MUSEUM TRUSTEE ASSOCIATION

Spring 2018 Preliminary Event Schedule

Director/Chairman Workshop
Thursday, April 26
Timken Museum of Art
1500 El Prado, Balboa Park
San Diego, CA 92101

12:00-12:30pm **Check-In and Networking Lunch**

12:30-12:45pm **Introductions**
- Mary Baily Wieler, President, Museum Trustee Association
- Leland Peterson, Board Chairman, Museum Trustee Association
- Jessie Knight, Board Chairman, Timken Museum of Art
- Marc Broderick, Senior Vice President, US Trust

12:45-2:15pm **Strategic Planning in the 21st Century: Overturning Conventional Thinking**

2:15-2:30pm **Break**

2:30-4:30pm **Effective Tools for Board and Director Assessment**

4:30-5:00pm **Closing Remarks**

Workshop Sponsored by:

U.S. TRUST
Bank of America Private Wealth Management

Welcome Reception
San Diego Museum of Man
1350 El Prado, Balboa Park
San Diego, CA 92101

5:15-5:30pm **Arrive**

5:30-5:45pm **Welcome Remarks**
- Mary Baily Wieler, President, Museum Trustee Association
- Micah Parzen, CEO, San Diego Museum of Man

5:45-6:30pm **Museum Tour and Refreshments**

Dinner
The Prado
1549 El Prado, Balboa Park
San Diego, CA 92101
Sponsored by Kristine and Lee Peterson

7:00pm **Arrive**

7:00-7:15pm **Dinner Speaker**
- Alexander Krongard, Retired Rear Admiral, United States Navy

7:15-9:00pm **Dinner**

Forum
Friday, April 27, 2018
Mingei International Museum
1439 El Prado, Balboa Park
San Diego, CA 92101

8:30-9:15am **Check-In**

9:15-9:45am **Welcome Remarks**

- Leland Peterson, Board Chairman, Museum Trustee Association
- Rob Sidner, Director, Mingei International Museum
- Peter Comiskey, Executive Director, Balboa Park Cultural Partnership

10:00-11:00am ***Deaccessioning and its Discontents***

In 2017, the Berkshire Museum announced its controversial plans to deaccession several iconic works from its collection, sparking nationwide debate over the ethics of collections care. This panel will feature three museum directors and a board chairman who have headed institutions during the deaccessioning process, and who will share their thoughts on the topic.

Panelists:
- Moderator: Martin Gammon, President, Pergamon Art Group
- William Eiland, Director, Georgia Museum of Art
- Roxana Velasquez, Director, San Diego Museum of Art
- Micah D. Parzen, CEO, San Diego Museum of Man
- George Ramirez, Board Chairman, San Diego Museum of Man

11:15am-12:15pm **Fiscal Red Flags: How to Spot a Crisis Before it Happens**

One of the core responsibilities of a board members is to protect the long-term financial stability of the organizations they serve. Still, sometimes boards are surprised and unprepared when their institutions' futures become at risk. In this panel, learn some of the "red flags" signaling future hardship, and hear strategies for addressing these issues as they arise, and before they get out of hand.

Panelists:
- Marc Broderick, Senior Vice President, US Trust
- Michael Wagschal, Managing Director, Senior Institutional Sales Director, US Trust Philanthropic Solutions

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12:45-1:45pm **Building Strategically for Revenue Enhancement**

Museums across the country are seeking new ways to diversify their income streams. From blockbuster exhibitions to new dining facilities, opportunities to diversify are often limited by a museum's existing campus. In a panel moderated by DLR Group, hear how the Heard Museum of Art in Phoenix, AZ and the Buffalo Bill Center of the West in Cody, WY took on ambitious construction projects to yield momentous results.

Panelists:

- Moderator: Peter Rutti, Cultural and Performing Arts Leader, DLR Group
- Leland Peterson, Former Chairman, The Heard Museum
- David Roche, Director, The Heard Museum
- Bruce Eldredge, Director, Buffalo Bill Center of the West
- Barron Collier, Board Chairman, Buffalo Bill Center of the West

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1:45-2:45pm **Technology Solutions as Strategic Investment**

It is no secret that some technologies allow your museum to function more efficiently. Some, however, cause more headaches than they solve. It can be tempting to bet on the innovative new solution, only to find that the company is facing financial trouble and folds. Meanwhile, some industry leaders may not have the cutting-edge solutions your museum is seeking. How can you know your Board is making a sound investment that will yield returns far into the future? Blackbaud's Jennifer Leavitt will lead a panel of industry innovators on building a technology strategy that will reap longtime rewards.

Panelists:

- Jennifer Leavitt, Arts & Cultural Principal Consultant, Blackbaud
- Eowyn Bates, Vice President for Institutional Advancement, San Diego Natural History Museum
- Steven Schindler, Founder & CEO, Connectivity LLC

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3:00-4:00pm **So Your Capital Campaign is Underway… Now What?**

Planning your capital campaign was exciting and daunting. Your staff and board has poured their heart and soul into the campaign materials, launch events, and other vital projects, and everything is going great. How can you make the most of the momentum built in the early days of your campaign even as it comes to a close? Hear from Forum host museum Mingei International Museum's capital campaign leadership about the museum's recent successful campaign from start to finish, and learn proven strategies for maintaining engagement long into the future.

Panelists:

- Robert Sidner, Director, Mingei International Museum
- Maureen Pecht King, Trustee and Capital Campaign Co-Chairman, Mingei International Museum
- John M. Seiber, Senior Vice President, Wealth Management, USB Financial Services, Inc.
  Trustee and Capital Campaign Co-Chairman, Mingei International Museum

4:00-5:00pm **Closing remarks and Tour of Mingei International Museum**

- Mary Baily Wieler, President, Museum Trustee Association