

OPEN SOURCE

JEWISH
MUSEUMS
+ COLLABORATIVE
CULTURE

SAN FRANCISCO **MARCH 8-10** 2015





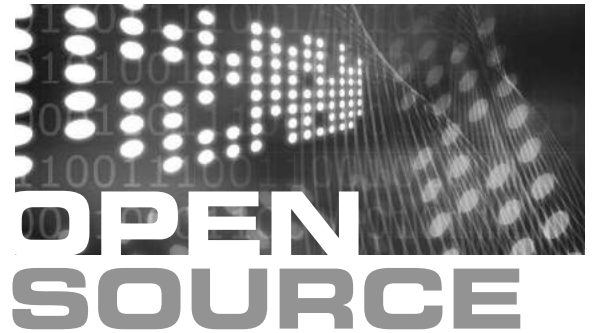
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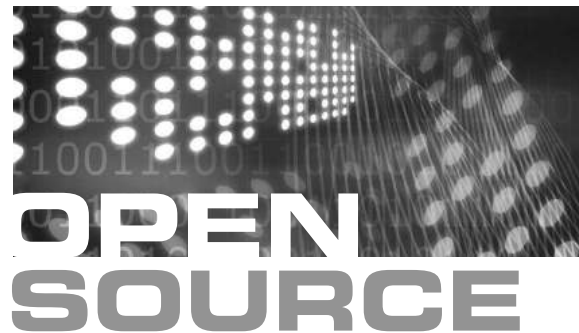
CAJM 

SAN FRANCISCO
MARCH 8-10 2015



PROVOCATIVE PANELS
NETWORKING
ROUNDTABLE
DISCUSSIONS
SPECIAL TOURS
TALKING CIRCLES
PERFORMANCES
VISITS TO
HISTORIC JEWISH
LANDMARKS
FRESH THINKING
AND SHARED
CONVERSATIONS
ARTISTS, SCHOLARS,
CULTURAL LEADERS

JEWISH MUSEUMS + COLLABORATIVE CULTURE



Welcome to San Francisco and to CAJM 2015. We are delighted to roll out this year's conference, at which artists, scholars, performers, community organizers, and cultural and philanthropic leaders from across the country have convened for sessions taking place at four outstanding museums. They will enrich our collective learning as we chart new ways to connect to community, remain relevant, and expand our impact in a rapidly changing environment.

The Bay Area is a national symbol and a harbinger of the future in such areas as technological innovation, demographic change, business, philanthropy, social media, and participatory culture. CAJM's 2015 conference explores how California's experiments in social, cultural, political, and economic realms can inform our thinking about today's museum practices, as well as possibilities for the future of our field. The Bay Area setting invites fresh thinking and shared conversations about the roles of Jewish museums in a hyper-connected and open-sourced world.

Formats include provocative panels, roundtable discussions, special tours, performances, and visits to fascinating San Francisco neighborhoods and historic Jewish landmarks. There will be plenty of time for peer networking, Talking Circles, and sampling of unique Bay Area cuisine.

In the spirit of our open-source theme, we invite your continued participation in our wiki-like social media platform. If you haven't visited already, you can find and explore it at <http://cajm4u.ning.com>. It will include up-to-date conference information and will serve as a forum for follow-up conversations after we all return home.

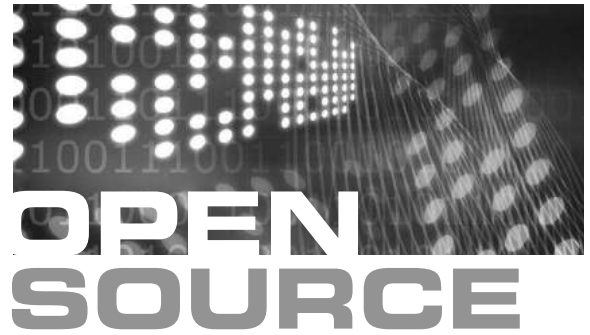
The 2015 CAJM conference has come together through the dedication and efforts of many individuals. Thanks to the Program Committee members who conferred with professionals both within and outside of the museum field to develop timely and thought-provoking sessions and to colleagues at Temple Emanu-El, SPUR Urban Center, the Goethe-Institut, and Alcatraz Island for hosting exciting optional activities. We are especially grateful to our colleagues at **The Contemporary Jewish Museum, the Magnes Collection of Jewish Art and Life at the University of California, Berkeley, the Oakland Museum of California, and the California Historical Society** for providing spectacular anchor meeting sites and helping us make the most of all the Bay Area has to offer.

Enjoy!

ANITA KASSOF AND MARSHA SEMMEL
Conference Co-Chairs

LORI STARR AND FRANCESCO SPAGNOLO
Conference Host Chairs

JEWISH MUSEUMS + COLLABORATIVE CULTURE



CONFERENCE CO-CHAIRS

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Marsha Semmel, *Independent Consultant and Noyce Leadership Institute*

CONFERENCE HOST CHAIRS

Lori Starr, *The Contemporary Jewish Museum*
Francesco Spagnolo, *The Magnes Collection of Jewish Art and Life*

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Fraidy Aber, *The Contemporary Jewish Museum*
Jo Ann Arnowitz, *Jewish Museum of Florida*
Daniel Belasco, *Samuel Dorsky Museum of Art*
Deborah Cardin, *Jewish Museum of Maryland*
Erin Curtis, *Skirball Cultural Center*
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Adam Hirshfelder, *California Historical Society*

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Barnet Kessel, *The Vilna Shul*
James Leventhal, *The Exploratorium*
Zachary Paul Levine, *Jewish Historical Society of Greater Washington*
Miryum Mochkin, *Jewish Community Federation and Friendship Circle SF*
Rachel Jarman Myers, *Institute of Southern Jewish Life*
Josh Perelman, *National Museum of American Jewish History*
Renee Rubin Ross, *Jim Joseph Foundation*
Raine Rude, *Jewish Heritage Museum, Reutlinger Community for Jewish Living*
Amy E. Waterman, *Council of American Jewish Museums*
Colin Weil, *The Jewish Museum*
Arielle Weininger, *Illinois Holocaust Museum and Education Center*
Melissa Martens Yaverbaum, *Council of American Jewish Museums*

2015 CAJM FELLOWS

Robin Axelrod, *Holocaust Memorial Center* (MI)

Hadas Binyamini, *Maltz Museum of Jewish Heritage* (OH)

Danielle Charlap, *Museum of Jewish Heritage—A Living Memorial to the Holocaust* (NY)

Yael Eytan, *National Museum of American Jewish History* (PA)

Timothy Frilingos, *William Breman Jewish Heritage Museum* (GA)

April Slobosheski, *Oregon Jewish Museum and Center for Holocaust Education* (OR)

CAJM BOARD OF DIRECTORS

Avi Decter, Chair, *History Now*

Deborah Cardin, Vice-Chair, *The Jewish Museum of Maryland*

Lynette Allen, Treasurer, *Independent Consultant*

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Jo Ann Arnowitz, *Jewish Museum of Florida*

Daniel Belasco, *Samuel Dorsky Museum of Art*

Zahava Doering, *Smithsonian Institution*

Wendi Furman, *Philadelphia Museum of Jewish Art*

Mira Goldfarb, *Neuberger Holocaust Education Centre*

Gabriel Goldstein, *Independent Consultant*

Rachel Jarman Myers, *Institute of Southern Jewish Life*

Zachary Paul Levine, *Jewish Historical Society of Greater Washington*

Josh Perelman, *National Museum of American Jewish History*

Marsha Semmel, *Independent Consultant and Noyce Leadership Institute*

Arielle Weininger, *Illinois Holocaust Museum and Education Center*

CAJM STAFF

Melissa Martens Yaverbaum, *Executive Director*

Amy E. Waterman, *Website Manager and Editor*

Mindy Humphrey, *Administrative Assistant*

MAIN OFFICE:

Council of American Jewish Museums

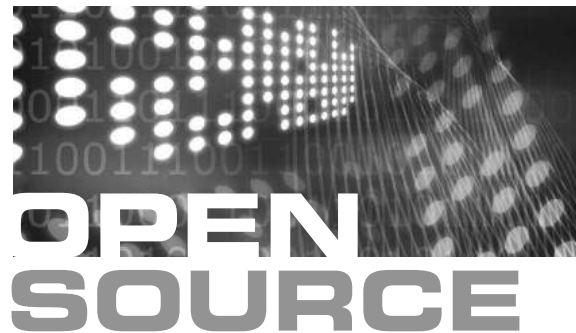
Museum of Jewish Heritage—A Living Memorial to the Holocaust
36 Battery Place
New York, NY 10280
(917) 815-5054
www.cajm.net
cajmexec@gmail.com

REMITTANCES:

Council of American Jewish Museums

P.O. Box 12025
Jackson, MS 39236-2025

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CAJM EXTENDS ITS GRATITUDE TO THE MANY FOUNDATIONS, INSTITUTIONS, AND INDIVIDUALS WHO ARE GENEROUSLY FUNDING CAJM'S 2015 ANNUAL CONFERENCE

GRANTORS, DONORS, AND SPONSORS:

The David Berg Foundation

Jim Joseph Foundation

The Contemporary Jewish Museum

The Joanne Marks Kauvar Fellowship &
Scholarship Fund

Rabbi Robert & Virginia Bayer Hirt

Koret Foundation

Koret Foundation, Tad Taube,
President Emeritus

Joseph and Rebecca Meyerhoff
Awards Committee

The Albert and Lillian Small Foundation
Albert H. Small

The Magnes Museum Foundation of the Jewish
Community Foundation of the East Bay

Rina Scott Cowan



HOSTS:

The Contemporary Jewish Museum

Lori Starr, Executive Director

Fraidy Aber, Director of Education and Public Programs

Janine Okmin, Associate Director of Education

Gravity Goldberg, Associate Director of Public Programs

Rachel Petru Smith, Facility Rental and Events Manager

Natalia Miller, Public Programs and Events Coordinator

Daniel Gray, Manager of IT and AV

Magnes Collection of Jewish Art and Life

Francesco Spagnolo, Curator

Julie Franklin, Registrar

Gary Handman, Public Services

Erik Nelson, Head of Administrative Services

Allyson Metzler, Administrative Assistant

Daniel Viragh, Post-doctoral Fellow in Jewish Studies

Congregation Emanu-el

Rabbi Beth J. Singer, Richard and Rhoda Goldman Senior Rabbi

Rabbi Jonathan Singer, Senior Rabbi

Rabbi Stephen S. Pearce, Richard and Rhoda Goldman Senior Rabbi Emeritus

Cantor Marsha Attie

SPUR Urban Center

Diane Filippi, Former Director

Gabriel Metcalf, President and CEO

Oakland Museum of California

Lori Fogarty, Executive Director and CEO

California Historical Society

Anthea Hartig, Executive Director

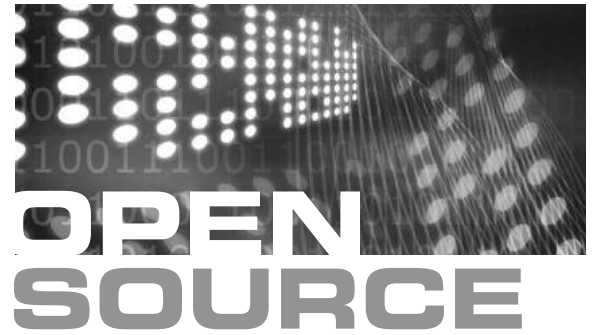
Adam Hirschfelder, Director of Strategic Initiatives

Goethe-Institut

Sabine Erlenwein, Director

Jacqueline Shelton-Miller, Exhibition Chair

JEWISH MUSEUMS + COLLABORATIVE CULTURE



SATURDAY MARCH 7

LOCATION:
7-9 PM

CONGREGATION EMANU-EL
Optional Pre-Conference Activity

A VISIT TO CONGREGATION EMANU-EL

Established in 1850, the largest Reform congregation in Northern California now occupies its third home, influenced by the Hagia Sophia in Istanbul. Senior Rabbi Jonathan Singer and Cantor Marsha Attie will host Havdalah and Senior Rabbi Emeritus Stephen S. Pearce will offer a behind-the-scenes look at the magnificent building. Afterwards, enjoy a light buffet supper at the home of Lori Starr, Executive Director of the Contemporary Jewish Museum.

SUNDAY MARCH 8

LOCATION:
9:30-11:30 AM

SPUR URBAN CENTER
Optional Pre-Conference Activity

JEWES AND THE MAKING OF SAN FRANCISCO

SPUR, a member-supported non-profit organization that promotes good planning and good government in the Bay Area, hosts a screening of *American Jerusalem: Jews and the Making of San Francisco*. Complementing the film, Diane Filippi, Former Director of the SPUR Urban Center, and filmmaker Jackie Krentzman will discuss the Jewish urban experience in San Francisco.

LOCATION:

THE CONTEMPORARY JEWISH MUSEUM

11:30 AM-12:45 PM

LUNCH AND REGISTRATION

12:45-1:45 PM

Opening Remarks and Participatory Plenary

OPEN SOURCE: BUILDING COMMON CAPITAL—TOGETHER

Session Chair: MARSHA SEMMEL, Independent Consultant and Noyce Leadership Institute
Presenter: NINA SIMON, Santa Cruz Museum of Art and History

Noted museum director, blogger, and innovator Simon will lead us in a welcoming participatory exercise to introduce the conference themes.

PROGRAM SCHEDULE

1:45-3 PM

Plenary

THE ANTICIPATORY MUSEUM: WHERE WE ARE AND WHERE WE ARE GOING

Session Chair: LORI STARR, The Contemporary Jewish Museum

Presenters: BARBARA KIRSHENBLATT-GIMBLETT, Tisch School of the Arts, NYU, and POLIN Museum of the History of Polish Jews; RABBI NOA KUSHNER, The Kitchen; HIL MOSS, LaPlacaCohen

This discussion of key trends in culture and demography asks how Jewish museums must change to anticipate societal transformation, with a special focus on the millennial and boomer generations and the minority/majority trends in America.

3-3:45 PM

Performance

THE CROOKED JADES

The Crooked Jades are on a mission to reinvent old-world music for a modern age, pushing boundaries and blurring categories with their fiery, soulful performances. Performing in the *Hardly Strictly Warren Hellman* exhibition, The Crooked Jades collective of West and East Coast pickers will fill the *Yud* gallery with their haunting ballads and driving dance tunes

3:45-4:30 PM

TALKING CIRCLES

Session Chairs: LYNETTE ALLEN, Independent Consultant, and DEBORAH CARDIN, Jewish Museum of Maryland

Designed to foster candid and open small-group discussions, Talking Circles allow us to explore a range of topics pertaining to the profession and encourage further thinking on preceding sessions and activities.

- Engaging artists, writers, and performers in museum programming
- Audience development and community involvement
- Strategic issues: CAJM and the future of Jewish museums
- Small museums and historic sites
- Innovation in Education: A Case Study
- Technology and new media
- Fundraising
- Collections issues

4:30-6:00 PM

CONCURRENT SESSIONS

Concurrent Session 1-A

TURNING OUTWARD

Session Chair: MARSHA SEMMEL, Independent Consultant and Noyce Leadership Institute
Presenters: DEBORAH ALVAREZ-RODRIGUEZ, East Bay Community Foundation and Seam Innovation; MARC DOLLINGER, San Francisco State University; TIM RITCHIE, The Tech Museum of Innovation; NINA SIMON, Santa Cruz Museum of Art and History

How do museums make a difference in their communities? Where do museum mission, content, and resources intersect with pressing community concerns? Distinguished Bay Area thinkers and practitioners will share perspectives, experience, imperatives, and challenges of 'turning outward' to foster social justice, bring about social change, and engage the community beyond the museum walls.

Concurrent Session 1-B

ENGAGING COMMUNITY: STORYTELLING IN MUSEUMS

Session Chair: RACHEL JARMAN MYERS, Institute of Southern Jewish Life
Presenters: LAURA CALLEN, Adoption Museum Project; JOE LAMBERT, Center for Digital Storytelling; ELANA SAMUELS, Museum of Tolerance

Telling stories is an integral part of museum exhibitions and programming but, in the spirit of engaging visitor participation, how can museums serve as spaces for story *sharing*? How can we inspire visitors to contribute stories of their own? The session will model storytelling techniques applied in museums, showcase innovative digital storytelling projects, and question how best to curate and utilize collected visitor stories.

Concurrent Session 1-C

TOO OPEN? PERKS AND PITFALLS OF THE PARTICIPATORY EXPERIENCE

Session Chair: HELENA GINDI, YIVO Institute for Jewish Research
Presenters: BEN GARCIA, San Diego Museum of Man; KATHLEEN McLEAN, Independent Exhibitions; LOUISE PUBOLS, Oakland Museum of California

From co-created exhibitions to Twitter art campaigns, new forms of museum participation have taken the field by storm. In some cases, participatory culture has redefined institutions. But is the trend resulting in meaningful experiences or superficial ones? Panelists discuss the origins of participation in museums and help us rethink our goals and relationships to the participatory museum.

6:00-8:00 PM

OPENING COCKTAIL RECEPTION AT THE CJM

8-10 PM

Optional After Hours On-Your-Own Meet-Up for Young Professionals at NOVELA, a literary-themed cocktail lounge.

MONDAY MARCH 9

8:20 AM **DEPART SAN FRANCISCO FOR BERKELEY**

LOCATION: THE MAGNES COLLECTION OF JEWISH ART AND LIFE

9:15-11:30 AM Tour and Plenary

MODERN FOOD RITUALS: FROM THE COMMUNAL TABLE TO THE GLOBAL TASTING ROOM

Session Chair: FRANCESCO SPAGNOLO, The Magnes Collection of Jewish Art and Life
 Presenters: JOHN EFRON, Department of History, UC Berkeley; SUE FISHKOFF, Author and Editor, *j. the Jewish News Weekly of Northern California*; DAVID GARDELLA, JCC San Francisco; INDIA MANDELKERN, Department of History, UC Berkeley; KATHLEEN MORAN, American Studies, UC Berkeley; ARIELA RONAY-JINICH, Urban Adamah

Inspired by The Magnes exhibition *Gourmet Ghettos: Modern Food Rituals*, UC Berkeley scholars and Bay Area authors, artists, and food activists animate a roundtable discussion on religious and secular food rituals, the ways they engage with growing public interest in ecology, food security, and social justice, and the role of museums and exhibitions in facilitating collaboration between academic research and social engagement.

11:30 AM-NOON **BRUNCH**

NOON **DEPART BERKELEY FOR OAKLAND**

LOCATION: OAKLAND MUSEUM OF CALIFORNIA (OMCA)

12:45-1:30 PM **SELF-GUIDED EXHIBITION TOUR**

Conference-goers will have an opportunity to visit OMCA's core exhibitions.

1:30-2 PM Refreshment Break

2-3 PM **TALKING CIRCLES**

Session Chairs: LYNETTE ALLEN, Independent Consultant, and DEBORAH CARDIN, Jewish Museum of Maryland

Designed to foster candid and open small-group discussions, Talking Circles allow us to explore a range of topics pertaining to the profession and encourage further thinking on preceding sessions and activities.

- Exhibition critique: OMCA's core exhibitions
- Audience development and community involvement
- Strategic issues: CAJM and the future of Jewish museums
- Small museums and historic sites

- Education
- Technology and new media
- Fundraising
- Collections issues

3-4:30 PM

CONCURRENT SESSIONS

Concurrent Session 2-A

GETTING TO THE CORE: OPTIONS AND MODELS

Session Chair: AVI DECTER, History Now

Presenters: RUTH BEESCH, The Jewish Museum; LORI FOGARTY, Oakland Museum of California; JUDY MARGLES, Oregon Jewish Museum and Center for Holocaust Education; JUDITH ROSENBAUM, Jewish Women's Archive

Informed by the Oakland Museum of California's core exhibition, this session will analyze the significance, value, and costs of developing a core program as it relates to institutional identity, audience expectations, demonstration of value, and change over time.

Concurrent Session 2-B

WHO'S INVITED? INCLUSION/EXCLUSION IN OUR INSTITUTIONS

Session Chairs: MELISSA MARTENS YAVERBAUM, Council of American Jewish Museums, and SAMIRA MEHTA, Museum of Jewish Heritage—A Living Memorial to the Holocaust

Presenters: TOBIN BELZER, Taube Center for Jewish Studies, Stanford University; SAMIRA MEHTA, Museum of Jewish Heritage—A Living Memorial to the Holocaust; LISA SASAKI, Oakland Museum of California

This session will explore ways in which our organizations can better understand and include important audiences. Hearing from researchers and practitioners, we will think about the data and strategies behind new audience engagement, and consider how our institutions can address the past while embracing new communities – recognizing that doing so may mean reimagining our basic building blocks and messages.

Concurrent Session 2-C

IN FOCUS: AN OPEN CONVERSATION

Session Chair: ALLA EFIMOVA, KunstWorks

Presenters: AMY BERK, artist; JONATHON KEATS, artist/writer; NAOMIE KREMER, artist

A moderated discussion among artists offers new ways of engaging with contemporary creativity and sheds light on the opportunities presented by opening collections to outside interpretation. Topics will include the value of experimentation, the need for institutional infrastructure, staff readiness to engage with artists, and the risks of sharing access and interpretation with artists.

4:30 PM

DEPART OAKLAND FOR SAN FRANCISCO

LOCATION: CALIFORNIA HISTORICAL SOCIETY

5:15-7 PM **EXHIBITION TOUR AND RECEPTION**

ANTHEA HARTIG, Executive Director of the California Historical Society, provides an overview of two related exhibitions celebrating the centennial anniversary of the Panama Pacific International Exposition. The exposition was a critical event that shaped the San Francisco we know today – a city undaunted by tragedy, audaciously innovative, and rising to meet the challenges of the day.

7-9 PM **OPTIONAL INTEREST-GROUP MEET-UPS AT SELECTED EATERIES**

San Francisco is a foodie heaven and one of the world’s culinary capitals. Its inventive chefs were early proponents of the farm-to-table ideal that changed the way America eats. We will make reservations for small group dinners at great restaurants all over the city. Commune with colleagues at spots such as Millenium in Lower Nob Hill, Rosa Pistola in North Beach, or the Slanted Door in the Embarcadero.

TUESDAY MARCH 10

LOCATION: THE CONTEMPORARY JEWISH MUSEUM

8:30-10 AM **CONCURRENT SESSIONS**

Concurrent Session 3-A

COHORTS AND (TEMPORARY) COHABITATION: NEW OUTREACH STRATEGIES FOR A NEW MARKETPLACE

Session Chair: COLIN WEIL, The Jewish Museum
 Presenters: SUSAN BRONSON, Yiddish Book Center/TENT; GRAVITY GOLDBERG, The Contemporary Jewish Museum; MEG NAPOLI, California Academy of Sciences/HIVE; TANYA SCHEVITZ, Reboot

Looking further at ideas touched on in Monday’s “Who’s Invited” session, this panel asks how, without changing mission or exceeding budget, Jewish museums can repackage their offerings in ways relevant to new audiences. Speakers represent organizations that have broken through the brand-misperception challenge without multi-million-dollar promotional campaigns and ones that have used effective social media strategies to bridge groups that had not realized they were looking for each other.

Concurrent Session 3-B

TECHNOLOGY AND MISSION

Session Chair: JOSH PERELMAN, National Museum of American Jewish History
 Presenters: NIK HONEYSETT, Balboa Park Online Collaborative; PACO LINK, Metropolitan Museum of Art; LAURA MANN, Frankly, Green & Webb; KEIR WINESMITH, San Francisco Museum of Modern Art

It's no secret that new technologies are transforming museum practice and impacting how cultural institutions achieve their missions. This roundtable discussion weighs the pros and cons of deploying technology (mobile, environmental, installation, gaming, etc.), considers the border between innovation and fetish, and suggests the integral role new media can play in sustaining organizations, fulfilling mission, and engaging audiences.

Concurrent Session 3-C

WEARING MANY HATS

Session Chair: WENDI FURMAN, Philadelphia Museum of Jewish Art

Presenters: JOANNE GREENE, Center for Jewish Peoplehood, Osher Marin JCC; BARNET KESSEL, The Vilna Shul; LISA KRANSELER, Jewish Historical Society of Washington State; RITA ROSEN POLEY, Temple Judea Museum

Working in a small museum setting often requires versatility and agility to fill multiple roles. This session will explore how working on a small scale provides exceptional opportunities for collaboration, creativity, and stakeholder engagement. Audience members will leave with positive, practical takeaways to apply when they return to their home institutions.

10:15-11:45 AM

Concurrent Session 4-A

MEASURING IMPACT: NEW DIRECTIONS IN PHILANTHROPY

Session Chair: JAMES LEVENTHAL, The Exploratorium

Presenters: LUCY BERNHOLZ, Center on Philanthropy and Civil Society, Stanford University; CHARLES "CHIP" EDELSBERG, Jim Joseph Foundation

This session explores the changing environment for philanthropy, influenced by an increased focus on community-wide results, broader social impact, and new technologies. What are the implications of these changing funder expectations on the work of all museums, including Jewish museums?

Concurrent Session 4-B

THE FUTURE OF HOLOCAUST EDUCATION

Session Chair: ARIELLE WEININGER, Illinois Holocaust Museum and Education Center

Moderator: JACK WEINSTEIN, Facing History and Ourselves

Presenters: MICHAEL J. ABRAMOWITZ, National Institute for Holocaust Education, USHMM; STEPHEN D. SMITH, Shoah Foundation Institute for Visual History and Education

This moderated discussion considers how Holocaust interpretation and education are evolving in a changing landscape, and asks how Holocaust museums and institutions can ensure that they remain relevant and meet the needs of diverse audiences.

Concurrent Session 4-C

BRAINSTORM: GROWING THE PROFESSION

Session Chair: ZACHARY PAUL LEVINE, Jewish Historical Society of Greater Washington

Presenters: JONI BLINDERMAN, The Covenant Foundation; JENNA WEISSMAN JOSELIT, George Washington University; MARJORIE SCHWARZER, University of San Francisco; MARIAH SHEVCHUK, Independent Museum Educator

How will Jewish museum professionals accommodate their practices to the Jewish cultural field of the 21st century, and how will their institutions help them do so? This panel will feature a discussion and brainstorming session with Jewish-museum thinkers, teachers in the Jewish cultural field, and museum professionals at the start of their careers.

NOON-1:00 PM

LUNCH AND TOWN HALL MEETING

LOCATION:

GOETHE-INSTITUT

2-3 PM

OPTIONAL POST-CONFERENCE EXHIBITION TOUR

Lost Stories, Found Images: Portraits of Jews in Wartime Amsterdam by Annemie Wolff
Simon Kool, the exhibition curator from The Netherlands, will be present to discuss these photographs. A Project of the San Francisco Jewish Community Federation in partnership with the Goethe Institut, SF and the Stichting Wolff, Amsterdam

LOCATION:

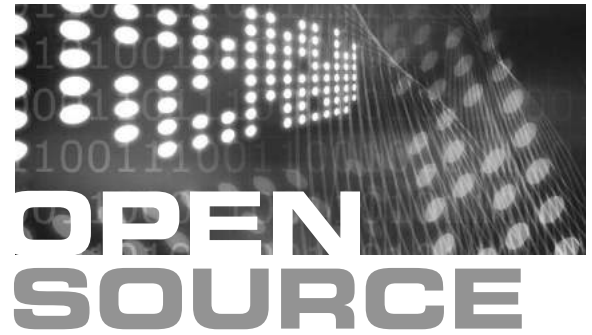
ALCATRAZ ISLAND

1:30-6 PM

OPTIONAL POST-CONFERENCE EXCURSION TO ALCATRAZ

Take a ferry ride to the former Federal prison on Alcatraz Island, tour the site, and experience *@Large*, a multimedia installation on themes of freedom and confinement created by Chinese dissident artist Ai Weiwei. Return to San Francisco Pier 33 by 6 PM. (Advance registration was required for this activity.)

CONFERENCE LOCATIONS



SAN FRANCISCO MARRIOTT MARQUIS

780 Mission Street
San Francisco, CA 94103
415-896-1600

THE CONTEMPORARY JEWISH MUSEUM

736 Mission Street
San Francisco, CA 94103
415-655-7800

MAGNES COLLECTION OF JEWISH ART AND LIFE

2121 Allston Way
Berkeley, CA 94720
510-643-2526

OAKLAND MUSEUM OF CALIFORNIA

1000 Oak Street
Oakland, California 94607
510-318-8400

CALIFORNIA HISTORICAL SOCIETY

678 Mission Street
San Francisco, CA 94105
415-357-1848

CONGREGATION EMANU-EL

2 Lake Street
San Francisco, CA 94118
415-751-2535

SPUR URBAN CENTER

654 Mission Street
San Francisco, CA 94105-4015
415-781-8726

NOVELA

662 Mission Street
San Francisco, CA 94105
415-896-6500

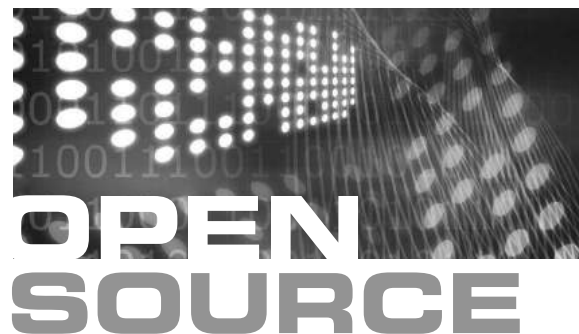
GOETHE-INSTITUT

530 Bush Street, 2nd Floor
San Francisco, CA 94108
415-263-8760

ALCATRAZ ISLAND

U.S. National Park Service
Ferry at San Francisco Pier 33
415-561-4900

CONFERENCE PRESENTERS



MICHAEL J. ABRAMOWITZ directs the U.S. Holocaust Memorial Museum’s National Institute for Holocaust Education, which oversees the Museum’s exhibitions, educational and training programs, development of resources, and digital outreach. Prior to that, he directed the Museum’s Center for the Prevention of Genocide, which educates the public and policymakers about genocide and related crimes against humanity and seeks international action to prevent such crimes from occurring. Earlier, Abramowitz worked as a reporter and editor for *The Washington Post*. He was a media fellow at the Hoover Institution at Stanford University and a non-resident fellow of the German Marshall Fund.

LYNETTE ALLEN works as an independent consultant based in Seattle. As the Founding Executive Director of the San Diego Center for Jewish Culture, she oversaw the development of a multi-disciplinary program that served as the impetus for the building of the arts and culture facility at the Lawrence Family JCC. She was Program Director for the Institute of Southern Jewish Life in its nascent years, creating an innovative delivery system for Jewish cultural programming throughout underserved areas in the Southern Region. She serves on the Board of the Council of American Jewish Museums.

DEBORAH ALVAREZ-RODRIGUEZ has helped transform numerous organizations, blending the power of philanthropy, business, and environmental sustainability. In 2013 she founded Seam Innovation, a strategic advising practice serving boundary-spanning leaders and enterprises. She was Interim CEO of the East Bay Community Foundation and served on its Board for nine years. She was the President & CEO of Goodwill Industries of San Francisco, San Mateo and Marin for nine years. With Kamala Harris, she created the nationally recognized program Back on Track, a restorative justice initiative for adjudicated young adults. She has received the Governor’s Environmental Business Innovation Award and Bank of America’s “Neighborhood Heroes Award”; the San Francisco Business Times’ “Most Admired CEO” title and “100 Most Influential Women Award” seven times; and the Maestro Leadership Award in Philanthropy from *Latino Leaders Magazine*. Her 2012 TED Talk on the Revalue Economy has been widely reviewed and downloaded. Alvarez-Rodriguez currently serves on the Board of The Harwood Institute, is Co-Chair of Rise Together (a roadmap to cut poverty in half in the Bay Area), and is Chair of the Innovation Committee for the employee-owned company Recology. She is currently working towards a Masters in Divinity at the Pacific School of Religion.

CANTOR MARSHA ATTIE has been serving Congregation Emanu-El since 1998. She is a composer and recording artist who works individually and collaborates with others. She is also a treasured songleader and spends some time every summer at Jewish camps, returning to her roots as a camp songleader.

RUTH K. BEESCH has been Deputy Director, Program Administration at the Jewish Museum since 1997, managing education programs, collections, and ground breaking exhibitions such as *Entertaining America: Jews, Movies and Broadcasting*; *Mirroring Evil: Nazi Imagery/Contemporary Art*; *Modigliani: Beyond the Myth*; and *Action/Abstraction: Pollock, de Kooning and American Art*. Beesch supervised 2001 and 2003 renovations of the Museum’s permanent

exhibition *Culture and Continuity: The Jewish Journey* and in 2006 she curated *Alex Katz Paints Ada*. Beesch is a member of ArtTable, the American Alliance of Museums (which awarded her an Outstanding Peer Reviewer Award in 2008), and serves on the AAM's Accreditation Visiting Committee.

TOBIN BELZER is a sociologist of American Jewry. She is currently Visiting Scholar at the Taube Center for Jewish Studies at Stanford University and has been Research Associate at the Center for Religion and Civic Culture at the University of Southern California since 2004. Her research and program evaluations have focused on Jewish identity, gender, organizational culture, teens and emerging adults, children with special needs, Jewish/Muslim relations, Jewish education, and congregational studies. Belzer has worked with numerous organizations and foundations, including the Lilly Endowment, the Jim Joseph Foundation, the Charles and Lynn Schusterman Family Foundation, The John Templeton Foundation, and the Covenant Foundation. She earned her Ph.D. in Sociology and her Master's degree in Women's Studies from Brandeis University.

AMY BERK was born in Brooklyn, NY and received an MFA at the San Francisco Art Institute, where she currently teaches. An interdisciplinary artist, activist, and writer, Berk has been for more than decade a co-publisher of *Stretcher*, an online magazine of Bay Area art and culture.

LUCY BERNHOLZ is a self-described "philanthropy wonk," trying to understand how we create, fund, and distribute shared social goods in the digital age – "the future of good." She writes extensively on philanthropy, technology, information, and policy on her blog, philanthropy2173.com. Fast Company has identified the site as one of its "Best Blogs," and the *Huffington Post* has named her a "game changer" for her ideas on the future of philanthropy. She is a visiting scholar at the Stanford University Center on Philanthropy and Civil Society, where she is helping to launch the Digital Civil Society Lab, and a Visiting Scholar at The David and Lucile Packard Foundation. Also a Fellow with the Hybrid Reality Institute and former Fellow of the New America Foundation, she serves on advisory boards to several national and international philanthropy programs and research centers, and is a frequent conference speaker and media source, quoted in the *New York Times*, *Wall Street Journal*, *The Economic Times of India*, and on NPR. Her publications include *Creating Philanthropic Capital Markets: The Deliberate Evolution*. She received her Ph.D. from Stanford University.

JONI BLINDERMAN has been the Associate Director of the Covenant Foundation since 2006. Prior to taking this position, she was the Director of Program Planning and Development at the William Davidson Graduate School of Jewish Education at The Jewish Theological Seminary. Joni spent eight years at The Museum of Jewish Heritage as the Director of the *Video History Project of Holocaust Survivors, Witnesses and Liberators*. Segments of these interviews are displayed throughout the Museum's galleries. While there, Joni also conceived and organized the *Gallery Educators* training program as well as a variety of education programs for school age children. Joni's areas of interest include: Jewish early childhood education, family education, project based learning, the use of digital media and technology in educational environments, and the arts. Joni earned her M.A. in Jewish Professional Leadership at Brandeis University.

SUSAN BRONSON serves as Executive Director of the Yiddish Book Center in Amherst, MA. She holds a Ph.D. in Russian History and Jewish History from the University of Michigan and has worked in non-profit culture and higher education for more than twenty years. Bronson served as Program Director at the Social Science Research Council in New York; Director of Planning and Development for Shakespeare & Company in Lenox, MA; and Interim Director of the Berkshire Museum in Pittsfield, MA. She has consulted to museums, theater companies, and foundations, including the U.S. Holocaust Memorial Museum, the Carnegie Corporation, the Kennan Institute, the Berkshire Theater Festival, and the Stamford Museum & Nature Center.

LAURA CALLEN is the Founder/Director of the Adoption Museum Project. This emerging organization imagines a museum that explores the topic of adoption – and helps to create social change. A first exhibition about birth mother stories was held in 2013. A narrative playscape for children is in development. An exhibition about *Operation Babylift*,

co-curated with the Presidio Trust, will open in the Presidio in April 2015. Prior to founding the Adoption Museum Project, she spent 14 years as a communications professional. Callen is an adopted person.

DEBORAH CARDIN has worked at the Jewish Museum of Maryland for more than fourteen years and is currently the Museum's Deputy Director for Programs and Development. She is also involved in long-range and strategic planning. She worked for ten years as the Museum's Director of Education where she oversaw many successful educational initiatives. Cardin has worked in museum education and visitor services at the Smart Museum in Chicago, the Contemporary Arts Center in Cincinnati, and Port Discovery, the Children's Museum in Baltimore. Cardin is Vice-Chair of the Board of the Council of American Jewish Museums and has served as Co-Chair of the organization's annual conference. She also serves as a Board member of the Maryland Association of Museums and is a member of the Maryland Social Studies Advisory Council, which advocates on behalf of improving social studies instruction in Maryland schools.

THE CROOKED JADES are known for their rare and obscure repertoire, beautiful original compositions, inspired arrangements, and eclectic, often vintage instrumentation. The group began with band leader/founder Jeff Kazor's vision to revive the dark and hypnotic sounds of pre-radio music. With this old-time foundation, the band has created a unique sound by exploring the roots of Americana and interweaving the diverse musical influences of Europe and Africa. Filtering these old-world sounds with universal and ancient themes through a post-9/11 lens, they seek to make sense of the future. This collective of West and East Coast pickers performs with a thrilling energy. With six critically acclaimed CD's, they have been compared to The New Lost City Ramblers, The Pogues, Gillian Welch, Nick Cave, and Tom Waits.

AVI DECTER is the managing partner of History Now. Previously he served as director of the Jewish Museum of Maryland and the Museum of American Jewish History. Decter was the interpretive planner for core exhibits at both the U.S. Holocaust Memorial Museum and The Jewish Museum in New York. He has consulted on new museums ranging from the Louisville Slugger Museum to the National Civil War Museum. For 25 years he was a senior advisor to the National Foundation for Jewish Culture, where he organized the Jewish Documentary Film Fund. In 1977, Decter was a co-founder of the Council of American Jewish Museums and currently serves as Chair of the CAJM Board.

MARC DOLLINGER holds the Richard and Rhoda Goldman Endowed Chair in Jewish Studies and Social Responsibility at San Francisco State University. He has served as research fellow at Princeton University's Center for the Study of Religion as well as the Andrew W. Mellon Post-doctoral Fellow and Lecturer in the Humanities at Bryn Mawr College, where he coordinated the program in Jewish Studies. Dollinger is author of *Quest For Inclusion: Jews and Liberalism In Modern America*, published by Princeton University Press; *California Jews*, co-edited with Ava Kahn; and *American Jewish History: A Primary Source Reader*, both published by Brandeis University Press. He holds a Ph.D. and Master's degree in History from UCLA.

CHARLES "CHIP" EDELSBERG is the founding Executive Director of the Jim Joseph Foundation. Previously, he served as Director of Endowments and Vice President for the Jewish Community Federation of Cleveland, where he provided leadership for \$750 million of grantmaking in his tenure there. He was also Executive Director of the historic Temple Tifereth Congregation. Edelsberg's Ph.D. in Humanities Education was conferred by the Ohio State University. Beginning his career as a teacher and educational administrator, he served as Superintendent of Oberlin (Ohio) Schools from 1990-1993; and he received numerous teaching and administrative awards, among them being selected as one of the country's top 100 educators by the American Association of School Administrators. Edelsberg has served on a number of Boards and Advisory Committees in the Jewish community, including the Jewish Funders Network and Jewish Communal Service Association of North America. Edelsberg currently serves on the Boards for the iCenter, Partnership for Excellence in Jewish Education, and the Consortium for Applied Studies in Jewish Education. He writes widely on such topics as relational philanthropy, effective grantmaking, approaches to building the field of Jewish education, and educational leadership.

ALLA EFIMOVA, an art historian and curator, is a founder and principal of KunstWorks, a firm that offers a comprehensive set of strategy and consulting services for artists, collectors, and their families. In her former position as Director of The Magnes Collection of Jewish Art and Life, she ensured the future of one of the premier Jewish art collections in the world by overseeing its affiliation with the University of California, Berkeley, designing a state-of-the-art new building, and authoring a catalog of its treasures, published by Skira Rizzoli in 2014. Efimova was a curator and lecturer at Berkeley Art Museum/Pacific Film Archive, UC Santa Cruz, and UC Irvine, and was awarded a curatorial fellowship from The Getty Research Institute. A native of St. Petersburg, Russia, Efimova received her Ph.D. from the University of Rochester. She has published numerous scholarly and critical articles, books, and exhibition catalogs on modern and contemporary art.

JOHN EFRON is Koret Professor of History at UC Berkeley, a position he has held since 2002. A native of Melbourne, Australia, and raised in a Yiddish-speaking home, he earned his Ph.D. at Columbia University in 1991. Efron specializes in the cultural and social history of German Jewry, focusing on medicine, anthropology, and anti-Semitism. He has also written on Jewish political and popular culture in Central Europe; Yiddish political satire in Poland and Israel; and the role of sport in the modern Jewish experience. His books include *Defenders of the Race: Jewish Doctors and Race Science in Fin-de-Siècle Europe* (1994); *Jewish History and Jewish Memory* (co-edited with Elisheva Carlebach and David Myers, 1998); *Medicine and the German Jews: A History* (2001); *The Jews: A History* (with Matthias Lehmann and Steven Weitzman, 2009 and 2013); and the forthcoming *Sephardic Aesthetics and the Ashkenazic Imagination: German Jewry in the Age of Emancipation*.

DIANE FILIPPI was Director of the SPUR (San Francisco Planning and Urban Research Association) Urban Design Center from 2001 to 2014. She guided SPUR's effort to build a new facility in the heart of downtown San Francisco (including a successful \$14 million capital campaign), expanding the organization's reach into the community, region, state, and country. Prior to joining SPUR, Filippi was a founding partner and managing partner of SMWM, the largest women-owned and operated architectural and urban planning firm in San Francisco. Filippi has served on several non-profit boards; she was the chair of the San Francisco Friends of the Library, the board of directors of the State of California Friends of the Library in Sacramento, and Libraries for the Future based in New York. She also chaired the campaign to "Keep Libraries Alive," which raised more than \$300,000,000 for San Francisco libraries, kept libraries open six days a week, and tripled the book budget. She is also chair of the board of directors of Rail-volution, a national transportation and livable community organization. Filippi is a permanent member of San Francisco Most Influential Women Hall of Fame.

SUE FISHKOFF is an award-winning journalist and the editor of *j. Weekly*, which covers Jewish news in Northern California. Between 1991-1997, she was a staff writer for the *Jerusalem Post*, and for four years served as the paper's New York Bureau Chief. *The New York Times* praised her intellectual curiosity and "tenacious reporting" in her first book, *The Rebbe's Army: Inside the World of Chabad-Lubavitch* (2003) which "brought the scattered shlichim indelibly together on the page." Her second book, *Kosher Nation: Why More and More of America's Food Answers to a Higher Authority* (2010), has been lauded as a "fascinating tale of how the instruments of modernity often enlarge rather than diminish the parameters of religious experience." Fishkoff's work has also appeared in the *New York Times*, the *Huffington Post*, *Hadassah Magazine*, and the *London Jewish Chronicle*.

LORI FOGARTY is the Director and CEO of the Oakland Museum of California, a position she assumed in March 2006. Fogarty has led the Museum's \$63 million capital campaign and building renovation and gallery reinstatement project, which included the reinstatement of 90,000 square feet of core collection gallery space, as well as the first major enhancement to the Museum's landmark building. Prior to her current position, Fogarty was executive director of the Bay Area Discovery Museum, a children's museum in Sausalito (2001-2006) and senior deputy director of the San Francisco Museum of Modern Art (SFMOMA), serving in various capacities at that institution for 12 years.

WENDI FURMAN is the Director of Exhibitions and Curator of the Philadelphia Museum of Jewish Art in Philadelphia, PA. The PMJA has, since 1976, showcased contemporary art that illuminates the Jewish experience

within historic Congregation Rodeph Shalom. Prior to becoming Director of the PMJA, Furman taught the History of Art, Architecture, and Interior Design in the School of Architecture at Philadelphia University. She began her career as a professional and fine art photographer. She received her B.A. in Fine Arts from Ramapo College and her M.A. in Art History from the University of Pennsylvania. She is a member of several professional organizations, serves on the Board of Directors of the Council of American Jewish Museums, and is on the Advisory Board of the Jewish Art Salon.

BEN GARCIA is Acting Deputy Director at the San Diego Museum of Man where he oversees exhibits, programs, and collections. He serves as Pacific Region Director for the National Art Education Association's museum division and is an advisor to the Adoption Museum Project. Prior museum experience includes three years as Head of Interpretation at the Phoebe A. Hearst Museum of Anthropology and administrative roles in the education departments of the J. Paul Getty Museum and Skirball Cultural Center. Garcia's publications and presentations focus on the public value of museums and their role as places of positive social change.

DAVID GARDELLA is an urban agriculture expert at the Jewish Community Center of San Francisco, where he runs workshops on all phases of creating and enjoying an edible garden, from composting and plant care to harvesting and preserving. Gardella is passionate about the ways that local produce, Jewish values, history and caring for the environment intertwine. He is also the current President of the Mycological Society of San Francisco, a non-profit dedicated to promoting the understanding and enjoyment of mushrooms and other fungi, preserving mycological habitats, and maintaining the rights of the general public to collect mushrooms for study and recreational purposes on public lands.

GRAVITY GOLDBERG is the Associate Director of Public Programs at The Contemporary Jewish Museum in San Francisco. Since joining The CJM in 2011, she has developed signature events such as Night at the Jewseum that have significantly increased young adult attendance, as well as strong community partnerships through programs such as The Allen Ginsberg Festival and UnderCover Presents. Having worked with the Litquake Literary Festival for many years, Goldberg currently serves on its Advisory Board. She is also the founder of *Instant City: A Literary Exploration of San Francisco*.

JOANNE GREENE serves as the Director for Jewish Engagement at the Osher Marin JCC. She oversees the Center for Jewish Peoplehood which presents a wide range of programming on Jewish life, culture, and history to thousands of Jewish and non-Jewish people each year. Part of her responsibility includes developing, curating, and managing four to five art exhibits annually. Prior to working at the JCC, Greene was an audio and video producer, radio news anchor, and talk show host.

ANTHEA HARTIG, a third-generation Californian, has been Executive Director and CEO of the California Historical Society for the past four years. Prior to that, Hartig directed the Western Office of the National Trust for Historic Preservation, serving the six continental far western states along with Hawai'i, Alaska, and the Pacific Island Territories of Guam and Micronesia. She taught history and cultural studies at La Sierra University in Riverside and graduate courses in historic preservation at the University of California, Riverside from which she holds a Ph.D. and Master's degree. Hartig served as a municipal preservation planner for more than a decade, and owned a cultural resources consulting firm. She has served on many local, statewide, and national history-related non-profit foundations' Boards, including the California Preservation Foundation and the California Council for the Promotion of History, and has published in both academic and professional journals. A former Chairperson of the State Historical Resources Commission, Hartig was honored as California Preservationist of the Year in 2011.

NIK HONEYSETT is CEO of the Balboa Park Online Collaborative, a non-profit technology consultancy that provides support, development, and strategy for the museums in Balboa Park, San Diego, and beyond. Previously, he was Head of Administration for the J. Paul Getty Museum in Los Angeles, administering at the Museum's two campuses in Brentwood and Malibu. Formerly, Honeysett led the Getty's Web Group and, before moving to Los Angeles, he

was Head of Production at Cogapp, a UK-based consultancy specializing in interactive and online multimedia for the cultural sector in Europe and the USA. He currently sits on the Board of the American Alliance of Museums and teaches a course on the culture and management of museum technology through Johns Hopkins' Museum Studies Masters Program.

JENNA WEISSMAN JOSELIT is Charles E. Smith Professor of Judaic Studies and Professor of History at George Washington University, where she recently launched two MA programs – one in Jewish Cultural Arts and another in Experiential Education and Jewish Cultural Arts – to train the next generation of Jewish arts and culture professionals. Specializing in the history and culture of America's Jews and in U.S. cultural history from the late 19th century through the 1950s, her books include *The Wonders of America: Reinventing Jewish Culture, 1880-1950*, which received the National Jewish Book Award in History, and *A Perfect Fit: Clothes, Character, and the Promise of America*. A frequent contributor to *The Forward*, *The New Republic*, and *Tablet*, she is currently at work on a book about America's embrace of the Ten Commandments. She was founding member of NYU's Working Group on Jews, Media and Religion; a Senior Fellow at Princeton University's Center for the Study of American Religion; a fellow at Yale University's Center for Art and Material Culture and the University of Pennsylvania's Center for Judaic Studies; and a Distinguished Visiting Scholar at the John W. Kluge Center of the Library of Congress.

ANITA KASSOF is the Executive Director of the Baltimore Museum of Industry. Previously, she served as the Deputy Director of the Museum of Jewish Heritage—A Living Memorial to the Holocaust in New York City and the Associate Director of the Jewish Museum of Maryland. She was on the founding staff of the United States Holocaust Memorial Museum, where she co-curated *Assignment Rescue, the Story of Varian Fry and the Emergency Rescue Committee*. Her other original exhibitions include *Against the Odds: American Jews and the Rescue of Europe's Refugees, 1933-1941*; *The Synagogue Speaks*; *Voices of Lombard Street: A Century of Change in East Baltimore*; and *Lives Lost, Lives Found: Baltimore's German Jewish Refugees, 1933-1945*. She has authored a wide variety of publications and articles including *Lights & Shadows*, a memoir of Holocaust refugee Arnold Fleischmann; *Ten Years: Remembrance. Education. Hope* for Holocaust Museum Houston; and *The Synagogue Speaks*, a children's book. Kassof serves on the Board of the Council of American Jewish Museums and co-chaired the organization's 2013 and 2015 conferences.

JONATHON KEATS is a widely exhibited conceptual and performance artist, as well as a novelist, essayist, and journalist. Award-winning author of three novels and four books of essays, he is the art critic for *San Francisco* magazine, a columnist for *Wired* magazine and *Artweek*, and a correspondent for *Art & Auction* and *Art & Antiques*.

BARNET KESSEL is the Executive Director of the Vilna Shul, Boston's Center for Jewish Culture. Barnet brings more than twenty-four years of managerial experience and exceptional leadership in the Jewish community to his work. Previously, Kessel was Vice President at Mantua Manufacturing Company after leading a fourth generation family business for eighteen years. He has also volunteered at Combined Jewish Philanthropies for the Avon Walk for Breast Cancer for over a decade. Kessel sits on the Board of Directors of Synagogue Council of Massachusetts and previously served on the Board of the Jewish Community Relations Council. He is a dedicated fundraiser for the Pan Massachusetts Challenge and the Dana-Farber Cancer Institute, where he has logged more than 200 platelet donations. He holds a B.S. from Syracuse University's School of Management.

BARBARA KIRSHENBLATT-GIMBLETT is University Professor and Professor of Performance Studies at the Tisch School of the Arts, New York University, where she chaired the Department of Performance Studies for more than a decade. She teaches courses on the aesthetics of everyday life, world's fairs, museum theatre, tourist productions, food and performance, and Jewish performance, folklore, and ethnography. She is affiliated with the Department of Hebrew and Judaic Studies and has co-convened working groups on Jews, Religion, and Media and on Jews and Performance. Her numerous publications include *The Art of Being Jewish in Modern Times* (2008), *They Called Me Mayer July: Painted Memories of a Jewish Childhood in Poland before the Holocaust* (2007), and *Destination Culture: Tourism, Museums, and Heritage* (1998). In 2008 Kirshenblatt-Gimblett was the recipient of a Lifetime Achievement Award, as well as the Mlotek Prize for Yiddish and Yiddish Culture, from the Foundation for Jewish

Culture. Most recently, she has overseen the work of more than 120 scholars to create the 43,000-square-foot core exhibition at Warsaw's POLIN Museum of the History of Polish Jews.

SIMON KOOL is an independent photography professional based in Amsterdam. More than ten years ago he discovered the archive of Annemie and Helmuth Wolff and has been working on a biography and series of exhibitions of their lives. Simon's curatorial projects have included "KLM History in Photography" exhibition at Schiphol Airport and "Port Images," about 100 years of the Port of Rotterdam. He has edited and published many books about photography and was the cofounder of the Dutch photo agency, Hollandse Hoogte.

LISA KRANSELER has been Executive Director of the Washington State Jewish Historical Society since 2006, and is a CPA with a Masters in Taxation. She has a Bachelors of Science of Economics Degree in Accounting from the Wharton School of Business at the University of Pennsylvania. Previously, Kranseler worked as a tax manager in both public accounting and corporations, and held board positions with nonprofit corporations. Lisa also holds a Museum Studies Certificate from the University of Washington. She serves as a Board Member on the Association of King County Historical Organizations, and on the University of Washington Museum Studies Board of Directors. Kranseler would love to bring a Jewish Heritage Center or Museum to the Seattle community; in the meantime, she has been bringing collaborations from many museums, historical societies, and other organizations, in the form of exhibits and programming, to the WSJHS.

NAOMIE KREMER was born in Tel Aviv, Israel, where she spent her childhood before moving to Brooklyn, NY. A painter and multi-media artist, she received an MFA from California College of Art and has taught painting at the San Francisco Art Institute. Kremer has created text animations, painting animations, and video for stage performance. Her stage work includes an all-video set for the Berkeley Opera's production of *Béla Bartók's Bluebeard's Castle* (2008); and a video-based set for *Light Moves*, a collaboration with the Margaret Jenkins Dance Company (2011-2012).

JACKIE KRENTZMAN is a filmmaker, freelance journalist, and content strategist specializing in helping clients launch print and digital publications. She has launched and edited more than 40 publications, ranging from healthcare to business leadership to baseball, and is the author of *JFCS: Centuries of Pioneering Jewish Family and Children's Services of San Francisco, the Peninsula, Marin, and Sonoma Counties* (2011). Krentzman has taught journalism at her alma mater, the UC Berkeley Graduate School of Journalism and the UC Berkeley Extension, and is the Executive Editor of *DW (Diversity Woman)*. Her documentary film *American Jerusalem: Jews and the Making of San Francisco* aired on PBS in 2014.

RABBI NOA KUSHNER is Founding Rabbi of San Francisco's The Kitchen. She received her B.A. in Religious Studies from Brown University and was ordained by Hebrew Union College, New York. She then served as the Hillel Rabbi for Sarah Lawrence College and Stanford University. Kushner has been profiled in *San Francisco Magazine's* "Who Runs SF" Power Issue and was featured in the final *Newsweek / Daily Beast* 2013: Rabbis to Watch list. She is on the faculty for Wexner Heritage and speaks nationally.

JOE LAMBERT is the founder and director of the Center for Digital Storytelling – an international organization working in numerous fields, including education, public health, social work, and the environment. Over 20 years, he has worked directly with some 10,000 people in creating short video stories based on the CDS participatory media model. Lambert is author of the *Digital Storytelling Cookbook*, *Digital Storytelling: Capturing Lives, Creating Community*, and his recent book, *Seven Stages: Story and the Human Experience*.

JAMES G. LEVENTHAL is Director of Development at the Exploratorium. Prior to assuming this post in 2014, Leventhal served for more than four years as Deputy Director for Development at The Contemporary Jewish Museum of San Francisco, where he was part of a leadership team that oversaw significant growth and stabilization following the opening of the museum's new signature facility. Before The CJM, Leventhal was the Director of Development and Marketing for the Magnes for seven years, helping to lead the transition into the University of California, Berkeley.

Altogether, he has more than 25 years of experience in the arts and cultural sector, including eight years at The Metropolitan Museum of Art and experience at the Fine Arts Museums of San Francisco, Phillips Collection and Baltimore Museum of Art. Along with other volunteer assignments, for six years Leventhal served as the Vice President for Development and Membership of the Western Museums Association.

ZACHARY PAUL LEVINE is Curator at the Jewish Historical Society of Greater Washington, where he oversees exhibition and interpretive development for JHSGW's new museum. Previously, he was curator at Yeshiva University Museum where he developed exhibitions on the intersection of Jewish cultural expression and historical experience. Before entering the museum world, Levine studied modern European Jewish history at NYU and Central European University. His studies concentrated on the history of East and Central European Jews during the 20th century, the politics of nationalist ideology and movements, and history and social theories of science and technology. Levine is a member of the Board of Directors of the Council of American Jewish Museums.

PACO LINK works in the Digital Media Department at The Metropolitan Museum of Art in New York City. As the General Manager of Creative Development, he provides direction for a design and technology work group that specializes in interactive experiences. The team utilizes the most recent technologies, media, and aesthetic solutions to empower art and the visitor experience. Link works directly with curators, scientists, and educators, aiding in the process of taking their interpretive goals from inception to installation. Previously, he was the Senior Media Producer at the J. Paul Getty Museum (2008–2011) and the Interactive Media Producer at Terra Incognita (2003–2007), producing interactive media and online exhibitions for such organizations as the Library of Congress, National Geographic, Smithsonian Institution Museums, J. Paul Getty Museum, and Indianapolis Museum of Art. Earlier in his career Link developed computer-based interactive exhibits for museums and cultural institutions throughout Mexico. He is trained as an anthropologist and archaeologist.

INDIA MANDELKERN is a Ph.D. candidate in the History Department at UC Berkeley completing a dissertation on the significance of taste-based information in English history. She has written about the ways that food preferences produce social distinctions for *Gastronomica*, *Food, Culture, and Society*, the *Huffington Post*, and the *Appendix*. Last summer, she co-curated *Gourmet Ghettos: Modern Food Rituals* at The Magnes, an exhibition that explores Jewish food rituals as meaningful frameworks with which to contextualize today's food movement, a phenomenon deeply embedded in Berkeley's history.

LAURA MANN is a Principal with Frankly, Green + Webb, a boutique consultancy firm providing digital and mobile strategy, research, and experience design to the cultural sector. With over twenty years experience in technology, culture, and learning, Mann worked with Mediatrope Interactive Studio, Antenna Audio, and as an independent consultant before joining FG+W in 2013. Most recently, she has worked on projects for SFMOMA, the Metropolitan Museum of Art, the Museum of Jewish Heritage, The Jewish Museum, and the National Museum of American Jewish History. Mann holds a B.A. in the History of Art from the University of Pennsylvania, and she was a Ph.D. Mellon Fellow in the History of Art at the University of California, Berkeley.

JUDITH MARGLES is the Director of the Oregon Jewish Museum and Center for Holocaust Education, a merger of two organizations that took place in July 2014. Previously she served as Curator at the Oregon Museum of Science and Industry. She has consulted on exhibit projects for the Oregon Nikkei Legacy Center, Fair Housing Council of Oregon, Oregon Historical Society, Oregon Humanities, and American Jewish Committee, among others. A past Chair of the Board of the Council of American Jewish Museums, Margles is a current member of the Multnomah County Cultural Coalition and serves on the Board of the American Alliance of Museums.

KATHLEEN MCLEAN has created exhibitions and programs in history, art, science, and children's museums since 1974. She was creative director/consultant for planning, design, and reinstallation of Oakland Museum of California's Art, History, and Sciences Galleries (2008–2012). She was Director, Center for Public Exhibitions and Public Programs at the Exploratorium (1994–2004). McLean is author of *The Convivial Museum* and *Planning for*

People in Museum Exhibitions, among others. In 2006, she was selected for AAM's Centennial Honor Roll, as one of 100 museum professionals who has made a significant contribution to American museums over the last 100 years.

SAMIRA K. MEHTA is the Manager of Strategic Initiatives and an American Council of Learned Societies Public Fellow at the Museum of Jewish Heritage in New York City. Previously, she taught at Fairfield University, Allegheny College, and Emory University. Mehta is a specialist in religion and the American family, with the bulk of her research focusing on the practices of Christian-Jewish blended families. Her manuscript, *Beyond Chrismukkah: Christian-Jewish Blended Families in the United States, 1965-2015*, is currently under review with the University of North Carolina Press. She holds a Ph.D. in Religion from Emory University and a Master's degree in American Religious History from Harvard University.

KATHLEEN MORAN is the Associate Director of the American Studies Program at UC Berkeley, where she has been instrumental in shaping undergraduate teaching and learning for decades. In 1994, she won a distinguished teaching award, the campus' most prestigious honor, for her efforts. Moran has taught several courses on food, water, agriculture, and the environment, most recently on "California Food History and Culture," a course that used food and agriculture –beginning with the formation of agro-industrial production and ending with the "food revolution" of the 1990s – as a lens to study California's complex social history.

HIL MOSS has a background in both the performing arts and the global contemporary art world. At LaPlaca Cohen, she is a Strategist in the Strategy & Branding department, working with clients across the cultural and creative fields on their brand identity and positioning; visioning and strategic planning for the future; and audience development. The Strategy & Branding team also spearheads *Culture Track*, the largest ongoing national study that examines the ever-changing attitudes and behaviors of U.S. cultural consumers. Moss received a BA in Art History and a certificate in African Studies from Princeton University, where her undergraduate thesis focused on new models of collaborative art practice spearheaded by burgeoning artists in Kampala, Uganda – where she also participated in the strategic planning process for the development of the first multi-disciplinary arts center in the country. Moss sits on the Board of Trustees of the Princeton Triangle Club, the oldest touring collegiate musical-comedy troupe in the United States, in which she previously performed as an actress and served as the organization's President.

RACHEL JARMAN MYERS, a Connecticut native, graduated from Brandeis University in 2008 with a B.A. in Religious Studies. She made her first trip to Mississippi as a summer intern at the Museum of the Southern Jewish Experience and now serves as the Museum/Special Projects Coordinator for the Goldring/Woldenberg Institute of Southern Jewish Life where she works to preserve and present the history of the Southern Jewish Experience. Myers is currently working towards her Master's degree in Museum Studies at John Hopkins University and has recently joined the Board of the Council of American Jewish Museums.

MEG NAPOLI is the NightLife Program Manager at the California Academy of Sciences where she oversees a weekly program of after-hours events targeting young professionals. In this role, Napoli selects unique and innovative themes, music, content, programming, and partnerships needed to drive attendance, as well as coordinates related logistics from across the museum.

RABBI STEPHEN S. PEARCE served Congregation Emanu-El as the Richard and Rhoda Goldman Senior Rabbi from 1993 to 2013. Ordained at the Hebrew Union College-Jewish Institute of Religion, he earned his Doctorate in Counselor Psychology at St. John's University. He is a Board member of Palo Alto University and an Advisory Board member of the Taube Foundation for Jewish Life and Culture. Previously, he served on the Board of the Graduate Theological Union and is a past president of the Northern California Board of Rabbis. Pearce is the former editor of the *Journal of the Central Conference of American Rabbis*, author of *Flash of Insight: Metaphor and Narrative in Therapy*, and coauthor of *Building Wisdom's House: A Book of Values for our Time*. He has received prestigious awards for fostering interfaith community dialogue and engagement, encouraging green sustainability, and for inspiring worshippers to fight hunger. *Newsweek* has recognized Pearce three times as one of the 50 Most Influential Rabbis in the United States.

JOSH PERELMAN is Chief Curator and Director of Exhibitions and Collections at the National Museum of American Jewish History. Perelman oversees NMAJH's core exhibition, special exhibitions program, and artifact collection. He served as Chief Curator for the landmark core exhibition that inaugurated NMAJH's new building and founded its new education, public programming, and visitor services departments. He also curated and edited the catalogue for the special exhibition *To Bigotry No Sanction: George Washington & Religious Freedom*, which featured an array of foundational documents in our country's commitment to religious freedom and he was the curator and program director for *Chasing Dreams: Baseball and Becoming American*, funded by the NEH, about how baseball has helped Jews and other outsiders become more fully American. Perelman has a joint Ph.D. in Jewish Studies and American History as well as twenty years of experience in museums and non-profit organizations.

RITA ROSEN POLEY has been Director and Curator of the Temple Judea Museum since 1999. Poley taught art for the Philadelphia Public Schools and, for 15 years, was Art Education Consultant for the Division of Community Services of Gratz College and art education lecturer there. With her late husband she developed the Arthur and Rita Poley Gallery at Delaware Valley College, the first such gallery for on-campus exhibitions of college history, dedicated in 1997. Previously, she developed and directed ENTOURAGE:Exhibitions, a national company for the travel of art exhibitions to small colleges and museums. Poley wrote a column about the visual arts for the *Jewish Exponent* and, for MossRehab, was curator of an international exhibition series for artists with physical disabilities. She served on the Design Committee for the development of the Visitor Center for the Frank Lloyd Wright synagogue, Beth Sholom in Elkins Park, PA and has been a grant reviewer for the Pennsylvania Council on the Arts. Poley is the administrator of the Anolic Family Awards and is a practicing studio artist. Poley received her undergraduate and graduate degrees from the Tyler School of Art of Temple University.

LOUISE PUBOLS is Senior Curator of History at the Oakland Museum of California. At the Oakland Museum, her projects have included a major reinstallation of the museum's history galleries and a major exhibition on the environmental history of the San Francisco Bay, entitled *Above and Below: Stories from Our Changing Bay*.

TIM RITCHIE has been President and CEO of The Tech Museum of Innovation since 2011, with a mandate to breathe life into its mission: inspiring the innovator in everyone. Prior to leading The Tech, Ritchie served for seven years as the President and CEO of McWane Science Center in Birmingham, Alabama; for six years as the President of Louisville Diversified Services, a Kentucky non-profit organization that runs businesses to provide jobs for adults with developmental disabilities; and, before that, practiced law in Birmingham, MS. He left his firm to serve as the program developer for an inner-city ministry, The Center for Urban Missions, then worked for the James Rushton Foundation, helping it buy a block in inner-city Birmingham and develop it as a community garden. Ritchie has clerked for the Chief Justice of the North Carolina Supreme Court, clerked in a poverty law clinic in Mendenhall, Mississippi, and represented defendants on North Carolina's death row. He holds a B.A. from Davidson College, a J.D. from Duke Law School, and an M.P.A. from Harvard University.

ARIELA RONAY-JINICH is the Senior Farm Educator at Urban Adamah, an educational farm and community center in West Berkeley. After graduating from Brown University, where she majored in education, Ariela spent a year studying traditional Jewish texts in Jerusalem. This opportunity allowed her to deepen her interest in the ecological dimensions of Jewish teachings, which she brought to the Teva Learning Center, where she worked as an environmental educator; Camp Tawonga, Chochmat Halev's religious school; and the Gan Shalom Preschool in Berkeley. Ronay-Jinich is also the founder of B'Hootz, Wilderness Torah's year-round children's program, and served as director for Edah, an out-of-school Jewish experiential learning program. She is a Kevah educational fellow and is participating in the Torah Trek program.

JUDITH ROSENBAUM is Executive Director of the Jewish Women's Archive. An educator, writer, and historian, she has taught and lectured widely on Jewish studies and women's studies at institutions including Brown University, Boston University, and Hebrew College, and also serves on the faculty of the Bronfman Youth Fellowships. Rosenbaum regularly publishes in both academic and popular journals and blogs including *Tablet*, the *Forward*,

the *Huffington Post*, the *Jewish Week*, *Sh'ma* magazine, and *Kveller.com*, as well as in several anthologies. She is currently co-editing an anthology that explores contemporary redefinitions of the “Jewish mother.”

ELANA SAMUELS, Director for Museum Volunteer Services at the Museum of Tolerance, has been with the organization since 1992. She supervises 200+ volunteers who contributed over 23,000 volunteer hours last year. They include Holocaust Survivors who share personal testimony, museum guides, college interns, and high school teens. Samuels helps develop youth education programs, museum tours, and resource materials for 120,000 annual student visitors. She taught parenting classes for 12 years and worked with Jewish Family Services for 18 years. Samuels graduated from UCLA and holds Standard and Early Childhood Teaching Credentials.

LISA SASAKI is the Director of the Audience & Civic Engagement Center at the Oakland Museum of California where she oversees marketing and communications, public programs, school and teacher programs, visitor services, and community engagement. Previously, she worked at the Japanese American National Museum in Los Angeles, as the Director of Program Development where she oversaw a major initiative looking at how a culturally specific, community-based museum could respond to changing American demographics. Sasaki also serves on the Executive Committee of the Western Museums Association’s Board of Directors.

TANYA SCHEVITZ is the National Communications and San Francisco Program manager for Reboot, a Jewish think-tank that creates conversation focused on Jewish identity, community, and meaning to inspire projects, programs, and events to help “Reboot” inherited tradition and make it vital and meaningful in the 21st century. Schevitz joined Reboot after 12 years as a staff reporter at the *San Francisco Chronicle*.

MARJORIE SCHWARZER is Administrative Director, Graduate Museum Studies Program, University of San Francisco. An award-winning writer, critic and museum studies professor, Schwarzer is author of the highly-acclaimed *Riches, Rivals and Radicals: 100 Years of Museums in America*, as well as numerous articles about museum leadership, technology, education, exhibitions and history. She has served on the board of AAM’s Committee on Museum Professional Training, and, in addition to her work at USF, has taught museum studies at Bank Street College, University of Victoria, John F. Kennedy University and in the United Arab Emirates. Recent publications include *No Heroes: Re-visiting the Museum Leadership Crisis* (Museums and the Paradox of Change, 3rd edition, ed. Robert Janes, 2013).

MARSHA SEMMEL is an independent consultant working with foundations, museums, libraries, and various cultural organizations on learning, leadership, philanthropy trends, 21st-century skills, strategic partnerships and collaborations, and cultural policy. She serves as Senior Advisor to the Noyce Leadership Institute and is Senior Advisor to the SENCER-ISE, a partnership project of the National Center for Science and Civic Engagement. Her distinguished career has included tenures at the Institute of Museum and Library Services, where she led initiatives relating to collections, 21st-century skills, teen-focused “learning labs,” and the roles played by museums and libraries in creating lifelong learners; and at the National Endowment for the Humanities, where she served for four years as director of the Division of Public Programs. Semmel was president and CEO of the Women of the West Museum, and president and CEO of Conner Prairie. She has also worked at the Smithsonian Institution, the B’nai B’rith National Jewish Museum, and The Taft Museum. She has served on the Boards of the American Alliance of Museums, the Colorado Digitization Program, and ArtTable, and is a current Board member for the Smithsonian Institution’s Early Enrichment Center and the Council of American Jewish Museums. Semmel is a member of the Arlington County Arts Commission and serves on the program committee for Generations United, which promotes intergenerational cooperation and collaboration. She has published widely on museums, their value, and their future.

MARIAH SHEVCHUK recently completed an MA in Museum Studies at the University of San Francisco. She was born in Glendale, Arizona, which is where she spent most of her formative years. After time spent in Italy and Germany, Shevchuk and her family moved to Tucson, where she attended the University of Arizona and earned her

degree in Anthropology with minors in Classics and Religious Studies. Shevchuk has interned at the Museum of Tolerance LA and The Contemporary Jewish Museum.

NINA SIMON has been described as a “museum visionary” by *Smithsonian Magazine* for her audience-centered approach to design. She is the Executive Director of the Santa Cruz Museum of Art & History, where she led an institutional turnaround based on grassroots community participation. Simon is the author of *The Participatory Museum* (2010) and the popular Museum 2.0 blog. Previously, she worked as an independent consultant and exhibition designer with more than one hundred museums and cultural centers around the world. Simon began her museum career as Experience Development Specialist at the International Spy Museum in Washington, D.C.

RABBI JONATHAN SINGER, raised in Upland, California, received smicha from the Hebrew Union College-JIR Cincinnati campus in 1989. His first pulpit was Temple Israel of New Rochelle working as an Assistant and then Associate Rabbi for six years. In 1995 he returned to the West Coast and spent 18 years as Senior Rabbi at Temple Beth Am. With his wife, Rabbi Beth Singer, in a model rabbinic partnership, they worked together to build up a vibrant center of Jewish life in that city, which they continue at Congregation Emanu-El. Singer is devoted to combining joy with the pursuit of intellectual and spiritual engagement in Reform Judaism. He has served on boards from the Jewish Federation and as president of the Liberal Board of Rabbis, while also pursuing social justice work including equal marriage rights.

STEPHEN D. SMITH is Executive Director of USC Shoah Foundation. Smith joined the Institute in 2009 and was named the inaugural UNESCO Chair on Genocide Education in 2013. He was installed as the first Andrew J. and Erna Finci Viterbi USC Shoah Foundation Executive Director Chair at the Institute in 2014. In the United Kingdom, Smith founded the National Holocaust Centre and co-founded the Aegis Trust. He was also inaugural Chairman of the Holocaust Memorial Day Trust. He is the founder of the Kigali Genocide Memorial, Executive Producer of Kwibuka, the anniversary commemoration of the genocide in Rwanda, and a trustee of the South Africa Holocaust and Genocide Foundation. A lauded international speaker and author, Smith has numerous publications and awards to his name.

FRANCESCO SPAGNOLO, a multidisciplinary scholar focusing on Jewish studies, music and digital media, is the Curator of The Magnes Collection of Jewish Art and Life and a Lecturer in the Music Department at the University of California, Berkeley, as well as a host for the cultural programs of Italian National Radio (RAI) in Rome. Intersecting textual, visual, and musical cultures, he actively contributes to academic, cultural heritage, and archival institutions, and live and electronic media in Europe, Israel, and the United States. Spagnolo received his Ph.D. from Hebrew University in 2007. He is the editor of *Italian Jewish Musical Traditions* (2001 and 2006), the co-author of *The Jewish World: 100 Treasures of Art and Culture* (2014), and the curator of numerous exhibitions.

LORI STARR is the Executive Director of The Contemporary Jewish Museum (The CJM) in San Francisco. Starr came to The CJM from the Koffler Centre of the Arts, Canada’s only multidisciplinary, contemporary Jewish cultural institution, offering cutting edge contemporary art exhibitions, music, dance, film, literary, theater, and other programs. Starr also served as Vice President for Culture for the UJA Federation of Greater Toronto. Prior to her time at the Koffler, Starr served as Senior Vice President and Museum Director of the Skirball Cultural Center in Los Angeles; Director of Communications and Public Affairs for the J. Paul Getty Trust and J. Paul Getty Museum; and held key management and education positions in the School of Fine Arts, University of Southern California and the Los Angeles County Museum of Art. She was also a Rockefeller Fellow in Museum Education and Community Arts at the Fine Arts Museums of San Francisco.

COLIN A. WEIL joined the Jewish Museum as Director of Marketing in January of 2014. In his role he oversees marketing and advertising, web and digital communications, and strategic partnerships. He has led the Museum’s recent rollout of an all-new graphic identity and website, as well as development of the museum’s audience cultivation partnership event program. Prior to joining the Museum, Weil was Director of Development and Alumni Relations at

the Joseph Slifka Center for Jewish Life at Yale, where he launched and still oversees Yale's Jewish alumni group. Prior to Yale, he was COO of MZA Events, originators of the AIDS Walk movement. During his MZA tenure Weil led the organization's digital evolution, bringing critical best-practices related to web and social media engagement to the largest AIDS fundraising events in the country. His for-profit experience includes senior marketing roles in finance and technology.

ARIELLE WEININGER is Chief Curator of Collections and Exhibitions at the Illinois Holocaust Museum and Education Center, where she leads the curatorial and custodial responsibilities for the museum's collection of more than 24,000 historical objects and artworks. Weininger also manages all aspects of exhibition planning and implementation for both the permanent exhibitions and special temporary exhibitions. She previously served as the Registrar at Spertus Museum. Weininger holds an M.A. in Near and Middle Eastern Studies from the University of London and a B.A. in Art History and Photography from the University of Iowa.

JACK WEINSTEIN joined the Facing History and Ourselves staff in 1995. As Regional Director, he provides leadership for staff and designs and conducts workshops, seminars, and other professional development activities for educators and community members. As a member of the national senior staff, he helps set organizational policy. For 18 years prior to joining Facing History, Weinstein taught English and social studies at Milpitas High School in California, instituting an award-winning, semester-long Facing History elective, Holocaust and Human Behavior, and providing district-wide professional development programs for new and veteran teachers. Over a period of several years, he taught an intensive summer course in Holocaust Studies for educators at the University of California at Berkeley, and seminars for Catholic and Jewish religious school educators on Teaching about Genocide and Human Rights. Weinstein received his B.A., multiple teaching certificates, and his M.A. in English from California State University, Hayward.

KEIR WINESMITH is a digital strategist, producer, writer, and creative technologist who is interested in telling engaging stories and solving tough problems using technology. He has degrees in Physics, Computer Science, and Media Arts, and has produced award-winning artistic and digital projects in Australia, Europe, and the United States. Winesmith is the first-ever Head of Web & Digital Platforms at SFMOMA and helped found SFMOMA Lab.

MELISSA MARTENS YAVERBAUM is the Executive Director of the Council of American Jewish Museums. She has worked with museums for 25 years, most recently as the Director of Collections & Exhibitions at the Museum of Jewish Heritage in New York City, where she was known for her exhibitions on Emma Lazarus and the game of mah jongg. For ten years prior, Yaverbaum was Curator of the Jewish Museum of Maryland where she created exhibitions on Jewish department stores, synagogue architecture, Jewish fashion and beauty, and Jewish vacation culture. She has also worked at the National Trust for Historic Preservation, the Jane Addams Hull-House Museum, and the Newberry Library. Yaverbaum served on the board of CAJM for a decade, and has been involved in many CAJM initiatives and programs ever since.



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THROUGH
TRAINING OF
MUSEUM STAFF
AND VOLUNTEERS,
INFORMATION
EXCHANGE,
AND ADVOCACY
ON BEHALF OF
JEWISH MUSEUMS,
CAJM STRENGTHENS
THE JEWISH
MUSEUM FIELD IN
NORTH AMERICA.