

**CAJM**

2011 Annual Conference  
February 27–March 1, 2011  
Philadelphia, Pennsylvania

# Our Stories, Our Museums:

NEW CHAPTERS FOR JEWISH CULTURE



Council of American Jewish Museums  
Affiliated with the Foundation for Jewish Culture

[www.cajm.net](http://www.cajm.net)

# CAJM 2011

Our 2011 CAJM conference celebrates the opening of a major Jewish museum, the National Museum of American Jewish History, on Independence Mall in Philadelphia. What does this landmark event say about the role of Jewish life in American history, past and present? Join us to learn more about the NMAJH's creation and gain behind-the-scenes insight into its evolution as we hear from the museum's esteemed group of scholars and have opportunities to tour its galleries.

Inspiration for our conference theme, *Our Stories, Our Museums: New Chapters for Jewish Culture*, was drawn from conversations with our colleagues at Jewish museums throughout North America. The notion of storytelling is at the core of what we do through collections, tours, exhibitions, programs, oral history initiatives, publications, and educational resources. How do we determine whose story we are telling and how do we make our stories compelling and accessible for a diverse audience of constituents? Conference sessions probe deeper at these questions and offer the perspectives of scholars and museum professionals from a variety of backgrounds and fields.

We are thrilled to unveil a new feature at this year's conference. Talking Circles are a concept recommended to us by CAJM member Zahava Doering. Intended as a means for fostering small group discussion on a host of relevant topics and issues and to promote informal conversation on conference themes, three Talking Circle sessions are scheduled throughout the conference. Conferees will have the chance to sign up for a group that meets their specific interests.

We plan on taking full advantage of Philadelphia's rich cultural heritage. Trips are planned to CAJM member institutions, Temple Judea Museum and the Philadelphia Museum of Jewish Art, as well as Frank Lloyd Wright's Beth Shalom Synagogue. Other site visits include the National Constitution Center and the Philadelphia Museum of Art, where we will have the opportunity to preview the exhibition, *Paris Through the Window: Marc Chagall and His Circle*. The Rosenbach Museum & Library has graciously invited us for a pre-conference reception on Saturday night. We are most grateful to the staff at these museums for opening their institutions for CAJM.

The 2011 CAJM conference has come together through the efforts of many individuals. We are most appreciative of the dedication of our Program Committee, whose members have contributed session ideas, recruited speakers, and provided thoughtful guidance. As Host Chair, Josh Perelman has assembled a distinguished Host Committee. We are tremendously thankful to Josh for his myriad essential contributions to the conference (all while hard at work opening his museum!). We are also grateful for support from the Jewish Federation of Greater Philadelphia.

## CONFERENCE CO-CHAIRS

Lynette Allen  
Deborah Cardin

## HOST CHAIR

Josh Perelman

## CONFERENCE PROGRAM COMMITTEE

Nelly Silagy Benedek	Sue Koletsky
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Deanne Kapnik	Jobi Zink

## CONFERENCE HOST COMMITTEE

Michael Rosenzweig  
Gwen Goodman  
Wendi Furman  
Matthew Singer  
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David Eisner  
Jennifer Darley  
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Natalie Dohrmann

## CAJM STAFF

Joanne Marks Kauvar  
Executive Director  
Mindy Humphrey  
Administrative Assistant  
Amy E. Waterman  
Website Manager and Editor

## CONFERENCE HOTEL

### Omni Hotel at Independence Park

401 Chestnut Street  
Philadelphia, PA 19106

Telephone: 215-925-0000

Telephone Reservations: 215-925-0000  
or 1-888-THE-OMNI

### Website Reservations:

<http://www.omnihotels.com/FindAHotel/PhiladelphiaIndependencePark/MeetingFacilities/CouncilofAmericanJewishMuseums2.aspx>

Room Rate: \$145 Single or Double

Group Reference: Council of American Jewish Museums

Deadline for CAJM Conference Rate:  
February 3, 2011

Please make your reservation directly through the Omni Hotel at Independence Park.

## CAJM CONFERENCE FELLOWSHIPS

CAJM's Professional Development Initiative is offering fellowships to attend the 2011 conference. The fellowships will be awarded through competitive application and are intended for candidates 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 the conference. Fellowships include conference registration and lodging only. A maximum of one fellowship will be awarded per institution, and former recipients are not eligible to apply again.

Visit [www.cajm.net](http://www.cajm.net) for complete information.

# Program Schedule

**SATURDAY, FEBRUARY 26**

**LOCATION: ROSENBACH MUSEUM & LIBRARY**

**6:45-8:00 pm**

Pre-Conference Welcome Reception and Museum Tour  
(Advance registration required; transportation on your own.)

Join early arrivals for a wine and cheese reception at one of Philadelphia's unique treasures. The museum is located in the elegant 1865 townhouse that was home to the Rosenbach brothers, renowned dealers who played a central role in the development of private libraries that later became our nation's most important public collections of rare books. The brothers' own remarkable personal collection comprises the core of the museum, which also features changing exhibitions.

**SUNDAY, FEBRUARY 27**

**LOCATION: BETH SHOLOM SYNAGOGUE AND TEMPLE JUDEA MUSEUM AT REFORM CONGREGATION KENESETH ISRAEL**

**9:00 am-12:00 pm**

Optional Pre-Conference Breakfast and Museum Tours (Additional fee of \$15; advance registration required; transportation provided.)

Two special sites will be toured in Elkins Park. National Historic Landmark Beth Shalom Synagogue is the only synagogue designed by Frank Lloyd Wright, and its recently opened Visitor Center features multimedia interpretive displays. In addition to a distinguished permanent collection, Temple Judea Museum will present the exhibition, *Fighting from the Sidelines: The WWII Home-Front*. During a light breakfast, Keneseth Israel Senior Rabbi Lance Sussman, Temple Judea Museum Director and Curator Rita Rosen Poley, and Beth Shalom Preservation Director Emily Cooperman will address the group.

**LOCATION: NATIONAL MUSEUM OF AMERICAN JEWISH HISTORY**

**12:00 pm**

Conference Registration Opens

**12:00-1:30 pm**

Welcome Lunch  
(Advance registration required.)

**1:45-3:15 pm**

Plenary Session

**BUILDING HISTORY: THE NATIONAL MUSEUM OF AMERICAN JEWISH HISTORY**

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

**Panelists:** JONATHAN D. SARNA, Brandeis University; MICHAEL BERENBAUM, American Jewish University; PAMELA S. NADELL, American University; BETH S. WENGER, University of Pennsylvania

This roundtable discussion will feature the historians who participated in shaping the narrative of the NMAJH's core exhibition. They will discuss the decisions they faced and the significance of building a museum that explores the promise and challenges of freedom through the lens of the American Jewish experience.

**3:30-4:15 pm**

Concurrent Talking Circles  
(Advance registration required.)

**TALKING CIRCLES**

New to this year's conference, Talking Circles offer participants the opportunity to meet for facilitated small group conversations on topics and issues of mutual interest. Conferees will select a stream based on their professional affiliation and will gather three times for discussions that build upon each other over the course of the conference. Affiliate streams are listed on the registration form for advance sign-up.

**4:30-6:00 pm**

Concurrent Sessions

**WHERE ARE WE AND WHAT DO WE DO NEXT? JEWISH MUSEUMS – STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS**

**Session Chairs:** GABRIEL GOLDSTEIN, Yeshiva University Museum; LAURA KRUGER, Hebrew Union College–Jewish Institute of Religion Museum

**Provocateur:** GABRIEL GOLDSTEIN, Yeshiva University Museum

**Discussants:** TOM FREUDENHEIM, Retired Museum Director; JOAN ROSENBAUM, The Jewish Museum; CAROLE ZAWATSKY, JCC of San Francisco

Join a panel of outspoken and experienced professionals for a no-holds-barred discussion to consider the current state of our field and to imagine and strategize for our future. Topics for discussion include the role of our museums in American Jewish life; economic realities for our institutions, programs, and professionals; the

relevance of our collections; and recognizing how things have changed and deciding how to adapt.

**TURNING STORIES INTO HISTORY: TRANSFORMING THE NARRATIVE THROUGH ORAL HISTORY AND DIGITAL STORYTELLING**

**Session Chairs:** EMILY SCHEINBERG, Jewish Women's Archive; JAYNE GUBERMAN, Independent Oral Historian

**Moderator:** JAYNE GUBERMAN, Independent Oral Historian

**Panelists:** ESTELLE KAFER, Jewish Historical Society of Greater Hartford; DEANNE KAPNIK, Mizel Museum; ALICE RUBIN, Museum of Jewish Heritage – A Living Memorial to the Holocaust

Many museums, archives, and historical societies collect personal histories and regional narratives, yet may not have plans for providing access to them. This session will cover a range of practices for incorporating personal stories into exhibitions, films, and other programs, while exploring how providing access to these stories can transform the ways Jews and the broader public understand the diverse American Jewish narrative.

**LOW TECH TO HIGH TECH: CURRENT TRENDS IN MUSEUM EDUCATION**

**Session Chair and Moderator:** LINDA STEINBERG, National Museum of American Jewish History

**Panelists include:** EMILY SCHREINER, Philadelphia Museum of Art

Educators representing Philadelphia's rich and diverse museum community share model projects geared to young adults, families, the general public, and the cyberspace community. This session will be an opportunity to spark your own program planning with innovative, engaging, and successful ideas.

**6:00-7:00 pm**

Museum Tour

Explore the magnificent new museum and its state-of-the-art exhibitions and facilities.

**7:00-9:00 pm**

Dinner (Advance registration required.)

**A PHILLY WELCOME**

**Speaker:** THE HONORABLE MICHAEL A. NUTTER, Mayor of Philadelphia

The National Museum of American Jewish History hosts CAJM colleagues for a festive

dinner, highlighted by the introduction of Michael Rosenzweig, President and CEO, and an appreciation of Gwen Goodman, Executive Director Emerita. The evening will feature a special address by the Mayor of Philadelphia.

**9:00-10:30 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.

**MONDAY, FEBRUARY 28**

**LOCATION: NATIONAL CONSTITUTION CENTER**

**8:00-9:30 am**

Museum Tour (*Advance registration required.*)

### EXPLORING THE STORY OF "WE, THE PEOPLE"

Anchoring one end of Independence National Historic Park, the National Constitution Center has welcomed over six million visitors since opening seven years ago and has been lauded for its innovative interactive museum experience and its distinctive role as a forum for national dialogue. Conferees will be welcomed by President and CEO David Eisner, view a performance of the multimedia *Freedom Rising*, and participate in concurrent workshops: *Living News / Interactive Techniques; Engaging Visitors / Building Connections; and Educational Programming / New Learning Technologies.*

**LOCATION: NATIONAL MUSEUM OF AMERICAN JEWISH HISTORY**

**10:00-11:00 am**

Plenary Session

### KEYNOTE ADDRESS

**Speaker:** KINSHASHA HOLMAN CONWILL

Kinshasha Holman Conwill is Deputy Director of the Smithsonian's National Museum of African American History and Culture, due to open on the Mall in 2015. Prior to joining the museum, she was an arts, museum, and management consultant, serving as Senior Policy Advisor for the Museums and Community Initiative of the American Association of Museums and Project Director for the New York City Creative Communities program. Ms. Holman Conwill was Director of The Studio Museum in Harlem from 1988 to 1999. She writes and lectures internationally on art, museums, and cultural policy, and has served as a board member of the American Association of Museums, Association of Art Museum Directors, Andy Warhol Foundation for the Visual Arts, New

Visions for Public Schools, Cal Arts, and Urban Assembly. She has been an advisor and grants panelist for numerous cultural funding agencies and major foundations.

**11:15 am-12:45 pm**

Concurrent Sessions

### POSITIONING THE HOLOCAUST FOR THE NEXT GENERATION

**Session Chairs:** MIRA GOLDFARB, Sarah & Chaim Neuberger Holocaust Education Centre; MELISSA MARTENS, Museum of Jewish Heritage – A Living Memorial to the Holocaust

**Moderator:** MIRA GOLDFARB, Sarah & Chaim Neuberger Holocaust Education Centre

**Panelists include:** JEFFREY FELDMAN, New York University; DAVID G. MARWELL, Museum of Jewish Heritage – A Living Memorial to the Holocaust; JAMES YOUNG, University of Massachusetts

As we move deeper into the new century, how will Jewish museums position the Holocaust within the context of the larger Jewish experience? How has our understanding and interpretation of the Holocaust evolved since museums first started addressing it? What new insights have emerged, and how have museums reflected scholarship, museology, memorialization, and public memory? What stories are told, untold, and why? This session considers how this story has been told by museums to date, and asks how we may position the next chapter.

### COLLECTING THE CONTEMPORARY

**Session Chairs:** JULIANA OCHS DWECK, Independent Consultant; JOBI ZINK, Jewish Museum of Maryland

**Moderator:** JULIANA OCHS DWECK, Independent Consultant

**Panelists:** GRACE COHEN GROSSMAN, Skirball Cultural Center; VANESSA OCHS, University of Virginia; RABBI PETER SCHWEITZER, The City Congregation for Humanistic Judaism; JOBI ZINK, Jewish Museum of Maryland

Birthright Israel sweatshirts and kosher organic meat packaging are starting to claim space in Jewish museums alongside more conventional artifacts. This session examines the logic and logistics of how museums are building their collections of contemporary Jewish material culture practically before the history has been written. It will explore how ongoing collecting can contribute to our understanding of American Jews' everyday lives as well as to the writing of this history.

### PROMOTING JEWISH HERITAGE AND JEWISH LEARNING: STRATEGIES FOR MUSEUM/ COMMUNITY COLLABORATION

**Session Chair and Moderator:** SUSAN CHEVLOWE, Derfner Judaica Museum

**Panelists:** SCOTT GERLOFF, Heritage Travel, Inc.; ABBY SCHWARTZ, Jewish American Heritage Month; JT WALDMAN, Comic Book Illustrator and Jewish Educator

**Respondent:** BILL ADAIR, Heritage Philadelphia Program, The Pew Center for Arts & Heritage

This panel explores creative strategies to build partnerships, attract wider audiences, and foster collaboration. Participants will give examples of how both non-profit and for-profit ventures and community organizations that promote cultural heritage tourism and Jewish learning partner with museums to provide innovative program and marketing opportunities. Panelists involved with Limmud, Jewish American Heritage Month, and Gozaic offer realistic models for museums.

**12:45-2:00 pm**

Lunch and Town Hall Meeting (*Advance registration required.*)

### LUNCH AND TOWN HALL MEETING

**2:15-4:15 pm**

Plenary Session

### 3RD ANNUAL VENDOR FORUM

The Vendor Forum will explore current trends in the museum industry and address specific needs and priorities identified by CAJM member institutions. Preeminent consultants in an array of specialties will share their expertise, applicable to museums of a full range of size and operation.

**LOCATION: PHILADELPHIA MUSEUM OF JEWISH ART AT CONGREGATION RODEPH SHALOM**

**5:00-5:45 pm**

Concurrent Talking Circles  
(*Advance registration required.*)

### TALKING CIRCLES

Conferees will continue the facilitated small group conversations initiated on Sunday. Refreshments will be served.

**5:45-6:30 pm**

Museum Tour

View the museum's permanent collection and special exhibition, *The Dura Europos Project: An Ancient Site Revisited Through 21st Century Eyes*. Artists who created the installation,

members of the Jewish Art Salon in New York, will be present.

**6:45-7:30 pm**  
Plenary Session

### A NEW CREATIVE SPIRIT: HOW CONTEMPORARY JEWISH ARTISTS ARE FORMING PARTNERSHIPS WITH AMERICAN JEWISH MUSEUMS, SYNAGOGUES, AND INSTITUTIONS

**Session Chair:** RICHARD McBEE, Artist and Writer

**Moderator:** JOEL SILVERSTEIN, Artist, Critic, and Curator

**Panelists:** TOBI KAHN, Artist; RICHARD McBEE, Artist; CYNTHIA BETH RUBIN, Artist; ORI Z. SOLTES, Georgetown University; YONA VERWER, Artist

The panel traces the development of American Jewish artists working with and inspired by Jewish museums and synagogues in partnerships that are creating artworks, exhibitions, environments, and scholarship. As the parameters of a new Jewish art unfold, Jewish institutions maintain a primary role in disseminating information, providing historical background and guidance, and contributing to the development of a contemporary Jewish art that represents exciting and lasting changes in Jewish culture.

**7:30-8:30 pm**  
Dinner (*Advance registration required.*)

The Philadelphia Museum of Jewish Art at Congregation Rodeph Shalom hosts a congenial evening.

**TUESDAY, MARCH 1**

### LOCATION: PHILADELPHIA MUSEUM OF ART

**8:30-10:30 am**  
Museum Tour (*Advance registration required.*)

### PARIS THROUGH THE WINDOW: MARC CHAGALL AND HIS CIRCLE

CAJM conferees will enjoy a special preview of the Philadelphia Museum of Art's exhibition, *Paris Through the Window: Marc Chagall and His Circle*, presented in conjunction with the Philadelphia International Festival of the Arts. Following a welcome by Timothy Rub, George D. Widener Director and CEO of the PMA, the curator of the exhibition, Michael Taylor, Muriel and Philip Berman Curator of Modern Art, will offer remarks. Illuminating the cross-fertilization between the spirit of modernism and their own cultural heritage, the exhibition includes work by Chagall and his fellow émigrés, Archipenko, Kisling, Lipchitz, Marcoussis, Modigliani, Orloff, Pascin, Pogany, Soutine, and Zadkine.

### LOCATION: NATIONAL MUSEUM OF AMERICAN JEWISH HISTORY

**11:00 am-12:30 pm**  
Concurrent Sessions

### BIG IDEAS IN SMALL SHOWS

**Session Chair and Moderator:** AVI DECTER, Jewish Museum of Maryland

**Panelists:** JUDITH MARGLES, Oregon Jewish Museum; FRED WASSERMAN, Independent Curator and Museum Consultant; JACOB WISSE, Yeshiva University Museum

**Respondent:** NORMAN KLEEBLATT, The Jewish Museum

This session will consider the utility and advantages of small-scale exhibitions in history, art, and culture for both small and large organizations. The panelists will analyze specific shows and tease out their general implications for museum practice.

### DIALOGUE 360: NEW INSIGHTS IN DEVELOPMENT

**Session Chair:** MARK ROTHMAN, Los Angeles Museum of the Holocaust

**Panelists include:** MACY B. HART, Institute of Southern Jewish Life; SHARNA GOLDSEKER, Andrea and Charles Bronfman Foundation

Whether looking to build and execute a complete fundraising strategy or soak up a few more techniques, join the dialogue amongst museum professionals, new media mavens, fundraising gurus, and researchers who've examined development. Questions will be posed to the panelists, who will each contribute to a full circle of discussion on aspects of fundraising, including major gifts, social networking, capital and annual campaigns, foundation funding, and more.

### IN THE MOMENT: LIVE PERFORMANCE IN MUSEUM EXHIBITION SETTINGS

**Session Chairs:** LORI STARR, Koffler Centre of the Arts; DAVID CHACK, Association for Jewish Theatre

**Moderator:** LORI STARR, Koffler Centre of the Arts

**Panelists:** ELISE BERNHARDT, Foundation for Jewish Culture; DAVID CHACK, Association for Jewish Theatre; MELISSA MARTENS, Museum of Jewish Heritage – A Living Memorial to the Holocaust; DEBORAH BAER MOZES, Theatre Ariel

Panelists will present vivid case studies of live performance in gallery and other museum settings and how these enhance visitor experience and extend the interpretive elements of an exhibition or permanent collection. Demonstrating that museums of any size or budget can incorporate "the living arts" into their repertoire to great results, excerpts from *A MUSE: Journey Through American Jewish History* will be performed.

**12:45-2:00 pm**  
Lunch (*Advance registration required.*)

**2:00-2:45 pm**  
Concurrent Talking Circles (*Advance registration required.*)

### TALKING CIRCLES

Conferees will conclude and summarize the facilitated small group conversations.

**3:00-4:30 pm**  
Plenary Session

### LET OUR VOICES BE HEARD

**Session Chair:** JUDITH MARGLES, Oregon Jewish Museum

**Moderator:** ZAHAVA DOERING, Smithsonian Institution

**Panelists:** RICHARD KURIN, Smithsonian Institution; DAVID EISNER, National Constitution Center

The closing plenary capitalizes on the setting of the NMAJH to focus on this question: what is the role of museums in democratic life? Panelists will discuss ways in which the museum experience can itself be a representation of democratic principles. Richard Kurin is Under Secretary for History, Art and Culture at the Smithsonian, overseeing numerous major institutions, including the Sackler, Freer, Cooper-Hewitt, Hirshhorn, and Renwick museums, as well as the national museums of American, African, African American, and American Indian art, history, and culture. A prolific author, he has directed the Center for Folklife and Cultural Heritage for two decades. David Eisner, President and CEO of the National Constitution Center, is former CEO of the Corporation for National and Community Service, the Federal agency overseeing AmeriCorps, VISTA, and other national service programs, and prior to that was a senior executive at AOL Time Warner and America Online, where he established and directed the AOL Foundation.

# Registration Form

Please complete a **separate copy of this form for each conference participant** and return with your check or credit card information to **(note registration mailing address):**

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

Registration by fax: (601) 366-6293

**Questions?** Contact Mindy Humphrey at [mhumphrey.cajm@gmail.com](mailto:mhumphrey.cajm@gmail.com). To view and download conference registration information, please visit [www.cajm.net](http://www.cajm.net).

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Institution: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

## Conference Fee:

Includes all program sessions, special events, and designated meals (prepared under kosher supervision), unless an additional fee is noted. Cancellation requests must be received in writing by January 3, 2011 for full refund, or by January 31, 2011 for the amount less a \$75 cancellation fee. No refunds can be made after January 31.

### FULL CONFERENCE:

Take advantage of the **EARLY BIRD** discount by January 3, 2011

- CAJM Member **EARLY BIRD** \$350
- CAJM Member (after January 3) \$400
- Additional CAJM Staff or Board Member **EARLY BIRD** \$300
- Additional CAJM Staff or Board Member (after January 3) \$350
- Spouse / Partner / Guest of CAJM Member \$350
- Non-member \$450
- Full-time Student (includes 2011 CAJM membership) \$250  
(Please include a photocopy of your current student ID.)

### DAY RATE (PER DAY):

Please indicate day(s):

- Sunday  Monday  Tuesday
- CAJM Member/Additional Staff/Board Member \$175
- Spouse/Partner/Guest of CAJM Member \$175
- Non-member \$225
- CAJM Member Institutional Group Rate:** \$750+  
Quantity of One-Day Passes \_\_\_\_\_

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

### OPTIONAL PRE-CONFERENCE MUSEUM TOUR TO ELKINS PARK

- Includes bus transportation and light breakfast \$15

## CAJM Membership Fee:

The member rate for conference registration is only available to CAJM members that have paid their 2011 dues. *Institutional or Individual memberships must be paid at the time of registration.*

### INSTITUTIONAL MEMBERSHIP:

- Institutional budget below \$300,000 \$250
- Institutional budget \$300,000 – \$750,000 \$500
- Institutional budget \$750,000 – \$1.5 m. \$750
- Institutional budget \$1.5 m. and above \$1,000

### INDIVIDUAL MEMBERSHIP:

- For individuals not affiliated with a CAJM institution \$75

### STUDENT MEMBERSHIP:

- Fee of \$36 is included in the student conference registration fee

### AFFILIATE MEMBERSHIP:

- For organizations not eligible for Institutional Membership \$100

### BUSINESS PARTNER MEMBERSHIP:

- For commercial firms that serve the museum field \$250

## Payment Amounts:

Conference Fee Amount + \_\_\_\_\_  
Optional Pre-Conference Tour to Elkins Park + \_\_\_\_\_  
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.

Activities with limited capacity will be filled in order of receipt of registration. Advance registration also assures accurate catering and transportation arrangements.

Name \_\_\_\_\_

## SATURDAY, FEBRUARY 26

6:45–8:00 pm

- Optional Pre-Conference Welcome Reception at Rosenbach Museum & Library  
*Transportation on your own*

## SUNDAY, FEBRUARY 27

9:00–12:00 am

- Optional Pre-Conference Museum Tour to Beth Shalom Synagogue and Temple Judea Museum, Elkins Park  
*(Additional fee of \$15)*  
*Bus transportation and light breakfast provided*

12:00–1:30 pm

- Welcome Lunch at National Museum of American Jewish History

3:30–4:15 pm

*Concurrent Talking Circles*

The following affiliate stream discussion groups have limited capacity. Please indicate your first, second, and third choices.

- Curating and Collections
- Volunteering Time and Talent
- Raising Revenue
- Marketing to the Masses
- Planning Programs
- Teaching, Training, and Interpreting
- Running the Show
- Wearing Many Hats in Small Museums
- Consulting
- Donating the Dollars

7:00–9:00 pm

- Dinner at National Museum of American Jewish History

9:00 pm

- Young Professionals No-Host Get-Together

## MONDAY, FEBRUARY 28

8:00–9:30 am

- Museum Tour to National Constitution Center  
*Please indicate the workshop in which you wish to participate:*
  - Living News / Interactive Techniques
  - Engaging Visitors / Building Connections
  - Educational Programming / New Learning Technologies

12:45–2:00 pm

- Lunch and Town Hall Meeting at National Museum of American Jewish History

5:00–8:30 pm

- Programs and Dinner at Philadelphia Museum of Jewish Art  
*Bus transportation provided*

## TUESDAY, MARCH 1

8:30–10:30 am

- Museum Tour to Philadelphia Museum of Art  
*Bus transportation provided*

12:45–2:00 pm

- Lunch at National Museum of American Jewish History

## MENTORSHIP PROGRAM

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

- I would like to be a MENTOR for a colleague new to the field.  
My professional area of interest is \_\_\_\_\_

- I would like to be a MENTEE and be matched with an experienced colleague. My professional area of interest is \_\_\_\_\_

## ROOM SHARE

- I wish to share a hotel room with another conferee. (Interested registrants will be put in touch with each other to make arrangements.)

COUNCIL OF AMERICAN JEWISH MUSEUMS  
Center for Judaic Studies, University of Denver  
2000 East Asbury Avenue, Suite 157  
Denver, CO 80208

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## **Our Stories, Our Museums:**

NEW CHAPTERS FOR JEWISH CULTURE



# **Join us!**

February 27–March 1, 2010  
Philadelphia, Pennsylvania

# **CAJM**

2011 Annual Conference Registration