

## Understanding Life Stages of the Museum Visitor

Live Webinar  
June 24, 2009  
2-3:30 p.m. Eastern



**James Chung**  
President, Reach Advisors  
Slingerlands, NY

James Chung is president of Reach Advisors, a strategy and research firm serving community-driven enterprises that range from the nation's leading museum organizations, state humanities councils, municipalities, master planned communities, land conservancies, healthcare entities, think tanks, and Federal agencies. Prior to launching Reach Advisors, James founded a research firm that connected 30% of the nation's pediatric practices online, and sold that company to a Fortune 200 healthcare information company. Previously, James served at one of the nation's leading advertising agencies where he ran segmentation marketing programs and analysis while serving one of the world's largest advertisers. James' insights are shared regularly as major presentations for AAM, Smithsonian Institution, Association of Science Technology Centers (ASTC), Association of Children's Museums (ACM), National Endowment for the Arts(NEA), Urban Land Institute, among others. He is a recurring writer or analyst for organizations including *The New York Times*, *Wall Street Journal*, *TIME*, *Newsweek*, *Chronicle of Philanthropy*, *Museum*, and *NBC Nightly News*. He is also a contributing writer for the Reach Advisors *Museum Audience Insight* blog. James is co-author (with Susie Wilkening) of the new AAM publication, *Life Stages of the Museum Visitor: Building Engagement over a Lifetime*. James earned his AB and MBA degrees from Harvard, and enjoys time with his two young children who stretch and grow in museums.



**Susie Wilkening**  
Senior Consultant and Curator of Museum Audiences  
Reach Advisors

Prior to joining Reach Advisors in 2006, Susie worked for ten years in museums, including tenures as executive director of the Saratoga County Historical Society and as the development director of Historic Huguenot Street. Susie's insights are featured frequently as a featured speaker at leading museum conferences, including AAM, ACM, American Association of State and Local History (AASLH), New England Museum Association, and state and regional meetings. Susie is a recurring writer for publications including *Museum*, *ASTC Dimensions*, and *AASLH Dispatch*. She serves as one of the moderators for the Museum Conversations monthly dialogs for the museum field and is the primary contributor of the Museum Audience Insight blog. Susie is co-author (with James Chung) of the new AAM publication, *Life Stages of the Museum Visitor: Building Engagement over a Lifetime*. Susie earned a BS in History, Technology, and Society from Georgia Tech and an MA from the Winterthur Program in Early American Culture at the University of Delaware. Her husband often accompanies her to various museums (as well as Shadow and Macie, her incomparable dogs, when allowed).

## Web Conference Moderators



**Jonathan Finkelstein**  
**Founder and Executive Producer, LearningTimes.org**  
**President, The LearningTimes Network**  
**New York, NY**

Jonathan works closely with museums, educational institutions, libraries and other organizations to grow and maintain online learning communities and to foster human interaction, professional development and learning online. His recent book, *Learning in Real Time* (Wiley/Jossey-Bass), translates over ten years of experience facilitating real-time online learning into a practical resource guide for anyone facilitating or teaching online. Finkelstein also authored the chapter on live online outreach in the *The Digital Museum: A Think Guide*, published by AAM. He can be seen as the host of the "Real Time Minute" ([www.realtimeminute.com](http://www.realtimeminute.com)), a podcast series about online collaboration, and as the moderator and producer of many live webcasts, online conferences and 3D virtual world events for museum and education professionals. Finkelstein, who is the son of two New York City public school teachers, is a Certified Synchronous Training Professional (CSTP) and received his AB degree with honors from Harvard University.



**Greg Stevens**  
**Assistant Director, Professional Education**  
**American Association of Museums**  
**Washington, DC**

Greg Stevens is responsible for developing and overseeing AAM seminars, workshops and e-learning programs for museum practitioners, and career-related activities at the AAM annual meeting. Greg is also an adjunct faculty member at The George Washington University (GWU). Previously, Greg held education positions at the National Museum of the U. S. Army, Mid-Atlantic Association of Museums, National Building Museum, Smithsonian National Air and Space Museum, and Kellogg Performing and Visual Arts School in San Diego. Greg is the recipient of awards for performance excellence, arts achievement, and educational service, earning his MAT, Museum Education in the department of Educational Leadership from GWU and his BA, Theatre Design from San Diego State University. Greg has been a working artist and theatre designer for twenty years.