



THE CITY ^{AS} MUSEUM

March 3–5, 2013
New York, New York

2013 Annual Conference

CAJM
Council of American
Jewish Museums

THE CITY AS MUSE/UM

New York is a city of museums—and a city of muses. This year's conference will tap the energies of New York City and beyond, exploring the creative processes of our profession and considering how urban landscapes serve as "muse/ums," in and of themselves.

How do Jewish memory and history shape our cities? How do the artists, performers, and thinkers who live, work, and play in cities enrich and interpret urban life? How do museums, Jewish and others, reflect the cities in which they are located, and how do cities influence exhibition practices inside and outside of museums? This conference, which offers an array of speakers, excursions, interactions, and experiences, will provide fresh perspectives on New York and encourage you to consider the many ways in which cities serve as inspiration for creative endeavors of all kinds.

This year's gathering features several new formats and additions, including an artist-in-residence; "Art Bursts," featuring emerging Jewish artists discussing how the urban environment has inspired their work; hands-on workshops; walking tours; and opportunities for posting and sharing the images you gather on excursions around the city. We have also brought back some perennial favorites, including *Talking Circles*, which provide opportunities to discuss

and find solutions to shared professional challenges.

We're particularly excited to offer a menu of off-site options that includes places CAJM's never traveled to before, including the Brooklyn Museum, Grand Concourse in the Bronx, the National 9/11 Memorial, the High Line and Chelsea, Jewish Harlem, the Museum of Chinese in America, and even an artist-led traverse through the subway system. These excursions will provide a new, vibrant, and kaleidoscopic experience of the city, thrusting us back into its history and forward toward the cutting edge of contemporary culture.

The 2013 CAJM conference has come together through the dedication and efforts of many individuals. Program Committee members conferred with a variety of professionals both within and outside the museum field to take a pulse of the current trends in the New York cultural landscape, and worked hard to find ways to make the most of what the city has to offer. We are grateful to the Museum of Jewish Heritage—A Living Memorial to the Holocaust and the Center for Jewish History for providing us with our anchor meeting sites, and we look forward to visiting other CAJM member institutions for special programs throughout the conference.

See you in New York!

CONFERENCE HOTEL

Conveniently located across the street from the Museum of Jewish Heritage—A Living Memorial to the Holocaust, the Ritz-Carlton New York, Battery Park is Lower Manhattan's most elegant hotel. It offers a superlative cosmopolitan experience, within view of New York Harbor, Ellis Island, and the Statue of Liberty. This award-winning deluxe property is welcoming CAJM with an exceptionally favorable room rate.

RITZ-CARLTON NEW YORK, BATTERY PARK

Two West Street, New York, New York 10004

Telephone: 212-344-0800

Website: www.ritzcarlton.com/en/Properties/NewYorkBatteryPark

Room Rate: \$225 Single or Double (*Deluxe King, Deluxe Double; Neighborhood View*)

Reservations Telephone: 800-542-8680

(Request the special rate for the Council of American Jewish Museums at the Ritz-Carlton New York, Battery Park.)

Reservations Website: www.ritzcarlton.com

Select the hotel: New York, Battery Park; input arrival and departure dates; system will provide published rates for the selected arrival/departure dates; on next screen, select Special Rates on the left side of the screen and input the **Group Code: AJMAJMA**; click on Find; screen will refresh with group rate.

Deadline for CAJM Conference Rate:
February 7, 2013

Please make your reservation directly through the Ritz-Carlton.

CONFERENCE CO-CHAIRS

Josh Perelman

Anita Kassof

Andrew Ingall

CONFERENCE HOST CHAIR

Susan Chevlowe

CONFERENCE PROGRAM COMMITTEE

Betsy Aldredge

Lynette Allen

Daniel Belasco

Nelly Silagy Benedek

Maya Benton

Deborah Cardin

Clifford Chanin

Avi Y. Decter

Elka Deitsch

Zahava Doering

Debra Edelman

Gabriel Goldstein

Tal Gozani

Rebecca Guber

Judy Guston

Anne Hromadka

Rachel Katz

Zachary Levine

Judith Margles

Sharon Liberman Mintz

Yael Reinharz

Alice Rubin

Lisa Safier

Gabriel Sanders

Evelyn Tauben

Ivy Weingram

Ken Yellis

CAJM BOARD OF DIRECTORS

Melissa Martens

Chair

Judith Margles

Immediate Past Chair

Deborah Cardin

Vice-Chair

Avi Y. Decter

Treasurer

Lynette Allen

Secretary

Jo Ann Arnowitz

Daniel Belasco

Zahava Doering

Alla Efimova

Tal Gozani

Sue Braham Koletsky

Josh Perelman

CAJM STAFF

Joanne Marks Kauvar

Executive Director

Mindy Humphrey

Administrative Assistant

Amy E. Waterman

Website Manager and Editor

CAJM CONFERENCE FELLOWSHIPS

CAJM's Professional Development Initiative is offering fellowships to attend the 2013 conference. The fellowships will be awarded in two categories: emerging professionals working at CAJM member institutions with 2–6 years employment experience in the Jewish museum field who have not yet attended a CAJM conference; and other employees of CAJM institutions who have never attended a conference and who show special dedication and talent in the field. Fellowships include conference registration and lodging. A maximum of one fellowship will be awarded per institution, and former recipients are not eligible to apply again.

Visit www.cajm.net for complete information.

Program Schedule

SATURDAY, MARCH 2

LOCATION: BROOKLYN MUSEUM

7:30–10:00 pm

Optional Pre-Conference Museum Tour and Evening Out (*Advance registration required; transportation on your own.*)

Join your CAJM colleagues for a lively evening at the Brooklyn Museum's *Target First Saturday*, a renowned monthly event that draws thousands of visitors for free programs of art and entertainment. CAJM attendees will gather for a special welcome and remarks by ARNOLD LEHMAN, Director of the museum since 1997.

SUNDAY, MARCH 3

LOCATION: TENEMENT MUSEUM

9:00–10:00 am

Optional Pre-Conference Museum Tour (*Advance registration required; \$15 fee; limited capacity; transportation provided; bus departure at 8:30 am.*)

LOWER EAST SIDE TENEMENT MUSEUM: TELLING THE STORIES

The Tenement Museum tells the stories of 97 Orchard Street. Built on Manhattan's Lower East Side in 1863, this tenement apartment building was home to nearly 7,000 working class immigrants. Join staff for a behind-the-scenes tour and discussion about how they interpret the site.

LOCATION: LOWER EAST SIDE

10:00–11:30 am

Optional Pre-Conference Walking Tour (*Advance registration required; \$15 fee; limited capacity; transportation provided; bus departure at 9:30 am.*)

THE NOSH LAB

A new generation of foodies and artists is rediscovering the essence of Jewish food and reinventing it as a chic cultural expression. Led by independent curator and critic DANIEL BELASCO, this walking tour brings you to Russ & Daughters and other local Jewish eateries where design and art are on the menu.

LOCATION: MUSEUM OF CHINESE IN AMERICA

10:00–11:30 am

Optional Pre-Conference Museum Tour (*Advance registration required; \$15 fee; limited capacity; transportation provided; bus departure at 9:30 am.*)

MUSEUM OF CHINESE IN AMERICA: A NEW LANDMARK IN CHINATOWN

Visit the Museum of Chinese in America, re-opened in 2009 in a new building designed by Maya Lin. Visitors will be welcomed by Executive Director HELEN KOH, who will discuss the evolution of this landmark identity museum. Remarks followed by gallery exploration.

LOCATION: MUSEUM OF JEWISH HERITAGE—A LIVING MEMORIAL TO THE HOLOCAUST

11:30 am

Conference Registration Opens

11:30 am–1:00 pm

Welcome Lunch and Viewing of Museum of Jewish Heritage Galleries (*Advance registration required.*)

1:00–2:15 pm

Opening Plenary

THE CITY AS MUSE/UM

Session Chair: JOSH PERELMAN, National Museum of American Jewish History

Panelists include: MANON SLOME, No Longer Empty

This year's conference considers urban places as sites for both inspiration and exhibition. Metropolises are filled with muses: from artists, to thinkers, culture makers, designers, museums, and buildings. Cities are filled with stories and memories, all of which are being mined as sources for public, participatory cultural projects. This plenary brings together thought leaders and practitioners for a thoughtful and provocative discussion about the new roles cities are playing as large-scale galleries, theaters, and social spaces.

2:30–4:00 pm

Concurrent Sessions

THINKING OUTSIDE THE BOX: NON-TRADITIONAL COLLABORATIONS, PROGRAMS, AND AUDIENCES

Session Chair and Moderator: DEBORAH CARDIN, Jewish Museum of Maryland

Panelists include: ANNIE POLLAND, Lower East Side Tenement Museum; NELLY SILAGY BENEDEK, The Jewish Museum

To improve accessibility and community outreach, museums are developing new programs, partnerships, and models for interdepartmental collaboration that stretch institutional boundaries. Learn about innovative activities taking place at New York museums and how these initiatives impact both audience development and the culture of an institution.

BROADENING OUR REACH: MARKETING AND PUBLIC RELATIONS

Session Chairs: BETSY ALDREDGE and LISA SAFIER, Museum of Jewish Heritage

Moderator: BETSY ALDREDGE

Panelists include: ANNE-MARIE NOLIN, The Rubin Museum; LAURA WASHINGTON, New-York Historical Society

How do museums express their goals and relevance to mainstream audiences through media? What are the best practices for widening your audience? What are the challenges of promoting serious subject matter? Learn how to create innovative marketing and PR campaigns and how to engage with different audiences through traditional ad campaigns, community outreach, press efforts, and social media.

WHAT'S NEXT? CREATING AN INSPIRING VISION AND SUCCESSFUL STRATEGIC PLAN

Session Chair and Moderator: JOSH PERELMAN, National Museum of American Jewish History

Panelists include: AMY KAUFMAN, Lord Cultural Resources; BETH TUTTLE, METStrategies

How do museums inspire transformative change while ensuring sustainability and increasing audience engagement? Experts in the field offer inside experience, case studies, and key advice about how strategic planning can be a catalyst for becoming better, stronger, and more responsive to our audiences.

4:00–5:00 pm

Refreshments hosted by the Harold Grinspoon Foundation *Voices & Visions* Project

4:00–4:45 pm

Concurrent Sessions (*Advance registration required; limited capacity.*)

ART BURST: MAKING ART IN THE METROPOLIS

Four Israeli visual artists offer rapid-fire presentations of work inspired by urban culture. *Presented by Artis.*

TALKING CIRCLES & CONVERSATIONS

Talking Circles and *Conversations* are designed to foster candid and open small-group discussions covering a variety of topics and interests pertaining to the profession. *Talking Circles* will provide two opportunities for continuing the thread of discussion about a single topic, while each *Conversation* topic will be offered one time only. Topics for both formats are listed on the registration form for advance sign-up.

5:00–6:30 pm

Concurrent Sessions

OBJECTS IN THE AGE OF TECHNOLOGY: CHANGING ROLES

Session Chairs: ELKA DEITSCH, Bernard Museum of Judaica, Temple Emanu-El; IVY WEINGRAM, National Museum of American Jewish History

Moderator: ELKA DEITSCH

Panelists: SHARON LIBERMAN MINTZ, Library of The Jewish Theological Seminary; FRANCESCO SPAGNOLO, Magnes Collection of Jewish Art and Life; GLENN WHARTON, Museum of Modern Art and New York University

Museum professionals are grappling with our changing relationship to artifacts and art in the face of 21st-century technologies. How can museums best use technology to re-think, re-shape, and enhance our understanding of the original? Conversely, how does changing technology alter our notion of “original” in issues of conservation, scholarship, and presentation?

INERTIA VS. REINVENTION: WHY “BUSINESS AS USUAL” NO LONGER WORKS

Session Chair: JUDITH MARGLES, Oregon Jewish Museum

Panelists include: ALLA EFIMOVA, Magnes Collection of Jewish Art and Life; ELLEN SALPETER, The Jewish Museum

Professionals from a variety of museum disciplines—development, curatorial, education, technology, and programs—engage in a focused conversation about the inescapable realities facing our institutions, offering observations on both the promise and the perils inherent in rethinking the way Jewish museums do business.

MAKING ROOM: RESIDENCIES FOR VISUAL AND PERFORMING ARTISTS

Session Chair and Moderator: JENNIFER MCGREGOR, Wave Hill

Panelists include: RABBI ANDY BACHMAN, Congregation Beth Elohim; AVIVA DAVIDSON, Dancing in the Streets; LIMOR TOMER, Metropolitan Museum of Art

Panelists share case studies of artist residencies in community centers, synagogues, museums, and other institutions as models for other communities. Discussion addresses how to engage an artist; the best means of making social engagement an effective residency component for the institution, artist, and audience; goals and outcomes; and evaluation.

LIANA FINCK, CAJM'S first conference artist-in-residence, will draw and exhibit cartoons inspired by the gathering. *Presented by the Six Points Fellowship, a partnership of Avoda Arts, JDub Records, and the Foundation for Jewish Culture.*

LOCATION: HEBREW UNION COLLEGE—JEWISH INSTITUTE OF RELIGION MUSEUM

7:00–8:30 pm

Museum Tour and Reception
(Advance registration required.)

HUC-JIR Museum hosts a cocktail reception and viewing of *The Sexuality Spectrum*. This groundbreaking exhibition on sexual orientation and its related issues features the work of more than 50 international contemporary artists.

MONDAY, MARCH 4

LOCATION: CENTER FOR JEWISH HISTORY

9:00–9:45 am

Concurrent Sessions (Advance registration required; limited capacity.)

ART BURST: RE-MAPPING THE CITY

CORRIE SIEGEL leads workshop participants in creating their own interpretive maps of cities real, imagined, or both. *Presented by Six Points Fellowship, a partnership of Avoda Arts, JDub Records, and the Foundation for Jewish Culture.*

TALKING CIRCLES & CONVERSATIONS

Continue Sunday's *Talking Circle* discussion or attend a new *Conversation*. Topics for both are listed on the registration form for advance sign-up.

9:45–10:30 am

Museum Tour

Explore the major exhibition, *Jews and the American Civil War*, and other exhibitions at the Center for Jewish History on your own.

10:30–12:00 pm

Concurrent Sessions

EXHIBITION CRITIQUE: JEWS AND THE AMERICAN CIVIL WAR

Session Chair and Moderator: AVI Y. DECTER, History Now

Introduction: KEN YELLIS, Project Development Services

Reviewers: HANA ELEWLL, Ralph Appelbaum Associates, Inc.; TOM HENNES, Thinc Design; SONNET TAKAHISA, Arts and Cultural Strategies, Inc.

Respondents: JACOB WISSE, Yeshiva University Museum; KEN YELLIS

Museum professionals from different branches of the field review an original exhibition on Jews and the Civil War organized by Yeshiva University Museum and the American Jewish Historical Society, viewed by conferees prior to the session. The reviewers will discuss the exhibition as narrative, as design, and as a learning experience.

REACHING DEEPER — ARTISTS, CURATORS, AND EDUCATORS ENGAGING COMMUNITIES

Session Chair: SUSAN CHEVLOWE, Derfner Judaica Museum

Moderator: NAOMI HERSSON-RINGSKOG, No Longer Empty

Panelists: ALINA & JEFF BLIUMIS, Artists; RACHEL KATZ, The Jewish Museum; ZACHARY PAUL LEVINE, Yeshiva University Museum; CORRIE SIEGEL, Actual Size Los Angeles

Artist-run galleries, traditional museums, vacant real estate, and family dining rooms are some of the spaces where artists, curators, and educators have created a nexus between culture and community. Panelists discuss ways they have collaborated on works of art, exhibitions, or site-specific installations that respond to and engage with civic leaders, local institutions, and neighborhood residents to provide learning opportunities and transformative art experiences.

ASSESSING AUTHENTICITY: SOURCES AND USES OF HOLOCAUST NARRATIVE

Session Chair and Moderator: ANITA KASSOF, Museum of Jewish Heritage

Panelists: LINDA G. MILLS, New York University; STEPHEN D. SMITH, USC Shoah Foundation Institute for Visual History and Education; ALEXANDRA ZAPRUDER, Writer and Editor

Holocaust representation continues to shift with each new generation. How can we harness the power of first-person narrative when the survivors are no longer with us? Should we even try? This panel looks at changing methodologies and considers the definition of “authentic” sources and their role in telling stories from the Holocaust.

12:00–1:00 pm

Lunch and Town Hall Meeting
(Advance registration required.)

1:00–2:00 pm

Plenary Address

IDENTITY MUSEUMS AND THE JEWISH QUESTION

Speaker: EDWARD ROTHSTEIN

EDWARD ROTHSTEIN is Critic at Large for The New York Times, where he writes regularly about museums. He is co-author of *Visions of Utopia* and author of *Emblems of Mind: The Inner Life of Music and Mathematics*. A past Guggenheim Fellow, he holds a doctorate from the Committee on Social Thought at the University of Chicago and an MA in English literature from Columbia University, and did graduate work in mathematics at Brandeis University.

2:00–6:00 pm

Concurrent Excursions (*Advance registration required; limited capacity.*)

GRAND CONCOURSE AND DERFNER JUDAICA MUSEUM, THE BRONX

Urban planner SAM GOODMAN leads a walking tour (1.5 miles) of the Grand Concourse, exploring the evolution of the neighborhood from its early days of homogeneity to today's ethnically diverse community. Highlights include elegant Art Deco buildings, the former Congregation Adath Israel, and the Andrew Freedman Home, once a haven for elderly residents who had lost their fortunes. Participants then visit the Derfner Judaica Museum at The Hebrew Home at Riverdale.

THE JEWISH THEOLOGICAL SEMINARY

Curatorial, research, and conservation staff give a behind-the-scenes look at the Library and Rare Books Room, which houses the Western Hemisphere's foremost collection of Judaic and Hebraic materials. A tour of the inaugural JTS Arts Initiative exhibition, *Reading the Visual / Visualizing the Text*, is led by artists DANIELLE DURSCHLAG, TOBI KAHN, RACHEL KANTER, JILL NATHANSON, and BEN RUBIN.

HIGH LINE AND CHELSEA STUDIO VISIT

Artist, architect, and designer ALLAN WEXLER hosts a studio visit in Chelsea followed by a walk along the High Line—one of New York's newest and most dynamic public spaces.

JEWISH HARLEM

In the early 1900s, Harlem was home to the second-largest Jewish community in the U.S. Using architectural remnants of the neighborhood's Jewish past, historian JEFFREY S. GUROCK, Yeshiva University, guides a tour evoking the religious, cultural, and political history of an enclave whose contributions to American Jewish life are still felt today.

THE JEWISH MUSEUM

Curators lead tours of the museum's acclaimed permanent exhibition and of *Sharon Lockhart | Noa Eshkol*, an exhibition organized by the Israel Museum and LACMA. California artist Sharon Lockhart explores the work of Israeli dance composer and textile artist Noa Eshkol with a large-scale film installation, series of photographs, archival materials, and textiles.

STORIES THE CITY TELLS ITSELF

Video artist NEIL GOLDBERG invites participants to experience the observational processes behind his work in real time. The group will traverse a section of the subway with attention directed

to details of the underground environment and nuances of passenger behavior. The walk culminates at Goldberg's studio on the Lower East Side. *Originally presented by Elastic City in conjunction with Goldberg's 2012 solo exhibition at the Museum of the City of New York.*

LOCATION: RITZ-CARLTON BAR

6:45–8:00 pm

No-Host Get-together
(*Advance registration required.*)

YOUNG PROFESSIONALS AFTER HOURS

Young professionals (<40) are invited to get together for a drink at the end of the day.

TUESDAY, MARCH 5

LOCATION: NATIONAL 9/11 MEMORIAL

9:00–10:00 am

Site Tour (*Advance registration required.*)

MEANING AND MEMORY: NATIONAL 9/11 MEMORIAL

In the first year of its operation, beginning on the 10th anniversary of the attacks, the National 9/11 Memorial received more than 4.5 million visitors. Conferees tour the memorial with staff of the 9/11 Museum and learn of the project's development.

LOCATION: MUSEUM OF JEWISH HERITAGE— A LIVING MEMORIAL TO THE HOLOCAUST

10:30 am–12:00 pm

Concurrent Sessions

HANDLE WITH CARE: SENSITIVE ISSUES SURROUNDING CULTURAL PROPERTY

Session Chairs: GABRIEL GOLDSTEIN, Independent Curator; GABRIEL SANDERS, Museum of Jewish Heritage

Moderator: GABRIEL SANDERS

Panelists: CLIFFORD CHANIN, National September 11 Memorial & Museum; RICHARD FREUND, University of Hartford; GABRIEL GOLDSTEIN

Museum professionals are keenly aware of how to treat artifacts in ways that do them no physical harm. Panelists present three diverse case studies—Iraqi Judaica, the 9/11 Museum, and the field of "Holocaust archeology"—in which artifacts are no less delicate than the emotional, cultural, and political sensitivities they trigger.

THE TRUTH ABOUT YOUNG ADULT ENGAGEMENT

Session Chairs and Moderators: TAL GOZANI, Jewish Federation of Greater Los Angeles; EZRA SHANKEN, UJA-Federation of New York

Panelists: SETH COHEN, Charles & Lynn Schusterman Family Foundation; ANNE HROMADKA, The SEDER Project; YOAV SCHLESINGER, Reboot

Most Jewish organizations face the challenge of how to engage young adults in their 20s and 30s in meaningful and sustainable ways. Presented from the perspective of young adults themselves, this panel explores the power of peer-led and D.I.Y. programming, peer networking, the arts, and active philanthropy.

ALONE, TOGETHER, A CROWD: ENGAGING YOUR AUDIENCES DIGITALLY

Session Chairs: ALICE RUBIN, Museum of Jewish Heritage; JOSH PERELMAN, National Museum of American Jewish History

Moderator: DAVID KLEVAN, United States Holocaust Memorial Museum

Panelists: JAKE BARTON, Local Projects; BEN RUBIN, Ear Studio; PHILLIP TIONGSON, Potion; JON VOSS, History Pin

Museums are using digital applications to engage new audiences, enhance their offerings, and leverage the social media revolution. Should you tweet obsessively, install multi-touch screens, or crowd-source your collection? Top media designers and museum professionals discuss approaches large and small to interactive media and how they can enhance the overall visitor experience.

12:00–1:00 pm

Lunch and Presentation of Excursion Photos
(*Advance registration required.*)

1:00–2:30 pm

Closing Plenary

DO WE MAKE A DIFFERENCE? QUESTIONING AND MEASURING THE IMPACT OF CULTURAL INSTITUTIONS

Session Chair and Moderator: ZAHAVA DOERING, Smithsonian Institution

Panelists: ALAN BROWN, BrownWolf; JOE HEIMLICH, Ohio State University

Who are we; why do we matter? CAJM seeks to change speculation about its member institutions to hard facts. Initial results from a comprehensive membership survey and a board workshop provide the backdrop for this conversation between two nationally-renowned consultants. Related research into intrinsic impact contributes to a discussion of assessment approaches and measurement systems that would best serve the Jewish museum field.

Registration Form

Please complete a **separate copy of this form for each conference participant.**

For your convenience, you may register online through the CAJM website at www.cajm.net/annual-conference/register. You may also send the completed form with credit card payment to **Mindy Humphrey via fax at 601-366-6293** or as a **scan via email at mhumphrey.cajm@gmail.com**. If you wish to submit your registration and payment by mail, the address is:

Council of American Jewish Museums • P. O. Box 12025 • Jackson, MS 39236-2025

Questions? Contact Mindy Humphrey at mhumphrey.cajm@gmail.com. To view and download complete conference information, please visit www.cajm.net.

| | | |
|-------------|-------|-----|
| Name | | |
| Title | | |
| Institution | | |
| Address | | |
| City | State | Zip |
| Telephone | Email | |



CONFERENCE FEE

Includes all conference program sessions, special events, and designated meals (prepared under kosher supervision), unless otherwise noted. Cancellation requests must be received in writing by January 4, 2013 for full refund, or by February 1, 2013 for the amount less a \$75 cancellation fee. No refunds can be made after February 1.

FULL CONFERENCE

Take advantage of the EARLY BIRD discount by January 4, 2013

| | |
|--|-------|
| <input type="checkbox"/> CAJM Member EARLY BIRD | \$350 |
| <input type="checkbox"/> CAJM Member (after January 4) | \$400 |
| <input type="checkbox"/> Additional CAJM Staff or Board Member EARLY BIRD | \$300 |
| <input type="checkbox"/> Additional CAJM Staff or Board Member (after January 4) | \$350 |
| <input type="checkbox"/> Spouse / Partner / Guest of CAJM Member | \$350 |
| <input type="checkbox"/> Non-member | \$450 |
| <input type="checkbox"/> Full-time Student (includes 2013 CAJM membership) (Please include a photocopy of your current student ID.) | \$250 |

DAY RATE (PER DAY)

Please indicate day(s):

☐ Sunday ☐ Monday ☐ Tuesday

| | |
|---|--------|
| <input type="checkbox"/> CAJM Member / Additional Staff / Board Member | \$175 |
| <input type="checkbox"/> Spouse / Partner / Guest of CAJM Member | \$175 |
| <input type="checkbox"/> Non-member | \$225 |
| <input type="checkbox"/> CAJM Member Institutional Group Rate: Quantity of One-Day Passes _____ | \$750+ |

+ Purchase six or more one-day passes for your institution at the special rate of \$125/day.

OPTIONAL SUNDAY MORNING PRE-CONFERENCE TOUR

| | |
|---|------|
| <input type="checkbox"/> Tenement Museum, Lower East Side, or Museum of Chinese in America | \$15 |
|---|------|

CAJM MEMBERSHIP FEE

The member rate for conference registration is only available to CAJM members that have paid their 2013 dues. *Institutional or Individual memberships must be paid before or at the time of registration.*

INSTITUTIONAL MEMBERSHIP

| | |
|---|---------|
| <input type="checkbox"/> Institutional budget below \$300,000 | \$250 |
| <input type="checkbox"/> Institutional budget \$300,000 – \$750,000 | \$500 |
| <input type="checkbox"/> Institutional budget \$750,000 – \$1.5 m. | \$750 |
| <input type="checkbox"/> Institutional budget \$1.5 m. and above | \$1,000 |

INDIVIDUAL MEMBERSHIP

| | |
|---|------|
| <input type="checkbox"/> For individuals not affiliated with a CAJM institution | \$75 |
|---|------|

STUDENT MEMBERSHIP

| | |
|---|--|
| <input type="checkbox"/> Fee of \$36 is included in the student conference registration fee | |
|---|--|

AFFILIATE MEMBERSHIP

| | |
|--|-------|
| <input type="checkbox"/> For organizations not eligible for Institutional Membership | \$100 |
|--|-------|

BUSINESS PARTNER MEMBERSHIP

| | |
|---|-------|
| <input type="checkbox"/> For commercial firms that serve the museum field | \$250 |
|---|-------|

Payment Amounts:

| | | |
|---|---|-------|
| Conference Fee Amount | + | _____ |
| Optional Sunday Morning Pre-Conference Tour | + | _____ |
| Membership Fee Amount | + | _____ |
| TOTAL PAYMENT ENCLOSED | = | _____ |

Form of Payment:

- ☐ Check payable to **Council of American Jewish Museums**
☐ Credit card: ☐ Visa ☐ MC ☐ AmEx ☐ Discover

Name _____

Number _____ Expiration date _____

Advance registration is required for the following activities.

Please check off all activities that you wish to participate in, and indicate ranking of preference as requested. Activities with limited capacity will be filled in order of receipt of registration. Advance registration also assures accurate catering and transportation arrangements.

Name _____

SATURDAY, MARCH 2

7:30–10:00 pm

- ☐ Optional Pre-Conference Museum Tour and Evening Out at the Brooklyn Museum (*Transportation on your own.*)

SUNDAY, MARCH 3

Concurrent Excursions

All tours have limited capacity, and you may only participate in one. **Please indicate your first through third choices (1, 2, 3).**

9:00–10:00 am

- _____ Optional Pre-Conference Museum Tour: Tenement Museum (*Additional fee of \$15; transportation provided; bus departure at 8:30 am.*)

10:00–11:30 am

- _____ Optional Pre-Conference Walking Tour: The Nosh Lab (*Additional fee of \$15; transportation provided; bus departure at 9:30 am.*)

10:00–11:30 am

- _____ Optional Pre-Conference Museum Tour: Museum of Chinese in America (*Additional fee of \$15; transportation provided; bus departure at 9:30 am.*)

11:30 am–1:00 pm

- ☐ Welcome Lunch at Museum of Jewish Heritage

4:00–4:45 pm

Concurrent Sessions

- ☐ Art Burst: Making Art in the Metropolis

Talking Circles

The following groups will meet twice for a continuing discussion of the topic and have limited capacity. **Please indicate your first through fifth choices (1, 2, 3, 4, 5).**

- _____ Collaborations: Expected and Unexpected
_____ Strategic Planning: Visioning and Positioning
_____ Fundraising: Finding Opportunities in Challenging Times
_____ Collections Management: Accession and De-Accession
_____ Marketing to Broad Audiences

Conversations

The following groups will meet once only and have limited capacity. Different Conversations topics will be offered on Monday. **Please indicate your first and second choices (1, 2).**

- _____ Curating the Controversial
_____ The Holocaust: A Shifting Narrative

7:00–8:30 pm

- ☐ Museum Tour and Cocktail Reception at Hebrew Union College-Jewish Institute of Religion Museum

MONDAY, MARCH 4

8:30 am

- ☐ Bus from Ritz-Carlton to Center for Jewish History

9:00–9:45 am

Concurrent Sessions

Talking Circles will meet in the same groups for the second time.

The Art Burst workshop and the Conversations have limited capacity. **Please indicate your first through fourth choices (1, 2, 3, 4).**

- _____ Art Burst: Re-Mapping the City

Conversations

- _____ Interpreting Israel: Challenges and Opportunities
_____ Reflections on Identity Museums
_____ No Longer Business as Usual: Changing Paradigms

12:00–1:00 pm

- ☐ Lunch and Town Hall Meeting at Center for Jewish History

2:00–6:00 pm

Concurrent Excursions

All excursions have limited capacity; transportation provided. **Please indicate your first through sixth choices (1, 2, 3, 4, 5, 6).**

- _____ Grand Concourse and Derfner Judaica Museum, The Bronx
_____ The Jewish Theological Seminary
_____ High Line and Chelsea Studio Visit
_____ Jewish Harlem
_____ The Jewish Museum
_____ Stories the City Tells Itself

6:45–8:00 pm

- ☐ Young Professionals After Hours at the Ritz-Carlton Bar (*No host get-together.*)

TUESDAY, MARCH 5

9:00–10:00 am

- ☐ Site Tour: National 9/11 Memorial

12:00–1:00 pm

- ☐ Lunch at Museum of Jewish Heritage

MENTORSHIP PROGRAM

The Mentorship Program is open to all conferees who wish to participate, and is specially created to welcome first-timers by pairing them with “veteran” professionals in the field with similar areas of interest. If you want to be either a mentor or a mentee, please indicate below.

- ☐ I wish to be a MENTOR. My professional area of interest is:

- ☐ I wish to be a MENTEE. My professional area of interest is:

Council of American Jewish Museums
Center for Judaic Studies, University of Denver
2000 East Asbury Avenue, Suite 157
Denver, CO 80208

PRESORT STD
US POSTAGE
PAID
DENVER, CO
PERMIT NO. 904



THE CITY 2013 Annual Conference
MUSE/UM
March 3–5, 2013
New York, New York
CAJM
Council of American
Jewish Museums