

MEMBERSHIP AND DEVELOPMENT

MEMBERSHIP

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Statistics

At the close of the fiscal year, the Oriental Institute had 2,072 active members. Between July 1, 2006, and June 30, 2007, 178 new members joined the Institute.

Publications

With the assistance and guidance of the Publications Office, the Membership Office continued to publish *News & Notes* on a quarterly basis. The Fall 2006 issue focused on the special exhibit *Embroidering Identities: A Century of Palestinian Clothing* with a lead article by curator Iman Saca. In Winter 2007, our members were introduced to the Persepolis Fortification Tablets and the international legal case surrounding their future and past, with articles by Matthew Stolper and Gil Stein. The Spring 2007 issue featured the technological advancement pioneered by the Oriental Institute in an article by Scott Branting of the CAMEL project, as well as an illuminating, full color article on the special exhibit *Daily Life Ornamented: The Medieval Persian City of Rayy*, by Don Whitcomb and student curator Tanya Treptow. In Summer 2007, we celebrated the contributions of Raymond Tindel. Ray himself, as well as Mark Garrison of Trinity University, contributed pieces which were presented at a spring symposium in honor of Ray's retirement. The Summer 2007 issue also featured updates from the Oriental Institute excavation in Nubia, the forthcoming Megiddo Gallery guide, and Museum Education's youth and family programming.

Events

The 2006/2007 year was full of events for members and supporters of the Oriental Institute. The academic year began with a very successful Stars and Tombs event in collaboration with the Adler Planetarium and The Field Museum. Members were treated to a planetarium presentation, a presentation by University of Chicago Near Eastern Languages and Civilizations graduate students, and admission to the exhibit Tutankhamun and the Golden Age of the Pharaohs at The Field Museum.

Janet Richards joined us to present the first Members' Lecture of the 2006/2007 year, which was entitled "The Lost Tombs and the Archaeology of Individuals in Late Old Kingdom Egypt." Many members took part in the gallery talks led by Emily Teeter and Geoff Emberling focusing on the discovery of and the culture surrounding King Tutankamun.

Members also enjoyed a preview of the autumn 2006 special exhibit, *Embroidering Identities: A Century of Palestinian Clothing*, as well as a Members' Lecture given by Maha Saca, Director of the Palestinian Heritage Center. Members took part in a concert given by the University of Chicago's Middle East Music Ensemble, a performance presented in conjunction with the Palestinian Clothing exhibit.

On October 5, over 150 members, donors, supporters, volunteers, and scholars came together to celebrate seventy-five years of scholarship in the Oriental Institute building with the Oriental Institute Gala, *Romancing the Past*. With a silent and live auction of over thirty items from around

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the world, the Gala event raised over \$100,000 for the Oriental Institute. Guests enjoyed a gallery dinner, music by the Middle Eastern Music Ensemble, and a living-history portrayal of James Henry Breasted himself by Chicago-based actor R. J. Lindsey.

The Gala event would not have been possible without the tireless efforts of Monica Witzcak and Maria Krasinski, along with the Oriental Institute Visiting Committee's Events Committee. We express our infinite gratitude to Debby Halpern, Gretel Braidwood, Andrea Dudek, Margaret Foorman, Janet Helman, Kitty Picken, Rita Picken, Mary Shea, and Mari Terman. Thank you to both Emily Teeter and Denise Browning for their participation and leadership on the Gala Committee. Special thanks are also due to the many volunteers who helped the evening run smoothly.

In January 2007, our members were treated to a lecture on Afghanistan's Hidden Past by Frederik Hiebert of the National Geographic Society. On January 31, Breasted Society members enjoyed an exclusive presentation on the Persepolis Fortification Tablets — their cultural and archaeological context and modern legal ramifications. Breasted Society members got a chance to see some of the tablets in an intimate setting with the guidance of Dr. Matthew Stolper, after which members enjoyed an evening gallery reception.

In spring, the Members' Lecture schedule was very busy with five lectures in six weeks. In March, members learned about Canaanites and Minoans in the Middle Bronze Age palace of Tel Kabri, Israel, from Eric Cline of George Washington University, as well as recent research in the Hittite capital of Hattuša, presented by Andreas Schachner of the German Archaeological Institute. Over 100 people attended the lecture "Cleopatra as CEO: Bureaucracy and Scandal in the Hostile Takeover of a First Millennium B.C. Multinational" presented by Janet Johnson, Oriental Institute Egyptologist.

In April, Clemens Reichel presented the lecture "City, Craft Specialization, and Conflict at Hamoukar"; Pavel Lurye from the Austrian Academy of Sciences in Vienna discussed "Silk Road Geography"; and Josef Wegner of the University of Pennsylvania presented a lecture to an audience of over 120 on the excavations "Beneath the Mountain of Anubis in Abydos, Egypt."

Our Associate Members enjoyed an exclusive lecture and reception with Kathryn Gleason of Cornell University. Dr. Gleason presented her research on the palaces, gardens, and archaeology of banqueting in her lecture "Dining *Al Fresco* with Herod the Great." Members enjoyed the Beatrix Farrand Memorial Courtyard garden at the Oriental Institute during our gallery reception. Less than twenty-four hours later, the tomb of Herod was discovered in Israel, giving this lecture a most timely application.

This year we not only celebrated the great developments made in the field, in the lab, and in the research facilities of the Oriental Institute, we also had an occasion to celebrate two very important individuals and their personal and professional contributions to our one-of-a-kind institution.

In February 2007, Robert McCormick Adams was honored with a presentation of a festschrift, or felicitation volume, in his honor. Bob Adams is not only a past Director of the Oriental Institute and Provost of the University of Chicago, but is also viewed as one of the greatest American archaeologists, redefining our understanding about the development of urbanization in early Mesopotamia. Members, donors, friends, and family attended the gallery reception honoring Bob Adams.

On March 26, 2007, the staff, faculty, and researchers of the Oriental Institute came together to celebrate Raymond Tindel, long-time Museum Registrar, on the occasion of his retirement. A symposium was held in his honor and five scholars from the Oriental Institute and across the United States presented papers on the value of a "well-excavated museum collection." Ray's statements on the value of the Oriental Institute and its museum collection, as well as Mark

Garrison's presentation from the symposium in Ray's honor, are featured in the Summer 2007 edition of *News & Notes*.

Travel

The year 2006/2007 was a popular year for travel, with three international Oriental Institute departures.

In September of 2006, Theo van den Hout led a group through the Lands of the Hittites, Lycians, and Carians. The group travel through Turkey was a successful exploration of Anatolia and proved to be one of our most popular and best-loved trips of the year.

In early 2007, Robert Ritner escorted a group of one dozen members through the Wonders of Ancient Egypt, visiting the famous sites of the Nile Valley and the Oriental Institute's historical research and archaeological excavations.

In June 2007, the Oriental Institute had scheduled a departure to Israel, escorted by graduating Ph.D. student and guest curator of the Oriental Institute Megiddo Gallery, Gabrielle Novacek. The program unfortunately had to be canceled.

We will be conducting trips to Israel and the surrounding areas in the future, most likely in 2008 or 2009. We are looking forward to creating itineraries that are more thematically focused so that travelers are able to fully engage in not only a country and its culture, but also a topic or focus of study they may reference throughout their journey.

Administration and Behind the Scenes

The Membership Office saw a lot of change in 2006/2007. I had the pleasure of transitioning from volunteer docent at the Oriental Institute to the Membership Coordinator at the end of January 2007. I am incredibly grateful to Maria Krasinski, the former Membership Coordinator, for her kindness, mentorship, and continuing help in learning the position and this wonderful place. Maria is responsible for so many of the year's advancements in membership, including the leaps and bounds made in the graphic imagery and design of membership materials, including the members' newsletter, *News & Notes*. I am sure you all join me in wishing Maria well as she embarks on a graduate degree in International Relations here at the University of Chicago.

The Membership Office also is pleased to announce the graduation of Ms. Tera Ellefson from the College at the University of Chicago. Tera graduates with honors in the Department of English Language and Literature and is on her way to great things in Boston, Massachusetts. She has been a vital part of this office for more than this fiscal year alone, and I am personally immensely appreciative of her patience and help in the office and at our many events.

I am also grateful for the help of Tanvi Solanki and Joseph Apodaca, who worked extensively in the Membership and Development offices respectively, before my arrival in the office. Both have stepped up and gone above and beyond the call of duty on multiple occasions, and have been indispensable to me in learning the membership system, as well as coordinating the development of this office and its services.

Publicity and Advertising

The Membership Office has continued to utilize postal correspondence to communicate its advertising — this has not been without frustration, however. We have filed multiple complaints with the local and regional Postmasters, with issues such as pre-addressed Oriental Institute envelopes returned as “address unknown,” members' mail returned to us as “undeliverable” once we have

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confirmed the address, and a postcard mailing that was sent first class but took over three weeks to deliver to local addresses, and to some, not at all. One must, however, find the humor, and frequently, sad irony, in each situation, as we face the federal system in what appears to be somewhat of a hopeless battle. Such a case is exemplified by the good humor of Don Whitcomb, curator of the Medieval Persian City of Rayy exhibit, when he failed to receive his postcard invitation to the May 14 Members' Preview of his own exhibit project. We are grateful that he attended anyway, and I am thrilled to report that this Members' Preview invitation postcard, mailed in the end of April, reached Professor Whitcomb's Chicago mailbox in the beginning of August.

In an attempt to circumvent postal communication as much as possible, over the past nine months, the Membership Office has developed, with the help and guidance of Eric Rogers and Emily Teeter, an html, image embedded e-mail template that greatly enhances the quality and image of the Oriental Institute event programming to members as well as the general public. Graphic e-mail, maintaining continuity with the imagery of the Web site, <http://oi.uchicago.edu>, has been used to publicize lectures, travel opportunities, and community building events at the Oriental Institute. Through use of the University of Chicago list-serves, we are able to advertise our events to not only Oriental Institute members, but also to the Humanities Department and other major staff and faculty interest groups across the University of Chicago, as well as external organizations with whom we have worked in cooperation.

The Membership Office has also established itself on the new Oriental Institute Web site, oi.uchicago.edu, where members and supporters can find out about events, membership opportunities, and travel programs. All members' events, including lectures, symposia, formal museum gallery events, and travel programs now have contact information and a presence on both the Oriental Institute calendar as well as the members' pages online. We are seeing a secondary benefit of a Web presence through the multitudes of people who are contacting us based off their Web searches for travel, lecture, or research topics. In the next fiscal year, we plan to further develop a membership sign-up site that automatically processes joining and renewing members into our system here at the Oriental Institute.

The Membership Office has also utilized media advertising to help cultivate new members and donors, increase public awareness of the Oriental Institute's museum and research programs, and the events through which the public can become involved in the ancient Near East. The Graham School for General Studies at the University of Chicago has kindly engaged in reciprocal advertising of our travel programs; Oriental Institute members and donors are notified about other travel opportunities through the Graham School that might be of interest to them, and reciprocally, the Graham School advertises the Oriental Institute's travel programs to over 50,000 names across the nation.

We have worked in conjunction with the Smart Museum to develop a reciprocal membership program which has come into effect through enrollment in the NARM program: Oriental Institute Associate Members (supporters who contribute \$100 or more) receive reciprocal membership benefits at over 100 museums across the North American continent during their visits to those institutions. Meanwhile, members from other museums who enroll in the NARM program at their "home institutions" learn about the Oriental Institute and can receive our members' benefits during their visits here. Because the Smart and Oriental Institute museums are both enrolled in this program, we have effectively created a system of reciprocal membership between these two prominent cultural institutions of the University of Chicago. For more information about the NARM program, contact the Membership Office or visit http://www.greenvillemuseum.org/narm_mem.html.

Lastly, we have developed somewhat of a consistent media presence, both in the Chicago vicinity as well as in national publications. This is very much the fruit of the tireless efforts of Emily Teeter, whose publicity report is featured earlier in this volume, as well as our many wonderful researchers who continue to work on groundbreaking projects that speak to people from across our country and around the globe. The Membership Office has purchased advertisements for our new travel programs: Unseen Egypt, departing March 2008, and On the Path of the Umayyads: Syria and Spain, departing April 2008. By fall of 2007, we will have been featured in two issues of *Archaeology* magazine, with a targeted, global readership of over 600,000, both on paper and internet subscriptions. We will advertise one more time in winter of 2007, and then evaluate the results of this advertising campaign.

Furthermore, we purchased a set of six advertisements to be placed in the *Chicago Jewish News*, a popular weekly publication for the greater Chicagoland Jewish community, with a readership of over 40,000 households. We placed ads for the Dead Sea Scrolls domestic travel program, taking place in October 2007, and the editors of the publication featured us as a cover story in their mid-summer issue — a two-page spread on the work of Professor Norman Golb.

Many thanks are owed to Tom Urban and Leslie Schramer in the Oriental Institute Publications Office for their enduring patience, diligence, and kindness in helping me coordinate design and publication projects for members and supporters over the past nine months. With the recent increase in postage, we are exploring ways to consolidate information into more graphically appealing, high quality event notices that we hope members and donors will not only use to learn about our events, but also enjoy.

I owe a debt of gratitude to the entire Oriental Institute research and administrative staff for their warm welcome over these past six months. Special thanks go to Emily Teeter, Robert Ritner, Theo van den Hout, Norman Golb, and Clemens Reichel for their kindness and leadership for our travel program and other programming. A thank you to Geoff Emberling, Don Whitcomb, Erik Lindahl, and Adam Lubin for their patience and help with organizing museum events in our galleries for members and supporters this spring. A special thank you also to Carole Krucoff, Jessica Caracci, Wendy Ennes, and both Cathy Dueñas and Terry Friedman for their kindness and support of membership and our programming.

Finally, a very big thank you to Gil Stein, Steve Camp, Monica Witczak, and Carla Hosein for their warm welcome into the Oriental Institute administration and for their patience, support, and enthusiasm for the Membership Program and its future. Over the next year, members can look forward to increased members' benefits, a more concise schedule of members' programming, and the expansion of the benefits of membership to all donors and supporters of the Oriental Institute. Additionally, we will be working on new graphic advertising and announcements for our events, increased public and media outreach, and more opportunities for families to enjoy both programming and membership at the Oriental Institute. I look forward to a great year ahead.
