head of Loyalty & Partnerships at the Royal Academy of Arts, responsible for one of the largest membership programmes within Europe and the private Academicians Room membership club, delivering over £12M in annual income. Previously Annie has been responsible for the strategic marketing and brand growth, building customer loyalty and engagement, business development and management of various global membership and loyalty programmes in varying sizes from 20,000 to 2 million members across the arts, luxury hospitality and travel at Fairmont Raffles Hotels International and Southbank Centre. Annie began her career as a Chartered Accountant at PricewaterhouseCoopers in Canada and obtained her Masters of Accountancy at the University of Waterloo.

**Tom Zydel**

*Director of Visitor Services and Membership, Virginia Museum of Fine Arts*

Tom Zydel is the Director of Visitor Services and Membership at the Virginia Museum of Fine Arts. As part of the newly formed Resources and Visitor Experience Division, Tom oversees a staff of 35 who are responsible for frontline operations that include: onsite sales, customer service and parking. His museum career began in 2004 as an intern at VMFA before joining the Membership Department at The Metropolitan Museum of Art in 2005. Tom returned to VMFA in 2011 shortly after the museum’s latest expansion project. He brings a fascination for data and how museums can use it to build audiences and deepen engagement. Tom holds a BS in Management from the University of Richmond and a MS in Global Marketing Management from Virginia Commonwealth University. His love for hiking frequently takes him to Shenandoah and VA’s state parks.

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## Interested in presenting at AMMC Fall 2017?

### Call for proposals will be posted on [americanmuseummembership.org](http://americanmuseummembership.org).

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# Mon, Apr 11

Session Notes

# Mon, Apr 11

Session Notes

Takeaways | Action Items

# Tue, Apr 12

Session Notes

Takeaways | Action Items

# Wed, Apr 13

Session Notes

# Wed, Apr 13

Session Notes

# Wed, Apr 13

Session Notes

# Wed, Apr 13

## Session Notes

# Wed, Apr 13

Session Notes

# Wed, Apr 13

Session Notes

Takeaways | Action Items

# Thu, Apr 14

Session Notes

# Thu, Apr 14

Session Notes

Takeaways | Action Items

# Conference Follow Up

## Top 3 Action Items

# Conference Follow Up

Find Out More...

People to Follow up With

# Resources

## Publications

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

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## Online

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

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# Past Conference Hosts

## **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  
UPenn Museum of Archaeology & Anthropology  
Winterthur Museum, Garden and Library

## **2010 New Orleans, LA**

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

## **2008 Santa Fe, NM**

Museum of New Mexico Foundation

## **2007 San Francisco, CA**

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

## **2006 Dallas and Fort Worth, TX**

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

## **2005 West Palm Beach, FL**

Norton Museum of Art

## **2004 Washington, DC**

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

## **2003 Atlanta, GA**

High Museum of Art

## **2002 Denver, CO**

Denver Art Museum

## **2001 Minneapolis, MN**

Minneapolis Institute of Arts  
Walker Art Center

## **2000 Indianapolis, IN**

Indianapolis Museum of Art

## **1999 Toronto, Canada**

Royal Ontario Museum of Art

## **1998 San Francisco, CA**

Fine Arts Museums of San Francisco

## **1997 Birmingham, AL**

Birmingham Museum of Art

## **1995 Cody, WY**

Buffalo Bill Historical Center

## **1994 Montreal, Canada**

Montreal Museum of Art

## **1993 Detroit, MI**

Detroit Institute of Arts

## **1992 Cleveland, OH**

Cleveland Museum of Art

## **1991 Raleigh, NC**

North Carolina Museum of Art

## **1990 Los Angeles, CA**

Los Angeles County Museum of Art  
The Museum of Contemporary Art

## **1989 Richmond, VA**

Virginia Museum of Fine Arts

## **1988 Kansas City, MO**

Nelson-Atkins Museum of Art

## **1987 Atlanta, GA**

High Museum of Art

## **1986 Indianapolis, IN**

Indianapolis Museum of Art

## **1985 Dallas, TX**

Dallas Museum of Art

## **1984 Philadelphia, PA**

Philadelphia Museum of Art

## **1983 Seattle, WA**

Seattle Art Museum

## **1982 Chicago, IL**

Art Institute of Chicago

## **1981 Denver, CO**

Denver Art Museum

## **1980 Denver, CO**

Denver Art Museum

Mark your calendars  
for the next AMMC

Fall 2017

Stay tuned for the  
announcement of  
dates and location

## Join the Conversation!

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

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

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

# AMMC

American Museum Membership Conference  
Chicago, IL • April 11-14, 2016

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