



## Association of Art Museum Directors

120 East 56<sup>th</sup> Street  
Suite 520  
New York, NY 10022  
Tel: 212.754.8084  
Fax: 212.754.8087

New York, NY—June 1, 2011—The Association of Art Museum Directors (AAMD) will be holding its annual meeting next week, in Raleigh, North Carolina. The meeting includes a number of information-sharing sessions for members, as well as several committee and task force meetings. Other key activities in which members will participate include:

- a keynote address on technology and art museums by Robert Stephens, Chief Technology Officer of Best Buy and Founder, The Geek Squad
- two presentations about innovation and entrepreneurship
- a workshop on advocacy techniques

While meeting programs are planned several months in advance, the schedule is structured to allow for discussion of current topics and issues of relevance to the field.

AAMD continues with planning for the redesign and relaunch of its website, as a stronger tool for members, the media, and the public. This will include a new graphic identity, and members will participate in a design session with Pentagram's Paula Scher. The Association also continues work on the redesign of its annual statistical survey.

Raleigh was selected to host the meeting in order to celebrate the newly completed expansion at the North Carolina Museum of Art, as well as the opening of the Nasher Museum of Art at Duke University in 2005. Events are also being hosted by the Ackland Art Museum at the University of North Carolina, Chapel Hill. Museum colleagues from across North Carolina have been invited to participate in the programs as well.

The Association of Art Museum Directors, representing 198 art museum directors in the US, Canada, and Mexico, promotes the vital role of art museums throughout North America and advances the profession by cultivating leadership and communicating standards of excellence in museum practice. Further information about AAMD's professional practice guidelines and position papers is available at [www.aamd.org](http://www.aamd.org).

###

### Contacts:

Christine Anagnos  
Association of Art Museum Director  
212-754-8084  
[canagnos@aamd.org](mailto:canagnos@aamd.org)

Sascha Freudenheim / Elizabeth Chapman  
Resnicow Schroeder Associates  
212-671-5172 / 212-671-5159  
[sfreudenheim@resnicowschroeder.com](mailto:sfreudenheim@resnicowschroeder.com)  
[echapman@resnicowschroeder.com](mailto:echapman@resnicowschroeder.com)

### Saturday, June 4, 2011

4:00 Depart the Umstead by bus for the Contemporary Art Museum in downtown Raleigh followed by a barbecue supper and a concert by Béla Fleck and the Flecktones at the North Carolina Museum of Art

### Sunday, June 5, 2011

**Larry Wheeler and staff of the North Carolina Museum of Art will be available for those members wishing to visit the museum on Sunday afternoon from 12-4 Transportation on your own.**

- 9:00 – 3:00 Registration  
**Room: Oak Room**
- 9:00 – 10:30 New Member Orientation Breakfast  
**Room: Salon**
- 11:00 – 1:30 AAMD Trustee Luncheon Meeting  
**Room: Salon**
- 1:00 – 2:15 Contemporary Art Museum Directors Meeting  
**Room: Sycamore**
- 2:15 – 3:30 College & University Art Museum Directors Meeting  
**Room: Sycamore**
- 3:30 – 5:00 Women Art Museum Directors Meeting  
**Room: Sycamore**
- 5:30 Bus departs for Cocktails and Dinner Ackland Art Museum  
**Casual Attire**
- 8:30 Bus returns to Umstead Hotel

### Monday, June 6, 2011

- 7:30 – 9:15 Nominating Committee Meeting  
**Room: Cedar**
- 9:00 – 5:00 Registration  
**Room: Oak Room**
- 8:45 – 10:00 Continental Breakfast – Ballroom

9:15 – 9:30 Opening Welcome and Introductions, Chris Anagnos and Kaywin Feldman, AAMD President **Room: Ballroom**

9:30 - 12:15 Membership Workshop led by Jeff DeGraff **Room: Ballroom**

Jeff DeGraff is the Clinical Professor of Management and Organizations at the University of Michigan's Ross School of Business, teaching MBA and executive education courses; the Managing Partner of Competing Values Company, a consulting firm that assists leaders in facilitating change, innovation and growth; and the Executive Director of the Innovatrium Institute for Innovation, Ann Arbor, MI.

12:15 Buffet Lunch  
**Room: Salon**

12:45 – 1:45 Advocacy in the Trenches -- What Works and Why  
**Room: Ballroom**

A small panel of members will provide practical advice on how to be an effective advocate for your institution at every level of government, from the local to the federal.

Moderator: James Ballinger, Director, Phoenix Art Museum  
Panelists: Dennis Kois, Director, DeCordova Art Museum  
Jeff Fleming, Director, Des Moines Art Center  
Jim McNutt, Director, National Museum of Wildlife Art

1:45 – 2:30 Identity design and AAMD: A conversation with Paula Scher  
**Room: Ballroom**

Cathy Leff, Director, The Wolfsonian will provide an introduction to Paula Scher and her recent work. For more than three decades Paula Scher has been at the forefront of graphic design. Iconic, smart and unabashedly populist, her images have entered into the American vernacular. Scher has been a principal in the New York office of the distinguished international design consultancy Pentagram since 1991. Ms. Scher has agreed to design a new logo for AAMD and this session will provide an opportunity for member participation in that process.

2:45 – 4:00 **AAMD Committee Meeting Group I**  
Art Issues: **Room: Sycamore**  
Education and Community Issues: **Room: Salon**  
Membership: **Room: Boardroom**

5:30 Buses depart for the Duke University Campus and dinner at Nasher Museum of Art, Duke University – **Business Attire**

9:45 Buses return to the Hotel

**Tuesday, June 7, 2011**

7:45 – 9:00 Midsize Museum Directors Breakfast Meeting –**Room: Sycamore**  
7:45 – 9:00 Task Force on Cultural Property –**Room: Boardroom**

9:00 – 10:30 Trustee Meeting **Room: Salon**

10:30 – 12:00 **AAMD Committee Meeting Group II**

Government Affairs –**Room: Sycamore**  
Professional Issues – **Room: Cedar**  
Task Force on Messaging –**Room: Boardroom**

12:00 – 1:30 Luncheon and Committee Discussion **Room: Salon**

1:30 – 2:30 Keynote Address : **Room: Ballroom**  
**Robert Stephens, CTO Best Buy and Founder, The Geek Squad**

The World Wide Web just turned 20 years old. In 2011, we have new terms like geo-social, augmented reality, and digital humanities. What lies ahead and what opportunities does it offer for art museums?

2:30 – 4:00 Panel Session: Innovation and Entrepreneurship: **Board Room**

This panel discussion featuring three entrepreneurs from the business and academic worlds will focus on new business models for the 21<sup>st</sup> century.

**Speakers:**

**Judith Cone** is Special Assistant to the Chancellor for Innovation & Entrepreneurship at the University of North Carolina at Chapel Hill.

**Joe Davy** is the Chief Executive Officer at EvoApp, which he cofounded in 2001.

**Christopher Gergen** is founding Executive Director of Bull City Forward, a non-profit focused on catalyzing sustainable enterprise in Durham, NC

**Kimberly J. Jenkins**, Advisor to the President and Provost for Innovation and Entrepreneurship at Duke University.

5:00 Bus departs Umstead Hotel

5:15 Walking tours of North Carolina Museum of Art

6:15 Cocktails and Dinner North Carolina Museum of Art: **Business Attire**

10:00 Buses return to Hotel

**Wednesday, June 8, 2010**

9:00 – 10:30 Breakfast

10:30 – 12:00 Buses depart to the Home of Mr. and Mrs. Goodnight

***ASSOCIATION OF ART MUSEUM DIRECTORS***

***ANNUAL MEETING  
NORTH CAROLINA  
JUNE 5-8, 2011***