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CONFERENCE PROGRAM GUIDE
Thanks for attending the 97th 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.

CONFERENCE APP
Put the entire 2015 NEMA Conference at your fingertips with our exclusive conference app. You’ll have it all: access to session information, floor plans, evaluations, handouts, and information about Portland. Download the Whova app from the App Store or Google Play. Open Whova, then search for “97th Annual NEMA Conference.” Click on the conference, then click “Join Event.” If it asks for a password, enter “NEMA2015.”

SESSION HANDOUTS
You can access speaker handouts at nemanet.org/handouts.

KEYNOTE SESSION
State of Maine Ballroom, Wednesday, 10:15 am
Don’t miss the keynote session featuring AAM President Laura Lott and Peter Korn, author of Why We Make Things and Why It Matters.

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 and having a second choice ready.

CONFERENCE AMBASSADORS
Need help navigating Conference? Look for one of our Conference Ambassadors. They’re the ones wearing the cheery yellow buttons and an equally cheery smile. They’ll be glad to help!

EXHIBIT HALL
Casco Bay Exhibit Hall, Wednesday, 7:30 am – 6 pm; Thursday, 8 am – 3 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, the Demonstration Station and where you pick up your on-site box lunch (pre-registration required). Enter to win raffle prizes from exhibitors and museums. Details in your registration packet.

2015 PUBLICATION AWARD WINNERS
Casco Bay Exhibit Hall
Look over the winners of this year’s NEMA Publication Awards. See the best in design, production, and communication.

TALK BACK!
Casco Bay Exhibit Hall
Ask a question. Make your point. Take a time-out in our “Talk Back” area to ruminate on New England museum issues and provide input to NEMA. (Talk Back wall is courtesy of 42 Design Fab; visit them in Booth #46 in the Exhibit Hall.)

NEMA CONFERENCE BOOKSTORE
Registration Area, Wednesday, Noon – 5 pm; Thursday, 8 am – 5 pm; Friday, 8 am – Noon
Browse the Conference Bookstore for great reads to add to your professional development library.

THE DEMONSTRATION STATION
Casco Bay Exhibit Hall, Wednesday and Thursday
The Demonstration Station is the place to get fast-moving, how-to tips on mastering the latest museum field trends.

BE SOCIAL
Connect to your community and continue the conversation by tweeting (#NEMA2015) and sharing lessons learned on NEMA’s social media pages. Be visual and post your photos using #NEMA2015 on Instagram. Share the fun of conference, tell the world why you love museums, or strike a pose with “NEMA” at this year’s photo booth, located in the Casco Bay Exhibit Hall, Booth #28.

REGISTRATION LIST
This year NEMA will be going even greener by providing the registration list electronically. You can download it at nemanet.org/reglist2015 or access the list of attendees on the conference app. A printed copy will be available at Walk-in Registration on request.

2015 EXCELLENCE AWARDS RECEPTION
Casco Bay Exhibit Hall, Friday, 12:30 – 1:15 pm
Celebrate the work of the 2015 Excellence Award winners at a special reception prior to the Annual Meeting.

NEMA ANNUAL LUNCHEON MEETING
State of Maine Ballroom, Friday 1:15 – 2:15 pm
Pre-registration required.
Find out what’s new in your association. Join us as we present NEMA’s Lifetime Achievement Award celebrating the career of Nina Zannieri.

MAKE PLANS FOR MYSTIC IN 2016!
Mark your calendar for the 2016 NEMA Conference, November 9-11, in Mystic, CT. Session proposals are due February 2, 2016. Please visit nemanet.org.

QUESTIONS?
Visit the NEMA Registration Desk on the first floor from 8 am – 5 pm Wednesday and Thursday, 8 am till noon on Friday.
6:30 – 7:00 am
**NEMA FITNESS**
Meet in the hotel lobby.
Join NEMA Executive Director Dan Yaeger on a brisk sunrise walk around scenic downtown Portland.

7:30 am – 5:00 pm
**REGISTRATION OPEN**

7:30 am – 6:00 pm
**EXHIBIT HALL OPEN**

7:30 – 8:30 am
**WELCOME COFFEE AND MORNING TREATS IN THE EXHIBIT HALL**
*Hosted by*

7:30 – 8:15 am
**NEMA CONFERENCE PREVIEW**
*Lincoln Room*
First time at a NEMA conference? Learn how to make the most of it. Join Monika Bernotas, Alli Rico, and Scarlett Hoey, co-chairs of the Young and Emerging Professionals PAG, for coffee and tips on how you can use your time to your best advantage.

Facilitators: Monika Bernotas, Research Associate, ConsultEcon, MA; Scarlett Hoey, Program Manager, ArtsWorcester, MA; Alli Rico, Retail Staff, Harvard Museum of Natural History, MA

8:30 – 10:00 am
**CONCURRENT SESSIONS**

**American Alliance of Museums Listening Tour**
*Oxford Room*
The Alliance is interested in hearing from you as it develops its next strategic plan. Join AAM leadership for a roundtable discussion about issues important to the field.

Facilitator: Laura Lott, President and CEO, American Alliance of Museums, DC

**Everyday Innovation Through Technology**
*York Room*
Museums are under unprecedented pressure to produce more results for less money. During this session, we’ll explore a process for connecting affordable technologies to your specific needs, highlighting key tools and best practices for everyday innovation. We’ll think out-of-the-box about ways to connect tools to needs through fun activities (including an actual card game!) and set you up with ways to continue your innovation process back in the office.

Facilitator: Laura Quinn, Director of Partnerships and Knowledge, Idealware, ME

**Getting It Paid For: Preparing and Submitting Successful IMLS Grant Applications**
*Lincoln Room*
In this hands-on session, we will explore best practices for preparing a successful IMLS grant application. In Part 1, we will cover every stage from conceptualizing a project to the successful submittal of the application. In Part 2, we will use abbreviated examples of actual applications in a peer review panel so that you can develop a solid understanding of what happens next. You will receive sets of worksheets and support materials for future reference.

Facilitator: Connie Bodner, Supervisory Grants Management Specialist, Institute for Museum and Library Services, DC

**Speaking the Same Language: Good Governance Practices and Pitfalls**
*Somerset Room*
Do you have concerns about governance? Do you wish that you could recruit trustees who help and not hinder? This session will focus on the importance of governance best practices to establish shared goals between board and staff. We will discuss strategies for good communication, board orientation, workshops and retreats, committee structure and operations, and strategic planning. The format will be 30 minutes of information and 60 minutes of answers to questions submitted by the audience.

Facilitators: Susan Robertson, Executive Director, Gore Place, MA; Pam Swain, Trustee, Gore Place, MA; Robert Wolterstorff, Executive Director, Bennington Museum, VT (NEMA Board)

**Supporting Curricular Standards by Inspiring Curiosity: A Case Study from Plimoth Plantation**
*Cumberland Room*
As museum educators, we’ve become pros at designing school programs that adhere strictly to curriculum standards, but is that the best way to inspire continued exploration? In this session, we’ll discuss research examining the role of curiosity in
motivating learning. Then, we’ll demonstrate how Plimoth Plantation applies two specific techniques in its successful Native and Colonial classroom visit programs to evoke curiosity about the people of the past and support the teaching of standards.

**Facilitators:** Vicki Oman, Director of Museum Programs and School Services, Plimoth Plantation, MA; Phillip Wynne, Education Specialist, Plimoth Plantation, MA

**Talk it Out: Big Questions for Small Museums**

Kennebec Room

What makes small and/or rural museums different? Is being bigger always better? How might small museums have a large scale impact outside their local communities? In New England, the diversity within the museum community is staggering, and this roundtable session is designed to give smaller or rural organizations the megaphone. Come share the highs and lows of your museum practice with like-minded colleagues.

**Facilitator:** Kelsey Mullen, Coordinator of Academic Programs & Special Projects, The Mount, MA

**Speakers:** Brooke Steinhauser, Program Director, Emily Dickinson Museum, MA; Cynthia Walker, Executive Director, Brick Store Museum, ME

9:00 – 9:30 am

**DEMONSTRATION STATION**

Working with a Conservator
Claire Grund, Associate Conservator, Northeast Document Conservation Center, MA

9:45 – 10:15 am

**DEMONSTRATION STATION**

Learn How to Make a $25 Mannequin!
Amanda Wastrom, Curator, Falmouth Historical Society, MA

Noon – 5:00 pm

**BOOKSTORE OPEN**

Hosted by

12:30 – 1:15 pm

**OPENING LUNCH**

Massachusetts, New Hampshire, and Vermont Rooms; Ticket Required

12:30 – 1:15 pm

**DIRECTORS AND TRUSTEES LUNCH**

Connecticut and Rhode Island Rooms; Ticket Required

Break bread with your fellow museum leaders. Share stories, ideas, and encouragement. Bring back inspiration for your own institution. The Directors and Trustees Luncheon is a popular feature of the NEMA Conference for good reason.

Hosted by

10:15 – 11:45 am

**KEYNOTE SESSION: 2015 ANNUAL CONFERENCE**

**KEYNOTE SPEAKER PETER KORN**

State of Maine Ballroom

Welcome from Susan Funk, President, New England Museum Association; remarks from Laura Lott, President, American Alliance of Museums and NEMA Executive Director Dan Yaeger.

The keynote speaker for the 2015 NEMA conference is Peter Korn, Executive Director of the Center for Furniture Craftsmanship in Rockport, Maine, and author of *Why We Make Things and Why it Matters*. Furniture making, practiced as a craft in the 21st century, is a decidedly marginal occupation, yet the view from the periphery can be illuminating. For woodworker Peter Korn, the challenging work of bringing something new and meaningful into the world of one’s own volition—whether in the arts, the kitchen, or the marketplace—is exactly what generates the authenticity, meaning, and fulfillment for which so many of us yearn so deeply.

In his talk, Korn will get at the why of craft, in particular, and the satisfactions of creative work, in general, to understand their essential nature. How does the making of objects shape our identities? How do the products of creative work inform society? In short, what does the process of making things reveal to us about ourselves?

(continued on page 5)
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1:15 – 1:45 pm
DESSERT AND COFFEE IN THE EXHIBIT HALL

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1:00 – 4:45 pm
OFF-SITE SESSIONS

Close Looking—An Afternoon of Gallery Experiences at the Portland Museum of Art
If you wish to join a walking group to this event, please gather in the lobby by 12:50 pm. Ticket required.
Facilitators: Jenn DePrizio, Director of Learning and Interpretation, Portland Museum of Art, ME; Rainey Tisdale, Independent Curator, MA

Collaborating for the Future
Ticket holders meet in the hotel lobby at 1:20 pm. The bus will leave promptly at 1:30 pm.
Facilitators: Steve Bromage, Executive Director, Jamie Kingman Rice, Director of Library Services, Nan Cumming, Director of Institutional Advancement, Kate McBrien, Chief Curator, Maine Historical Society (NEMA Board); Ron Wagner, Villanti Printers, VT

1:45 – 3:15 pm
CONCURRENT SESSIONS

From Bits to Bytes to Buffet: Big Data and Museum Collections
Lincoln Room
The term “Big Data” has been used to describe the future of everything from weather to human knowledge. In museums, it is often associated with visitors and marketing efforts. But how is Big Data related to museum collections and what institutional shifts have to occur so that every type and size of museum can participate and benefit? This participative session will examine Big Data from the perspective of museum collections. We’ll define the term, outline the theory, and provide attainable personal and institutional objectives for those who work with collections of every size and variety. The Age of Big Data is upon us: how will your museum’s collections benefit?
Facilitator: Sheila Hoffman, Doctoral Candidate, Université de Paris, Panthéon-Sorbonne and the Université de Québec à Montréal

The Gen-X Factor: Career Navigation Strategies for the (So-Called) “Lost Generation”
Somerset Room
If you listened to Nirvana on cassette, attended college before the Internet, or have younger colleagues who don’t get your Seinfeld references, you might belong to Generation X. If you are in a mid-career holding pattern or are seeking peers in a small demographic cohort, this is your session. Through facilitated roundtables, we will enable networking while sharing strategies for career and personal growth during what Pew Research calls “the middle innings of life.”
Facilitators: Marilyn Cruickshank, Professional Organizer & Productivity Consultant, Creative Simplicity, LLC, MA; Marieke Van Damme, Executive Director, Cambridge Historical Society, MA; Elisabeth Nevins, Principal, Seed Education Consulting, MA; Purvi Patwari, Director of Human Resources, deCordova Sculpture Park and Museum, MA; Tara Young, Deputy Director, Museum of Russian Icons, MA

If a Picture is Worth a Thousand Words, What Do Museums Want to Say?
Oxford Room
Members of Historic New England’s Collections team will lead you through lessons learned while moving 24,000 stored objects plus ongoing efforts to improve public web access to those objects. After swapping tips and tricks applicable to museums of all sizes and budgets, join in a discussion of what changes and challenges museums face as they throw open the doors to previously cloistered storage rooms and learn to re-think what we present, how and to whom.
Facilitator: Peggy Wishart, Americana Foundation Assistant Registrar, Historic New England, MA
Speakers: JT Buzanga, Collections Care Specialist; Nicole Chalfant, Collection Manager; and Erin Farley Malueg, Collection Care Specialist, Historic New England

Lemons to Lemonade: Making the Most of a Mess
Cumberland Room
When we learned that a construction project would make a muddy mess of the street at our front door, we groaned. By the end of the year, we saw growth in membership and a balanced budget! We’ll spark a conversation about timing, technology, and communication. What resources are available to reframe challenge into triumph? What investments do you make? We’d like to help you get beyond obstacles with a renewed sense of relevance.
Facilitators: Adam Kane, Executive Director; Anna Rubin, Director of External Relations; and Leila Nordmann, Director of Programs, Fairbanks Museum & Planetarium, VT

Modern Museum Marketing: Big Publicity on a Small Budget
Kennebec Room
If your museum is looking for a new edge to become more relevant in our information-driven and fast-paced society, then our panel discussion is for you! Our chair and speakers will present how community networking, creative event planning, and out-of-the-box approaches can help boost museum attendance, public interest, and income.

(continued on page 7)
“Lean times demand better leadership. How can I remain a strong, motivated leader?”

Qm² Roundtables for Executives
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Some panelists and the chair will be available for optional thirty minute post-session breakout discussions.

Facilitator: Gregory P. Sundik, Marketing and Public Relations Coordinator, Victoria Mansion, ME
Speakers: Stephanie Seacord, Director of Marketing and Communications, Strawbery Banke Museum, NH; Lynn Tillotson, President + CEO, Greater Portland Convention and Visitors Bureau; Barbara Ward, Director/Curator, Moffatt-Ladd House & Garden, NH

1:45 – 5:15 pm
DOUBLE SESSION

A Multisensory and Performance Art Approach to Engaging Underserved Museum Visitors
York Room

The Ogunquit Museum and MFA, Boston share an interactive, multisensory approach to tours and activities engaging a range of visitors, including children with hearing loss and adults with memory loss. These methods create the kind of experience, emotional and sensory, that lingers. This session will cover using these strategies both in and out of the museum. It will include hands-on exercises and provide “take away” resources for planning and implementing similar experiences.

Facilitators: Amy Donovan, Education Coordinator, Ogunquit Museum of Art, ME; Hannah Goodwin, Manager of Accessibility, Museum of Fine Arts, Boston
Speaker: Dr. Morton Birnbaum, Accessibility Guide, Museum of Fine Arts, Boston

2:00 – 2:30 pm
DEMONSTRATION STATION

Learn How to Use CreativeGround to Promote Your Museum and About NEFA’s New England Grant Programs
Allie Fiske, CreativeGround Website Administrator, New England Foundation for the Arts, MA

2:15 – 3:15 pm
CONCURRENT SESSIONS

Exhibit Tastes & Museum Flavors: A New (& Yummy) Lexicon
New Hampshire Room

When a person experiences delicious food, the brain combines the body’s sensations – sights, smells, textures, and (of course) tastes – along with other things like memories and feelings, the social and environmental context, and more – to perceive a gestalt we call FLAVOR. Museums, in producing multi-sensory exhibitions, are striving to create flavor as well: EXHIBIT FLAVOR. Inspired by Portland’s culinary reputation, and with the help of a local chef, we’ll explore the nuances of flavor, and contemplate how museums can offer more flavorful exhibit experiences.

Facilitator: Matt Kirchman, Principal, ObjectIDEA, MA

Stump the Lawyers: Legal Issues for Museums
Connecticut/Rhode Island Room

Eager to set the agenda for a session? Losing sleep over the legal landmines in your museum’s backyard? This panel is back by popular demand and will again present its popular “stump the lawyer” session in which you are invited to ask questions of general interest on any legal topic. Our legal experts will do their best to address your issues, offer practical advice, and recommend what steps to take next.

Facilitator: Nina Zannieri, Executive Director, Paul Revere Memorial Association, MA
Speakers: Mark Gold, Esq., Partner, Parese, Sabin, Smith & Gold, LLP, MA (NEMA Board); Katherine Lewis, Esq., Attorney-Advisor, Smithsonian Institution, NY; Gilbert Whittemore, Esq., Of Counsel, Rath, Young and Pignatellie, P.C., MA

What Not to Write
Vermont Room

Do you need a resume make-over? How we represent ourselves in writing is what we tell potential employers about our skill set, experience, and personality. This session will begin with an overview of best (and worst) practices in resume, cover letter, and profile writing. Participants will then have a round-robin session to write and critique their own resumes, profile statements, and cover letters. Participants are encouraged to bring their samples for review and walk away with concrete language and ideas for revising them.

Facilitators: Gail Nessell Colglazier, Associate Search Consultant, Museum Search and Reference, NH; Dawn Salerno, Director of Education, Mystic Arts Center, CT
Speakers: Elizabeth Cartland, Director of Development, Portland Museum of Art; Nancy Hammer, Director of Human Resources, Peabody Essex Museum, MA

2:45 – 3:15 pm
DEMONSTRATION STATION

Creating Unforgettable Collaborations between Museums and Theatre to Deepen Audience Engagement
Mara Lieberman, Artistic Director, Bated Breath Theatre Company, CT

3:15 – 3:45 pm
SNACK BREAK IN THE EXHIBIT HALL
Hosted by
3:45 – 5:15 pm
CONCURRENT SESSIONS

Connecting School Programming to the Changing Community—Past and Present
Vermont Room
Historic sites and museums are often not representative of the changing community around them, and therefore have trouble connecting with the lives of the students who visit. This session will demonstrate the new multi-part, interdisciplinary school program currently being implemented by Victoria Mansion in Portland, and then work with participants to take a new look at their own communities and examine possible ways to connect the site’s past to the community’s present.
Facilitators: Lucinda Hannington, Director of Education & Visitor Services, Stacia P. Hanscom, Curriculum Development Specialist, and Mary Anne Wallace, Senior Docent, Victoria Mansion, ME; Barbara Judge, Elementary School Teacher, Portland City School District

Innovation as a 21st Century Language
Kennebec Room
Innovation represents a confluence of skills that are critical to keeping a society proactive and vibrant. It brings together a disciplined understanding of STEM fields with the creativity required by the arts to solve real-world issues. Using a variety of hands- and minds-on invention activities, this session demonstrates how museums and educational organizations are explicitly addressing invention past and present, how innovation happens, and how to foster an innovative spirit among the communities we serve.
Facilitator: Jennifer Brundage, National Outreach Manager, Smithsonian Affiliations, DC
Speakers: Maria Mingalone, Director of Interpretation, Berkshire Museum, MA; Leigh Estabrooks, Invention Education Officer, Lemelson-MIT Program, Massachusetts Institute of Technology

Inspiration Under Your Nose: A Roadmap to Exploring Your Collections, Discovering Who You Are, and Learning What You Can Do with It
Cumberland Room
It’s as easy as a conversation! Bring a colleague and take a tour together through a fun, easy-to-use Values Portfolio Workbook (VPW), a guide for assessing the many values of an institution’s collections and the culmination of Maine’s 2012 Connecting to Collections initiative. Learn about an inspiring way that museums can effectively evaluate their collections and, in turn, better communicate those values to the public in order to advocate for their institution, prioritize collections care, and garner long-term support.
Facilitators: Erin Bishop, Ph.D., Director, Maine Archives & Museums and Founder, Clio Museum
Consulting: Sheri Leahan, Project Coordinator for Maine’s 2012 Connecting to Collection initiative, “Preserving Maine’s Cultural Heritage, and Director of the Washburn-Norlands Living History Center, ME (NEMA Board)

THINK TANK: How Can We Better Define and Communicate the Value of Museums?
New Hampshire Room

Museums create all sorts of value to their visitors and communities. Or so we museum folk say. But if museums are so great, what do we make of efforts to cut public funding for museums? Why is museum attendance slipping nationwide? When terrorists destroy museum artifacts, do they say museums are valuable or valueless? Help us sort out these questions and more in this fast-paced and dynamic “think tank” session. YOUR ideas are the key to help us find new and better ways to communicate the value of museums and advocate for them.

Facilitators: Alyssa Lozupone, Preservation Policy Research Specialist, Preservation Society of Newport County, RI; Dan Yaeger, Executive Director, New England Museum Association, MA; Susan Funk, Executive Vice President, Mystic Seaport and Museum CT, (NEMA Board); Jody Blankenship, Executive Director, Connecticut Historical Society

Unraveling the Mystery of Directors & Officers Insurance – Is Your Board Covered?
Connecticut/Rhode Island Room

There is often an air of mystery around Directors & Officers (D&O) and Employment Practice Liability insurance, leaving board members and executive directors scratching their heads wondering about their level of personal exposure. Will serving as a board member for your local cultural institution put your own assets at risk? What can an executive director do to avoid these types of claims? This session will explore what is driving the steep rise of D&O lawsuits against non-profits, examine the broad types of D&O claims that exist, and discuss what a comprehensive D&O and executive protection platform for a cultural institution includes.

Facilitator: Dan Cooney, CIC, Gowrie Group, CT
Speakers: S. Carter Gowrie, Founding Partner, and Chris Brodeur, Senior Vice President & Principal, Gowrie Group, CT

Which Plans and Policies Does the Museum Really Need?
Oxford Room

Finding time to write the policies and plans needed for the museum—and keep them updated—can sometimes seem overwhelming. Find out which plans and policies are the core documents necessary for a professionally operating museum, the requirements for each, and how to get started.

Facilitator: Jennifer Adams, Senior Director, Membership & Registration, American Alliance of Museums, DC

4:00 – 4:30 pm
DEMONSTRATION STATION
Seven Essentials While Creating Apple/Android Tour Guide Apps
John Rodman, Director of Museum Experience, Preservation Society of Newport County, RI; Snehal Shah, CEO, Action Data Systems, RI

Evening Events

5:15 – 6:00 pm
EXHIBIT HALL RECEPTION
Casco Bay Exhibit Hall
A great way to end the afternoon! 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 Thursday afternoon), chat with friends, and relax a bit before your evening starts.

6:00 – 8:00 pm
WELCOME TO NEMA 2015!
OPENING PARTY AT THE PORTLAND MUSEUM OF ART
If you wish to join a walking group to this event, please gather in the lobby by 5:50 pm. Ticket required.
Located in the heart of Portland’s Arts District, the PMA is in walking distance from the conference hotel and downtown.

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7:00 – 8:00 am
MORNING PILATES
York Room
Join Dawn Salerno, a certified Pilates instructor, for a rejuvenating stretch and strengthening class. Bring a mat, bottle of water, and dress in comfortable clothes.

8:00 am – 3:00 pm
EXHIBIT HALL OPEN

8:00 am – 5:00 pm
REGISTRATION OPEN

8:00 am – 5:00 pm
BOOKSTORE OPEN

8:00 – 9:00 am
INDEPENDENT MUSEUM PROFESSIONALS AFFINITY GROUP BREAKFAST
Port of Call Lounge
Breakfast will be provided for those who registered for it in advance. All may attend the meeting.
The IMP PAG will host its annual breakfast meeting to get reacquainted with fellow independent museum professionals, review the group’s accomplishments from the past year, gather feedback from members on their vision for the group, and set goals for the year to come. This interactive session is all about input—from seasoned IMPs who wish to further the visibility of the PAG to non-affiliates interested in the group to those curious about being an IMP. We will be joined by a seasoned IMP who will share insights during a 10-minute tips presentation. At the breakfast, the PAG will be seeking a new co-chairperson. If you are interested in serving the PAG in this way, or know someone who might be, please come and/or invite other interested people!
Facilitators: Camille Myers Breeze, Director, Museum Textile Services, MA; Matt Kirchman, ObjectIDEA, MA; Rebecca Smith, Independent Museum Professional, MA; Marilyn Hoffman, Principal/Executive Search Consultant, Museum Search & Reference, NH

8:00 – 9:00 am
WAKE-UP COFFEE AND MORNING TREATS IN EXHIBIT HALL
Hosted by

8:30 am – 12:30 pm
OFF-SITE SESSION

Laying the Foundation: Research, Conservation, and Restoration at Portland’s National Historic Landmarks
If you wish to join a walking group to this event, please gather in the lobby by 8:20 am. Ticket required.
Facilitators: Marylou Davis, Private Conservator, CT; David Dempsey, Associate Director for Museum Services, Smith College Museum of Art, MA
Speakers: Thomas B. Johnson, Executive Director, Siobhan Lindsay, Staff Conservator, and Arlene Palmer Schuind, Curator, Victoria Mansion, ME; Laura F. Sprague, Independent Museum Curator, and Restoration Curator, Wadsworth-Longfellow House, 1999-2002, ME

9:00 – 10:30 am
CONCURRENT SESSIONS

Creating a Major Gift Program in a Small Shop
Rhode Island Room
Many small and mid-size nonprofits do not have a major gifts program and rely instead on grants, events, and direct mail to raise funds. But consider this: 75% of philanthropic dollars in the US are given by individuals - mostly from wealthy donors. If you do not have an effective major gifts program, you are ignoring a significant source of support for your organization. Any nonprofit, no matter how small, can create a simple major gifts program that can grow over time. Join us and learn some simple steps to help your organization get started.
Facilitator: Laura Ewing-Mahoney, Principal, Sage Advancement Group, NH

Exploring Participatory Experiences: Creating Relevance and Building Community
Kennebec/Lincoln Room
Please note this session required advanced registration. In this very participatory session we will begin with an overview of what is meant by participatory experiences using case studies from two very different institutions. We will then explore several different participatory experiences using a central

(continued on page 12)
theme of “What makes your hometown feel like home?” Participants will gain expertise in creating participatory experiences and a deeper understanding of how they can create increased relevance and connection with visitors in all kinds of museum settings.

Facilitator: Lynn Baum, Principal, Turtle Peak Consulting, MA
Speakers: Jan Crocker, Exhibit Manager, Heritage Museums & Gardens, MA; Brad Larson, Principal, Brad Larson Media, MA

Foreign Language Teaching at Colby
York Room
Academic museums are uniquely situated to offer experiential learning opportunities on college campuses. For foreign language classes at Colby College, the museum serves as a setting for students and faculty to work in an informal academic environment. Professors Audrey Brunetaux, Arne Koch, and Anita Savo will speak about the ways they have integrated the Colby museum’s collection into their teaching and discuss further opportunities for bringing foreign languages into the museum environment.

Facilitator: Shalini Le Gall, Curator of Academic Programs, Colby College Museum of Art, ME

Speakers: Audrey Brunetaux, Assistant Professor of French, Arne Koch, Associate Professor of German, and Anita Savo, Assistant Professor of Spanish, Colby College, ME

The Future of Museum Education: An “Unsession”
Somerset/Oxford Room
Once called “the uncertain profession,” education has seen a dramatic shift in its role within museums over the past 40 years. This session will turn the typical conference session on its head by asking participants to share their expertise and opinions, shaping the structure and focus of this “unsession” to explore the future of the museum education field. Participants will identify 4-5 “big ideas” to discuss in small groups, develop steps for action, and share.

Facilitator: Brooke DiGiovanni Evans, Head of Gallery Learning, Museum of Fine Arts Boston
Speakers: Alexander Dunn, Regional Engagement Manager, Northeast Region, The Trustees of Reservations, MA; Elisabeth Nevins, Principal, Seed Education Consulting, MA; Jenn DePrizio, Director of Learning and Interpretation, Portland Museum of Art, ME; Dawn Salerno, Director of Education, Mystic Arts Center, CT
Gender and Sexuality at the Museum: Inclusive Practice for Visitors and Staff
Massachusetts Room
This session will focus on gender and sexuality: why and how they come into play in the museum for visitors and staff, and what museums can do to help reverse systems of oppression. Through lively discussion, participants will leave this session with tools for case-making and ideas for next steps. Applicable for all departments of the museum, from education and exhibits to membership and HR.
Facilitators: Nicole Claris, Manager of School Programs, Museum of Fine Arts, Boston; Margaret Middleton, Exhibit Designer, Children’s Museum of Boston

House Museums in Translation
New Hampshire Room
The way in which the public expects to interact with museums has changed. How can historic house museums - typically shrouded in awe and tradition - continue to make themselves relevant to the modern communities they serve and the diverse individuals who visit day after day? By looking at the space through various lenses. Learn how your museum can utilize unique partnerships, themed histories, and new touring structures to translate the historic house experience!
Facilitators: Kathleen Neumann, Manager of Education and Interpretative Programs, Maine Historical Society; Lucinda Hannington, Director of Education and Visitor Services, Victoria Mansion, ME

(Not) Lost in Translation: Bridging the Gaps Between Museum Speak and Teacher Beliefs With Collaborative Research
Cumberland Room
An ability to translate between the wants, needs, and beliefs of formal educators and the rich educational experiences offered in museum contexts serves as a necessary foundation for promoting children’s learning across settings. This session will focus on the development of a large-scale survey aimed at better understanding the variability in teacher engagement in museum learning opportunities, in the service of supporting high-quality, research-based educational collaborations for museum visitors from schools.
Facilitator: Sara Clarke Vivier, Doctoral Student and Instructor, Department of Education, University of New Hampshire
Speakers: Jane Bard, MEd, President, Children’s Museum of New Hampshire; Jade Caines Lee, PhD, Assistant Professor of Education, University of New Hampshire

Objects & Emotion
Connecticut Room
Back by popular demand, this session will teach participants how to identify and convey the emotion embedded in their collections, and in so doing create more meaningful museum experiences. Expect plenty of hands-on activities designed to

(continued on page 14)
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help you develop a practical toolkit for developing the emotional “language” of objects—in behind-the-scenes work in collections storage and also in museum galleries.

Facilitators: Rainey Tisdale, Independent Curator, MA; Linda Norris, The Uncatalogued Museum, NY

**Opening Pathways to Empathetic Experiences**

Vermont Room

Organizations such as AASLH and NEMA have challenged museums to be active agents for social change and justice. An essential ingredient is initiating empathy, which is at the heart of our ability to collaborate with and care about others — setting the stage for social action. We have the unique ability to open up a dialogue, and share multiple perspectives as well as compelling and authentic stories of places, peoples and emotions. Should we make our museums open and accessible places for our visitors to feel compassion, in order to invoke empathy? If so, how can we specifically adapt our interpretations of content, within our programs, exhibits, etc. to invoke compassion and empathy in our visitors? In this roundtable conversation, we’ll talk not just about why museums “should” do this, but also about “how.”

Facilitators: Laurie Lamarre, Executive Director, Institute for American Indian Studies, CT; Dan Yaeger, Executive Director, New England Museum Association, MA

**10:00 – 10:30 am**

DEMONSTRATION STATION

The Office Workout: Get Your Space Organized & In Shape

Marilyn Weiss Cruickshank, Consultant, Creative Simplicity Organizing & Productivity, MA

**10:30 – 11:00 am**

COFFEE BREAK IN THE EXHIBIT HALL

Hosted by

bated breath theatre company

**11:00 am – 12:30 pm**

CONCURRENT SESSIONS

**Continuing the Conversation: How Do We Inspire the Public to Talk About Issues That Matter to our Institutions?**

Massachusetts Room

Learn about case studies from institutions that have deliberately designed experiences that inspire visitors to continue talking about content outside museum walls. This work extends the museum experience and engages the greater community in a way that aims to be relevant and socially responsible. Find out what the pitfalls and successes
have been for these projects and how we can look forward towards measuring what impact they have.

Facilitator: Paul Fenton, Senior Program Educator, New England Aquarium, MA
Speakers: Cathy Saunders, Director of Education, Providence Children’s Museum, RI (NEMA Board); David Sittenfeld, Program Manager, Forum, Museum of Science, Boston

Cultural Celebrations: Communicating with and Engaging new Audiences
Vermont Room
The Museum of Fine Arts, Boston is engaging new and emerging audiences through a new series of events celebrating a range of cultures and traditions while linking directly to the museum’s global collections. This session focuses on making museums welcoming sites to celebrate lesser known, non-western holidays and days of cultural significance. Attendees will discuss: How can you offer authentic experiences to visitors? How do you create long-lasting relationships with audiences? How do you build strong community collaborations?
Facilitators: Linda Apple, Director, Volunteer and Community Engagement, and Jennifer Leclerc, Community Engagement Manager, Museum of Fine Arts, Boston

How to Have a Difficult Conversation at Work
Cumberland Room
In this hands-on session, we will identify and discuss communication issues affecting museum workers; outline various methods, techniques, and tools individuals can reference when faced with a difficult conversation at work; and role-play museum-specific scenarios where stronger communication skills can have a meaningful impact. Participants will leave with methods for planning, implementing, and following up on difficult conversations and an increased level of comfort in broaching difficult subjects in a respectful way. This session is valuable for museum staff and managers of all experience levels.
Facilitators: Marieke Van Damme, Executive Director, Cambridge Historical Society, MA; Sarah Franke, Principal, MuseumBabel, Germany

Individuals of High Net Worth
Rhode Island Room
This will be an interactive session reviewing key findings from a study on the giving behaviors and motivations of wealthy donors to nonprofits. Established in 2006, the U.S. Trust Study of High Net Worth Philanthropy, conducted in collaboration with the Lilly Family School of Philanthropy at Indiana University, is one of the longest running studies of its kind that examines the giving patterns and priorities of America’s wealthiest households.
Chair: Joy Hunter Chaillou, Senior Vice President, Institutional Philanthropic Specialist, U.S. Trust Bank of America Corporation, CT

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WE ARE FAILING TO PRESERVE HISTORY. OUR HISTORY IS AT RISK OF BECOMING INVISIBLE.

Dr. Kristen Gwinn-Becker
Historian › Digital Strategist › Founder of HistoryIT

View the complete TEDx talk on ‘The Future of History’ at www.historyit.com/TEDx
The Language of Pictures: Photographing Museum Collections
Connecticut Room
This session will explore the issues and considerations of photographing artifacts for a cataloging or inventory project. Topics to be covered will include what standards to develop, how objects are framed, database/photograph format compatibility, conservation considerations, on what an object should be photographed, and more! Panelists will discuss image types and how changes in technology have affected how we image artifacts in the museum.
Facilitator: Valerie Kinkade, Principal, Museum & Collector Resource, LLC, MA
Speakers: Edward Corderre, President and Creative Director, The Digital Ark, MA; Bryan Owen, Owner of Bryan Owen Conservation, MA

Managing the Benefits and Challenges of a Multigenerational Volunteer Community
New Hampshire Room
Join us for roundtable discussions chaired by a diverse group of museum volunteer professionals with varied experiences and a common goal of supporting a volunteer community that feels valued and provides positive guest interactions. We invite you to share best practices and challenges of managing elderly and youth volunteers, volunteer retention and rewards, communication needs between young staff and the aging volunteer, and lifelong learning through training. You will come away with ideas to assist you with your own institution’s volunteer program.
Facilitator: Jeannmarie Santomassimo, Program Manager Volunteer Services, Museum of Science, Boston

Putting the Family Back Into “Family Programs”
Somerset/Oxford Rooms
This session provides suggestions for getting families through the front door and keeping them engaged together. The Discovery Museums staff will describe their inventive programs that attract local and hard-to-reach constituencies, such as families with children with an Autism Spectrum Disorder or who are deaf or hard of hearing, while the USS Constitution Museum team details the institutional benefits of family engagement and shares strategies of program design and facilitation that encourage active, intergenerational engagement.
Facilitators: Sherman (Pat) Morss, Jr., Life Trustee, USS Constitution Museum, MA (NEMA Board); Elizabeth Leahey, Assistant Director of Learning Experiences, The Discovery Museums, MA; Lauren McCormack, Manager of Public Programs, USS Constitution Museum, MA; Adriana Maksy, Coordinator of Engage Families Project, USS Constitution Museum, MA; Sarah Watkins, Director of Collections and Learning, USS Constitution Museum, MA

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(continued on page 19)
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Telling the Best Story in the Language of Gallery Architecture and Design
York Room
Gallery architecture and design influence the visitor experience and the collection itself. Limited resources mean that renovation of galleries may not be feasible. Therefore, how should you prioritize your available resources to enhance the presentation and preservation of your collection? This panel will examine optimization techniques such as “white box” vs. staged vignette gallery composition, circulation, finishes, climate, and lighting. Evaluating these influencers will help your administration approach future modifications to promote your gallery’s story.
Facilitator: Laura Player, Marketing Manager, Windover Construction, MA
Speakers: J.J. Bell, Vice President, Board of Directors, Cape Ann Museum, MA; Ronda Faloon, Director, Cape Ann Museum, MA; Mary Ann Upton, Architect and Project Manager, designLab Architects, MA; Peter Gourdeau, Project Executive, Windover Construction, MA

Think Tank: Redefining the Internship
Kennebec/Lincoln Rooms
Internships have been a traditional “rite of passage” for museum professionals. Typically unpaid, these temporary positions presumably give the intern a valuable educational experience while giving the museum added operational capacity. But do they work today? Are they fair? Are they ethical? Join us for this fast-paced and dynamic “think tank” session which explores how the internship can be redefined to benefit individuals and the field. YOUR ideas are the key to help us find solutions!
Facilitators: Monika Bernotas, Research Associate, ConsultEcon, Inc., MA; Alli Rico, Retail Staff, Harvard Museum of Natural History, MA
Speakers: Rebecca Fullerton, Archivist, Appalachian Mountain Club, MA; Herb Jones, Volunteer & Intern Programs Manager, Museum of Fine Arts, Boston; Jen Oleniczak, Founding and Artistic Director, The Engaging Educator, NY; Emily Robertson, Independent Museum Professional, MA; Hannah Swartz, Executive Assistant to the Chief Curator, Peabody Essex Museum, MA

11:30 am – Noon
DEMONSTRATION STATION
Training and Keeping Your Frontline Staff: Using the Certified Interpretive Guide program as a New Model for Museum Educators
Jennifer Pictou, President & CEO, Dawnland Tours, ME
(continued from page 17)
Quick Glance

Wednesday

6:30 – 7:00 am
NEMA Fitness

7:30 am – 5:00 pm
Registration Open

7:30 am – 6:00 pm
Exhibit Hall Open

7:30 – 8:30 am
Welcome Coffee and Morning Treats in the Exhibit Hall
Hosted by Art Shipping International

7:30 – 8:15 am
NEMA Conference Preview
Lincoln Room

8:30 – 10:00 am
Concurrent Sessions
- AAM Listening Tour, Oxford Room
- Everyday Innovation Through Technology, York Room
- Getting It Paid For, Lincoln Room
- Speaking the Same Language, Somerset Room
- Supporting Curricular Standards, Cumberland Room
- Big Questions for Small Museums, Kennebec Room

9:00 – 9:30 am
Demonstration Station
- Working with a Conservator

9:45 – 10:15 am
Demonstration Station
- Learn How to Make a $25 Mannequin!

10:15 – 11:45 am
Keynote Session
State of Maine Ballroom

Noon – 5:00 pm
Bookstore Open
Hosted by Museum Insights

12:30 – 1:15 pm
Opening Lunch
MA/NH/VT Rooms

Directors and Trustees Lunch
Hosted by MoM² and US Trust Bank of America

CT/RI Rooms

1:15 – 1:45 pm
Dessert and Coffee in the Exhibit Hall
Hosted by Practical Management Resources

1:00 – 4:45 pm
Off-Site Sessions
- Close Looking
- Collaborating for the Future

1:45 – 3:15 pm
Concurrent Sessions
- From Bits to Bytes to Buffet, Lincoln Room
- The Gen-X Factor, Somerset Room
- If a Picture is Worth a Thousand Words, Oxford Room
- Lemons to Lemonade, Cumberland Room
- Modern Museum Marketing, Kennebec Room

1:45 – 5:15 pm
Double Session
- Engaging Underserved Museum Visitors, York Room

2:00 – 2:30 pm
Demonstration Station
- Learn How to Use CreativeGround to Promote Your Museum and About NEFA’s New England Grant Programs

2:15 – 3:15 pm
Concurrent Sessions
- Exhibit Tastes & Museum Flavors, NH Room
- Stump the Lawyers, CT/RI Room
- What Not to Write, VT Room

2:45 – 3:15 pm
Demonstration Station
- Creating Unforgettable Collaborations

3:15 – 3:45 pm
Snack Break in the Exhibit Hall
Hosted by POW! (Paul Orselli Workshop)

3:45 – 5:15 pm
Concurrent Sessions
- Connecting School Programming, VT Room
- Innovation as a 21st Century Language, Kennebec Room
- Inspiration Under Your Nose, Cumberland Room
- THINK TANK: How Can We Better Define and Communicate the Value of Museums?, NH Room
- Unraveling the Mystery of D &O Insurance, CT/RI Rooms
- Which Policies Does the Museum Need?, Oxford Room

4:00 – 4:30 pm
Demonstration Station
- Seven Essentials While Creating Tour Guide Apps

5:15 – 6:00 pm
Exhibit Hall Reception

6:00 – 8:00 pm
Evening Events
- Welcome to NEMA 2015! Opening Party at the Portland Museum of Art, hosted by the Gowrie Group

Thursday

7:00 – 8:00 am
Morning Pilates, York Room

8:00 am – 3:00 pm
Exhibit Hall Open

8:00 am – 5:00 pm
Registration Open

8:00 am – 5:00 pm
Bookstore Open
Hosted by Museum Insights

8:00 – 9:00 am
IMP PAG Breakfast, Port of Call Lounge

8:00 – 9:00 am
Wake-up Coffee & Morning Treats in Exhibit Hall
Hosted by Regis College

8:30 am – 12:30 pm
Off-Site Session
- Laying the Foundation

9:00 – 10:30 am
Concurrent Sessions
- Creating a Major Gift Program in a Small Shop, RI Room
- Exploring Participatory Experiences, Kennebec/Lincoln Room
Demonstration Station
  The Office Workout: Get Your Space Organized & In Shape

Coffee Break in the Exhibit Hall
Hosted by Bated Breath Theatre Company

11:00 am – 12:30 pm
Concurrent Sessions
  How Do We Inspire the Public, MA Room
  Cultural Celebrations, VT Room
  How to Have a Difficult Conversation, Cumberland Room
  Individuals of High Net Worth, RI Room
  The Language of Pictures, CT Room
  Multigenerational Volunteer Community, NH Room
  Putting the Family Back Into “Family Programs,” Somerset/Oxford Rooms
  Telling the Best Story in the Language of Gallery Architecture and Design, York Room
  THINK TANK: Redefining the Internship, Kennebec/Lincoln Rooms

11:30 am – Noon
Demonstration Station
  Training and Keeping Your Frontline Staff

11:30 am – 4:00 pm
Off-Site Half-Day at Bowdoin College

12:45 – 2:20 pm
PAG Lunces
  Children’s Museums PAG, CT Room
  Curators PAG, NH Room
  Educators PAG, VT Room
  Historic Site Management PAG, Kennebec/Lincoln Rooms
  Library & Archives PAG, RI Room
  Membership, Development, Public Relations, and Marketing, York Room
  The Museum Directors’ Discussion, Somerset/Oxford Rooms
  Registrars PAG, hosted by Huntington T. Block, MA Room

2:30 – 3:00 pm
Exhibit Hall Closing Reception and Raffle
Hosted by Beyond Genocide Prevention Center

3:15 – 4:45 pm
Concurrent Sessions
  Speaking the Language of Deaf Culture, RI Room
  Historic Costume Display in Small Museums, York Room
  Committed to Collaboration, MA Room
  Effective Typographic Communication, Cumberland Room
  Navigating the World of Copyright, VT Room
  How Improvisation and Experimentation Can Foster Better Communication in our Museums, Kennebec/Lincoln Rooms
  Speaking My Language, CT Room
  Participant Responses to Education Programs, NH Room

3:30 – 4:30 pm
Book Signing in the Bookstore

4:45 – 5:45 pm
Newcomers Reception
Hosted by Tufts University Museum Studies Program
MA Room

6:00 – 9:00 pm
Evening Events
  Museum Directors and Trustees Reception, hosted by Museum Search & Reference
  Dia de los Muertos Taco Dinner, hosted by HUB International New England
  Little Trains, BIG STORY!

Friday

7:00 – 8:00 am
NEMA Fitness

8:00 am – Noon
Registration Open

8:00 am – Noon
Bookstore Open
Hosted by Museum Insights

8:00 – 9:00 am
Wake-up Coffee and Morning Treats
Hosted by UMass Boston History Department

9:00 – 10:00 am
Career Conversation with Nina Zannieri
RI Room

9:00 – 10:30 am
Concurrent Sessions
  Visitors with Disabilities in Diverse Communities, CT Room
  Digital Condition Reports, Kennebec/Lincoln Rooms
  Do Museums Matter?, MA Room
  Graphic Design 101, NH Room
  Finding Common Ground, Somerset/Oxford Room
  Forgiving Trails, Cumberland Room
  The Language and Performance of Advocacy, York Room
  Museums Are F***ing Awesome, VT Room

10:30 – 11:00 am
Coffee Break in the Registration Area

10:00 am – 2:15 pm
Off-Site Sessions
  Exhibition Critique
  Winslow Homer Studio Tours

11:00 am – 12:30 pm
Concurrent Sessions
  Independent Publishing for Museums, NH Room
  Is This Right for Us?, York Room
  Open Books, Open Minds, Somerset/Oxford Room
  Museums Respond to Ferguson, MA Room
  Past Lives, Present Stories, CT/RI Rooms
  Speaking Conservation, Kennebec/Lincoln Room
  What Does Your Facility Say, Cumberland Room

12:30 – 1:15 pm
NEMA Excellence Awards Reception
Casco Bay Exhibit Hall

1:15 – 2:15 pm
Awards Luncheon and Annual Meeting
State of Maine Ballroom
Everybody is welcome to attend any Professional Affinity Group session. Director’s Discussion is limited to museum directors only. If you ordered a box lunch, please collect it from the Exhibit Hall from 12:30-1:00 pm.

**Children’s Museums PAG Lunch**  
**Connecticut Room**  
Join us for an open discussion of the latest successes and challenges in children’s museums and other types of museums that serve family audiences. We’ll discuss what’s new with colleagues and how we can work together for the improvement of all.  
*Facilitators: Kim Kuta Dring, Director of Learning and Experience, Stepping Stones Museum for Children, CT; Paula Rais, Vice President of Development, The Children’s Museum of New Hampshire*

**Curators PAG Lunch**  
**New Hampshire Room**  
Join us for a discussion about unclaimed and abandoned property in museum collections. How has abandoned property legislation affected your museum’s process for deaccessioning? What is the best course of action for institutions in states that do not have abandoned property laws? Share your experiences, questions, and concerns, and hear specific examples from colleagues who have successfully navigated the world of abandoned property.  
*Facilitators: Darren Brown, Curator of Collections, Beverly Historical Society, MA; Heather Leavell, Director/Curator, Cyrus Dallin Art Museum, MA*

**Educators PAG Lunch**  
**Vermont Room**  
As educators, we focus on creating meaningful experiences for others—forgetting to be mindful of our own need for engagement. After enjoying lunch, educators at different career stages will share ways they have nurtured and expanded their knowledge and skills. Then we’ll discuss our individual professional practices in small groups and consider ways we can activate our learning, lead within our institutions, and continue to grow professionally.  
*Facilitators: Jenn DePrizio, Peggy L. Osher Director of Learning and Interpretation, Portland Museum of Art, ME; Elisabeth Nevins, Principal, Seed Education Consulting, MA*

**Historic Site Management PAG Lunch**  
**Kennebec/Lincoln Room**  
Special guest Lucinda Brockway, Program Director for Cultural Resources at The Trustees will present “Awakening Spirit of Place: Capturing the Intangible in Historic Site Stewardship and Visitor Engagement.” This talk will explore the application of the National Trust, UK’s use of Statement of Significance and Spirit of Place to drive planning at your own site. Cindy will also share examples from Trustees properties.  
*Facilitators: Linda Marshall, Regional Site Manager, Northern New England, Historic New England, NH; Jennifer Matos, Executive Director, Noah Webster House & West Hartford Historical Society, CT*

**Library & Archives PAG Lunch**  
**Rhode Island Room**  
**Grant Writing for Small Institutions**  
Have a great idea for an outreach project but lack the funding to bring it to light? Want to apply for a digitization grant to showcase your collection but don’t know where to start? Join us for a lively panel session on grant writing for small institutions. Panelists will walk you through the process of applying for a grant, from identifying opportunities to developing projects and budgets, and will discuss the challenges and successes often encountered in navigating the process. You will have the opportunity to ask questions, and draft a sample project plan toward your own grant application goals.  
*Facilitators: Rebecca Parmer, College Archivist, Connecticut College; Elizabeth Roscio, Archivist, Boston Society – Old State House, MA  
Speakers: Lauren McCormack, Manager of Public Programs, USS Constitution Museum, MA; Jamie Rice, Director of Library Services, Maine Historical Society*

**Membership, Development, Public Relations, and Marketing**  
**York Room**  
Join the new co-chairs and your museum colleagues for an informal lunch to discuss how this NEMA PAG can best meet your professional development needs. Brainstorm future workshop topics, events, and online resources; help determine if there’s interest in establishing a dedicated PAG for Development and one for Public Relations & Marketing; and provide feedback on workshop locations, format, and more!  
*Facilitators: Cynthia G. Mackey, Vice President, Marketing and External Affairs, Museum of Science, MA; Christi Razzi, Director of Institutional Giving, Portland Museum of Art*

**The Museum Directors’ Discussion**  
**Somerset/Oxford Room**  
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.  
*Facilitator: Wyona Lynch-McWhite, Executive Director, Fruitlands Museum, MA (NEMA Board)*
PAG LUNCH SESSIONS CONTINUED

Registrar’s PAG Lunch
Massachusetts Room
We will spend a little time getting to know our new co-chair, Jim Sousa. Then, we will spend a little time getting to know you — so come prepared to share a story, a bit of news or fun fact! Finally, there will be some prizes to give away, but you will have to work for the chance to win.
Facilitators: James Sousa, Registrar, Addison Gallery of American Art, Phillips Academy, MA; Meredith Vasta, Collection Steward, Peabody Museum of Archeology and Ethnology, MA
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2:30 – 3:00 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.
Hosted by

University of Southern Maine; Meryl C. S. Troop, CI, CT, SCL, Deaf Services Director, Disability Rights Maine - Deaf Advocacy and Communication Access

Articulating Bodies: Developing and Disseminating New Tools for Historic Costume Display in Small Museums
York Room
What challenges and opportunities lie within textile collections? Are we using the non-verbal language of costume mounts effectively in small museums? What training do small museum professionals need in order to understand and care for these collections? How can we make the most of time, budgets, and in-house expertise? Many small New England museums and historic societies are home to rich costume collections that present engaging storytelling opportunities. By learning to safely and successfully mount costumes, we are better able to safeguard them while also articulating their full value to audiences.
Facilitator: Camille Breeze, Founder & Director, Museum Textile Services, MA; Kate Herron Gendreau, Founder & Principal, KHG Arts, MA

Committed to Collaboration: Three Maine-Wide Museum Partnerships
Massachusetts Room
Statewide collaborations can be hard to pull off, but the benefits can be enormous. Representatives from

(continued on page 24)
three current initiatives—the Maine Photo Project, the Maine Art Museum Trail, and Experience Maritime Maine—will talk about the challenges and rewards of working collaboratively on this scale and how this is part of Maine’s arts legacy. We’ll also hear from the Maine Arts Commission about the positive cultural and economic impact of collaborations like these.

Facilitator: Jessica Skwire Routhier, Coordinator, Maine Photo Project
Speakers: Ron Crusan, Director, Ogunquit Museum of American Art (representing Maine Art Museum Trail); Kathy Goldner, External Relations Director, Penobscot Marine Museum (representing Experience Maritime Maine); Laurie Hicks, Professor of Art and Curator of Lord Hall Gallery, University of Maine (representing Maine Photo Project)

Effective Typographic Communication on Paper, on the Web, and on the Wall
Cumberland Room
Today almost everyone with a computer gets pressed into service as a “designer-by-default,” but with no training in the craft of typography. This session comes to the rescue, presenting principles of functional typography applicable to every medium. Concrete examples illustrate common blunders and show how to avoid them. You will take away insights about body type, display type, readability vs. legibility, spacing, alignment, and typeface choice that will be immediately useful on in-house projects.

Facilitator: Reginald W. Bacon, Curator/Presenter, Variety Arts Enterprises, MA; Rebecca “Q” Walker, Artist & Designer, MA

Hey, Can I Use This Image? Navigating the World of Copyright
Vermont Room
Trying to figure out whether an image can be used in a publication, your online collections database, or simply in a PowerPoint, can require a challenging interpretation of copyright laws. Using several examples of image reproduction in various types of media, this session will strive to simplify copyright rules, and will explore how museums have tackled this complex problem by building relationships with copyright holders themselves, tracking copyright with their databases, and managing risk exposure.

Facilitator: James Sousa, Registrar, Addison Gallery of American Art, Phillips Academy, MA
Speakers: Erin Damon, Assistant Registrar, Portland Museum of Art, ME; Katherine Lewis, Attorney/Advisor, Smithsonian Institution, NY; Anne M. Young, Manager of Rights and Reproductions, Indianapolis Museum of Art

How Improvisation and Experimentation Can Foster Better Communication in our Museums
Kennebec/Lincoln Room
In this session, we will explore how improvisation and experimentation can give us fun and useful

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skills for communicating with interpreters and visitors. Using examples from three museums, we will discuss how working with theater professionals has helped us become more nimble, create spaces for dialogue, and accept that sometimes failure is okay. Then we will continue the conversation via improv-inspired speed dating-type roundtable discussions, giving participants new skills they can take with them.

Facilitator: Danielle Steinmann, Director of Visitor Interpretation, The Trustees of Reservations, MA
Speakers: Pilar Garro, Castle Hill Engagement Manager, The Trustees of Reservations, MA (NEMA Board); Julia Rosenblatt, Co-Founding Artistic Director, HartBeat Ensemble, CT; Dale Jones, Making History Connections, MD; Jennifer Oleniczak, The Engaging Educator, NY; Emily Waniewski, Program Coordinator, Harriet Beecher Stowe Center, CT

Speaking My Language: The Whys and Hows of Multilingual Museums
Connecticut Room
This session asks, “How can the language of museums reflect the voices of our communities?” We’ll look at multilingualism in the context of accessibility, inclusion, and a visitor-centered museum experience. Join us for roundtable discussions, where we’ll explore multilingual education programming, tours, exhibition planning, and staffing considerations, with time for questions, dialogue, and reflection. Participants will leave with useful and inspiring takeaways to implement these transformations, large and small, at their own museums.

Facilitators: Kelsey Brow, Assistant Curator, Morris-Jumel Mansion, NY; Sarah Franke, Principal, MuseumBabel, Germany; Michelle LeBlanc, Director of Education and Public Programming, Norman B. Leventhal Map Center at the Boston Public Library, MA; Ana Nuncio, Manager of Settlement Partnerships, The House of the Seven Gables, MA; Cathy Saunders, Director of Education, Providence Children’s Museum, RI (NEMA Board); Ellen Soares, Docent Program Manager, Peabody Essex Museum, MA; Mary M. Tinti, Curator, Fitchburg Art Museum, MA

Visitor Studies: Participant Responses to Education Programs
New Hampshire Room
What does recent research in New England museums show about how participants experience different kinds of education programs? Join us as we discuss explorations of museum education participant responses. You will also learn tips about how museum professionals can design and implement studies to provide insight into the participant experience and inform shifts in practice.

Facilitator: Dr. Christina Smiraglia, Senior Research Manager and Museum Studies Instructor, Harvard University, MA
Speakers: Sara Egan, School Partnership Educator, Isabella Stewart Gardner Museum, MA; Sean Caulfield, Co-Founder, ARTZ: Artists for Alzheimer’s, MA

3:30 – 4:30 pm
BOOK SIGNING
Bookstore

4:45 – 5:45 pm
NEWCOMERS RECEPTION
Massachusetts Room
Whether you’re a first-timer at a NEMA conference or a seasoned veteran, join us for a mix-and-mingle opportunity where you can give and get advice and contacts. Sip some wine with NEMA staff and board members. Swap business cards. Get an inside look at the New England museum community and how you can plug in.

Ticket is required. Cash bar. Newcomers get one drink ticket.

Hosted by
Tufts University
Graduate School of Art and Sciences

Evening Events
MUSEUM DIRECTORS AND TRUSTEES RECEPTION: AN EVENING AT VICTORIA MANSION
6:00 - 7:00 pm
If you wish to join a walking group to this event, please gather in the lobby by 5:45 pm. Ticket required.

Hosted by

CHILDREN’S MUSEUM & THEATRE OF MAINE: DIA DE LOS MUERTOS TACO DINNER
6:00 - 8:00 pm
If you wish to join a walking group to this event, please gather in the lobby by 5:50 pm. Ticket required.

Hosted by

LITTLE TRAINS, BIG STORY! COME RIDE THE RAILS OF THE MAINE NARROW GAUGE RAILROAD CO. & MUSEUM
6:05 - 9:00 pm
Ticket holders meet in the lobby at 6:05 pm. The bus will leave promptly at 6:15 pm.
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Marilyn Hoffman, Principal
8:00 – 9:00 am
WAKE-UP COFFEE AND MORNING TREATS IN REGISTRATION AREA

Hosted by

9:00 – 10:00 am
CAREER CONVERSATION WITH NINA ZANNIERI

Rhode Island Room
Join Nina Zannieri, Executive Director of the Paul Revere Memorial Association and honoree of this year’s NEMA Lifetime Achievement Award, for a look at her distinguished career and a discussion of working in the museum field. Prior to joining the Paul Revere Memorial Association in 1986, she was curator at the Rhode Island Historical Society. Nina served as Vice Chair of the American Association of Museums from 2002-2003 and was on the AAM board from 1999-2003. She served as President of the New England Museum Association from 1998-2002 after service on the Board from 1988-1996 and 1997-2002. She served on the American Association for State and Local History Council and is currently Chair of the Ethics and Professional Standards Committee. She also currently sits on the board of the Freedom Trail Foundation. Ms. Zannieri is a frequent guest lecturer for the museum studies programs at the Harvard Extension School and Tufts University. She is also involved with several North End community groups. Nina received her BA in history from Boston College and her MA in Anthropology/Museum Studies from Brown University.

9:00 – 10:30 am
CONCURRENT SESSIONS

Connecting To and Maintaining a Working Relationship with Visitors with Disabilities in Diverse Communities

Connecticut Room
Are museum outreach and marketing tools the same to attract all guests? Participate in a roundtable discussion, led by Cultural Access New England (CANE), on outreach and marketing strategies to invite people with disabilities, especially those in ethnically diverse communities. Take away concrete tips on who to contact and ways to engage with communities through events, networks, and social media.

Facilitators: Maria Cabrera, Supervisor, Community Relations, Museum of Science, Boston (NEMA Board); Hannah Goodwin, Manager of Accessibility, Museum of Fine Arts, Boston; Charles Washburn, Vice President and Chief Operating Officer, VSA Massachusetts

(continued on page 28)
Digital Condition Reports
Kennebec/Lincoln Room
Digital processes can ease the growing workloads of museum staff. They’re also establishing new standards to outdated practices. Listen to a case study of how museums are harnessing technology to increase their efficiency in a comparative analysis of manual vs. digital condition reports. In this session you will learn how to create streamlined condition reports on your mobile devices. A feedback and question and answer session will follow.
Facilitator: Oona Beauchard, Conservation Technician and Acting Registrar, Massachusetts Historical Society; David Lee Colglazier, Conservator, Londonderry Historical Society

Do Museums Matter?: Key Findings from the Museums R+D Research Collaborative
Massachusetts Room
Reach Advisors is one year into its work for the Museums R+D research collaborative and will share with conference attendees a first glimpse of its annual review of their deep research fielded among both museum-goers and the general public. Learn how the general public perceives (and engages with) museums, the value museum-goers place on museums, and new insights on why a few say “yes, museums!,” while more say “museums?” If museums truly have impact, providing that evidence to potential visitors, funders, and other stakeholders is increasingly crucial. These findings begin to lay out a new case, evidence-based for museums, rooted in the values our constituencies place on us. A NEMA exclusive, this research has been shared with few outside of the Museums R+D collaborative members. Come prepared to absorb data and think through how these findings will affect the future of your museum.
Facilitator: Susie Wilkening, Senior Consultant and Curator of Museum Audiences, Reach Advisors, Museums R+D, MA

Graphic Design 101—Step It Up!
New Hampshire Room
Small museums and historic sites often don’t have the funding for professional design services. If this sounds like you, chances are that you create all the brochures, educational materials, and posters yourself. Learn how to take your marketing materials to the next level to tell the story of your museum in a professional, visually compelling way. It’s time to accurately showcase and reflect the great work you are already doing. We’ll cover graphic

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design basics and software options with before and after examples.

Facilitator: Amanda Wastrom, Curator, Falmouth Museums on the Green, MA

**Finding Common Ground: A Study in Collaboration and Innovation**

*Somerset/Oxford Room*

How did twelve teachers, three principals, two curriculum developers, one exhibiting artist without classroom experience, and four museum educators garner district-level support, then develop a program with shared language, mutually defined goals, and trust? This session investigates Common Ground, a school-museum-artist partnership anchored by museum leadership—an authentic collaboration that yielded innovative models for student learning, assessment, and artist engagement. A participatory exercise will model Common Ground, exemplifying the most significant aspects of the program.

Facilitator: Tracy Moore, Director of Public Programs and Audience Engagement, The Aldrich Contemporary Art Museum, CT

Speakers: Michelle Friedman, Manager of Education Programs and Youth Initiatives, The Aldrich Contemporary Art Museum, CT; Barbara Jennes, English Teacher, Scotts Ridge Middle School, CT; Mary Newbery, Doctoral Candidate, Teachers College, Columbia University, NY; Danielle Ogden, Associate Director, Academic Programs, The Aldrich Contemporary Art Museum, CT

**Forging Trails: Creating Black History Trails in Boston, Portsmouth, and Portland**

*Cumberland Room*

Representatives from Boston’s Black Heritage Trail®, the Portsmouth Black Heritage Trail, and the Portland Freedom Trail will discuss the processes of creating and sustaining African American history trails in New England cities. Exploring the intersection of history, public memory, preservation, landscape, and geographic transformation, panelists will discuss the unique role of heritage trails in infusing and highlighting African American voices, historic sites, and stories in a city’s landscape and identity.

Facilitators: L’Merchie Frazier, Director of Education and Interpretation, Museum of African American History, MA; Samantha Gibson, Manager of Education and Interpretation, Museum of African American History, Boston and Nantucket, MA

**The Language and Performance of Advocacy**

*York Room*

What does the term “advocacy” really mean? How do you go about understanding it and what kind of language can we use to meet with success? Maine State Representative Erik Jorgensen will speak about the sometimes bewildering world

(continued on page 30)
of advocacy, providing guidance on how to speak convincingly and persuasively about your museum with your elected representatives and other potential supporters. You will also hear from museum staff who have demonstrated notable success in advocating awareness and support for their organization, putting all this guidance into action.

Facilitator: Kate McBrien, Chief Curator, Maine Historical Society (NEMA Board)
Speaker: Erik C. Jorgenseon, Maine State Representative

Museums Are F***ing Awesome: Engaging a New Millennial Audience in the Museum Space

Vermont Room
How do you attract Millennials to your museum? Museum Hack has found success with a sustainable model for premium live experiences in the museum space. Learn about our best practices and engagement ideas for audience development. Guests will understand Museum Hack’s goals, experience some of our model firsthand and have the chance to ask questions about how we have found success developing new audiences in the museums where we work.

Facilitators: Ethan Angelica, Tour Guide VIP Partnerships and Kate Downey, VIP Sales Associate & Renegade Tour Guide, Museum Hack, NY

10:30 – 11:00 am
COFFEE BREAK IN THE REGISTRATION AREA

10:00 am – 12:30 pm
OFF-SITE SESSION

Exhibition Critique of “Have a Ball” at the Children’s Museum & Theater of Maine
If you wish to join a walking group to this event, please gather in the lobby by 9:50 am. Ticket required.
This session is co-sponsored by the National Association of Museum Exhibition.
Moderator: Jan Crocker, Exhibits Manager, Heritage Museums & Gardens, MA
Speakers: Kori Bardige, Early Childhood Education Consultant, MA; Margaret Middleton, Exhibit Designer, Boston’s Children’s Museum; Alana Parkes, Exhibit Content Developer, Museum of Science, Boston; Loren Stolow, Senior Manager of Public Programs, Boston’s Children’s Museum

10:30 am – 1:00 pm & 11:45 am – 2:15 pm
WIN SLOW HOMER STUDIO TOURS
Bus leave from the Portland Museum of Art. If you wish to join a walking group to the museum, please gather in the lobby by 10:20 am for the 10:30 tour and 11:35 for the 11:45 tour. Ticket required.
11:00 am – 12:30 pm
CONCURRENT SESSIONS

Independent Publishing for Museums
New Hampshire Room
Independent publishing allows museums with ever-tightening budgets to continue producing publications that promote their collections. It also makes the publication process available to small museums that may have found it cost-prohibitive in the past. Learn how to produce a full-color paperback publication, from the initial writing stage to the final step of sales, using the free online program CreateSpace as well as Microsoft Word. We will also discuss the “print-on-demand” concept and eBook options.
Facilitator: Kerry Charles, Independent Author, Editor, and Researcher, ME

Is This Right for Us? Navigating New Media in Museums
York Room
New media continues to change marketing profoundly—but is it a good fit for museums? As new and exciting tools for engagement come to market, the ways in which institutions use them are critical, and can be challenging for even the most astute and progressive organizations. The Portland Museum of Art has positioned itself as a leader in new media marketing to further its mission and strategic goals. Come learn how the latest innovations might impact your museum.
Facilitators: Graeme Kennedy, Director of Brand Management, Portland Museum of Art, ME; Elizabeth Jones, Director of Audience Engagement and Communications, Portland Museum of Art, ME

Open Books, Open Minds: Making Meaning from Museum Objects through Story Time
Somerset/Oxford Room
How can museums use facilitated story times to inspire curiosity and invite young children to connect to objects in museums? In this panel discussion, hear from three educators as they share how their varied story time programs invite families to make personal connections to museum objects, from visual art to natural history specimens. Panelists will present their programs through videos and anecdotes. Attendees will have the chance to engage in interactive activities and explore children’s books.
Facilitator: Carol S. Carlson, M.S. Volunteer Program Coordinator, Harvard Museums of Science & Culture, MA

Museums Respond to Ferguson: Bringing Race Into the Foreground
Massachusetts Room
Since Ferguson and other high profile cases of racialized violence against unarmed African Americans, race has been a growing conversation in the museum field. But these conversations do not always end in action. In this session, participants will develop tools to begin the journey of addressing race in museum spaces in more productive ways. We all have a role in this journey from conversation to action. No matter where we live, racial inequities exist in our own region. This facilitated conversation will illuminate museum professionals to racial inequities that may exist in their own communities as well as their museum. Join this session to learn, grow, and work in a safe space.
Facilitators: Aleia Brown, Visiting Scholar, Michigan State University Museum; Linda Norris, Independent Museum Professional, The Uncataloged Museum, NY

(continued on page 32)
Past Lives, Present Stories: Empowering Creative Encounters at Historic Sites
Connecticut/Rhode Island Rooms
Sarah Orne Jewett and Henry Wadsworth Longfellow were 19th century literary lions, and their writing confronted questions of American identity. Today their works are sometimes consigned to the dusty past, but Historic New England and Maine Historical Society strive to connect these writers’ worlds and words to contemporary lives. New initiatives invite visitors to encounter these historic figures in a creative space. This session will model new approaches for historic site experiences that foster creative thinking.

Facilitator: Carolin Collins, Education Program Manager, Historic New England, MA
Speakers: Brian Evans-Jones, Poet, NH; Jessica Graham, Maine Education Program Coordinator, Historic New England; Kathleen Neumann, Manager of Education & Interpretive Programs, Maine Historical Society

Speaking Conservation
Kennebec/Lincoln Room
Ever wonder what your conservator means when they say “consolidate” or “tenting?” Join a panel of conservators as they illustrate a visual glossary of conservation and treatment report terms. This session will bring together conservation experts in paintings, sculpture, works on paper, and furniture for an informative tour through the language of conservation.

Facilitators: Marylou Davis, Private Conservator, CT; David Dempsey, Associate Director for Museum Services, Smith College Museum of Art, MA

What Does Your Facility Say to Your Visitors?
Cumberland Room
Everything in your facility “speaks” to your visitors non-verbally (walls, color schemes, navigation aids, even rest rooms). But does your facility convey exactly what you want? After a brief introduction on how well or ill facilities can communicate, participants are invited to air their thorniest visitor challenges and have their colleagues help resolve them.

Chairman: Dennis O’Brien, Owner, Maps and Wayfinding, LLC, NY

12:30 – 1:15 pm
NEMA EXCELLENCE AWARDS RECEPTION
Casco Bay Exhibit Hall
NEMA is proud to honor our colleagues’ extraordinary effort and commitment to the New England museum community. Help us recognize their achievements by attending the 2015 Excellence Awards Reception. Enjoy complimentary appetizers and refreshments while applauding their accomplishments.

2015 Excellence Award Winners
• David Lee Colglazier, Conservator, Londonderry Historical Society
• Denise LeBlanc, Director of Learning Experiences, The Discovery Museums
• David Nathans, Executive Director, Martha’s Vineyard Museum
• Sally Whipple, Executive Director, Connecticut’s Old State House

1:15 – 2:15 pm
AWARDS LUNCHEON AND ANNUAL MEETING
State of Maine Ballroom
Close out your 2015 conference by celebrating the vitality of the region’s museum field and hearing about the latest NEMA initiatives. Celebrate the service of Nina Zannieri, 2015 NEMA Lifetime Achievement Award honoree. Help elect the next NEMA board and officers during a brief annual meeting before packing off for home.

(continued from page 31)

NEMA LIFE TIME ACHIEVEMENT AWARD

We are thrilled to present the NEMA Lifetime Achievement Award to our good friend and colleague, Nina Zannieri, Executive Director of the Paul Revere Memorial Association, who has been part of our field for more than 35 years. Throughout her career, Nina has been an active supporter and leader of NEMA, serving as a board member and officer for many years, and has advanced the museum field nationally through leadership in AAM and AASLH. Please join us at the NEMA Awards Luncheon to recognize Nina’s achievements and contributions.

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CreativeGround
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Mount Vernon Group Architects (MVG) recently celebrated the completion of the new Wattles Jacobs Education Center at the New Bedford Whaling Museum. Mount Vernon Group Architects was established in 1954 and has been led by Principal Architect Frank Tedesco since 1992. MVG has designed numerous institutional commissions including museums, schools and universities.

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