Responsibility & Empowerment

A Civic Role for Jewish Museums

Annual CAJM Conference

Washington DC

Feb 25-28 2018

#CAJM18
Museums have long been part of civic life, the public square, and society at large. Today, our museums face key questions about their roles and responsibilities. How and when should we discuss current events? How can we draw on Jewish history to inform the present? What does bravery look like in a museum, and when is risk unnecessary? What are our ultimate responsibilities—as public centers, Jewish institutions, and keepers of history?

The 2018 CAJM conference will take us to Washington, DC—the nation’s capital and home to museums that explore national narratives from different vantage points. Under the theme “Responsibility and Empowerment,” the conference will engage colleagues in conversations about our institutions’ responsibilities, challenges, and opportunities—as well as ways we empower audiences through our work.
CONFERENCE PROGRAM COMMITTEE

Conference Co-Chairs
Juliana Ochs Dweck
Zachary Levine
Marsha Semmel

USHMM Program Co-Chairs
Christine Brown
Diane Saltzman

Wilson Center Liaison
Izabella Tabarovsky

Reboot Liaison
Josh Kantor

GWU Jewish Cultural Arts Liaison
Jenna Weissman Joselit

Committee Members
Samantha Abramson
Jefferey Allen
Grace Astrove
Deborah Cardin
Bryan Davis
Avi Decter
Gravity Goldberg
Gabriel Goldstein
Elizabeth Livesey
Lisa Sasaki
Laura Schiavo
Wendy Turman
Ivy Weingram
Tami Wolf

CAJM BOARD OF DIRECTORS

Deborah Cardin, Chair
Susan Bronson, Vice-Chair
Colin Weil, Treasurer
Zachary Levine, Secretary
Avi Decter, Immediate Past Chair

Grace Astrove
Bryan Davis
Rachel Herschman
Gravity Goldberg
Mira Goldfarb
Rachel Jarman Myers
Judith Rosenbaum
Ellen Rudolph
Diane Saltzman
Marsha Semmel
Ivy Weingram
Arielle Weininger

CAJM Staff
Melissa Martens
Yaverbaum,
Executive Director
Amy E. Waterman,
Senior Communications Manager
Mindy Humphrey,
Administrative Assistant
Elizabeth Livesey,
Conference Intern

CONFERENCE HOTEL
KIMPTON PALOMAR HOTEL DC
2121 P Street, NW
Washington, DC 20037

The Kimpton Palomar is a boutique hotel in the heart of Washington, convenient to restaurants, cafes, museums, and the Dupont Circle stop on the Metro. There are easy connections between the hotel and many conference sites via public transportation (the Metro red line).

CAJM Room Rate: $169 per night
Telephone reservations (24 hours a day): 877.866.3070
Be sure to reference the “Council of American Jewish Museums Annual Meeting” to receive the special rate.

You may also make your reservations online.

Cut-off date for the CAJM hotel rate is Tuesday, February 6, 2018.
10:00 am  **MORNING ACTIVITIES** (by Advanced Registration)
Walking tour of Downtown DC
   Led by Jewish Historical Society of Greater Washington
Visit to Private Judaica Collection of Max N. Berry
   1 mile from Van Ness Metro station
Visit to National Museum of American Jewish Military History
   With welcome from staff
Visit to Dupont Underground arts space
   Located in a subterranean streetcar station

**LOCATION**
Noon  SIXTH & I HISTORIC SYNAGOGUE
REGISTRATION AND LUNCH

12:30 pm  **CAJM MENTOR/MENTEE ORIENTATION** (over lunch)
Chair: GRACE ASTROVE (Senior Development Officer for Exhibitions, the Jewish Museum)

1:00 pm  **WELCOME AND INTRODUCTION**
**A TIME OF RESPONSIBILITY**
This introduction will frame the conference theme with emphasis on our responsibilities as Jewish institutions, civic institutions, and museums. Conference Co-Chairs will each put forth their point of view on the work of our institutions and our collective professional community. This will set the stage for our conference deliberations.

Session Chair: MELISSA MARTENS YAVERBAUM
(Executive Director, CAJM), with JULIANA OCHS DWECK
(Curator of Academic Engagement, Princeton University Art Museum); ZACHARY LEVINE (National Building Museum); and MARSHA SEMMEL (Principal, Marsha Semmel Consulting)
PLENARY

ON BRAVERY AND CAUTION:
RISK TAKING IN MUSEUM WORK
Museum professionals address how they’ve challenged audiences and their own institutions through bold exhibitions, programs, and collecting initiatives. What institutional risks are concomitant with difficult or contested narratives? What are the perils and opportunities inherent in addressing contemporary issues? What does risk-taking look like for museums, and when is it productive or counter productive? This panel will articulate balances between professional caution and action.

Session Chair: LAURA SCHIAVO (Assistant Professor, Museum Studies, George Washington University), with SEAN KELLEY (Senior Vice President, Eastern State Penitentiary Historic Site); LiSA YUN LEE (Executive Director, National Public Housing Museum); PATTY RHULE (Director of Exhibit Development, Newseum); SHARON SHAHID (Independent Consultant)

BRIEFING ON MUSEUMS ADVOCACY DAY 2018
JUDY MARGLES (Board Member, American Alliance of Museums, and Executive Director, Oregon Jewish Museum and Center for Holocaust Education)

TALKING CIRCLE DISCUSSION GROUPS
Based on topics put forth by CAJM members
Session Chair: DEBORAH CARDIN (Deputy Director of Programs and Development, Jewish Museum of Maryland)

PLENARY
DIFFICULT HISTORIES
Historical narratives are at the heart of museum work, though many aspects of history can be difficult to contend with. How do museums deal with stories that are contested or painful? How do museums handle historical narratives that are at odds with contemporary impulses? How are museums confronting difficult pasts, and how might they realistically present these?

Session Chairs: BRYAN DAVIS (Director, Jewish History Museum, Tucson), with CHRISTY COLEMAN (Chief Executive Officer, American Civil War Museum); MAGDA GROSS (Assistant Professor, University of Maryland); SARAH LEAVITT (Curator, National Building Museum); and JUDY MARGLES) (Executive Director, Oregon Jewish Museum and Center for Holocaust Education)

AN EVENING WITH MUSEUM ADVOCATES
In conjunction with Museums Advocacy Day 2018
Featured Speaker: SENATOR BEN CARDIN,
with introduction by LAURA LOTT (President and CEO, AAM), and MELISSA MARTENS YAVERBAUM (Executive Director, CAJM)
LOCATION

THE WILSON CENTER

9:20 am
Featured Speaker:
KINSHASHA HOLMAN CONWILL (Deputy Director, National Museum of African-American History and Culture)

10:45 am
CONCURRENT SESSIONS

Session 1-A
FEDERAL FUNDING AND OUR MUSEUMS
In working to sustain our institutions and to support core museum activities, many CAJM member institutions have pursued funding from federal cultural agencies including the National Endowment for the Arts, the National Endowment for the Humanities, and the Institute of Museum and Library Services. In this session, representatives from these agencies will provide updates regarding trends in federal support, current funding priorities, and suggestions for success.
Session Chair: MARSHA SEMMEL (Principal, Marsha Semmel Consulting), with WENDY CLARK (Director of Museums, Visual Arts, and Indemnity, National Endowment for the Arts); HELEN WECHSLER (Supervisory Grants Specialist, Institute of Museum and Library Services); and DAVID WEINSTEIN (Senior Program Officer, National Endowment for the Humanities)

Session 1-B
RESTORING MEMORY OF THE JEWISH PAST IN RUSSIA AND UKRAINE
Today, material traces of Jewish life are disappearing rapidly in the post-Soviet space; vanishing along with them is the memory of Jewish presence in the region. This session will ask: what remains of that Jewish past and how is it being represented? How is the history of the Holocaust represented there—where such history was suppressed for decades? What role can American-Jewish museums play, if any, in assisting such efforts?
Session Chair: IZABELLA TABAROVSKY (Senior Program Associate, Wilson Center), with SOFIA DYAK (Director, Center for Urban History, Lviv); and LUDMILA GORDON (Museum Exhibition Developer)

12:15 pm
LUNCH AND DIGITAL POLLING ACTIVITY FOR FEEDBACK
CAJM will pose questions to conference attendees using a digital poll that allows attendees to express views anonymously. Questions will probe our museums’ greatest responsibilities, the greatest challenges in our work, and our aspirations for the field.

1:30 pm
TALKING CIRCLE DISCUSSION GROUPS
Based on topics put forth by CAJM members
Session Chair: DEBORAH CARDIN (Deputy Director of Programs and Development, Jewish Museum of Maryland)
2:45 pm  **COFFEE BREAK**

3:15 pm  **CONCURRENT SESSIONS**

**Session 2-A  JEWISH HISTORY, RESPONSIBILITY, AND INTERNATIONAL CULTURAL PROPERTY AT RISK**

From the depiction of the Menorah carried as booty on the Arch of Titus to the Jewish Cultural Reconstruction’s efforts to find new homes for orphaned artifacts after the Holocaust, Jewish history has been marked by experiences of dispersion and the occasional return of cultural treasures. This session will consider recent global events in which experiences of war and disaster have threatened cultural patrimony, and will ask what our role should be. Presenters will discuss the complexities of current events, and encourage us to take responsibility for disaster preparedness both for the objects we safeguard in our nearby communities and for cultural treasures worldwide.

Session Chair: GABRIEL GOLDSTEIN (Independent Consultant), with BRIAN DANIELS (Director of Research and Programs, University of Pennsylvania Museum); KNOX THAMES (Special Advisor, Department of State); and CORINE WEGENER (Cultural Heritage Preservation Officer, Smithsonian Institution)

**Session 2-B  INTERPRETING ISRAEL: CONSIDERATIONS, APPROACHES, AND TECHNIQUES**

This session will explore approaches and techniques for interpreting Israel’s history and culture within museums as well as in cultural and educational institutions. It will consider the sensitivities of doing such work and offer perspectives on how museums can use artistic expression and historical inquiry to cultivate meaningful discussion.

Session Chair: JULIANA OCHS DWECK (Curator of Academic Engagement, Princeton University Art Museum), with MICHAEL BRENNER (Center for Israel Studies, American University); and YAEL REINHARZ (Executive Director, ARTIS)

6 pm  **EMERGING PROFESSIONALS HAPPY HOUR WITH REBOOT**

CAJM and Reboot are partnering for this conversation-starting happy hour at DGS Delicatessen

Session Chairs: GRACE ASTROVE (Senior Development Officer for Exhibitions, the Jewish Museum) and GRAVITY GOLDBERG (Associate Director of Public Programs, Contemporary Jewish Museum)
LOCATION
UNITED STATES HOLOCAUST MEMORIAL MUSEUM (Co-Presenter)

9:00 am TOURS of the United States Holocaust Memorial Museum’s Permanent Exhibition and The Wexner Learning Center (doors open 8:30)

10:10 am Featured Speaker: PAUL BENNETT (Chief Creative Officer, IDEO Design)

11:15 am SNACK BREAK

11:50 am CONCURRENT SESSIONS

Session 3-A CROSSING OVER: NAVIGATING STORIES OF IMMIGRANTS AND REFUGEES
Museums of American and Jewish history often explore the narrative of immigration as a key chapter of America's past. However, immigration and refugee subjects are not always easy to address, whether in the past or as part of the present. The session will explore how we shed light on immigration narratives while navigating inherent sensitivities, and will ask how museums and other cultural organizations can foster dialog about contemporary responses to immigration and refugee issues.

Session Chair: ANITA KASSOF (Executive Director, Baltimore Museum of Industry), with REBECCA ERBELDING (Historian, USHMM); MAGDALENA MIERI (Director of Program in Latino History and Culture and Civic Engagement Projects National Museum of American History); ANNIE POLLAND (Senior Vice President of Education and Programs, Lower East Side Tenement Museum); and ROBERT YERACHMIEL SNYDERMAN (Consultant, Jewish History Museum, Tucson)

Session 3-B EXPANSIVE TECHNIQUES: NOVEL APPROACHES TO MAXIMIZING CIVIC IMPACT
This session will consider projects and approaches that challenge visitors and institutions to explore pressing issues as models for future practices. Discussants will report on readily adaptable methods for engaging audiences through critical issues of the moment. They will report on novel exhibition and program strategies and offer insights on how museums can redefine their purposes in the 21st century.

Session Co-Chairs: LISA SASAKI (Smithsonian Asian Pacific American Center), with AARON GOLDBLATT (Principal, Metcalfe Architecture and Design); MICHAEL HALEY GOLDMAN (Director of Future Projects, USHMM); MARA KURLANDSKY (Project Coordinator for Digital Engagement, National Museum of Women in the Arts); JOHANNA MENDELSON-FORMAN (Adjunct Professor, American University); LIZ NEELY (Senior Director Integrated Content, American Alliance of Museums)
COLLECTING STRATEGIES AND IMPERATIVES
While many museums grow out of an instinct to document and preserve, some collect with special urgency and purpose. This panel will discuss major collecting initiatives that have preserved artifacts as evidence, as memory holders, and as key records of the past. It will focus on the responsibilities inherent in such collecting activities, and the criteria that go into collection mandates to support a national narrative.

Session Chair: SCOTT MILLER (Director, Curatorial Affairs, USHMM), with MICHAEL GRUNBERGER (Director, National Institute for Holocaust Documentation, USHMM); PETER MANSEAU (Curator of American Religious History, National Museum of American History) JAN RAMIREZ (Chief Curator, National September 11 Memorial Museum); and JACQUELYN SERWER (Chief Curator, National Museum of African-American History and Culture)

PLENARY
RESPONSE AND RESPONSIBILITY
Museums today are being challenged to produce timely responses to contemporary issues and to create opportunities for dialogue. How can cultural institutions and museums respond meaningfully to current events? How can museums negotiate the tensions inherent in being guardians of cultural heritage while aiming to be agents of response and action? This panel will present some successful approaches for being active participants in community and national conversations.

Session Chair: GRAVITY GOLDBERG (Associate Director of Public Programs, Contemporary Jewish Museum), with SARAH LUMBARD (Director, Museum Experience and Digital Media, USHMM); ERIN CARLSON MAST (Executive Director, Lincoln’s Cottage); SARAH PHARAON (Senior Director of Methodology and Practice, International Coalition of Sites of Conscience)

CONCLUDING REMARKS

2:30 pm
OPTIONAL
Exploration and Discussion Visits to Museums on the DC Mall
Led by CAJM group leaders

OPTIONAL
Museums Advocacy Day Meetings on Capitol Hill
(by advanced registration only)
Meetings scheduled by the American Alliance of Museums

5:30 pm
OPTIONAL
Museums Advocacy Day Congressional Reception
CAJM colleagues are invited to join museum advocates—as well as members of Congress and their staff—for a Museums Advocacy Day reception following Capitol Hill meetings.
CREATING AN ADDRESS FOR JEWISH CULTURE:
BUILDING JEWISH MUSEUMS FOR THE 21ST CENTURY

In Partnership with the National Building Museum and the Jewish Historical Society of Greater Washington

This workshop is designed to help guide Jewish museums as they plan for new facilities. It will explore issues of design and community impact that shape process and forms. Each session will open with framing remarks, followed by small group exercises that address key issues regarding the building process and that engage participants in active learning.

Workshop Chairs: AVI DECTER (Managing Partner, History Now); ZACHARY LEVINE (Director of Exhibitions, National Building Museum); and ELIZABETH LIVESEY (History Associates Incorporated)
Thank you to these early supporters and partners

The David Berg Foundation
Gallagher & Associates
Rabbi Robert and Virginia Bayer Hirt
National Building Museum
The Wilson Center
American Alliance of Museums
Reboot
Sixth & I Historic Synagogue
Rina Scott Cowan

ADDITIONAL THANKS TO THESE DONORS FOR THEIR SUPPORT OF CAJM ACTIVITIES THROUGHOUT THE YEAR

The Philip and Muriel Berman Foundation
The Gottesman Fund
The National Mah Jongg League Foundation
Join CAJM or renew your membership

The discounted conference registration rate is available to CAJM members in all categories whose 2018 dues are paid. Membership dues may be paid prior to or during current conference registration for the discount to apply.

INSTITUTIONAL MEMBERS are Jewish museums primarily in North America, including Jewish art and history museums, historic sites, archives, historical societies, Holocaust centers, children’s museums, universities with Jewish collections, and JCCs with galleries.

AFFILIATE MEMBERS are organizations that present or collect Jewish content, but are not Jewish museums (as described above). They include Jewish museums abroad, non-Jewish museums with Jewish collections or content, organizations for Jewish artists and performers, Jewish communal agencies, and other organizations presenting Jewish culture.

INDIVIDUAL MEMBERS work with Jewish content for public presentation, but are not on staff at Institutional or Affiliate Member institutions. They include scholars, designers, artists, performers, authors, and independent consultants; others presenting Jewish content for the public; and Jewish museum partners and donors.

See CAJM website [cajm.net] for full details on membership and its privileges.

### Conference Fees

Registration fees cover conference program sessions, special events that are not ticketed, designated meals and refreshments (kosher food available if indicated below), and optional activities.

Cancellation requests must be received in writing by January 27, 2018 for a full refund, or by February 10, 2018 for registration minus a $100 cancellation fee. No refunds will be made after February 10th.

### Please Complete a Separate Copy of This Form for Each Participant.

Four registration and payment options are available. With a credit card, you may (1) use this easy online version of the form, (2) email printed form to Mindy Humphrey: mhumphrey.cajm@gmail.com, or (3) fax it to her at 601.366.6293. You may also (4) mail the form and a check to: CAJM, P.O. Box 12025, Jackson, MS 39236.

Questions? Contact Mindy at the email address above.

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Institution</th>
<th>Address</th>
<th>City</th>
<th>State</th>
<th>Zip</th>
<th>Country</th>
<th>Tel</th>
<th>Email</th>
</tr>
</thead>
</table>

**Full Conference**

- CAJM Member EARLY BIRD (by January 6, 2018) $325
- CAJM Member (after January 6, 2018) $375
- Approved Guest of CAJM $400
- Non-member $425
- Full-time Student (with current student ID) $225

**Conference Day Rate** (based on availability)

- CAJM Member $165
- Non-Member or Guest of CAJM $175
- Full-time Student (with current student ID) $75

**Additional Post-Conference Workshop**

- $50

**Institutional Membership Rates**

- Institutional budget below $300,000 $250
- Institutional budget $300,000–$750,00 $500
- Institutional budget $750,000–$1.5M $750
- Institutional budget $1.5M and above $1,000

**Affiliate Membership Rate**

- $100

**Individual Membership Rate**

- $75
PAYMENT
Conference Fee + _____________
Optional Wednesday Workshop + _____________
Membership Fee + _____________
Total Payment Enclosed = _____________

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

NAME:

ACCT #                          EXP.
CVV #                          SIGNATURE

PLEASE MAKE SELECTIONS TO HELP US PLAN

SUNDAY OPTIONAL PRE-CONFERENCE ACTIVITIES
___ Walking tour of Downtown DC
___ Private Judaica Collection
___ National Museum of American Jewish Military History
___ Dupont Underground art space

MONDAY CONCURRENT SESSIONS
AM ___ Federal Funding
     ___ Restoring Memory
PM ___ Cultural Property at Risk
     ___ Interpreting Israel

TUESDAY CONCURRENT SESSIONS
___ Crossing Over
___ Expansive Techniques
___ Collecting Strategies

PLEASE TELL US IF YOU WILL BE WITH US FOR THESE SEGMENTS OF THE CONFERENCE
(Check all that apply; those events with limited capacity will be filled in order of receipt of registration):
___ Sunday lunch at Sixth & I
___ Sunday evening with AAM
___ Monday lunch at the Wilson Center
___ Monday happy hour with Reboot
___ Tuesday snack break
___ Tuesday featured speaker
___ Tuesday afternoon visits to DC Mall museums
___ Tuesday afternoon Advocacy meetings
___ Tuesday evening Congressional Reception
___ Wednesday workshop at National Building Museum

Please recommend topics for Monday Talking Circles

MENTORSHIP PROGRAM
The Mentorship Program is open to all conferees who wish to participate. It is specially created to welcome first-timers by pairing them with seasoned professionals who have similar areas of interest. If you would like to be a mentor or a mentee, please indicate below:

☐ I wish to be a MENTOR.
   My professional area of expertise is ____________________.

☐ I wish to be a MENTEE.
   My specialty focus is ____________________.