### THURSDAY, APRIL 26, 2018

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>12:00 pm - 6:00 pm</td>
<td>Registration Open</td>
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<tr>
<td><strong>Learning Excursions</strong></td>
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| 9:00 am - 4:00 pm  | **Learning Excursion 1** – Hillwood Estate, Museums & Gardens  
Tudor Place & Garden Georgetown Area (Lunch on your own)  
(Ticketed Event) **SOLD OUT** |
| 9:00 am - 4:00 pm  | **Learning Excursion 2** – George Washington’s Mt. Vernon, VA  
Old Town Alexandria (Lunch on your own) (Ticketed Event) |  

### FRIDAY, APRIL 27, 2018

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<th>Time</th>
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<tr>
<td>7:00 am - 6:00 pm</td>
<td>Registration Open</td>
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<tr>
<td>7:30 am - 11:45 am</td>
<td><strong>MSA Boot Camp - Presented by Andrew Andoniadis</strong> (Ticketed Event)</td>
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<td>The focus will be on the subjective factors and relevant metrics related to the generation of gross revenue,</td>
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<td>managing expenses that lead to the maximization of profitability, aspects of the store’s impact on the</td>
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<td>visitor experience and general management fundamentals. The emphasis will be on how you can ‘own’ the</td>
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<td>process through planning and evaluation. The seminar is aimed at new managers, managers new to cultural</td>
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<td>commerce and as a refresher course for others.</td>
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<td>MSA Knowledge Standards: ☻ ☻ ☻ ☻ ☻ ☻ ☻ ☻</td>
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<td><strong>Learning Excursions</strong></td>
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| 9:00 am - 12:30 pm | **Learning Excursion 3** – United States Holocaust Memorial Museum, Washington, DC  
(Ticketed Event) |
| 9:00 am - 12:30 pm | **Learning Excursion 4** – National Gallery of Art, Washington, DC (Lunch on your own)  
(Ticketed Event) **SOLD OUT** |
| 9:00 am - 12:30 pm | **Learning Excursion 5** – CANCELLED                                                                          |
| 12:00 pm - 3:00 pm | **Memorable Customer Service; The Ritz-Carlton Leadership Center, presenter** (Ticketed Event)  
To create customer loyalty, you must first elevate the customer experience. This journey focuses on the  
emotional and psychological aspects of creating a culture where personalized and impressive service is the  
norm. Learning will continue as you are taken through The Ritz-Carlton methods for fulfilling unexpressed  
wishes and needs, learning to stay-in-the-moment, and creating personalized experiences that surprise and  
delight. You will also discover and discuss the critical skills necessary for authentic customer engagement,  
and how to foster them in your employees.  
MSA Knowledge Standards: ☻ ☻ ☻ ☻ ☻
Networking Reception and Opening Keynote
3:45 pm - 4:45 pm  
Think Like a Customer, not a Curator; Rich Pedott, The Metropolitan Museum of Art, Keynote Speaker
The Welcome Reception is the kick off! It’s our first chance to gather together and be motivated by Opening Keynote speaker Rich Pedott, The Metropolitan Museum of Art, who kindly replaces Paul Ogburn, Retail Director of TATE Enterprises, Ltd. who is unable to attend due to illness.
MSA Knowledge Standards: 

5:00 pm - 6:00 pm  
Chapter Meetings
Attend your regional Chapter Meeting where you get face time with your colleagues and learn about ongoing and future chapter business. If you’re new to MSA, this is a great opportunity to meet chapter colleagues and hear about how these regional groups support their members and volunteer opportunities.

5:00 pm - 12:00 am  
Exhibitor Move-In and Set-up

6:15 pm - 7:00 pm  
Sponsorship/ Leadership Reception (By Invitation Only)

6:30 pm - 8:30 pm  
MSA NEXT Newcomers Reception
MSA NEXT welcomes newcomers and all attendees of MSA FORWARD 2018. If you are a first or second timer to our annual event, come and get to know fellow MSA emerging professionals. Veterans are welcome too! Food & beverages available.

SATURDAY, APRIL 28, 2018
7:00 am - 5:30 pm  
Registration Open
7:00 am - 5:30 pm  
Silent Auction Open
7:00 am - 1:30 pm  
Exhibitor Move-In and Set-up (continued)

General Session
8:00 am - 9:00 am  
Retail Social Media Strategies; Crystal Vilkaitis, presenter
Crystal Vilkaitis is the Social Media Mentor to Small Businesses, a keynote speaker and founder of Social Edge™, an educational platform that teaches small businesses how to drive traffic and sales using social media and offers done-for-you services. She’s been featured in Entrepreneur Magazine, USA Today, Fast Company and on over 80 tech and retail blogs, and has traveled the globe to speak to local retailers on the power of social media. To learn more visit socialedge.co. (You read that right! Dot co, not dot com)
MSA Knowledge Standards: 

SESSIONS
9:15 am - 10:15 am  
Creating a Strategic Plan for your Museum Store; Colleen Higginbotham, presenter
MSA Knowledge Standards: 

MSA Knowledge Standards highlight the core knowledge, skills and abilities needed to perform the daily responsibilities of a nonprofit retail professional. Knowledge Standards are the basis for all of MSA’s learning initiatives, including webinars, live learning session topics, Museum Store magazine articles and MSA’s blog and publications. The eight Knowledge Standards are: 

- Merchandise Planning
- Customer Relations
- Operations
- Financial Management
- Human Resources
- Communications
- Business Relations
- Strategic Management
Breakout Session 2  Visitor and Customer Service Standards – Go for 100%; Kate Schureman, presenter
MSA Knowledge Standards: ● ● ● ●

Breakout Session 3  Wholesale Programs Great and Small: Additional Revenue; Kate Botelho, moderator, Chris Michel, Ione Saroyan, Laura Murphy, Tina Harding, Kate Botelho, presenters
MSA Knowledge Standards: ● ● ●

Breakout Session 4  Home Made: A Recipe for Profit; Raymond Mckenzie, presenter
MSA Knowledge Standards: ● ● ●

Breakout Session 5  Year-In-Review: Your Annual Business Checkup (Geared for Vendors); Neal S. Cohen, Neal Cohen Law LLC and Jeremy D. Richardson, Michelman & Robinson, LLP, presenters

SESSIONS
10:45 am - 11:45 am

Breakout Session 6  The World is Your Marketplace: Buying Globally Through Partnerships with Trade Development Agencies; Geoffrey Carroll, Laura Murphy, Michael Nasons, Catie Riordan and Julie Steiner, presenters
MSA Knowledge Standards: ● ● ●

Breakout Session 7  Making a Pretty Penny: Displays, Merchandising, and Visuals to Pop Your Sales; Blue Anderson and David Graveen, presenters
MSA Knowledge Standards: ● ●

Breakout Session 8  Diversity Beyond Jargon: Managing a Truly Inclusive and Accessible Workplace; Marc B. Zimmerman, Michelman & Robinson, LLP, presenter
MSA Knowledge Standards: ● ●

Breakout Session 9  Social Media Workshop; Crystal Vilkaitis, presenter
MSA Knowledge Standards: ● ● ● ●

Breakout Session 10  Permission Granted: Rights and Reproductions; Stuart Hata and Stacey Stachow, presenters
MSA Knowledge Standards: ● ● ● ●

Breakout Session 11  Beyond the Name Drop: Product Development that Doesn’t Break the Bank; Jay Thomson and Ibai Demirdache, presenters
MSA Knowledge Standards: ● ● ● ●

11:45 am - 1:20 pm  Membership Meeting and Networking Luncheon
Hear from the MSA board of directors and staff about the current and future plans for the association, meet MSA staff, enjoy the 5th annual awards ceremony and, for the first time, hear plans and the location announcement for MSA FORWARD 2019.

1:30 pm  Ribbon Cutting Ceremony, Expo Hall
EXHIBIT HALL OPEN
1:30 pm - 5:00 pm  The Expo Hall is the most important, comprehensive product sourcing environment for museums in the country. These focussed, exclusive expo hall hours are within steps of the rooms for educational sessions and Keynote speakers. The one-of-a-kind Expo enables buyers to browse, order, meet with experienced vendors, see new products, plan and develop custom products reflecting your institution’s mission in a relaxed environment. Throughout the day there will be prizes/raffles, sponsored and inspired events, and show specials not to be missed.

6:30 pm - 10:30 pm  MSA Annual Awards Gala with Silent Auction
Renaissance Washington DC Downtown Hotel
Celebrate all things MSA with food, drinks, and dancing with live entertainment! Mix and mingle with colleagues and find out who will be recognized this year for outstanding achievements within the MSA Community. Shop the annual Silent Auction with proceeds benefiting the MSA Memorial Scholarship Fund and 10% to the Mid-Atlantic Chapter host.

SUNDAY, APRIL 29, 2018
7:00 am - 5:30 pm  Registration Open
8:00 am - 9:00 pm  The Buyer Vendor Forum; Blue Anderson, Kristen Daniels, Kelly Jones, Ari Lowenstein, Paul Stewart-Stand, presenters
In this roundtable discussion that will include input from attendees, buyers and vendors will discuss the changing role of vendor members in the MSA. We will brainstorm ways in which vendors and buyers can work together to make the MSA a bigger, better, and more inclusive association that serves all of its members.

EXHIBIT HALL OPEN
9:00 am - 4:30 pm  The Expo Hall is the most important, comprehensive product sourcing environment for museums in the country. These focussed, exclusive expo hall hours are within steps of the rooms for educational sessions and Keynote speakers. The one-of-a-kind Expo enables buyers to browse, order, meet with experienced vendors, see new products, plan and develop custom products reflecting your institution’s mission in a relaxed environment. Throughout the day there will be prizes/raffles, sponsored and inspired events, and show specials not to be missed.

### SESSIONS

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| 4:45 pm - 5:45 pm | Breakout Session 12  Retailing in Public Relations Strategies for Museums; Marisa Jones Issa and Erik Perez/HelloPR, presenters  
MSA Knowledge Standards: ![Knowledge Standards](https://example.com/knowledge_standards) |
|            | Breakout Session 13  Millennial Shoppers: Understanding the Changing Face of Retail (Presented by MSA NEXT); Aubrey Herr, presenter  
MSA Knowledge Standards: ![Knowledge Standards](https://example.com/knowledge_standards) |
|            | Breakout Session 14  Advanced Financial Assessment: Using the MSA Retail Industry Report to Advocate for your Store; Andrew Andoniadis, Cathy Nagle-Ervin and Julie Steiner, presenters  
MSA Knowledge Standards: ![Knowledge Standards](https://example.com/knowledge_standards) |
| 6:00 pm - 7:00 pm | Special Session: MSA Chapters Think Tank  
MSA Knowledge Standards: ![Knowledge Standards](https://example.com/knowledge_standards) |

### MONDAY, APRIL 30, 2018

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<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>7:30 am - 1:00 pm</td>
<td>Registration Open</td>
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| 8:00 am - 9:00 am | General Session  
Panel Discussion: Let’s Talk Museum Store Sunday; Susan Tudor, moderator Angela Colasanti, Stuart Hata, Marisa Jones Issa, Erik Perez, Paul Stewart-Stand, panelists  
Do you want to learn more about Museum Store Sunday and how best to maximize November 25, 2018 in your institution? Join this panel of MSS experts as they recap marketing strategies, social media campaigns, events and promotions that made Museum Store Sunday 2017 a local, national and global success. This interactive session will highlight the results of the MSS Participant Survey plus other MSS year one summaries. All discussions will center on opportunities to move your Museum Store Sunday forward in 2018… and beyond!  
MSA Knowledge Standards: ![Knowledge Standards](https://example.com/knowledge_standards) |
| 9:15 am - 10:15 am | Museum Store Discussion Groups  
Discussion groups with colleagues from your institution type will be a great start to the day, with lots of learning ahead.  
MSA Knowledge Standards: ![Knowledge Standards](https://example.com/knowledge_standards) |
SESSIONS
10:30 am - 11:30 am
Breakout Session 16  Shine Bright Like a Diamond; Angela Colasanti, Viela LTD, presenter
MSA Knowledge Standards: ☑ ☑ ☑
Breakout Session 17  Print is Not Dead! How to Put Together a Successful Print Catalog for Your Museum Store; Maria Kwong, presenter
MSA Knowledge Standards: ☑ ☑ ☑
Breakout Session 18  Working with Online Influencers (Presented by MSA NEXT); Luke Vaillancourt, presenter
MSA Knowledge Standards: ☑ ☑ ☑
Breakout Session 19  Store Metrics & KPI’s: Telling your Story Through the Numbers; Tracy Cude and Andrew Andoniadis, presenters
MSA Knowledge Standards: ☑ ☑ ☑ ☑

Networking Lunch and Closing Keynote
11:45 am - 12:45 pm   Engage Every Age: Managing Multi-generational Teams and Volunteers; Anne Loehr, Anne Loehr Associates, Keynote Speaker
A thought leader in the fields of leadership and management development, closing keynote speaker Anne Loehr was named the “Generational Guru” by the The Washington Post for her work on leveraging diversity in the workplace.
MSA Knowledge Standards: ☑ ☑ ☑ ☑

Learning Excursions
2:00 pm - 5:00 pm   Learning Excursion 6 – Library of Congress, Washington, DC (Ticketed Event)
2:00 pm - 5:00 pm   Learning Excursion 7 – The US Supreme Court, Washington, DC (Ticketed Event)
2:00 pm - 5:00 pm   Learning Excursion 8 – US Botanical Gardens, Washington, DC (Ticketed Event) SOLD OUT