TRUTH & TRUST
museums in a polarized society

99th Annual NEMA Conference
Falmouth, Massachusetts
October 25 - 27, 2017
EVERY OBJECT HAS A STORY
worth telling, worth finding.

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How to Make the Most of NEMA 2017!

CONFERENCE APP
Put the entire 2017 NEMA Conference at your fingertips with our exclusive conference app. You’ll have it all: access to session information, floor plans, evaluations, and information about the Cape. Download the Whova app from the App Store or Google Play. Open Whova, then search for “99th Annual NEMA Conference.” Click on the conference, then click “Join Event.” If it asks for a password, enter “NEMA2017.”

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

KEYNOTE SESSION
Sea Crest Ballroom, Wednesday, 10:30 am
Don’t miss the keynote session featuring an all-star panel discussing the conference theme, Truth & Trust. Participants include Phelan Fretz, ECHO, Leahy Center for Lake Champlain; Morgan Grege, Rhode Island Historical Society; Lorén Spears, Tomaquag Museum; Edith Tonelli, Cape Cod Museum of Art. Moderated by Marita Rivero, Executive Director, Museum of African American History, Boston/Nantucket.

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
Nauset Center, Wednesday, 7:30 am – 6:30 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, the Creative Corner, and where you pick up your onsite box lunch (pre-registration required). Enter to win raffle prizes from exhibitors and museums. Details in your registration packet.

BE SOCIAL
Connect to your community and continue the conversation by tweeting (#NEMA2017) and sharing lessons learned on NEMA’s social media pages. Be visual and post your photos using #NEMA2017 on Instagram. Share the fun of conference and tell the world why you love museums.

THE DEMONSTRATION STATION
Nauset Center
The Demonstration Station is the place to get fast-moving, how-to tips on mastering the latest museum field trends.

CREATIVE CORNER
Nauset Center, Wednesday, 7:30 am – 6:30 pm; Thursday, 8 am – 3 pm
New for 2017! Unwind with your colleagues between sessions and let your creative side breathe! Join us in the Exhibit Hall for a drop-in art lounge experience, and find out how to set up similar events at your museum. Thanks to our friends at 42 Design Fab (visit them in Booth #13), this will be one special space!

SHARE YOUR STORY FOR NEMA’S BIG BIRTHDAY!
Next year is NEMA’s 100th anniversary and we need your help to celebrate. Reminiscences, oral histories, flashbacks, whatever you call them, we’re collecting them! Stop by Exhibit Hall Booth #42 and share your NEMA tales with Brad Larson of Brad Larson Media. With his help and yours, we’ll be able to create a memorable record of what NEMA has meant to the field.

REGISTRATION LIST
This year NEMA will provide the registration list electronically. Download it at nemanet.org/reglist2018 or use the conference app. A printed copy will be available at Walk-in Registration on request.

2017 PUBLICATION AWARD WINNERS
Nauset Center, Wednesday, 7:30 am – 6:30 pm; Thursday, 8 am – 3 pm
Look over the winners of this year’s NEMA Publication Awards. See the best in design, production, and communication.

NEMA CONFERENCE BOOKSTORE
Registration Area, Wednesday, 10 am – 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.

NEMA ANNUAL LUNCHEON MEETING
Sea Crest Ballroom, Friday, 12:30 – 2:00 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 Wendy Lull. Also celebrate the winners of the NEMA Excellence Awards.

MAKE PLANS FOR NEMA’S CENTENNIAL CONFERENCE: STAMFORD IN 2018!
Mark your calendar for the 100th NEMA Conference, November 7 – 9, 2018, in Stamford, CT. Session proposals are due February 2, 2018.

QUESTIONS?
Visit the NEMA Registration Desk on the first floor from 7:30 am – 5 pm Wednesday, 8:00 am – 5:00 pm Thursday, and 8 am till noon on Friday.
Wednesday, October 25

NEMA FITNESS
6:30 – 7:00 am
Meet in the hotel lobby.
Join NEMA Director Dan Yaeger on a brisk morning walk along the beach.

EXHIBIT HALL AND CREATIVE CORNER OPEN
7:30 am – 6:30 pm
Nauset Center

REGISTRATION OPEN
7:30 am – 5:00 pm

WELCOME COFFEE AND MORNING TREATS IN THE EXHIBIT HALL
7:30 – 8:30 am
Nauset Center

NEMA CONFERENCE PREVIEW
7:45 – 8:15 am
Highland
First time at a NEMA conference? Learn how to make the most of it. Join NEMA Board Members (and conference veterans) for coffee and tips for how you can use your time to your best advantage.
Facilitators: Rebekah Beaulieu, Associate Director, Bowdoin Museum of Art, ME; Pilar Garro, Engagement Site Manager, The Trustees/The Crane Estate, MA; Susan Goganian, Executive Director, Historic Beverly, MA; Dawn E. Salerno, Deputy Director for Public Engagement and Operations, Mystic Museum of Art, CT

CONCURRENT SESSIONS
8:30 – 10:00 am

Hazards in Collections: What to Do When You Find Something Unusual
Chatham
Museums can contain incredibly diverse collections. This session is geared towards helping museums identify potential hazards within their collections which may be beyond their area of expertise. The panel is composed of individuals from four very different types of museums: history, anthropology, natural science, and document conservation. Each will give practical advice on identifying, stabilizing, moving, or storing potential collections hazardous while keeping staff, volunteers and visitors safe.
Facilitator: Shana Hawrylchak, Manager of Exhibits and Collections, EcoTarium, MA
Speakers: Dan Lutts, Grants Manager, Wright Museum of World War II, NH; David DeBono Schafer, Senior Collections Manager, Peabody Museum of Archaeology and Ethnology, Harvard University, MA; Elena Cordova, Preservation Specialist, Northeast Document Conservation Center, MA

Making Sense of Numbers: Storytelling and Finance at Historic Sites
Sea Crest 2
Saving historic sites and interpreting them as museums is an integral form of museum work, but how many of us feel less than thrilled about the financial management of such sites? This session addresses basic finance principles of in the context of the establishment and administration of historic sites and other small museums. Engaging financial oversight with mission, preservation, and interpretive priorities, this session provides new insights into how to cultivate confidence and strategy amongst museum administrators and board members without formal training in finance. Part pep talk, part discussion, this session addresses the preparation for and execution of sound and strategic financial planning in small museums with a particular interest in historic site management.
Facilitator: Rebekah Beaulieu, Associate Director, Bowdoin College Museum of Art, ME (NEMA Board)

Non-Profit Health Check: Key Areas to Evaluate for Long Term Sustainability
Sea Crest 3
Money and staff are limited resources in nonprofits. Taking the time for a strategic or fiscal checkup may not be a priority. Should it be? Using valuable lessons learned through museum transformation evaluations and eventual closures, the speakers will explore how nonprofits can learn from the struggles of local cultural institutions. We will discuss key areas within nonprofit infrastructure that have massive, long-term impact on fiscal health and mission focus, including: avoiding mission creep, the importance of a collections policy, avoiding the “ostrich effect” with budget issues, and how unrestricted donations can be harmful.
Facilitator: Todd Smith, Independent Strategic Consultant and Former Executive Director, American Textile History Museum, MA

Reading Between the Lines - Interpreting Primary Sources
Race Point
Primary sources are often vulnerable to modern misinterpretations. Once an incorrect interpretation is made, it may then assume a life of its own and be perpetuated. This interactive session offers a fresh and unique approach to context and insight when interpreting primary sources. Designed as an educational tool for new researchers and developed from the presenter’s experience with Louisa May Alcott’s family papers and biographies.
Facilitator: Jan Turnquist, Executive Director, Louisa May Alcott’s Orchard House, MA
Why Should I Care? Historic House Museums as Sites of Conscience, Engaging Visitors with Difficult Histories

Sea Crest 1

Connecticut Landmarks has been actively experimenting with new ways to engage the public in the difficult stories of our unique properties. In 2017 the International Sites of Conscience led our staff in dialogue training. We will share what we have learned throughout our reinterpretation research process. We will also focus on how facilitated dialogue with visitors is impacting our work and how we plan to proceed after our first season engaged in this new methodology.

Facilitators: Sheryl Hack, Executive Director and Aileen Novick, Program Manager, CT Landmarks; Braden Paynter, Program Associate, International Coalition of Sites of Conscience, NY

BOOKSTORE OPEN
10:00 am – 5:00 pm
Registration Area

OPENING LUNCH
12:30 – 1:15 pm
Sea Crest Ballroom; Ticket Required

DIRECTORS AND TRUSTEES LUNCH
12:30 – 1:15 pm
Sea Crest 1; Ticket Required

Break bread with your fellow museum leaders. Share stories, ideas, and encouragement. Bring back inspiration for your own institution.

Hosted by

KEYNOTE SESSION
10:30 am – Noon
Sea Crest Ballroom

Welcome from Janie Cohen, President, New England Museum Association and NEMA Executive Director Dan Yaeger.

KEYNOTE PANEL: TRUTH & TRUST

How do museums present the truth? And whose truth do they present? This year’s keynote session includes a multi-disciplinary panel that tackles these and other tough questions in a fast-paced, interactive format with plenty of audience participation.

Participants include Phelan Fretz, ECHO, Leahy Center for Lake Champlain; Morgan Grefe, Rhode Island Historical Society; Lorén Spears, Tomaquag Museum; Edith Tonelli, Cape Cod Museum of Art; Moderated by Marita Rivero, Executive Director, Museum of African American History, Boston/ Nantucket.

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SEE/change: Seeing Change in How to Offer Online Museum Content to Schools

Nauset 2

Experience SEE/change, the prototype of a newly launched online curriculum project. Focused on a single work of art, Seven Miles to Farmington by American artist George H. Durrie (1820-1863), the new website brings rich museum-quality learning activities and resources into the home and classroom. Speakers will share their role in the project and the lessons learned along the way—the good, not-so-good, and great. SEE/change is an instructive case study in developing meaningful online learning for museums.

Facilitator: David D.J. Rau, Director of Education & Outreach, Florence Griswold Museum, CT
Speakers: Clarissa Ceglio, PhD, Assistant Professor of Digital Humanities, UCONN; Leslie Evans, Director/ Curator, Avery-Copp House Museum, CT; Caitlin Monahan, Managing Director of JU/Julia Balfour, LLC, MA; Karen Wizevich, Ph.D., Program Coordinator/ Senior Lecturer, Johns Hopkins University, MD

Using Creative Practice for Effective Museum Activism

Shutters

This session will help museum workers apply the tools of creative practice to their museum’s goals for activism and social justice in order to make any resulting initiatives more effective and meaningful for public audiences. Expect a mix of conceptual grounding, inspiration, hands-on activities, and group reflection.

Facilitators: Andrea Jones, Principal, Peak Experience Lab, MD; Rainey Tisdale, Independent Museum Professional, MA

Qm²
DESSERT & COFFEE IN EXHIBIT HALL
1:15 – 1:45 pm
Nauset Center

OFF-SITE SESSIONS
1:45 – 5:15 pm

Museum Management 101: This is Not Your Grandmother’s Historical Society
Ticket holders meet at the main entrance at 1:20 pm. Bus leaves promptly at 1:30 pm.
Facilitator: Jennifer Williams, Executive Director, Osterville Historical Museum, and President, Cape & Islands Historical Association

The Adventure Park at Heritage Museums and Gardens
Ticket holders meet at the main entrance at 1:25 pm. Bus leaves promptly at 1:35 pm.

CONCURRENT SESSIONS
1:45 – 3:15 pm

Checking our Paradigms at the Door
Sea Crest 1
Shifting national trends may feel as though our institutions’ traditionally held values are being questioned, but are they? This challenging roundtable discussion will confront paradigms
about real and perceived shift in the public relationships with museums, the arts and science. What is our role moving forward? What strategies are being adopted, and do they or should they walk the line of neutrality? We hope everyone will leave inspired to take action at their institutions.

**Facilitator:** Wendy Lull, President Emerita, Sea coast Science Center, NH

**Speakers:** Janie Cohen, Director, Fleming Museum of Art, VT (NEMA Board); Kate Leavitt, Director of Mission Initiatives, Sea coast Science Center, NH; Hannah Pickard, Education Programs Supervisor, New England Aquarium, MA; Laurence Yerdon, President & CEO, Strawbery Banke Museum, NH

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**Faculty Perspectives: Identifying Opportunities for Museum-Based Assignments**

**Chatham**

In this session, three college faculty members in the fields of history and composition will share their experiences of how museums – their collections, exhibitions, and institutional histories – have created valuable opportunities for student learning in their courses. In addition to the panel presentations, the session will include an interactive component for participants to identify and strategize new areas of outreach to faculty at the secondary, undergraduate, or graduate level, depending on their institutional context.

**Facilitator:** Kelsey McNiff, Associate Professor of English/Composition, Endicott College, MA

**Speakers:** Elizabeth Matelski, Assistant Professor of History, Endicott College, MA; Rebecca Summerhays, Preceptor, Harvard College Writing Program, MA

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**Interpreting Black History in White Communities**

**Nauset 2**

Beneath the surface of many of New England’s predominantly white communities lies a rich Black history that was forgotten or even purposely obscured. Two museum professionals, one Black and one White, both working for small museums, will share the successes and challenges they faced in recent efforts to document and share their communities’ histories of slavery and freedom. Both women will also comment on the struggles and strategies for diversifying audiences in seemingly homogenous spaces.

**Facilitators:** Elon Cook, Program Director & Curator, Center for Reconciliation, RI and Humanities Consultant, Robbins House, MA; Marjory O’Toole, Managing Director, Little Compton Historical Society, RI

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**It Takes Two to Tango: Balancing the Critical Partnership between the E.D. and the Board Chair**

**Sea Crest 2**

The relationship between the board of directors and the executive director is one of the most documented topics in nonprofit literature according to many sources. When it works best, the relationship is a true partnership with joint interest on both sides. Museum directors have many partners as they juggle the many facets of their work. Successful museum directors know that the most critical partnership is with the chair of the board, but learning how to build a strong working relationship takes work on both sides.

In this session, experienced museum directors and board members from museums of different operational sizes will talk about the issues around regular communications, board dynamics and crisis situations, answer your questions, and provide practical solutions on how to successfully Tango.

**Facilitator:** Wyona Lynch-McWhite, Vice President, Arts Consulting Group, MA (NEMA Board); Nick Capasso, Director, Fitchburg Art Museum, MA; Cara Sutherland, Executive Director, Remick Country Doctor Museum & Farm, MA; Phelan Freetz, Executive Director and Tim Volk, Partner, KSV Marketing and Chair, ECHO Leahy Center for Lake Champlain, VT

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**Stump the Lawyers: Legal Issues for Museums**

**Sea Crest 3**

Set your own agenda by bringing your legal issues and questions to a panel of lawyers with expertise in nonprofit law, governance, collections, intellectual property and employment law. Back by popular demand, our legal experts will do their best to address your issues, offer practical advice, and recommend what steps to take next. And hopefully have some fun in the process.

**Facilitator:** Nina Zannieri, Executive Director, Paul Revere Memorial Association, MA

**Speakers:** Julia Courtney, Independent Curator and Adjunct Faculty, Tufts University, MA; Mark Gold, Esq., Partner, Smith, Green & Gold, LLP, MA (NEMA Board); Ethan Klepetar, Esq. Hellman Shearn & Arienti LLP, MA; Katherine Lewis, Esq., Meister Seelig & Fein LLP, NY

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**Walking an Ethical Line: Holding Your Exhibit Vision While Working with Stakeholders**

**Race Point**

Stakeholders can provide critical input into exhibit development. They can also gum up the works. EcoTarium’s exhibit team examines interactions with four stakeholder groups: funders, universities, community groups, and staff, during development of its new City Science exhibit. Discussion will include overcoming a lack of early support, lessons learned (sometimes the hard way) and methods for setting boundaries on input to hold the integrity of the exhibit vision, budget, and timelines.

**Facilitator:** Betsy Loring, Director of Exhibits, EcoTarium, MA

**Speakers:** Shana Havrylchak, Manager of Exhibits and Collections, Alice Promisel, Exhibit Content Developer, Don Biehl, Exhibit Designer, EcoTarium, MA
CAREER CONVERSATION WITH MARITA RIVERO
2:00 – 3:00 pm
Highland
Join Marita Rivero, Executive Director of the Museum of African American History, for a look at her fascinating and distinguished career and a discussion of working in the museum field. Prior to becoming director, Marita was involved with the museum as a supporter, member, volunteer, and board member, including ten years as its chair in the early 2000’s. She brings experience as a prolific public broadcasting executive, and member of several local and national non-profit boards in the areas of social service, arts, education and historic preservation. She currently is board chair of the National Trust for Historic Preservation, and is on the Bunker Hill Community College Board. Most recently Rivero served on the NPR Board, and as chair of the National Black Programming Consortium. A graduate of Tufts, she has participated in postgraduate and executive management programs at HGSE in Cambridge, and the Stanford and Wharton Schools of Business.

SNACK BREAK IN EXHIBIT HALL
3:15 – 3:45 pm
Nauset Center
Hosted by

BOOK SIGNING
3:15 – 3:45 pm
Registration area
Rebekah Beaulieu will be signing copies of her book Financial Fundamentals for Historic House Museums.

DEMONSTRATION STATION
3:45 – 4:15 pm
What Every Not-for-Profit Stakeholder Needs to Know About Endowments
Nauset Center
John P. Moore, CFA, Managing Partner, Harpswell Capital Advisors, LLC, ME

CONCURRENT SESSIONS
3:45 – 5:15 pm
Changing National Discourse
Sea Crest 1
Climate change seems like a polarized issue, but there’s evidence that more people are concerned than not concerned, and that people’s discomfort in talking about climate change is amplifying the polarized perception. During this panel discussion engage with members of the
National Network for Ocean and Climate Change Interpretation who are working in red states to increase conversation. They will share their experiences encouraging civic action with their visitors and our impact on national discourse.

Facilitator: Hannah Pickard, Community Engagement Supervisor & NNOCCI leadership team, New England Aquarium, MA

Speakers: Rebekah Egbert, Visitor Experience Manager, Utah’s Hogle Zoo, UT; Fernando Wagner, Visitor Programs Educator, Audubon Aquarium of the Americas, LA; Lauren Watkins, Conservation Education Manager, White Oak Conservation, FL

Engaging Community Programs and How to Create Them

Sea Crest 2

Community engagement is an important way for museums and historic sites to build support, audiences, and confront contemporary issues. But not all organizations have the skills to launch and sustain an effective community project. We will explore approaches – Haymarket in Boston, James Madison’s Montpelier, Virginia, and Caribbean Connections in Salem - to discover how to successfully engage different audiences in the community. You will create a set of practical steps (shared online) to help you engage effectively with your community.

Facilitator: Max A. van Balgooy, President, Engaging Places and Director, the Seminar for Historic Administration, MD

Speakers: Christian Cotz, Director of Education and Visitor Engagement, James Madison’s Montpelier, VA; Ana Nuncio, Manager of Settlement Partnerships, The House of the Seven Gables, MA; Kenneth C. Turino, Manager of Community Engagement and Exhibitions, Historic New England, MA

It’s Never Too Late! Collections Management on a Shoestring at the The House of Seven Gables

Chatham

Two museum professionals worked on a short project to assess and improve collections in storage and on exhibition. In doing so they faced inadequate storage, disorganized and missing information, and, challengingly, major budget constraints. This session is meant to demonstrate how this and similar collections can be documented, rehoused, and stabilized on a shoe-string budget. We will discuss our solutions and show you how to approach your own collections management projects on a limited budget.

Facilitators: Susan Baker Leavitt and Zoe Quinn, Collection Specialists, The House of Seven Gables, MA

It’s Time We All Got a Raise: Considering a New Paradigm for Museum Compensation

Race Point

This presentation challenges the paradigm of compensation decisions that use low salaries to balance the budget. Research presented will support an alternate paradigm of compensation policies designed to attract and retain the best employees to yield the best programming and visitor experience, while at the same time meeting mission and revenue goals. Equitable pay is therefore and ultimately, the path towards any museum’s success. The session will aim to turn discussion into an action strategy.

Facilitators: Mark S. Gold, Esq., Partner, Smith Green & Gold, LLP, MA (NEMA Board); Dawn E. Salerno, Deputy Director for Public Engagement and Operations, Mystic Museum of Art, CT (NEMA Board)

Leading from All Levels: What You Can Do for Social Justice

Shutters

Yearning to bring a social justice lens to your work? This session will showcase how museum educators identify their spheres of influence and create internal programs for reflection, dialogue and action. The Gardner Museum began a community-building series for staff in response to current events and workplace challenges. The MFA, Boston embeds mindfulness into docent training. Through structured planning time, you will leave empowered with change-oriented action steps, suited to your role and institution.

Facilitator: Sara Egan, School Partnership Manager, Isabella Stewart Gardner Museum, MA

Speaker: Nicole Claris, Manager of School Programs, Museum of Fine Arts, Boston

(continued on page 9)
FIND OUT MORE
Learn about our traveling exhibitions, planetarium shows, and exhibition intellectual property.

CONTACT US
amnh.org/traveling
travelingprograms@amnh.org
212.496.3362
WELCOME TO NEMA 2017!
OPENING NIGHT
BEACHFRONT BBQ
7:00 pm – 9:00 pm

Get this special, sandy NEMA conference rocking with an opening-night beach party at the Sea Crest. Watch the sunset while enjoying food, drink, and music, then hang by the beach bonfire till the party’s over. It’s classic Cape Cod and a memorable start to #NEMA2017!

Pitch Better: How to Get Attention from the Media
Nauset 2

For this hands-on session, come with examples of your press releases or other pitches in hand. After a presentation on storytelling techniques and other writing/pitching tips, you will share your materials with others for feedback at moderated table talks. You will leave the session with a stronger working knowledge of how to interact with media outlets, as well as feeling more comfortable speaking with elected officials, donors, and collaborators about the work of your museum.

Facilitators: Marieke van Damme, Executive Director, Cambridge Historical Society, MA (NEMA Board); Curt Nickisch, Journalist, MA

Slippery Slopes: Ethical Lapses in Governance!
Sea Crest 3

This is a session on ethical concerns in museum governance. Bring your questions and let a seasoned team provide guidance! The format will be round table discussions on topics such as acquisitions and sale of collections, conflict of interest, duty of loyalty, board interference and community relations, but is open to all governance issues. Participants will be encouraged to speak with all the facilitators.

Facilitators: Susan Robertson, Executive Director, Pam Swain, Trustee, Gore Place, MA; Lisa Dady, Executive Director, Historic Newton, MA; Pieter Roos, Executive Director, Mark Twain House, CT

EXHIBIT HALL OPENING RECEPTION
5:30 pm – 6:30 pm
Nauset Center

A great way to end the afternoon! Join us for drinks 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.

Cash bar.

Happy hour indeed!

Margaret Middleton
margaretmiddleton.com

Exhibition design interpretive planning family inclusion training

margaret.k.middleton@gmail.com
Thursday, October 26

REGISTRATION & BOOKSTORE OPEN
8:00 am – 5:00 pm

EXHIBIT HALL AND CREATIVE CORNER OPEN
8:00 am – 3:00 pm
Nauset Center

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

OFF-SITE SESSION
8:20 am – 12:30 pm
A Visit to Woods Hole
Ticket holders meet at the main entrance at 8:20 am. Bus leaves promptly at 8:30 am.

CONCURRENT SESSIONS
9:00 – 10:30 am

The Alchemy of Appreciative Inquiry and Collective Impact: How Museums Can Cultivate Multi-Sector Networks that Build Trust and Solve Community Problems
Sea Crest 1
In our complex, rapidly changing world, we must work across sectors in a different way - one that focuses on our strengths and a common agenda, and encourages mutually reinforcing activities and shared measurement of progress. You’ll learn about ECHO’s experience launching and serving as backbone organization for the Vermont Clean Water Network, how collective impact elements contribute to successful networks, and use an appreciative inquiry approach to identify community opportunities.
Facilitator: Barry Lampke Vermont Clean Water Network Project Manager, ECHO, Leahy Center for Lake Champlain, VT

Board Chairs Matter
Sea Crest 3
Board chairs are key to a highly effective board. Yet what do they know of their roles? What do they need to prepare for the job? You’ll learn findings from two national studies and other groundbreaking research on board chairs. Then, with your peers, you’ll explore the implications of this research for your museum board. You’ll leave with action items to support your own board chair (or the next one).
Facilitators: Mike Burns, M.A, Partner, BWB Solutions, CT; Judy Freiwirth, Psy.D, Principal, Nonprofit Solutions Associates, MA; Gayle L. Gifford, M.S., ACFRE, President, Cause & Effect Inc., RI

How Augmented Reality Can Enhance Your Visitor Experience
Highland
Many museums got their first taste of augmented reality (AR) when Pokémon GO players invaded their spaces last year. But AR is way more than Pokémon! Is it the future of your museum experience? Find out in this dynamic session designed to put you on the cutting edge. Learn how to charm your visitors by having their mobile phones automatically recognize exhibits and launch interactive guides, provide fun and factual interactive guides that visitors can personalize to their interests, expand exhibit content through crowdsourced reactions, and save some trees in the process! This session is 60 minutes.
Facilitator: Pradeep Aradhya, CEO, Novus Laurus, LLC, MA

Major Gifts Deep Dive
Nauset 2
In this session, you will take a deep dive into major gifts, from how to think about the work to strategies to ensure that the cultivation, solicitation, and close are successful.
Facilitator: Laura Ewing-Mahoney, Co-Founder and Principal, Sage Advancement Group, MA

Museum/Classroom Management: Balancing Learning and Logistics in School Programming
Shutters
Museum educators face many logistical challenges in creating a community of learning when leading “one-off” school programs. In this workshop, seasoned museum and classroom educators will collaborate with participants in identifying barriers to learning for students in the museum; sharing and developing concrete strategies for quickly establishing a rapport with students, teachers, and adult chaperones and addressing challenging behaviors; and transferring these lessons to frontline staff training.
Facilitators: Erik Berg, Teacher, Boston Public Schools, MA; Brianne Cassetta, Park Ranger, Frederick Law Olmsted National Historic Site, MA; Nicole Claris, Manager of School Programs, Museum of Fine Arts, Boston; Michelle LeBlanc, Director of Education, Norman B. Leventhal Map Center at the Boston Public Library, MA, Elisabeth Nevins, Principal, Seed Education Consulting, MA

Mysteries & Revelations: Finding Truth in Cape Cod’s Museum Treasures
Chatham
In this time of “alternative facts” and widespread suspicion of what is “true,” do museums have increased responsibility to be guardians of truth?
of accuracy? How do we find the truth? Do we ever present less than “the whole truth” for political reasons or to accommodate donors? Using examples from the Cape-wide collaborative “Mysteries and Revelations” exhibition at the Cape Cod Museum of Art you’ll hear from our panelists, who represent diverse museums across Cape Cod, and get a chance to voice your opinion.

Facilitator: Edith A. Tonelli, Ph.D., Director, Cape Cod Museum of Art, MA
Speakers: David Drabkin, Volunteer Archivist, Wellfleet Historical Society and Museum, MA; Christine McCarthy, Director, Provincetown Art Association and Museum, MA; John Reed, Director, Zion Heritage Museum, Hyannis, MA; Kate Roderick, Curator, Cape Cod Museum of Natural History, MA; Ellen Spear, Director, Heritage Museums and Gardens, MA; Amanda Wastrom, Guest Curator, “Mysteries and Revelations,” Cape Cod Museum of Art, MA

The Price, the Value, and the IRS: What are Collections Worth?
Race Point
Learn what a qualified appraisal includes: the differences in values used, why auction house value is not necessarily appropriate, insuring collections, and how appraisals are used for tax purposes. Whether you deal with gifts, charitable contributions or insurance for your collections, this is valuable information for your effectiveness. Plus, we all deal with insurance and family estates in our personal lives at some point, so learn the tools to make those decisions easier too.

Facilitators: Darlene A. Bialowski, Principal, Darlene Bialowski Art Services, LLC, NH; Robert F. Salmon, Managing Director, Willis Towers Watson, MD; John A. McBrine, Esquire, Nutter McClennen & Fish, LLP, MA

Reaching for Truth: Exploring the Issue of Revolutionary-Era Slavery in a New England Historic Site
Sea Crest 2
The act of re-imagining and dramatizing the past can provide a powerful vehicle for dialogue on critical historical issues. Staff and consultants working at the Moffatt-Ladd House and Garden will discuss how they have used this approach with high school students to examine the Petition of Freedom signed by 20 enslaved men of Portsmouth in 1779. Learn how to adapt this to your museum’s interpretation of enslaved and other marginalized people.

Facilitator: Barbara M. Ward, Ph.D., Director/Curator, Moffatt-Ladd House & Garden, NH
Speakers: Jayne Gordon, Independent Museum Education Consultant, MA; Keith Mascoll, Actor and Educator, MA; Jennifer Belmont-Earl, Education Coordinator, Moffatt-Ladd House & Garden, NH

OFF-SITE SESSIONS
9:20 am – 12:30 pm
Historical Trolley Tour of Falmouth
Ticket holders meet at the main entrance at 9:20 am. Bus leaves promptly at 9:30 am.
Historical Walking Tour of Falmouth
Ticket holders meet at the main entrance at 9:20 am. Bus leaves promptly at 9:30 am.

DEMONSTRATION STATION
10:00 – 10:30 am
Visitor Engagement Through Theater
Nauset Center
David Marino, Founder and CEO, DLM Communications, MA

COFFEE BREAK IN THE EXHIBIT HALL
10:30 – 11:00 am
Nauset Center

BOOK SIGNING
10:30 – 11:00 am
Registration Area
John Jacobsen will be signing his books Measuring Museum Impact and Performance, and The Museum Manager’s Compendium.
Executive Search & Management Consulting for Not-For-Profit Cultural Organizations

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DEMONSTRATION STATION
11:00 – 11:30 am
Conservation Maintenance Overview for Outdoor Sculpture, Monuments, and Grave Markers
Nauset Center
Francis Miller, Directing Conservator, Conserve ART, CT

CAREER CONVERSATION WITH WENDY LULL
11:00 am – Noon
Highland
Join Wendy Lull, Executive Director Emeritus of the Seacoast Science Center and this year’s recipient of NEMA’s Lifetime Achievement Award, for a look at her distinguished career and a discussion of working in the museum field. At the helm of the SSC since it opened in 1992, Wendy is an ocean education champion who understands the importance of science education for everyone. Milestones during her tenure include over $3M of capital improvements and the Center’s signature exhibition on the ecology of Gulf of Maine whales with the largest collection of whale skeletons on public display in northern New England. She has served on numerous boards (including NEMA) and has been recognized as an Outstanding Women in Business by New Hampshire Business Review and one of New Hampshire’s Women of Distinction by New Hampshire Magazine.

CONCURRENT SESSIONS
11:00 am – 12:30 pm
Decolonizing Museums: Big Ideas and Practical Solutions for Interpreting Native American History and Culture at New England Museums and Historic Sites
Nauset 2
Native American history and culture are integral to the past and present of New England. Most museums hold Native collections or address Native content in their exhibits and programs. In this talk-show style presentation, panelists will share their perspectives and experiences with decolonizing museum practice – collaboration, privileging Native voice, and the truth-telling required to honestly interpret our shared history – and practical suggestions so your museum can begin the decolonizing process.
Facilitators: Julia Gray, Director of Collections & Research, Abbe Museum, ME
Speakers: Jennifer Himmelreich (Diné), Native American Fellowship Program Specialist, Peabody Essex Museum, MA; Dr. Jason R. Mancini, Director, Mashantucket Pequot Museum and Research Center, CT; Jennifer Neptune (Penobscot), Museum Coordinator, Penobscot Nation Museum, Cultural and Historic Preservation Department, Penobscot Nation, ME; Lorén Spears (Narragansett), Executive Director, Tomaquag Museum, RI

Exhibition Lighting Design 101: Conquering Darkness with Truth and Beauty
Sea Crest 3
Although most exhibition people agree that a well-conceived lighting design can contribute to the success of an exhibit presentation, it is often left to the last minute. In this session you’ll gain knowledge of lighting design practices and a hands-on demonstration of how light can be successfully manipulated.
Facilitator: Steven Rosen, FIALD, IES, President & Creative Director, Available Light, MA
Speaker: Leo Kerr, LC, IES, Lighting Designer/Exhibit Production, National Museum of American History, Smithsonian Institution, Washington DC

Finding New Relevance in Legacy Collections
Sea Crest 2
As museums strive for relevance, it often seems like our valued collections are inadequate. We lack artwork by women or artists of color, materials from the recent past or from more recent additions to our communities, or specimens that are familiar to contemporary audiences. How can we effectively utilize what has been collected over the decades in exhibitions and programs? Our roundtable (continued on page 15)
“Lean times demand better leadership. How can I remain a strong, motivated leader?”

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discussion will look at finding new life and relevance in these iconic legacy collections.

Facilitator: Laura B. Roberts, Principal, Roberts Consulting, MA
Speakers: Emily Dunnack, Director of Education, Old Sturbridge Village, MA; Corinne Zimmermann, Director of Visitor Learning, Isabella Stewart Gardner Museum, MA; Jenny Brown, Collection Manager, Ware Collection of Blaschka Glass Models of Plants, Harvard University Herbaria, MA

Tackling a Tough Topic...With Verve!

Science can be polarizing: some people love it and others wouldn’t intentionally touch it with a 10-foot pole. In this session, you will hear how one museum tackled a difficult topic – quantum physics – to create multiple opportunities for different audiences to delve into the content. You’ll have the opportunity to explore ways that your organization might foray into creative methods for presenting an institutionally-relevant, but challenging idea, for your audiences.

Facilitators: Brindha Muniappan, Director of Education & Public Programs; Ann Neumann, Director of Galleries and Exhibitions, MIT Museum, MA; Patrick Gabridge, Playwright, Novelist and Screenwriter, MA

Thinking About Science, Creativity, and Informal Learning: Conversations about Public Conflict Over Decision-Relevant Science

Radio journalist Heather Goldstone will facilitate a panel and audience discussion about public interest in science and how we can communicate current science issues to visitors. The panel will talk about the impact of group values, assessing risk, and retaining the public’s trust in our science institutions.

Facilitator: Jan Crocker, Exhibits Content Development, Edward M. Kennedy Institute for the United States Senate, MA
Speakers: Heather Goldstone, Science Editor, WCAI and Science Correspondent, WGBH, MA; Dan Kahan, Elizabeth K. Dollard Professor of Law and Psychology at Yale Law School, CT; David Sittenfeld, Manager of Forum, Museum of Science, Boston, Founding Member of Expert and Citizen Assessment of Science and Technology

Thinking Outside the Field Trip: Educational Outreach for Small Museums

Many small museums simply cannot accommodate large school group visits. But what we may lack in scale, we can make up for in adaptability. If the students can’t come to the museum, bring the museum to the students! With teachers today facing so many obstacles to field trips, the school visit is more relevant than ever. Learn about several successful, student-driven, and interdisciplinary models that you can adapt to your own educational program.

Facilitator: Amanda Wastrom, Assistant Curator, Heritage Museums & Gardens, MA
Speakers: Corine Adams, Ceramics Teacher, Falmouth High School, MA; Jane Baker, Painting/Drawing Teacher, Falmouth High School, MA; Mary Beers, Director of Education, Green Briar Nature Center, MA

User Review Websites: Opportunities & Challenges for Museums

User review websites like TripAdvisor and Yelp hold a wealth of information about your visitors – and your museum – if you know how to use it. This panel offers different perspectives on how museums can use these review sites to better understand existing visitors and improve the museum experience for future visitors, exploring what you can - and cannot - learn and discussing both the opportunities and the limitations of user review websites.

Facilitator: Dr. Christina Smiraglia, Senior Research Manager & Museum Studies Instructor, Harvard University, MA
Speakers: Kate Bibeau, Engagement Site Manager, The Stevens-Coolidge Place, Trustees of Reservations, MA; Christina DeYoung, Director of Sales and Marketing, Harvard Education Publishing Group, MA; Blue Magruder, Director of Public Affairs and Marketing, Harvard Museums of Science & Culture, MA

Associate Editor: Jane Teller

Audacious Ideas: University Museums and Collections as Change-Agents for a Better World

June 21-24, 2018
Lowe Art Museum, University of Miami, FL

This year, AAMG is partnering with UMAC (University Museums and Collections), a committee of ICOM (International Council of Museums) for our 2018 Annual Conference in Miami, FL. We look forward to sharing great ideas and pressing concerns—and learning and networking with our global colleagues!

More information online: aamg-us.org
Join 2,500 AAMG listserv colleagues: groups.io/g/AAMG
**WEDNESDAY**

6:30 – 7:00 am  
NEMA Fitness  

7:30 am – 6:30 pm  
Exhibit Hall and Creative Corner Open  
Nauset Center

7:30 am – 5:00 pm  
Registration Open

7:30 – 8:30 am  
Welcome Coffee & Morning Treats in the Exhibit Hall  
Nauset Center

7:45 – 8:15 am  
NEMA Conference Preview  
Highland

8:30 – 10:00 am  
Concurrent Sessions  
- Hazards in Collections, Chatham  
- Making Sense of Numbers, Sea Crest 2  
- Non-Profit Health Check, Sea Crest 3  
- Reading Between the Lines, Race Point  
- SEE/change, Nauset 2  
- Using Creative Practice for Effective Museum Activism, Shutters  
- Historic House Museums as Sites of Conscience, Sea Crest 1

10:00 am – 5:00 pm  
Bookstore Open

10:30 am – Noon  
Keynote Session  
Sea Crest Ballroom  
Hosted by Novus Laurus

12:30 – 1:15 pm  
Opening Lunch  
Sea Crest Ballroom

12:30 – 1:15 pm  
Directors and Trustees Lunch  
Sea Crest 1  
Hosted by Artwork Archives, Opportunity Resources, Inc., and Qm²

1:15 – 1:45 pm  
Dessert and Coffee in Exhibit Hall  
Nauset Center

1:45 – 5:15 pm  
Concurrent Sessions  
- Checking our Paradigms at the Door, Sea Crest 1  
- Faculty Perspectives, Chatham  
- Interpreting Black History in White Communities, Nauset 2  
- It Takes Two to Tango, Sea Crest 2  
- Stump the Lawyers, Sea Crest 3  
- Walking an Ethical Line, Race Point

2:00 – 3:00 pm  
Career Conversation with Marita Rivero  
Highland

2:30 – 3:00 pm  
Demonstration Station  
- Easy Ways Museums Can Ride the Arts Festival Wave, Nauset Center

3:15 – 3:45 pm  
Snack Break in Exhibit Hall  
Nauset Center  
Hosted by Johns Hopkins University, MA in Museum Studies

3:15 – 3:45 pm  
Book Signing  
Registration Area

3:45 – 4:15 pm  
Demonstration Station  
- What Every Not-for-Profit Stakeholder Needs to Know About Endowments, Nauset Center

3:45 – 5:15 pm  
Concurrent Sessions  
- Changing National Discourse, Sea Crest 1  
- Engaging Community Programs, Sea Crest 2  
- It’s Never Too Late!, Chatham  
- It’s Time We All Got a Raise, Race Point  
- Leading from All Levels, Shutters  
- Pitch Better: How to Get Attention from the Media, Nauset 2  
- Slippery Slopes: Ethical Lapses in Governance!, Sea Crest 3

5:30 – 6:30 pm  
Exhibit Hall Opening Reception  
Nauset Center

7:00 – 9:00 pm  
Welcome to NEMA 2017!  
Opening Night Beachfront BBQ

**THURSDAY**

8:00 am – 5:00 pm  
Registration and Bookstore Open

8:00 am – 3:00 pm  
Exhibit Hall and Creative Corner Open  
Nauset Center

8:00 – 9:00 am  
Wake-up Coffee & Morning Treats in the Exhibit Hall  
Nauset Center

8:20 am – 12:30 pm  
Off-Site Sessions  
- Historical Trolley Tour of Falmouth  
- Historical Walking Tour of Falmouth  
- A Visit to Woods Hole
9:00 – 10:30 am
Concurrent Sessions
- The Alchemy of Appreciative Inquiry and Collective Impact, Sea Crest 1
- Board Chairs Matter, Sea Crest 3
- How Augmented Reality Can Enhance Your Visitor Experience, Highland
- Major Gifts Deep Dive, Nauset 2
- Museum/Classroom Management, Shutters
- Mysteries & Revelations: Finding Truth in Cape Cod’s Museum Treasures, Chatham
- What are Collections Worth?, Race Point
- Reaching for Truth, Sea Crest 2

10:00 – 10:30 am
Demonstration Station
- Visitor Engagement Through Theater, Nauset Center

10:30 – 11:00 am
Coffee Break in the Exhibit Hall
Nauset Center

10:30 – 11:00 am
Book Signing
Registration Area

11:00 – 11:30 am
Demonstration Station
- Conservation Maintenance Overview for Outdoor Sculpture, Monuments, and Grave Markers, Nauset Center

11:00 am – Noon
Career Conversation with Wendy Lull
Highland

11:00 am – 12:30 pm
Concurrent Sessions
- Decolonizing Museums, Nauset 2
- Exhibition Lighting Design 101, Sea Crest 3
- Finding New Relevance in Legacy Collections, Sea Crest 2
- Tackling a Tough Topic...With Vervel, Sea Crest 1
- Thinking About Science, Creativity & Informal Learning, Shutters
- Thinking Outside the Field Trip, Race Point
- User Review Websites, Chatham

11:45 am – 12:15 pm
Demonstration Station
- Basics of Moldmaking and Casting with Reynolds Advanced Materials, Nauset Center

12:45 – 2:20 pm
PAG Luncbes
- Educators PAG Lunch, Sea Crest 1
- Exhibits PAG Lunch—Quick Bites!, Nauset 2
- HR and Volunteer Management PAG Lunch, Shutters
- Membership, Development, Public Relations, and Marketing PAG, Sea Crest 2
- The Museum Directors’ Discussion, Race Point
- Natural History and Science PAG, Chatham
- Registrars’ PAG Lunch—Tales from the Registrarial Realm, hosted by Huntingdon T. Block, Sea Crest 3
- Open Networking Lunch, Ocean View

2:30 – 3:00 pm
Exhibit Hall Closing Reception and Raffle
Nauset Center

3:00 – 4:30 pm
Concurrent Sessions
- Adding Perspectives to our National History, Sea Crest 1
- Are Millennials Really the Answer, Sea Crest 3
- The Business of Being an IMP, Nauset 2
- The Competitive Job Candidate, Shutters
- Honoring Deaf Culture, Building Community, Chatham
- Paper on a Grand Scale, Race Point
- Sea Level Rise & Coastal Collections, Sea Crest 2

4:30 – 5:30 pm
Newcomers Reception
Ocean View
Hosted by Tufts University Museum Studies Program

5:30 – 9:30 pm
Evening Events
- Directors and Trustees Reception at Highland Hall & Gardens, hosted by Museum Search & Reference
- An Evening of Play at Cape Cod Children’s Museum
- A Visit with the Night Watchman, sponsored by Harvard Extension School Museum Studies Program
- Taste of Heritage

FRIDAY
8:00 am – 12:00 pm
Registration and Bookstore Open

8:00 – 9:00 am
Wake-up Coffee and Morning Treats
Nauset Center

9:00 – 10:30 am
Concurrent Sessions
- THINK TANK: The Deaccessioning Dilemma, Sea Crest 1
- Common Spaces as Unifying Agents, Nauset 5
- Digital Commonwealth and the Massachusetts Statewide Digitization Program, Nauset 3
- Every Black Doll Tells a Story, Nauset 4
- Questioning Truth and Upholding Public Trust, Race Point
- Sharing Authority in a Divided World, Chatham

10:30 – 11:00 am
Coffee Break
Nauset Center

11:00 am – 12:30 pm
Concurrent Sessions
- Beyond Accommodation, Race Point
- Collaboration is King Amongst Cape Cod Museums, Chatham
- Creating Change, Nauset 5
- Don’t You Forget about Me: A Forum for Generation-X Museum Professionals, Nauset 3
- Heard Through the Grapevine, Nauset 4
- Talking Tough Topics, Shutters

12:30 – 2:00 pm
Awards Luncheon and Annual Meeting
Sea Crest 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.

Educators PAG Lunch
Sea Crest 1
As educators, our work is incredibly diverse. We may be out in the galleries, working with students. We may be in our offices, writing interpretive text. We may be out in the community, building partnerships. Join us for round-table discussions to unpack current trends, fundamental issues, and ubiquitous buzzwords with fellow educators on the ground. Ask questions, offer advice, and connect with a community who can continue to be resources, allies, and supporters long after we leave the conference.

PAG Co-chairs: Elisabeth Nevins, Principal, Seed Education Consulting, MA; Philippa Pitts, Associate Educator for Gallery Learning & Interpretive Media, Portland Museum of Art, ME

Exhibits PAG Lunch—Quick Bites!
Nauset 2
Bring your lunch and your exhibit design and development questions. You will have an opportunity to talk one on one with experienced developers and designers after hearing their “quick bite” overview of a recent project.

Co-chairs: Jan Crocker, Exhibits Content Development, Edward M. Kennedy Institute for the United States Senate, MA; Margaret Middleton, Independent Designer, RI

HR and Volunteer Management PAG Lunch
Shutters
Every day, in your role working with staff or volunteers, you hear about what other people need. This PAG lunch is an opportunity for you to share with your colleagues what you need. What would make your day to day easier at your institution? What questions remain unanswered? What problems seem insurmountable right now? We’ll pool our collective resources and wisdom to provide all attendees with one step, big or small, to make their work days more manageable.

Co-chairs: Nicole Claris, Manager of School Programs, Museum of Fine Arts, Boston; Purvi Patwari, Director of Human Resources, Isabella Stewart Gardner Museum, MA

Membership, Development, Public Relations, and Marketing PAG
Sea Crest 2
Join us for an informal networking lunch. You’ll have the opportunity to meet new colleagues and reconnect with old friends, share details about current projects, and discuss pertinent issues in a casual, relaxed atmosphere.

PAG Co-chairs: Mary Heath, Chief Marketing Officer, International Tennis Hall of Fame, RI; Douglas Perkins, Operations Manager, Middlebury College Museum of Art, VT

The Museum Directors’ Discussion
Race Point
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/Executive Directors.

Facilitator: Janie Cohen, Executive Director, Fleming Museum of Art, VT (NEMA Board)

NEW! Natural History and Science PAG
Chatham
Join fellow colleagues for a roundtable lunch discussion at the first ever NHS PAG meeting. We welcome anyone interested in learning more about topics like science education, science-themed exhibition design, and the care and use of natural history collections. We will discuss the role this PAG can play in supporting networking and collaborative projects across New England’s diverse science museums. We will also provide updates from large conferences we might not all be able to attend.

PAG Co-chairs: Shana Hauyrychak, Manager of Exhibits and Collections, EcoTarium, MA; Richard Kissel, Director of Exhibitions and Public Programs, Yale Peabody Museum of Natural History, Yale University, CT

Registrars’ PAG Lunch— Tales from the Registrarial Realm!
Sea Crest 3
Gather around the campfire (or the lunchboxes) to share your most exciting registrarial adventures from this past year, whether they be grand successes or tales of woe. Old-guard Registrars counting the days until retirement, mid-career pros second-guessing their career choice, and interns desperately trying to break into the field are all invited to join the discussion and a juice-box toast with colleagues!

PAG Co-chairs: Meredith Vasta, Collection Steward, Peabody Museum of Archeology and Ethnology, MA; James Sousa, Registrar, Addison Gallery of American Art, Phillips Academy, MA

Hosted by

Open Networking Lunch
Ocean View
Not affiliated with a PAG hosting a lunch this year? Or just want to break bread with old friends or new ones? Open seating is available in the Ocean View Room just for you.
DEMONSTRATION STATION
11:45 am – 12:15 pm
Basics of Moldmaking and Casting with Reynolds Advanced Materials
Nauset Center
Caroline Politi, Materials Specialist, Reynolds Advanced Materials

PAG LUNCHES
12:45 pm – 2:20 pm
(See page 18 for descriptions.)

EXHIBIT HALL CLOSING RECEPTION AND RAFFLE PRIZE DRAWING
2:30 – 3:00 pm
Nauset Center
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.

CONCURRENT SESSIONS
3:00 – 4:30 pm
Adding Perspectives to our National History: Places Inspiring Community Conversations
Sea Crest 1
Join a frank and fruitful discussion of how historic sites can create new, more inclusive museum projects about social justice issues. Gain fresh ways to think about expanding audiences, integrating African-American history into old established New England towns, and a critical look at the challenges and successes encountered in doing so, based on the experiences of two sites in Concord, Massachusetts.
This session discusses different dialogues and techniques used to gain a contemporary perspective, modernize local history, and relate to today’s issues.
Facilitator: Caren Ponty, Principal, CP Consulting, MA
Speakers: Maria Madison, President/Co-founder of The Robbins House, Inc., MA; Matt Montgomery, Chief Marketing & Engagement Officer, The Trustees of the Reservation, MA; CC King, Community Representative and Arts Facilitator, MA

Are Millennials Really the Answer: Technology-Enabled Plans for Reaching New Donors
Sea Crest 3
With the traditional donor group aging out, museums must look to younger generations for support. As museum professionals think about changing the demographic, they often see millennials as the solution. However, understanding the millennial demographic is not enough. If we understand the technologies that
(continued on page 21)
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a museum could use to engage this generation, museums may be able to leapfrog over existing technical infrastructure and make rapid gains in tapping into new audiences and donors.

Facilitator: Kathy Burton Jones, Program Director, Museum Studies Program, Harvard University Extension School, MA
Speakers: Lauren Vargas, PhD Candidate, Museum Studies, MA; Janelle Mills, Master’s Candidate, Museum Studies, MA; Mia Metivier, ALM Degree Candidate, Museum Studies, MA; Audrey Soria, Master’s Candidate, Museum Studies, MA; Jeremy Slavitz, Independent Consultant, MA

The Business of Being an IMP
Nauset 2
Thinking of striking out on your own? Learn about the business of being an independent museum professional. Attorney Mark Gold will talk about the differences between forming an LLC or sole proprietorship, potential issues with consultant contracts, and risk management. You are invited to “stump the lawyer” with your questions.

Facilitators: Helen Riegle, Principal, HER Design, MA; Dan Wallis, Designer, The Square Office, MA
Speaker: Mark Gold, Partner, Smith Green & Gold, LLP, MA (NEMA Board)

Honoring Deaf Culture, Building Community: Collaborating to Open Doors to New Audiences
Chatham
In April 2017, the Connecticut Historical Society opened a new exhibit, “Language, Culture, Communities: 200 Years of Impact by the American School for the Deaf.” The 2-year collaboration included staff from both institutions, as well as ASD students and alumni. In this session, presenters will share lessons learned and tools for working

(continued from page 19)

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together successfully. You will be inspired to pursue collaborative projects and develop exhibits that are accessible and help bridge communities.

Facilitator: Ben Gammell, Lead Exhibit Developer, Connecticut Historical Society
Speakers: Jeffrey Bravin, Executive Director and Rennie Polk, Director of Fund Development and Community Engagement, American School for the Deaf, CT

Paper on a Grand Scale
Race Point
This session will focus on practical solutions to the sometimes thorny problems of large-scale paper. Speakers will present low-cost methods for the conservation, mounting, and presentation of oversized objects such as maps and posters. We will outline steps from simple to more complex in preserving existing historic wall paper and give guidance on researching historically appropriate wallpaper and how “lost” wall papers can be reproduced.

Facilitator: David Dempsey, Conservator, MA
Speakers: Carolyn Frisa, Owner & Head Conservator, Works on Paper, VT; Michaela Neiro, Objects Conservator, Historic New England, ME; Marylou Davis, Conservator in Private Practice, CT

Sea Level Rise & Coastal Collections: Partnering for Long-Term Planning
Sea Crest 2
For cultural organizations located in coastal communities, effective long term planning to ensure the safety of historic structures and collections from storms and sea level rise is a daunting task. Museums can benefit from connecting with government agencies who are working to prepare their communities for the impacts of climate change. This session will look at planning efforts and resources that are available, including the office of Coastal Zone Management’s Coastal Resilience Grant funding opportunity.

Facilitator: Victoria Stevens, Executive Director, Hull Lifesaving Museum, MA
Speakers: Representative Joan Meschino, Massachusetts Third Plymouth District; Patricia Bowie, Coastal Resiliency Specialist, Massachusetts Office of Coastal Zone Management; Julie Wormser, Vice President for Policy and Planning, Boston Harbor Now

NEWCOMERS RECEPTION
4:30 – 5:30 pm
Ocean View
Ticket is required. Cash bar. Newcomers get one drink ticket (in registration envelope).
Hosted by

EVENING EVENTS

DIRECTORS AND TRUSTEES RECEPTION
AT HIGHFIELD HALL & GARDENS
5:45 – 7:00 pm
Ticket holders meet at the main entrance at 5:20 pm. Bus leaves promptly at 5:30 pm.
Hosted by

A VISIT WITH THE NIGHT WATCHMAN
6:00 – 8:00 pm
Ticket holders meet at the main entrance at 5:30 pm. Bus leaves promptly at 5:40 pm.
Sponsored by

A TASTE OF HERITAGE
6:30 – 9:00 pm
Ticket holders meet at the main entrance at 5:50 pm. Bus leaves promptly at 6:00 pm.
REGISTRATION & BOOKSTORE OPEN
8:00 am – 12:00 pm

WAKE-UP COFFEE & MORNING TREATS
8:00 – 9:00 am
Nauset Center

CONCURRENT SESSIONS
9:00 – 10:30 am

THINK TANK: The Deaccessioning Dilemma: How Can We Support Standards AND Museums in Crisis?
Sea Crest 1
The recent actions of the Berkshire Museum, and reaction to them, demonstrate that there is a wide range of opinion in the museum field when it comes to the applicability of professional standards, especially those concerning deaccessioning. On the one hand, deaccessioning rules promulgated by national associations hold the field to high standards that contribute to accountability and public trust. On the other, museums sometimes succumb to the temptation of selling objects in order to address financial setbacks, embark on new initiatives, build endowment, or other activities proscribed by museum field ethics. How can our field support both the standards AND keep museums from being tempted to monetize their collections? Help us find solutions in this dynamic “think tank” session where YOUR ideas are essential. Session results will be published in the December New England Museums Now.

Facilitators: Laurie P. Lamarre, Executive Director, Connecticut League of History Organizations; Phillippa Pitts, Associate Educator for Gallery Learning & Interpretive Media, Portland Museum of Art, ME; Laura B. Roberts, Principal, Roberts Consulting, MA; Edith Tonelli, Director, Cape Cod Museum of Art, MA; Kenneth Turino, Manager of Community Engagement and Exhibitions, Historic New England, MA; Lawrence Yerdon, President & CEO, Strawberry Banke Museum, NH

Digital Commonwealth and the Massachusetts Statewide Digitization Program
Nauset 3
Digital Commonwealth supports the creation, management, and dissemination of cultural heritage materials through a collaborative digitization program for Massachusetts institutions. Currently with more than 300 participants, the program provides public access to thousands of images, documents, and recordings. Learn how you can become a collaborator and take advantage of this valuable program.

Facilitators: Jodi Goodman, Head of Special Collections, New Bedford Public Library, MA; Jake Sadou, Statewide Digitization Project Archivist, Boston Public Library

Every Black Doll Tells a Story... When They Speak We Listen
Nauset 4
In this interactive session, you’ll experience the “Doll E. Monologues” and meet 12 dolls that changed history. From Africa to slave ships, Civil War to Civil rights, folk art to contemporary arts, these unique dolls will give you a new perspective on issues past and present. Who made these dolls? What societal changes inspired their creation? Using recycled materials, you’ll create your own doll and learn to tell its story. Become a doll whisperer!

Facilitator: Debra Britt, Executive Director, National Black Doll Museum, MA
Speakers: Felicia Walker and Tamara Mattison, Co-Founders, Doll E Daze Project, National Black Doll Museum, MA

Questioning Truth and Upholding Public Trust: How Do Museums Navigate in a Post-Truth Era?
Race Point
Is it possible for a museum to present everyone’s truth? Do facts and truth have the same meaning? How does a museum’s mission shape the truth it tells and the trust it builds within its communities? As a group, we will use a short set of pre-assigned readings to help frame the discussion in this humanities-style seminar. Together we will examine the roles of truth and trust in museums, and how they engage or isolate the polarized factions in our society. Limited to 25 participants. First-come, first-served.

Facilitators: Lynn Baum, Principal, Turtle Peak Consulting, MA; Jan Crocker, Exhibits Content Development, Edward M. Kennedy Institute for the United States Senate, MA

Common Spaces as Unifying Agents
Nauset 5
How can public parks unite a divided demographic? How can thoughtful programming build trust from historically polarized communities and guide evolving conversations? As the final phase of the Central Artery Project, The Greenway united downtown Boston and the waterfront. Operating and managing the park since 2009, the Conservancy encourages public use through public art, volunteer opportunities, and free events. Learn about recent placemaking efforts and strategies including youth programming, play, and deep community engagement.

Facilitator: Katherine Levesque, Play Coordinator, Rose Kennedy Greenway Conservancy, MA

NEW SESSION

Friday, October 27

(continued on page 24)
Sharing Authority in a Divided World: Visitor Engagement Walls at Boston National Historical Park

Chatham

Can historic sites and museums encourage dialog that nurtures the practices of civil society? The park has been experimenting with both paper-and-pen and electronic comment walls. Visitors encounter and comment on changing source- and place-based prompts that reflect fundamental controversies of our national history. Responses indicate strong engagement with both content and other comments. Come hear about our experience and share your own. Together, we’ll explore what impact such projects can have on our divided society.

Facilitators: Eric Hanson Plass, Polly Kienle, Merrill Kohlhofe, Department of Visitor Engagement and Interpretation, Boston National Historical Park, MA

COFFEE BREAK

10:30 – 11:00 am

Nauset Center
CONCURRENT SESSIONS
11:00 am – 12:30 pm

Beyond Accommodation: Welcoming Everyone to Your Programs
Race Point
Have you thought about barriers to accessibility that may be buried deep in your programs? Are you ready to move beyond the basics of the ADA? This session will offer tools such as Universal Design for Learning that will help you address assumptions about visitors and minimize barriers to a quality experience for all audiences, including visitors with disabilities, seniors, children, and English Language Learners.

Facilitators: Saki Iwamoto, Health and Wellness Educator, Boston Children’s Museum; Katherine Gilliland, Docent Manager, John F. Kennedy Presidential Library and Museum, MA

Collaboration is King Amongst Cape Cod Museums
Chatham
What happens when a group of museum administrators and a community credit union become a large supportive group? Why would museums and historical societies join? Is there competition or are they better off collaborating? What impact has this had on the museums? Be part of a discussion with the Cape Cod Museum Trail and hear about the impact it has and how collaboration and sharing among museums can enhance each entity.

Facilitator: Peter Muise, President & CEO, First Citizen’s Federal Credit Union & Cape Cod Museum Trail, MA
Speakers: Robert Dwyer, Executive Director, Cape Cod Museum of Natural History, MA; Mark Schmidt, Executive Director, Falmouth Museums on the Green, MA; Jennifer Pappalardo, Director of Education and Operations, JFK Hyannis Museum, MA

Creating Change
Nauset 5
Explore the importance of building trust to create organizational change through the lens of the Harriet Beecher Stowe Center’s reinterpretation. Through “lessons learned” we will consider how to build confidence and prompt participants to think of ways to strengthen trust between colleagues and visitors. The session will involve brainstorming approaches to a variety of scenarios in communication, team building and programming, and will conclude with a Q & A and sharing back of ideas.

Facilitator: Shannon Burke, Director of Education & Visitor Services, Harriet Beecher Stowe Center, CT
Speakers: Catherine Burton, Ph.D. Program Coordinator, Education and Cynthia Cormier, Project Curator, Harriet Beecher Stowe Center, CT

(continued on page 26)
Don’t You Forget about Me: A Forum for Generation-X Museum Professionals  
Nauset 3
This session builds on previous years’ discussions at the conference and will provide a forum for Gen-X (or mid-career) professionals to connect with each other and have in-depth conversations about their museum careers. Topics will be decided by the group, and may include: professional “SWOT” analysis, personal branding, determining next career steps, defining training needs, and more. A speed networking activity will get the party started.
Facilitators: Elisabeth Nevins, Principal, Seed Education Consulting, MA; Dawn Salerno, Deputy Director for Public Engagement & Operations, Mystic Museum of Art, CT (NEMA Board); Marieke van Damme, Executive Director, Cambridge Historical Society, MA (NEMA Board); Tara Young, Deputy Director, Museum of Russian Icons, MA

Heard Through the Grapevine: Addressing Myths & Misconceptions in the Museum  
Nauset 4
Museums have the privilege and responsibility to present facts in a developmentally appropriate, judgement-free, and accurate setting. When faced with visitors’ misinformation or misconceptions, how can museums meet this responsibility? Using Historic Newton & the New Haven Museum as case studies, this session will address how to tackle misconceptions in the museum space. Come prepared with examples of misinformation you encounter at your organization.
Facilitators: Roz Kreizenbeck, Education Coordinator, Historic Newton, MA; Amy Durbin, Director of Education and Visitor Experience, New Haven Museum, CT

Talking Tough Topics: Museums10 Educators’ Strategies for EMPs  
Shutters
Museum educators and visitors often engage with polarizing issues in meaningful conversations. Sometimes, however, exchanges surface unexpectedly or aggressively. How can we prepare students, interns, and fellows to be nimble, responsive facilitators? Join an interactive discussion of training approaches emerging through collaboration from the Museums10 professional learning community. M10 educators share strategies for empowering emerging museum professionals to create space for dialogue, combat micro-aggressions, consider multiple perspectives, and confront darker histories of our institutions.
Facilitator: Gina Hall, Associate Educator for School and Family Programs, Smith College Museum of Art, MA
Speakers: Danielle Amodeo, Marketing and Public Programs Specialist, Mead Art Museum at Amherst College, MA; Amy Halliday, Gallery Director, Hampshire College Art Gallery, MA; Kendra Weisbin, Assistant Curator of Education, Mount Holyoke College Art Museum, MA; Jessica Parker, Museum Education Specialist, Yiddish Book Center, MA

AWARDS LUNCHEON AND ANNUAL MEETING  
12:30 – 2:00 pm
Sea Crest Ballroom
Celebrate the excellence of the region’s museum field and hear about the latest NEMA initiatives. This year we’ll recognize winners of the 2017 NEMA Excellence Awards and commemorate the career of Wendy Lull, NEMA’s 2017 Lifetime Achievement Awardee. Help elect the next NEMA board and officers during a brief annual meeting before heading home from a great conference.

LIFETIME ACHIEVEMENT AWARD
We are thrilled to present the NEMA Lifetime Achievement Award to our good friend and colleague, Wendy Lull, who recently retired as Executive Director at the Seacoast Science Center after 25 years. Throughout her career, Wendy has been an active supporter and board member of NEMA, and has mentored countless museum professionals as they built their own careers in the field.
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