

# AMMC

American Museum Membership Conference  
Pittsburgh, PA • April 1 – 4, 2019



#AMMC2019

# Key Information

## Information Booth

Located near the Crawford Room, the Information Booth will be open at the following times:

*Mon, Apr 1, 2019*

11:00 am - 4:30 pm

*Tue, Apr 2, 2019*

8:00 am - 4:30 pm

*Wed, Apr 3, 2019*

8:00 am - 4:30 pm

*Thu, Apr 4, 2019*

8:00 am - 12:30 pm

## Conference Hotel and Facilities

The Westin Convention Center  
1000 Penn Ave  
Pittsburgh, PA 15222

Unless otherwise noted in the program, conference activities will take place at the Westin Convention Center. Water will be available in the rear of all meeting rooms. Coffee and tea will be available throughout in the Allegheny Ballroom Foyer.

Super Shuttle Pittsburgh provides shared ride airport transportation via shuttles between Pittsburgh International Airport and the Westin Pittsburgh (and other downtown hotels). Attendees can use DISCOUNT CODE: K6NGB for \$2 off one way/\$4 off round trip shared ride SuperShuttles, or \$3 off one way/\$6 off round trip ExecuCar private sedans.

## Meals, Evening Events, and Excursions

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

*Mon, Apr 1, 2019*

Opening Dinner | Carnegie Science Center

*Tue, Apr 2, 2019*

Breakfast

Lunch

Reception | Phipps Conservatory and Botanical Gardens [*Guest Ticket \$75*]

*Wed, Apr 3, 2019*

Breakfast

Lunch

Reception | Mattress Factory [*Guest Ticket \$75*]

*Thu, Apr 4, 2019*

Breakfast

Excursion | Fallingwater [*Ticket \$80 - includes boxed lunch*]

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

## Lactation/Wellness Space

The Washington Room on the 2nd floor is available as lactation/wellness space from 8:00 am to 5:00 pm each day.

## Transportation

Bus transportation will be provided for conference attendees to and from Monday, Tuesday, and Wednesday evening event locations. Please meet the buses at the lobby level entrance at the times outlined in the program. If you have your car, The Westin offers valet services (\$29 daily) and self-parking (\$22 daily) at their main entrance on 10<sup>th</sup> Street.

## Museum Material Marketplace

Space will be available in the Allegheny Ballroom Foyer, 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

Log into the 2019 AMMC Pittsburgh app to have all of the conference material at your fingertips! Within the app you will be able to personalize your schedule, learn about speakers, network with fellow attendees, and share photos. See page 24 for an easy link to download the app.

Join the social media conversation using #AMMC2019.

Free Wifi is available for all conference attendees.

Conference area | network: WestinConference; password: ammc2019

## Lost & Found

Any lost items should be turned into the Information Booth and will be held until Thursday, April 4 at 12:00 pm. Once the conference concludes, items will be moved to the Westin Convention Center's front desk.

## Conference Evaluations

We all know feedback is essential in improving programs. Please help us by submitting evaluations for the conference. If you have additional questions or comments, please email [info@americanmuseummembership.org](mailto:info@americanmuseummembership.org).

## Shipping Materials to Hotel

Space is limited; please keep samples to 100 pieces per organization. All shipments should arrive at the hotel after March 26 and be addressed as follows:

(Guest Name)

Westin Pittsburgh

1000 Penn Avenue

Pittsburgh, PA 15222

Hold for AMMC Conference

Attn: Renee Ross

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

## 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.

## Pittsburgh Local's Guide

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

## Session Tracks

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

- |   |   |
|---|---|
|  Acquisition                                   |  Internal Buy-In             |
|  Annual Fund                                   |  Online Giving               |
|  Benefits & Programs                           |  Reporting & Analytics       |
|  Diversity, Equity, Accessibility, & Inclusion |  Retention                   |
|  E-Communications                              |  Service & Onsite Experience |
|  Engagement                                    |  Strategic Planning          |
|  Fundamentals                                  |  Technology & Innovation     |

**“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 Membership Colleagues,

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

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

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

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

Best,

Jennifer Thomas  
AMMC President

Jennifer Thomas  
AMMC President  
Saint Louis Art Museum

Aidan Vega  
AMMC Vice President  
Philadelphia Museum of Art

Tiffany Tessada  
AMMC Secretary  
Seattle Art Museum

Ruth White  
AMMC Treasurer  
Utah Museums Association

Amy Katherine Allen  
Art Institute of Chicago

Laura Brouse-Long  
Smithsonian Institution

Kelli Buchan  
The Franklin Institute

Cari Maslow  
Carnegie Museums of Pittsburgh

Meghan McCauley  
Pérez Art Museum Miami

Brianna O'Brien Lowndes  
Whitney Museum of American Art

John A. Perell  
Smithsonian Institution

Michael Smith  
National September 11 Memorial & Museum

Ingrid Van Haastrecht  
Dallas Museum of Art

## MISSION

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

## 2019 AMMC Scholarship Recipients

**Deb Christensen Larsen**  
Museum of Danish America  
Elk Horn, IA

**Barbara Dougherty Membership Scholarship Recipient**

**Anna Schneider**  
Amerind Museum  
Dragoon, AZ

**Roanne Katcher Membership Scholarship Recipient**

**Kaila Wilson**  
Ann Arbor Hands-On Museum  
Ann Arbor, MI

**AMMC Board Scholarship Recipient**

Dear Colleagues,

Welcome to Pittsburgh and the 35<sup>th</sup> American Museum Membership Conference! We're honored to be your hosts for this year's conference.

Nestled between three rivers, Pittsburgh combines a down-to-earth sensibility with boundless innovation and creativity. We are fiercely proud of our cultural heritage, our industrial history, and the transformation that has led to the city we are today with world-renowned universities, a burgeoning food scene, tech firms of all sizes, and—of course—sports. Pittsburgh's journey from steel town to flourishing 21st century city may mirror your own organization's story. The challenge of ongoing reinvention is one that we all share: How can we make centuries-old museums as well as brand-new institutions relevant to changing audiences while honoring our roots? We're looking forward to wrestling with these questions and dreaming about the future with you in the next few days. We hope that you find fresh ideas in sessions, in conversations with colleagues, and in the city itself.

Pittsburgh also has a rich history of philanthropy that has fueled vibrant cultural organizations. We have three events planned as part of the conference that will give you the opportunity to visit a few of them—the opening reception and dinner hosted at Carnegie Science Center on Monday night in a brand-new event space with unparalleled views of the city skyline, followed by cocktails in the tropics Tuesday evening at Phipps Conservatory and Botanical Gardens, and a reception at the Mattress Factory with its array of contemporary art installations Wednesday night. The Host Committee has also arranged free admission and discounts for you at several other organizations plus a special opportunity to see Frank Lloyd Wright's Fallingwater for those of you who are able to extend your stay. We hope that AMMC is only the start of your Pittsburgh adventures: Take some time to explore the city's scenic views, expansive food scene, and cultural hotspots. We've included a few tips in the Local's Guide and are happy to answer any questions you have so you can make the most of your visit.

This conference is a labor of love for many people and we would be remiss if we did not extend a heartfelt thank you to the AMMC Board, the Program Committee and our generous sponsors for creating this opportunity for so many to learn and connect. And finally, we want to thank you. Whether you're a conference veteran or a first-time attendee, we're grateful to have you as a part of this membership community. We hope that you leave inspired and encouraged, with a renewed belief that your work is vital to the continued success of the organization you serve.

Thank you for giving us this opportunity to share our city with you.

Sincerely,

Cari Maslow  
2019 AMMC Host Committee Chair

#### 2019 AMMC Host Committee

Cari Maslow, *Carnegie Museums of Pittsburgh, Host Committee Chair*  
Kara Getkin, *Carnegie Museums of Pittsburgh*  
Arielle Bateman, *Carnegie Museums of Pittsburgh*  
Kara Fikse, *Carnegie Museums of Pittsburgh*  
Dara Goldhagen, *Phipps Conservatory and Botanical Gardens*  
Lori Elder, *Pittsburgh Zoo & PPG Aquarium*

Mary DeMars, *Pittsburgh Zoo & PPG Aquarium*  
Caitlin Harpster, *Mattress Factory*  
Shirley Gaudette, *Senator John Heinz History Center*  
Lauren Meals, *Senator John Heinz History Center*  
Daria Jarani, *Westmoreland Museum of American Art*

Dear Friends,

What a delight to meet you all at the American Museum Membership Conference 2019 in Pittsburgh, PA!

As membership professionals, we do not often find ourselves in a room full of people who speak our specific language, understand our unique challenges, and champion the same goals. It is perhaps the best thing about this conference to find oneself in a room full of people filled with similar intrigue about a seasonally tiered payment structure or a nationwide behavioral benchmark study or a (gasp!) strategy for increasing renewal rates over 55%.

It has been the program committee's pleasure to convene weekly, our hour-long calls a jumble of voices from across North America, working together to create the most interesting, useful, and diverse program possible for this conference. We could not have done it without the support of the AMMC Board, the Pittsburgh Host Committee, and all of you.

We are so grateful to each person who submitted a proposal, listened to our questions, and kept an open mind about new presentation partners. Following the example of the 2017 conference, the 2019 program committee acted as matchmakers, pairing thematically aligned case studies to offer an array of perspectives and strategies.

We hope you will enjoy these sessions and we look forward to a wonderful week at AMMC!

Best regards,

Meghan McCauley, Pérez Art Museum Miami  
Ingrid Van Haastrecht, Dallas Museum of Art

#### 2019 AMMC Program Committee

Ingrid Van Haastrecht, *Dallas Museum of Art, Program Committee Co-Chair*  
Meghan McCauley, *Pérez Art Museum Miami, Program Committee Co-Chair*  
Courtney Davis, *Burke Museum of Natural History & Culture*  
Kate Fox, *Penn Museum*  
Kara Getkin, *Carnegie Museums of Pittsburgh*  
Mindee Kashiwagi, *California Academy of Sciences*

Mariely Lemagne, *MOHAI*  
Julie Rega, *Whitney Museum of American Art*  
David Saunders, *National Museum of the American Indian (Smithsonian)*  
Dan O'Donoghue, *The Art Institute of Chicago*  
Nympha Patel, *Art Gallery of Ontario*



DANILLER + COMPANY

# Membership Can Be *Ruff*

*For 20 years, Daniller + Company has been devoted to making our nonprofit clients happy.*

## We're loyal.

Museums, gardens, and causes like yours are not an add-on or supplemental line of business – they're our whole business.

## We're smart.

Our blue-ribbon work drives increased response rates, more members and more dollars. Your appeals will look and feel like your organization – only supercharged by decades of experience.

## We really, really like you.

You won't talk to a stranger at Daniller + Company – **we know you.** You'll get hands-on personalized service with real timelines, budgets, and expectations. We do this because we've been there – many of us have been in your shoes, working for nonprofit organizations just like yours.

## The only thing we won't get creative with is your numbers

Thoughtful assessments and achievable projections backed up with solid data will drive your success.

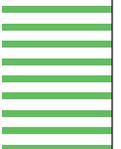
## Ready to play?

We'd be proud to be your trusted partner. Give us a shout and we'll come running. Contact us at [info@daniller.com](mailto:info@daniller.com)



Meet Shiloh,  
our cutest team  
member at

[daniller.com/about](http://daniller.com/about)





**MEMBERSHIP  
CONSULTANTS**  
*A Gabriel Group Company*



## **FULL-SERVICE MEMBERSHIP MARKETING AT YOUR FINGERTIPS\***

Now a part of Gabriel Group, our fantastic parent company who specializes in all things direct marketing, **Membership Consultants** is officially your **one stop shop** for your museum's membership goals. From acquisition to retention, strategy to production and even planned giving to fulfillment – we've got you covered every step of the way.

*\*Touching encouraged! Come find us for a handshake at the conference or contact us today to learn more. And make sure not to miss our team's presentations covering on-site sales and special exhibitions on Tuesday, April 2 at 9:00 and 11:20!*

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**DIRECT MAIL ACQUISITION** **MEMBERSHIP AUDITS/STRATEGIC PLANS** **DIGITAL MARKETING** **RENEWAL PROGRAMS**  
**DUES AND BENEFITS ANALYSIS** **ANNUAL FUND CAMPAIGNS** **PLANNED GIVING LEAD GENERATION** **TELEMARKETING**  
**MEMBERSHIP MANAGEMENT** **SURVEYS/MARKET RESEARCH** **LIST BROKERAGE SERVICES** **SEMINARS AND TRAINING**

# Pittsburgh Local's Guide

## About the City

Pittsburgh is lovingly known as the Steel City, but its history of innovation continues into the 21st century. Once it was one of the world's largest producers of iron and steel, and now Pittsburgh is reshaping itself as a leader in medicine and robotics. Thanks to its three famous rivers, Pittsburgh is a city of bridges. With nearly 450 spans, Pittsburgh has more bridges than any city in the world! Stroll through the beautiful Point State Park to see where the Monongahela and Allegheny rivers converge to form the Ohio River.

## The Westin Convention Center

Conveniently connected to the David L. Lawrence Convention Center, the Westin provides all that you'll need for an enjoyable, productive stay in Pittsburgh. Relax in spacious guestrooms with complimentary high-speed Wi-Fi, or work up a sweat in the WestinWORKOUT Fitness Studio and indoor pool. Forgot your workout wear? The Westin offers Workout Gear Lending, allowing guests to borrow New Balance workout clothes and shoes for their stay.

## Pittsburgh Incline

Gaze at the city, its rivers, and bridges from atop Mount Washington, perhaps the best vantage point in Pittsburgh! Travel to the top with the help of the Monongahela Incline, the nation's oldest cable car, or its sister car, the Duquesne Incline.

## Healthy Ride Bikes

Explore the city and its riverfronts by bike with Healthy Ride, Pittsburgh's public bike sharing system. Quickly register at any of the nearly 175 stations, or on the nextbike app and start your journey! Your first fifteen minutes are free with a Connect Card, Pittsburgh's transit pass (available at the downtown T Station or Giant Eagle grocery stores).

## Arts & Culture

Enjoy exclusive discounts and offerings for conference attendees

*\* indicates within walking distance to the Convention Center*

### The Andy Warhol Museum\*

[warhol.org](http://warhol.org) | 117 Sandusky Street, Pittsburgh, PA

Free admission and 10% off gift shop for conference attendees with badge

### Carnegie Museum of Art

[cmoa.org](http://cmoa.org) | 4400 Forbes Avenue, Pittsburgh, PA

Free admission and 10% off gift shop for conference attendees with badge

### Carnegie Museum of Natural History

[carnegiemnh.org](http://carnegiemnh.org) | 4400 Forbes Avenue, Pittsburgh, PA

Free admission and 10% off gift shop for conference attendees with badge

### Carnegie Science Center

[carnegiesciencecenter.org](http://carnegiesciencecenter.org) | One Allegheny Avenue, Pittsburgh, PA

Free admission and 10% off gift shop for conference attendees with badge

### Children's Museum of Pittsburgh

[pittsburghkids.org](http://pittsburghkids.org) | 10 Children's Way, Allegheny Square, Pittsburgh, PA

Free admission and 10% off gift shop for conference attendees with badge

### City Theatre Company

[citytheatrecompany.org](http://citytheatrecompany.org) | 1300 Bingham Street, Pittsburgh, PA

Pick-your-price previews for production of *The Burdens* Apr 6-7

### The Frick Art & Historical Center

[thefrickpittsburgh.org](http://thefrickpittsburgh.org) | 7227 Reynolds Street, Pittsburgh, PA

Free admission and 10% off gift shop for conference attendees with badge

### Mattress Factory

[mattress.org](http://mattress.org) | 500 Sampsonia Way, Pittsburgh, PA

Free admission and 10% off gift shop for conference attendees with badge



Carnegie Museum of Art



Children's Museum of Pittsburgh

### Phipps Conservatory and Botanical Gardens

[phipps.conservatory.org](http://phipps.conservatory.org) | One Schenley Drive, Pittsburgh, PA

Free admission for conference attendees with badge

### Pittsburgh Pirates Baseball at PNC Park\*

[mlb.com/pirates](http://mlb.com/pirates) | 115 Federal Street, Pittsburgh, PA

Discounted tickets are available for AMMC attendees during conference. Contact Joshua Avert at 412.325.4903 or [joshua.avert@pirates.com](mailto:joshua.avert@pirates.com) to purchase tickets.

### The Pittsburgh Botanic Garden

[pittsburghbotanicgarden.org](http://pittsburghbotanicgarden.org) | 799 Pinkerton Run Road, Oakdale, PA

Buy One, Get One adult admission and 10% off gift shop for conference attendee with promotional code AMMC2019 at the admission desk in the Gift Shop

### The Pittsburgh Cultural Trust

[culturaldistrict.org](http://culturaldistrict.org)/PGHSHOW

Use promo code PGHSHOW for discounts on participating shows

### Pittsburgh Zoo & PPG Aquarium

[pittsburghzoo.org](http://pittsburghzoo.org) | 7370 Baker Street, Pittsburgh, PA

Free admission and 10% off gift shop for conference attendees with badge

### Senator John Heinz History Center\*

[heinzhistorycenter.org](http://heinzhistorycenter.org) | 1212 Smallman Street, Pittsburgh, PA

Free admission and 10% off gift shop for conference attendees with badge

### Westmoreland Museum of American Art

[thewestmoreland.org](http://thewestmoreland.org) | 221 North Main Street, Greensburg, PA

Free admission and 10% off gift shop for conference attendees with badge

# Pittsburgh Local's Guide

## RESTAURANTS, COFFEE SHOPS, & BARS

\* indicates within walking distance to the Westin Convention Center

### Strip District

#### Crazy Mocha\*

[crazymocha.com](http://crazymocha.com) | 801 Liberty Avenue, Pittsburgh, PA

#### 21st Street Coffee\*

[21streetcoffee.com](http://21streetcoffee.com) | 225 Fifth Avenue, Pittsburgh, PA

#### Bluebird Kitchen\*

[bluebirdkitchen.com](http://bluebirdkitchen.com) | 221 Forbes Avenue, Pittsburgh, PA

#### Cafe 808\*

[cafe808pgh.com](http://cafe808pgh.com) | 808 Penn Avenue, Pittsburgh, PA

#### Colony Cafe\*

[colonycafepgh.com](http://colonycafepgh.com) | 1125 Penn Avenue, Pittsburgh, PA

Missing your kitty back at home? Voted Pittsburgh Magazine's "Best Place to Combine All Your Loves", Colony Cafe is a wine bar, bistro, coffee shop, and the city's first cat cafe. Their cats are popular, so reservations to their cat loft are recommended.

### Downtown

#### Bill's Bar & Burger\*

[billsbarandburger.com](http://billsbarandburger.com) | 1001 Liberty Ave (located within Westin Hotel)

Renowned for its mouthwatering burgers, Bill's Bar and Burger began in New York City in 2009. Burger aficionados and casual diners alike visiting the heart of Pittsburgh can enjoy classic comfort food served in a convivial atmosphere.

#### Nicky's Thai\*

[nickysthaikitchen.com](http://nickysthaikitchen.com) | 966 Penn Avenue, Pittsburgh, PA

Located on the Northside and Downtown, this fast-casual Thai spot offers a wide array of noodles, curries, stir fries, and traditional dishes. Open for lunch and dinner.

#### Tako\*

[takopgh.com](http://takopgh.com) | 214 6th Street, Pittsburgh, PA

This bustling spot is a downtown favorite for young professionals. Upscale tacos and small plates include the popular octopus taco, crab nachos, and classic Mexican street corn among others. A wide array of margaritas are also available as well as wine and beer. Reservations are strongly recommended.

#### Butcher and the Rye\*

[butcherandtherye.com](http://butcherandtherye.com) | 212 6th Street, Pittsburgh, PA

Serving rustic-chic innovative New American fare, Butcher and the Rye is known for their outstanding bar program. They offer a huge amount of craft cocktails that highlight an extensive whisky collection. Butcher and the Rye is also the first bar in Pittsburgh to be nominated for the prestigious James Beard Foundation Award for Outstanding Bar.

#### Market Street Grocery\*

[marketstreetgrocery.com](http://marketstreetgrocery.com) | 435 Market Street, Pittsburgh, PA

High-quality grab-and-go lunch destination with everything from sandwiches to salads, a hot bar, soups, coffee, and a wine bar for after-hours. The menu changes daily.

#### The Warren and Penn Cove Eatery\*

[penncoveeatery.com](http://penncoveeatery.com) | 245 7th Street, Pittsburgh, PA

Seafood specialist serving fresh fish, sushi, salads, and sandwiches with a sit-down restaurant, bar, and grab-and-go options.

#### Bae Bae's Kitchen\*

[baebaes.kitchen](http://baebaes.kitchen) | 951 Liberty Avenue, Pittsburgh, PA

Korean-inspired, healthy, organic, local cuisine in a fast-casual setting. Menu changes seasonally.

### Northside and Northshore

#### Federal Galley

[federalgalley.org](http://federalgalley.org) | 200 Children's Way, Pittsburgh, PA

Can't decide what you're hungry for? Head to Federal Galley, a new food hall and restaurant incubator located in the center of the Northside's Nova Place. Choose from four different vendors, and access the full bar with a great happy hour deal and enjoy spacious seating options.

#### Monterey Street Pub

[montereypub.com](http://montereypub.com) | 1227 Monterey Street, Pittsburgh, PA

Northside locals flock to this cozy spot for good beer and Irish fare. Enjoy friendly service, cold beer, and a hearty meal while you watch the regulars catch up after a long day.

#### Bier's Pub

[bierspub.com](http://bierspub.com) | 900 Western Avenue, Pittsburgh, PA

Known for their burgers, Bier's recently came under new ownership and now brews its own beer. Choose from a wide array of toppings to fashion your own creation or stick to the classics in this low-key spot.

#### Max's Allegheny Tavern

[maxsallegheytavern.com](http://maxsallegheytavern.com) | 537 Suismon Street, Pittsburgh, PA

One of the oldest restaurants in the city, Max's has been serving classic German food for over 40 years. There are always interesting German beers on tap and traditional dishes on the menu, such as schnitzel and sausages. All appetizers are half-off during happy hour.

#### The Foundry Table & Tap

[thefoundrypgh.com](http://thefoundrypgh.com) | 381 North Shore Drive, Pittsburgh, PA

Enjoy elevated American comfort food and craft cocktails in this spacious, polished spot. Reservations are recommended for large groups.



Westmoreland Museum of American Art

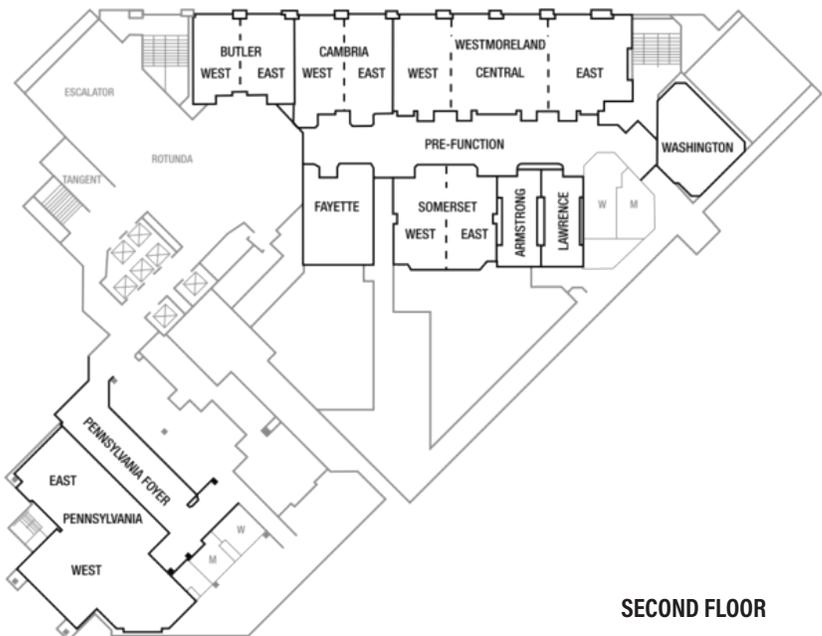
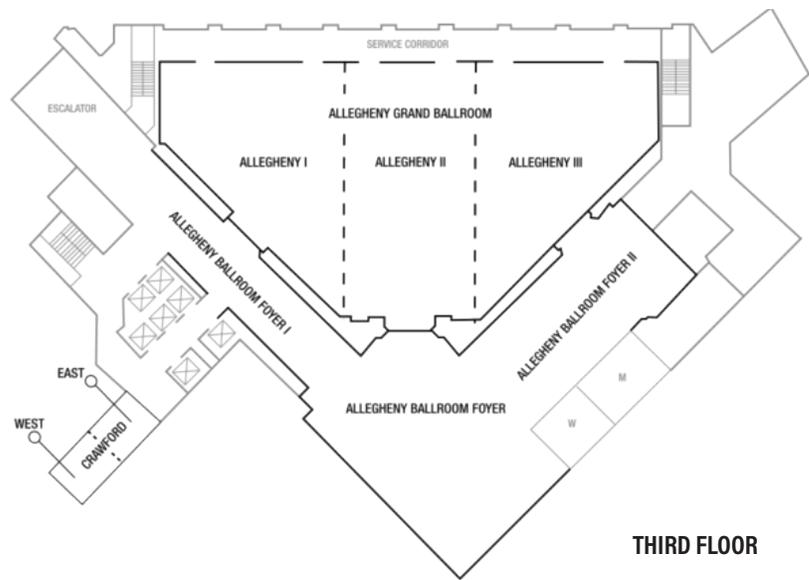
<b>Monday, April 1, 2019</b>			<b>at-a-glance</b>
12:00 pm–4:00 pm	Activity	Silkscreen Your Conference Tote!	Allegheny Ballroom Foyer
1:00 pm–2:00 pm	General Session	First Time Attendee Welcome and Membership 101	Allegheny Ballroom
2:00 pm–3:00 pm	General Session	First Time Attendee Meet & Greet	Allegheny Ballroom
6:00 pm–9:00 pm	Event/Meal	Opening Dinner at Carnegie Science Center	
<b>Tuesday, April 2, 2019</b>			<b>at-a-glance</b>
7:30 am–9:00 am	Event/Meal	Breakfast	Allegheny Ballroom
8:45 am–9:00 am	General Session	Welcome Remarks	Allegheny Ballroom
9:00 am–10:00 am	Concurrent Sessions	On-Site Sales How To's: From Voices of Experience	Pennsylvania
		Key Metrics 101: The Answers You Need When Your Boss Puts You on the Spot	Cambria
		Empowering Your Best Ambassadors	Westmoreland
10:00 am–10:10 am	Break	Networking Break with Snacks	Allegheny Ballroom Foyer
10:10 am–11:10 am	General	Trends in Patron Support: A Look at the Performance of Ticket Buyers, Members, and Donors	Allegheny Ballroom
11:20 am–12:20 pm	Concurrent Sessions	Leadership Insights on Membership	Pennsylvania
		Why Multi-Channel Campaigns Win Every Time	Cambria
		Member Stewardship: Crafting the Experience	Westmoreland
12:30 pm–1:30 pm	Event/Meal	Lunch and Roundtable Discussions	Allegheny Ballroom
1:45 pm–2:45 pm	Keynote	Annie Duke   Thinking in Bets: Decision-Making in the Face of Uncertainty	Allegheny Ballroom
2:45 pm–3:00 pm	Break	Networking Break with Snacks	Allegheny Ballroom Foyer
3:00 pm–4:00 pm	Concurrent Sessions	Price Changes: Four Models of How to Prepare and Implement	Pennsylvania
		Creating a Data-Driven Culture	Cambria
		Maximizing Success! When Membership Partners with Special Exhibitions	Westmoreland
6:00 pm–7:30 pm	Event/Meal	Reception at Phipps Conservatory and Botanical Gardens	
7:30 pm–9:30 pm	Event/Meal	Dine-arounds (sign up at the Information Booth)	
<b>Wednesday, April 3, 2019</b>			<b>at-a-glance</b>
7:30 am–9:00 am	Event/Meal	Breakfast	Allegheny Ballroom
8:45 am–9:00 am	General Session	Conference Housekeeping	Allegheny Ballroom
9:00 am–10:00 am	Keynote	Cecile Shellman   Reexamining Belonging: The Impact of DEI Initiatives on Membership Programs	Allegheny Ballroom
10:00 am–10:10 am	Break	Networking Break with Snacks	Allegheny Ballroom Foyer
10:10 am–11:10 am	Concurrent Sessions	Get Your Questions Answered	Pennsylvania
		Expanding Access and Inclusion through Membership	Cambria
		What's Next in Membership: Ideas for Developing New Audiences	Westmoreland
11:20 am–12:20 pm	Concurrent Sessions	Engaging Your Museum Membership: Adding Value	Pennsylvania
		Identifying Characteristics of Top-Performing Membership Programs	Cambria
		Ramp Up Your Renewal Program!	Westmoreland
12:30 pm–1:30 pm	Event/Meal	Lunch and Roundtable Discussions	Allegheny Ballroom
1:45 pm–2:45 pm	Concurrent Sessions	Re-Engineered for Relevance: Assessing and Transforming Membership in 2019	Pennsylvania
		Digital Ads for Membership Should Not Be Optional	Cambria
		Tax Traps for the Unwary: Understanding the Impact of Membership Benefits for Donors	Westmoreland
2:45 pm–3:00 pm	Break	Networking Break with Snacks	Allegheny Ballroom Foyer
3:00 pm–4:00 pm	Concurrent Sessions	Communication with Members in the Year 2020: High Tech, Low Tech, or No Tech	Pennsylvania
		Shifting Priorities: Transactional vs. Philanthropic? Member vs. Donor?	Cambria
		Each Guest is My Guest: Creating a Culture of Inspiring Service	Westmoreland
5:30 pm–7:30 pm	Event/Meal	Reception at the Mattress Factory	

Thursday, April 4, 2019			at-a-glance
8:30 am-10:00 am	Event/Meal	Breakfast	Allegheny Ballroom
9:45 am-10:00 am	General Session	Conference Housekeeping	Allegheny Ballroom
10:00 am-11:30 am	Keynote	Colleen Dilenschneider   The Data Is In: The Difference Between A Museum Surviving and Thriving Rests With Membership	Allegheny Ballroom
11:30 am-12:00 pm	General Session	Live Conference Feedback + Farewell Remarks	Allegheny Ballroom
12:30 pm-6:30 pm	Excursion	Fallingwater Excursion [registration required, additional fee, space limited]	Meet in the Library Area of Main Lobby
<i>This schedule is subject to change.</i>			

### Session Tracks

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

-  Acquisition
-  Annual Fund
-  Benefits & Programs
-  Diversity, Equity, Accessibility, & Inclusion
-  E-Communications
-  Engagement
-  Fundamentals
-  Internal Buy-In
-  Online Giving
-  Reporting & Analytics
-  Retention
-  Service & Onsite Experience
-  Strategic Planning
-  Technology & Innovation



# Mon, Apr 1

## Silkscreening

Allegheny Ballroom Foyer

12:00 pm-4:00 pm

Try your hand at the technique that made Andy Warhol famous! Artist educators from The Andy Warhol Museum will be on hand to help you transform your conference bag into a silkscreened masterpiece.

## General Session

1:00 pm-2:00 pm



### First Time Attendee Welcome and Membership 101

Allegheny Ballroom

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

Jennifer Thomas, *Director of Annual Programs*, Saint Louis Art Museum  
Kelli Buchan, *Director of Membership*, The Franklin Institute

## General Session

2:00 pm-3:00 pm



### First Time Attendee Meet and Greet

Allegheny Ballroom Foyer

The greatest takeaways from the AMMC are the relationships made with colleagues from around the world. Hear from past attendees about what to expect and begin networking now with interactive activities that will form connections. Use this opportunity to meet managers from like-institutions at the start of the conference and begin sharing experiences throughout your time in Pittsburgh.

## Opening Dinner

Carnegie Science Center [1 Allegheny Ave]

6:00 pm-9:00 pm

*Carnegie Science Center is just a short bus ride from the Westin. Buses depart from the Westin main lobby entrance at 5:30 pm.*

Kick off your conference experience with dinner and grand views at Carnegie Science Center, located on the shore of the Ohio River. Enjoy a seated dinner and networking in PointView Hall, overlooking the rivers and the picturesque city skyline. Before dinner, slip into *Da Vinci The Exhibition* and marvel at detailed renderings and life-sized inventions from the Renaissance master.

Carnegie Science Center is one of the four Carnegie Museums of Pittsburgh, which also includes Carnegie Museum of Art, Carnegie Museum of Natural History, and The Andy Warhol Museum. As the region's most visited museum with 500,000+ annual visitors, the Science Center is dedicated to nurturing the next generation of innovators and leaders through hundreds of hands-on exhibits and inspiring STEM programs that reach far beyond western Pennsylvania. Recognized nationally as a leader in promoting STEM literacy, the Science Center recently completed the PPG SCIENCE PAVILION™ to spark even more discovery and exploration through STEM learning labs and world-class touring exhibitions.

*Buses depart from Carnegie Science Center beginning at 8:45 pm to return to the Westin.*

Sponsored by



Carnegie Museum of Natural History

# Tue, Apr 2

<b>Breakfast</b> Allegheny Ballroom	<b>7:30 am-9:00 am</b>
Join your fellow conference attendees for delicious food and the chance to get to know one another.	
Sponsored by <b>thelukenscompany</b>	
<b>Welcome Remarks</b> Allegheny Ballroom	<b>8:45 am-9:00 am</b>
Please join us for welcome remarks and any necessary conference housekeeping items.	
Jennifer Thomas, <i>AMMC President</i> , Saint Louis Art Museum Cari Maslow, <i>AMMC Host Chair</i> , Carnegie Museums of Pittsburgh	

## Concurrent Sessions **9:00 am-10:00 am**

### **On-Site Sales How To's: from Voices of Experience** Pennsylvania

 On-site sales are critical to all our institutions. Your staff 'at the gate' are an important part of your visitors' positive, first impression of your institution. Just as critical is their impact on membership. Typically, 40% to 60% (and in some cases, higher) of membership sales occur at the front door of institutions. This means the on-site sales team needs to be thoroughly prepared to maximize each encounter to promote, educate, and sell memberships to people who might not otherwise consider it. In this panel, find out what these organizations do to make the most of each encounter and their best practices to convert visitors to members. We will cover topics such as key messaging, whether to offer a premium (and what works); also whether to incentivize or not; lastly, we will share how each institution on the panel measures results.

Karen Mariani, *Account Manager*, Membership Consultants  
Michael Metz, *Membership and Annual Fund Officer*, Saint Louis Art Museum  
Kara Anderson, *Membership Manager*, Utah's Hogle Zoo  
Kate Gleason, *Senior Manager of Membership*, Missouri Botanical Garden

### **Key Metrics 101: The Answers You Need When Your Boss Puts You on the Spot** Cambria

 "How many new members do we have this year?" "Are we on track to make budget?" "What's our retention rate?" Your boss wants to know—and is relying on YOU to know the answers. In this session, learn how to identify and understand the most important performance metrics for your direct marketing fundraising program, both by channel and overall. We'll help you see how all the metrics work with each other and how you can benchmark your organization's stats against previous stats and against industry standards for your sector. And finally, we'll share techniques on how to communicate these metrics—and what they mean for the program—to your boss so they get the information they need quickly and easily.

Jackie Biancolli Libby, *Vice President*, Avalon Consulting Group  
Margaret Lee, *Membership Manager*, Barnes Foundation  
Elizabeth (Moylan) Wilson, *Assistant Director of Advancement for Annual Giving and Operations*, National Air and Space Museum  
David Saunders, *Director of Membership*, National Museum of the American Indian  
Daniel Vincent, *Director of Membership*, The Trustees

### **Empowering Your Best Ambassadors: Engaging Your Organization to Strengthen Your Membership Program** Westmoreland

Ever feel like you're the only one in your organization that cares about membership? Don't give up! Learn how to tell data-driven stories, to invite feedback, and to build collaborative relationships that raise the visibility of your program and generate excitement about membership. Together we'll explore strategies to gain internal ambassadors and position your membership program for future growth.

Julia White, *Membership & Annual Fund Coordinator*, Washington State Historical Society  
Arielle Bateman, *Director, Prospect Engagement*, Carnegie Museums of Pittsburgh

### **Break with Snacks** **10:00 am-10:10 am** Allegheny Ballroom

### **General Session** **10:10 am-11:10 am**

### **Trends in Patron Support: A Look at the Performance of Ticket Buyers, Members, and Donors** Allegheny Ballroom

Using data from nearly 400 cultural organizations we will look at trends in Patron performance; including ticket buyers, members, and donors. Trends will cover organizations by size and type and region, and will compare museums to other cultural nonprofits. We will take a look at the lifecycle of museum patrons, and share industry insights from the data. We know that Art museums often have among the highest revenue per patron, but did you know that History museums take third place, just behind other cultural institutions? Insights in patron performance at The Smithsonian will highlight differences in member and donor programs.

Carol Rhine, *Analytics Consultant, Senior Principal*, Blackbaud  
Deborah Trumble, *Analytics Consultant, Principal*, Blackbaud  
John A. Perell, *Director of Strategy and Member Experience*, Smithsonian Institution

### **Break** **11:10 am-11:20 am**



Pittsburgh Zoo & PPG Aquarium © Paul Selvaggio

Concurrent Sessions

11:20 am-12:20 pm



**Leadership Insights on Membership: Learn from the Top on How to Get Crucial Institutional Buy-In for Your Membership Program**  
Pennsylvania

You work to make a difference for your membership program in all you do—but how can you ensure membership operates with greatest success and gets the necessary resources? This session features experienced non-profit leaders, who also have responsibility for overseeing membership programs. They will provide insights on questions including: how strategic planning for membership should fit within institution strategic plans, how to best advocate for membership and what it takes to get leadership attention and buy-in, how to get an institution to see why membership is crucial, and other exceptionally useful insights you can only glean from those who are at the top layer of institution leadership.

Mae Daniller, *President*, Daniller + Company  
Nina McNeely Diefenbach, *Senior Vice President and Deputy Director for Advancement*, The Barnes Foundation  
Leslie Myers, *Vice President of Institutional Advancement*, Atlanta Botanical Garden



**Why Multi-Channel Campaigns Win Every Time**  
Cambria

You have heard that reaching membership prospects in multiple channels is important, but why? And how do you get other departments on board with prioritizing the membership message in all of these channels? This session will present a case study that proves the effectiveness of combining mail and online channels for acquiring members, as well as discuss how to collaborate with other departments on strategy, timing, and creative to make your membership campaign a success.

Walter G. Lukens, *Founder and President*, The Lukens Company  
Tiffany Tessada, *Director of Membership and Annual Giving*, Seattle Art Museum  
Julie P. Knight, *Associate Director of Membership*, San Francisco Museum of Modern Art  
Sasha Wood, *Digital Strategist*, The Lukens Company



Yayoi Kusama, *Repetitive Vision*, 1996. Permanent installation at the Mattress Factory



**Member Stewardship, Crafting the Experience**

Westmoreland



Meaningful member experiences foster loyalty and encourage a deeper connection with your mission, which in turn strengthens your organization's financial stability. Four diverse institutions will share their thoughts on how to create an outstanding 1st year experience, ideas for an upper level member cultivation program, opportunities to increase visitation, and tactics to boost gift memberships' retention. Come learn how these institutions plan and execute tactics that build member renewals and revenues.

Melissa Dietrich, *Associate Director of Membership*, Longwood Gardens  
Jennifer Stone, *Membership Manager*, Denver Museum of Nature & Science  
Justina Doyle, *Membership Marketing Manager*, Chicago History Museum  
Jody Cross, *Associate Director of Membership and Annual Giving*, Winterthur Museum, Garden & Library

**Lunch + Roundtables**

12:30 pm-1:30 pm

Allegheny Ballroom

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

Sponsored by **blackbaud**  
your passion • our purpose

**Keynote**

1:45 pm-2:45 pm



**Thinking in Bets: Decision-Making in the Face of Uncertainty**

Allegheny Ballroom



Even the best decision doesn't yield the best outcome every time. There's always an element of luck that you can't control, and there is always information that is hidden from view. So the key to long-term success (and avoiding worrying yourself to death) is to think in bets: How sure am I? What are the possible ways things could turn out? What decision has the highest odds of success? Did I land in the unlucky 10% on the

strategy that works 90% of the time? Or is my success attributable to dumb luck rather than great decision making?

Annie Duke, *Author, Speaker, and Decision Strategist*

Annie Duke, a former *World Series of Poker* champion turned business consultant, draws on examples from business, sports, politics, and (of course) poker to share tools anyone can use to embrace uncertainty and make better decisions.

**Break with Snacks**

2:45 pm-3:00 pm

Allegheny Ballroom

**Concurrent Sessions**

3:00 pm-4:00 pm



**Price Changes: Four Models of How to Prepare and Implement**  
Pennsylvania



Considering a membership price change? Learn various points of view around this challenge from both small and large institutional perspectives.



Julie P. Knight, *Associate Director of Membership*, San Francisco Museum of Modern Art  
James Ryan Jillson, *Director of Individual Giving and Membership*, Nasher Sculpture Center  
Chelsea Murray, *Director of Membership*, Fine Arts Museums of San Francisco—de Young and Legion of Honor  
Meghan McCauley, *Membership Manager*, Pérez Art Museum Miami



## Creating a Data-Driven Culture

Cambria



With data ubiquitous in today's business world, it can be overwhelming to capture and organize your data in a way that enhances strategic decision-making for your organization. It can be even harder to get buy-in from staff to manage data correctly, and from leadership to give you the data tools you need. In this session, you'll meet a panel of museum professionals at various stages of turning data into actionable results in their organizations. You'll learn what data they are tracking, what tools they are using to do so, how they got organizational buy-in, and how data has affected their organization's broader strategy.

Steve Jacobson, *CEO, JCA Client Services*

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

Vanessa Lewis, *Principal, ReportingMaven*

Derek Chapin, *Visitor Services Supervisor, Point Defiance Zoo & Aquarium*



## Maximizing Success! When Membership Partners with Special Exhibitions: Acquisition and Revenue Maximization

Westmoreland



Special exhibitions are at the core of our institution offerings and experiences. They provide opportunities for educating and engaging our audiences. Institutions need to maximize the impact of exhibitions by attracting as many visitors and members as possible. Utilizing all marketing tools at our disposal is necessary to ensure goals are met. This session will focus on using digital marketing, online engagement and direct mail to raise funds, convert members and increase visitation, making the exhibition an overall success! Attendees will be able to model future marketing efforts after the experiences of the institutions represented in this session.

Karen E. Meyer, *Account Manager, Membership Consultants*

Jennifer Thomas, *Director of Development, Saint Louis Art Museum*

Courtney Stanford, *Director of Annual Programs, Desert Botanical Garden*

Kourtney Carson, *Membership Manger, Wichita Art Museum*

## Reception

6:00 pm-7:30 pm

Phipps Conservatory and Botanical Gardens [1 Schenley Dr]

*Buses depart from the main lobby entrance at 5:15 pm.*

Enjoy drinks and hors d'oeuvres in a tropical paradise! Sample fresh Cuban-inspired cuisine and mojitos in the lush surroundings of the Tropical Forest Cuba exhibition at Phipps Conservatory and Botanical Gardens, and then experience the beauty of one of the world's most sustainable conservatories as you stroll through the historic glasshouse.

*Buses depart from Phipps Conservatory and Botanical Gardens beginning at 7:15 pm to return to the Westin.*

Sponsored by



## Dine Arouds - Optional

7:45 pm-9:30 pm

Dine Around participants are responsible for their own bill and gratuity, and spots are available on a first-come, first-served basis. Stop by the Information Booth to check out the different dining options and sign up by noon on Tuesday. All Dine Around reservations are for 7:45 pm. You may also choose to gather a group of colleagues and venture out on your own.



Phipps East Room © Paul G. Wiegman

# Wed, Apr 3

## Breakfast 7:30 am–9:00 am

Allegheny Ballroom

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

Sponsored by **darwill**

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

Allegheny Ballroom

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

Jennifer Thomas, *AMMC President*, Saint Louis Art Museum  
Cari Maslow, *AMMC Host Chair*, Carnegie Museums of Pittsburgh

## Keynote 9:00 am–10:00 am



### Reexamining Belonging: The Impact of DEAI Initiatives on Membership Programs

Allegheny Ballroom



For museums across the country, addressing diversity, equity, access and inclusion (DEAI) has shifted from a nice-to-do to an imperative. As this work unfolds, membership leaders are tackling the practical implications for their programs as well as reexamining what it means to belong. Join us for a thought-provoking discussion lead by Cecile Shellman, an expert in bringing DEAI work to museums.

Cecile Shellman, *Consultant*  
Jennifer Thomas, *Director of Annual Programs*, Saint Louis Art Museum  
Nicole Gardell, *Director of Membership and Donor Services*, The Art Institute of Chicago

*Cecile Shellman is a full-time consultant in diversity, equity, accessibility, and inclusion for museums. She recently worked in a leadership capacity heading initiatives for Carnegie Museums of Pittsburgh. Diversity exists and inclusion takes effort. Our biases and prejudices often prevent us from valuing others as we should. Shellman helps museums channel their efforts to diversify, provide equal access, and include valued voices and visual content.*



Carnegie Science Center

## Break with Snacks

Allegheny Ballroom Foyer

10:00 am–10:10 am

## Concurrent Sessions

10:10 am–11:10 am



### Get Your Questions Answered

Pennsylvania

Whether you are new or a veteran in the field, join us for an hour of questions and answers. In this informal session, questions about any aspect of membership programs will be discussed as a group. So bring all the questions you haven't yet had a chance to ask at the conference.

Kelli Buchan, *Director of Membership*, The Franklin Institute  
Cari Maslow, *Associate Vice President, Engagement*, Carnegie Museums of Pittsburgh  
John A. Perell, *Director of Strategy and Member Experience*, Smithsonian Institution  
Ruth White, *Executive Assistant*, Utah Museums Association



### Expanding Access and Inclusion through Membership

Cambria

This session will explore the programs, processes, and perspectives of institutions who are working to make membership more diverse and inclusive by addressing cost barriers. Themes will include: barriers and institutional priorities, revenue and funding, and lessons learned.

Stephanie Wilkes, *Membership Manager*, Woodland Park Zoo  
Mindee Kashiwagi, *Director of Membership*, California Academy of Sciences  
Rhiannon Hoeweler, *Vice President of Visitor Experience, Strategy, and FUN*, Cincinnati Zoo & Botanical Garden  
Meghan McCauley, *Membership Manager*, Pérez Art Museum Miami



### What's Next in Membership: Ideas for Developing New Audiences

Westmoreland

Cultural organizations are at the precipice of an historic shift in audience demographics and mindset. This diverse panel will explore the topic of engaging new audiences and reframing the traditional value proposition. Hear how membership is adapting to leverage new opportunities, including dynamic pricing, after dark memberships, and visitor identity-related motivations.

Rosie Siemer, *Founder + CEO*, FIVESEED  
Erika Howse, *Director of Museum Membership*, The Children's Museum of Indianapolis  
Sarah Owens, *Membership Manager*, Exploratorium  
Nympha Patel, *Director, Membership & Database Marketing*, Art Gallery of Ontario

## Break

11:10 am–11:20 am

## Concurrent Sessions

11:20 am–12:20 pm



### Engaging Your Museum Membership: Adding Value

Pennsylvania



In this presentation, you'll hear speakers from four different museums—the Philadelphia Museum of Art, the Peabody Essex Museum, the Museum of New Mexico Foundation, and The National WWII Museum—discuss the different approaches and strategies they've taken to further engage their membership bases and reenergize their membership programs. Joseph Ciesielski and Laurie Rothenberg from the PMA will speak to how they use an engagement-driven approach with data-informed strategies that create loyalty in their vulnerable first-year member population. Similarly looking to deepen engagement, Michelle Moore of The National WWII Museum will discuss how the museum's 16-page printed publication serves as a captivating resource that helps members feel more connected to the physical museum campus even when they may not be able to visit often. Looking to engage with a new audience—young patrons—Kerry Schneider of the Peabody Essex Museum will detail how

they launched their GenPEM program, which includes pop-up events outside the museum's walls. Also looking beyond the museum's walls, Brittny Wood of the Museum of New Mexico Foundation will demonstrate the value of having a reciprocal program and ways to leverage the benefit to strategically grow mid-tier membership categories.

Laurie Rothenberg, *Manager of Member Engagement*, Philadelphia Museum of Art  
Joseph Ciesielski, *Manager of Strategic Analysis*, Philadelphia Museum of Art  
Michelle Moore, *Director of Communications*, The National WWII Museum  
Kerry Schneider, *Development Communications Officer*, Peabody Essex Museum  
Brittny Wood, *Membership & Communications Manager*, Museum of New Mexico Foundation

**Ramp Up Your Renewal Program!**

Westmoreland



Is your renewal program on auto pilot? When is the last time you really examined your renewal series and results? Do you know your renewal stats and how does your program benchmark with peer organizations? Join us to learn how to refresh and revive your renewal program and increase the bottom line. We will review renewal best practices and include a case study of a successful membership renewal re-boot. This session is a primer for beginners and a great review for seasoned membership professionals.

Martha Ernst, *Vice President*, Daniller + Company  
Brooke Affleck, *Director, Membership and Annual Fund*, Solomon R. Guggenheim Museum

**Identifying Characteristics of Top-Performing Membership Programs**  
Cambria

In this session, attendees will be provided with examples from top-performing museums as it relates to membership acquisition, retention, and revenue. Attendees will receive average and top-performing benchmark characteristics and real-world application of these principles to identify how their museum can improve its membership program. We will begin with a review of the current Morey Consulting benchmarks collected from the Cultural Attraction Trend Report and National Market and Member Benchmark Report. Speakers from three different, top-performing museums will then share insights into how their institutions meet or exceed these benchmarks.

John Morey, *President*, Morey Consulting  
Brittany Miller, *Associate Director, Direct Response Marketing*, Art Institute of Chicago  
Chelsea Murray, *Director of Membership*, Fine Arts Museums of San Francisco - de Young and Legion of Honor.  
Ashley Alexander, *Director of Membership & Philanthropic Programs*, Denver Museum of Nature & Science

**Lunch Roundtables**

**12:30 pm-1:30 pm**

Allegheny Ballroom

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

Sponsored by 



Heinz History Center

Concurrent Sessions

1:45 pm–2:45 pm



**Re-Engineered for Relevance: Assessing and Transforming Membership in 2019**

Pennsylvania



When was the last time you assessed your membership program? Hear from organizations that have re-invented their membership levels, marketing, and evaluation—and gotten results. The Nelson-Atkins Museum of Art took on a multi-year initiative to rebuild their membership program from the ground up—transforming benefits, experiences, and messaging for both corporate and individual donors at every level. Space Center Houston retooled to put the member experience front and center, reinventing its own culture to value philanthropic-engagement and data-based strategy. The Nelson-Atkins and Space Center Houston will be joined by representatives from Tessitura to discuss how their approach measures against museum membership trends nationwide.

Erin Koppel, *Vice President, Enterprise Consulting, Tessitura Network*  
Sara Hale, *Development Manager, Society of Fellows, Nelson-Atkins Museum of Art*  
Amy Marks, *Membership and Development Services Director, Space Center Houston*



**Digital Ads for Membership Should Not Be Optional**

Cambria



What does it take to run an always-on ads program? Is it worth it? Ongoing, institutional investment in digital ads has paid off in membership growth for many organizations. Ads expertise is becoming more like a need than a want for non-profits who seek to diversify their acquisition streams. Find out what nonprofits are investing in ads and how they're paying off with a sneak peek at M+R's 2019 Benchmarks Study before it is released to the public! M+R builds sustainable, ongoing advertising to complement and develop membership programs. Together with the American Museum of Natural History, we will walk through how to create a media plan for long-term growth (to cover what you should spend on first and how much you can scale), and for specific exhibitions to maximize membership opportunities. We'll also cover the basics of reporting (including the dreaded attribution), and finding and reaching your most valuable audiences with lots of winning examples!

Liz Ertner, *Senior Vice President, M+R*  
Louise Adler, *Senior Director of Membership & Annual Fund, American Museum of Natural History*



**Tax Traps for the Unwary: Understanding the Impact of Membership Benefits for Donors**

Westmoreland

Why do museums need to include all that pesky tax language in their membership communications? What's the big deal with donors paying for memberships from a donor-advised fund or IRA? This session will shed light on the various tax rules that can complicate the museum-member relationship and will arm attendees with information that they can use to enhance their organization's legal compliance and steward donors.

Laura Damerville, *Assistant General Counsel, Smithsonian Institution*

**Break with Snacks**

2:45 pm–3:00 pm

Concurrent Sessions

3:00 pm–4:00 pm



**Communication with Members in the Year 2020: High Tech, Low Tech, or No Tech**

Pennsylvania

Communication with members is changing, and keeping up with the technology is challenging. Each year we see a wealth of new ways to engage members. But what actually works, what doesn't, and what changes will be coming down the pipeline that will impact us in the future? This is a great opportunity for other organizations to share things that have been successful in the past, what experiments they are doing now, and what direction things will be going in based on developing technology. Hear from a panel of museum professionals and technologists about industry developments.

Dan Sullivan, *Head of Growth and Partnerships, Cuseum*  
Chelsea Graham Jackson, *Assistant Director of Membership, Cleveland Museum of Art*  
Julianne Amendola, *Chief Advancement Officer, Minneapolis Institute of Art*  
Brett Ashley Crawford, *Associate Teaching Professor and Executive Director of the Arts Management and Technology Laboratory, Carnegie Mellon University*



**Shifting Priorities: Transactional vs. Philanthropic? Member vs. Donor?**

Cambria



Have you faced the dilemma of shifting priorities between member count and program revenue when administrations change and unexpected new goals surface? Explore the strategies and approaches to navigating organizational challenges, and building confidence in the risks and rewards of alternative new program structures vs. "tried and true" approaches when leadership priorities change. Learn the importance of maximizing your data, debunking myths, using research and forecasting impact, plus lessons-learned in managing and communicating changes to your members and leadership staff.

Diane Ward, *President, Membership Matters LLC*  
Lynn Swain, *Director of Development, Cornell Botanic Gardens*  
Suzanne Betts, *Director of Membership, Pennsylvania Horticultural Society*  
Karen Green Pirinelli, *Membership and Events Manager, Briscoe Western Art Museum*



**Each Guest Is My Guest: Creating a Culture of Inspiring Service**

Westmoreland



In this session, we will immerse participants in The Henry Ford culture of Inspiring Service. We'll discuss staff development strategies & techniques for building & maintaining a culture of world class hospitality that builds loyalty & lasting relationships with members.

Mike Moseley, *Director of Leadership Development and Training, The Henry Ford*  
Melanie Raisanen, *Guest Services Manager, The Henry Ford*

**Reception**

5:30 pm–7:30 pm

Mattress Factory [505 Jacksonia St]

*Buses depart from the main lobby entrance at 5:00 pm.*

Soak up good vibes and local fare at the Mattress Factory, Pittsburgh's one-of-a-kind museum for installation art. Enjoy hearty appetizers by Black Radish Kitchen, including the famous Pittsburgh cookie table! Be sure to check out the museum's multiple galleries for inspiration from artists unafraid to push the envelope.

*Buses depart the Mattress Factory beginning at 7:00 pm to drop off at the Westin Convention Center.*

Sponsored by **Schultz & Williams**

# Thu, Apr 4

## Breakfast

8:30 am-10:00 am

Allegheny Ballroom

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

## Conference Housekeeping

9:45 am-10:00 am

Allegheny Ballroom

Please join us for any necessary conference housekeeping items before diving into the final day.

Jennifer Thomas, *AMMC President*, Saint Louis Art Museum  
Cari Maslow, *AMMC Host Chair*, Carnegie Museums of Pittsburgh

## Keynote

10:00 am-11:30 am



### The Data Is In: The Difference Between A Museum Surviving And Thriving Rests With Membership

Allegheny Ballroom



Museums are facing challenges in today's increasingly connected and diverse world: Those who profile as traditional visitors are shrinking in market size, and per capita costs are outpacing revenues within the industry. But the data is in, and effective organizations have something in common: They value and prioritize

effective membership programs. In this keynote session, Colleen will share data on audience perceptions, behaviors, and motivations surrounding museum membership. As the experts at the intersection of visitor engagement and ongoing support, session attendees will learn why market trends have placed membership departments at the center of successful organizational leadership—and “arm” attendees with data to communicate the importance of their initiatives. You'll come to the keynote knowing that membership programs are important, and you'll leave knowing just how important - and why.

Colleen Dilenschneider, *Chief Market Engagement Officer at IMPACTS Research and author of the popular website, Know Your Own Bone.*

*As the Chief Market Engagement Officer at IMPACTS Research, Colleen Dilenschneider utilizes data to help cultural organizations maintain their relevance and secure their long-term financial futures. Colleen is the author and publisher of the popular website Know Your Own Bone, a resource for cultural executives that has been prominently featured in several national publications, and is required reading for numerous graduate programs and professional conferences.*

## General Session

11:30 am-12:00 pm

### Conference Feedback + Farewell

Allegheny Ballroom

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.

## Conference Excursion | Fallingwater

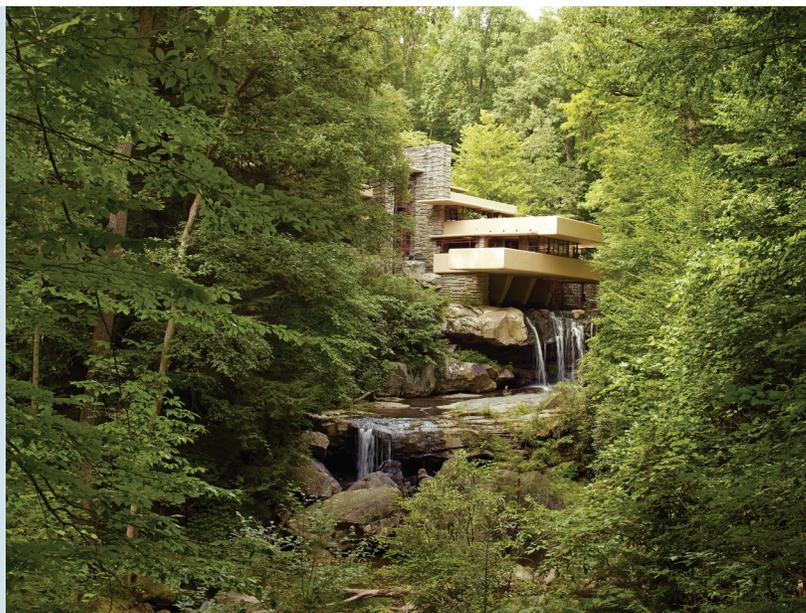
12:30 pm-6:30 pm

*Limited space with pre-registration required. If you do not already have a ticket, please check with the Information Booth to see if any are available [tickets cost: \$80].*

Complete your Pittsburgh experience with a trip to Frank Lloyd Wright's architectural masterwork! Designed for the Kauffman family in 1935, Fallingwater is perched above a tumbling waterfall, its soaring cantilevers emblematic of Wright's organic, modern style. Enjoy a guided tour of the home and uncover the virtuosity underlying its design. After the tour, admire Fallingwater from a distance as you explore the forest paths surrounding the home.

**Meet in the Library Area of Westin Conference Center Main Lobby at 12:30 pm to board buses.**

**Trip cost includes bus transportation and a boxed lunch. Travel time: 3 hours roundtrip.**



Fallingwater, also known as the Edgar J. Kaufmann, Sr. residence, Pennsylvania © Carol M. Highsmith

# Presenter Bios

## **Louise Adler**

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

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

## **Brooke Affleck**

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

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

## **Ashley Alexander**

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

Ashley L. Alexander has served as director of membership and philanthropic programs for the Denver Museum of Nature & Science for over five years. In this role, she manages one of the largest paid membership programs of any nature & science center in the country and serves as lead strategist for the engagement and solicitation efforts of more than 100,000 member individuals who support the museum's general, Young Professional and Giving Club membership programs. She also oversees corporate membership, the annual fund, development events, and the division's data team. Ashley began her fundraising career over a decade ago with CCS Fundraising in New York, before taking on roles as a director in the development divisions at the Wildlife Conservation Society and Wagner College – her alma mater. Ashley was drawn to a career in fundraising because of her desire to make lasting impacts on our world and contribute to meaningful work. Ashley also currently serves as Vice Chair of the Board of Directors for Task Force: ISO – a CO nonprofit helping to refocus Veteran lives.

## **Jilianne Amendola**

*Chief Advancement Officer, Minneapolis Institute of Art*

Julianne Amendola is Chief Advancement Officer at Mia. She has more than 25 years of professional experience in fundraising, including public media and the arts, and has consulted with nonprofit organizations across the country. During more than 15 years at Mia, she has created and implemented strategies to raise funds from a variety of constituents to support the museum's mission. Today she leads the advancement team to successfully raise more than \$14 million in contributed revenue annually from individual donors, corporations, and foundations, and oversees donor stewardship, fundraising events, annual giving, and advancement resources. She led the creation and launch of Mia's innovative membership model.

## **Kara Anderson**

*Membership Manager, Utah's Hogle Zoo*

Kara Anderson became the Membership Manager for Utah's Hogle Zoo just last October, but she has been employed at the zoo for more than twelve years

overall. Her background as a vet tech led her to the zoo, where she worked in the Education department; that led to Guest Services, where she was a supervisor for nine years, watching over all the details involved in ensuring the guests' experience is pleasant and consistent and that the staff is knowledgeable about all basic policies. Now Kara oversees all aspects of a thriving – and growing – membership program, with approximately 19,000-member households.

## **Arielle Bateman**

*Director, Prospect Engagement, Carnegie Museums of Pittsburgh*

Arielle's role at Carnegie Museums of Pittsburgh combines her passion for service with a love for developing relationships, telling stories, and improving processes. She started her career at a homeless rescue mission before moving to Carnegie Museums, where she's worked for 7 years. She manages all large-scale communications with members and donors: acquisition and renewal messaging, stewardship, annual fund solicitation, customer service, onsite sales, and telemarketing, as well as digital user experience and database management. Arielle's proud to be a part of a team that grew membership to a historic 31,000 households in 2018.

## **Suzanne Betts**

*Director of Membership, Pennsylvania Horticultural Society*

During her 25-year tenure with PHS, Suzanne has led the organization's development efforts and has increased membership from 8,000 to 24,000 members. She also manages and serves as host for the PHS Travel program, which offers PHS members travel opportunities to visit gardens around the world. The Pennsylvania Horticultural Society, founded in 1827, is a nonprofit organization committed to connecting people with horticulture and together creating beautiful, healthy and sustainable communities. PHS's best known programs included the Philadelphia Flower Show, street tree planting, community gardening, public beautification, and the PHS Pop Up Gardens.

## **Jackie Biancolli Libby**

*Vice President*

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

## **Kelli Buchan**

*Director of Membership, The Franklin Institute*

Kelli has 13 years' experience in driving science museum membership strategy. At The Franklin Institute, Kelli leads a \$3.5M annual membership program through collaboration across the organization to integrate comprehensive tactics supporting membership. Blending onsite and online sales and conversion, telemarketing, direct mail, and overall program marketing, the \$50-\$1,000 donor demographic has grown to nearly 50,000 households served nationwide each year. Her experience also includes 2 years in sponsorship and corporate relations at TFI and, prior, in premium services at the Philadelphia Eagles. She received both her BS in Marketing and MBA in Organizational Development and Resource Management from Drexel University.

# Presenter Bios

## **Kourtney Carson**

*Membership Manger, Wichita Art Museum*

Kourtney Carson is the Director of Development for the Wichita Art Museum. The Wichita Art Museum recently experienced a growth in membership following the highly successful exhibition, Monet to Matisse. Kourtney has over 10 years of experience in the world of nonprofit and fundraising and enjoys building relationships with patrons and members while growing community support for the mission of the Wichita Art Museum.

## **Derek Chapin**

*Visitor Services Supervisor, Point Defiance Zoo & Aquarium*

Derek Chapin has over 13 years of experience leading membership and guest services teams for cultural attractions organization. As Visitor Services Manager of Point Defiance Zoo & Aquarium and Northwest Trek Wildlife Park, Derek oversees admissions, membership, group sales, and CRM/Analytics programs. In his free time, Derek likes to get outside and explore the beautiful mountains of the Pacific Northwest. Derek graduated from Central Washington University in 2003 with a degree in Tourism Management.

## **Joseph Ciesielski**

*Manager of Strategic Analysis, Philadelphia Museum of Art*

Joe is the Manager of Strategic Analysis at the Philadelphia Museum of Art. In this capacity, he supports data-informed decision-making in the Membership department through data visualization, statistical modeling, and experimental design. He holds a Master's degree in Education Policy from the University of Pennsylvania and has over a decade of experience working with non-profit organizations filling both direct service and continuous improvement related functions.

## **Brett Ashley Crawford**

*Associate Teaching Professor at Carnegie Mellon University and Executive Director of the Arts Management and Technology Laboratory, Carnegie Mellon University*

Dr. Brett Ashley Crawford is an Associate Teaching Professor at Carnegie Mellon University and serves as the Executive Director of the Arts Management and Technology Laboratory. Her research and interests circulate in the realms of audiences, engagement, stakeholder participation, external relations, gender and management, 21st century management systems and technology. She holds an MFA in arts administration and a PhD in theatre history and criticism. She has 25 years of professional theatre experience as an AEA stage manager, director, writer, and theatre manager and has served as managing director for three institutions. She presents lectures and workshops to international and domestic audiences. One of her current projects includes a focus on technology as a tool for civic engagement around public art.

## **Jody Cross**

*Associate Director of Membership and Annual Giving, Winterthur Museum, Garden and Library*

Jody is responsible for the overall management of Winterthur's 10,000 Member households. Together, she and a colleague strategize, develop, and implement Member communications, benefits, programs, acquisitions, and renewals. Jody's specific focuses are renewals, annual giving appeals, and the cultivation and engagement of Members at the \$500-2,500 levels. Although a relative newcomer to Membership, Jody has a decade of public programming experience to bring to her work in the Winterthur Membership Office.

## **Laura Damerville**

*Assistant General Counsel, Smithsonian Institution*

As an attorney in the Smithsonian's Office of General Counsel, Laura advises the Institution's Office of Advancement on legal issues related to fundraising. Prior to joining the Smithsonian in 2015, Laura advised a wide variety of nonprofit clients at Ropes & Gray LLP and Caplin & Drysdale, Chartered. Laura frequently speaks on tax issues to nonprofit audiences, and has presented at the ALI-CLE

Legal Issues in Museum Administration Conference and the Georgetown Law conference, Representing & Managing Tax-Exempt Organizations. Laura is a graduate of Swarthmore College and Harvard Law School.

## **Mae Daniller**

*President, Daniller + Company*

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

## **Nina McNeely Diefenbach**

*Senior Vice President and Deputy Director for Advancement, Barnes Foundation*

Nina McNeely Diefenbach currently serves as the Senior Vice President and Deputy Director for Advancement at the Barnes Foundation, where she oversees Development, Membership, Marketing, and Communications, and is responsible for maximizing and expanding the Barnes's public profile and increasing philanthropic support from all sources. Before coming to the Barnes in April of 2016, she worked at The Metropolitan Museum of Art for 34 years, most recently as the Vice President for Institutional Advancement, a position she was elected to in 2004. In addition to her work at the Barnes Foundation, Ms. Diefenbach is deeply involved with her alma mater, Trinity College, in Hartford, CT, where she served as a trustee from 2010 - 2018.

## **Melissa Dietrich**

*Associate Director of Membership, Longwood Gardens*

At Longwood Gardens, Ms. Dietrich is responsible for the overall program management for Longwood's 67,000 Member households. She leads the development and implementation of Membership strategies including the creation and delivery of new or improved Membership benefits, levels, events, and programs to increase Member participation and retention, as well as enhance Member experiences. Ms. Dietrich is active among her Membership colleagues through the American Public Gardens Association (APGA). Recently she was elected Chair of The Development & Membership Community, which provides a framework for fundraising and membership professionals in the public garden industry to network, learn from each other's experiences, and share best practices.

## **Justina Doyle**

*Membership Marketing Manager, Chicago History Museum*

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

## **Martha Ernst, CFRE**

*Vice President, Daniller + Company*

Martha Ernst is the Vice President of Daniller + Company, an award-winning membership and fundraising direct response agency. Martha's background in marketing, combined with her in-depth knowledge of membership strategies, list strategies, audience segmentation, and strong analytics, ensures that Daniller + Company's clients achieve maximum fundraising results. Martha has given talks and led discussions on membership acquisition, renewals, upgrades, list

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strategy and direct marketing techniques for local and national organizations, including St. Edwards University, the American Alliance of Museums, Association of Fundraising Professionals, the American Public Garden Association, and the American Museum Membership Conference. Prior to joining Daniller + Company in 2000, Martha was a leader in international sales and management with Marinex International and with Procter and Gamble where she managed key accounts and built strong client relationships.

## Liz Ertner

*Senior Vice President, M+R*

Liz Ertner has spent more than 11 years helping nonprofits break fundraising records, find new supporters, and win advocacy campaigns. She leads M+R's team of digital advertising specialists who run paid search, display, retargeting, video, mobile and social media campaigns. Liz has led the strategy for online paid advertising campaigns for the New York Public Library, the Bronx Zoo, World Wildlife Fund, USA for UNHCR, Planned Parenthood, NRDC, and many more. As co-author of the Adventures in Multichannel Marketing whitepaper, Liz also loves helping organizations find a smart multichannel strategy to solve a particular challenge.

## Kate Gleason

*Senior Manager, Missouri Botanical Garden*

Kate Gleason is the Senior Manager of Membership at the Missouri Botanical Garden. In this role, Kate oversees the general membership program, which consists of 45,000-member households and \$4 million dollars of annual revenue. Kate manages all aspects of the membership program, including direct mail, on-site sales, membership events, and gift processing. Prior to the Garden, Kate worked for more than ten years in membership at the Saint Louis Art Museum.

## Sara Hale

*Development Manager, Society of Fellows, Nelson-Atkins Museum of Art*

Sara joined The Nelson-Atkins Museum of Art as their Development Manager, Society of Fellows in October of 2018. Sara has worked in the nonprofit sector for over a decade and loves the field. Prior to the Nelson-Atkins, Sara worked in higher education, child welfare, and at the Kemper Museum of Contemporary Art. She is responsible for managing members who give \$1,250 - \$25,000 annually and is responsible for achieving a \$1.5 million revenue goal. Sara is the mother of 3 - a set of twin boys (6) and a little girl (4) and is currently finishing up her Master's degree in Management at Rockhurst University in Kansas City. Sara grew up visiting the Nelson-Atkins and pinches herself every day that she works in such an important and iconic museum.

## Rhiannon Hoeweler

*Vice President of Visitor Experience, Strategy, and FUN, Cincinnati Zoo & Botanical Garden*

Rhiannon Hoeweler is the VP of Visitor Experience, Strategy, and FUN at the Cincinnati Zoo & Botanical Garden. She received a Master of Environmental Science degree from Miami University and a Bachelor of Science degree from the University of North Carolina- Asheville. In 2019, she was Queen City Certified as part of the first US-based certification model to promote gender equity in the workplace. She has been married for 18 years and am a mother of 3 boys, one of her own and 2 step sons.

## Erika Howse

*Director of Museum Membership, The Children's Museum of Indianapolis*

Erika has worked at the world's largest children's museum since 2011. Starting in marketing, she managed strategy and creative execution for various museum departments and objectives including Development, School Visits, Event Rentals and more. In her current role since 2016, she oversees the membership program with a revenue goal of over \$6.5 million annually, including all member acquisition, retention, and member engagement logistics and communication.

## Chelsea Graham Jackson

*Assistant Director of Membership, Cleveland Museum of Art*

As the Assistant Director of Membership at the Cleveland Museum of Art since 2014, Chelsea oversees the strategy and revenue plan for the general membership program, including membership renewal solicitations, fulfillment, acquisition, retention and engagement for approximately 29,000 households. During her tenure, membership households have increased by 30.81%, and membership revenue has increased by 39.63%. She was also a vital member of the team that implemented the conversion to Tessitura, a unified fundraising and ticketing software system. Prior to her position in Membership, she spent several years in customer service with both the Visitor Experience and Annual Giving departments at CMA. She holds an undergraduate degree in art history and business from Wittenberg University in Springfield, Ohio.

## Steve Jacobson

*CEO, JCA Client Services*

Steve Jacobson is the CEO of JCA, which he founded in 1988 to provide information management services to nonprofit organizations. Since then, Steve has provided systems consulting and implementation services to a number of clients, including Carnegie Hall, The Metropolitan Museum of Art, The American Museum of Natural History, The Cleveland Museum of Art, Mount Sinai Medical Center, The Minneapolis Institute of Arts (Mia), Wildlife Conservation Society (Bronx Zoo), and the National Constitution Center. Steve is a past Adjunct Instructor at New York University where he taught courses in Technology for NYU's Center for Philanthropy and Fundraising. Steve currently serves as the president-elect of the Greater New York City Chapter of the Association of Fundraising Professionals (AFP), and is a member of the Museum Computer Network (MCN), the American Association of Museums (AAM), and the International Ticketing Association (INTIX).

## James Ryan Jillson

*Director of Individual Giving and Membership, Nasher Sculpture Center*

James Ryan Jillson is an arts manager with a passion for helping nonprofit organizations leverage analytics and insights to develop strategy, navigate change, build audiences, and raise funds. He currently serves as the Director of Individual Giving and Membership at the Nasher Sculpture Center - which just celebrated its fifteenth anniversary and broke all membership records - in Dallas, Texas. Additionally, James teaches arts management and supports alumni engagement initiatives at Southern Methodist University. He holds an M.B.A with an emphasis in Marketing, an M.A. in Arts Management, and a B.A. in Music, all from SMU.

## Mindee Kashiwagi

*Director of Membership, California Academy of Sciences*

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

## Julie P. Knight

*Associate Director of Membership, San Francisco Museum of Modern Art*

Julie joined SFMOMA in 2014 in the midst of its three-year closure. She oversees membership operations, managing a staff of 22. During her tenure, membership has increased 250% above pre-closure levels. She works on membership engagement, retention, and acquisition strategies as well as focused management plans to improve staff efficiency, reduce expenses, and maximize revenue. Previously, Julie was a marketing professional in the performing arts

## Presenter Bios

in San Francisco. Prior to that, she worked in museum registration/collection management. She has a BA from Linfield College and completed Museum Studies coursework at the University of Washington.

### **Erin Koppel**

*Vice President, Enterprise Consulting, Tessitura Network*

Erin Lively Koppel works globally with Tessitura member organizations to advance their business and help them connect more visitors and patrons to the art they produce. As Vice President Enterprise Consulting for Tessitura Network, she leads a highly skilled team of industry experts who create revenue-generating strategies, deliver meaningful insight via Tessitura Analytics, and provide fundamental CRM guidance which deepens engagement with constituents, and improves operational efficiency using Tessitura. Erin is known for her ability to inspire and ignite organizationally-inclusive teams, and is a highly sought conference speaker and workshop facilitator in the EU and North America. She has personally worked in all genres of arts and culture, from major metropolitan museums and aquariums to regional theatres. Prior to working for Tessitura, Erin spent nearly twenty years fundraising for Lyric Opera of Chicago, one of North America's largest opera companies, and using Tessitura herself to support multi-million dollar fundraising campaigns she directed. She resides in southwest suburban Chicago.

### **Margaret Lee**

*Membership Manager, Barnes Foundation*

Maggie Lee oversees all aspects of the Barnes Foundation's general membership program, including multi-channel acquisition and renewal solicitation strategies, digital and print communications, and building member engagement with 17,000 member households. She joined the Barnes Foundation just under a year ago and previously managed membership and individual giving at the 9/11 Memorial & Museum. She has a BA in History from the University of Delaware and an MA in Public History and Archives from New York University.

### **Vanessa Lewis**

*Principal, ReportingMaven*

Vanessa Lewis has over 30 years of experience in accounting and financial reporting, and currently is an independent museum consultant under the moniker ReportingMaven. She received her CPA experience with Ernst & Young, then developed reporting and planning skills at private and public manufacturing companies before finding her niche in the non-profit world. She spent over 8 years as the CFO of the Aquarium of the Pacific in Long Beach before transitioning to a consultative role for the past 10 years. She received her BA in Anthropology from UCLA and serves on the board of the USS IOWA and the Historical Naval Ships Association.

### **Walter G. Lukens**

*Founder and President, The Lukens Company*

Walter founded The Lukens Company in 1986, and the company has grown and expanded significantly in the years since due in large part to his passion for arts and cause-related organizations. He continues to be an avid supporter of the arts and is deeply involved in his community as an active board member of Living Classrooms of the National Capital Area and The Campagna Center, organizations that focus their efforts on improving the lives of children. In addition, Walter is the founder of several other businesses including Pinnacle List Company, Emotive, and Predictive Data and Analytics. He has been featured in numerous direct response publications, including *DM News* and *Direct Marketing Magazine*, as well as *The New York Times*, *The New York Times Sunday Magazine* and *The Washington Post*.

### **Karen Mariani**

*Account Manager, Membership Consultants*

Karen Mariani joined Membership Consultants in 2007, and most days she wears multiple hats: she manages the company's on-site sales projects, and she also performs list strategy for all client acquisition campaigns. Both keep

her hopping, but with a background in event-planning, public relations and extensive volunteer activities, Karen also oversees membership seminars and is involved with the company's marketing campaigns. Karen 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.

### **Amy Marks**

*Membership and Development Services Director, Space Center Houston*

Overseeing the reinvention of the center's membership program since her arrival in Oct. 2017, Amy Marks is Space Center Houston's first dedicated membership manager. She led center-wide efforts in 2018 that resulted in 42% growth of member households (16,219) and an 87% increase in membership revenue (\$2.2M). With 25 years of experience in development and membership at major public universities, Marks has a passion for data-driven, integrated multi-channel direct marketing. On more than one occasion, her fundraising role has grown to include development operations, information management and analytics, the last such occasion as recently as January. Closer to Galveston beaches than downtown Houston, Marks and her husband are raising two STEM-enthusiastic daughters (Zoe, 14 and Ava, 11) who have also become part of the Space Center Houston family.

### **Cari Maslow**

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

Cari has more than 25 years of experience in nonprofit management and has held roles in development, marketing, information systems, and financial management. Cari has served a total of fourteen years at Carnegie Museums. In her current role, she oversees the membership, mid-level giving, prospect strategy, research and donor relations programs as well as the financial management and operations of the advancement department. She holds a master's degree from the H. John Heinz III College at Carnegie Mellon University and a bachelor's degree from Boston University.

### **Meghan McCauley**

*Membership Manager, Pérez Art Museum Miami*

Meghan oversees membership at Pérez Art Museum Miami (PAMM), where she has revitalized member support by deepening digital engagement, diversifying member programming, streamlining levels, updating prices, and more. She is passionate about innovating inclusive member programs and oversaw the development, launch, and management of the PAMM Student Pass (a free admission initiative for Miami-Dade County students) in 2018. In her previous role as Senior Manager, Member Engagement at the Los Angeles County Museum of Art (2012–2017), Meghan developed and launched LACMA Local, a membership program designed to create community rather than deliver traditional benefits, under direction of the Associate Vice President, Audience Strategy and Services. She proudly co-chairs the American Museum Membership Conference (AMMC) program committee and has presented on an array of topics, including membership relaunch, program development, and mobile member cards.

### **Michaeleh Metz**

*Membership and Annual Fund Officer, Saint Louis Art Museum*

At age 5 when asked what she wanted to be when she grew up, Michaeleh Metz confidently said, "a nun who is a nurse and runs an orphanage." This type of career goal ultimately led her to find a place in the nonprofit world. She is currently the Membership and Annual Fund Officer at the Saint Louis Art Museum where she has worked for over 10 years. Michaeleh began her career at the Museum in Visitor and Member Services. Prior to that, Michaeleh was a store manager for Starbucks for several years. Michaeleh has a Masters of Public Policy and Administration with an emphasis in economic research from the University of Missouri-St. Louis. While enrolled at UMSL, she also received the certificate of nonprofit management.

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## **Karen E. Meyer**

*Account Manager, Membership Consultants*

Karen E. Meyer joined Membership Consultants in 2013 and has 13 years of nonprofit and fundraising experience including programming and project management. She currently acts as account manager and key client contact, overseeing campaigns from contract signature to final analysis for acquisition, renewals, lapsed and upgrade mailings, year-end and annual gift appeals and telemarketing campaigns. Her previous work experience includes Program Management at the National Kidney Foundation and Alumni and Development for the Olin School of Business at Washington University in St. Louis.

## **Brittany Miller**

*Associate Director, Direct Response Marketing, Art Institute of Chicago*

Brittany Miller is a nonprofit professional with over five years of experience with direct response campaigns and membership programs. She is currently the Associate Director of Direct Response Marketing at the Art Institute of Chicago. As part of the Donor Revenue and Strategy Team, she oversees the development, implementation, and testing of omnichannel direct-response strategies for membership acquisition and renewals and the annual fund program. She received an MA, Museum Studies and MBA from John F. Kennedy University and a BA, Art and Art History from the University of Iowa.

## **Michelle Moore**

*Director of Communications, The National WWII Museum*

Michelle Moore is Director of Communications at The National WWII Museum where she oversees Museum publications, public relations strategy, and digital content. She has thirteen years of experience developing and executing public outreach campaigns to maximize visibility and visitation for mission-based, cultural institutions.

## **John Morey**

*President, Morey Consulting*

John directs all Morey Consulting projects, including project design, strategic analysis, and final presentation. He specializes in start-up planning, audience acquisition, and membership program design for visitor serving attractions. Since 1995, he has worked with more than 200 clients on more than 3000 projects.

## **Mike Moseley**

*Director of Leadership Development and Training, The Henry Ford*

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

## **Chelsea Murray**

*Director of Membership, Fine Arts Museums of San Francisco - de Young and Legion of Honor*

Chelsea Murray is the Director of Membership at the Fine Arts Museums of San Francisco—de Young and Legion of Honor. She is responsible for membership (annual dues below \$2,500) and the annual fund. Chelsea has over 12 years of experience in membership management and fundraising. She serves on the board of the Golden Gate Chapter of Association of Fundraising Professionals (AFP) and is Co-Chair of the Membership Committee. She lives in San Francisco with her husband and two sons (4 and 1.5 years old). Fun fact: Chelsea has a passion for travel. Her oldest son went on 37 plane flights before he turned two years old.

## **Leslie Myers**

*Vice President of Institutional Advancement, Atlanta Botanical Garden*

Leslie Myers currently serves as the Vice President of Institutional Advancement at the Atlanta Botanical Garden. Consistently ranked among the top ten botanical gardens in the country, the Garden welcomes more than 500,000 visitors annually. Myers and team lead the Garden's efforts to broaden and strengthen its funding base while optimizing giving across major contributed revenue sources. With a membership base of more than 40,000 households, the advancement program, in total, accounts for 24% of the Garden's annual operating budget. She has most recently completed the Garden's fifth capital and endowment campaign, which raised more than \$53 million. Myers has been in this role for five years, after having previously served as the Garden's Membership Manager in the 2000s.

## **Sarah Owens**

*Membership Manager, Exploratorium*

Sarah Owens is a 10+ year museum marketing and membership professional that lives for survey data and taking calculated risks. She's a prototyping proponent who loves big thinking, experimenting with membership structures and collateral, cross-departmental project management software, and cats.

## **Nympha Patel**

*Director, Membership & Database Marketing, AGO - Art Gallery Ontario*

Nympha is the AGO's Director of Membership & Database Marketing. She is an accomplished CRM Marketing Professional and brings to the AGO extensive direct marketing, customer and communication life-cycle management in Acquisition, Retention & Loyalty and Winback efforts. She has over 15 years of progressive marketing expertise, including strategic planning and development, from the for-profit sector. Most recently she received the Chartered Marketer (CM) designation from the Canadian Marketing Association. Related to the "museum world", Nympha is a Member of the AMMC 2019 Program Committee and also sits on the IMMC Board (International Museum Membership Conference). She has been with the AGO for just over 5 years and in this short time has successfully helped to grow the Membership program year over year - achieving the highest number of memberships in the AGO's history. As well, Nympha is leading the CRM and Database Marketing strategy for the organization.

## **John A. Perell**

*Director of Strategy and Member Experience, Smithsonian Institution*

John Perell has been fundraising with nonprofits for 20 years and has been with Smithsonian since 2013 as the Director of Strategy for Member Experience, Direct Response and Shared Services. In his role, he works collaboratively to expand Smithsonian's national base of philanthropic supporters across the organization's many museums, as well as develop strategies to move prospects into mid-level, major and planned giving relationships. He is also the Director of the Friends of the Smithsonian. In his spare time, he serves on the board of the DMFA, International Museum Membership Conference and American Museum Membership Conference.

## **Karen Green Pirinelli**

*Membership and Events Manager, Briscoe Western Art Museum*

Karen joined the Briscoe Western Art Museum in 2014, one year after its grand opening, and soon realized the importance of redesigning then implementing a new membership program. This includes overseeing all aspects of enhanced and expanded member and donor events, a move that has helped to double the number of member households in less than four years. She is also a skilled photographer and professional organizer. She holds undergraduate degrees in Art History (Southern Methodist University) and Interior Design (El Centro College) and a Masters in Museum Studies from the University of Oklahoma.

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## Melanie Raisanen

*Guest Services Manager, The Henry Ford*

Melanie Raisanen joined The Henry Ford Guest Services Team in 2003. What she thought would be a short stay on her way into collections work, turned into a passion for creating exceptional guest experiences and help in building a staff that embraces the idea that "each guest is my guest". In her current role as Guest Services Manager, Melanie leads the Guest Services team in their focus on membership and sales strategy and guest advocacy.

## Carol Rhine

*Analytics Consultant, Senior Principal Blackbaud*

Carol Rhine joined Blackbaud full time in 2005, having worked with Target Analytics for many years. She brings nearly 40 years of experience in broad-based donor support to our *donorCentrics* and Benchmarking services. Carol serves as the key facilitator for the Target Analytics benchmarking collaborative meetings and industry indices. As a part of that role Carol provides analysis for Target Analytics' quarterly US National Index of Direct Marketing Fundraising Performance. Carol was instrumental in developing *donorCentrics* reporting and has, for more than 30 years worked with *donorCentrics* reports to provide specialized client reporting and analysis. Carol holds a Bachelor of Arts from DePauw University with a double major in Economics and Psychology. Prior to joining Blackbaud Carol was the Development Director at KQED public television and radio in San Francisco, Membership Director at KVIE public television in Sacramento, California, a fundraising consultant at Dodd Smith Dann, and the Development Specialist for the National Federation of Community Broadcasters. Carol is based in western Massachusetts.

## Laurie Rothenberg

*Manager of Member Engagement, Philadelphia Museum of Art*

Laurie Rothenberg is the Manager of Member Engagement at the Philadelphia Museum of Art where she plans, develops, and executes relationship-building strategies to increase member retention and cultivate affinity for the institution through a forward-thinking approach to program and event planning.

## David Saunders

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

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

## Kerry Schneider

*Development Communications Officer, Peabody Essex Museum*

Kerry Schneider created Generation PEM (GenPEM), the first young patrons program at the Peabody Essex Museum. GenPEM brings the museum experience outside the walls through a series of pop-ups in partnership with creative organizations to highlight artists, PEM Curators and to connect with existing networks. She was Assistant Director at the Illinois Artisans Program and Membership Manager at Intuit: The Center for Intuitive and Outsider Art. She holds a BA from Brown University and a MA from The School of the Art Institute of Chicago.

## Rosie Siemer

*Founder + CEO, FIVESEED*

Rosie Siemer is the Founder and CEO of FIVESEED, a research and strategy partner to arts and culture and conservation organizations worldwide. Rosie is passionate about bringing data-driven ideas to life that deepen audience engagement and build long-term sustainability for nonprofit organizations. She co-authored a comprehensive resource guide for cultural membership

professionals, Membership Marketing in the Digital Age, and will publish her second book about museum audience development and membership innovation in 2020. She has consulted internationally for leading organizations including the Louvre Abu Dhabi, Museum of Science Boston, Saint Louis Art Museum, History Colorado, Desert Botanical Garden, Space Center Houston, the Commonwealth Club of California, Mt. Cuba Center, and the Murphy Arts District.

## Courtney Stanford

*Director of Annual Programs, Desert Botanical Garden*

Courtney Stanford is the Program Director of Membership for the Desert Botanical Garden in Phoenix, AZ, where she oversees a membership base of 34,000 members. Throughout her career, she has managed development and membership programs for both small and large non-profits, regularly realizing double digit growth. She loves working with membership organizations and finding new ways to engage audiences. Courtney recently returned to her hometown of Phoenix and is thrilled to be sharing her talents at one of her favorite places.

## Jennifer Stone

*Membership Manager, Denver Museum of Nature & Science*

Jennifer Stone joined the Denver Museum of Nature & Science in 2013. As the Membership Manager she supports the Museum's general and corporate membership programs through acquisition and retention projects.

## Dan Sullivan

*Head of Growth and Partnerships, Cuseum*

Dan Sullivan is the Head of Growth & Partnerships at Cuseum, a company helping museums leverage the power of technology. Having grown up around arts, history, and antiques, Dan gained an appreciation for culture at a young age and is eagerly applies that passion and energy to the museum world every day. Committed to both the local community and to entrepreneurship, Dan serves on multiple boards of directors, volunteers at various Boston-area nonprofits and is the founder of one of his own. He lives in Boston with his wife, Heather and newborn baby, Jasper.

## Lynn Swain

*Director of Development, Cornell Botanic Gardens*

Lynn Swain joined the Cornell Botanic Gardens in Ithaca, NY as Director of Development in October 2016. Previously she served as Membership Director at the Cornell Lab of Ornithology and as the Membership Manager at the Isabella Stewart Gardner Museum in Boston. Both organizations experienced rapid growth in their membership base and revenue under her leadership. Prior to the Gardner, Lynn had a 30-year career behind the scenes in museums and history non-profits, serving most recently as the Registrar at the Winterthur Museum near Wilmington, DE. She holds an undergraduate degree in art history from Tufts University and an M.B.A. from the University of Delaware.

## Tiffany Tessada

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

As the Director of Membership and Annual Giving at the Seattle Art Museum, Tiffany oversees a program consisting of 40,000 member households generating 23% of the museum's annual operating budget. Tiffany has been with SAM for almost 20 years where she has honed and developed her membership knowledge including expertise in multi-channel acquisition and retention strategies, member engagement, customer service, community campaigns, and long-range planning. During her tenure, she has increased her membership responsibilities to include oversight of the museum's donor database, mid and upper level membership programs and annual giving.

## Jennifer Thomas

*Director of Annual Programs, Saint Louis Art Museum*

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

## Presenter Bios

the membership program of 20,000 households, the visitor and member experience department, the processing and fulfillment center, and the Museum's fundraising auxiliary board. Jennifer is the current president of the American Museum Membership Conference and a new member of the Development & Membership (DAM) Network of AAM. Prior to joining SLAM Jennifer worked with several performing arts organizations including The Cleveland Orchestra, the Virginia Symphony and Television Ontario. Jennifer holds a B.A. from Truman State University and an M.P.A from Cleveland State University with a certificate in non profit management.

### **Deborah Trumble**

*Analytics Consultant, Principal Blackbaud*

Deborah joined Blackbaud Target Analytics in 2006. As an Analytics Consultant, she facilitates benchmarking meetings and provides trend analysis, support, and training for a wide range of non-profit organizations using Target's interactive, *donorCentrics* analytic products. Previously, Deborah worked for eight years in membership at the Smithsonian Institution managing membership operations, member services, direct marketing analysis, budget and business development. Deborah earned an MBA from the University of Florida and is based in Washington, DC.

### **Daniel Vincent**

*Director of Membership, The Trustees*

Daniel Vincent has worked in non-profit membership, development, and marketing for 25 years; having held senior positions at the Museum of Fine Arts, Boston; The Frick Collection; The New York Landmarks Conservancy; The Metropolitan Museum of Art; and the Paul Taylor Dance Company. Daniel graduated from the Georgetown University School of Foreign Service and has a Master's in Arts Administration from New York University. He lives in Boston with his husband Stephen and their French Bulldog Sophie.

### **Diane Ward**

*President, Membership Matters LLC*

Diane founded Membership Matters recognizing the importance of understanding membership data, performance and impact to more effectively manage and defend your membership program and confidently make the changes needed to grow your membership revenues. With over 25 years of experience, her work is concentrated in membership assessments which helps organizations identify performance, return on investment and quantify the organization-wide impact of membership essential to developing data-driven strategies for success. Services include key performance metric reporting and tracking systems, membership program audits examining current program structures and their profitability, mystery visitor evaluations and front-line staff training programs, plus developing strategic business plans, projections and the infrastructures required for growth and success.

### **Julia White**

*Membership and Annual Fund Coordinator, Washington State Historical Society*

Julia has been the Membership and Annual Fund Coordinator at the Washington State Historical Society in Tacoma, Washington for nearly five years. In her organization, the Development and Membership Department consists of 2 people, so she is a strong believer in getting buy-in and participation from her colleagues to generate enthusiasm about membership. Determined to support her decades-long painting and collage-making habit, Julia has worked in a wide variety of settings (i. e. healthcare, retail, alternative news weekly, mental health) which have all uniquely prepared her for the challenges of coordinating a lively and loyal membership program. She loves old stuff, so she is grateful to have landed at the Washington State Historical Society, which has been a Washington State institution since 1891.

### **Ruth White**

*Executive Assistant, Utah Museums Association*

Ruth's fascination with museums started at a young age. Her parents never

missed an opportunity to take their eight children to museums during their travels. This tradition led to a love of learning and desire to be part of the museum community. Ruth has worked in museums for over 18 years with previous roles at the Nora Eccles Harrison Museum of Art, National Museum of Women in the Arts, Springville Museum of Art, Thanksgiving Point Institute, and Kimball Art Center. In her current role at the Utah Museums Association, she provides administration support, oversees the membership program, and manages all event logistics. She enjoys visiting the more than 250 museums located in the state of Utah and escaping to the Uintah mountains every chance she gets.

### **Stephanie Wilkes**

*Membership Manager, Woodland Park Zoo*

Stephanie Wilkes has been the Membership Manager at Woodland Park Zoo since October 2017. In addition to overseeing membership revenue and engagement, she serves on the zoo's Diversity and Inclusion Council and Community Engagement Working Team. She completed a Master of Arts in Museology at the University of Washington in 2015, with a focus on social justice and inclusion at informal learning institutions. Prior to Woodland Park Zoo, she worked in membership and development at the Henry Art Gallery and in higher education administration at the University of Minnesota. She lives in Seattle with her fiancé and enjoys hiking and museums.

### **Elizabeth (Moylan) Wilson**

*Assistant Director of Advancement for Annual Giving and Operations, National Air and Space Museum*

Elizabeth (Moylan) Wilson is the Assistant Director of Advancement for Annual Giving and Operations. Raising over \$1.5 million each year, she oversees direct response fundraising and played a leadership role in the Museum's Kickstarter "Reboot the Suit" and Ignite Tomorrow campaigns. She has over 21 years of experience in fundraising at large museums, including managing the 50,000 household membership program at The Henry Ford. Before joining the Smithsonian in 2009, she was the Development Communications Manager at the US Holocaust Memorial Museum. A graduate of the James Madison College at Michigan State University, she has her Master's in Public Administration from the University of Michigan.

### **Brittney Wood**

*Membership and Communications Manager, Museum of New Mexico Foundation*

The Museum of New Mexico Foundation is a private non-profit which fundraises for the four state-run museums in Santa Fe, six historic sites and two properties, and the Office of Archaeological Studies. With one membership covering 13 cultural institutions for 8,000 households, Brittney manages the renewal program, including member previews, events and tours through the year, focusing on the museums' unique holdings, oversees all digital communications and manages the Annual Fund. With more than ten years of museum experience, Brittney has been with the MNMF since 2015, prior to that she was at SITE Santa Fe for almost six years. Originally from Canada, Brittney holds a BFA in photography and a BA in Political Science.

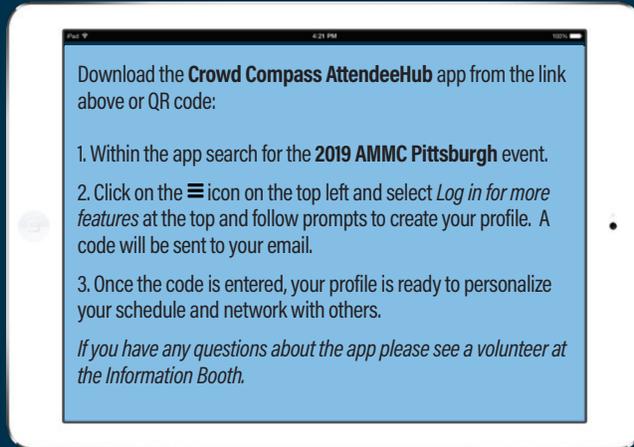
### **Sasha Wood**

*Digital Strategist, The Lukens Company*

Sasha is a dedicated and passionate digital marketer. She joined TLC in 2013 and for the past five years has led the digital efforts for the company's West Coast office. In her role, she has managed dozens of multi-channel/cross-platform digital campaigns for a variety of nonprofit and cultural institutions. She ensures that the latest trends and best practices of email marketing, search, display, video, social, and e-commerce are seamlessly integrated to produce the best results for her clients. Sasha holds certifications from Google (AdWords) and IBM (Watson Campaign Automation) and has a BFA cum laude in Studio Arts from Miami University, where she also minored in Marketing. Sasha also spent two years studying at The School of the Art Institute of Chicago.

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## 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 ... make sure you take the time to see wonderful museums after hours. While you are here, watch for membership marketing on site designed to capture visitors' attention.

Enjoy ...

# Online Resources

American Museum Membership Conference	<a href="http://americanmuseummembership.org">americanmuseummembership.org</a>
Association of Fundraising Professionals	<a href="http://AFPnet.org">AFPnet.org</a>
Association of Fundraising Professionals – Code of Ethical Standards	<a href="http://afpglobal.org/ethics/code-ethics">afpglobal.org/ethics/code-ethics</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 & acknowledgements “swap” from thousands of non-profits)	<a href="http://donorrelationsguru.com">donorrelationsguru.com</a>
Association of Donor Relations Professionals	<a href="http://adrp.net">adrp.net</a>
Kellogg School of Management	<a href="http://kellogg.northwestern.edu/executive-education">kellogg.northwestern.edu/executive-education</a>
Association of Art Museum Directors	<a href="http://aamd.org">aamd.org</a>
Museums 2.0 (Nina Simon)	<a href="http://museumtwo.blogspot.com">museumtwo.blogspot.com</a>
OF/BY/FOR ALL	<a href="http://ofbyforall.org">ofbyforall.org</a>
Colleen Dilenschneider   Know Your Own Bone	<a href="http://colleendilen.com">colleendilen.com</a>
Target Analytics donorCentrics Index of Direct Marketing Fundraising	<a href="http://campaign.blackbaud.com/index-of-direct-marketing-fundraising-1">campaign.blackbaud.com/index-of-direct-marketing-fundraising-1</a>

# Past Conference Hosts

## **2017 Seattle, WA**

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

## **2016 Chicago, IL**

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

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

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

## **2013 Atlanta, GA**

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

## **2011 Philadelphia, PA**

Barnes Foundation  
Franklin Institute  
National Constitution Center  
Pennsylvania Academy of Fine Arts  
Philadelphia Museum of Art  
Penn Museum  
Winterthur Museum, Garden 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  
Kimbell Art Museum  
Modern Art Museum of Fort Worth

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

Norton Museum of Art

## **2004 Washington, DC**

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

## **2003 Atlanta, GA**

High Museum of Art

## **2002 Denver, CO**

Denver Art Museum

## **2001 Minneapolis, MN**

Minneapolis Institute of Arts  
Walker Art Center

## **2000 Indianapolis, IN**

Indianapolis Museum of Art

## **1999 Toronto, Canada**

Royal Ontario Museum of Art

## **1998 San Francisco, CA**

Fine Arts Museums of San Francisco

## **1997 Birmingham, AL**

Birmingham Museum of Art

## **1995 Cody, WY**

Buffalo Bill Historical Center

## **1994 Montreal, Canada**

Montreal Museum of Art

## **1993 Detroit, MI**

Detroit Institute of Arts

## **1992 Cleveland, OH**

Cleveland Museum of Art

## **1991 Raleigh, NC**

North Carolina Museum of Art

## **1990 Los Angeles, CA**

Los Angeles County Museum of Art  
The Museum of Contemporary Art

## **1989 Richmond, VA**

Virginia Museum of Fine Arts

## **1988 Kansas City, MO**

Nelson-Atkins Museum of Art

## **1987 Atlanta, GA**

High Museum of Art

## **1986 Indianapolis, IN**

Indianapolis Museum of Art

## **1985 Dallas, TX**

Dallas Museum of Art

## **1984 Philadelphia, PA**

Philadelphia Museum of Art

## **1983 Seattle, WA**

Seattle Art Museum

## **1982 Chicago, IL**

Art Institute of Chicago

## **1981 Denver, CO**

Denver Art Museum

## **1980 Denver, CO**

Denver Art Museum



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—Arielle Bateman, Director, Prospect Engagement, Carnegie Museums of Pittsburgh

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The logo for JCA, consisting of the lowercase letters 'jca' in a white, sans-serif font on a dark blue background.The logo for JCA Arts Marketing, with 'JCA' in a large, bold, white, sans-serif font and 'Arts Marketing' in a smaller, white, sans-serif font below it, all on a dark blue background.A photograph of a museum gallery with various exhibits, including a large skeleton and other artifacts, with people viewing them. The image is overlaid with a blue gradient.

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A large, horizontal, abstract graphic with a wood grain texture, featuring various shades of brown and tan, with some darker, almost black, areas. The text is overlaid on this graphic.

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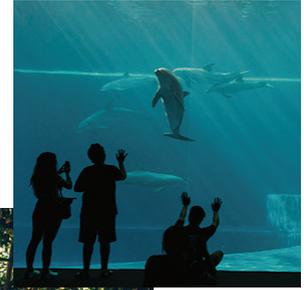
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## Mark your calendars for the next AMMC!

AMMC is held every 18 months. The location for the Fall 2020 AMMC will be announced at Thursday's breakfast.

## Interested in presenting at 2020 AMMC?

Call for proposals will be posted on [americanmuseummembership.org](http://americanmuseummembership.org) and emailed to our mailing list.

## Want to get involved with AMMC?

AMMC relies on volunteers to bring the conference to life. If you are interested in participating on the program or host committee, please send an email to [infoamericanmuseummembership.org](mailto:infoamericanmuseummembership.org).

## Join the Conversation!

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

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

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

# AMMC

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