

PRESENTER PROFILES

Web Conference Moderators



Mary Case
Co-founder, Qm2
Quality Management to a Higher Power

Mary Case's clients and colleagues say she has the rare ability to be both pragmatic and conceptual. Her intellectual curiosity, contagious energy, and willingness to experiment make her a natural teacher. Case co-founded Quality Management to a Higher Power in 1993, a community of consultants dedicated to improving nonprofit organizations, particularly museums, and the boards, businesses, associations and foundations that support them. Prior to her work as an independent museum professional, Mary worked for the Bucks County Historical Society, the Strong National Museum of Play, the IBM Gallery of Art and Science, the Smithsonian Institution, and American University in Washington, D.C. Mary received the Coffee Award from the Mid-Atlantic Association of Museums for distinguished lifelong service to the museum field and she holds the Dudley Award from the AAM Registrar's Committee. Mary is a proud alumnus of the Cooperstown Graduate Program in Cooperstown, NY.

Greg Stevens
Assistant Director, Professional Education
American Association of Museums



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 20 years. He firmly believes each of us makes our own path and that we each connect our own dots.



Jonathan Finkelstein
Founder and Executive Producer, LearningTimes.org
President, The LearningTimes Network

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), 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.

Part 1: Retrenchment, Reinvention, Realignment

Ford W. Bell, DVM
President
American Association of Museums



Ford W. Bell began as president of the American Association of Museums in June, 2007. A prominent educator, nonprofit executive and Minneapolis civic leader, he brings to AAM a record of scholarship, commitment to community engagement, proven leadership and a passion for museums as places of lifelong learning and inspiration. Bell has a longstanding relationship with the museum community. He helped raise \$103 million as co-chair of the Minneapolis Institute of Arts "Bring Art to Life" capital campaign, completed in 2006 and served as chair of the organization's board from 2003 to 2005. His grandfather, James Ford Bell, was a leading supporter of the Museum of Natural History at the University of Minnesota, renamed in his honor in 1966. Ford Bell served on the Advisory Board for that museum from 1983 to 2007. Certified as a veterinary oncologist, Ford Bell credits his many childhood visits to the Bell Museum with fostering a lifelong love of nature and science. Bell has more than 30 years experience as a nonprofit executive, board chair, donor, trustee and educator. A candidate for the U.S. Senate in 2006, he previously was president and CEO of the Minneapolis Heart Institute Foundation, a prominent clinical cardiovascular research organization and a nationally recognized provider of community heart health education. From 1982 to 1995, Bell served on the staff of the University of Minnesota's College of Veterinary Medicine, where he taught and did clinical research in comparative oncology. He has advocated for science learning, conservation and community health initiatives through his affiliation with a wide range of organizations, including Project EarthSense and the JASON Advisory Committee, a public-private elementary and secondary school science education initiative. An educator for much of his career, Bell also served as a trustee of Connecticut College in New London, CT from 1998 to 2007. A native Minnesotan, Bell is married and has four children. He lives in Potomac, Md.



David Penney
Vice President of Exhibitions and Collections Strategies
Curator of Native American Art
Detroit Institute of Art

David W. Penney joined the staff of The Detroit Institute of Arts in 1980 as an Assistant Curator in the Department of African, Oceanic, and New World Cultures. Since then, he has served as the Curator of Native American Art, Chief Curator, Vice President of Museum Programs, and currently as Vice President of Exhibitions and Collections Strategies. In this role, he led the staff efforts to plan and install the 150,000 square feet of gallery space for the DIA's renovation project, completed in late 2007, and oversees the DIA's exhibitions program. He currently leading an institutional initiative to up-grade the DIA's digital programming in partnership with a consortium of international museums and university-based open-source software developers and designers. Penney is also an internationally recognized scholar of American Indian art and still functions as the curator of the DIA's Native American art collections. He is the author of many additional books, catalogues, and published essays.

Ellen Spear
President & CEO
Hancock Shaker Village



Ellen Spear is the President & CEO of Hancock Shaker Village in the Berkshire Hills of Western Massachusetts. Spear began her career in broadcasting, and served as Program Director of WGBH Radio in Boston. During her time there, she led the effort that doubled the audience and achieved the highest level of listenership the station had ever enjoyed to that point by creating a compelling station sound and personality. Making a shift to museums, Spear served as the Executive Director of the USS Constitution Museum in Boston where she oversaw a major expansion project and reinstallation of all of the museum's permanent exhibits. At HSV, Spear is working with board and staff on reinvigorating and updating the institution's vision, translating the vision to interpretive programming and new collaborations, and is beginning work to implement a 20 year master plan to develop land and to restore buildings and historic landscape. Spear is passionate about local food, Federal Period history and yoga.

**Part 2:
Fundraising in Challenging Economic Times**



Eleanor T. Cicerchi
Director, Signature Campaign
The Newark Museum

Eleanor Cicerchi is the director of the Signature Campaign for The Newark Museum in Newark, NJ. Previously Eleanor was Director of Development for The Corning Museum of Glass in Corning, NY; Associate Vice President for Development for Save the Children; Vice President for Development and External Affairs/Americas for ORBIS International; and Chief Development Officer for amfAR, the American Foundation for AIDS Research. She also served as a campaign director for Brakeley, John Price Jones Inc. and, in that capacity, directed The Foundation Center's first capital campaign. Eleanor is a faculty member in the nonprofit management graduate program of The New School University as well as The Fund Raising School of the Center on Philanthropy at Indiana University. She has also been an adjunct faculty member in NYU's Master's program in visual arts management. A graduate of Mount Holyoke College and a Woodrow Wilson Fellow, she holds a Master's degree in nonprofit management from The New School University and holds a Certified Fund-Raising Executive (CFRE) designation from the Association of Fund Raising Professionals. Eleanor is the chair of the AAM Development & Membership Standing Professional Committee.

James R. Hackney, Jr., CFRE
Managing Partner
Alexander Haas: Museum Services



Over the last ten years Jim has helped museums raise more than \$650,000,000. Known as an innovative strategist, Jim counseled with the Dallas Museum of Art for its Centennial Campaign that resulted in a \$350,000,000 art challenge. Current and recent clients include Taubman Museum of Art; Memorial Art Gallery; Walters Art Museum; Colorado History Museum; New Mexico Museum of Art; New Mexico History Museum; U.S. Marshals Museum; Cummer Museum of Art and Gardens and others. Selected as counsel by the American Association of Museums and the American Craft Council, Jim is a graduate of Wofford College and Yale University. Before becoming a consultant in 1995, Jim was Director of Development and Marketing for the Mint Museum of Art. An avid pottery collector, Jim is a past president of the Art Museum Development Association, a founding board member of the Arts Leadership League of Georgia and an advisor to United States Artists.



Carl G. Hamm, CFRE
Senior Vice President, Fund Development and Marketing
Fort Worth Museum of Science and History

Carl Hamm has more than 20 years experience in the non profit sector in marketing, fund raising and executive positions, working with organizations representing practically every discipline of the arts, from public radio and chamber music to theater, ballet and the visual arts. Before joining the Fort Worth Museum of Science and History in 2005, he directed annual programs for the Dallas Museum of Art and Children's Medical Center of Dallas, first receiving Certified Fund Raising Executive accreditation through the Association for Fund Raising Professionals in 1998. Over the course of his career, he has overseen fund raising programs which have raised more than \$100 million in philanthropic support. Hamm has served on numerous community boards and professional committees, and has spoken at numerous national conferences on fund raising and marketing, including the Direct Marketing Association's Non Profit Day in New York, the national conference for PBS affiliate stations, and recent conferences for the American Association of Museums conferences in Portland, Indianapolis, Boston, and Chicago. He currently serves as Vice Chair of the national executive board for the American Association of Museums' standing professional committee on development and membership (DAM).

Laura MacDonald, CFRE
President
Benefactors Counsel



Laura MacDonald is a certified fundraising executive with more than 20 years' experience in nonprofit leadership, fundraising, and philanthropy. She has served as the vice president and creative director of a national fundraising firm, chief development officer in arts and higher education, and as a key volunteer for community organizations. In 1999, she established Benefactors Counsel LLC, a firm based in Columbus, Ohio, to serve the needs of those who serve the common good: nonprofit institutions, donors, and civic leaders. The firm is currently working to build the capacity of arts, culture, and educational institutions; human service organizations; women's funds; and others. Prior to establishing Benefactors Counsel, Ms. MacDonald was chief development officer at The Ohio State University's Wexner Center for the Arts where she helped the organization secure its largest-ever corporate sponsorship and foundation grant and highest membership. During her tenure she also served as a senior development officer in the University's \$1.2 billion capital campaign.

Earlier in her career, Laura worked in corporate communications and television production. An accomplished writer, she has guided the production of award-winning print and video materials and earned recognition from the American Association of Museums, the Council for the Advancement and Support of Education, International Television Association, and others. She is active in her community and profession and serves on several volunteer boards and committees including the American Association of Museums' Development and Membership Committee.



Suzette Sherman
Director of Membership and Visitor Services
Philadelphia Museum of Art

Suzette Sherman is Director of Membership and Visitor Services at the Philadelphia Museum of Art, responsible for directing the Museum's membership, visitor services, group sales, and audience and market research operations. Under her leadership over the past seven years, the department has increased the membership base by 73% to 65,000 member households. Her career blends more than twenty years of international marketing and management experience in both nonprofit and corporate environments. She has held management positions for the Guggenheim Museum (NYC) and United Airlines, as well as a number of marketing communications agencies. She holds an MBA from the University of Minnesota's Carlson School of Management and a BS degree in Business Administration from Marquette University. In addition, Suzette has taught "Lessons from a Loyalty-Based Membership Program" at the University of Pennsylvania's fundraising program, and presents regularly at museum conferences. She also serves on the executive board of the AAM Development and Membership Standing Professional Committee (DAM).

Part 3: Managing People in Tough Times

Wendy Luke
Principal
Luke Weil & Associates



Wendy Luke has helped museums, from start-ups such as the International Spy Museums to long-established institutions such as the Clark Art Institute to staff, retain, and develop management, curators, educators, and development staff who connect with visitors, donors, and each other. Her current work with the National Children's Museum and the National Museum of the United States

Army has put her in front of issues across all the living generations from toddlers to WWII veterans. She has facilitated Board and Executive Staff meetings, focus groups, and conflict resolution interventions. She has advised, coached, and trained senior managers on complex workforce management issues. Her for-profit work in coaching and succession planning at corporations such as Northrop Grumman and Verizon has focused on training people to bridge generational styles in order to help their organizations move forward. She founded Luke Weil & Associates in 1990 with her late husband, Stephen E. Weil. She has been a presenter at AAM, ArtTable, and regional museum association meetings.



Claudia B. Ocello
President
Museum Partners Consulting, LLC

Claudia Ocello has 20 years experience in museums working on exhibitions, education programs, and evaluation projects. Currently, she is president and CEO of Museum Partners Consulting, LLC, a firm specializing in education, exhibition, and evaluation projects. Her museum career began at the Newark Museum teaching education programs, and after receiving her Masters in Museum Education from Bank Street College, NYC, she worked at the J. Paul Getty Museum, the Barnum Museum, and The New Jersey Historical Society. During her 10 year tenure at the Historical Society, Claudia led a team of educators to develop and teach education programs and work on award-winning exhibitions first as Curator of Education, and then as Director of Programs and Exhibitions. In 2002, the Education Committee of AAM awarded the Historical Society the award for Excellence in Programming for *Partners in Learning: Teen Parents and their Children at Museums*, a program which she helped create. Claudia joined the staff of Save Ellis Island in 2006. In 2008, Claudia received the Award for Excellence in Practice from the Education Committee of the American Association of Museums, the highest recognition by her peers. Claudia collaborates with clients on projects including education publications and workshops, evaluation of education programs and services, and exhibition development for clients including The Newark Museum, The New Jersey Historical Commission, and the Morris Museum. Claudia co-teaches Introduction to Museum Education and Writing for Museums courses in the Masters in Museum Professions Program at Seton Hall University, where she has been an adjunct faculty member for 11 years. Claudia has published articles in *Museum* and is currently authoring a chapter in the revised edition of *Building Museum School Partnerships* (American Association of Museums, 2010) as well as a chapter about audiences in a forthcoming book about museum ethics sponsored by the Institute of Museum Ethics at Seton Hall University.

Casey Steadman
Chief Operating Officer
Atlanta History Center



Casey Steadman's 15 year career in the museum field began primarily in retail and business operations and has expanded to include finance, information technology, human resources, earned revenue operations, and general museum operations. His broad understanding for the foundation of museum operations has lead him to serve as a member of the Atlanta History Center management team; a staff liaison for the History Center's board of trustees finance and investment committees; as well as a key leader in the History Center's strategic planning process. Additionally, Steadman serves as the first vice chair for the board of AAM's Museum Management Committee and is a member of the American Association of Museum Annual Meeting SPC program committee. He has moderated and participated in a variety of AAM panels and webinars relating to current issues in museum management and the IRS 990 form.

Part 4: Making Every Dollar Count: Communications in Economically Challenging Times



Timothy W. Andrews
President
Andrews Creative Worldwide

Tim Andrews is an award-winning communications, public relations and marketing expert with 25 years of senior-level experience in the field, half spent working with nationally-respected non-profits and AAM-accredited museums, and half in the network news business where he worked for NBC, PBS' MacNeil/Lehrer Newshour and the Voice of America, among others. As president of Andrews Creative Worldwide, he specializes in institutional re-branding, cause-related marketing, high-profile media relations and long-range strategic planning. Andrews served as acting senior director of communications for the American Association of Museums during AAM's 100th Anniversary year, where he also assisted with the development and launch of AAM's Museums Matter initiative. He has been Chairman of Future Planning for the Board of Directors of AAM's Public Relations and Marketing Committee for nearly 10 years. This year, Andrews is helping to coordinate the 200th Anniversary of Thomas Jefferson's Poplar Forest, the living history museum near Lynchburg, Virginia. Prior to establishing his own company, Andrews served as the Director of Media Relations for the University of Virginia, Director of Public Relations for the Colonial Williamsburg Foundation, and as the National Bureau Chief and Media Relations Director for the environmental organization, Greenpeace. He lives in Williamsburg, Virginia, with his wife and two children.

Phillip Bahar
Chief of Operations & Administration
Walker Art Center



Phillip Bahar has been an arts manager for over fifteen years. As the Walker Art Center's Chief of Operations and Administration, he oversees the Walker's visitor experience, earned income, and administrative functions—marketing and public relations, visitor services, building operations, security, food service and facility rental, information technology, human resources, and the Walker Shop. He oversaw two weeks of special events celebrating the Walker's highly-celebrated Herzog & de Meuron designed expansion (April 2005), while developing the Walker's opening campaign and implementing a successful public relations effort. Phillip holds an M.A. in Arts Management from Columbia University and earned a B.A. in Art History and Psychology from Brandeis University. He serves on the Public Relations and Marketing Committee and the National Program Committee of the American Association of Museums. Prior to joining the Walker he worked in marketing, communications and events for the Museum of Contemporary Art, Chicago, Performing Arts Chicago, and the Kitchen Center for the Arts, New York.



Amy Ritter Cowen
Executive Vice President, Marketing, Public Relations, Guest Services and Interpretive Programs
Shedd Aquarium

Amy Ritter Cowen oversees the Aquarium's efforts in marketing, brand management, public relations, sales, promotions, sponsorship, audience research, interpretive programs and guest services. Ritter Cowen has a proven track record of promoting exhibits and has demonstrated an ability to increase attendance/revenue through award-winning integrated marketing communications campaigns and customer service programs. Ritter Cowen and her team are responsible for generating more than 60% of the Aquarium's earned revenues. Ritter Cowen has received multiple awards for her work, including an Emmy for an underwater, live television broadcast with Fox Television, an IABC Spectra award and multiple awards from the Publicity Club of Chicago for public relations and marketing campaigns, as well as crisis communications plans. A Roosevelt University adjunct professor and national speaker on communications issues, Ritter Cowen serves as an advisor to the Marketing/Public Relations board committees for the American Zoo and Aquarium Association and AAM. She also serves as treasurer of the PRAM Standing Professional Committee board for AAM. Ritter Cowen began her career at Shedd nearly 15 years ago — when the Oceanarium still was new — as its Manager of Public Relations. She later was named Shedd's Director of Public Relations. Ritter Cowen left Shedd in 1999 to serve as Director of Public Relations at the Museum of Science and Industry. She worked at MSI for three years before returning to Shedd in May 2002. She lives in Chicago with her husband and daughter.

John G. Rodman
Director of Museum Experience
Newport Mansions

John Rodman is Director of Museum Experience for the Preservation Society, overseeing all visitor services, marketing and public relations activities. He joined the Society in 1999 as Director of Marketing and Communications. The new Department of Museum Experience, merging all marketing and visitor services activities, was created in October of 2008. John earned a Bachelor's

degree in journalism from Boston University, and a Master's Degree in Public Administration from Harvard University's John F. Kennedy School of Government. John has had an extensive and varied career in journalism and government. He has held news management positions at Standard News in Washington, D.C., WCDJ-FM and WEEI Newsradio; was a correspondent for NBC and CBS Radio, he has covered the White House, US Senate and Supreme Court and reported from Geneva, London and Moscow. His most recent position prior to joining the Preservation Society was as Assistant Secretary of Environmental Affairs for the Commonwealth of Massachusetts.

John is a member of the American Association of Museums, the National Press Club and the White House Correspondents Association. His hobbies include restoring antique British automobiles and auto racing with his wife Laurel.

