93rd Annual NEMA Conference

Museums in the Mirror
Reflecting Relevance in a Diverse Society

November 16-18, 2011  Hartford, CT
Dear NEMA Colleague,

Welcome to Hartford! We are very pleased to serve as the co-chairs of the 93rd Annual NEMA Conference and hope your stay in our city is both productive and enjoyable.

Our respective institutions represent two ends of a timeline. The Wadsworth Atheneum is the oldest public art museum in the United States, founded in 1842, just as Hartford was growing into full flower as a city. The Connecticut Science Center is our state’s newest museum, completed in 2009 to help reassert Connecticut’s role as a leader in research, discovery, and invention.

In between our two bookends lie an incredible array of museums, galleries, and cultural assets of all disciplines, many of which are featured as venues for off-site sessions and evening events for the NEMA Conference. We invite you to enjoy them during your stay this week and return again for future explorations.

The theme of this year’s conference, “Museums in the Mirror: Reflecting Relevance in a Diverse Society,” focuses our attention on a complex and important issue for the future of our profession. As we live in an increasingly pluralistic society, it is vital that museums examine how they can better open their doors to diverse, multicultural audiences and engage them in meaningful, transformative experiences.

In 1852, Hartford resident Harriet Beecher Stowe changed the course of history with the publication of Uncle Tom’s Cabin, her anti-slavery novel that achieved worldwide readership and sparked new life into the abolitionist cause. Her vision of an open, embracing society that respects differences is no less resonant this week than it was almost 160 years ago. Please visit Hartford’s Harriet Beecher Stowe Center for a detailed look into this fascinating story.

NEMA’s 2011 conference will provide you with the tools you need to meet your daily challenges through a comprehensive array of sessions, programs and roundtable discussions on best practices in museums. Our thanks to the NEMA staff, the program committee, the local committee, and you, for making this conference possible.

Sincerely,

Susan Talbott
Director & CEO
Wadsworth Atheneum

Matt Fleury
President & CEO
Connecticut Science Center
How to Make the Most of NEMA 2011!

CONFERENCE PROGRAM GUIDE
Thanks for attending the 93rd Annual NEMA Conference. This year’s event is packed with more information, more networking, and more fun than ever. So where do you start? Here’s a quick “how-to” guide that will help you make the most of your conference experience.

KEYNOTE SESSION
Grand Ballroom, Wednesday, 10:45 am
Don’t miss! Our keynote session this year has a NEW FORMAT: an interactive panel discussion of our theme, “Museums in the Mirror: Reflecting Relevance in a Diverse Society,” featuring Claudine Brown of the Smithsonian Institution, Connecticut Secretary of State Denise Merrill, James Chung of Reach Advisors, and panel moderator Colin McEnroe of Connecticut Public Broadcasting. Come armed with questions about this important topic!

CONCURRENT SESSIONS
Conference sessions can fill up quickly and are on a first-come, first-seated basis. We suggest arriving at least 5 minutes prior to the starting time.

EXHIBIT HALL
Grand Ballroom
Thursday, 8:00 am to 5:30 pm; Friday, 8:00 am to 1:00 pm
Get the latest information on innovative products and services for the museum community. The Exhibit Hall is also a hub of activity for your coffee/snack breaks and where you pick up your on-site box lunch (pre-registration required).

Come join the party! Thursday at 4:30 pm, NEMA is your host for a reception with complimentary refreshments and a cash bar.

RAFFLE PRIZES
Grand Ballroom, Friday, 12:15 pm
A NEMA favorite! Win a FREE registration to next year’s conference in Burlington, Vermont, and other great prizes donated by our NEMA community. Just use your raffle card (found in your ticket envelope) to collect exhibitors’ initials, then drop it into the Raffle Box in the registration area. At the closing reception on Friday, you could be a lucky winner! (You must be present to win.)

NEMA CONFERENCE BOOKSTORE
3rd Floor Registration Area
Wednesday, 12:00 pm – 5:30 pm; Thursday, 8:00 am – 5:00 pm; Friday, 8:00 am – 12:30 pm
New for 2011! Browse the Conference Bookstore for great reads from the AAM professional development library.

PLEASE NOTE: PROGRAM CHANGES
Beyond Exhibitions: Developing an Ongoing Marketing Plus Plan and Infrastructure, originally scheduled for Friday 8:45 am – 10:15 am, has been rescheduled for Friday 2:15 pm – 3:45 pm.

2011 PUBLICATION AWARD WINNERS
3rd Floor Registration Area
Look over the winners of this year’s NEMA Publication Awards; see the best in design, production, and communication.

CAREER CONVERSATION CENTER
Colt Room
Wednesday, 2:30 pm, Thursday, 10:00 am, Friday, 10:45 am
Learn about the career paths of noted museum veterans in a relaxed atmosphere. On Wednesday, meet Kimberly Hatcher-White (executive director, Mashantucket Pequot Museum & Research Center); Stuart Parnes (executive director, Connecticut Humanities Council) presents on Thursday; and Susan Talbot (director, Wadsworth Atheneum Museum of Art) is with us on Friday.

TALK BACK!
2nd Floor Lobby
Ask a question. Make your point. Take a time-out in our “Talk Back” area to ruminate on the New England museum issues and provide input to NEMA. (Talk Back wall is courtesy of 42 Design Fab; visit them in Booth #48 in the Exhibit Hall.)

NEMA ANNUAL LUNCHEON MEETING
Connecticut Ballroom, Friday 1:00 – 2:00 pm; Pre-registration required.
Find out what’s new in your association. Celebrate innovations in New England museums as we honor the recipient of NEMA’s 2011 Innovation Award and pay tribute to the folks who are advancing the museum field in our region.

COAT RACKS/PARKING VALIDATION
3rd Level and Hotel Front Desk
Coat racks will be available on the 3rd level. You may have your parking ticket validated at the hotel front desk. Parking is $10 per day and is complimentary for overnight guests.

SAVE THE DATE!
Plan to join us November 7-9, 2011, at the Burlington Hilton Burlington, Vermont. The theme will be “Pushing the Envelope: Innovation and the Future of Museums.”

Session proposals are due February 3, 2012. Please see your registration packet and visit www.nemanet.org/conf12.

Questions? Visit the NEMA Registration Desk on the 3rd floor from 8:00 am – 5:00 pm. Wednesday and Thursday, 8:00 am till noon on Friday.
programs (such as those offered by AAM) and will show the value of creating an awards program in your own museum. The session will convey practical information that will be useful to anyone considering either starting a program or applying to one.

Chair: Kenneth C. Turino, Manager of Community Engagement and Exhibitions, Historic New England, MA
Speakers: Shannon Burke, Director of Education and Visitor Services, Harriet Beecher Stowe Center, CT; Lorna Condon, Curator of Library and Archives, Historic New England, MA; Dan Yaeger, Executive Director New England Museum Association, MA

Cleaning the Cobwebs Out of the Corners: Creating the Space You Need to Succeed!

Hartford Commons
Life can get in the way of life sometimes. Your physical environment, health and emotions, financial concerns, and relationships can cause you to lose focus and get off track from achieving your goals. Discover how you can clean out the cobwebs in your life and make space for the important things. Regain your emotional strength and vitality, and make room for your personal goals once again. This class is not a counseling session, but instead a session for personal development and self-discovery. You will come away with a year-long plan for personal success.

Chair: Darcy Lee, Principal & CEO, Alden Charles Associates, MA

Diversifying Your Docents: Creating a Program that Reflects Your Community

Connecticut Ballroom, Salon C
As museums seek to diversify their audiences in order to remain relevant in our multicultural society, it becomes increasingly important that a museum’s staff reflect the audiences it serves. Nowhere is this more important than among docents and guides, who are often the public face of the museum, particularly for school groups and novice museum-goers. Learn more about the challenges of diversifying a docent program — and how the successes make it a worthy effort.

Chair: Suzi Fonda, Manager of School Group Learning, Museum of Fine Arts, Boston, MA
Speakers: Noelle Foje, Education Director, Fuller Craft Museum, MA; Emily Garner, Manager of Museum Guide and Public Programs, deCordova Museum and Sculpture Park, MA; Charlene Shang Miller, Associate Museum Educator for Docent and Tour Programs, Wadsworth Atheneum Museum of Art, CT

Excellence in Every Museum: Applying Standards to Your Museum

Silas Deane
Standards and best practices are not just for museums with big budgets! Museum standards can be met by museums of all sizes and disciplines. Attendees will get an overview of national standards and find out how applying standards to your museum’s operations can help you showcase your achievements with high levels of service and professionalism. Uncover ways in which you and your museum's staff are already achieving excellence and creating best practices in the field.

Chair: Jill Connors-Joyner, Assistant Director, Museum Assessment Program, American Association of Museums, DC

Is a Smartphone App for You? Examining the Highs and Lows of a Real Life Launch

Ethan Allen
Explore the successes and challenges of embracing mobile technology. In this session you will hear from several local organizations that have launched smartphone apps. They will share what went into the planning, development, launch, and optimization of their programs. Specific areas to be discussed include: examining the mobile landscape (iPhone, Blackberry, Android, Tablet; planning & budgets; content delivery); how having Wi-Fi, cellular networks, or no connectivity affect the user experience; and how to manage updates and optimization.

Chair: Robert Pyles, CEO, TourSphere, MA
Speakers: Bree Harvey, Vice President of External Affairs, Mount Auburn Cemetery, MA; John Forti, Curator of Historic Landscapes, Strawbery Banke Museum, NH

Managing Through your Organization’s Lifecycle Changes

Connecticut Ballroom, Salon A
Nonprofit organizations evolve over time, following predictable stages in lifecycle. Senior leaders from organizations at three different stages (startup, growth, and turnaround) will reflect on their transition to the next stage. How did the organization manage the change? What strategies worked? What mistakes did they make? What did they learn? What was the impact on board, staff, volunteers? What advice would they give other leaders? Get the answers to these questions and ask your own!

Chair: Laura B. Roberts, Principal, Roberts Consulting, MA

(continued on page 4)
**Wednesday November 16**

**10:45 am – 12:15 pm**

*Welcome from Joshua Basseches, President, New England Museum Association; remarks from NEMA Director Dan Yaeger.*

**Museums in the Mirror: Reflecting Relevance in a Diverse Society**

*Panel scheduled to highlight the keynote presentation at the 93rd Annual NEMA Conference.*

- Colin McEnroe, panel moderator, is a columnist, reporter, and host of “The Colin McEnroe Show” on the Connecticut Public Broadcasting Network.
- Claudine Brown is Assistant Secretary for Education and Access for the Smithsonian Institution, formerly director of the arts and culture program at the Nathan Cummings Foundation in New York.
- Denise Merrill is the Connecticut Secretary of State.
- James Chung is president of Reach Advisors, a national strategy and research firm serving museums and other community-driven organizations.

The panel is a “dream team” of experts with diverse backgrounds and experiences that will explore the idea of multiculturalism and access in museums and other cultural facilities, underscoring this year’s conference theme.

Hosted by

**12:00 pm – 5:30 pm**

**BOOKSTORE OPEN**

3rd Floor Registration Area

**12:30 pm – 1:30 pm**

**OPENING LUNCH**

Grand Ballroom
Ticket Required

It’s all about the networking! Meet up with colleagues, reconnect, and have fun strengthening your ties to this talented, generous, and committed museum community that we know as the NEMA family!

Hosted by

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**KEYNOTE SESSION**

**Leading the Quest for Museum Innovation**

Innovation is the rallying cry of leaders today. Yet actually getting innovation to happen is difficult, and more efforts fail than succeed. This highly interactive luncheon will offer museum leaders new perspectives and frameworks for successfully driving innovation in their organizations. We’ll start with a conceptual, yet practical, discussion of innovation over lunch, followed by a more in-depth workshop session designed to provide participants with experience in specific techniques for opening up group thinking and engaging stakeholders. You’ll leave with new insights and skills to produce more innovative practices at your museum—and in your life.

Our presenter is Elisa O’Donnell, an organizational innovation expert who has worked internationally with leadership teams for more than 20 years. She has served as a principal and senior management with Continuum, Synecticsworld, A.T. Kearney, and Coopers & Lybrand Consulting. Her techniques have benefited organizations from Fortune 500 corporations (including Fidelity Investments, Goldman Sachs, American Express, Citigroup, Prudential Healthcare, and Merck Pharmaceuticals) to small nonprofits.

Hosted by

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**(continued from page 3)**

**Speakers: Donna Baron, Executive Director, Lebanon Historical Society, CT; Gloria Greis, Executive Director, Needham Historical Society, MA; Barbara Palmer, Executive Director, Bidwell House Museum, MA**

**School Programs for Smaller Historic Sites: Just Because You Can, Doesn’t Mean You Should**

*Nathan Hale*

With budgets shrinking and funding harder to come by, historic sites are taking a critical look at how to allocate their limited resources to best serve their mission. Is school programming a good use of time and money? Part panel discussion, part workshop, this session will help staff at smaller historic sites answer this question by presenting case studies, exploring essential questions to answer before taking on school programming, and framing a process for developing effective programs.

*Chair: Elisabeth Nevins, Principal, Seed Education Consulting, MA*
**OFF-SITE SESSION**

**Harriet Beecher Stowe Center and Mark Twain House & Museum**

Ticket holders meet in the 2nd Floor Lobby at 1:30 pm. Buses leave promptly at 1:40 pm.

**Uncle Tom and the “N” Word: Giving Context to Controversy**

Both Uncle Tom’s Cabin and Adventures of Huckleberry Finn were controversial at the time they were published, and remain so today. The Harriet Beecher Stowe Center and The Mark Twain House and Museum daily address the impact of Stowe and Twain’s most famous works and their legacy. The authors’ use of characterizations and language can be racially offensive. The term “Uncle Tom” has become a racial slur and a recent edition of Huckleberry Finn eliminated the “N” word all together. This session will explore how two museums work past the controversy to provide context, discuss issues of race, and provide tools for dialogue around these difficult topics. Attendees will tour the Stowe and Twain Houses, see examples of programming, and learn strategies for addressing difficult subject matter. Participants will have some time on their own to visit exhibits and the museum stores.

Co-Chairs: Katherine Kane, Executive Director, Harriet Beecher Stowe Center, CT; Jeffrey Nichols, Executive Director, The Mark Twain House & Museum, CT

Speakers: Sonya Green, Program Coordinator, Harriet Beecher Stowe Center, CT; Patti Philippon, Beatrice Fox Auderbach Chief Curator, The Mark Twain House & Museum, CT

**1:40 pm – 5:15 pm**

**CONCURRENT SESSIONS**

**Are You in Jeopardy?**

Mark Twain

Readiness planning is not optional for museums. The keepers of our cultural heritage and irreplaceable objects must be resilient and sustainable in the face of the unexpected. This session looks beyond standard conservation and preservation practices to help you plan for readiness, regardless of the type of crisis — from IT failure to weather events, leadership loss to burst pipes. For all museums of all sizes; participants will leave with tools and resources to use right away.

Chair: Mollie Lakin-Hayes, Deputy Director, South Arts, GA

Speaker: Jessica Colati, Director of Preservation Services, Northeast Document Conservation Center, MA

**Collaborating for Success:**

This session will explore how two museums, Hole in the Wall Gang, The Discovery Center. Together, they created a program that addressed the museum’s diversity needs and the Gang’s need for curriculum enrichment. The program development process described by the Seacoast Science Center and Portsmouth Housing Authority begins with a formally-evaluated focus group of the underserved audience.

In the first half of the session each institution will present an overview of its approach and results. In the second half, participants will circulate between discussions about program development, community needs, and evaluation. Participants will come away with easy-to-implement protocols to conduct formal focus groups, and examples of successful strategies implemented by a history, arts, and science museum.

Chair: Wendy Lull, President Seacoast Science Center, NH

Speakers: Alice Apley, Research Associate, RMRC Research, NH; Marcella Jackson, Director of Education, Hill-Stead Museum, CT; Kate Lawitt, Marine Science Program Coordinator, Seacoast Science Center, NH; Michelle Cartwright Soverino, Membership & Development Coordinator, Nantucket Historical Association, MA; Marjan Shirzad, Director Of Outreach and Special Programs, Nantucket Historical Association, MA; Susan Sturtevant, Executive Director & CEO, Hill-Stead Museum, CT; Allan Wilson, Executive Director, The Discovery Center, CT

**1:45 pm – 3:15 pm**

**Concurrent Sessions**

**Collecting Contemporary: Why New History Should be Accessioned**

Connecticut Ballroom, Salon C

Institutions related to history are responsible for “preserving the past,” but what about today’s history? This session will make the case for why organizations should collect contemporary artifacts and stories. Special focus will be made on unique acquisitions, including the Library of Congress’ decision to acquire all the tweets made on Twitter since 2006. Panelists will argue what “should be saved,” and will discuss whether it is still appropriate for museums to collect.

Co-Chairs: Leslie Howard, NEMA Membership Manager and M.A. Candidate, Harvard University Museum Studies; Kate Laurel Mac Intosh, Principal, Revitalizing Historic Sites, MA

Speaker: Katherine Burton Jones, Research Advisor, Harvard University Extension School, MA

**Compensation Analysis for the Museum Industry: How to Determine Salaries for Directors and Museum Professionals**

Connecticut Ballroom, Salon A

How much should museum directors and other museum professionals be paid? Are they in jeopardy? To answer these questions, percentages of compensation for directors and museums of different sizes will be examined.

**1:45 pm – 5:15 pm**

**DOUBLE SESSION**

**Reaching Out to the Out of Reach: A Continuum of Successful Strategies**

Ethan Allen

Three museums will showcase a continuum of strategies to successfully reach diverse and new audiences in their communities. Nantucket Historical Association made significant internal changes to encourage “off the beaten path” community pockets to become active participants in its public offerings. Hill-Stead Art Museum forged an on-going partnership with an unlikely partner: a spinoff of Paul Newman’s Hole in the Wall Gang. The Discovery Center. Together, they created a program that addressed the museum’s diversity needs and the Gang’s need for curriculum enrichment. The program development process described by the Seacoast Science Center and Portsmouth Housing Authority begins with a formally-evaluated focus group of the underserved audience.

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Chair: Marilyn Hoffman, Executive Search Consultant and Principal, Museum Search & Reference, NH
Speakers: Nancy Hammer, Director of Human Resources, Peabody Essex Museum, MA; Liz Rainone, Director, Employee and Labor Relations, Rhode Island School of Design

Science and Industrial History Museums: A New Role in Recent Curriculum Reform?
CT Ballroom, Salon B
Training the next generation to be innovators in high technology has become a major goal, leading to revisions of K-12 science curricula, as evidenced by the National Research Council’s recent report. An intriguing aspect of the report is its emphasis on engineering as well as the basic sciences. To what extent does this provide opportunities and possible funding for science and industrial history museums to become more involved in K-12 education? Ample time will be available to brainstorm the answer to this question and to create new possibilities!

Chair: Gilbert F. Whittemore, Ph.D., Chair, Board of Trustees, American Precision Museum, VT
Speakers: Sandra Ryack-Bell, Executive Director, Museum Institute for Teaching Science, MA; Monica Smith, Exhibition Program Manager, Smithsonian’s Lemelson Center for Study and Invention and Innovation, DC; Dave Unger, Director of Interpretation, American Textile Museum, MA

No One Size Fits All: Designing for Social Experiences
Nathan Hale
How can we set the stage for social experiences in exhibitions? Is it possible to break out of a one size fits all approach and create exhibitions that encourage visitors of all types to interact with the topic and each other? What are some of the challenges we face when designing exhibitions to encourage social interactions? In this session we’ll provide lively examples that embed the philosophy of social interaction into the exhibit development process — from choosing the topic to developing label text. And of course, we’ll provide an opportunity for participants to design some social interaction elements of their own.

Chair: Maria Mingalone, Director of Interpretation, Berkshire Museum, MA
Speaker: Linda Norris, Managing Partner, Riverhill, NY

3:15 pm – 3:45 pm
SNACK BREAK
3rd Floor Registration Area
Hosted by

3:45 pm – 5:15 pm
CONCURRENT SESSIONS

How to Interview “Big Wig” Speed Dating Style
Silas Deane
Ticket Required
There’s no better way to learn than trial and error. Using the speed dating format, participants will have the opportunity to practice their interviewing skills with veteran museum professionals, including directors, curators, educators, trustees, and other senior individuals. Each seasoned professional will be armed with a mixture of “favorite” interview questions collected from those who hire in the museum field; workshop participants will rotate between professionals, thus opening the door to meet and learn from those who have immense advice to share on the interviewing process, making the best first impression, and creating a lasting mark with interviewers that leads (hopefully) to a new position.

Chair: Mary Paz, Independent Museum Professional, MA
A complete speaker list will be provided at the session.

Extreme House Makeover: The Historic House Edition
Connecticut Ballroom, Salon B
Historic house museums are considered by many to be an endangered species. Critics say there are too many of them, their missions, exhibits, and programs are outdated, and they are disconnected from their communities. However, many such places are thriving, thanks to some creative makeovers to their missions, offerings, and even names. This session will feature speakers from organizations that have successfully reinvented themselves to meet the needs of today’s audiences and communities.

Chair: Gail Nessell Colglazier, Executive Director, Independence Museum, NH
Speakers: Kate Mac Intosh, Principal, Revitalizing Historic Sites, MA; Ron Potvin, Assistant Director and Curator, John Nicholas Brown Center, RI; Susan Robertson, Executive Director, Gore Place, MA; Ken Turiro, Manager of Community Engagement and Exhibitions, Historic New England, MA; Mary Ellen White, Marketing Director, Harriet Beecher Stowe Center, CT

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Making Board Members Effective Fundraisers
Connecticut Ballroom, Salon A

More and more, museums are asking about the role of the board in fundraising and taking a closer look at groups whose boards play an active part. Unfortunately, many museums are not clear on the roles of board and staff members in fundraising. This workshop will help clarify these roles, while giving participants specific examples to try in their own organization.

Co-Chairs: Jennifer Pollard, Director of Annual Giving, East Shore Land Conservatory, MD; Jim McCreight, President, Museum Trustee Association, OR
Speaker: Charles E. Janson, Trustee, Weir Farm Trust and Dahesh Museum of Art, CT

Museums and Social Media 201: Advanced Tips and Techniques
Nathan Hale

If your museum is already using social media (Facebook, Twitter, blog, etc.), but you think you could be doing a better job, this is the session for you. We’ll look at how to use advanced techniques to engage with your followers and keep them interested, and discuss how to convert the people who follow you into the people who actually walk through your door. Session attendees should have prior knowledge of social media basics.

Chair: Caitlin Thayer, Principal, Barefoot Media, LLC, CT

The New MFA: An Architecture for Cultural Activism
Harford Commons

Before and after the 2010 opening of the Art of the Americas Wing, the Museum of Fine Arts, Boston worked to transform and transcend both its infrastructure and its community profile. This presentation chronicles the collaborative approach taken by a range of stakeholders to leverage the multiple narratives of the collection, the possibilities of the new space, and the diversity of the community to affirm a multidimensional American story and encourage local, national and international involvement.

Co-Chairs: Cody Hartley, Director, Gifts of Art, Museum of Fine Arts, Boston, MA; Zakiya Thomas, Director, Education and Community Initiatives, Boston Ballet, MA

Overseas Sourcing to Grow New Profits
Mark Twain

The advantage of sourcing products overseas is the ability of the museum store to generate increased net profits for its organization. By working directly with foreign manufacturers, you can cut out the middleman. Products can be developed that are exclusive to the institution, offering a unique purchase for its visitors. The process of overseas sourcing also develops new international relationships. Learn how overseas sourcing is possible for every institution, even for smaller organizations.

Chair: Trudy Coxe, Chief Executive Officer and Executive Director, The Preservation Society of Newport County, RI
Speakers: Geoffrey Carroll, Vice President, The Clark Collection, OR; Lynne Francis-Lunn, Director of Merchandising, Peabody Essex Museum, MA; Cynthia O’Malley, Director of Retail Sales, Preservation Society of Newport County, RI

The Role of the Library and Archives in Your Museum
Connecticut Ballroom, Salon B

Intended for administrators, curators, registrars, librarians and archivists, this session addresses the key role played by museum archives and libraries. It focuses on the activities of museum librarians and archivists and the issues they face: audiences, contributions to institutional operations, relevance to exhibitions and interpretation, and context within the museum. Panelists will present perspectives from a wide range of institutions, lead a discussion, and identify strategies to help participants support and strengthen their research collections.

Co-Chairs: Susan von Salis, Curator of Archives, Harvard Art Museums, MA; Rebecca Parmer, Archivist, USS Constitution Museum, MA
Speakers: Victoria Reed, Monica S. Sudder Curator for Provenance, Museum of Fine Arts, Boston, MA; Sarah Watkins, Director of Collections and Learning, USS Constitution Museum, MA
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* Source: Scarborough 2010
Thursday November 17

7:00 am – 8:00 am

NEMA FITNESS

Morning Pilates
Connecticut Ballroom, Salon B
Join NEMA board member Dawn Salerno, a certified Pilates instructor, for a rejuvenating stretch and strengthening class. Bring a mat and bottle of water, and dress in comfortable clothing.

8:00 am – 5:00 pm

REGISTRATION AND BOOKSTORE OPEN
3rd Floor Registration Area

8:00 am – 9:00 am

INDEPENDENT MUSEUM PROFESSIONALS PAG BREAKFAST
Hartford Commons
Breakfast will be provided for those who registered for it in advance, or you may bring your own.
Join your IMP colleagues for breakfast and a business meeting. We will be discussing this past year’s goals and accomplishments, and setting the agenda for our PAG for the coming year. We have some important decisions to make and some exciting opportunities to explore, and your ideas and opinions are much needed!
Co-Chairs: Trip Anderson, Innoventive Design, NH; Carrie Brown, Historian and Independent Curator, NH; Thomas Conroy, CCIK Consulting, MA

8:00 am – 9:00 am

WELCOME COFFEE AND BAKED GOODS
Exhibit Hall
Hosted by Art Shipping International

8:30 am – 12:30 pm

OFF-SITE SESSIONS

New Britain Museum of American Art
Ticket holders meet in the 2nd Floor Lobby at 8:20 am. Buses leave promptly at 8:30 am.

Behind the Scenes and Operations of the New Britain Museum of American Art
Learn the growing pains and successes behind a multi-million dollar expansion that was accomplished essentially without ever closing to the public. Discover the history, present operations, and future of the country’s oldest American art museum. Take a behind the scenes tour of the museum’s 50,000 square foot facility, including a state of the art painting and object storage that is home to a 12,000-piece collection, tour our galleries, studio, and storage spaces. Welcome remarks and tour led by Collections Manager John Urgo and Director Douglas Hyland.

Connecticut’s Old State House
Ticket holders meet in the 2nd Floor Lobby at 8:35 am. Buses leave promptly at 8:45 am.

Localism: Making Hartford History, Arts, and Culture Relevant to the Community
Museums and cultural organizations, especially in urban centers, struggle to relate to their surrounding communities. There seems to be a growing disconnect between residents and the heritage around them. In an increasingly globalized society, how do you make local history relevant to the community? Why is it even important to try? This three-part program will consider the theory of Localism (get your community to love where they live and they will become engaged in that place) as a potential solution to the problem.
Part one is a roundtable discussion, giving participants the opportunity to share their issues, successes, and failures while trying to reach diverse audiences. In part two, guest speaker William Hosley will share his thoughts on making Hartford history relevant to its community. Hosley is a private historian and an expert on heritage destinations. Part three is a panel discussion about Capital Community College in Hartford in their work to enhance English composition courses with new humanities content. Called the “Hartford Heritage” project, goals for this initiative include formulating lasting connections with arts and historical institutions in downtown Hartford and fostering students’ sense of belonging and pride in Hartford’s rich heritage.
Chair: Sally Whipple, Director of Education, Connecticut’s Old State House
Speakers: William Hosley, President, Terra Firma Northeast, CT; Sonya Green, Program Coordinator, Harriet Beecher Stowe Center, CT; Craig Hotchkiss, Educational Program Manager, The Mark Twain House & Museum, CT; Jennifer Matos, School Program Coordinator, Connecticut’s Old State House; Brenda Miller, Curator, Hartford History Center, CT; Jeffrey Partridge, Humanities Department Chair, Capital Community College, CT; Johanna Plummer, Director of Education, Wadsworth Atheneum Museum of Art, CT

9:00 am – 12:30 pm

DOUBLE SESSION

Hands-On History: Simple History Exhibit Interactives for Kids and Families
Connecticut Ballroom, Salon B
This hands-on workshop will explore how

(continued on page 13)
If you seek a career where you can combine skills and theory, knowledge and perspective, the Graduate School of Arts and Sciences at Tufts University invites you to follow your passions and explore our singular programs.

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- Select from a wide array of evening courses, rigorous yet intimate, offered at the right pace for you—whether you are looking to advance in the field or just joining it
to develop simple, family-friendly interactives for history exhibits. After presenters share several project examples, participants will play with and evaluate exhibit prototypes developed by the USS Constitution Museum for a new exhibit. We will then present several exhibit ideas and challenge participants, working in small groups, to create their own exhibit prototypes. Participants will gain useful strategies and confidence in developing simple interactives for their own institutions.

Chair: Robert Kühne, Director of Exhibitions, USS Constitution Museum, MA
Speakers: Sari Boren, Exhibit Developer/Principal, Wondercabinet Interpretive Design, Inc., MA; Neal Mayer, Designer/Principal, Wondercabinet Interpretive Design, Inc., MA

9:00 am – 10:30 am
CONCURRENT SESSIONS

Ethnic Diversity in Your Communications: How to Market To, and Fundraise Within, the Hispanic Community
Nathan Hale
Come learn key factors that museums must consider when developing their marketing & fundraising materials for the Hispanic market, including: commonalities and different dialects within various Hispanic groups; the size & impact of the New England Hispanic market; database tools and resources that allow you to discover Hispanic constituents in your file; and how print/mail allows the creation of communications that your members and donors will appreciate, and respond to.

Co-Chairs: Eduardo Crespo, CEO, Hispanic Market Solutions, MA; Jeannette Gerald, Chief Business Development Officer, Hispanic Market Solutions, MA

From Campus Periphery to Campus Center: Engaging Diverse Audiences in the University Museum
Mark Twain
Inclusiveness is a challenge for all museums. What advantages do university museums have that can be leveraged to attract diverse audiences? Panelists from three academic institutions will address diversity through modes of display, programming, and education. Hear from an arts curator, an anthropology education programmer, and an artist/educator about ways to provide venues for inclusion. Ample time will be provided for a discussion and hands-on activities from the Culture Connect Program.

Chair: Elysian McNiff, M.A. Student, Brown University’s Public Humanities program, RI
Speakers: Emmie Donadio, Chief Curator, Middlebury College Museum of Art, VT; Geralyn Ducady, Curator of Programs and Education, The Haffenreffer Museum of Anthropology at Brown University, RI; Dr. Cora Marshall, Chairperson of Art Department and Artist, Central Connecticut State University, CT

How to Welcome Low Income Families in our Museums
Ethan Allen
Many museums have made significant commitments to serving truly everyone in their communities. Reducing financial barriers can be the first step, but there are many others. What does the data say? What are audiences telling us? After brief remarks concerning the expected and unexpected barriers, the session will break into working groups to tackle data-driven scenarios and craft strategies for success in welcoming low income families. Breakout topics will include: internal vs. external barriers; transportation costs; open hours and work schedules; and more.

Chair: Phelan Fretz, Executive Director, Ethan Allen's The Leahy Center for Lake Champlain, VT
Speaker: Marie-Claude Bibeau, Director General, Sherbrooke Museum of Nature and Science, Quebec

Major Gift Fundraising for Smaller Institutions
Harford Commons
Personal solicitation is the most effective way to fundraise. But what if asking for money can be intimidating? This session will give you the tools you need to initiate, revitalize, and/or maintain a major gifts program. We will address your fears and share lessons learned from mistakes we’ve made along the way. You will leave the session with practical steps to implement as soon as you get back to the office.

Chair: Erica Hoithausen, Principal, Joppa Communications, MA
Speakers: Thomas B. Johnson, Executive Director, Victoria Mansion, ME; Joshua Campbell Torrance, Executive Director, Woodlawn Museum, Gardens & Park, ME

Preschoolers Welcome
Connecticut Ballroom, Salon A
Are you looking for a new, young audience? What about a really young audience? Preschoolers are a familiar sight at children’s and science museums, but often do not feel welcome at less kid-friendly institutions such as historic sites or art museums. Find out why you want to attract these visitors (and their caregivers) and how you can develop educational programs for them. You’ll also learn about existing programs, what works, and what doesn’t work for the age group.

Co-Chairs: Tamar Agulian, Education Coordinator, Gore Place, MA; Susan Katz, Education Specialist, Gore Place, MA
Speakers: Christy Hammond, Executive Director, Children’s Museum of Southeastern Connecticut; Heather Mead, Director of Programming, Heritage Museums and Gardens, MA

93rd Annual NEMA Conference 2011

(continued from page 11)
Check out our museum studies courses and part-time graduate program. Study online and on campus.

Registration for January session and spring-term courses begins Dec. 5.

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Protecting Your Collection for Generations to Come

Connecticut Ballroom, Salon C
Explore the ins and outs of managing the risks facing collections each day. Hear from risk management and facilities management professionals, and museum registrars, about protecting your collection through business practices and building features. Understand the benefits of a site inspection, and how to respond to resulting suggestions, all the while dealing with budgets and museum politics. Learn what elements are needed in an insurance policy to protect your collection should disaster strike.

Chair: Eric S. Fischer, Senior Vice President, Willis Fine Art, Jewelry & Specie, MD
Speakers: Patricia King, Assistant Director for Administration and Collections Management, Colby College Museum of Art, ME; Deborah Diemente, Registrar, Rhode Island School of Design Museum of Art; Stephen B. Wood, Assistant Vice President, Berkley Asset Protection

Refracting the Public: A Discussion of the MAP Public Dimension Experience
Silas Deane
This panel features directors from museums that have recently completed a Museum Assessment Program through the American Association of Museums, focusing on Public Dimension/Community Engagement. Topics include: reasons for choosing the Public Dimension assessment; how the process unfolded; and its value as a lasting impact on the museum. Jill Connors-Joyner, the Assistant Director for MAP at AAM, will join the panel.

Chair: Sophia Mendoza, Education Coordinator, The General Henry Knox Museum, ME
Speakers: Jill Connors-Joyner, Assistant Director, Museum Assessment Program, American Association of Museums, DC; Ellen S. Dyer, Executive Director, Montpelier: The General Henry Knox Museum, ME; Paula Peterson, Executive Director and Co-Founder, Children’s Museum of Easton, MA; Alexander Campos, Executive Director, The Center for Book Arts, NY

11:00 am – 12:30 pm

CONCURRENT SESSIONS

Connecticut Ballroom, Salon A
The possibilities are limitless when classroom teachers and museum educators join forces to develop engaging and uniquely relevant curricula! This session introduces a successful model of teacher professional development in which teachers work closely with museum educators to 1) retrofit their chosen or state-mandated curricula into a local, event-based context and; 2) build the lessons around lendable or viewable objects and specimens that support an experience-based education and greatly enrich the student learning environment.

Chair: David Heiser, Head of Education & Outreach, Yale Peabody Museum of Natural History, CT
Speaker: Maxwell Amoh, Project Director, Peabody Fellows Event-Based Teacher Collaborative, Yale Peabody Museum of Natural History, CT; Vicki Climenie, Science Teacher, Bradford High School, CT; Ann Salemme, 6th Grade Teacher, Our Lady of Victory School, CT; Chris Willems, Science Teacher, Wilbur Cross High School, CT

Condition Report Glossary: When “Tenting” Doesn’t Mean Camping
Connecticut Ballroom, Salon C
This program will focus on how to identify specific problems with artwork in a systematic manner so that your condition reports are accurate and easily understood by other museum professionals. A panel of conservators and registrars will show examples of some of the standard “problems” that need to be noted in a good condition report and discuss a variety of report formats. Participants are encouraged to bring their own forms and questions to share.

Chair: David Dempsey, Associate Director for Museum Services, Smith College Museum of Art, MA
Speaker: David Lee Colglazier, Conservator, NH School groups
Opening the Doors to Special Needs School Groups
Mark Twain
Museum educators will address the complex issues associated with opening their doors to “special needs” school groups whose specialized curricula often limit their access to museums. The presenters will explore the key roles that the classroom teacher, program coordinator, and museum educators play in planning and delivering programs for specialized groups, including children who are in mainstream classrooms or specific programs.

Chair: Claire C. Carlson, Education Program Coordinator, Historic Deerfield, MA

10:30 am – 11:00 am
COFFEE BREAK
Exhibit Hall

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Legal Issues for Small Museums
Ethan Allen
Losing sleep over the legal landmines in your museum’s backyard? This panel will give a brief update on recent developments in the field, followed by the popular “stump the lawyer” session in which the audience is invited to ask questions of general interest on any topic. While there is no guarantee that a conclusive answer will be given to a question, some practical advice will be offered on what steps to take next.

Chair: Nina Zannieri, Executive Director, Paul Revere Memorial Association, MA
Speakers: Mark S. Gold, Esq., Parese, Sabin, Smith & Gold, LLP, MA; Gilbert Whittemore, Esq., Of Counsel, Kath, Young and Pignatelli, P.C., MA

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Chair: Claire C. Carlson, Education Program Coordinator, Historic Deerfield, MA

(continued on page 17)
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A Spirited Debate on Ghosts!
Nathan Hale

Ghost Hunters. Ghost Adventures. Paranormal State. The proliferation of TV shows that investigate reports of paranormal activities have resulted in numerous amateur troupes of paranormal investigators. As custodians of historic properties, many of us are asked the question, “Is this place haunted?” and many are approached about allowing investigations. Should landmark properties embrace the unexplained, or are we perpetuating myth? Ghost tours have proven to be a lucrative means of introducing new audiences to house museums and historic sites — but at what cost? Representatives of The Mark Twain House & Museum and Harriet Beecher Stowe Center discuss how they have grappled with addressing this haunting issue.

Co-Chairs: Shannon Burke, Director of Education and Visitor Services, Harriet Beecher Stowe Center, CT; Jacques Lamarre, Manager of Communications & Special Projects, The Mark Twain House & Museum, CT

Speakers: Sharon Stotz, Manager of Interpretation, Hill-Stead Museum, CT; Lis Adams, Director of Education, Louisa May Alcott’s Orchard House, MA

Sustainable Withdrawal Rates for Museum Endowments
Hartford Commons

A non-technical review of traditional endowment spending policies employing a case study approach is the focus of this presentation, suitable for trustees, senior staff, and investment committee members of institutions large and small. Decisions regarding endowment withdrawal significantly impact current and future performance, and the recent period of market volatility has confirmed the wisdom of having a model that works over the long term.

Co-Chairs: Eric Hertfelder, Executive Director, Fort Adams Trust, RI; Steven N. Violin, CFA, Senior Vice President & Portfolio Manager, F.L. Putnam, MA

Through the Lens of Diversity: Recasting Your Programming to Tap into New Audiences/New Sources of Funding
Silas Deane

Explore how to better position your organization for a relevant future with a cultural understanding of 21st-century audiences, members, and donors. Pribyl and Cadbury will help you create a document on the spot that you can use with your board or staff to help re-envision your organization through the lens of “diversity.” The assessment includes an examination of five key areas of your museum’s operation: volunteers, board and staff composition, audiences for exhibits and programs, key donors, and marketing/communications strategies and products.

Co-Chairs: Karen Cadbury, President, Cadbury Consultants, ME; Barrie Pribyl, Principal, Barrie Pribyl & Company, MA

Qm² Roundtables for Executives

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Wednesday

6:30 am – 7:00 am
Morning Walk

8:00 am – 5:00 pm
Registration Open

8:00 am – 9:00 am
Welcome Coffee and Baked Goods
Hosted by Acadia Insurance
3rd Floor Registration Area

9:00 am – 10:30 am
Concurrent Sessions
- Are You Visible and Valued Within Your Community?
  Connecticut Ballroom, Salon B
- Awards Programs: Why We Need Them
  Mark Twain
- Cleaning the Cobwebs Out of the Corners
  Hartford Commons
- Diversifying Your Docents
  Connecticut Ballroom, Salon C
- Applying Standards to Your Museum
  Silas Deane
- Is a Smartphone App for You?
  Ethan Allen
- Managing Through your Organization’s Lifecycle Changes
  Connecticut Ballroom, Salon A
- School Programs for Smaller Historic Sites
  Nathan Hale

10:45 am – 12:00 pm
Keynote Session
Reflecting Relevance in a Diverse Society
Hosted by Connecticut Humanities Council
Grand Ballroom

12:00 pm – 5:30 pm
Bookstore Open
3rd Floor Registration Area

12:30 pm – 1:30 pm
Opening Lunch
Grand Ballroom

12:30 pm – 3:15 pm
Director and Trustee Luncheon Program
- Leading the Quest for Museum Innovation, Hosted by Omnit
  Hartford Commons

1:40 pm – 5:15 pm
Double Session
- Reaching Out to the Out of Reach:
  Ethan Allen

1:45 pm – 5:15 pm
Off-Site Session
- Harriet Beecher Stowe Center and Mark Twain
  House – Uncle Tom and the “N” Word: Giving Context to Controversy

1:45 pm – 3:15 pm
Concurrent Sessions
- Are You in Jeopardy?
  Mark Twain
- Collecting Contemporary
  Connecticut Ballroom, Salon C
- Compensation Analysis for the Museum Industry: How to Determine Salaries for Directors and Museum Professionals
  Connecticut Ballroom, Salon A
- Science and Industrial History Museums
  Connecticut Ballroom, Salon B
- No One Size Fits All
  Nathan Hale

2:30 pm – 3:30 pm
Career Conversation with
Kimberly Hatcher-White
Coti

3:15 pm – 3:45 pm
Snack Break
Hosted by Smithsonian Affiliations
3rd Floor Registration Area

3:45 pm – 5:15 pm
Concurrent Sessions
- How to Interview “Big Wig” Speed Dating Style
  Silas Deane
- Extreme House Makeover
  Connecticut Ballroom, Salon B
- Making Board Members Effective Fundraisers
  Connecticut Ballroom, Salon A
- Museums and Social Media 201
  Nathan Hale
- The New MFA: Architecture for Cultural Activism
  Hartford Commons
- Overseas Sourcing to Grow New Profits
  Mark Twain
- The Role of the Library & Archives in Your Museum
  Connecticut Ballroom, Salon C

5:30 pm – 6:00 pm
Newcomers Reception
Hosted by Tufts University Museum Studies Program
Hartford Commons

6:00 pm – 8:00 pm
Evening Event (See Page 9)
Welcome to Hartford! An Evening at the Connecticut Science Center, hosted by BPI

Thursday

7:00 am – 8:00 am
Morning Pilates
Connecticut Ballroom, Salon B

8:00 am – 5:00 pm
Registration and Bookstore Open
3rd Floor Registration Area

8:00 am – 9:00 am
Independent Museum Professionals
PAG Breakfast
Hartford Commons

8:00 am – 9:00 am
Wake-up Coffee and Baked Goods
Hosted by Art Shipping International
Exhibit Hall

8:30 am – 12:30 pm
Off-Site Sessions
- Connecticut’s Old State House – Localism: Making Hartford History, Arts, and Culture Relevant to the Community
- Behind the Scenes and Operations of the New Britain Museum of American Art

9:00 am – 12:30 pm
Double Session
- Hands-On History
  Connecticut Ballroom, Salon B

9:00 am – 10:30 am
Concurrent Sessions
- Ethnic Diversity in Your Communications
  Nathan Hale
- Engaging Diverse Audiences in the University Museum
  Mark Twain
- How to Welcome Low Income Families
  Ethan Allen
- Major Gift Fundraising for Smaller Institutions
  Hartford Commons
- Preschoolers Welcome
  Connecticut Ballroom, Salon A
- Protecting Your Collection for Generations to Come
  Connecticut Ballroom, Salon C
- Refracting the Public: A Discussion of the MAP Public Dimension Experience
  Silas Deane

Sessions marked with the following icons may be of particular interest to certain attendees, but each concurrent and off-site session is open to all.

Directors and Trustees
Emerging Museum Professionals
Art
10:00 am – 11:00 am
Career Conversation with Stuart Parnes
Colt

10:30 am – 11:00 am
Coffee Break
Exhibit Hall

11:00 am – 12:30 pm
Concurrent Sessions
- Black Tie Meets Blue Jeans
  Connecticut Ballroom, Salon A
- Condition Report Glossary
  Connecticut Ballroom, Salon C
- Legal Issues for Small Museums
  Ethan Allen
- Opening the Doors to Special Needs School Groups
  Mark Twain
- A Spirited Debate on Ghosts!
  Nathan Hale
- Sustainable Withdrawal Rates for Museum Endowments
  Hartford Commons
- Recasting Your Programming to Tap into New Audiences/New Sources of Funding
  Silas Deane

12:45 pm – 2:20 pm
PAG Lunches
- College and University Museums PAG
  Connecticut Ballroom, Salon B
- Children's Museums PAG
  Connecticut Ballroom, Salon C
- Curators PAG
  Mark Twain
- Education PAG
  Connecticut Ballroom, Salon A
- Exhibitions PAG (off-site)
  Hartford Commons
- HR and Volunteer Management PAG
  Silas Deane
- Membership, Development, PR & Marketing PAG
  Hartford Commons
- Museum Directors Lunch, hosted by New England Insurance Services, Inc.
  Ethan Allen
- Registrar’s PAG, hosted by Huntington T. Block
  Nathan Hale

1:40 pm – 4:30 pm
Off-Site Session
- Green Makeover of Mark Twain’s 1874 House

2:30 pm – 3:00 pm
Snack Break
Hosted by POW!
Exhibit Hall

3:00 pm – 4:30 pm
Concurrent Sessions
- Conservation of Museum Textiles
  Connecticut Ballroom, Salon B
- Developing our Cultural Intelligence
  Silas Deane
- Multisensory Museum Learning
  Connecticut Ballroom, Salon A
- Meeting Community Needs with IMLS Funding
  Hartford Commons
- When Deaccessioning is Inevitable
  Ethan Allen
- Reinterpretation of the Joseph Webb House
  Mark Twain
- Welcoming Visitors with Disabilities
  Connecticut Ballroom, Salon C
- Exhibition Project Management
  Nathan Hale

4:30 pm – 5:30 pm
Exhibit Hall Reception

Friday

7:00 am – 8:00 am
Morning Pilates
Connecticut Ballroom, Salon B

8:00 am – 12:00 pm
Registration and Bookstore Open
3rd Floor Registration Area

8:00 am – 9:00 am
Wake-up Coffee and Baked Goods
Exhibit Hall

8:30 am – 12:15 pm
Concurrent Sessions
- Connecticut Historical Society – Exhibition Critique: Making Connecticut

8:45 am – 10:15 am
Concurrent Sessions
- Forget the Mirror
  Ethan Allen
- Setting the Historical Record Straight:
  Silas Deane
- How to Advocate for Your Museum
  Nathan Hale
- Something for Nothing, and Your Tech for Free!
  Mark Twain

10:15 am – 10:45 am
Coffee Break
Exhibit Hall

10:45 am – 11:45 am
Career Conversation with Susan Talbot
Colt

10:45 am – 12:15 pm
Concurrent Sessions
- How to Access Mainstream and Onscreen Publishing Outlets to Tell Your Story
  Hartford Commons
- Listening to What Museums Mean
  Ethan Allen
- Identifying & Demystifying Fraternal Objects
  Silas Deane
- Top Ten Barriers to Inclusion
  Mark Twain
- Visual Thinking Strategies
  Nathan Hale

12:15 pm – 1:00 pm
Exhibit Hall Closing Reception and Raffle

1:00 pm – 2:00 pm
Annual Luncheon Meeting
Connecticut Ballroom

2:15 pm – 3:00 pm
NEMA’s 45 Minutes of Fame!
Nathan Hale

2:15 pm – 3:45 pm
Concurrent Sessions
- Beyond Exhibitions
  Hartford Commons
- Visitor Satisfaction Training & Metrics
  Ethan Allen
- Outside-In: Engaging Diversity with User-Generated Content
  Silas Deane
- Navigating the Sensitivities of Who Should Be Interpreting Black History
  Mark Twain
Everyone is welcome to attend any Professional Affinity Group Session. If you ordered a box lunch, please collect it from the Exhibit Hall between 12:30 and 1:15 pm.

Children’s Museums PAG
How Can We Better Serve You?
Connecticut Ballroom, Salon C
Join us for a brainstorming session on how the Children’s Museums PAG can better serve children’s museums, other museums, and emerging professionals. Topics will include ways to improve communication, approaches for collaborating on projects that address significant community needs, methods for gathering ideas for professional development opportunities, and strategies for sharing the benefits of working at a children’s museum.
Co-Chairs: Kim Kuta, Director of Evaluation and Grant Research, Steppingstones Museum, CT; margpaz, Independent Museum Professional, MA; Amy Spencer, Director of Early Childhood Education and Parent Resources, The Discovery Museums, MA

College and University Museums PAG
Share Your Experience
Connecticut Ballroom, Salon B
Join us for lunch and a roundtable discussion with colleagues from across New England. Come prepared to share best practices and strategies that work for you and your parent institution. Topics include: Negotiating Support from the Parent institution and Creative Ways to Engage Faculty and Student Body.
Chairs: Leonie Bradbury, Director and Curator, Montserrat College of Art Galleries, MA and Kristina Durocher, Executive Director, Museum of Art, University of New Hampshire

Curators PAG
Artifacts of Distinction
Mark Twain
Join us at the Curators’ PAG lunch and experience the compelling stories of artifacts from museum collections throughout New England. Does your museum possess an unusual, mysterious, or historically important artifact? Have you recently uncovered new information that has shed light on an object’s use or significance? Do you need help identifying a mystery artifact? Through an open forum exchange, you will have the opportunity to share the story with your colleagues.
Co-Chairs: Darren J. Brown, Curator of Collections, Beverly Historical Society & Museum, MA; Sheri Leahan, Independent Curator, ME; Heather Leavell, Curator, Peabody Historical Society & Museum, MA

Education PAG
Money and Mission
Connecticut Ballroom, Salon A
Inspired by the Journal of Museum Education’s “Mission, Money, and Authority,” join us for a lively open discussion about the intersection of money and mission, educational programs as a source of revenue, and the value of museum education in tough economic times. Struggling with what feels like conflicting priorities? Want to hear success stories about activities that achieve educational goals and earn money? Looking for tools to help you assess the value and sustainability of programs? We’re all in the same boat! Come learn from colleagues and share your own experiences.
Co-Chairs: Brooke DiGiovanni Evans, Head of Gallery Learning, Museum of Fine Arts, Boston, MA; Rebecca Furer, Director of Research, Education & Interpretation, Connecticut Historical Society

Exhibitions PAG
Green Exhibits
Off-site lunch at the Mark Twain House & Museum. Ticket holders meet in the 2nd Floor Lobby at 11:35 am. Buses leave promptly at 11:45 am. Join us as we learn about and share ideas on creating “green” exhibits – including how to improve our development processes and choose green materials. This lunch is open to all conference attendees, whether you build, create, evaluate, develop, manage, design, or simply enjoy exhibitions!
Co-Chairs: Jan Crocker, President, Jan Crocker LLC, MA; Emily Robertson, Product Coordinator, Temporary Exhibit Operations, Museum of Science, Boston, MA
Speakers: Matt Kirchner, Independent Museum Professional, MA; Paul Orselli, Chief Instigator, POW! Paul Orselli Workshop, Inc., NY

HR and Volunteer Management PAG
101 Ideas for Recruiting & Retaining Volunteers
Silas Deane
The subject of volunteer recruitment and retention might seem like “been there, done that.” But the combined energy of NEMA’s HR/Volunteer PAG brings new life to an age-old issue. Join us as we share what’s being done in the field to capture, care for, and keep what’s undoubtedly one of a museum’s most important resources: talented volunteers.
Co-Chairs: Michael Flinton, Assistant Professor of Museum Administration and Management, Cooperstown Graduate Program, NY; Laura Howick, Director of Education, Fitchburg Art Museum, MA

Membership, Development, PR & Marketing PAG
Best Practices
Hartford Commons
Join in a lively roundtable discussion with your peers as we share ideas and talk about topics that matter most to your museum. Discuss best practices, learn new strategies to evaluate and develop your department, and find out how your colleagues are working to achieve their goals. This session will include several concurrent conversations, so you’re sure to find your area of professional interest represented.
Co-Chairs: Allison Crosscup, Assistant Director, Institutional Giving, Peabody Essex Museum, MA; Leigh Thomas, Assistant Director, Slater Memorial Museum, CT

Museum Directors Lunch
The Directors’ Discussion
Ethan Allen
Back by popular demand! This is an opportunity for CEO/Directors to discuss concerns and challenges in an open forum setting. Our facilitator will keep the conversation moving while we share ideas and solutions. Whether you are a seasoned or a first-time director, this discussion will be for CEOs of any size museum. Participation is limited to CEO/Directors.
Chair: Lawrence Yerdon, President, Strawbery Banke, NH
Hosted by

Registrar’s PAG
A Year in Review
Nathan Hale
The roles and responsibilities of a collections manager and registrar are always changing and yet constant at the same time. Some projects such as accessioning, deaccessioning, log lists, and cataloguing are standard operating procedures. Then there are the event-driven projects that happen less frequently: preparing a traveling exhibition, conducting an inventory, a collection move, re-assessing database needs, or planning disaster plans. With the never ending “to-do list,” there is little time to keep up with our colleagues. So please join us for a Year in Review: Registrars in Action, in which colleagues from the region discuss their current projects, recent accomplishments, and lessons learned.
Co-Chairs: Mary Herbert-Busick, Associate
Thursday November 17

1:50 pm – 4:30 pm

OFF-SITE SESSION
Mark Twain House & Museum
Ticket holders meet in the 2nd Floor Lobby at 1:40 pm. Buses leave promptly at 1:50 pm.

Green Makeover of Mark Twain’s 1874 House
This session involves a hypothetical green make-over of the 1874 Mark Twain House. A half-day field session, it is an opportunity for participants to learn about green practice, what the levels of commitment might be (in behavior and cost), and how institutions can leverage environmental responsibility for public messaging, fundraising, and education. The session will open at the LEED Certified Museum Center with an overview of the current state of sustainable practice in museums worldwide and the many reasons why it is important for museums to consider their role in fostering environmental responsibility. The group will then break into two groups for tours of the historic house. Each tour will have two tour leaders who will facilitate an on-site discussion of building issues, operations issues, and program issues, followed by a full group discussion and a question and answer period.

Co-Chairs: Sarah Brophy, Principal, bMuse, MD; Elizabeth Wylie, Director of Business Development, Finegold Alexander + Associates Inc, MA

Speakers: Mallory Howard, Museum Assistant, The Mark Twain House & Museum, CT; Patti Philippon, Beatrice Fox Auerbach Chief Curator, The Mark Twain House & Museum, CT

SNACK BREAK
Exhibit Hall
Hosted by POW! (Paul Orselli Workshop, Inc.)

2:30 pm – 3:00 pm

CONCURRENT SESSIONS

Connecticut Ballroom, Salon B
Textiles are among the most common museum artifacts, and their fragility can be an obstacle to safe handling and display. Textile conservators often use nylon net to stabilize fabrics and provide preventative conservation. With instruction, collections staff can often do this safely in house. Participants will learn to evaluate objects to determine suitability for netting and when a conservator should be contacted. Participants will then practice netting. Please do not bring your own textiles to this session.

Chair: Camille Myers Breeze, Director, Museum Textile Services, MA
Speakers: Cara Jordan, Conservation Assistant, Museum Textile Services, MA; Courtney Jason, Technician, Museum Textile Services, MA

Developing our Cultural Intelligence: Navigating Difference in Today’s Complex World
Silas Deane
This session will focus on building our cultural intelligence: the ability to interact and work with those who are different from ourselves. Museum staff and administrators face these challenges daily. How do we bridge and benefit from cultural differences, promoting meaningful outreach, dialogue, and collaboration? The objective of this session, open to all, is to provide knowledge and tools necessary to meet benchmarks for diversity, and to create a welcoming, inclusive environment for visitors and staff.

Chair: Myra Hindus, Principal, Creative Diversity Solutions, CT

Multisensory Museum Learning
Connecticut Ballroom, Salon A
We experience the world through our senses — not just seeing, but also hearing, touching, tasting, smelling. Processing these experiences is a form of thinking that engages the learner and forms rich and deep connections with the information being conveyed. This interactive workshop will address multi-sensory museum engagement in exhibitions and educational programs. It will offer a blend of educational theory, practical advice, brainstorming, and case studies from both art and history museums.

Co-Chairs: Cyra Leeveson, Associate Curator of Education, Yale Center for British Art, CT; Rainey Tisdale, Independent Curator, MA

Meeting Community Needs with IMLS Funding
Hartford Commons
IMLS offers grants to support a wide variety of museum activities at a range of institutions. In this session, an IMLS staff member will provide a brief overview of current grant programs, and will share tips for preparing a competitive application in order to build your museum’s capacity for serving its community. In addition, the panel will include museum professionals who will share practical examples from their own successful experiences with the IMLS grant process.

Chair: Mark Isaksen, Senior Program Officer, Office of Museum Services, Institute of Museum and Library Services, DC

(continued on page 23)
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Boston University Metropolitan College

On a scale from 1 to 10 how well has your audience responded to your marketing?

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Not the Usual Suspects: When Deaccessioning is Inevitable

Ethan Allen

What do you do when there is no alternative, or practical alternative, to deaccessioning? What circumstances dictate such a course of action and how should museum professionals manage the process and outcome? Covering topics that apply to small and large institutions alike, panelists will discuss general concepts and relate their individual experiences, recognizing and dealing with such “compulsory deaccessioning.”

Chair: Edward G. “Edd” Russo, Head Registrar, Wadsworth Atheneum Museum of Art, CT

Speakers: Gilbert Whittimore, Esq., Of Counsel, Rath, Young and Pignatelli, P.C., MA; Matthew Siegal, Chair, Conservation and Collections Management, Museum of Fine Arts, Boston, MA

Resetting the Stage: The Reinterpretation of the Joseph Webb House

Mark Twain

The Joseph Webb House in Wethersfield is one of Connecticut’s iconic historic house museums. This session will highlight a recently-completed restoration that now supports a multi-layered interpretation of several owners over a period from 1752-1922. Learn how the project began with discoveries made during the 2005-06 Historic Structures Report and ended with the state-of-the-art restoration and furnishing of the Washington bedchamber. In this room, General Washington stayed for five nights in May 1781 while meeting with the Comte de Rochambeau to plan the joint military campaign with France which led to the American victory at Yorktown.

Co-Chairs: Charles Lyle, Director, Webb-Deane-Stevens Museum, CT; Marylou Davis, Independent Conservator and Historic Design Consultant, CT

Speaker: Steve Larson, Principal, Aldelphi Paper Hangings LLC, NY

Welcoming Visitors with Disabilities

Connecticut Ballroom, Salon C

Do questions about accessibility at your museum make you break out in a cold sweat? Uncertain about what the Americans with Disabilities Act requires? Want to find out more but don’t know where to start? Then this is the session for you! We’ll provide a basic overview of how to engage visitors with disabilities with your cultural institution, a discussion of the Americans with Disability Act (ADA) regulations, resources in your state, etiquette, and outreach.

Chair: Maria Cabrera, Community Relations Supervisor, Museum of Science, Boston, MA

Speakers: Nora Nagle ADA and 504 Coordinator, Museum of Science, Boston, MA; Carl Richardson, State House ADA Coordinator

Exhibition Project Management

Nathan Hale

Effective project management results in the most efficient translation of budget dollars into exhibit items. Many people think that this involves finding the most competitive bidder, but there are many factors which influence the success of a project. This session will aim to paint a more complete picture of these factors, how they relate to real-world projects, and ways that institutions can improve their project management procedures. Topics include: scope development & control, contract approaches, identifying project team members, communications, tracking, and project control, risk management and mitigation, scheduling and conflict resolution.

Chair: Todd Harris, President, 42 | Design Fab Studio, Inc., MA

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Thursday November 17

Exhibit Hall Reception
4:30 pm – 5:30 pm

Join us for wine and delicious hors d’oeuvres in the action-packed Exhibit Hall, the place to be for interacting with the latest innovative products and services. Get your raffle cards signed for great prizes (drawing is Friday afternoon).

Tavern Night at Noah Webster House
6:00 pm – 10:00 pm

Ticket holders meet in the 2nd Floor Lobby at 5:50 pm. Buses leave promptly at 6:00 pm.

Hosted by

Paranormal Tours of the Stowe and Twain Houses!
6:10 pm – 9:30 pm

Ticket holders meet in the 2nd Floor Lobby at 6:00 pm. Buses leave promptly at 6:10 pm.

Director and Trustee Dinner at the Wadsworth Atheneum Museum of Art
6:15 pm – 8:30 pm

Ticket holders meet in the 2nd Floor Lobby at 6:05 pm. Buses leave promptly at 6:15 pm.

Hosted by

Trumbull Kitchen Dinner
7:00 pm – 9:00 pm

Ticket holders meet in the Hotel Lobby at 6:55 pm for a short walk to the restaurant.
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Morning Pilates
Connecticut Ballroom, Salon B
Join NEMA board member Dawn Salerno, a certified Pilates instructor, for a rejuvenating stretch and strengthening class. Bring a mat and bottle of water, and dress in comfortable clothing.

8:00 am – 12:00 pm

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3rd Floor Registration Area

8:00 am – 9:00 am
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Exhibit Hall

8:30 am – 12:15 pm
OFF-SITE SESSION
CONNECTICUT HISTORICAL SOCIETY
Ticket holders meet in the 2nd Floor Lobby at 8:20 am. Buses leave promptly at 8:30 am.

Exhibition Critique: Making Connecticut
Come to the Connecticut Historical Society and tour their newest exhibit, Making Connecticut. The exhibition critique is an opportunity to share insights with museum professionals who will give you their critique and facilitate discussions about exhibition design, technical design, exhibition content, and educational programs.

Co-Chairs: Jan Crocker, President, Jan Crocker, LLC, MA; Emily Robertson, Product Coordinator, Temporary Exhibit Operations, Museum of Science, Boston, MA
Speakers: Jeff Crewe, Exhibit Designer and Supervisor of Exhibits, Mystic Seaport Museum of America and the Sea, CT; Rebecca Floyd, Manager of Visitor Services, The Mark Twain House & Museum, CT; Kate MacIntosh, Principal, Revitalizing Historic Sites, MA; Paul Orselli, Chief Instigator, POW! Paul Orselli Workshop, Inc., NY; Andrea Rapacz, Head of Interpretive Projects, Connecticut Historical Society

8:45 am – 10:15 am

CONCURRENT SESSIONS

Forget the Mirror — Find a Window and Look Outside of the Museum!
Ethan Allen
Museums want stronger engagement with their communities; for many it remains an unrealized goal. We’ll look to other sectors for ideas and inspiration about reaching audiences and creating powerful experiences. Presenters will share research into engagement strategies employed by performing arts, outdoor recreation, political parties, and farmers markets. These sectors have been successful in diversifying and engaging audiences, becoming stronger and more valued resources for their communities.

(continued on page 26)
Politics in the Mirror: How to Advocate for Your Museum
Nathan Hale
Museums are sometimes reluctant to engage in advocacy because it’s not perceived as essential to their missions. Washington, DC, feels too far away to impact the museum’s day-to-day operations. However, as Tip O’Neill said, “all politics is local,” and for the museum community Tip’s adage manifests ever-persistent relevance. This panel will investigate ways in which museums can be their own best advocates on a state and local level, interacting with state legislators, mayors, councilors, selectmen, school boards, and other officials to create the relationships that boost the museum’s effectiveness. You’ll receive practical wisdom and inspiration on ways you can enhance your institution’s profile and leadership within your community.

Chair: Kristen Costa, Assistant Curator, Newport Restoration Foundation, RI
Speaker: Elizabeth Spoden, Education and Public Programs Assistant, Newport Restoration Foundation, RI

Setting the Historical Record Straight: Scandal, Rumors, and the Visitor Experience- A Case Study
Silas Deane
How do history museums handle interpretation when the subject matter is within the public’s recent memory, particularly when it is associated with stories popularized in movies, books, and media? These misconceptions pepper visitor perceptions before they even enter the museum. This session will examine Newport Restoration Foundation’s Rough Point as a case study for conversation on strategies to confront sensationalism and help visitors explore and understand the true facts at an institution.

Chair: Kristen Costa, Assistant Curator, Newport Restoration Foundation, RI
Speaker: Elizabeth Spoden, Education and Public Programs Assistant, Newport Restoration Foundation, RI

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the likelihood that the story of your exhibition or event will make it onto our pages. Focusing on winning strategies, the speakers will take a humorous but meaningful look at the changing world of information packaging, museum event planning, and readership demographics, inviting an open discussion about how we can all work effectively together.

Co-Chairs: Richard Friswell, Managing Editor, ARTES e-Magazine, CT; Johanna McBrien, Current and Founding Editor-in-Chief, Antiques & Fine Art Magazine, MA

Listening to What Museums Mean to Our Served Publics: Diverse Points of View from a Diverse Set of Publics

Ethan Allen

Listening and responding to our served publics is a basic and on-going task. These conversations serve to shape and reshape our work. The panelists at this session represent gender, generational, professional, and ethnic diversity. They will bring their views on their “consumption” of the museum experience for themselves and for their families. This session will be of interest to all museum professionals, as “customer intimacy” has proven to be a most important success factor for non-profit and for-profit sectors alike.

Chair: Dorothy Chen Courtin, Principal, Marketing & Management Associates for Nonprofits, MA
Speakers: Maureen Alphones-Charles, Director of Executive Acquisition, City Year, MA, Michael Flinton, Independent Museum Professional, NY

Secrets from the Lodge: Identifying and Demystifying Fraternal Objects

Silas Dean

By 1900, more than 250 American fraternal groups existed, numbering six million members. The regalia, badges, souvenirs, and ritual objects used by these groups have made their way to local historical societies and museums ever since. This session will offer practical information on how to identify, interpret, and exhibit the Masonic and fraternal objects in your collection. Speakers will suggest sources for more information, and will share tips on the potential for community involvement.

Chair: Aimee E. Newell, Ph.D., Director of Collections, National Heritage Museum, MA
Speakers: Hilary Anderson Stelling, Director of Exhibitions and Audience Development, National Heritage Museum, MA; John Soderblom, Past Master, Massachusetts Lodge of Research

Top Ten Barriers to Inclusion

Mark Twain

Top Ten Micro-inequities is a diversity and leadership training program that provides career management strategies for professionals who may find themselves in the minority in the workplace, and creates allies amongst those in the majority. Throughout this session, program participants explore how behavior is perceived by others and how it can interfere with recruitment, retention, and ultimately a productive work environment.

Chair: Natalie Holder-Winfield, Esq., QUEST Diversity Initiatives, CT

Visual Thinking Strategies: Working with Students and Teachers in New England

Nathan Hale

Since 1993 Visual Thinking Strategies (VTS) has been a fixture in museums and schools throughout the nation. Grounded in Aesthetic Development Theory and supported by a rigorous body of research, VTS has been shown to enhance oral language, observation, and critical thinking skills in beginner viewers, and is currently implemented in more than 400 schools in the U.S. alone. This session provides an introduction to the theory and practice of VTS, as it is currently practiced in elementary and secondary schools in New England.

Chair: Jacqueline Cossentino, Ed.D, New England Regional Director, Visual Thinking Strategies, MA

12:15 pm – 1:00 pm

EXHIBIT HALL CLOSING RECEPTION AND RAFFLE

Don’t miss this special opportunity to explore the services and products in the Exhibit Hall. Will you win one of the wonderful raffle prizes generously donated by our exhibitors? Perhaps you’ll win a registration to next year’s conference! Bring your signed raffle card and join in the fun.

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Thursday 11am
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**Friday November 18**

**1:00 pm – 2:00 pm**

**ANNUAL LUNCHEON MEETING**

*Connecticut Ballroom*

Find out what’s new in your association! Celebrate innovations in New England museums as we honor the recipient of NEMA’s Innovation award. Network and relax with friends over a delicious lunch.

*Chair: Joshua Basseches, President, New England Museum Association*

**2:15 pm – 3:00 pm**

**NEMA’S 45 MINUTES OF FAME!**

*And the winner is...*

*Sandra Taitt-Eaddy*

Barbados Museum and Historical Society
Public History Graduate Student, Central Connecticut State University

*Teaching Diverse Audiences*

*How to Love and Find History*

*Nathan Hale*

Among the 60+ sessions at this year’s conference, we’ve reserved one slot for a very special “People’s Choice” presentation. The votes are in, and the winner is... Sandra Taitt-Eddy. Sandra relates her adventures with searching for the history of an ancestor and how that search transformed her. Because of her talents for communication and love of the past, Sandra has become known as the “Oprah Winfrey of History.” Join Sandra for an entertaining and informative presentation to round out your 2011 NEMA Conference. Congratulations Sandra!

---

**2:15 pm – 3:45 pm**

**CONCURRENT SESSIONS**

**Beyond Exhibitions: Developing an Ongoing Marketing Plus Plan and Infrastructure**

*Hartford Commons*

If your marketing is solely focused on exhibitions, you’re missing opportunities for revenue and awareness, and building a feast-or-famine workflow for yourself. Learn how to build a year-round marketing program to reach new visitors and keep your museum in the public eye. Marketing staff at museums of all sizes will come away with three ideas for year-round marketing, and three ways to make it happen.

*Chair: Christina Inge, Independent Museum Professional, MA*
Visitor Satisfaction Training & Metrics: What Museums Can Learn from the Hospitality Industry
Ethan Allen
The past several decades have seen major changes in visitor expectation and use patterns in museums and the hospitality industry, due to economic issues and time pressures. Successful restaurants and resorts develop customer-focused teams that satisfy visitors, leading to repeat business. This session will demonstrate how museums can apply hospitality customer satisfaction techniques and metrics to improve the visitor experience, and strengthen the museum while helping it meet its long-term goals.
Chair: Eric F. Nusbaum, Ph.D., CHA, Wheelwright Consultants, MA

Outside-In: Engaging Diversity with User-Generated Content
Silas Deane
User-generated content is here to stay, and everyone wants it! This session explores the roots of this social media phenomenon and asks how museums can harness user-generated content to engage audiences and promote diversity. Hear how a large, urban historical society successfully engaged new audiences, including the LGBT community, and generated revenue, too. Learn how a small, suburban museum produced a student-created exhibit that reached out to its bigger, urban neighbor. Best practices will give participants the tools to create and innovate with new technologies and discover how user-generated content is the key to staying relevant in today’s society.
Chair: Christine Jewell, Director of Education and Community Programs, Fairfield Museum and History Center, CT
Speakers: Elizabeth Garibay, Public Programs Manager, Chicago History Museum, IL; Lauren Valone, recent graduate, Tufts University Masters in Museum Education, MA

Navigating the Sensitivities of Who Should Be Interpreting Black History
Mark Twain
What are the strengths and limitations of the idea that black history should be interpreted only by black professionals? How can non-black professionals grow their capacity and sensitivity as interpreters of black history? What are strategies for including more black voices in interpretation and for training all interpreters? How do we hold ourselves accountable for well-balanced, racially-sensitive interpretation? Join the dialogue.
Chair: Kristin Gallas, Director of Education and Public History, The Tracing Center on Histories and Legacies of Slavery, MA
Speakers: JerriAnne Boggis, President for the Portsmouth Black Heritage Trail and Director for the Harriet Wilson Project, NH; Elysa Engleman, Exhibit Researcher/Developer, Mystic Seaport: The Museum of America and the Sea, CT; Brent Leggs, Field Representative, Northeast Office National Trust for Historic Preservation, MA; Melissa Westlake, Curator of Education, Historic Newton, MA

The theme of the 2012 NEMA Conference in Burlington – “Pushing the Envelope: Innovation and the Future of Museums” – invites us to examine how innovations have impacted museums and how museums can be innovative in their own right. Have you engaged in social entrepreneurship? Are any of your programs cultivating new ground and setting new standards? Is your institution a model for the museum field? Here’s your opportunity to share your observations and innovation success stories with your museum colleagues.
A great conference begins with great NEMA members! Consider joining us in Burlington as a session chair or presenter. Visit www.nemanet.org to submit your session proposal online. Proposals must be received by February 3, 2012.
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