What’s In It For Me?

2019 Annual NEMA Conference
Burlington, Vermont
November 6-8, 2019
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worth telling, worth finding.

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How to Make the Most of NEMA 2019!

WELCOME TO THE 101ST NEMA CONFERENCE
We’ve compiled the following details to ensure you enjoy the 2019 NEMA Conference.

CONFERENCE APP
Put the entire 2019 NEMA Conference at your fingertips with our exclusive conference app. You’ll have it all: access to session information, floor plans, evaluations, social media, and information about Burlington. Download the Whova app from the App Store or Google Play. Open Whova, then search for “2019 Annual NEMA Conference.” Click on the conference, then click “Join Event.” If it asks for a password, enter “NEMA2019.”

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. Please note the one-hour session blocks on Wednesday afternoon and Friday morning, which offer you more choices and more content!

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!

GREEN IS GOOD!
We know you value the environment and so does NEMA. Here are some of the ways we are “greening” the conference:
• Tote bags you can reuse for shopping
• Biodegradable name badge holders
• Biodegradable water cups
• Less packaging for Thursday lunch
• Session handouts online (nemanet.org/handouts)
• Recycling bins
• Coffee mugs instead of paper

2019 PUBLICATION AWARD WINNERS
Exhibit Hall
Look over the winners of this year’s NEMA Publication Awards. See the best in design, production, and communication.

VISIT THE EXHIBIT HALL & LEARN
Lower Level, Wednesday, 8 am – 6 pm; Thursday, 8 am – 3 pm
Learn from leaders in the museum field in this one-stop educational venue for all attendees. Discover new products and innovative services for our museum community. Unwind in the Exhibit Hall lounge, network with colleagues, attend a Demonstration Station, and don’t forget get coffee/snack breaks and your box lunch (pre-registration required). Enter to win raffle prizes from exhibitors and museums. Details in your registration envelope.

DINNER DISCUSSIONS
Explore Burlington’s restaurant scene and enjoy spirited conversation with colleagues. Sign up for an informal Thursday night dinner discussion at Walk-In Registration. Space is limited. You are responsible for transportation and dinner costs.

CODE OF CONDUCT
NEMA has introduced a Code of Conduct for all of its events, whether in person or online. All attendees agree to abide by the code in order for us to work together toward inclusion, safety, respect, and professionalism. Please read the code at nemanet.org/code or at Walk-In Registration.

SESSION UPDATES
What IS In It For Me? (originally scheduled Friday, 11:15 am) will be Wednesday, 4:00 pm. A new session, Recharge and Reimagine: Creativity Break, will be Friday 11:15 am.

CREATIVE RELAXATION
Recharge at our creative outlet! Visit the Poet Tree in the Exhibit Hall to read, write, and reflect.

SOCIAL MEDIA
Join the conversation on social media with #NEMA2019 and follow @nemanet on Twitter and @nema_conference on Instagram. Share the fun of conference and tell the world why you love museums!

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

NEMA CONFERENCE BOOKSTORE
Registration Area, Wednesday, Noon – 5 pm; Thursday, 8 am – 3 pm; Friday, 8 am – Noon
Browse the Conference Bookstore for great reads to add to your professional development library.

NEMA ANNUAL LUNCHEON MEETING
Emerald Ballroom 3, Friday, 12:15 – 2 pm
Join us as we present NEMA’s Lifetime Achievement Award celebrating the career of Marilyn Hoffman. Also celebrate the winners of the NEMA Excellence Awards and a recap of NEMA’s year in review.

RESTROOMS
All are welcome to use the restroom that is right for them.

FAMILY ROOM
NEMA is a family-friendly conference. We welcome new parents and their small museum fans! For your convenience, a family room is available. Go to Walk-In Registration to pick up a key.

MAKE PLANS FOR NEWPORT IN 2020!
Mark your calendar for the 2020 NEMA Conference, November 18-20, 2020 in Newport, RI. Session proposals are due February 28, 2020. The theme will be “Who Do We Think We Are? Defining What Makes a Museum a Museum”

QUESTIONS?
Visit the NEMA Registration Desk from Wednesday, 7:30 am – 5 pm; Thursday 8 am – 5 pm; and Friday, 8 am till noon.
Wednesday, November 6

NEMA FITNESS
6:30 – 7:00 am
Join NEMA Director Dan Yaeger for his annual kick-off-the-conference morning walk.

REGISTRATION OPEN
8:00 am – 5:00 pm
Hosted by Museum Textile Services

EXHIBIT HALL OPEN
8:00 am – 6:00 pm

NEMA CONFERENCE PREVIEW
8:00 – 8:30 am
Diamond Ballroom 2
First time at a NEMA conference? Learn how to make the most of it. Grab a coffee in the Exhibit Hall and join us for tips on how you can use your time to your best advantage.
Facilitators: Kate McBrien, Principal, McBrien Museum Consulting, ME (NEMA Board); Amanda Goodheart Parks, Director of Education, New England Air Museum, CT

WELCOME COFFEE AND MORNING TREATS IN THE EXHIBIT HALL
8:00 – 8:45 am
Hosted by ObjectIDEA

CONCURRENT SESSIONS
8:45 – 10:15 am

Inclusive Audience Engagement in a Gallery Setting
Emerald Ballroom 1
In this session you will explore visual art pieces through a model of inclusive gallery tours initially developed for people with dementia and their care providers through a partnership between VSAVT, VABVI, and the Flynn Center. Following an overview of the program, you’ll examine techniques and strategies demonstrated during the gallery tours and consider how these can be applied to your own practice and with a variety of populations based on universal design for learning.
Facilitators: Heidi Swevens, Director of Community Partnerships and Alexandra Turner, Inclusive Arts Specialist, Inclusive Arts Vermont

Introduction to Analyzing Open-Ended Audience Data: Impact Beyond the Numbers
Diamond Ballroom 1
Understanding visitors’ perspectives and experiences is critical to improving offerings and demonstrating impact to stakeholders, but many museum professionals lack training in systematic analysis of qualitative visitor data. Don’t shy away from open-ended questions! This session introduces the language and techniques behind qualitative data analysis, and you will be able to practice two different approaches that can be used to unpack the richness in a wide variety of open-ended visitor data.
Facilitator: Christina Smiraglia, Research Analyst, Harvard University, MA
Speaker: Lynn Baum, Principal, Turtle Peak Consulting, MA

Reimagining Meaning in Membership
Emerald Ballroom 3
Generally, memberships come with unlimited visits and small member perks, but beyond transactional discounts or member-morning type events how are we connecting personally to our members? This session will explore some of the latest trends in museum membership and then break into think-tank tables to explore ways of personalizing the membership experience. You will get a chance to share ideas to increase engagement, foster personal relevance, and strengthen your membership base.
Facilitator: Nina Ridhibhinyo, Director of Programs and Strategy, ECHO, Leahy Center for Lake Champlain, VT
Speakers: Alexis DiBartolomeo, Membership and Events Manager, Shelburne Museum, VT; Kerin Durfee, Director of Earned Revenue and Guest Services, ECHO, Leahy Center for Lake Champlain, VT; Bill Elliston, Curator of Education, Wildlife Conservation Society, Prospect Park Zoo, NY

Setting and Achieving Goals for the New Yale Peabody Museum
Emerald Ballroom 2
Making goals for a museum renovation is hard, but sticking to them throughout the design is even harder. With construction starting in 2020, the Yale Peabody Museum is embarking on a new era, one that increases student engagement and collections-based teaching. From addressing K through 12 logistics to meeting sustainability objectives, the Director and Lead Architects will address how a design includes everyone.
Facilitator: Justin Hedde, Associate Principal, Centerbrook Architects, CT
Speakers: Mark Simon, Principal, Centerbrook Architects; David Skelly, Director, Yale Peabody Museum, CT
Statewide Collaborations: What’s In It for Me?
Valcour
In January 2020, the Vermont Curators Group will launch the project, “2020 Vision: Seeing the World Through Technology.” Participating institutions will mount exhibitions around the theme, and the group will pool resources to market their efforts. Statewide collaborations—art and history trails, thematic marketing, acquisition consortiums—have proliferated in New England in recent years. Panelists representing several states and project types will have an open and frank discussion about their benefits and challenges.
Facilitator: Andrea Rosen, Curator, Fleming Museum of Art, University of Vermont
Speakers: Jessica Skwire Routhier, Arts Writer and Editor and Managing Editor, Panorama, the Journal of the Association of Historians of American Art; Gillian Sewake, Project Manager, “2020 Vision: Seeing the World Through Technology,” a project of the Vermont Curators Group; Carey Mack Weber, Frank and Clara Meditz Executive Director, Fairfield University Art Museum, CT

The “We” of Board Chair-CEO Leadership
Kingsland
Trust and communication are key components of the relationship between Board Chair and CEO. In times of great change, whether it’s new leadership, financial, staff or community trouble, or new strategic plans, this connection is critical. In this session, three Chair-CEO teams will share successes and painful moments, and reflect on how trust built through a recent hiring process, community linkages, and strategic planning, is indispensable.
Facilitator: Phelan Fretz, Executive Director, ECHO, Leahy Center for Lake Champlain, VT
Speakers: Lucy Hale, President and CEO, EcoTarium, MA; Amanda McMullen, President and CEO and Tony Sapienza, Board Chair, New Bedford Whaling Museum, MA

The Art of Race and Relationship Building
Diamond Ballroom 2
The RISD Museum and the Center for Reconciliation co-developed a program series called The Art of Race, which utilizes inquiry-based pedagogy to spark complex discussions with public audiences about the history of race in America. In this session, you will participate in a model program, learn about the successes and challenges of the program, and leave with strategies for developing partnerships grounded in shared authority that support inclusive and sustainable programming, especially around fraught themes or topics.
Facilitator: Alexandra Poterack, Associate Educator, Public and Academic Programs, RISD Museum, RI
Speaker: Elon Cook Lee, Program Director & Curator, Center for Reconciliation, RI

What Is the Place? Why Am I Here?
Amphitheatre
Museum professionals who work in visitor services are often met with the challenge of a “fifth season,” whether it’s a holiday celebration, community event, or abundance of group travel. Museums and historic sites are turned into “attractions” bringing in visitors with different needs and expectations than at other points during the year. This session will address two topic areas—internal self-care practices for staff to maintain their best attitudes and external, visitor-focused practices that ensure visitors have the best possible experiences during peak seasons.
Facilitator: Julie Arrison-Bishop, Special Projects Manager, The House of the Seven Gables, MA
Speakers: Rachel Christ, Education Director, Salem Witch Museum, MA; Ryan Conary, Program Manager, Essex National Heritage Area, MA; Emily Holmes, Education Director, Paul Revere House, MA

What Went into It and What We’re Learning: Two IMLS Collections Stewardship Projects in Vermont
Shelburne
Ever wonder what goes into writing a successful IMLS Museums for America Collections Stewardship grant proposal? Interested in improving storage for garments or gaining a better understanding of your collections care needs? In 2018, Shelburne Museum and Fleming Museum at the University of Vermont were each awarded IMLS Museums for America grants for collections stewardship projects. In this panel discussion, project directors will share how they prepared for writing these proposals, what they have learned from their projects so far, and what aspects of their projects could be easily adapted for use at small and mid-sized institutions.
Facilitator: Nancie Ravenel, Objects Conservator, Shelburne Museum, VT
Speakers: Carolyn Frisa, Paper Conservator, Works on Paper, VT; Sarah Stevens, Textile Conservator, Zephyr Preservation Studio, NY; Margaret Tamulonis, Manager of Collections and Exhibitions, Fleming Museum of Art, University of Vermont

Give your brain a break by visiting the Exhibit Hall to ‘leaf’ your thoughts on our Poet Tree. Use one of the provided prompts or consult your own creative impulses to reflect on your experience, pay tribute to the beautiful Vermont setting, or indulge in some museum-themed doggerel. Keep your poem or add it to the display, and enjoy the creativity of your colleagues!
Announcing Philanthropic Program For Small And Medium Museums
Providing $100/month Websites With FREE Development.

If your museum qualifies as a small or medium museum you get a website with:

- Glossy video homepage
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  https://innovationwomen.com
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- Attend our conference session on Wednesday to learn about this program and to see self guided tours with interactive maps for 3 major cultural institutions.

This is a NEMA approved program!
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KEYNOTE SESSION
10:30 am – Noon
Emerald Ballroom 1 and 2

Driving While Black: At the Intersection of Race, Social Justice, and Museum Practice

Dr. Sorin will speak about her research for the upcoming book Driving While Black: African American Travel and the Road to Civil Rights and PBS documentary produced by Ric Burns and Steeplechase Films, to be released early 2020. Her vantage point at the intersection of museums, history, and DEAI are sure to provide valuable insights into the issues confronting our institutions today.

Hosted by

STORY TELLING SESSIONS
Brief Presentations with Big Meaning
8:45 – 9:45 am
Willsboro

Vision/Action: Mobilizing Cultural Communities to Tackle Climate Change
Join us for a Storytelling Session that highlights the recent work of the Boston Green Ribbon Commission Cultural Institutions Working Group as it seeks to mobilize museums and cultural organizations around the topic of climate change. Come learn how Boston-area institutions are working together to implement energy and resilience plans for their facilities, and develop programs that help staff and audiences process and take action on issues related to climate change.

Speaker: Amy Longsworth, Director and Annie Lundsten, Consultant, Green Ribbon Commission, MA

Boating for Everybody
On-water activities like fishing, boating, and swimming are great ways for families and individuals of all ages to stay healthy and active during the summer months. The Antique Boat Museum is seeking to break down barriers for the increasingly diverse year-round population of Northern New York through education and programming that introduces new boaters to basic safety, our region’s unique biosphere, and the variety of non-motorized craft that are affordable and user-friendly.

Speaker: Amanda Dudley, Director of Education, Antique Boat Museum, NY
DESSERT AND COFFEE IN EXHIBIT HALL
12:45 – 1:15 pm

NEMA BOARD AND PAG INFORMATION SESSION
12:45 – 1:15 pm
Exhibit Hall
Interested in leadership opportunities with NEMA? Join us for an informal information session about the “inner workings” of your museum association and how you might help move our mission to the next level. We’ll talk about the NEMA Board of Directors, our Professional Affinity Groups (PAGs), and other opportunities for leadership. So grab your coffee and come on by!

OFF-SITE SESSIONS
1:10 – 4:45 pm

“Free & Safe:” Social Justice at the Rokeby Museum
Ticket holders meet at the conference center lobby at 1:10 pm. Bus will leave at 1:15 pm.
Speakers: Catherine Brooks, Executive Director, Marty Dewees, Board Chair, Elise Guyette, Board Member, and Jane Williamson, Director Emerita, Rokeby Museum, VT

Champlain Longboats: All in the Same Boat at Lake Champlain Maritime Museum
Ticket holders meet at the conference center lobby at 1:15 pm. Bus will leave at 1:20 pm.
Speakers: Charlie Beyer, Boat Builder and Educator, Elizabeth Lee, Education Director, Susan McClure, Executive Director, and Nick Patch, Director of Champlain Longboats, Lake Champlain Maritime Museum, VT

Rising from the Ashes: UVM Redesigns its Natural History Museum after a Fire
Ticket holders meet at the conference center lobby at 1:25 pm. Bus will leave at 1:30 pm.
Speakers: David S. Barrington, Museum Director and Sonia DeYoung, Curatorial Assistant, University of Vermont Natural History Museum; Richard Kerschner, Conservation and Preservation Specialist, VT

CAREER CONVERSATION WITH GRETCHEN SORIN
1:15 – 2:15 pm
Valcour
Join Dr. Gretchen Sorin of the Cooperstown Graduate Program for a look at her career and a discussion of working in the museum field. Gretchen is director and Distinguished Professor at the Cooperstown Graduate Program, a museum studies program dedicated to the museum as a public
service institution that must be entrepreneurial. She has worked for more than 200 museums as an historian, exhibition curator, strategic and interpretive planner and writes about African American history, art and museums. She holds a B.A from Rutgers University, an M.A. from the Cooperstown Graduate Program of SUNY College at Oneonta, and a Ph.D. in History from the University at Albany.

CONCURRENT SESSIONS
1:15 – 2:15 pm

**Giving Teachers What They Want: How to Foster Deeper Connections Between Sites and Schools**
Amphitheatre
How do we inspire local teachers with immersive professional development experiences at our museums to foster sustained school-museum partnerships and engagement? As barriers to traditional field trips become more prevalent, focusing education programming on supporting educators can lead to more quality student-site interactions, a deeper valuing of our museums in the community, and an expansion of museum capacity. Join us as we discuss and practice practical and more nuanced strategies for collaborating with teachers.

**Facilitator:** Beth Beringer, Director of Education Programs, Essex Heritage, MA

**Speakers:** Luis Bango, Educational Technology Specialist, Woodstock Union High School/Middle School, VT; Joan Haley, Director of Partnership Education Programs, Shelburne Farms, VT; Courtney Richardson, Director of Education and Public Programs, Cape Ann Museum, MA

**Hands-on Learning for Grown Ups**
Diamond Ballroom 1
Museum professionals think extensively about providing engaging learning opportunities for visitors, although often the target demographic is school-age children or families with children. Adults love hands-on learning opportunities too! In this session, museum educators will present experiential programs that not only appeal to adults, but also attract first-time visitors. You will take part in a group brainstorm and develop ideas for active learning programs for adults that could be done in your own institution.

**Speakers:** Brindha Muniappan, Senior Director of the Museum Experience, Discovery Museum, MA (NEMA Board); David Rau, Director of Education & Outreach, Florence Griswold Museum, CT

**Otto Dix’s The Pregnant Woman (1931): Female and Male Responses in the #MeToo Movement**
Shelburne
Otto Dix’s “The Pregnant Woman” (1931) provides contemporary female and male viewers with significant questions: Why isn’t pregnancy a more prevalent theme in Western art? Is Dix’s work a depiction of beauty or deformation? What are the medical and social implications of the work? What is the significance of female and male perspectives in viewing this painting?

**Facilitator:** Marcia Lagerwey, Ph.D., Senior Curator, Worcester Art Museum, MA

**Speakers:** James Cocola, Ph.D., Associate Professor of Literature, Film, and Media, Worcester Polytechnic Institute, MA; Loren Hoekzema, Ph.D., Independent Scholar, MA; Sherrilyn Sethi, D.MH., Assistant Residency Director, Curriculum Development and Assessment, U. Mass. Medical School, MA

**Strategic Planning and ME: An Easy 1-2-3 Approach to Metrics, Evaluation, and Connecting the Dots**
Emerald Ballroom 2
Faced with multiple stakeholders, different goals, and limited resources? The Balanced Scorecard is a flexible strategic planning framework with a focus on “ME” (Metrics and Evaluation). This easy tool can drive transformational change, simplify complex ideas, focus resources, and align multiple stakeholders to common goals. Learn how to develop a strategy map (a simple one-page diagram) for an organization or a specific program, create a “Top Ten” dashboard, and actually put your map to use.

**Speaker:** Sue Dahling Sullivan, Chief Strategic Officer/ ArtWeek Lead Champion, Boch Center, MA

**Successful Network Building & Partner Relationships**
Diamond Ballroom 2
Partnerships can help your museum to increase its visibility, expand its audience, increase capacity, develop long lasting relationships with organizations outside of the non-profit museum structure and amplify your and your partners’ missions. It also can empower underrepresented communities, tell unique stories, and bring in new perspectives, ideas, and innovations to...

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Special Technology Offer for NEMA Members
1:15 – 2:15 pm
Kingsland
The best websites today are visually dynamic, have a clean, multi-platform design, and contain action-oriented content that helps attract visitors (especially Millennials) to your doors. Does this describe your current web presence? If not, this presentation might be for you. Thanks to a special offer from one of our NEMA Conference sponsors, Novus Laurus, you can upgrade your institutional website with effective, cutting-edge features for very low cost.

**Speaker:** Pradeep Aradhya, CEO, Novus Laurus, MA
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the work you do. The goal of partnerships is to enhance the mission and goals of each party, build strong relationships through mutually beneficial arrangements with clearly defined project goals, responsibilities, and benefits. We will provide examples, share successes and pitfalls to avoid in managing our 55+ partnerships. You’ll then pair up and create or share a partnership with someone in the room. This may create new synergy or just be a way to start thinking about how this model could be used as a resource in your institution.

Speakers: Samantha Cullen-Fry, Indigenous Empowerment Network Program Coordinator and Lorén Spears, Executive Director, Tomaquag Museum, RI (NEMA Board)

You Say Tomato, I Say Tomahto: Dealing with Communication and Conflict

Emerald Ballroom 1
Good organizational culture is a key element to developing a high-performing team and fostering a positive workplace. Participants will learn how to communicate effectively with teams in the workplace. We will look at our individual styles and the possible styles of those we work with in internal and external teams, and discuss the best ways to be clear and effective in our communications with each other. This session will talk about real-world strategies when dealing with communication conflicts with co-workers, supervisors, and employees. We’ll also talk about those silent forms of communication that we have to pay attention to when working in team, organizational, and cultural norms, and try to work together to develop action plans for those in the midst of a communication crisis.

Speaker: Wyona Lynch-McWhite, Vice President, Arts Consulting Group, MA (NEMA Board)

Who Moved My Museum? Keeping Your Stakeholders Engaged During Times of Change

Change is hard. And the more beloved your organization, the more passionate your members and supporters, the harder it can be. Join a museum marketing professional and a brand strategy consultant for a pragmatic and informative talk on how to navigate change without losing momentum or members. Walk away with practical advice on how to engage your internal and external stakeholders as informed champions of change...all on a minimal marketing budget.

Speakers: Ann Sgarzi, Director of Marketing, Discovery Museum, MA; Michele Levy, Founder and Principal Brand Therapist, ML Brand Strategy Consulting, MA

DEMONSTRATION STATION
1:15 – 1:45 pm
Planning to Design a Visitor Experience or Exhibits? Empathy and Audience Research Hacks for Design Thinking Success
Exhibit Hall
Larissa A. Hansen Hallgren, Principal, Experience Design, MA

SESSION BREAK
2:15 – 2:30 pm

STORY TELLING SESSIONS
Brief Presentations with Big Meaning
1:15 – 2:15 pm
Willsboro

A New Twist on Living History & Visitor Engagement: A Case Study at Chimney Point & Mount Independence State Historic Sites

How do you make history come alive for visitors when your highly significant historic site is largely archaeological? What are interpretive options when the landscape’s history is mainly evident through subtle archaeological features and your budget is limited? This case study shows the approach at Vermont’s Chimney Point and Mount Independence State Historic Sites, using the historic and archaeological record and creative twists on living history and experimental archaeology to engage and excite visitors.

Speaker: Elsa Gilbertson, Regional Historic Site Administrator, Vermont Division for Historic Preservation
DEMONSTRATION STATION
2:30 – 3:00 pm
Mini PD: 20 Minutes of Training with Your Volunteers and Staff Every Day!
Exhibit Hall
Janna Doherty, Early Childhood Program Manager, Museum of Science, MA

MINDFULNESS BREAK
2:30 – 3:15 pm
Shelburne
Take a few minutes to disengage, center yourself, and gain energy for your busy conference. Join NEMA Director Dan Yaeger for quiet conversation and a guided meditation.

CONCURRENT SESSIONS
2:30 – 3:30 pm
"Is This Thing On?": Exploring Communication Strategies for Small Museums
Emerald Ballroom 3
Social media, podcasts, blogs, radio, email, print… Today’s communication landscape is daunting and fractured. How can a small museum navigate communicating with constituents through all the static, especially when marketing and PR are the “and” part of your job duties? Join this roundtable discussion to share possibilities, struggles, and strategies for getting the word out.
Facilitator: Eileen Corcoran, Community Outreach & Media Coordinator, Vermont Historical Society
Speakers: Tracy Haether, Director, Noyes House Museum, VT; Alex Lehning, Executive Director, Saint Albans Museum, VT; Amy Mincher, Consultant, VT

Engage All Ages: Strategies to Engage Students and Families in Museum Programs
Diamond Ballroom 1
How is audience engagement defined and measured in your programs? The USS Constitution Museum identified a set of engagement strategies that inform the design, facilitation, and evaluation of student and family programs. Learn about the evolution of these strategies, the tools used to measure them, and how they are put to action in our latest programming initiative, All Aboard USS Constitution. You’ll leave with resources and practices to implement in your own programs.
Facilitator: Sarah Dunbar, Assistant Education Manager, USS Constitution Museum, MA
Speakers: Mary Ellen Munley, Principal, MEM & Associates, VT; Sarah Watkins, Senior Vice President and Chief Experience Officer, USS Constitution Museum, MA

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Historical Interpretation in the Woods: Online Mapping for Your Museum
Valcour
The Dorset Historical Society has created several popular online maps of historic districts, historic sites, and old hiking trails. See the ways you can update your institution’s old walking tours with online maps.
Facilitator: Jon Mathewson, Curator, Dorset Historical Society, VT

It’s Never Too Early to Start Planning for the Holidays at Your Historic Site
Emerald Ballroom 1
For many historic sites, Christmas and New Year’s are the most-visited times of the year, but they often struggle with interpreting the holidays. In this session, panelists will briefly present the evolution of holiday traditions, then offer resources for research. You’ll hear about curatorial issues and concerns, how to solve problems including pressure on staff, lack of storage space, etc., and how celebrating the holidays can increase attendance and become a substantial source of revenue.
Facilitator: Kenneth Turino, Manager of Community Engagement and Exhibitions, Historic New England, MA
Speakers: Karla Rosenstein, Site Manager, The Eustis Estate, Historic New England, MA; Gregory R. Weidman, Curator, Hampton National Historic Site, MD

Making Sense of Numbers: Storytelling and Finance at Museums
Amphitheatre
Back by popular demand! How many of us feel less than thrilled about numbers? This session introduces basic principles of museum finance. Engaging financial oversight with mission and interpretation, you’ll get insights into how to cultivate confidence and strategy amongst museum administrators and trustees without formal training in finance. Part pep talk, part discussion, we will address the preparation for and execution of sound and strategic financial planning in small museums of all kinds.
Facilitator: Rebekah Beaulieu, Director, Florence Griswold Museum, CT (NEMA Board)

Pitching Camp: The Hidden Benefits of Summer Camp Programs
Emerald Ballroom 2
This session will break open the world of summer camps! Discuss the barriers to starting and maintaining camps. Brainstorm how to use camps to draw in new audiences and strengthen ties to schools and community. Hear from teenagers inspired by camp experiences to stay engaged with museums into adulthood. Take time to examine the assets of your institution, generate ideas for innovative programming, and discover how summer camps could benefit all aspects of your museum.
Facilitator: Rebecca Coppola, Director of Education, Strawbery Banke Museum, NH
Speakers: Maddie Behil, Roleplaying Coordinator, Strawbery Banke Museum, NH; Lucy Gilchrist, Student, Phillips Exeter Academy, NH; Emma Kinsey, Student, Oyster River High School, NH

Real IMPact (or, The Value of IMPs)
Kingsland
Are you weighing the costs and benefits of hiring an Independent Museum Professional (IMP)? Are you an IMP, or prospective IMP, wondering how to price your products or services? Are you just curious about the monetary and non-monetary effects of IMPs on museum projects? Come hear about the real impact of IMPs, —both challenges and advantages— through examples of IMP-supported projects and preliminary results from the 2019 New England Independent Museum Professionals Fee Survey.
Facilitator: Rebecca Migdal, Independent Museum & Collections Consultant, MA
Speakers: Camille Breeze, Director & Chief Conservator, Museum Textile Services, MA; Christie Jackson, Senior Curator, The Trustees of Reservations, MA; Ernesto Mendoza, One By Design, MA; Claudia Ocello, Museum Partners Consulting, NJ; Danielle Steinmann, Director of Visitor Interpretation, The Trustees, MA

Working Together Equitably: Reframing our Thinking from “What’s in it for Me?” to “What’s in it for Us?”
Diamond Ballroom 2
Women in the museum field continue to struggle with long-entrenched barriers like pay inequity, professional advancement, parental leave policies, and of course, harassment. While this outlook may

(continued on page 12)
seem grim, this session will draw intersectional inspiration from individuals who have enacted change in their own workplaces. You will leave the session with an understanding of both implicit and explicit gender biases and resources for shifting the mindset of “what’s in it for me?” to include “what’s in it for us?”

Facilitator: Elise Couture-Stone, Independent Museum Professional, MA

Speakers: Anne Ackerson, Gender Equity in Museums Movement, NY; Wyona Lynch-McWhite, Vice President, Arts Consulting Group, MA (NEMA Board); Erin Wederbrook Yuskaitis, Co-Director of Education, Old North Church and Historic Site, MA

STORY TELLING SESSIONS
Brief Presentations with Big Meaning
2:30 – 3:30 pm
Willsboro

Wearing Our Heritage: A Case Study in Decolonization
Lake Champlain Maritime Museum and Vermont Abenaki Artists Association worked together to create a decolonized exhibition and programs called “Wearing Our Heritage.” This “How We Did It” presentation describes the challenges, opportunities, and outcomes of presenting Indigenous perspectives on history and culture since four Abenaki Tribes were recognized by the State of Vermont. This case study provides context for frank discussion of issues such as appreciation versus appropriation of Indigenous culture, and acknowledging Indigenous authority.

Speakers: Vera Longtoe Sheehan (Abenaki), Director, Vermont Abenaki Artists Association; Eloise Beil, Director of Collections and Exhibits, Lake Champlain Maritime Museum, VT

Maybe It’s Just Not a Place for Me: Fostering Inclusive Cultural Critique
Critique is a hallmark of the art field, yet the vast majority of cultural critics, curators, museum leadership and museum visitors are white and affluent. What is critique without diversity? The artist-run project “Look at Art. Get Paid” hired 41 Rhode Islanders who don’t go to art museums to visit the RISD Museum as guest critics. Hear from the critics and artists directly.

Speakers: Josephine Devanbu and Maia Chao, Co-Lead Artists, Look at Art. Get Paid., RI

COFFEE BREAK IN THE EXHIBIT HALL
3:30 – 4:00 pm

BOOK SIGNING
3:30 – 4:00 pm
Registration Area

CONCURRENT SESSIONS
4:00 – 5:00 pm

Audience, Access & Across-Sector Collaboration
Shelburne
How can a small museum reach more students? Visiting individual classrooms is great, but time consuming. Tight budgets and time constraints curtail teachers’ ability to bring their students to you. In this session we will describe a collaboration between four unusual partners - a small museum, a National Park site, a government agency, and a private foundation - and the program that they offered to over 1,500 students over the course of one month.

Facilitator: Lane Sparkman, Associate Director of Education and Public Programs, RI Department of State
Speaker: Lorén Spears, Executive Director, Tomaquag Museum, RI (NEMA Board)

Cato & Dolly: Engaging Audiences and Sharing Unheard Voices Through Theatre
Kingsland
The immediacy and intimacy of theatrical performance can engage visitors and enhance their museum experience while amplifying exhibit stories...
content and challenging questions. The Bostonian Society created a new play, Cato & Dolly, to expose audiences at Boston’s Old State House to often unheard historical voices, as their institutional mission became more expansive and inclusive. Learn about the potential to use theatre to expand and diversify the perspectives and voices you’re sharing at your institution.

Facilitator: Patrick Gabridge, Producing Artistic Director, Plays in Place, MA
Speakers: Jon Ferreira, Interpretive Programs Developer, The Bostonian Society, MA; Courtney O’Connor, Associate Artist, Plays in Place, MA

From the Inside Out – How to Engage Your Public Within and Beyond the Museum’s Wall
Diamond Ballroom 2
Maximizing employees’ engagement and transforming the visitor experience are outcomes of a journey undertaken in 2016 by Montreal’s McCord Stewart Museum, a participatory and community-oriented institution. So how does a museum involve its own team and its visitors to become a playground for change and better understanding? Based on key learnings and case studies, this session will tell the story of this not-so-small revolution that has transformed the museum from the inside out.

Speakers: Pascale Grignon, Director, Marketing, Communications and Visitor Experience, and Mélanie Deveault, Head of Education, Community Engagement and Cultural Programs, Musée McCord Stewart, QC

Getting Their Foot in the Door: Strategies for Mentoring and Working with High School and College-Age Volunteers, Interns, and Staff
Diamond Ballroom 1
Stumped on how best to engage young interns, volunteers, and part-time staff at your museum? Join a discussion about strategies for mentoring and working with teen and college-level interns and employees in museums, facilitated by experienced staff from a range of institutions. Participants will have an opportunity to put themselves in an intern’s shoes, work through common challenging situations, and walk away with concrete strategies for mentoring their young staff, interns, and volunteers.

Facilitator: Christina Errico, Coordinator, Informal Engineering & Computer Science Learning, Museum of Science, Boston, MA
Speaker: Katia Christakis, Studio Art Program Coordinator, Museum of Fine Arts, Boston, MA

Healing Spaces: Museums Respond to the Opioid Epidemic
Emerald Ballroom 1
How can museums address the opioid epidemic? How can we be places of hope and healing? This session will explore different approaches cultural organizations have taken including the Currier Museum of Art’s program called the “Art of Hope,” the Brattleboro Museum & Art Center’s recent photography exhibit “If She Has a Pulse, She Has a Chance,” and the Vermont History and Health’s work to contextualize this public health issue.

Facilitator: Newton Rose, Principle Museum Consultant, Vermont History & Health
Speakers: Danny Lichtenfeld, Director, Brattleboro Museum & Art Center, VT; Corie Lyford, Studio Outreach Manager, and Lynn Thomson, Assistant Director of Art Education/Community Engagement, Currier Museum of Art, NH

On the Road: Rewards and Challenges of Off-Site Exhibits
Amphitheatre
“What’s in it for me?” when we create off-site exhibits? We’ll share multiple examples from a small historical society and mid-size history museum, including the Historical Society of Greenfield’s recent “Signs of Other Times” installation at a local bank and the Pocumtuck Valley Memorial Association/Memorial Hall Museum’s “The Time of My Life—Vintage Views of Western Massachusetts” exhibit which traveled to multiple venues. Discussion includes rewards, challenges, tips for success, and avoiding pitfalls.

Facilitator: Sheila Damkoehler, Outreach Coordinator, Pocumtuck Valley Memorial Association/Memorial Hall Museum, MA
Speaker: Meg Baker, Board Secretary, Historical Society of Greenfield, MA

(continued on page 15)
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Protecting Collections in an LED Lighting Age
Emerald Ballroom 3
Should you use LEDs or Fiber Optic Lighting in your display cases? What is the right approach for lighting delicate artifacts in 2019? We will explore a variety of lighting techniques including: light sources, occupancy sensors, and lighting control systems. We will also present a case study detailing the conservation issues regarding the lighting of George Washington’s Tent at the Museum of the American Revolution in Philadelphia.
Facilitator: Steven Rosen, FIALD, President and Creative Director, Available Light, Inc., MA
Speakers: Derek Barnwell, Assoc. IALD, Principal, Available Light, MA; David Seibert, Director of Exhibition Design, Peabody Essex Museum, MA

Quality over Quantity: Telling the Story of Your Museum Volunteers with Strategic Impact Measures
Emerald Ballroom 2
Museums depend on volunteers to help serve visitors and assist behind the scenes. But just how exactly do volunteers enhance the visitor experience? That’s the question we answer when we develop strategic volunteer impact measures. In this hands-on session, participants will consider two common volunteer roles—the docent and information desk volunteer—and work together to create an impact measure for each role. Learn step-by-step how to demonstrate your volunteers’ value to a wider audience.
Facilitator: Elisa Kosarin, Volunteer Engagement Specialist, Twenty Hats, VA
Speaker: Ellary Gamache, Visitor Experience and Logistics Coordinator, Rhode Island Historical Society

What IS in It for Me?
Willsboro
How can we begin to truly understand who our young adult audiences are and how do we use this knowledge to build and sustain successful youth programs in formats that work for students? Students and staff from The Lake Champlain Maritime Museum and New Bedford Whaling Museum will share what they have tried, learned, accomplished, and look forward to while engaging in museum-based youth development programs.
Facilitator: Elizabeth Lee, Director of Education, Lake Champlain Maritime Museum, VT
Speakers: Matt Harrison, LCMM Educator and former AmeriCorps member, Nick Patch, Director of Champlain Longboats, Lake Champlain Maritime Museum, VT; Maria Cardoso, Alumni Apprentice, Yamilex Ramos Peguero, Alumni Apprentice, Christina Turner, Director of Education, New Bedford Whaling Museum, MA

DEMONSTRATION STATION
4:15 – 4:45 pm
Herstory Unsanitized
Exhibit Hall
Ehris Urban and Velya Jancz-Urban, Grounded Goodwife, LLC

EXHIBIT HALL OPENING RECEPTION
5:00 – 6:00 pm
A great way to wind down your 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.
Happy hour indeed!

OPENING PARTY!
ECHO AFTER DARK!
6:00 – 9:00 pm
Start your NEMA Conference off with some high-energy science. Come experience ECHO, Leahy Center for Lake Champlain After Dark! ECHO is an innovative science and nature center located on Burlington’s scenic waterfront.
Ticket holders meet at the conference center lobby at 6 pm. Buses will leave at 6:10 pm.

Mingle!
Thursday, November 7

INDEPENDENT MUSEUM PROFESSIONALS AFFINITY GROUP BREAKFAST
7:30 – 8:30 am
Petit Dejeuner
Breakfast will be provided for those who registered for it in advance and have a ticket. All may attend the meeting. Start your day with coffee and colleagues at the IMP PAG annual breakfast meeting. This session is open to all, from seasoned IMPs to those curious about being an IMP. We will discuss PAG activities for the year and the new American Alliance of Museums (AAM) professional network for IMPs. Representatives of the professional network will lead a discussion about this exciting new group and resource!

PAG Co-chairs: Rebecca Migdal, Museum Consultant, MA; Ernesto Mendoza, One By Design, MA
Presenters: Claudia Ocello, Museum Partners Consulting, NJ; Laura Roberts, Roberts Consulting, MA

REGISTRATION OPEN
8:00 am – 5:00 pm
Hosted by

BOOKSTORE OPEN
8:00 am – 5:00 pm
Registration Area
Hosted by

EXHIBIT HALL OPEN
8:00 am – 3:00 pm

WAKE-UP COFFEE AND MORNING TREATS IN EXHIBIT HALL
8:00 – 8:45 am
Hosted by

OFF-SITE SESSION
8:45 – 11:30 am
Share and Share Alike: Community Exhibit Spaces
Ticket holders meet at the conference center lobby at 8:45 am. Bus will leave at 8:50 am.
Do you ever think about opening up your exhibition space to outside organizations? Do you think it will make your life easier or harder? Maybe both? Travel to the Vermont History Museum to learn about two exhibition galleries with two different levels of community engagement, and discuss the benefits and pitfalls of opening your galleries to other organizations.

Speakers: Eileen Corcoran, Community Engagement & Media Coordinator and Amanda Gustin, Public Program Manager, Vermont Historical Society; Bill Budde, Arlington Historical Society, MA; Jocelyn Hebert, Green Mountain Club, VT

CONCURRENT SESSIONS
8:45 – 10:15 am

All Hands on Deck! Delivering That Rich Museum Content Virtually!
Diamond Ballroom 1
The Lake Champlain Maritime Museum has begun experimenting with the delivery of virtual offerings from its rich collection of artifacts to schools across Vermont. This past Fall, the museum started to experiment with “broadcasting” content from the Battle of Valcour Island collection and sharing through video connections. The experience was a success and the museum is looking to extend its reach over New England. Are other museums interested in joining this conversation?

Facilitator: Peter Drescher, State Director of Education Technology, VT Agency of Education
Speakers: Elizabeth Lee, Education Director and Chris Sabick, Archaeological Director, Lake Champlain Maritime Museum, VT

Boundless Museums: Breaking Down Barriers for All Visitors
Amphitheatre
What exhibition strategies will help us attract higher attendance, provide more meaningful experiences, and earn the trust of non-traditional museum goers? A presentation of museum projects that include an immersive Van Gogh For All exhibition, a thought-provoking labeling initiative based on Colonial portraits, exhibition learning lounges and bilingual labels, and underrepresented LGBT histories at an historic house, will set the stage for this interactive session. Please come with your own exhibition “case study” challenge to share in workgroup discussions.

Facilitator: Kay Simpson, President/CEO, Springfield Museums, MA
Speakers: Barbara Callahan, Education Fellow and Erin Corrales-Díaz, Assistant Curator of Art, Worcester Art Museum, MA; Laura Howick, Director of Education, Fitchburg Art Museum, MA

Fundraising for All of Us - It’s a Team Effort!
Emerald Ballroom 2
Fundraising—it’s not so scary! In this session you will learn effective ways to motivate staff and board members to be better fundraisers and hear strategies
for attracting and retaining members. Together, we’ll brainstorm 100 Fresh Ideas for Events (and what appeals to younger people), and panelists will lead a 30-minute exercise around major gifts, where participants practice Making the Ask. This session is geared for participants new to development.

Facilitator: Kristina Durocher, Director, Museum of Art, University of New Hampshire (NEMA Board)
Speakers: Dawn E. Salerno, Executive Director, Rotch-Jones-Duff House, MA (NEMA Board); Pilar Garro, Director of Development, House of Seven Gables, MA (NEMA Board); Doug Perkins, Associate Director, Operations and Finance, Middlebury College Museum of Art, VT (NEMA Board); Marieke Van Damme, Executive Director, Cambridge Historical Society, MA (NEMA Board)

Hot Issues and Deep Reflection: Programs to Enter the Heart of Hard Subjects
Kingsland
In response to troubling times, museums large and small are presenting art, history, and science exhibitions which face serious, immediate issues that are frightening, divisive, raw, and politically fraught. In this session, we share lessons learned and original techniques for constructing experiential programming around difficult, but necessary, issues of contemporary life in support of both museum staff and visitors.

Facilitator: Annie V.F. Storr, Resident Scholar, Brandeis University, WSRC and Kniznick Gallery, MA
Speaker: Sara Zela, Education and Communications Manager, Museum of Art, University of New Hampshire

Photographing and Digitizing Collections: Essential Approaches for Success
Shelburne
Digital projects are essential for outreach initiatives, making collections available to national and international audiences, as well as documenting objects within our museums as a record or snapshot of their current intrinsic value. However, photography or digital projects, especially on a large scale, can be daunting. Learn diverse approaches and fundamental skills to manage any size project whether for exhibition, publication, or online platforms while meeting professional standards of the 21st Century.

Facilitator: Christina Milliman, Principal, C. Ely Milliman Consulting, NY
Speakers: Kristen Costa, Curator, Newport Restoration Foundation, RI; Michelle VanAuken, Information Technologist, University Museums at Colgate University, NY

Museums and Climate Change
Emerald Ballroom 1
Only a few years ago, it seemed that climate change was an issue on the distant horizon. Now, it seems that climate change is suddenly upon us, with crazier-than-normal weather “events,” ever more urgent atmospheric predictions, and increasingly shrill political dialogue. The topic has vaulted to a high priority in our national conversation. Museums, especially those in New England, are being called to advance the conversation in meaningful ways. How can museums best engage with the issue of climate change? How do we convince our board, staff, and stakeholders to become more socially responsible? Do we pursue green practices in our operations or are we guilty of “greenwashing” to make ourselves feel better? Is there an existential threat to our museum and collection from climate change, and what can we do about it? This Think Tank session is an opportunity to explore issues and engage our NEMA community in creative solutions that make a difference to our field’s future.

Moderator: Dan Yaeger, Executive Director, New England Museum Association, MA
Facilitators: Thomas Denenberg, Executive Director, Shelburne Museum, VT; Phelan Fretz, Executive Director, ECHO, Leahy Center for Lake Champlain, VT; Matt Kirchman, Principal, ObjectIdea, MA (NEMA Board); Annie Lundsden, Consultant, Boston Green Ribbon Commission, MA; Kelsey Mullen, Director of Education, Providence Preservation Society, RI; Laurie Pasterpak, Curator of Exhibitions, Fairfield Museum and History Center, CT

(continued on page 18)
Using Design Thinking to Solve Problems Throughout the Museum
Valcour
Design Thinking is a problem-solving methodology most commonly used in the museum field for exhibit design challenges. However, this human-centered approach can be applied to a variety of programmatic and operational challenges. This conference session will provide an overview of Design Thinking, and an interactive introduction to the process. Presenters will discuss how they have used Design Thinking to plan a special event, support visitors with special needs, and design an early childhood exhibition.
Facilitator: Sherlock Terry, Director of Exhibits, Montshire Museum of Science, VT
Speakers: Trish Palao, Marketing and Communications Manager and Jennifer Rickards, Deputy Director, Montshire Museum of Science, VT

Your Personal Mission: Connecting to the WHY Behind Your Work
Emerald Ballroom 3
Museum professionals embody the missions of their organizations every day. But what’s in it for them? This session guides you to gain clarity on your personal WHY, your core purpose, so that you can connect to your work more deeply and develop your career path with intention. You will leave with a fully-articulated personal mission statement and ideas on how to utilize it to focus your path, filter career opportunities, and fuel your work.
Facilitator: Tara Young, Tara Young Consulting, MA
Speakers: Elise Couture-Stone, Certified Fundraising Executive (CFRE), Independent Museum Events and Fundraising Consultant, MA; Betsy Loring, Project Manager & Museum Exhibit Developer, Loring Collaborative Consulting, MA; Carole Ann Penney, Strategic Career Coach, Penney Leadership, LLC, RI

STORY TELLING SESSIONS
Brief Presentations with Big Meaning
8:45 – 9:45 am
Willisboro
A Balancing Act: Revitalizing and Transforming the Historic House Museum through Authentic Engagement Experiences to Develop New Audiences & Growth
This session focuses on how small historic sites can create dynamic programming and authentic experiences of integrity while also attracting new visitors for audience growth and development.
Speakers: Andrea Caluori, Engagement Manager and Sara Patton Zarelli, Engagement Manager, The Trustees, MA

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Tapping into Social-Emotional Learning within Middle and High School-Museum Partnerships
How can museum educators create an effective school partnership that meets the needs of administration, teachers, students, and the museum? This presentation will showcase how, when art museum educators and teaching artists focus on social-emotional learning, they can craft interdisciplinary, dynamic, and personal curricula that are appealing and meaningful across stakeholders.

Speaker: Jessie Magyar, Community Outreach Coordinator, Institute of Contemporary Art / Boston, MA

DEMONSTRATION STATION
9:45 – 10:15 am
Exhibit Hall
“Cato & Dolly,” a performance by Plays in Place

COFFEE BREAK IN THE EXHIBIT HALL
10:15 – 10:45 am
Hosted by

BOOK SIGNING
10:15 – 10:45 am
Registration Area
Kenneth C. Turino will be signing copies of his book Reimaging the Historic House Museum, New Approaches and Proven Solutions, co-edited with Max A. van Balgooy.

CONCURRENT SESSIONS
10:45 am – 12:15 pm

Are your Artifacts and Documents Protected? Climate Control Considerations for Small and Medium-Size Museums
Shelburne
Do you have concerns about how to maintain a proper level of climate control in your museum’s exhibit and storage spaces? This session will focus on practical approaches, particularly for existing buildings. The USS Constitution Museum’s Director of Exhibits and consulting engineers will discuss the merits of tested strategies ranging from humidity and temperature control in gallery spaces, to exhibit case options, to archival storage. We want to hear about your experiences and will reserve time for an interactive discussion.

Facilitator: Sherman “Pat” Morss, Life Trustee, USS Constitution Museum, MA (NEMA Board)
Speakers: Dan Fisher, Member, Principal Owner, and Scott Fitch, Member, Principal Owner, Innovative Construction & Design Solutions, LLC, CT; Robert Kilme, Director of Exhibits, USS Constitution Museum, MA

Civic Engagement and the Museum: Inspiring Our Audiences to Action
Emerald Ballroom 1
While many museums seek to create spaces for collaboration and conversation, Americans are hungry to talk about and engage in the civic process. To better serve our audiences we can continue learning from one another about how best to present civic issues in exhibits, interpretation, and institutional messaging. Come hear quick examples from the speakers, continue the conversation, and have time to reflect on next steps for your work or institution.

Facilitator: Paul Fenton, Senior Community Engagement Coordinator, New England Aquarium, MA
Speakers: Emily Dunnack, Director of Education, Old Sturbridge Village, MA; Kelly Kryc, Director of Conservation Policy and Leadership, New England Aquarium, MA; Christina Turner, Director of Education, New Bedford Whaling Museum, MA

Deferred Maintenance: Investing in the Upkeep and Care of Our Frontline Staff
Diamond Ballroom 1
As historic sites tackle issues of social relevance, the work of frontline staff has evolved. Recruitment, training, and compensation models haven’t. Session participants will identify the skills staff need to engage visitors in relevant learning experiences

(continued on page 21)
Opulent oceans

EXTRAORDINARY SCIENTIFIC ILLUSTRATIONS FROM THE AMERICAN MUSEUM OF NATURAL HISTORY

Featuring more than 40 large format scientific illustrations from the American Museum of Natural History’s Rare Book Collection.

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and the training and support required to make this work personally and institutionally sustainable. Facilitator: Elisabeth Nevins, Interim Director of Education and Exhibitions, Bostonian Society/Old State House Museum, MA
Speakers: Shannon Burke, Museum Consultant, CT; Purvi Patwari, Principal, Segovia HR Solutions, MA

Emotionally Intelligent Leadership
Diamond Ballroom 2

There are many ways to lead, and there are many skills and traits successful leaders possess. Great leaders accurately read emotions, harness their power, understand their causes, and effectively manage. In essence, they are emotionally intelligent. This workshop is not about being positive or charismatic. It is about assessing your emotional skills, leveraging emotions and learning strategies to achieve results. This session is for busy leaders who want useful tips on how to strengthen emotional intelligence skills using real-life examples.

Facilitator: Phelan Fretz, Executive Director, ECHO, Leahy Center for Lake Champlain, VT
Speaker: Lisa Rees, Owner of LTR Leadership and Leadership Coach at U.S. Citizenship and Immigration Services, VT

Join a Cultural Heritage Emergency Network? What’s in It for Me?
Valcour

The cultural heritage embodied, collected, displayed, and performed by cultural institutions, artists, and arts organizations helps define a community’s identity, capture its history, revel in its spirit, and propel its economic vitality. What can each of us do to protect our nation’s irreplaceable cultural, artistic, and historical resources? From best practices to resources, learn how you can help launch a cultural heritage emergency network in your community, your county, or even your state.

Speakers: Rachel Onuf, Vermont Historical Records Program Coordinator, Vermont State Archives & Records Administration; Meg Ostrum, Museum and Arts Consultant, VT

Pop-Ups vs Permanence: Are Temporary Exhibits the Future of Museums?
Kingsland

With the growing trend of pop-up retail, art, activations, and branding experiences, and with the increased surplus of traveling exhibitions available for lease or currently being developed, what’s the future of permanent exhibitions, and how is this change affecting visitor experiences and expectations? Touching on a broad range of questions, this session includes a variety of perspectives and expertise from the field, including institutional planning, exhibition design, technology, and architecture.

Facilitator: David Whitemyer, Director of Business Development, Luci Creative, MA
Speakers: Elena Kazlas, Principal, ConsultEcon, MA; Matthew Oudens, Principal, Oudens Ello Architecture, MA; Dan Sullivan, Head of Growth & Partnerships, Cuseum, MA

Queer Possibility
Amphitheatre

In American culture where heterosexual and cisgender white patriarchy is considered the default, queer history is ignored, hidden, and erased. Interpreting queerness in museums requires intention and creativity. This session will challenge cultural assumptions about sexuality and gender identity in museum interpretation using the concept of Queer Possibility. Examine case studies and try out Queer Possibility interpretive strategies in a hands-on exercise. How might you queer your own museum practice?

Facilitator: Margaret Middleton, Exhibit Designer, RI (NEMA Board)
Speakers: Ria Brodell, Artist, Educator, Author, School of the Museum of Fine Arts, Boston, MA; Jazzmen Lee-Johnson, Artist, Curator, Scholar, RI
So You Want to Be A CEO?
Emerald Ballroom 2
Repeating one of last year’s most popular sessions! Join a panel of current museum directors for a frank and open discussion of the demands and rewards of museum leadership. Ask your burning questions about life in the corner office: Is it really all about fundraising? What do the panelists wish they would have known before taking their first director role? What are the best (and most challenging) parts of the job? Meet other aspiring leaders and learn a bit about making the move up in the field.
Facilitator: Charles Clark, Executive Director, Castle in the Clouds, NH
Speakers: Emma Bray, Executive Director, American Independence Museum, NH; Adam Kane, Executive Director, Fairbanks Museum & Planetarium, VT; Michelle Landry, Superintendent, Roosevelt Campobello International Park, NB

What’s in It for Museum Staff?
Emerald Ballroom 3
Museum workers give their energy and sweat each day to educate audiences and improve lives. Yet who is looking after our well being? When are we encouraged to “experience like a visitor” and practice what we preach about story, meaning, and experience? In this hands-on session, we will
feed and care for YOU by engaging all five senses in exercises meant to delight, soothe, humor, and connect. Participate as you care to and are able.

Facilitator: Rainey Tisdale, Independent Museum Professional, MA
Speaker: Marieke Van Damme, Executive Director, Cambridge Historical Society, MA (NEMA Board)

**STORY TELLING SESSIONS**
*Brief Presentations with Big Meaning*
10:45 am – 11:45 pm
Willsboro

**Hands-On Relevance**
Many museums offer hands-on programming to further engage visitors with the content of their exhibits. Often created for specific audiences, how can this content be expanded to become relevant to a wider range of people? In this interactive talk, you will learn how the MIT Museum has designed active learning workshops for students, educators, and adults that, without changing the overall framing, contextualize learning to be relevant to the interests and needs of these groups.

Speaker: Brian Mernoff, Education Coordinator, MIT Museum, MA

**The Cafeteria Project**
Hear the story of how a community college generated student interest in its small art collection. The synopsis: a professor exhibits a work of art in the college cafeteria with a sign inviting students to critique the art on sticky notes. The responses were insightful, touching, and hilarious. Discuss how the program worked and how it might work for you.

Speaker: Roland Blanchette, Professor/Curator, Massasoit Community College, MA

**DEMONSTRATION STATION**
10:45 – 11:15 am
Exhibit Hall
*Designing Data-Based and Member-Friendly Benefits Strategies*
David Ellis, Vice President, DoubleKnot

**DEMONSTRATION STATION**
11:30 am – Noon
Exhibit Hall
*Basics of Moldmaking and Casting*
Jim Sanotianni, Materials/Applications Specialist, Reynolds Advanced Materials

**PAG LUNCHES**
12:15 – 2:15 pm
(See page 26-27 for descriptions.)

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**MUSEUM RETIREMENT PROGRAM**

New addition to the Alliance Purchasing Cooperative
New benefit for Tier 2 and Tier 3 museum members

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https://www.alliancepurchasingcoop.org/transamerica

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Burlington, Vermont 23
**WEDNESDAY**

8:00 am – 6:00 pm
Exhibit Hall Open

8:00 am – 5:00 pm
Registration Open

8:00 – 8:30 am
**NEMA Conference Preview, Diamond Ballroom 2**

8:00 – 8:45 am
**Welcome Coffee & Morning Treats, Exhibit Hall**

8:45 – 10:15 am
**Concurrent Sessions**
- Inclusive Audience Engagement, Emerald Ballroom 1
- Intro to Analyzing Open-Ended Data, Diamond Ballroom 1
- Reimagining Meaning in Membership, Emerald Ballroom 2
- Setting and Achieving Goals, Emerald Ballroom 2
- Statewide Collaborations: What’s in it for me?, Valcour
- The “We” of Board Chair-CEO Leadership, Kingsland
- The Art of Race & Relationship Building, Diamond Ballroom 2
- What Is the Place? Why Am I Here?, Amphitheatre
- What Went into It and What We’re Learning, Shelburne

8:45 – 9:45 am
**Story Telling Sessions, Willsboro**
- Mobilizing Cultural Communities to Tackle Climate Change
- Boating for Everybody

9:30 – 10:00 am
**Demonstration Station, Exhibit Hall**
- VR, AR, and Spatial Computing

10:30 am – Noon
**Keynote Session**
Emerald Ballroom 1 and 2

Noon – 5:00 pm
Bookstore Open

Noon – 12:45 pm
**Opening Lunch, Emerald Ballroom 1 and 3**

Noon – 12:45 pm
**Directors and Trustees Lunch, Petit Dejeuner**

12:45 – 1:15 pm
**Dessert and Coffee in Exhibit Hall**

12:45 – 1:15 pm
**NEMA Board & PAG Info Session, Exhibit Hall**

1:10 – 4:45 pm
**Off-site Sessions**
- “Free & Safe:” Social Justice at the Rokeby Museum
- Champlain Longboats: Lake Champlain Maritime Museum
- Rising from the Ashes: UVM Natural History Museum

1:15 – 2:15 pm
**Career Conversation with Gretchen Sorin Valcour**

1:15 – 2:15 pm
**Concurrent Sessions**
- Giving Teachers What They Want, Amphitheatre
- Hands-on Learning for Grown Ups, Diamond Ballroom 1
- Otto Dix’s The Pregnant Woman, Shelburne
- Strategic Planning and ME, Emerald Ballroom 2
- Successful Network Building, Diamond Ballroom 2
- Special Technology Offer for NEMA Members, Kingsland
- Dealing with Communication & Conflict, Emerald Ballroom 1

1:15 – 2:15 pm
**Story Telling Sessions, Willsboro**
- A New Twist on Living History & Visitor Engagement
- Who Moved My Museum?

1:15 – 1:45 pm
**Demonstration Station, Exhibit Hall**
- Empathy & Audience Research Hacks for Design Thinking

2:15 – 2:30 pm
**Session Break**

2:30 – 3:00 pm
**Demonstration Station, Exhibit Hall**
- Mini PD

2:30 – 3:15 pm
**Mindfulness Break, Shelburne**

3:30 – 4:00 pm
**Coffee Break in the Exhibit Hall**

3:30 – 4:00 pm
**Book Signing, Registration Area**

4:00 – 5:00 pm
**Concurrent Sessions**
- Audience, Access & Across-Sector Collaboration, Shelburne
- Engaging Audiences & Sharing Unheard Voices, Kingsland
- From the Inside Out, Diamond Ballroom 2
- Getting Their Foot in the Door, Diamond Ballroom 1
- Healing Spaces, Emerald Ballroom 1
- On the Road, Amphitheatre
- Protecting Collections in an LED Age, Emerald Ballroom 3
- Quality over Quantity, Emerald Ballroom 2
- What IS in It for Me?, Willsboro

4:15 – 4:45 pm
**Demonstration Station, Exhibit Hall**
- Herstory Unsanitized

5:00 – 6:00 pm
**Exhibit Hall Opening Reception**

6:00 – 9:00 pm
Welcome to NEMA 2019! ECHO After Dark

**THURSDAY**

7:30 – 8:30 am
**IMP PAG Breakfast, Petit Dejeuner**

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

8:00 am – 3:00 pm
Exhibit Hall Open

8:00 – 8:45 am
**Wake-up Coffee & Morning Treats, Exhibit Hall**
8:45 – 11:30 am
Off-Site Session
- Share and Share Alike: Community Exhibit Spaces

8:45 – 10:15 am
Concurrent Sessions
- All Hands on Deck!, Diamond Ballroom 1
- Boundless Museums, Amphitheatre
- Fundraising for All of Us, Emerald Ballroom 2
- Hot Issues and Deep Reflection, Kingsland
- Photographing and Digitizing Collections, Shelburne
- Museums and Climate Change, Emerald Ballroom 1
- Using Design Thinking to Solve Problems, Valcour
- Your Personal Mission, Emerald Ballroom 3

8:45 – 9:45 am
Story Telling Sessions, Willsboro
- A Balancing Act
- Tapping into Social-Emotional Learning

9:45 – 10:15 am
Demonstration Station, Exhibit Hall
- “Cato & Dolly,” a performance by Plays in Place

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

10:45 – 11:45 am
Concurrent Sessions
- Are your Artifacts and Documents Protected?, Shelburne
- Civic Engagement and the Museum, Emerald Ballroom 1
- Deferred Maintenance, Diamond Ballroom 1
- Emotionally Intelligent Leadership, Diamond Ballroom 1
- Join a Cultural Heritage Emergency Network?, Valcour
- Pop-Ups vs Permanence, Kingsland
- Queer Possibility, Amphitheatre
- So You Want to Be A CEO?, Emerald Ballroom 2
- What's in It for Museum Staff?, Emerald Ballroom 3

10:45 am – 12:15 pm
Story Telling Sessions, Willsboro
- Hands-On Relevance
- The Cafeteria Project

10:45 – 11:15 am
Demonstration Station, Exhibit Hall
- Designing Data-Based & Member-Friendly Benefits Strategies

11:30 am – Noon
Demonstration Station, Exhibit Hall
- Basics of Moldmaking and Casting

12:15 – 2:15 pm
PAG Lunches (See page 26-27 for details.)

12:45 – 4:00 pm
Off-Site Session
- College Museums and Collaboration

2:15 – 3:00 pm
Exhibit Hall Closing Reception & Raffle Drawing

3:00 – 4:00 pm
Career Conversation with Marilyn Hoffman
Shelburne

3:00 – 4:30 pm
Concurrent Sessions
- Creative Co-Curation, Diamond Ballroom 1
- Don’t Guess, Assess!, Emerald Ballroom 1
- Getting Serious about Performance Metrics, Emerald Ballroom 3
- Hack Your Hiring, Emerald Ballroom 2
- Museum Salaries: Turning Talk into Action, Amphitheatre
- No Benefits Attached, Diamond Ballroom 2
- Taking Your Collections from Obscurity to Accessibility, Valcour

3:00 – 4:00 pm
Story Telling Sessions, Willsboro
- The Revitalizing Power of Professional Interpretation:
- Making “Seekers and Scholars” Podcast

4:30 – 5:30 pm
Newcomers Reception, Petit Dejeuner

5:30 – 8:30 pm
Evening Events
See page 31 for details.

FRIDAY
8:00 am – Noon
Registration and Bookstore Open

8:00 – 8:45 am
Wake-up Coffee & Morning Treats, Registration Area

8:45 – 11:00 am
Double Session
- Donor-Centric Letter Writing Workshop, Valcour

8:45 – 9:45 am
Concurrent Sessions
- Creating Community, Emerald Ballroom 2
- Exhibition Planning ABCs, Emerald Ballroom 3
- Woman’s Suffrage Centennial, Diamond Ballroom 1
- Is NEH Funding Right for Me?, Shelburne
- Telling Other Stories, Diamond Ballroom 2
- Tips for Telling Your Story, Emerald Ballroom 1
- Where Do I Start?, Amphitheatre

9:45 – 10:00 am
Session Break

10:00 – 11:00 am
Concurrent Sessions
- (Re)opening Doors, Emerald Ballroom 1
- Getting Ready for School, Emerald Ballroom 3
- Intangible Histories, Diamond Ballroom 2
- Successful Executive Searches, Emerald Ballroom 2
- Tainted Money, Diamond Ballroom 1
- Using Audio to Decolonize Exhibits, Amphitheatre

11:00 – 11:15 am
Session Break

11:15 am – 12:15 pm
Concurrent Sessions
- Community-Powered Podcasting, Diamond Ballroom 2
- Moving from Data Aware to Data Driven, Emerald Ballroom 1
- Museum Living Labs, Shelburne
- Programming Outside the Museum Box, Emerald Ballroom 2
- Recharge and Reimagine: Creativity Break, Amphitheatre
- Strategic Planning for IMPs, Diamond Ballroom 1
- Unraveling the Stories, Kingsland

11:30 am – 12:15 pm
Career Conversation with Jane Williamson
Valcour

12:15 – 2:00 pm
Closing Luncheon and Annual Meeting
Emerald Ballroom 3
PAG Lunch Sessions (12:15 - 2:15 pm)

PAG sessions are open to all, except the Director’s Discussion, limited to museum directors only. If you ordered a box lunch, please collect it from the Exhibit Hall from 12:15-12:45 pm. Sessions begin at 12:45 pm.

Children’s Museums Finding our Niche! Valcour
Join us for an informal lunch and opportunity to roundtable with fellow colleagues from children’s museums and other institutions with an interest in serving family audiences. The floor will be open to discuss what really matters to those engaging children and family audiences. What are the questions and challenges we face? What are the hot trends or current visitor needs that are driving the strategic directions in children’s museums? Whether you are from a long-established museum or engaged in a newer museum, this is an opportunity to listen and share how our museums are finding our niche amongst the growing field of children’s museums.

PAG Chair: Beth A. Weller, Director of Operations, The Children’s Museum, CT

College and University Museum PAG Lunch
Join us for an off-site session at the Fleming Museum of Art (ticket required). If you ordered a box lunch you have time to collect it from the Exhibit Hall.

Curators PAG
Diamond Ballroom 2
Join us to discuss what we can do for each other. We’ll talk about what curators (and others who sometimes wear the curator hat) need and want from interacting with our colleagues in the field, and what role the Curators PAG can play in that. We’ll also have time for informal networking and conversation.

PAG Co-Chairs: Tiffini Bowers, Exhibitions Curator & Smith Magic Collection Curator, John Hay Library, Brown University, RI; Tegan Kehoe, Exhibit and Education Specialist, Russell Museum of Medical History and Innovation at Massachusetts General Hospital, MA

Educators PAG
Emerald Ballroom 3
Join us as we consider the necessity of advocating for our needs as educators. What resources are required to meet our educational mission and sustain our personal practice? How do we make our case within our institution that these are investments worth making? Ask questions, share ideas, offer advice, and connect with a network of peers and mentors who can continue to provide inspiration, support, and resources long after we leave the conference.

PAG Co-Chairs: Amanda Goodheart Parks, Director of Education, New England Air Museum, CT; Erin Wederbrook Yuskaitis, Co-Director of Education, Old North Church and Historic Site, MA

Exhibitions PAG
Emerald Ballroom 1
Join us for a friendly networking and creative brainstorming, whether exhibits are your life’s work or a fraction of your job! Meet colleagues, discuss your personal exhibit successes and challenges, and contribute your ideas to inspire and influence upcoming 2020 Exhibit PAG activities, including future workshops, conference sessions, and behind-the-scenes field trips.

PAG Co-Chairs: Laurie Pasteryak, Curator of Exhibitions, Fairfield Museum and History Center, CT; Betsy Loring, exploring exhibits & engagement, LLC, MA

Historic Sites Open Mic Lunch
Amphitheatre
When else do you have a group of beautiful brains to bounce vexing museum questions off of, free of charge? Over lunch, we’ll be opening up the proverbial mic for participants to share (in 3 minutes or less!) recent successes, roadblocks, or other questions with the group. Real-time feedback guaranteed. Come dish and dine with the most eclectic PAG at the conference.

PAG Co-Chairs: Kelsey Mullen, Director of Education, Providence Preservation Society, RI; Emma Bray, Executive Director, American Independence Museum, NH

Library and Archives PAG
Kingsland
Join us as we consider the necessity of advocating for our needs as educators. What resources are required to meet our educational mission and sustain our personal practice? How do we make our case within our institution that these are investments worth making? Ask questions, share ideas, offer advice, and connect with a network of peers and mentors who can continue to provide inspiration, support, and resources long after we leave the conference.

PAG Chair: Heather Rockwood, Development and Marketing Associate, Newport Historical Society, RI

Membership, Development, PR and Marketing PAG
Petit Dejeuner
Join us for an informal networking lunch. You’ll have the opportunity to meet new colleagues and reconnect with others, share details about current projects, and discuss curatorial questions and concerns in a casual, relaxed atmosphere. We are actively seeking new PAG Chairs if you are interested in serving the PAG this way please join us for lunch.

PAG Chair: Heather Rockwood, Development and Marketing Associate, Newport Historical Society, RI
Burlington, Vermont

(PAG Lunches Continued)

The Museum Directors’ Discussion
Emerald Ballroom 2
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 only.
Facilitator: Dawn E. Salerno, Executive Director, Rotch-Jones-Duff House and Garden Museum, MA (NEMA Board)

Open Networking Lunch
Exhibit Hall
Need some down time? Or just want to break bread with old friends or new ones? Open seating is available just for you.

OFF-SITE SESSION
12:45 – 4:00 pm
College Museums and Collaboration: An Afternoon at UVM’s Fleming Museum of Art
Ticket holders meet at the conference center lobby at 12:45 pm. Bus will leave at 12:50 pm. If you ordered a box lunch you will have time to collect it from the Exhibit Hall.
Organized by the College and University Museum PAG.
Facilitators: Deborah Disston, Director, Mclinch Art Gallery, Southern New Hampshire University, College and University Museum PAG chair; Andrea Rosen, Curator, Fleming Museum of Art, VT
Speakers: Dr. Sean Burrus, Andrew W. Mellon Curatorial Fellow, Bowdoin College Museum of Art, ME; Dr. Sarah Laursen, Curator of Asian Art and Douglas Perkins, Associate Director, Operations and Finance, Middlebury College Museum of Art, VT (NEMA Board)
Hosted by

EXHIBIT HALL CLOSING RECEPTION AND RAFFLE PRIZE DRAWING
2:15 – 3:00 pm
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.

Registrons & Collections Care Specialists (RACCS)
Diamond Ballroom 1
Join us for an update on what we have been up to as a community, both locally and nationally. This will also be an opportunity to meet and visit with colleagues, ask questions, seek advice, get things off your chest, humble brag about what you have been up to, commiserate about the stuff that hasn’t gone well, and make confessions, should that be needed. We are seeking additional PAG chairs, so please join us if you’re interested learning about serving the PAG in this way.
PAG Chair: Daniel Neff, Curator, Fairbanks House, MA
Speaker: Meredith Vasta, Collections Steward, Peabody Museum of Archaeology and Ethnology, Harvard University, MA
Hosted by
RF

CAREER CONVERSATION WITH MARILYN HOFFMAN
3:00 – 4:00 pm
Shelburne
Join Marilyn Hoffman of Museum Search and Reference for a look at her career and a discussion of working in the museum field. Marilyn’s museum experience includes the Metropolitan Museum in New York, Museum of Fine Arts, Boston, RISD Museum, and executive director positions at the Fuller Museum and Currier Museum of Art. Since 2004, she has been principal of Museum Search and Reference, an executive search firm that manages transitions in museums nationwide. She is also the 2019 NEMA Lifetime Achievement Award honoree.

CONCURRENT SESSIONS
3:00 – 4:30 pm
Creative Co-Curation Across Small Museums
Diamond Ballroom 1
We challenge directors and curators of small museums throughout New England to investigate the unexpected ways in which the stories of our institutions and archival collections overlap. How can we harness these commonalities to curate thought-provoking, inspiring, and exciting exhibits/experiences that encourage disparate communities to unite and work together around shared histories? How can we pool our limited resources and create shared and expanded networks of awareness and education?
Speakers: Michelle Abrams, Craig W.C. Brown Curator, Veterans Association of the First Corps of Cadets Headquarters and Museum, MA; Cassandra Peltier, Executive Director, Susan B. Anthony Birthplace Museum, MA

(continued on page 28)
Don’t Guess, Assess! How to Incorporate Evaluation Practices into Museum Programming

Emerald Ballroom 1

This session will share practices and examples of incorporating evaluative thinking and reflective practice into our work as practitioners. This high-energy “how to” session will introduce practical, tested approaches for building evaluation capacity and using data to improve educational products and professional practices. Speakers will share case studies and sample worksheets, documents, and resources so all attendees leave the conference with the ability to immediately put into practice evaluation techniques that will elevate their institutional programming and practices. The session is particularly relevant for educators, program and exhibit developers, and managers.

Facilitator: Ali Jackson, Director of Partnerships, Sciencenter, NY

Speakers: Nina Ridhibhinyo, Director of Programs & Strategy, and Phoebe Townsend, Staff Resource Manager, ECHO, Leahy Center for Lake Champlain, VT; Erin Wederbrook Yuskaitis, Co-Director of Education, Old North Church & Historic Site, MA
Getting Serious about Performance Metrics
Emerald Ballroom 3
Metrics! Impact! Accountability! We all want our organizations to be able to demonstrate that we make a difference in our communities and with our audiences. But what can we point to beyond attendance and financial reports to make our case? Come with one goal from your museum’s plan that eludes your search for metrics and together we will workshop some feasible and effective approaches, drawing on the lessons from NEMA’s Assessing Museum Impact project.
Facilitator: Laura B. Roberts, Principal, Roberts Consulting, MA
Speakers: Lynn Baum, Principal, Turtle Peak Consulting, MA; David Ellis, President Emeritus, Museum of Science, Boston, MA; George Hein, Professor Emeritus, Lesley University, MA; John Jacobsen, President, White Oak Associates, MA

Hack your Hiring
Emerald Ballroom 2
Whether you’re the director of a small museum, a department head bringing on seasonal staff, or a veteran HR professional, hiring is one of the most important, and oftentimes most daunting, areas of museum administration. Join us for an interactive discussion of the best practices, resources, and strategies you need to make your next hire.
Facilitator: Amanda Goodheart Parks, Director of Education, New England Air Museum, CT
Speakers: Purvi Patwari, Principal, Segovia HR Solutions, MA; Dawn E. Salerno, Executive Director, Rotch-Jones-Duff House and Garden Museum, MA (NEMA Board)

Museum Salaries: Turning Talk into Action
Amphitheatre
The museum profession suffers from systemic under-compensation and pay inequality. The session will identify multiple strategies to effect change and focus on institutional policy, priorities and practices; the role of professional associations as resources and advocates; and unionization. Ample time will be available for audience discussion and brainstorming.
Facilitator: Lawrence Yerdon, President & CEO, Strawbery Banke Museum, NH
Speakers: Michelle Epps, President, National Emerging Museum Professionals Network, IL; Mark Gold, Partner, Smith Green & Gold, LLP, MA; Alicia Graziano, Organizer, United Auto Workers Local 2110, NY

No Benefits Attached: Fundraising Strategies Beyond Membership
Diamond Ballroom 2
Many traditional historical societies and museums rely on membership as their main fundraising message. However, data shows that while members may make up 90% of your constituency, they only provide for 10% of fundraising revenue. How do small museums and historical societies then solicit unrestricted revenue from major donors? Join the discussion to share creative ideas and strategies for growing your annual fund.
Facilitator: Tori Hart, Development Manager, Vermont Historical Society
Speakers: Stephanie Glock, Business Manager, Fleming Museum of Art, University of Vermont; Kate Olney, Director of Development & Community Relations, Vermont Historical Society

You Can Do It Too! Taking Your Collections from Obscurity to Accessibility
Valcour
Get insight and inspiration to tackle your own collections challenges head-on by joining Fort Ticonderoga in a discussion about how we documented, cataloged, and re-housed nearly 40,000 objects over the last three years. Topics will include working in compromised storage environments, reconciling objects with legacy institutional records, and creating pathways to accessibility for previously “hidden” collections. We will share our strategies for success so that others can feel empowered to tackle their own collections challenges!
Facilitator: Miranda Peters, Director of Collections, Fort Ticonderoga, NY
Speakers: Tabitha Hubbard, Assistant Registrar, Tyler Ostrander, Cataloger, and Margaret Staudter, Registrar & Site Archaeologist, Fort Ticonderoga; NY
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STORY TELLING SESSIONS
Brief Presentations with Big Meaning
3:00 – 4:00 pm
Willsboro

The Revitalizing Power of Professional Interpretation: The Web of Interpretation
Does it really matter what WE think the visitor “should know”? Or should we create opportunities, through skillful interpretation, to connect the visitors’ life’s experience, hearts, emotions and intellect, to the objects and stories of our sites? In this session, learn how the revitalizing power of professional interpretation, combined with thematic interpretation of your organization’s guiding mission statement can answer the “What’s in it for me?” question for visitors and staff.

Speaker: Scott Davison, Director of Education & Interpretation, American Precision Museum, VT

Making “Seekers and Scholars,” the Mary Baker Eddy Library Podcast
“Seekers and Scholars” is the podcast of The Mary Baker Eddy Library. Learn what we’ve learned about making podcasts that connect our collections and areas of specialization with the library’s core audience and with new audiences. Our content lends itself to episodes that concentrate on topics pertaining to the work of libraries and museums, religious studies, intellectual history, women in leadership, media studies, and related subjects, and the cross sections between them. We will discuss what has worked well for our listeners, the challenges we face in expanding our listenership while continuing to satisfy our existing audience, and what we still need to figure out for the podcast to bring out more fully “what’s in it” for our present and sought-after listeners.

Speakers: Jonathon Eder, Programs Manager and Michael Hamilton, Executive Director, Mary Baker Eddy Library, MA

NEWCOMERS RECEPTION
4:30 – 5:30 pm
Petit Dejeuner
Ticket is required. Cash Bar. Conference newcomers get one drink ticket (in registration envelope).

Hosted by

Evening Events

DIRECTORS AND TRUSTEES RECEPTION
Ticket holders meet at the conference center lobby at 5:25 pm. Bus will leave at 5:30 pm.
Hosted by

AN EVENING AT THE SHELBURNE MUSEUM
Ticket holders meet at the conference center lobby at 5:35 pm. Bus will leave at 5:40 pm.
Hosted by

DINNER DISCUSSIONS
Explore Burlington’s restaurant scene, engage in lively conversation, and meet new friends and colleagues at one of our informal dinner discussions! Visit the walk-in registration desk at conference to sign up for a slot at one of the following options. You are responsible for your own transportation and dinner costs; we’re providing the venues and the discussion leaders!

Topics include:
• Museum salaries and benefits, led by NEMA board member Kate McBrien
• Women’s issues in museums, led by NEMA board member Marieke Van Damme and NEMA membership & development manager Scarlett Hoey
• Understanding and Surviving the (re) Accreditation Process, led by NEMA board member Doug Perkins
• A tour of the Lost Mural at Ohavi Zedek Synagogue led by Aaron Goldberg. Join us for an hour of exploration and reflection in the synagogue, featuring the story of the mural’s origins and reappearance, to be followed by further discussion over dinner.
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For more clients, visit: www.museum-search.com

Marilyn Hoffman, Principal
Friday, November 8

REGISTRATION OPEN
8:00 am – Noon
Hosted by
Museum Textile Services

BOOKSTORE OPEN
8:00 am – Noon
Registration Area
Hosted by
THE Cooperstown GRADUATE PROGRAM

WAKE-UP COFFEE AND MORNING TREATS IN REGISTRATION AREA
8:00 – 8:45 am
Hosted by
Middlebury College MUSEUM of ART

DOUBLE SESSION
8:45 – 11:00 am

Donor-Centric Letter Writing Workshop
Valcour
For whom do you write your annual appeal letters? In what formats does your institution send out appeals? If you don’t know what donor-centric letter writing is, or why your institution should change their successful styles, come learn, and write, your own donor-centric letter in this hands-on workshop.
Speakers: Alicia Cipriano, Development Coordinator, Newport Restoration Foundation, RI; Heather Rockwood, Development and Marketing Associate, Newport Historical Society, RI

CONCURRENT SESSIONS
8:45 – 9:45 am

Creating Community Through Summer Camps
Emerald Ballroom 2
For museums, creating summer camp programs that provide a fun, interactive, and educational experience for children has its own logistical and educational concerns beyond those already existing for the institution. This session will be a round table for camp staff to bring up their concerns, find creative solutions with the help of other museum camp staff, and brainstorm what has worked well in our respective institutions so that we can share those positive experiences.

Speakers: Barbara Jarnagin, Associate Director of School and Family Programs, and Mary Koehler, Educator Specialist and Director of Summer Day Camp, Natasha Przybylski, Educator and Reservations Specialist. Mystic Seaport Museum, CT

Exhibition Planning ABCs (Things to Address Beyond Content)
Emerald Ballroom 3
If you’re new to exhibit planning, it’s easy to get excited about developing content, whether it’s wigs, wombats, or widgets. But who gets excited about questions like “Can we afford everything?,” “How do I get an illustrator to draw what’s in my head?,” or “Do we have enough outlets?” Learn how to think through these practical, but important matters. You’ll come away with new tools, new excitement, and maybe a piece of chocolate.
Facilitator: Betsy Loring, expLoring exhibits & engagement, LLC, MA
Speakers: Todd Harris, CEO, 42 Design Fab; Laurie Pasteryak, Curator of Exhibitions, and Dianne Lee, Collections Manager, Fairfield Museum and History Center, CT

How Will Your Museum Commemorate the Woman’s Suffrage Centennial?
Diamond Ballroom 1
2020 is the 100th anniversary of the ratification of the 19th Amendment. In this information-sharing session you will hear different approaches that institutions are taking to commemorate this event and learn about resources that you can use to plan your own programming. Whether you have your Centennial plans all laid out or just starting to think about it, all are welcome. There will be time for networking and sharing and brainstorming ideas.
Facilitator: Cathy Saunders, Lighting the Way Project Coordinator, New Bedford Whaling Museum, MA (NEMA Board)
Speakers: Rachel Onuf, Vermont Historical Records Program Coordinator, Vermont Historical Records Program; Cassandra Peltier, Executive Director, Susan B. Anthony Birthplace Museum, MA

Is NEH Funding Right for Me?
Shelburne
In this session, learn about grant opportunities from the National Endowment for the Humanities that support exhibition, preservation, interpretation, and capacity building projects that foster deeper understandings of cultures, history, and multiple perspectives. Learn critical tips for a more competitive, and smooth, application, a process which can also serve to strengthen your project in itself. Because NEH guidelines can change with each deadline, this session is an opportunity to receive the latest updates for late 2019 and 2020 offerings.
Speaker: Jill Austin, Senior Program Officer, National Endowment for the Humanities, DC

(continued on page 34)
Telling Other Stories: Adding More Voices to History Museums and Historic Sites

Diamond Ballroom 2

How can museums and historic sites expand their stories to include a wider audience? Presenters share examples of changes that helped engage communities and visitors in new ways. Hear how John Jay Homestead used community voices in an exhibit, how the Vermont History Museum added a photo booth to expand interpretation of a mid-century mural, and how Fort Ticonderoga included diverse stories in teacher workshops, all to reach beyond the traditional stories and engage today’s audience.

Facilitator: Victoria Hughes, Museum & Education Manager, Vermont Historical Society, VT

Speakers: Richard Strum, Director of Academic Programs, Fort Ticonderoga, NY; Bethany White, Interpretive Programs Director, John Jay Homestead State Historic Site, NY

Tips for Telling Your Story and Working with the Media

Emerald Ballroom 1

Museums have invested in their own media to market themselves. Additionally, earning attention from other media remains an important part of the marketing mix. Learn from Mel Allen, the editor of Yankee, how to maximize the impact of communications you control and how to interest other media in featuring your museum. Mel and a travel writer will provide tips and advice what makes a story engaging to your audience and to other media.

Speaker: Mel Allen, Editor, Yankee Magazine, NH

Where Do I Start? An Introduction to Assessment Programs for Museums

Amphitheatre

From AASLH STEPS to AAM MAP and Accreditation programs, there exist a variety of assessment opportunities for museums. But which one is right for you? This session is intended to introduce, clarify, and spark interest in museum assessment programs. This session will help you comprehend the process and benefits of different assessment offerings.

Speaker: Rebekah Beaulieu, Director, Florence Griswold Museum, CT (NEMA Board)
CONCURRENT SESSIONS
10:00 – 11:00 am

(Re)opening Doors: How One Museum is Experimenting with Audience Engagement After a Major Expansion
Emerald Ballroom 1
During a three-year renovation and expansion, the staff at the Hood Museum of Art reflected on how the museum’s programs further its mission. As an academic and regional museum, the Hood is committed to serving the needs of different audiences. Three Hood staff members will discuss new programs that engage targeted audiences in exciting ways. They will also discuss the role of collaboration and failure in their process.
Speakers: Isadora Italia, Campus Engagement Coordinator, Sharon Reed, Programs and Events Coordinator, and Jamie Rosenfeld, Museum Educator, Hood Museum of Art, NH

Getting Ready for School with Degas and the Dinosaurs
Emerald Ballroom 3
Does your museum help prepare children to thrive and be a part of their schools, communities, and the world around them? School readiness activities come in all shapes and sizes, and museums can be unique venues for offering this type of programming. Join art and science museum educators as we explore a variety of thematic materials, try out hands-on activities, and participate in facilitated discussions all about early learner skill building and school readiness.
Facilitator: Cory Kelly, Early Childhood Programs Coordinator, Museum of Science, Boston, MA
Speaker: Abby McBride, Manager of Family Programs, Museum of Fine Arts, Boston, MA; Trudi Plummer, Director of Education, Maine Discovery Museum

Intangible Histories – Making Meaning from Memory
Diamond Ballroom 2
Moving towards inclusive museums means sharing a broader range of stories, even those that are not well documented or marked by objects. We can share these stories, through oral history, personal artifacts, conservation of traditional practices, and sharing through experience. This panel invites professionals from the Rokeby Museum, the Florence Griswold Museum, and GSM Project to share the techniques they use to show these intangible histories and create meaning out of the memories and stories of individuals.
Facilitator: Erika Kiessner, Creative Director, GSM Project, QC
Speakers: Marie-Claude Baillargeon, Designer, GSM Project, QC; David Rau, Director of Education and Outreach, Florence Griswold Museum, CT; Jane Williamson, Director Emerita, Rokeby Museum, VT

Successful Executive Searches: Innovative Strategies & Satisfied Stakeholders
Emerald Ballroom 2
Your museum’s executive director just announced that they are leaving, but there is no money in the budget to hire a search firm and all of your stakeholders have strong opinions. No need to panic! This panel will reveal the strategies deployed by search professionals so that you can ensure a successful transition for your museum and satisfy your community.
Speakers: Marilyn Hoffman, Principal, Museum Search & Reference, NH; Anne M. Lampe, CEO, and Gina Russo, Search Committee Chair, Museum Trustee Association, MD

Tainted Money
Diamond Ballroom 1
William Booth, founder of The Salvation Army, is alleged to have said, “the problem with tainted money is there t’aint enough of it,” expressing the idea that it doesn’t matter where the money comes from as long as it goes to a good cause. But that philosophy today is being put to the test. Activists, artists, and museum workers are pushing back, calling out museum donors who have made their money from weapons, drugs, fossil fuels, or activities that conflict with the mission. The moment raises important questions. Is all money really good money? How do we define “tainted money” and adhere to our principles? Are we setting

(continued on page 36)
ourselves up for a slippery slope when we judge the origins of someone’s gift? Join us for a discussion of a nationwide survey and how museums – including yours – are dealing with this new reality.

Facilitator: Dan Yaeger, Executive Director, New England Museum Association, MA

Using Audio to Decolonize Permanent Exhibits

Amphitheatre

Peabody Museum exhibits are co-curated with Indigenous experts, but the community has few opportunities to contribute to interpretation of exhibits over time. The Native American Poets Playlist is a community-curated project that refreshed permanent displays. Wandering freely through the galleries, visitors listened to contemporary poems that reflect the realities, concerns, and thinking of Native American individuals from diverse tribal backgrounds. Learn about the benefits of the project and how to implement, support and evaluate your own.

Facilitator: Polly Hubbard, Peabody Museum Education Director, Harvard Museums of Science & Culture, MA
Speakers: Shelly Lowe (Navajo), Executive Director, Harvard University Native American Program, Harvard University, MA; Larry Spotted Crow Mann (Nipmuc), Community Reviewer, MA

SESSION BREAK
11:00 – 11:15 am

CONCURRENT SESSIONS
11:15 am – 12:15 pm

Community-Powered Podcasting

Diamond Ballroom 2

Have you thought about creating a podcast, but aren’t sure you can do it yourself? Partnering with other organizations in your community can share the work and the rewards of podcasting. Reaching out to experts beyond your walls can also build and grow meaningful relationships and help you to reach new audiences.

Facilitator: Amanda Gustin, Public Program Manager, Vermont Historical Society
Speakers: Ryan Newswanger, Director of Communications, Vermont Humanities Council; Mary Wesley, Discovering Community Program Co-Coordinator & Media Producer, Vermont Folklife Center

Moving from Data Aware to Data Driven

Emerald Ballroom 1

This session looks across museum data sources to propose seamless ways to leverage technologies to further engage visitors and donors, and increase their satisfaction with the museum and its programming. Legacy systems and emerging technologies will be considered.

Facilitator: Katherine Jones, Program Director, Museum Studies, Harvard University Extension School, MA
Museum Living Labs: When Museums Become Hubs for Technological Innovation
Shelburne
During this session, three museum professionals will share their personal experiences in developing and coordinating living labs, which are user-centered, open innovation ecosystems. You will leave the session with a better understanding of the benefits provided by living labs to museums and their communities. You’ll also acquire tools to foster and accompany interdisciplinary teamwork. Overall, the session aims to spark questions, discussions and reflections about the challenges and opportunities offered by living labs.
Facilitator: Charlene Belanger, Educational Programs Manager – Digital Engagement, Montreal Museum of Fine Arts, QC
Speakers: Brigitte Belleville, Director of Digital Engagement, Quebec Museum of Civilization; Claudine Drolet, Project Manager - Museology and Digital Heritage, DigiHub Shawinigan, QC; Valerie Therrien, Director, Musée POP, QC

Programming Outside the Museum Box
Emerald Ballroom 2
Traditionally, public programs in museums have relied on current book publications or partnering with like organizations within the cultural realm. But to engage more deeply with their communities, today’s museums are looking to work with non-traditional entities to educate and reach a new audience. Local businesses, other non-profits, or advocacy organizations can all make great partners to offer dynamic programming. This session will explore the benefits and pitfalls of these new relationships.
Facilitator: Kate McBrien, Principal, McBrien Museum Consulting, ME (NEMA Board)
Speakers: Scott Davison, Education Director, American Precision Museum, VT; Robert Worstell, Linde Family Head of Community and Studio Art, Museum of Fine Arts, Boston, MA

Recharge and Reimagine: Creativity Break
Amphitheatre
Many of us came to work at museums because we find them inspiring. But in the day-to-day operation of a museum, not to mention the pressures of outside factors and current events, it’s all too easy to fall into patterns, to stop seeing what makes our places special, and to stop feeding that inspirational, creative element of our museum practice. Ekphrasis, or the creation of one kind of art inspired by another kind of art, is a natural fit for museums and museum professionals. Discover different methods of creating an ekphrastic piece, how it might translate to your job, and how to encourage similar experiences for your colleagues and your visitors. Or simply use the time to reflect creatively on your conference experiences!
Speaker: Meg Winikates, poet and Director of Engagement, New England Museum Association, MA

Do Your Job Better With These NEMA Services

Navigate your urgent issues with NEMA 911
NEMA 911 is a rapid-response resource that connects museum leaders with helpful colleagues to untangle problems, get words of wisdom, and suggest pathways toward solutions. It’s a free, confidential service for NEMA members. To get started, go to nemanet.org/nema-911.

NEMA Salary, Benefits & Workforce Survey Coming in Early 2020!
Make sure your institution is counted! Participate in the 2020 New England Museum Salary, Benefits & Workforce Survey and get a FREE copy of the final report (a $100 value). Deadline is November 22: nemanet.org/salary-survey.

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NEW!

PUBLIC HISTORY
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The University of Massachusetts Amherst Public History Program prepares graduate students to work in diverse settings communicating with a range of audiences about history. Since 1986, the program has offered tracks in museum studies, archives, oral history, history communication, and more, engaging with our partners to develop innovative public projects for a broad range of audiences.
Strategic Planning for Independent Museum Professionals

Diamond Ballroom 1

You’ve proven that you can support yourself as a consultant, but how can you increase your job security moving forward? This frank exploration of how Museum Textile Services reviewed its business plan and reimagined its future as a center for preservation and collections-care resources will serve as a model for independent museum professionals and small museums to balance outreach and income. Borrowing from traditional strategic planning models, this presentation will provide a customizable system for setting and achieving short- and long-term business goals.

Speakers: Camille Breeze, Director & Chief Conservator, Morgan Carbone, Associate Conservator, and Leah Ceriello, Administrator, Museum Textile Services, MA

Unraveling the Stories: The Role of Oral Histories in Museums

Kingsland

Featuring oral histories in exhibits large and small makes complex history personal. When shared, oral histories in partnership with museums provide greater accessibility to collections for archives with limited public interaction. However, introducing oral histories into museum galleries raises a new set of challenges for both curators and oral historians. This panel will discuss some of these challenges including exhibit design, how oral histories support exhibits, and/or the role oral historians play in museum education.

Facilitator: Joseph Cates, Curator of Education and Public Programs, Sullivan Museum and History Center, VT

Speakers: Fred Calabretta, Director of Collections Management & Senior Curator, Mystic Seaport Museum, CT; Andy Kolovos, Associate Director and Archivist, Vermont Folklife Center; Gerald Zahavi, Director, Documentary Studies Program, University at Albany, SUNY, NY

CAREER CONVERSATION

WITH JANE WILLIAMSON

11:30 am – 12:15 pm

Valcour

Join Jane Williamson, Director Emerita of Rokeby Museum, for a look at her career and a discussion of working in the museum field. Jane started as a volunteer at Rokeby Museum in 1989 and retired as director at the end of 2017, after more than 20 years in the post. Shepherding an underfunded, but historic gem with 90 acres and a dozen historic buildings meant tackling every possible task. Her signature achievement was the opening of a new education center and permanent exhibition on the Underground Railroad in 2013.
CLOSING LUNCHEON AND ANNUAL MEETING
12:15 – 2:00 pm
Emerald Ballroom 3
Close out your 2019 conference by celebrating the winners of the 2019 NEMA Excellence Awards and commemorate the career of Marilyn Hoffman, NEMA’s 2019 Lifetime Achievement Awardee. Hear about NEMA’s latest initiatives, then help elect the next NEMA board and officers during a brief annual meeting before heading home from a great conference.

LIFETIME ACHIEVEMENT AWARD
Marilyn Hoffman has enjoyed a meaningful and multifaceted museum career that has made an impact on the field in many ways. At age 27, she became Director of the Fuller Museum in Brockton, MA, and then took the helm of one of the top 100 art museums in North America, the Currier Museum of Art in Manchester, NH. She previously held two curator posts and early in her career did a graduate internship at the Metropolitan Museum in New York, and held educator positions at the Boston Museum of Fine Arts and RISD Museum in Providence. She holds a B.A. and M.A. in Art History from Brown University.

Since 2004, Marilyn has been principal of Museum Search and Reference, an executive search firm that manages transitions in museums nationwide. Her dedication to NEMA has been profound, serving on the board, as an officer, as a frequent presenter, and as a sponsor. NEMA is grateful for her commitment to the field, her mentorship of museum leaders, and her service to our organization. We are proud to honor Marilyn Hoffman with the 2019 NEMA Lifetime Achievement Award.

Congrats!

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Museum Search & Reference
Marilyn Hoffman, Executive Search Consultant & Principal
Scott Stevens, Dan Keegan and Connie Rosemont, Senior Search Consultants
Manchester/Boston
Phone: (603) 432-7929
searchandref@museum-search.com
www.museum-search.com


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Wyona Lynch-McWhite, Vice President
292 Newbury Street, Suite 315
Boston, MA 02115-2801
Phone: (888) 234-4236 x 225
wlynchmcwhite@ArtsConsulting.com
www.ArtsConsulting.com

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Phone: (888) 234-4236 x 225
Boston, MA 02115-2801
292 Newbury Street, Suite 315

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Wyona Lynch-McWhite, Vice Arts Consulting Group
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Harvard Extension School, Museum Studies Program
Katherine Burton-Jones, Assistant Director and Research Advisor
51 Brattle Street, 7th Floor
Cambridge, MA 02138
Phone: (617) 496-4966
kjones@dcemail.harvard.edu
www.extension.harvard.edu/degrees-certificates/museum-studies

Whether you’re interested in collections management, exhibitions, education, or another aspect of museum work, the Museum Studies Graduate Program at Harvard Extension School can help you embark on a successful career in the industry. In courses that connect theory and practice, you investigate the challenges confronting museums today.

Museum Textile Services
Camille Myers Breeze, Director and Chief Conservator
P.O. Box 5004
Andover, MA 01810
Phone: (978) 474-9200
museumtextiles@gmail.com
www.museumtextiles.com

Museum Textile Services, LLC, is the premier textile conservation studio in New England, specializing in the preservation of textiles for cultural institutions and individuals. Through educational programs and outreach initiatives, Museum Textile Services teaches individuals and cultural heritage institutions how to ensure better preservation of their textiles and textile collections.

Tufts University Museum Studies Program
Angela Foss, Program Administrator
Ballou Hall, Tufts University Medford, MA 02155
Phone: (617) 272-2320
angela.foss@tufts.edu
www.museumstudies.tufts.edu

Tufts University’s Museum Studies Program (certificate or degree) prepares newcomers to the field and enhances the skills of current museum professionals. Learn about audience engagement, collections management, exhibition development, evaluation, new media, fundraising, and more. Summer courses are open to all. Help shape the future of museums. Visit our website listed above.

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Cooperstown Graduate Program Melanie Bruce
PO Box 4
Cooperstown, NY 13326
Phone: (607) 547-2586
Melanie.Bruce@oneonta.edu
www.cgpmuseumstudies.org/

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Phone: (917) 281-3203
mwilpon@dlrgroup.com
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Jeff Minett, Senior Vice President
199 Water Street, 32nd Floor
New York, NY 10038
Phone: (212) 479-4674
jeff.minett@aon.com
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University of Massachusetts
Amherst Public History
Amy Fleig, Office Manager
161 Presidents Drive
Amherst, MA 01003-9312
Phone: (413) 545-2378
office/history.umass.edu
www.umass.edu/history/public-history
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Middlebury’s collection of 6,000 objects ranges from antiquities to contemporary art and includes distinguished collections of Asian art, photography, 19th-century European and American sculpture, and contemporary prints. Rotating permanent collection exhibits are always available, and this fall’s feature exhibit celebrates Votes for Women. Additionally, 25 works of public sculpture populate the campus.

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University of Massachusetts
Boston, Public History Program
Jane Becker, Director of Public History
History Department, University of Massachusetts Boston
Boston, MA 02125
Phone: (617) 287-6860
jane.becker@umb.edu
www.umb.edu/academics/cla/history/grad/ma/public_history
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AAMG New England Regional Representative
Museum of Art, University of New Hampshire
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rstankie@acuity-vct.com
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Booth 16
Wyona Lynch-McWhite, Vice President
292 Newbury Street, Suite 315
Boston, MA 02115-2801
Phone: (888) 234-4236 Ext. 225
wyonamcwhite@artsconsulting.com
www.artsconsulting.com

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info@bradlarson.com
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meistern@beloit.edu
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Medford, MA 02155
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Registrar Services
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Alissa Katz, Senior Business Development Specialist
Cortina Productions
1661 Old Meadow Road, Suite 400
McLean, VA, 22102
Phone: (703) 556-8481
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Grounded Goodwife LLC Booth 28 Ehris Urban & Velya Jancz-Urban 785 Main Street N. Woodbury, CT, 06798 Phone: (203) 942-0774 groundedgoodwife@yahoo.com groundedgoodwife.com Herstory Unsanitized presentations explore the engrossing “taboo” subjects omitted from history. When a zany teacher and grounded green witch join forces, they create Grounded Goodwife. Velya Jancz-Urban’s gregarious personality and Ehris Urban’s serene energy enable this mother/daughter duo to connect with audiences. Their delivery is funny and frank. Laugh, grimace, and honor our foremothers’ journeys.

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