



### Friday Forum Schedule of Events

March 29, 2019

Heard Museum

2301 N Central Ave, Phoenix, AZ 85004

- |                 |  |
|-----------------|--|
| 8:15am          | Bus Departs The Camby Hotel (Reservation Required)   |
| 8:30am          | Check-In Begins  |
| 9:00-9:15am     | Welcome Remarks <ul style="list-style-type: none"><li>• Lee Peterson, Chairman, Museum Trustee Association &amp; Trustee, Heard Museum</li><li>• David Roche, CEO, Heard Museum</li></ul>  |
| 9:15-10:30am    | <p>Panel: <i>Next Generation Fundraising Strategies for Board Members</i></p> <p>Technology in fundraising has evolved dramatically over the past ten years. While traditional methods of fundraising like direct mail, events, and meetings are still effective, using new technology as part of your board's strategic fundraising plan can engage younger board members to meet them where they're at and give them tools to become successful fundraisers for your board.</p> <ul style="list-style-type: none"><li>• Jennifer Leavitt, Arts &amp; Cultural Principal Consultant, Blackbaud</li><li>• Jerusha Schmalzel, Arts &amp; Cultural Solutions Engineer, Blackbaud</li></ul>   |
| 10:30-10:40am   | Networking Break   |
| 10:40am-11:55pm | <p>Panel: <i>Museums as Economic Engines</i></p> <p>Jumping off of the American Alliance of Museum's 2018 study, museum leaders will share their museum's economic impact on their local community and beyond, what strategies they employed to boost their influence, and how to balance involvement with tourism and the everyday community. Panelists will also discuss how a state can unite the efforts of regional museums to increase effectiveness and reach, how a foundation mixed museums and real estate development to create a vibrant new community, and how a museum has partnered with a university to assess its economic impact.</p> <ul style="list-style-type: none"><li>• Moderator: Karen Johnston, Chair, Dali Museum</li><li>• Peter Barton, Administrator, Nevada Division of Museums &amp; History</li><li>• Daniel M. Finley, Executive Director, Desert Caballeros Western Museum</li><li>• Laura St. Onge, Director of Corporate Relations, Thanksgiving Point</li></ul> |
| 11:55-12:50pm   | <p>Buffet and Luncheon Talk</p> <p><i>Four Reasons Why Museums Must Transform and Why It's So Hard to Achieve</i></p> <p>Richard Toon, Director of Museum Studies at the School of Human Evolution and Social Change, Arizona State University</p>   |
| 12:50-2:05pm    | <p>Panel: <i>Lessons in Leadership: What I Wish I Knew Before Becoming a Board Chair</i></p> <p>In this conversation, hear from museum board chairs on what work prepared them for their role, what guidance they wish they had before their term began and what makes a good board member. Best practices for board- staff communication and what aspiring chairs can do now to get prepared.</p> <ul style="list-style-type: none"><li>• Moderator: Lee Peterson, Trustee and Past Chairman, Heard Museum &amp; Chairman, Museum Trustee Association</li><li>• Barron Collier, Chairman, Buffalo Bill Center of the West</li></ul>   |



- Katharine Corbin, Chair, Arizona Science Center
- Louise Lake Hayman, Chair, Maryland Historical Society

2:05-2:15pm

Coffee Break

2:15-3:30pm

Panel: *Role of a Trustee in Successful Design*

A project's success depends on a clear vision and strategic direction developed by the museum and trustees. Communicating that direction to the design team takes careful coordination and constant communication. This panel will discuss: what the role of the board and trustees is during this process, how to put the correct team in place, how to plan for the unexpected, and how to course correct if the project vision strays from the budget.

- John Bulla, Deputy Director and COO, Heard Museum
- Dan Clevenger, AIA, Cultural Practice Leader, DLR Group
- Jerry Greer, Project Manager, Okland Construction
- Scott O'Connor, Trustee, Heard Museum

3:30-4pm

Closing Remarks

4-5pm

Exhibit Tours

5-6pm

Cocktail Hour (Additional Registration Required)

**The Friday Forum is Sponsored by:**

