



# TRANSCENDING BOUNDARIES

**REDEFINING  
THE MUSEUM EXPERIENCE**

BOSTON AND AMHERST, MA | MARCH 19-21, 2017

#CAJM17

CAJM 

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**CONFERENCE LOCATIONS**

*Boston Park Plaza*

50 Park Plaza at Arlington | Boston, MA 02116  
617.426.2000 | [bostonparkplaza.com](http://bostonparkplaza.com)

*Vilna Shul, Boston's Center for Jewish Culture*

18 Phillips Street | Boston, MA 02114  
617.523.2324 | [vilnashul.org](http://vilnashul.org)

*Temple Israel of Boston*

477 Longwood Avenue | Boston, MA 02215  
617.566.3960 | [tisrael.org](http://tisrael.org)

*Yiddish Book Center*

1021 West Street | Amherst, MA 01002  
413.256.4900 | [yiddishbookcenter.org](http://yiddishbookcenter.org)

*Museum of Fine Arts, Boston*

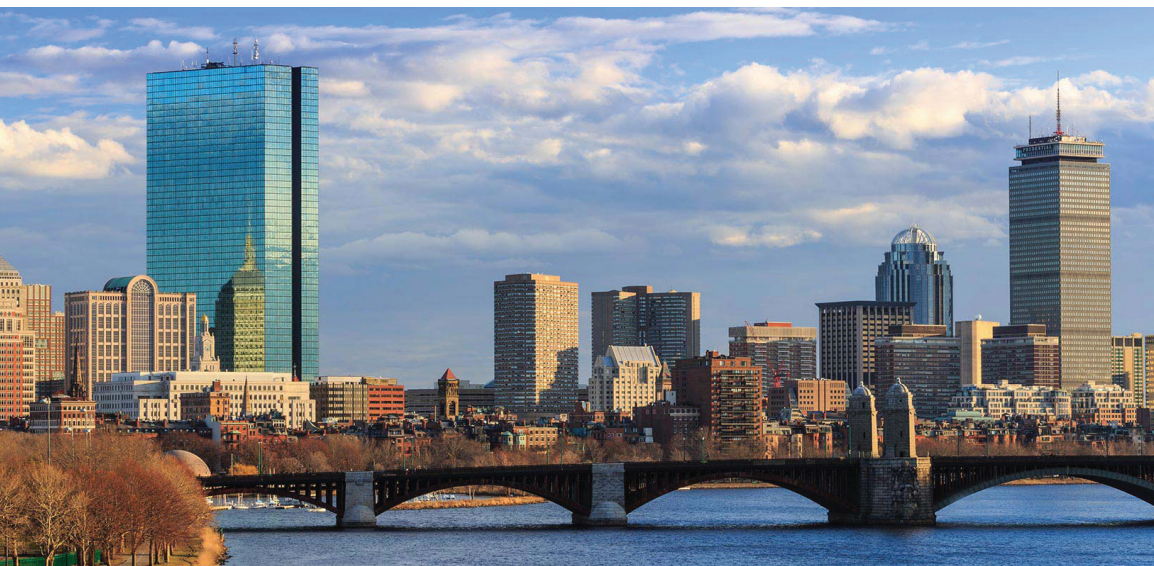
465 Huntington Avenue | Boston, MA 02115  
617.267.9300 | [mfa.org](http://mfa.org)

*Boston Children's Museum*

308 Congress Street | Boston, MA 02210  
617.426.6500 | [bostonchildrensmuseum.org](http://bostonchildrensmuseum.org)

*Isabella Stewart Gardner Museum*

25 Evans Way | Boston, MA 02115  
617.566.1401 | [gardnermuseum.org](http://gardnermuseum.org)





# WELCOME

## **TO THE 2017 CAJM CONFERENCE!**

This year we are excited to present the conference in two locations—Boston and Amherst, Massachusetts. In these areas so rich with history, culture, and institutions of higher learning, we will see a range of organizations and projects that shed light on our profession. Museum specialists, scholars, and thought leaders will discuss the ways in which our work overlaps and inspires new interpretations and presentations of Jewish culture.

We'll see how museums can transcend boundaries of all kinds, and how other types of institutions address issues of cultural specificity with their audiences. Neither Boston nor Amherst is home to what we traditionally think of as a large-scale “Jewish museum;” yet, in both places, museum-like activities are present in other settings, and museums not defined as “Jewish” explore Jewish themes and dialogues.

As we reflect on our theme and look beyond traditional museum practice, we hope to generate exciting conversations: How can Jewish museums explore culture in new ways? What role can other cultural institutions play in preserving and presenting Jewish content? How does this impact our thinking about the audiences we reach and the communities we serve?

The annual CAJM conference could not happen without the generous assistance of many individuals, institutions, and funders. Our Program Committee members helped us identify new talents for our conference deliberations. We are especially grateful to our funders and to our colleagues at the Yiddish Book Center; Temple Israel of Boston; Museum of Fine Arts, Boston; and The Vilna Shul, Boston's Center for Jewish Culture for providing our anchor venues.

We are also grateful to you—our conference attendees—for bringing this exciting program to life. We look forward to a dynamic discussion, one that spurs new ideas, initiatives, and collaborations for your institutions.

Enjoy the conference!

**SUSAN BRONSON | GABRIEL SANDERS | MELISSA MARTENS YAVERBAUM**



# THANK YOU TO OUR CONFERENCE SUPPORTERS

The David Berg Foundation  
Charles and Lynn Schusterman Family Foundation  
The Joanne Marks Kauvar Fellowship & Scholarship Fund  
Rabbi Robert and Virginia Bayer Hirt  
Combined Jewish Philanthropies of Greater Boston  
Anonymous foundation  
Yiddish Book Center  
Museum of Fine Arts Boston  
The Vilna Shul, Boston's Center for Jewish Culture  
Temple Israel of Boston  
Jeane Ungerleider  
Anonymous donor  
Rina Scott Cowan  
Dr. and Mrs. Donald W. Putnoi  
Northeastern University Jewish Studies Program

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

The Philip and Muriel Berman Foundation  
The Gottesman Fund

# PROGRAM

## SUNDAY / MARCH 19

LOCATION  
10-11:45 am

### THE VILNA SHUL, BOSTON'S CENTER FOR JEWISH CULTURE

#### OPTIONAL MORNING EXCURSION

Visit to the Vilna Shul and Neighborhood Walking Tour  
Join us for a special introduction to the museum plus an area walking tour led by Ellen Smith of Brandeis University

LOCATION  
1:00 pm

### TEMPLE ISRAEL OF BOSTON

#### REGISTRATION AND LUNCH

1:15 pm

#### CAJM MENTOR/MENTEE ORIENTATION (OVER LUNCH)

Chairs: RACHEL JARMAN MYERS, Institute for Southern Jewish Life, and ZACHARY LEVINE, National Building Museum

2:00 pm

#### WELCOME AND OPENING REMARKS

2:15 pm

### PLENARY

#### THE NEW AGE OF THE "JEWISH MUSEUM": CONSIDERATIONS OF AUDIENCE

Session Chair: COLIN WEIL, Congregation B'nai Jeshurun (NYC), with: FERN CHERTOK, Brandeis University; BARNET KESSEL, The Vilna Shul; and JUDITH ROSENBAUM, Jewish Women's Archive

Today's audiences differ from those for whom most North American Jewish museums were founded in the last century. In addition, a growing array of hybrid identities complicates the notion of what makes up one's "Jewishness." Where do contemporary audiences find their stories, and how do we position ourselves to tell them? Panelists will address implications for Jewish museums trying to tell "the story of the Jews" and will share recent demographic insights and programming experiments.



3:30 pm

## CONCURRENT SESSIONS

SESSION 1-A

### **INTERPRETING ACTIVISM: CASE STUDIES IN CIVIC ENGAGEMENT**

Session Chairs: AVI DECTER, History Now, and LAURA SCHIAVO, George Washington University, with STEPHEN WHITFIELD, Brandeis University; SARAH SEIDMAN, Museum of the City of New York; RAINY TISDALE, Independent Consultant

Each community, large and small, includes those advocating for social justice, cultural renewal, and repair of the world. And today, American museums often seek ways to engage in forms of civic engagement. This panel will suggest ways for Jewish museums and organizations to use community activists, past and present, as springboards for discourse on cultural and community issues.

SESSION 1-B

### **NEGOTIATING BOUNDARIES: PUBLIC HISTORY, PERSONAL IDENTITY, AND CURATORIAL VOICE**

Session Chairs: MARSHA SEMMEL, Independent Consultant, and RICHARD RABINOWITZ, American History Workshop, with KEN TURINO, Historic New England; LAURA ROBERTS, Independent Consultant; and GRETCHEN SORIN, Cooperstown Graduate Program/SUNY Oneonta

For those working in public history, passion for the content is often grounded in personal experience. As Richard Rabinowitz discovered in writing his new book *Curating America*, his storytelling approach is deeply rooted in his own Jewish experience. What are the potential implications—or limitations—of personal identity in interpreting public history? In this session, historians and interpretation professionals will explore how forms of narrative and identity connect and play a role in shaping public museum experiences.

SESSION 1-C

### **THE IMPOSSIBLE TOPIC: CONTEMPORARY ART AND GENOCIDE**

Session Chair: GRAVITY GOLDBERG, The Contemporary Jewish Museum, with PIERRE-FRANÇOIS GALPIN, The Contemporary Jewish Museum; STEPHENIE A. YOUNG, Salem State University Center for Holocaust and Genocide Studies; and NATALIA GUTMAN, Independent Curator

If a function of many Jewish museums is to educate about the Holocaust, how can contemporary art stimulate new discussions? How might visitors engage differently with abstract or nonrepresentational imagery of the Holocaust and genocide? How might it broaden the conversation and invite in new audiences? What can contemporary art say (or not say) about the Holocaust and how can Jewish museums shape the conversation? This panel will examine exhibitions that address the “impossible topic” in new ways.

5:00 pm

## LIGHT RECEPTION HONORING FRANCES PUTNOI AND PLENARY SESSION

### **LEADERSHIP, TRANSFORMATION, AND RISK: MODELS FOR EXPERIMENTATION**

Session Chair: GAIL REIMER, Founding Executive Director, Jewish Women's Archive, with ALIZA KLINE, Mayyim Hayyim Living Waters Community; MARGOT STERN STROM, Facing History and Ourselves; and LAURA CONRAD MANDEL, Jewish Arts Collaborative

This session, featuring former and current leaders of Boston-area cultural institutions, will take the form of a roundtable conversation on creating, building, maintaining, and transforming institutions. Participants will reflect on the realities they faced, the strategies they employed, and the skills needed for leadership in the changing cultural arena.

7:30 pm

### **DRINK-IN/LINKEDIN**

Gathering for Young Professionals and CAJM Fellowship Recipients

Chairs: GRACE ASTROVE, The Jewish Museum, and NATALIA MILLER, The Jewish Museum.

Join other emerging Jewish-museum professionals for socializing and conversation about career paths. Gathering will take place at a Back Bay location to be announced.

# MONDAY / MARCH 20

## LOCATION

8:00 am

### YIDDISH BOOK CENTER

Bus transport from Conference Hotel to the Yiddish Book Center in Amherst, MA; with screening of *Raise the Roof* documentary by Yari and Cary Wolinsky, Film provided by The National Center for Jewish Film.

10:10 am

Coffee and Introduction to the Yiddish Book Center by SUSAN BRONSON

10:20 am

### FEATURED SPEAKER

AARON LANSKY, Yiddish Book Center: *Treasure for the Finding*

Lansky, Founder and President of the Yiddish Book Center, will discuss its inception, growth, and trajectory. He was 24 years old when he took what he thought would be a two-year leave of absence from graduate school to rescue endangered Yiddish books. What eventually resulted was the recovery of more than a million volumes and the Yiddish Book Center. Lansky will reflect on his own experience, as well as our collective responsibility to further an understanding of our pasts, presents, and futures.

11:00 am

### PLENARY SESSION

#### NEW DIRECTIONS IN MUSEUM AND ACADEMIC COLLABORATIONS

Session Chairs: SUSAN BRONSON, Yiddish Book Center; and GABRIEL SANDERS, *Tablet* Magazine, with JAMES YOUNG, UMass, Amherst; ILAN STAVANS, Amherst College; and SAM KASSOW, Trinity College

When museums explore new topics and expand their narratives, they often turn to the world of academia for collaboration and special expertise. Scholars, meanwhile, are often eager to work with museums—which reach broad and diverse publics. How can we maximize the benefits of such collaborations? This session will feature a panel of scholars with experience working on projects with a variety of museums. They will highlight challenges, opportunities, and new directions for breakthrough collaborations.

12:20 pm

### LUNCH AND YIDDISH BOOK CENTER TOURS

1:30 pm

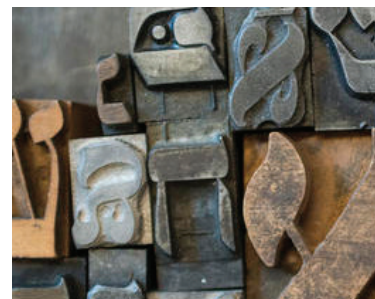
### CONCURRENT SESSIONS

SESSION 2-A

#### NEXT USERS: CHILDREN, FAMILIES, AND STRATEGIES FOR JEWISH MUSEUMS

Session Chair: MELISSA MARTENS YAVERBAUM, Council of American Jewish Museums, with LESLIE SWARTZ, Boston Children's Museum; SHERI BERNSTEIN, Skirball Cultural Center; and ALEXANDRA KENNEDY, Eric Carle Museum of Picture Book Art

Families represent a key segment of our emerging audience, and we know from personal experience that childhood memories can create powerful, lifelong associations with museums. How can we create experiences for young people that speak both to their curiosity and our content? How can we earn the confidence of parents and caregivers seeking worthwhile experiences for children? This panel, exploring a range of approaches, will challenge us to think in big terms for our littlest visitors.



#### SESSION 2-B

##### **MILLENNIALS: ENGAGING THE NEXT GENERATION OF SUPPORTERS**

Session Chairs: GRACE ASTROVE, The Jewish Museum, and NATALIA MILLER, The Jewish Museum, with VICTORIA ROGERS, Kickstarter; and GRAHAM WRIGHT, Opus Affair

Millennials are essential to institutional sustainability, and Jewish museums are striving to channel their interests and spark loyalty. This session will delve into a variety of approaches to engage the next generation of Jewish museum visitors and patrons through social engagements, new fundraising techniques, and young patron groups.

2:45 pm

##### **PLENARY SESSION**

##### **REALITIES AND CHALLENGES OF DIGITIZATION**

Session Chairs: SUSAN BRONSON, Yiddish Book Center, and COLIN WEIL, Congregation B'nai Jeshurun (NYC), with EITAN KENSKY, Yiddish Book Center, and PAULA GANGOPADHYAY, Institute of Museum and Library Services

As museums across the country face an ever-shifting technological landscape, the challenge of digitization has become pressing. Wayne Clough, Secretary of the Smithsonian, has said, "digital technology is pervasive ... its possibilities are vast ... It is mandatory that museums, libraries, and archives join with educational institutions in embracing it." This session will bring together viewpoints on digitizing collections and realizing new programs through online collections and experiences.

4:00 pm

##### **SNACK BREAK**

4:20 pm

##### **TALKING CIRCLE DISCUSSION GROUPS**

Chairs: DEBORAH CARDIN, Jewish Museum of Maryland; LYNETTE ALLEN, Independent Consultant; and RACHEL JARMAN MYERS, Institute for Southern Jewish Life

Meet with colleagues for open and informal discussion on topics of mutual professional interest.

5:30 pm

Bus transport from the Yiddish Book Center to the Conference Hotel in Boston

7:30 pm

##### **DINNER OUTINGS AROUND BOSTON**

Organized by professional interest (pay your way)



# TUESDAY / MARCH 21

LOCATION

**MUSEUM OF FINE ARTS BOSTON**

9:00 am

**SPECIAL CAJM PREVIEW OF MFA EXHIBITION**

***MEMORY UNEARTHED: THE LODZ GHETTO PHOTOGRAPHS OF HENRYK ROSS***

10:00 am

**PLENARY SESSION**

**EXPERIENCING JUDAICA IN ART MUSEUMS**

Session Chairs: GABRIEL GOLDSTEIN, Independent Consultant, and MARIETTA CAMBARERI, Museum of Fine Arts Boston, with ALANNA COOPER, Case Western University, and JOHN COFFEY, North Carolina Museum of Art

Increasingly, Jewish ceremonial art is being collected and exhibited by major American art museums. What does it mean when mainstream institutions acquire and display Judaica as fine art? How are Jewish ritual objects recognized within the established corpus of artistic achievement and history? How does the presence of Judaica in general art museums redefine Jewish institutions? And what stories result—for both Jewish and general audiences?

11:30 am

**SNACK BREAK**

12:00 Noon

**FEATURED SPEAKER**

MASHA GESSEN

Join us as we hear from noted journalist, activist, and author Masha Gessen. Throughout the 1990s she covered the former Soviet Union and the wars in the former Yugoslavia. Gessen became head of *U.S. News & World Report's* Moscow bureau. She has reported on a range of topics, including LGBT rights, medical genetics, and mathematics. She is the author of *Where the Jews Aren't: The Sad and Absurd Story of Birobidzhan, Russia's Jewish Autonomous Region*; *The Brothers*, about the Boston Marathon bombers; and *The Man Without a Face*, her bestselling book about Vladimir Putin.

1:00 pm

**PLENARY SESSION AND MFA PUBLIC PROGRAM**

**NEW DIRECTIONS AND AUDIENCES FOR ART MUSEUMS**

Session Chairs: MELISSA MARTENS YAVERBAUM, Council of American Jewish Museums, and KRISTEN HOSKINS, Museum of Fine Arts Boston, with MATTHEW TEITELBAUM, Museum of Fine Arts Boston; PEGGY FOGELMAN, Isabella Stewart Gardner Museum; and NANCY NETZER, McMullen Museum of Art, Boston College

While mainstream art museums are known for their masterworks, the interests of new audiences may extend well beyond the masters. How are art museums transcending their core topics, collections, and identities? What experiments are they running with new topics, in new mediums, for new audiences? How do Jewish (and other identity) topics work in art museums, and how does the framework of the art museum change expectations?

2:00 pm

**MFA GALLERIES OPEN FOR EXPLORING, INCLUDING JUDAICA**

**OPTIONAL POST-CONFERENCE FIELD TRIPS**

Boston Children's Museum or

Isabella Stewart Gardner Museum, Conservation Lab (limited capacity)

# CONFERENCE REGISTRATION

## CONFERENCE FEES

Fees include all conference program sessions, special events, designated meals (kosher available if you indicate below), and optional activities.

Cancellation requests must be received in writing by January 27, 2017 for full refund or by February 17, 2017 for the amount minus a \$75 cancellation fee. No refunds will be made after February 17th.

## PLEASE COMPLETE A SEPARATE COPY OF THIS FORM FOR EACH CONFERENCE PARTICIPANT.

Four registration and payment options are available. Using a credit card, you may (1) use this easy online form [bit.ly/2f5CwXa](http://bit.ly/2f5CwXa); (2) send the form to Mindy Humphrey by email at [mhumphrey.cajm@gmail.com](mailto:mhumphrey.cajm@gmail.com); or (3) fax it to her at 601.366.6293. You may also (4) pay by check through the mail to: CAJM / P.O. Box 12025 / Jackson, MS 39246-2025. Questions? Contact Mindy at the email address above.

NAME		
TITLE		
INSTITUTION		
ADDRESS		
CITY	STATE	ZIP
COUNTRY		
TEL	EMAIL	

## FULL CONFERENCE

- |  |        |
|--|--------|
| <input type="checkbox"/> CAJM Member EARLY BIRD (by January 17, 2017)  | \$ 350 |
| <input type="checkbox"/> CAJM Member (after January 17)  | \$ 400 |
| <input type="checkbox"/> Additional CAJM Staff or Board Member EARLY BIRD  | \$ 300 |
| <input type="checkbox"/> Additional CAJM Staff or Board Member (after January 17)  | \$ 350 |
| <input type="checkbox"/> Spouse/Partner/Guest of CAJM Member   | \$ 350 |
| <input type="checkbox"/> Non-member  | \$ 450 |
| <input type="checkbox"/> Full-time Student (includes 2017 CAJM membership)<br>(Please include a photocopy of your current student ID.) | \$ 250 |

## DAY RATE

Please indicate day(s)  Sun  Mon  Tue

- |  |         |
|--|---------|
| <input type="checkbox"/> CAJM Member / Additional Staff / Board Member | \$ 175  |
| <input type="checkbox"/> Spouse/Partner/Guest of CAJM Member           | \$ 175  |
| <input type="checkbox"/> Non-member                                    | \$ 225  |
| <input type="checkbox"/> CAJM Member Institutional Group Rate          | \$ 750* |

Quantity of One-Day Passes \_\_\_\_\_

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

## BECOME A CAJM MEMBER

**INSTITUTIONAL MEMBERS** include Jewish art and history museums, historic sites, historical and archival societies, Holocaust centers, synagogue museums, children's museums, and Jewish community center and university galleries. They receive organizational communications and are featured on the CAJM website. Institutional representatives are granted access to members-only sections of the website, may attend CAJM conferences and special events, participate in membership meetings, continuing education programs and cooperative projects, may post announcements of interest to the field through CAJM communications media, and are eligible to vote (one vote per institution) and to hold office.

**INDIVIDUAL MEMBERS** include museum professionals working with Jewish content, as well as Jewish-museum docents, volunteers, board members, and patrons; donors, educators, and scholars; other museum staff and professionals in related non-profit fields. They receive organizational communications and have access to members-only sections of the CAJM website. They are entitled to attend CAJM conferences and special events, to participate in membership meetings and continuing education programs, and to vote and hold office.

**AFFILIATE MEMBERS** include Jewish museums outside of the United States, non-Jewish museums throughout the world, Jewish communal agencies, and certain other entities not eligible to be CAJM Institutional Members. They receive organizational communications and are entitled to attend CAJM conferences and special events. However, they may not vote or hold office and do not have access to members-only sections of the CAJM website.

## CAJM MEMBERSHIP FEE

The member rate for conference registration is only available to CAJM members whose 2017 dues have been paid. Institutional or Individual memberships must be paid before or at the time of registration.

**INSTITUTIONAL MEMBERSHIP**

- 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

**INDIVIDUAL MEMBERSHIP**

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

**STUDENT MEMBERSHIP**

- \$36 is included within the student registration fee

**AFFILIATE MEMBERSHIP**

- For organizations not eligible for Institutional Membership \$100

**PAYMENT AMOUNTS**

Conference Fee + \_\_\_\_\_  
 Membership Fee + \_\_\_\_\_  
 Total Payment Enclosed = \_\_\_\_\_

**FORM OF PAYMENT**

- 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 ORGANIZE FOR TRAVEL, SPACES, AND CATERING**

- Please indicate here if you require kosher meals.

Indicate your preferences among these concurrent sessions by ranking 1-3 and 1-2:

**SUNDAY CONCURRENT SESSIONS**

- \_\_\_ Interpreting Activism
- \_\_\_ Negotiating Boundaries
- \_\_\_ Contemporary Art and Genocide

**MONDAY CONCURRENT SESSIONS**

- \_\_\_ Next Users
- \_\_\_ Millennials

**TELL US IF YOU WILL BE WITH US FOR THESE EVENTS**

(check all that apply):

- \_\_\_ Sunday morning visit to Vilna Shul & walking tour
- \_\_\_ Sunday lunch at Temple Israel
- \_\_\_ Sunday evening reception and plenary program
- \_\_\_ Monday bus to Amherst
- \_\_\_ Monday bus to Boston
- \_\_\_ Monday dinner outings
- \_\_\_ Tuesday morning plenary
- \_\_\_ Tuesday snack break
- \_\_\_ Tuesday featured speaker
- \_\_\_ Tuesday early afternoon plenary

Please recommend topics for Monday Talking Circles:

\_\_\_\_\_

Please suggest groupings or topics for Monday dinner outings:

\_\_\_\_\_

**ADVANCE REGISTRATION REQUIRED:**

Please check if you would like to attend one of these post-conference activities. Activities with limited capacity will be filled in order of receipt of registration.

- \_\_\_ Boston Children’s Museum
- \_\_\_ Isabella Stewart Gardner Museum, Conservation Lab

**MENTORSHIP PROGRAM**

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

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

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

