PROMISES TO KEEP:
Vision and Value in Museums

ANNUAL CONFERENCE
November 11-13, 2009

New England Museum Association

2009

Nashua, New Hampshire
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Boott Cotton Mills Museum, Lowell NHP
Collections and Conservation Center, Historic New England
Currier Museum of Art
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McAuliffe-Shepard Discovery Center
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NEW ENGLAND’S CULTURAL DATABASE
Dear Colleagues:

We welcome you to Nashua, New Hampshire, a river town that is not only the traditional gateway to the Granite State, but also continues to serve as a center for industry and creativity. With a population of about 87,000, Nashua is the second-largest city in the three northern New England states. With proximity both to Lowell and Boston and to the cities, villages and mountains of New Hampshire, Nashua is an ideal starting point for an exploration of the region’s natural and cultural treasures.

This year’s off-site sessions and evening events give you the opportunity to explore central New Hampshire’s cultural landscape. It includes the newly expanded McAuliffe-Shepard Discovery Center in Concord; the stunning addition to the Currier Museum of Art, and the SEE Science Center, both in Manchester; and the Nashua Historical Society, a local museum that is integral to its community. We hope you have the chance to see these, and the many other cultural attractions, large and small, that comprise New Hampshire’s vibrant cultural scene.

We hope that you will be inspired by the beauty and history of New Hampshire as well as by the NEMA conference and leave invigorated, challenged and anxious to return!

Sincerely,

Susan Leidy
Deputy Director
Currier Museum of Art

Wendy Lull
President
Seacoast Science Center

Michelle Stahl
Executive Director
Peterborough Historical Society

The next three days are filled with concurrent sessions on a wide range of subjects, for colleagues new to the field and experienced, working in a wide range of disciplines (see “Conference at a Glance,” pages 14-15). But the NEMA meeting has even more to offer! Don’t miss:

**Opening Session**
**Wentworth Ballroom, Wednesday, 10:45 a.m.**
- **Don’t miss!** Keynote presentation: Building Social Capital by Lewis M. Feldstein, President, New Hampshire Charitable Foundation. A well run and designed museum can strengthen the community’s stock of social capital, the networks of trust and reciprocity among members of the community. Hear from one of the leading thinkers on this topic.
- Ford Bell, President of the American Association of Museums, will describe AAM’s new initiatives, including the second national Museums Advocacy Day.

**Exhibit Hall**
**Nashua Ballroom**
**Wednesday, 8:00 a.m. to 6:15 p.m.; Thursday, 8:00 a.m. to 3:15 p.m.**
- The location for coffee breaks and picking up your on-site box lunch (pre-registration required).
- Come, join the party! Wednesday at 5:15 p.m., NEMA is your host for a reception with complimentary refreshments and a cash bar. At 2:30 p.m. on Thursday, join us for the famous NEMA Raffle.

**National & Regional Representatives**
**Ashwood Court**
- Learn about funding opportunities and additional resources from the American Association of Museums, the Institute of Museum and Library Services and others.

**Raffle Prizes**
**Nashua Ballroom, Thursday, 2:30 p.m.**
- Vendors donate fabulous prizes for the Exhibit Hall Closing Reception; NEMA raffles a FREE registration to next year’s conference, and the Sheraton Springfield Monarch Place, conveniently located in the heart of the city of Springfield, Massachusetts, is adding a night’s stay at next year’s conference hotel. Don’t miss your chance to win!
- **It couldn’t be easier!** As you peruse the Exhibit Hall, use your raffle card (found in your ticket envelope) to collect exhibitors’ initials, then drop it into the Raffle Box. At the Closing Reception, listen for your name to be called.

**2009 Publication Award Winners**
**Ashwood Court**
- Check out the winners of this year’s Publication Awards; see the best in design, production and communication.

**Career Center**
**Webster Room**
**Wednesday & Thursday, 8:00 a.m. to 5:00 p.m.**
- Friday, 8:30 a.m. to 12:45 p.m.
- Looking for employment? Peruse job openings at New England museums and leave copies of your resume for their consideration. In addition, handouts will be available on topics such as “writing a winning non-profit resume.”
- Looking for employees? Leave three copies of your job advertisement at the NEMA registration desk.

**Open Space**
**Wentworth Ballroom South, Friday, 9:00 a.m.**
- Experiment with this cutting-edge methodology for harnessing our collective talents and sparking new ideas! A facilitator will explain the premise and document the proceedings, but participants will choose the topics for conversation. Now is your chance to explore with colleagues your most compelling observations from the field.

**NEMA Annual Meeting**
**Wentworth Ballroom**
**Friday 12:45 p.m. to 2:00 p.m.**
- Pre-registration required.
- Join us for a delicious lunch and the election of NEMA Board members. Receive a report of NEMA’s activities during the past year. Celebrate New England museum Leaders in Innovation as we honor the winners of NEMA’s new award program, and join us in wishing Executive Director Kate Viens a fond farewell.

**Last but not Least:**
**Conference Evaluations**
**Everywhere You Look**
- Help us to plan for next year’s conference; drop your completed forms into any evaluation box. We value your opinions and ideas!

**Save the Date!**
For next year’s Massachusetts conference.
- Plan to join us November 3-5, 2010, at the Sheraton Springfield Monarch Place Hotel, conveniently located in the heart of this city of culture, sports and the famous Dr. Seuss. Our conference theme? “Museums Matter, Yes They Do—The Proof Is in the Pudding, too!”
- The Call for Proposals is due February 1, 2010. Please see your registration packet and visit www.nemanet.org.
Tuesday, November 10
Housekeeping and Historical Research for All-Volunteer Historical Societies and Museums at the Nashua Historical Society

The New Hampshire Membership Challenge: Strategies for Growing Membership that Work
Balsam Room
In 2008, the Finlay Foundation challenged New Hampshire museums, historical societies, and libraries to find innovative ways to increase their membership. The most successful received grants from the foundation. This panel features institutions that rose to the challenge and increased their membership numbers 100%, 200%, even 694% in a single year! Following the presentation the session will be open to questions about how these organizations achieved their impressive results as well as what strategies were tried that didn’t work.

Chairs: Michelle Stahl, Executive Director, Peterborough Historical Society, NH
Speakers: Jennifer L. Carroll-Plante, Executive Director, Laconia Historical and Museum Society, NH; Gail Nessell Colglazier, Executive Director, American Independence Museum, NH

Riding out the Storm and Sustainability: Getting Your Museum Through Economic Hardship and Beyond
Bedford Room
How does a museum go about marshaling its resources to get it through difficult economic times? More importantly, how does an institution build autonomy to ensure long term stability and growth? Subjects that will be covered include: creating compelling programming; identifying target constituencies; endowments; capital campaigns; and developing and refining the role of volunteers, paid staff, trustees and contractors to get the most out of your resources. This session is designed for museum staff, trustees and volunteers.

Chairs: Mark Wilkins, Director/Curator, The Chatham Historical Society/Atwood House Museum, MA
Speakers: Jennifer L. Carroll-Plante, Executive Director, Laconia Historical and Museum Society, NH; Gail Nessell Colglazier, Executive Director, American Independence Museum, NH

Curating: The Romance and The Reality
Anhester Room
The romantic view of a curator is often one of a scholar researching and studying his or her collection, organizing exhibitions, publishing catalogs, and presenting all of it to the public in the museum setting—oftentimes, nothing could be further from the truth. Join three Nantucket curators, from three different museums, as they lead a roundtable discussion of the reality of the curator’s role in the 21st century. This discussion will be particularly useful to new curators but all are welcome.

Chair: Jean Grimmer, Executive Director, Egan Maritime Institute, MA

Wednesday November 11

8:00 A.M. – 5:00 P.M.
Registration Open

8:00 A.M.
Exhibit Hall Opens

8:00 A.M. – 9:00 A.M.
Welcome Coffee in Exhibit Hall

9:00 A.M. – 10:30 A.M.
Concurrent Sessions

Making the Most of Media & Technology in Exhibits on a Budget
Northwood Room
Incorporating media and technology into exhibits can be a budgetary challenge. But don’t despair—you can get fun interactivity and engaging animation with a modest investment. By keeping your interpretive goals clear, planning a variety of visitor experiences, and using techniques that we’ll share, you can include computer games, interactive activities, and animated film for maximum impact with minimal cost. We’ll provide pointers and show case studies. Come to play and learn!

Chair: Shelby Marshall, Solutions Architect, FableVision, MA
Speaker: Marjorie Prager, Exhibit Developer/Project Manager, Jeff Kennedy Associates, MA

Where to Find Exhibit Art?
Hollis Room
Museums of all sizes are exploring the current trend of integrating visual and performance art into history and science exhibitions. Including art in any type of exhibition can truly inspire and enlighten visitors. This session will examine this trend and answer the following questions: What types of original art are appropriate to include? Where can you locate art? How can art be incorporated into an exhibition in a way that enhances the primary message?

Chair: John Quattrle, Principal, ArchivalExhibitions.com and Museum Director, Water Works Museum (opening 2010), MA

Visitors enjoying the European gallery at the Currier Museum of Art.
WEDNESDAY NOVEMBER 11

10:45 A.M. – 12:15 P.M.
OPENING SESSION
Wentworth Ballroom
Welcome from Gail Nessell Colglazier, President, New England Museum Association.

VETERANS DAY OBSERVANCE
The Opening Session will commence as we recognize the sacrifices of our nation’s veterans and members of the armed forces.

Lewis M. Feldstein, President, New Hampshire Charitable Foundation

BUILDING SOCIAL CAPITAL
The most obvious and prized gifts that a museum brings to its visitors and host community—the exposure to ideas, works of art, lessons in natural history, the sciences, local history—can cause us to overlook or undervalue the more subtle but equally vital contributions made by a museum to the overall health of the community. A well run and designed museum can strengthen the community’s stock of social capital, the networks of trust and reciprocity among members of the community. Over the past decade the research of scholars across the country and abroad have documented the powerful impact of social capital on such key community measures as the health, general optimism of citizens, safety, and local business climate. Lewis Feldstein, who has worked closely for the past decade with Dr. Robert Putnam, the world’s leading scholar on social capital and author of Bowling Alone, will talk with us on the role museums in building social capital in a community, discussing examples drawn from museums across the country.

Feldstein serves on the Boards of Directors of the Independent Sector and the National Center for Family Philanthropy. He Co-chaired the Harvard University three-year Executive Seminar Saguarro Seminar: Civic Engagement in America. He has received six Honorary Doctorates. Feldstein was selected as one of the 100 people Who Shaped New Hampshire by the Concord Monitor, and one of the ten most influential people in New Hampshire by Business NH Magazine in 2001. He lives in Hancock, New Hampshire.

National Update from AAM
Ford Bell, President, American Association of Museums, will discuss initiatives that AAM is developing in response to the issues facing America’s museums.

12:15 P.M. – 1:15 P.M.
NASHUA CONFERENCE OPENING LUNCH
Nashua Ballroom - South and Granite Bistro
Ticket Required
It’s all about the networking! Meet more colleagues, reconnect with old friends, have fun and strengthen your ties in this great big, talented, generous museum community that we call the NEMA Family!

12:15 P.M. – 3:15 P.M.
DIRECTORS AND TRUSTEES LUNCH PROGRAM
It’s a Green Day!
Balsam Room
Ticket Required
Feeling a bit black and blue about being green and you want to be red, white and blue? Whether you lead an historic house or a new LEED (Leadership in Energy and Environmental Design) certified facility, there are tremendous opportunities. Utility technology is rapidly advancing. Federal agendas can support your work. Staff can be passionate about green operations. Donors are compelled by the savings – both to your bottom line and the earth. Following opening remarks, we will share stories – both challenges and successes – to raise our collective wisdom.

Co-chairs: Phelan Fretz, Executive Director, ECHO Lake Aquarium and Science Center, VT; Pieter Roos, Executive Director, Newport Restoration Foundation, RI

1:15 P.M. – 1:45 P.M.
DESSERT AND COFFEE IN EXHIBIT HALL
Hosted by Optium
1:45 P.M. – 5:15 P.M.
AFTERNOON OFF-SITE SESSIONS
Ticket holders meet at the Banquet entrance at 1:35 p.m. Buses leave promptly at 1:45 p.m.

AFTERNOON IN LOWELL
Everything Old Is New Again
Visit the new American Textile History Museum to hear the inside story and lessons learned in the design and fabrication of Textile Revolution: An Exploration Through Space and Time. President and CEO Jim Coleman will be your guide to this magnificent new interactive exhibition on the art, science and history of textiles. Go behind-the-scenes with the curators to see ATHM’s extraordinary textile and costume collection, and view rare documents and unusual ephemera with the librarian of the renowned Osborne Library.

At the New England Quilt Museum, the curatorial staff will present iconic quilts from the permanent collection that, viewed together, provide an overview of the history of quilting through 150 years. Enjoy the delightfully whimsical exhibit Master Pieces: Haberdashery Textiles in Antique Quilts, a compilation of graphic and visually compelling American quilts made from menswear fabrics such as suiting, shirtings, socks, and ties—materials often dismissed as utilitarian, resourcefully recycled by quilters.

Co-chairs: Connie Colom Barlow, Executive Director, New England Quilt Museum; Linda C. Carpenter, Director of Advancement, American Textile History Museum
Speakers: James Coleman, President and CEO,
**American Textile History Museum; Diane Fagan Affleck, Director of Interpretation, American Textile History Museum; Karen Herbaugh, Curator, American Textile History Museum; Laura Lane, Curatorial Assistant, New England Quilt Museum; Briana Martinez, Curatorial Intern, New England Quilt Museum; Clare Sheridan, Librarian, American Textile History Museum**

**Change Brings Opportunity**

**Hollis Room**

Things have changed—again! How have recent changes in the economy and the way people make travel decisions affected museum and cultural organization marketing and development programs? This session will focus on changes in the hospitality industry, in the expectations of the public visitor and how these changes affect your business. Learn about the implications for how we do business and what opportunities there are for you to increase your market share. This session will be of interest to those working in museums of all sizes, historic houses and hybrid cultural organizations.

**Co-chairs:** Mary Kelley, Principal, The Field Organization, MA; Chris Pappas, Owner, Open the Door, MA

**Speaker:** Greg Liakos, Director of Communications, Massachusetts Cultural Council, MA

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**Afternoon in Manchester**

**Exhibit Development: The Team Process**

Join us for a hands-on session on team exhibit development using a process of message/design development. How do you choose, refine and develop an exhibit topic in an egalitarian way? How do you work together in a creative team to frame the content of an exhibition?

Explore these issues with Jan Crocker and her team in a half-day workshop at the Millyard, home to the SEE Science Center and the Millyard Museum of the Manchester Historic Association. Participants will work in groups to develop exhibit concepts, creating messages that become the guideposts for identifying, sorting, and modeling exhibit content. This workshop welcomes participants from all museums and is especially directed to those working on new exhibit teams.

**Chair:** Jan Crocker, President, Jan Crocker LLC, MA

**Speakers:** Lynn R. Baum, Senior Exhibit Developer/Educational Programs, Jan Crocker LLC; Maureen McConnell, Team Leader, Programs, EcoTarium and Senior Exhibit Developer, Jan Crocker LLC; Deborah J. Sovinee, Senior Exhibit Designer, Jan Crocker LLC

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**Wednesday November 11**

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**Double Session**

**Marketing in Web 2.0: Using Social Networking to Promote Your Museum and Engage Audiences**

**Northwood Room**

The first half of this session will introduce the concept of Web 2.0—that is, the cultural shift towards user-created and highly-personalized content—and what this means for your internet marketing strategy. We’ll provide demographic information for social networking sites plus an essential checklist for managing your online presence.

The second half of the session will introduce the basics of creating a Facebook fan page, Wikipedia entries, a Twitter feed plus how to leverage photo and video sharing sites such as Flickr and YouTube. We’ll provide strategies and ideas for using these social media sites to promote events at a moment’s notice and engage audiences.

**Co-chairs:** Kate Burgess, Administration & Special Projects Manager, The House of the Seven Gables, MA; Jason Smith, Managing Director and Chief Creative Officer, OHO Interactive, MA

**Concurrent Sessions**

**The Care and Curation of Contemporary Collections for Small Museums**

**Chesterfield Room**

How does one ascertain the vision of any given contemporary artist regarding the preservation of their artistic intent? Can one predict the rate of change of contemporary art as time progresses? What are the best ways to document the condition of contemporary art? How much do preventive conservation measures cost to a museum? How do concerns about the stability of materials impact acquisitions?

**Chair:** Ingrid A. Neuman, Museum Conservator, Museum of Art, Rhode Island School of Design

**Speakers:** Mimi Smith, Artist, NY; Judith Tannenbaum, Richard Brown Baker Curator of Contemporary Art, Museum of Art, Rhode Island School of Design

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**Essentials for Cultural Collections: Space Planning and Environments**

**Granite Bistro**

Storage is a constant problem in cultural institutions, whether you are planning for a new facility or want to update your current storage area. What do we need to think about in regard to safety, security and optimum use? What do we need to understand and remember when it comes to the environment? This session will focus
on the basics of maintaining “good” storage for any collection. In 2008, the Conservation Center for Art and Historic Artifacts presented a two-day symposium on storage basics. If you were unable to make the symposium, this is your chance to hear from two institutions that presented at the symposium.

Chair: Melissa Wilson, Park Ranger, Adams National Historical Park, MA
Speakers: Walter Crimm, Principal, Director of Cultural Practice, Ewing Cole, PA; Kristin Smith, Research Project Associate, Image Permanence Institute, NY

Looking Through a New Lens: Interdisciplinary Programs (Even on a Small Budget)
Amherst Room
How do you offer programs to entice and engage visitors of varying ages and interests? How do you incorporate multiple learning styles in a way that’s central to your mission and not overwhelmingly expensive? How is science linked to art, or history to music? Open to all, this session offers perspectives from science and history educators, will offer ideas for designing interdisciplinary programs, and will include hands-on activities.

Chair: Meg Winikates, Associate Director of Education, The Discovery Museums, MA
Speakers: Michael Adams, Coordinator-Traveling Programs, Museum of Science, MA; Nancy K. Jones, Supervisory Park Ranger, Longfellow National Historic Site, MA

Reinventing Your Site: How One Small Museum Repackaged Itself
Wentworth Ballroom
Explore how the Noah Webster House worked with its community, staff, consultants, and Board to repackage the way it shares its mission and creates greater value within the community. A museum director, guest curator, and filmmaker will take you through their processes and demonstrate the final products. This program will address the following questions: Why and how do you reinvent your institution? What intellectual, funding, and physical challenges are involved in this process? How do you make it an inclusive approach?

Chair: Christopher I. Dobbs, Executive Director, Noah Webster House & West Hartford Historical Society, CT
Speakers: Elysa Engelman, Guest Curator, Noah Webster House & West Hartford Historical Society, and Exhibit Researcher/Developer, Mystic Seaport, CT; Karyl K. Evans, Producer/Director, Karyl Evans Productions LLC, CT

Small Museum—Big Partner: Maine and NASA on Their Way to Pluto
Bedford Room
A zero-budget community project in rural Maine breaks world records for three-dimensional, single-scale Solar System models. One man’s vision and hundreds of people build a 40-mile-long drive-by exhibit. Learn how the Maine Solar System Model was organized, designed, and completed; how the educational component has grown; and how the model created grant opportunities from NASA and aligned the Northern Maine Museum of Science with the nine-and-a-half-year New Horizons mission to Pluto and Beyond.

Chair: Jeanie L. McGowan, Outreach Coordinator of Education for Space Science and Astronomy, Northern Maine Museum of Science at University of Maine at Presque Isle

3:15 P.M. – 3:45 P.M.
Coffee Break in Exhibit Hall

As an interim project while planning the Fitchburg Historical Society’s re-use of the historic Phoenix Building, GWA designed the renovation of the building’s first floor and the exhibit display components for the exhibition “Cycling around Fitchburg.”

G A R Y  W O L F  A R C H I T E C T S  I N C.
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How to Win Friends and Influence People
Hollius Room
The lessons of Dale Carnegie’s 1936 best-seller still offer valuable advice in our 21st century world of email, social networking and the Internet. Making the case for your museum to the editor will also be reviewed. This is a good session for people in smaller organizations who may not have formal training in public relations but who are responsible for it in their museums.
Chair: Andrea Carneiro, Communications Manger, The Preservation Society of Newport County, RI
Speakers: Trudy Coxe, Chief Executive Officer & Executive Director, Preservation Society of Newport County; Joshua Campbell Torrance, Executive Director, Woodlawn Museum, ME; Kenneth Turino, Manager of Community Engagement and Exhibitions, Historic New England, MA

How Well Do You Know Your Audience?
Amherst Room
While focus groups are often seen as a technique reserved for corporations, they can also be extremely useful for museums wishing to better understand and connect with their communities and can aid in a wide range of activities, from creating interpretation strategies to fundraising. Recent case studies will be reviewed and attendees will leave with tools to incorporate focus groups into their own planning processes and utilize the information that they generate.
Chair: Stefanie Muscat, Principal, Bevara, MA

Impress the Press!
Bedford Room
1. How do you get local and regional reporters to cover events at your museum? What is the best way to maintain a good relationship with the editor? In this session you will learn the answers to these questions as well as learn about the most attractive press materials to share—either electronically or in print. The fundamentals of writing a great press release will also be reviewed. This is a good session for people in smaller organizations who may not have formal training in public relations but who are responsible for it in their museums.
Chair: Andrea Carneiro, Communications Manager, The Preservation Society of Newport County, RI

More Than Just a Pretty Label: Designing Exhibitions for Different Learning Styles
Balsam Room
Whether large or small, we want our exhibitions to be meaningful to visitors of diverse ages and backgrounds. One way to meet the challenge is to create designs that address a wide variety of learning styles. This participatory workshop will blend a little of Howard Gardner’s theory of multiple intelligences with practical suggestions for low-tech interactive exhibition components. Participants will work together in small groups to explore their personal museum experiences and brainstorm creative components for each other’s new exhibitions.
Co-chairs: Susan Twombly (MS, Early Childhood Education), Director of the Infant Toddler Children’s Center, MA; Will Twombly, Principal, Spokeshave Design, MA

Things You Should Know! Legal Issues for Small to Mid-Sized Museums
Wentworth Ballroom
When it comes to legal issues, do you feel like you are walking a tightrope without a net? Museums are complex organizations, encompassing collections, trustees, volunteers, donors, and visitors. Legal issues abound related to employment practices, property acquisitions, contracts, and visitor incidents. This session will provide an overview of museum law, which will benefit all museum professionals. Learn the questions you should ask and the action you should take to keep a small legal issue from becoming a major mess.
Chair: Nina Zannieri, Executive Director, Paul Revere Memorial Association, MA
Speakers: Mark Gold, Esq., Partner, Grinnell Smith LLP, MA; Gil Whittmore, Esq., Of Counsel, Rath, Young and Pignatelli, PC, MA

Want to Meet More of Your Independent Museum Professional (IMP) Colleagues? Try “Speed Dating!”
Granite Bistro
Pre-registration required.
Broaden your contacts in the IMP community at this fun and lively session, which borrows techniques from speed dating. Both new and experienced independent museum professionals are welcome. At the start of the session, you’ll receive a list of “dates” and will have five minutes to spend with each one. A moderator will serve as time-keeper.
Co-chairs: Julie Duncan, Principal, Julie Duncan Design, MA; Sue Schoop, Independent Copywriter & Marketing Consultant for Museums, MA

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Wednesday Evening Events

Exhibit Hall Reception
5:15 p.m. - 6:15 p.m.

Don’t miss this opportunity to visit the exhibit booths and learn about wonderful museum products and services. Enjoy delicious hors d’oeuvres and meet with friends old and new!

Directors and Trustees Dinner
At the Currier Museum of Art
7:00 p.m. - 9:30 p.m.

The Currier Museum of Art invites directors and trustees for a dinner reception with special tours of the museum’s recent expansion. In March 2008 the Currier Museum of Art opened a 33,000 square-foot addition design by Ann Beha Architects of Boston which includes a new lobby, three new galleries, two classrooms, a 180 seat auditorium, and the dramatic Winter Garden where dinner will be held. Tours highlight recently reinstalled galleries housing the distinguished collections of American and European painting, sculpture and decorative arts. The special exhibitions Brett Weston: Out of the Shadows and Evolution of a Shared Vision: The David and Barbara Stahl Collection will also be open for viewing before dinner. The Currier’s museum shop will be open for guests to visit before dinner.

Ticket holders meet at the Banquet entrance at 6:20 p.m. Bus leaves promptly at 6:30 p.m.

Sponsored by

AN EVENING AT THE McAULIFFE-SHEPARD DISCOVERY CENTER
7:00 p.m. - 9:30 p.m.

Explore, discover, be inspired...celebrate the International Year of Astronomy with our staff and your colleagues at the new McAuliffe-Shepard Discovery Center, a lively educational science center featuring 21st century interactive exhibits on aviation, astronomy, and Earth and space sciences.

The evening begins with a half-hour social with light hors d’oeuvres and a cash bar, followed by a delicious dinner in our new Atrium space.

After dinner, guests will have a chance to explore the exciting exhibit areas and experience a show in the Christa McAuliffe Planetarium. The evening will conclude with telescope viewing, weather permitting.

Ticket holders meet at the Banquet entrance at 6:05 p.m. Bus leaves promptly at 6:15 p.m.

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BOSTON UNIVERSITY Metropolitan College
8:00 A.M. – 5:00 P.M.  
REGISTRATION OPEN

8:00 A.M.  
EXHIBIT HALL OPENS

8:00 A.M. – 9:00 A.M.  
WAKE-UP COFFEE IN EXHIBIT HALL
Hosted by Opportunity Resources

8:00 A.M. – 9:00 A.M.  
INDEPENDENT MUSEUM PROFESSIONALS PAG BREAKFAST MEETING

FORGING NEW LINKS  
Strengthening Old Connections and Forging New Links  
Granite Bistro
Breakfast will be provided for those who registered for it in advance, or you may bring your own.
Our discussion will cover three related topics: (1) How can we spread the word about our professional offerings beyond the museum community? (2) A review of the benefits NEMA currently offers IMPs (3) How can IMPs help create links between the museum world and the larger creative economy? Bring your ideas and be prepared to make plans for follow-up work on these topics, including plans for sponsoring a session at next year’s conference.
Co-chairs: Carrie Brown, Independent Curator, NH; Ron Kley, Partner, Museum Research Associates, ME; and Jane Radcliffe, Partner, Museum Research Associates, ME

8:40 A.M. – 12:30 P.M.  
MORNING OFF-SITE SESSION
Ticket holders meet at the Banquet entrance at 8:40 a.m. Bus leaves promptly at 8:50 a.m.
Tackle Restoration or Put in a Parking Lot?  
The Nashua Historical Society Florence Speare Museum, Abbot-Spalding House Museum and the District #1 Schoolhouse
If you own a historic structure with restoration needs or are considering purchasing one, this session is for you! Following a successful fundraising campaign, in 1978, the Nashua Historical Society purchased the Abbot-Spalding House Museum. In 1993, a preservation/restoration long range plan was authored to accommodate and utilize current preservation standards. Ongoing, the preservation/restoration process has created higher than ever visitation numbers, scholarly interest, and it has re-energized our members.
In 1976, the Nashua chapter of the Benevolent Association of the Daughters of the King embarked on the restoration of Nashua’s District #1 Schoolhouse. Continuing to support the current preservation/restoration needs, this schoolhouse has become the site for a successful education program which brings the one-room schoolhouse experience to thousands of students annually. Although different paths were followed by these organizations, participants will learn when and why preservation/restoration is the correct choice. Questions explored will focus upon the benefits and challenges: How long is the process? How to locate and hire master crafters? Fundraising, and what is a realistic budget?
Chair: Beth McCarthy, Curator, Nashua Historical Society
Speakers: Sandi Axton, Research Historian, Nashua Historical Society; Susan Fineman, Education Director, District #1 Schoolhouse; William Ross, President, Nashua Historical Society

8:50 A.M. – 12:30 P.M.  
MORNING OFF-SITE SESSION
Ticket holders meet at the Banquet entrance at 8:40 a.m. Bus leaves promptly at 8:50 a.m.
Tackle Restoration or Put in a Parking Lot?  
The Nashua Historical Society Florence Speare Museum, Abbot-Spalding House Museum and the District #1 Schoolhouse
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9:00 A.M. – 12:30 P.M.  
DOUBLE SESSIONS

Finding Your Path  
Northwood Room
The rise to a position of leadership within the museum community is often a difficult journey. For mid-level museum professionals, the path can seem long and fraught with dead ends. How can aspiring museum professionals, early in their careers, forge a path toward a leadership position? How can museum leaders, directors and department heads train and mentor young professionals to attain leadership positions? As the current generation of museum leaders nears retirement, who will succeed them? Panelists will discuss their own career paths and offer concrete suggestions of how staff and management can work together to ensure the successful transition of our cultural heritage from the current generation to the next.
Chair: Kathy Burton Jones, Principal, Katherine Jones Consulting, MA
Speakers: Joshua Basseches, Deputy Director, Peabody Essex Museum, MA; Sally Crawford, Trustee, American Independence Museum, NH; Marilyn Hoffman, Principal, Museum Search & Reference, NH; James Hoyte, Trustee, Museum of African American History, MA; Dick Kimball, Trustee, Canterbury Shaker Village, Inc., NH; Beverly Morgan-Welch, Executive Director, Museum of African American History, MA; Douglas A. Stark, Museum Director, International Tennis Hall of Fame & Museum, RI

Youth Curators: A Team Approach to Creating Exhibitions  
Hollis Room
To cultivate the elusive teen audience, museums can connect with a school’s service learning initiative and capture the fresh perspective of young consultants. Learn the realities and rewards of a successful school partnership and experience the steps of a team approach to creating an interpretive exhibit with the help of youth curators. The community service model is flexible, and an off-site youth curator project can address a small museum’s challenge to maintain public programming off-season.
Chair: Marilyn McArthur, Community Partnership Coordinator, Pocumtuck Valley Memorial Association, MA
Speakers: Sheila Damkohler, Community Outreach Coordinator, Pocumtuck Valley Memorial Association; Jeremy Rogers, Teacher, Frontier Regional School District, MA
Collaborations: Improving Performance in the Nonprofit Sector
Nashua Ballroom - South
Collaborations allow museums to pool limited resources but require a commitment to maintaining the identity of each partner and an honest assessment of institutional interests, capacities, and indirect costs. This panel will explore the principles and pitfalls of collaboration as it considers three different types of collaborations (marketing, preservation, and walking tours) as well as the findings of a business planning project that evaluated the pros and cons of historic sites’ affiliating through joint ventures and partnerships.

Chair: Elizabeth Spoden, Education and Public Programs Assistant, Newport Restoration Foundation, RI
Speakers: Valarie Talmage, Executive Director, Preserve Rhode Island, RI; Ruth Taylor, Executive Director, Newport Historical Society, RI

From Liquor Liability to Unrelated Business Income Tax: Legal Concerns in the Use of Museum Facilities
Wentworth Ballroom
This session will address two of the top legal issues facing museums today. First, the legal complexities and implications of serving liquor in museums. We will discuss liability risks and ways of reducing such risks through caterer arrangements, facility rentals, insurance, and other sound practices.

Chair: Jeffrey M. Hurwit, Attorney, Hurwit & Associates, MA

“Communicate the right answer to this one important question and you’ll fill your exhibits, art classes and fundraising efforts with more people who love and support museums.”

To understand what’s in it for them, the first thing a prospective visitor will want to know is “What kind of museum are you? What major need do you fulfill or opportunity do you create that’s a better choice for me today, than all the others vying for my time and money?”

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Élan
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Into the Mainstream: Interpreting Gay, Lesbian, Bisexual and Transgender History
Bedford Room
This session explores challenges facing museums in integrating Gay, Lesbian, Bisexual and Transgender history. We begin with an overview of how institutions across the nation are interpreting (or not) GLBT history. Next we look at how two historic houses are dealing with these challenges. Speakers will discuss the role of research and what constitutes “proof.” They will also discuss how their research was applied to changes in interpretation, guide training, and marketing as well as the visitor’s response.
Chair: Kenneth C. Turino, Manager of Community Engagement and Exhibitions, Historic New England, MA
Volunteer Docents vs. Paid Interpretive Staff: Pros, Cons, Issues and Solutions
Balsam Room
This session will investigate different models of using paid staff or volunteer docents as interpreters. We will explore the pros and cons of each in terms of recruitment, retention, training, accountability, and human resources issues. How do budget cuts and changing volunteer demographics influence the staffing decision? Each panelist will present her own experience in navigating this issue and will share examples of working with all paid staff, all volunteer docents, or a combination.
Chair: Tara Young, Museum Education Consultant, MA
Speakers: Jennifer DePrizio, Director of Visitor Learning, Isabella Stewart Gardner Museum, MA; Dawn Law, Museum Educator, Dawn Law Consulting, MA; Maria Mingalone, Director of Interpretation, Berkshire Museum, MA

11:00 A.M. – 12:30 P.M.
CONCURRENT SESSIONS

The Basics of Effective Grant Writing
Nashua Ballroom - South
0 This session will provide grant seekers with potential sources—where to look and how to find the right grant for your organization. Attendees will gain an understanding of a good proposal development process, beginning with how to set targets and define outcomes, step by step elements and information to include in a proposal, and how best to approach a foundation. The session will end with a discussion forum designed to share tips and ideas on successful grant strategies.
Chair: Jennifer Dubé-Works, Development Director, Museum L-A, ME
Speakers: Judith Gooch, Fundraising Consultant and Grantmanship Trainer, MA; Debbie Watrous, Executive Director, New Hampshire Humanities Council
Beyond the Cocktail: Understanding and Engaging Young Professionals
Wentworth Ballroom
While museums successfully attract adults ages 40+, young adults in their 20s and 30s have been a more difficult audience to attract and maintain. Drawing on the success of Gardner After Hours, a programmatic initiative to engage young professionals, this session addresses motivations, behaviors and preferences of this demographic while highlighting the public value of informal learning environments. Attendees will also be challenged to consider how these findings affect their own practice and research.
Chair: Jennifer DePrizio, Director of Visitor Learning, Isabella Stewart Gardner Museum, MA
Speakers: Katherine Armstrong, Public Relations Director, Isabella Stewart Gardner Museum; Julie Crites, Director of Program Planning, Isabella Stewart Gardner Museum
Designing Your Insurance Program: An Insurance Handbook
Chesterfield Room
This session is intended for art handlers, registrars, risk managers, or directors, and trustees of universities and museums of all sizes and disciplines who wish to review their current insurance plans or create a new one. Attendees will each be provided with an “Insurance Handbook” through which the presenter will help participants complete this guide for their individual institutions.
Chair: Mary Pontillo, Assistant Vice President, Fine Art Practice, DeWitt Stern Group, Inc., NY

Make-overs: Extreme and Otherwise
Bedford Room
This session will focus on some of the nuts and bolts of managing a museum renovation. The panel members, who have been through renovations in different capacities, will present a variety of “tips” on caring for collections during renovations, keeping track of collections, arranging for off-site storage, reading architectural documents and managing a project to control costs and preserve your sanity.
Chair: David Dempsey, Associate Director for Museum Services, Smith College Museum of Art, MA
Speaker: Linda Best, Registrar, Mount Holyoke College Museum of Art, MA

We Were Here: Making New Hampshire’s Black History Visible
Amherst Room
This panel, designed to introduce participants to New Hampshire’s more “colorful” heritage, will profile two successful campaigns that have made New Hampshire’s Black Heritage visible and will demonstrate how this celebration of black history is revitalizing communities. Panelists JerriAnne Boggis, Valerie Cunningham and Barbara White will present current research that is resurrecting the history of a Black presence in New Hampshire that stretches back 350 years.
Chair: JerriAnne Boggis, Project Director, The Harriet Wilson Project, NH
Speakers: Valerie Cunningham, Executive Director, Portsmouth Black Heritage Trail, Inc., NH; Dr. Barbara White, Professor Emerita of Women’s Studies University of New Hampshire

Coffee break in exhibit hall
Hosted by

Concurrent sessions continue on page 16
Wednesday

8:00 a.m. – 5:00 p.m.
REGISTRATION OPEN

8:00 a.m.
EXHIBIT HALL OPENS

8:00 a.m. – 9:00 a.m.
WELCOME COFFEE IN EXHIBIT HALL

9:00 a.m. – 10:30 a.m.
CONCURRENT SESSIONS
- Making the Most of Media & Technology in Exhibits on a Budget
  Northwood Room
- The New Hampshire Membership Challenge
  Balsam Room
- Riding Out the Storm and Sustainability
  Bedford Room
- Curating: The Romance and The Reality
  Amherst Room
- Vision = Value: Linking Mission to Marketing
  Granite Bistro
- Where to Find Exhibit Art?
  Hollis Room

10:45 a.m. – 12:15 p.m.
OPENING SESSION:
BUILDING SOCIAL CAPITAL
Keynote Speaker: Lewis M. Feldstein, President, New Hampshire Charitable Foundation
Wentworth Ballroom

12:15 p.m. – 1:15 p.m.
OPENING LUNCHEON
Nashua Ballroom - South and Granite Bistro

12:15 p.m. – 3:15 p.m.
DIRECTORS AND TRUSTEES LUNCH PROGRAM
It’s a Green Day!
Balsam Room

1:15 p.m. – 1:45 p.m.
DESSERT AND COFFEE IN EXHIBIT HALL
Hosted by Tru Vue, Inc.

1:45 p.m. – 5:15 p.m.
DOUBLE SESSION
- Marketing in Web 2.0:
  Northwood Room

1:45 p.m. – 3:15 p.m.
CONCURRENT SESSIONS
- The Care and Curation of Contemporary Collections for Small Museums
  Chesterfield Room
- Change Brings Opportunity
  Hollis Room
- Essentials for Cultural Collections: Space Planning and Environments
  Granite Bistro
- Looking Through a New Lens: Interdisciplinary Programs (Even on a Small Budget)
  Amherst Room
- Reinventing Your Site: How One Small Museum Repackaged Itsself
  Wentworth Ballroom
- Small Museum—Big Partner: Maine and NASA on Their Way to Pluto
  Bedford Room

3:15 p.m. – 3:45 p.m.
COFFEE BREAK IN EXHIBIT HALL

3:45 p.m. – 5:15 p.m.
CONCURRENT SESSIONS
- Hear ye, Hear ye: “Sustainable” Historic House Museum Is Not an Oxymoron
  Chesterfield Room
- How to Win Friends and Influence People
  Hollis Room
- How Well Do You Know Your Audience?
  Amherst Room
- Impress the Press!
  Bedford Room
- More Than Just a Pretty Label
  Balsam Room
- Legal Issues for Small to Mid-Sized Museums
  Wentworth Ballroom
- IMLS “Speed Dating”
  Granite Bistro

5:15 p.m. – 6:15 p.m.
EXHIBIT HALL OPENING RECEPTION

Thursday

8:00 a.m. – 5:00 p.m.
REGISTRATION OPEN

8:00 a.m.
EXHIBIT HALL OPENS

8:00 a.m. – 9:00 a.m.
WAKE-UP COFFEE IN EXHIBIT HALL
Hosted by Opportunity Resources

8:00 a.m. – 9:00 a.m.
IMP PAG BREAKFAST MEETING
Granite Bistro

8:40 a.m. – 12:30 p.m.
MORNING OFF-SITE SESSION
- Playing the IPM Game at Historic New England’s Collections and Conservation Center

8:50 a.m. – 12:30 p.m.
MORNING OFF-SITE SESSION
- Tackle Restoration or Put in a Parking Lot? at the Nashua Historical Society

9:00 a.m. – 10:30 a.m.
CONCURRENT SESSIONS
- Collaborations: Improving Performance in the Nonprofit Sector
  Nashua Ballroom - South
- Cutting to the Chase
  Chesterfield Room
- From Liquor Liability to Unrelated Business Income Tax: Legal Concerns in the Use of Museum Facilities
  Wentworth Ballroom
- IMLS Update: Funding, Research and Trends
  Amherst Room
- Into the Mainstream: Interpreting Gay, Lesbian, Bisexual and Transgender History
  Bedford Room
- Volunteer Docents vs. Paid Interpretive Staff
  Balsam Room
Friday

8:30 A.M. – 11:00 A.M.
REGISTRATION OPEN

8:30 A.M. – 9:00 A.M.
WAKE-UP COFFEE

9:00 A.M. – 12:30 P.M.
DOUBLE SESSIONS

MANAGING COPYRIGHT ISSUES FOR MUSEUM ARCHIVES AND LIBRARY MATERIALS
Balsam Room

OPEN SPACE SESSION
Nashua Ballroom - South

NEW!

9:00 A.M. – 10:30 A.M.
CONCURRENT SESSIONS

ACCESS FOR EVERYONE: USING UNIVERSAL DESIGN TO CREATE A BETTER VISITOR EXPERIENCE
Amherst Room

FORGING NEW MODELS FOR REACHING SCHOOL AUDIENCES
Balsam Room

"MILES TO GO BEFORE WE SLEEP": USING SURVEY RESULTS TO IMPROVE THE VISITOR EXPERIENCE
Wentworth Ballroom

MUSEUM MAPPING PROJECTS: CHARTING A NEW COURSE
Bedford Room

THE MUSEUM'S ROLE IN A COMMUNITY CRISIS: WORCESTER'S BEETLE BATTLE
Hollis Room

PROMISES OF LEADERSHIP: NEW DIRECTORS CONUNDRUMS
Northwood Room

RESTRICTIONS ON THE USE OF THE PROCEEDS OF DEACCESSIONING: IS THE ETHICAL RULE ETHICAL?
Granite Bistro

4:45 P.M. – 5:15 P.M.

NEWCOMERS RECEPTION
Hosted by Tufts University Museum Studies Program
Nashua Ballroom - South

EVENING EVENTS (SEE PAGE 19)

A NIGHT AT THE MUSEUM—LOWELL NATIONAL HISTORICAL PARK
A COSMOPOLITAN ADVENTURE IN THE HEART OF NEW HAMPSHIRE—THE AMOSKEAG MILLYARD IN MANCHESTER

10:30 A.M. – 11:00 A.M.
COFFEE BREAK
Hosted by Andrew Penziner Productions LLC

11:00 A.M. – 12:30 P.M.
CONCURRENT SESSIONS

GRAPHIC DESIGN OPTIONS FOR ORGANIZATIONS LARGE AND SMALL
Bedford Room

GREEN OUTSIDE-THE-BOX
Hollis Room

IS THERE A CHANGE IN YOUR FUTURE?
Amherst Room

TO SHARE OR NOT TO SHARE – IS A COLLABORATIVE COLLECTIONS STORAGE FACILITY A STORAGE SOLUTION?
Northwood Room

12:45 P.M. – 2:00 P.M.
CLOSING LUNCH AND ANNUAL MEETING
Wentworth Ballroom

Conference at a Glance

10:30 A.M. – 11:00 A.M.
COFFEE BREAK IN EXHIBIT HALL
Hosted by Cherry Valley Group

11:00 A.M. – 12:30 P.M.
CONCURRENT SESSIONS

THE BASICS OF EFFECTIVE GRANT WRITING
Nashua Ballroom - South

BEYOND THE COCKTAIL: UNDERSTANDING AND ENGAGING YOUNG PROFESSIONALS
Wentworth Ballroom

DESIGNING YOUR INSURANCE PROGRAM: AN INSURANCE HANDBOOK
Chesterfield Room

INTERPRETIVE WRITING
Balsam Room

MAKE-OVERS: EXTREME AND OTHERWISE
Bedford Room

WE WERE HERE: MAKING NEW HAMPSHIRE’S BLACK HISTORY VISIBLE
Amherst Room

12:45 P.M. – 2:20 P.M.
LUNCHTIME PROFESSIONAL AFFINITY GROUP SESSIONS

CHILDREN'S MUSEUMS
Amherst Room

CURATORS
Hollis Room

EDUCATION
Northwood Room

EXHIBITIONS
Nashua Ballroom - South

HISTORIC SITE MANAGEMENT
Bedford Room

HR & VOLUNTEER MANAGEMENT
Chesterfield Room

MEMBERSHIP, DEVELOPMENT, PUBLIC RELATIONS & MARKETING
Wentworth Ballroom

MUSEUM DIRECTORS DISCUSSION
Granite Bistro

REGISTRARS
Balsam Room

1:45 P.M. – 5:15 P.M.
AFTERNOON OFF-SITE SESSION

DESIGNING NEW EDUCATIONAL EXPERIENCES AT THE McAULIFFE-SHEPARD DISCOVERY CENTER

2:30 P.M. – 3:15 P.M.
EXHIBIT HALL CLOSING RECEPTION AND RAFFLE PRIZE DRAWING

3:15 P.M. – 4:45 P.M.
CONCURRENT SESSIONS

ACCESS FOR EVERYONE: USING UNIVERSAL DESIGN TO CREATE A BETTER VISITOR EXPERIENCE
Amherst Room

FORGING NEW MODELS FOR REACHING SCHOOL AUDIENCES
Balsam Room

"MILES TO GO BEFORE WE SLEEP": USING SURVEY RESULTS TO IMPROVE THE VISITOR EXPERIENCE
Wentworth Ballroom

MUSEUM MAPPING PROJECTS: CHARTING A NEW COURSE
Bedford Room

THE MUSEUM'S ROLE IN A COMMUNITY CRISIS: WORCESTER'S BEETLE BATTLE
Hollis Room

PROMISES OF LEADERSHIP: NEW DIRECTORS CONUNDRUMS
Northwood Room

RESTRICTIONS ON THE USE OF THE PROCEEDS OF DEACCESSIONING: IS THE ETHICAL RULE ETHICAL?
Granite Bistro

4:45 P.M. – 5:15 P.M.
NEWCOMERS RECEPTION
Hosted by Tufts University Museum Studies Program
Nashua Ballroom - South
Everyone is welcome to attend any Professional Affinity Group Session.

If you ordered a box lunch, please collect it from the Exhibit Hall between 12:30 and 1:15 pm. The PAG sessions start at approx. 12:45 pm, so you have time to pick up your lunch!

Children’s Museum PAG
Promoting Play and the Outdoors
Amherst Room
Come together and share your best practices and new ideas for exhibits and programs that encourage play and promote outdoor exploration. Cathy Saunders will talk about Providence Children’s Museum’s initiative to get the “play message” out through a new exhibit, film screenings and a listserve. Amy Spencer will discuss lessons learned from The Discovery Museums’ new outdoor exhibit Bessie’s Cove. How is your museum (children’s, science, history, or art) advocating play and the outdoors? Come share, come learn.

Co-chairs: Cathy Saunders, Director of Education, Providence Children’s Museum, RI; Amy Spencer, Education Director, The Discovery Museums, MA

Curators PAG
Local Collection, Far-reaching Connection
Hollis Room
A local collection can often provide valuable insight to a larger subject, and contribute to a topic that extends far beyond the reach of any single museum or collection. Investigating a collection and finding those unique connections can be rewarding work for a curator. Join us for lunch and a presentation by Wesley Balla, Director of Collections and Exhibitions at the New Hampshire Historical Society in Concord, NH. Mr. Balla will discuss the process involved in creating and curating the new exhibit Abraham Lincoln and New Hampshire, which connects the NHHS collection to the national celebration of the Bicentennial of Lincoln's birth through artifacts and stories of presidential candidate Lincoln’s trip to New Hampshire in 1860.

Co-chairs: Andrew Grilz, Curator, Salem, MA; Sheri Leahy, Curator, Skowhegan, ME; Kate McBrien, Curator of Historic Collections, Maine State Museum

Speaker: Wesley Balla, Director of Collections & Exhibitions, New Hampshire Historical Society

Education PAG
Art Afterschool: Piloting Success
Northwood Room
The Currier Museum of Art recently finished piloting Art Afterschool, a five-month program at afterschool sites throughout the Manchester, NH area. Programs included tours of the museum, outreach visits, art-making exercises and journal writing. Designed to build upon previous research in the field of afterschool programming, a significant evaluation component incorporated feedback from museum and afterschool staff, students, and docents. Learn more about Art Afterschool and lessons learned through the experience with Leah Fox, the Currier’s director of public programs.

Co-chairs: Dawn Salerno, Director of Education, Mystic Arts Center, CT; Jennifer White-Dobbs, Director of Education, Connecticut River Museum, CT

Speakers: Leah Fox, Director of Public Programs, Currier Museum of Art, NH; Cheryl Holbert, Community Outreach Programs Administrator, Currier Museum of Art

Exhibitions PAG
Project Sharing
Nashua Ballroom - South
Join us for our ever-popular slide presentation of recent exhibition projects at museum of all disciplines.

Co-chairs: Serena Furman, Exhibit Design and Development, ASpace, MA; Emily Robertson, Project Manager, Museum of Science, MA

Historic Site Management PAG
Sharing Historic Site Challenges & Solutions
Bedford Room
Tired of searching for solutions to a problematic issue? Wish you could just sit down and ask what your colleagues would do? You can! Bring a current issue you're dealing with and leave with a solution! Join the HSM PAG in a round-robin of decision-making. You'll have the opportunity to ask for ideas and answers from your colleagues and in turn, you'll respond to them.

Co-chairs: Kathryn Balistreri, Museum Director, Museum of the Elizabeth Islands Cuttyhunk Historical Society, MA; Pilar E. Garro, Site Manager, Beauport, Historic New England, MA

HR & Volunteer Management PAG
Guard Your Exits: How to Retain Top Talent in Turbulent Times
Chesterfield Room
If you are not worried about employee retention during the recession, you'd better be. A recent survey released in February 2009 by Salary.com reported that 65% of employees admitted to passively or actively looking for a new job already. Join us for lunch and a presentation by Roberta Chinsky-Matson, President of Human Resource Solutions. Learn how to identify and keep your “keepers,” strategies to engage and retain top performers across the generations, and why what you do today matters more than what you do tomorrow. This presentation should not be missed by Directors!

Chair: Laura Howick, Director of Education, Fitchburg Art Museum, MA

Speaker: Roberta Matson, President, Human Resource Solutions, MA

Membership, Development, Public Relations & Marketing PAG
Innovative Fundraising Ideas
Wentworth Ballroom
Share your ideas at this special two-part luncheon. First, learn about some of the new initiatives being launched and join the discussion about how the PAG can work to better serve your needs. Then, seasoned fundraiser Darcy H. Lee, Principal & CEO of Alden Charles Associates, will present a wealth of innovative fundraising ideas that are easy to implement on a small budget. This session will get your creative juices flowing and you'll go away with a renewed passion to think outside of the box and within your budget. We'll address collaborations, events, online fundraising and more.

Co-chairs: Sue Schopp, Independent Copywriter & Marketing Consultant for Museums, MA; Leigh Smead, Assistant Director, Slater Memorial Museum, CT

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

Museum Directors Lunch
The Directors’ Discussion
Granite Bistro
This year's Museum Directors’ Lunch topics are taken from the Executive Directors Roundtable discussions convened by NEMA this spring and fall. In an open forum format, we will tackle the following thorny issues: Have we really made the tough decisions required to survive in the long term; is this economic climate a watershed moment, or the beginning of a new “normal”?: morale: we care about staff, who cares about us?; what do we do next—in other words, how cheap and easy are we, anyway? Provocative, therapeutic, humorous and frightfully honest, this session is limited to CEO/Directors. Whether you are a first-time Director, or seasoned CEO, this session could be the one you remember most.

Chair: Wendy Lull, President, Seacoast Science Center, NH
Registars PAG

Year in Review: Registrars in Action
Balsam Room

Some things will never change... Registrars and Collections Managers will always have an accession or de-accession project at hand, there will always be new entries to be made in the collection's database, and we are always seeking to create new or improve the storage of our collections. At that same time, new projects pop up and keep us on our toes. With a running “to-do” list we just don’t have time to engage with our colleagues in the area. Join us to discuss current or recently completed projects, complications, unexpected surprises and of course, adapting to the cut backs, lay-offs, and reduced hours. Let's pool our resources, learn from others, and meet our neighbors.

Co-chairs: Mary Herbert-Busick, Associate Registrar, Wadsworth Atheneum, CT
Speakers: Eric Fischer, Senior Vice President, Willis Fine Art, Jewelry & Specie, MD; Leslie Freund, Collections Manager, Phoebe Apperson Hearst Museum of Anthropology, University of California; Stephanie Herbert, Registrar, American Textile History Museum, MA; Michael Lally, Executive Director, Whistler House Museum of Art, MA; Karen Papineau, Registrar, Currier Museum of Art, NH; Mike Volmar, Curator of Collections, Fruitlands Museum, MA

1:45 P.M. – 5:15 P.M.
Afternoon Off-Site Session
McAuliffe-Shepard Discovery Center, Concord

Ticket holders meet at the Banquet entrance at 1:35 p.m. Bus leaves promptly at 1:45 p.m.

Designing New Educational Experiences
In March of 2009 the Christa McAuliffe Planetarium became the McAuliffe-Shepard Discovery Center and marked the opening of our new air & space museum. As part of the transition into our new science center—four times the size of our previous space—we designed four new educational “experiences” in which visiting groups can participate.

This interactive session will discuss how we did it, who was involved, and the relationships fostered to carry out the ideas. In addition, many hands-on demonstrations will be included.

Chair: Mal Cameron, Education Coordinator, McAuliffe-Shepard Discovery Center

2:30 P.M. – 3:15 P.M.
Exhibit Hall Closing Reception and Raffle Prizes

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? In addition, NEMA will raffle a FREE registration to next year’s conference

3:15 P.M. – 4:45 P.M.
Concurrent Sessions

Access for Everyone: Using Universal Design to Create a Better Visitor Experience
Anheirst Room

Want to improve your museum for visitors with disabilities? Universal Design (UD) is a set of design principles you can use to reach not only your visitors with disabilities, but all of your visitors. Move beyond basic accessibility and towards multi-sensory exhibits and programs. Learn the difference between accessibility and UD. Transform your museum into a place for everyone! This session continues the conversation held at the Spring Exhibitions PAG workshop.

Chair: Emily Robertson, Project Manager, Museum of Science, MA
Speakers: Tamar Agulian, Education Coordinator, Gore Place, MA; Anna Lindgren-Stecher, Research Associate, Museum of Science, MA

Forging New Models for Reaching School Audiences
Balsam Room

Museums are being forced to modify or rethink traditional programming for school audiences in response to increasing pressure to meet state and national learning standards, raise standardized test scores, and cope with shrinking school and museum budgets. Panelists will introduce the new models they have pioneered to reach school audiences in a variety of settings: at the museum, in the classroom, and online.

Chair: Hannah E. Weisman, Academic Programs Coordinator, Shelburne Museum, VT
Speakers: Rhonda Houle, Education Reservations, Higgins Armory Museum, MA; Wilmamarie Moore, Head of School Programs and Teacher Resources, Museum of Fine Arts, Boston, MA

“Miles to go before we sleep”: Using Survey Results to Improve the Visitor Experience
Wentworth Ballroom

What happens when your evaluation process comes back with unexpected results? It can be distressing to learn that your audience perceives your institution differently than you do. How do you use the data to improve the visitor experience? Learn from museums that have utilized negative evaluation results to revitalize their offerings and retrain their staff. The panel will discuss how survey results provide insight into what people want and expect from their museum visit and will offer some specific “how-to’s” for improving programs and customer service. The information applies to museums of all types and budget sizes.

Co-chairs: Ellie Donovan, Acting Executive Director, Plimoth Plantation, MA; Lisa Marckowski, Program Coordinator for Operation Military Kids, University of Connecticut, Middlesex Extension Center
Speaker: Deborah Kreiser-Francis, Consultant, InterpWorks, MA

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Museum Mapping Projects: Charting a New Course
Bedford Room

New technology is expanding the capability of maps to organize content for museum audiences. This panel session showcases innovative online mapping projects from around the region and beyond that institutions are creating to help their audiences see museum content in new ways. It will be useful for museum educators, curators, and IT professionals—anyone who wants to situate their educational content within time and space to help better educate the public. Participants will walk away with inspiring ideas, an overview of software, and tips for getting started.

Chair: Rainey Tisdale, Special Projects Director, The Bostonian Society, MA
Speakers: James J. Forrest, Web Creative Director, Peabody Essex Museum, MA

The Museum’s Role in a Community Crisis: Worcester’s Beetle Battle
Hollis Room

Because of the invasive Asian Longhorned beetle, Worcester, MA is cutting thousands of trees from its urban forest (under the direction of the USDA) in an attempt to save the native forests of the northeast. Are your forests at risk? How is the Worcester Eco-Tarium dealing with this controversial issue within its home community? Meet the stakeholders and play a simulation game in this session to understand the many issues involved in this environmental crisis.

Chair: Maureen McConnell, Team Leader, Programs, EcoTarium, MA
Speakers: Patricia Douglass, State Plant Health Director, CT, MA, RI, USDA, APHIS, PPQ; Betsy Loring, Manager of Exhibits and Collections, EcoTarium, MA; Donna Masie, Worcester Resident, MA

Promises of Leadership: New Directors Conundrums
Northwood Room

This session will introduce real situations which occur when a newly appointed director takes the reins—there will be both anticipated and surprising challenges while at the same time opportunities abound. The process is always engaging and sometimes heartbreakingly or hilariously. Panelists will address the approach they have taken to develop a strategy for success in their first year of employment. The information shared will inform both new and experienced directors.

Chair: Mary Case, Co-Founder, Qm2, Quality Management to a Higher Power, MD

Speakers: Nikki Andersen, Executive Director, Higgins Armory Museum, MA; Anita Blackaby, Executive Director, House of Seven Gables, MA; Dennis Kois, Executive Director, DeCordova Museum and Sculpture Park, MA

Restrictions on the Use of the Proceeds of Deaccessioning: Is the Ethical Rule Ethical?
Granite Bistro

This session will revisit the ethical rule that limits the use of the proceeds from deaccessioning. Does it really protect collections? What if the survival of the museum is at stake? How does it comport with the shared values of the museum community? If some exceptions were allowed, what should they be to address the competing values of the sanctity of objects and the survival of the museum and its broader mission?

Chair: Lawrence J. Yerdon, President, Strawbery Banke Museum, NH
Speakers: Brian T. Allen, Executive Director, Addison Gallery of American Art, MA; Mark Gold, Esq., Partner, Grinnell Smith LLP, MA

Add Your Voice in ’10

Consider joining us in Springfield next November 3-5 as a session chair or presenter. Apply your knowledge and skills to help colleagues address the challenges museums face today. Gain new ideas and resume-building experience in the process. Visit www.nema-net.org to submit your session proposal online by February 1, 2010. We look forward to hearing from you!
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2007/08 NEMA Salary & Benefits Survey
An invaluable tool for museum directors and personnel managers, the Salary Survey covers 41 positions from every museum department. Salaries are reported by institutional budget and discipline. The survey includes statistics about education, gender, part-time professionals and volunteers. Data is drawn from New England museums as of December 2007. (71 pgs.)
Price: $75.00 non-members
$60.00 NEMA members

Order forms are available on the NEMA website, www.nemanet.org.

Please Note: A free copy of the Salary Survey was mailed to Institutional Members that participated.

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9:00 A.M. – 12:30 P.M.  
DOUBLE SESSIONS

Managing Copyright Issues for Museum Archives and Library Materials  
Balsam Room
How can museum librarians/archivists make sense of the confusing copyright/intellectual property laws that we must understand and apply? How does the law differ for libraries (published materials) and archives? This session will outline legal issues faced by archivists and librarians when collecting, preserving and providing access to institutional records and personal papers. Come hear an attorney who specializes in Intellectual Property outline issues of particular importance to librarians/archivists. Significant time will be set aside for discussion/questions from attendees.  
Chair: Susan von Salis, Curator of Archives, Harvard Art Museum, MA

Open Space Session  
Nashua Ballroom - South
In response to requests to invite more open participation by conference attendees, time has been set aside at this year’s NEMA conference for you to create the agenda and lead the discussion. Topics of conversation will be identified by participants, suggestions made on the NEMA wiki, as well as ideas written on the Open Space easel, found in Ashwood Court throughout the conference. The facilitator will begin the session by posting all of the topics raised and participants will choose which discussion group to participate in. Break-out discussions will take place, each with a note-taker, and then the group will reconvene to report their ideas to the larger group. Topics that have been raised on the NEMA wiki include: entrepreneurship, innovation and risk-taking in museums; collections care and cataloguing; and social networking for museums. Come and share your ideas and opinions!  
Facilitator: Dawn Salerno, Director of Education, Mystic Arts Center, CT

9:00 A.M. – 10:30 A.M.  
CONCURRENT SESSIONS

Best Online Practices in the Museum Webspace  
 Wentworth Ballroom
iMarc will facilitate discussion and exploration of current best practices for museums and not-for-profits. Specific areas of focus will include: driving web site visitors to visit the museum; simulating the in-person museum experience; membership development; member service; e-commerce; event calendars and registration; educational outreach and initiatives. Discussion and examples will illustrate how museums have leveraged their web sites to realize organizational objectives, and achieve a positive return on their investment.  
Chairs: Nils Menten, President, iMarc, MA
Speakers: Jim Chase, Vice President, Seacoast Science Center, NH; Karin Klapak, Director of Business Development, iMarc, MA; Pieter Roos, Executive Director, Newport Restoration Foundation, RI

Letting Go: (En)lightening Staff  
Bedford Room
This program combines short presentations, discussion and audience Q&A about the realities of downsizing. Are there ways of minimizing layoffs by changing the work week? Are there ways of maintaining productivity—and programming—by sharing functions? Are there solutions that ultimately make the staff happier—or at least more of a team? How well can public service be maintained? Panelists will examine the negative impacts of the process as well as how, in some cases, it can actually strengthen the institution.  
Chair: Bruce Courson, Executive Director, Sandwich Glass Museum, MA
Speakers: Sue Sturtevant, Director & CEO, Hill-Stead Museum, CT; Lawrence J. Yerdon, President, Strawbery Banke Museum, NH; Rena Zurofsky, Consultant, MA

Clean This Old House  
Northwood Room
A conservator will provide information about who, when, where and how to perform cleaning and maintenance tasks for the upkeep and preservation of collections in the typical historic house or small museum. There will be demonstrations for some methods and an open discussion for problem solving for the audience’s unique situations. A timetable for cleaning and care will be discussed and resources will be identified. Remember: Dirt never sleeps.  
Chair: David Colglazier, Independent Conservator, NH

What You Need to Tell Your Architect  
Amherst Room
A successful museum building project furthers the institution’s mission and goals. It is vitally important that an institution develop a clear, compelling strategy for the project and share it with the design team at the outset of the process. This session will discuss the specifics of the information to be shared and how it can be effectively communicated. The perspectives of a museum administrator, museum strategic planner and an architect will be shared. The final third of the session will be devoted to questions from participants about specific projects.  
Chair: Bill Parnet, Director of Facilities and Projects, Mystic Seaport, CT
Speakers: Samuel Frank, Principal, The Synthesis Partnership, MA; Gay McLain, Director, Connecticut Valley Historical Museum and Museum of Springfield History, Springfield Museums, MA; Arch Horst, President, Black River Architects, Inc., MA

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Working with Video Professionals to Promote Your Museum
Hollis Room
Ready to develop a video project for your museum? Or are you an independent producer who has a great idea for a new project? No matter which side of the lens you’re on, this session will cover all aspects of the video production process. Museum staffers and video producers who worked together to create a museum video will share with us candid stories of their successes and challenges.
Chair: Emily Robertson, Project Manager, Museum of Science, MA
Speakers: Andrew Penziner, Principal, Producer/Designer, Andrew Penziner Productions LLC, MA; Penny Sander, Senior Associate, Cambridge Seven Associates, Inc., MA; Jill Singer, Senior Producer, Chedd-Angier-Lewis, MA

10:30 A.M. – 11:00 A.M.
Coffee Break
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11:00 A.M. – 12:30 P.M.
Concurrent Sessions

Graphic Design Options for Organizations Large and Small
Bedford Room
Meet three graphic designers: a museum staff member, the owner of a full service design studio, and an independent designer. Each will share their work and help you understand the variety of options available to your institution no matter how large or small. Learn about the value of developing a relationship with a designer that fits your needs. See the difference that using a professional resource can make in expanding the reach of branding, marketing materials, event invitations, exhibition catalogues, signage, and collateral.
Chair: Kate Egnaczak, Graphic Designer, Worcester Art Museum, MA
Speakers: James Casey, Principal, CaseyDzn, Inc., MA; Mary Richinick, Principal, Mary Richinick Graphic Design, MA

Green Outside-the-Box
Hollis Room
It’s time to expand the green discussion from basic to advanced. This three-part session explores green innovation in museums, examines out-of-the-box green at an open-air history museum and a science museum, and then includes a challenge: participants will submit green challenges that require innovative responses. Speakers will choose three of them to explore with the group for innovative solutions. The process will demonstrate what to consider when using “green” approaches, and will model green problem-solving.
Co-Chairs: Sarah Brophy, Principal, bMuse, MD; Elizabeth Wylie, Director of Business Development, Finegold+Alexander Architects, Inc., MA
Speakers: Todd Burdick, Director of Education, Hancock Shaker Village, MA; Julie Silverman, Director of New, ECHO Lake Aquarium and Science Center, VT

Is There A Change In Your Future?
Amherst Room
Funds are in short supply. The staff is overworked, the Board is underperforming,
and your community seems indifferent. These circumstances, although distressing, provide an opportunity to re-examine the role of your museum. Is the traditional museum model outmoded? Do we overestimate the demand for what we offer? How can we ensure our survival and remain relevant? Two directors, who have encouraged their museums to change, will discuss their strategies and exchange ideas with the audience.

Co-chairs: Susan Robertson, Executive Director, Gore Place, MA; Mark R. Thompson, Executive Director, Portland Harbor Museum, ME

To Share or Not to Share – Is a Collaborative Collections Storage Facility a Storage Solution?
Northwood Room

Are you running out of space? Are you turning people away because your collection is not accessible? Is your storage space incapable of being expanded to meet your growing collection? Are the needs of your collection competing with the needs of your historic building? Are you worried about which one will win? These questions and others will be discussed as panelists present the idea of museums joining together to develop a collections storage and study facility. Join us to ponder various collaborative storage scenarios and discuss the merits and concerns that shared facilities present.

Chair: Fumi Burdick, Executive Director, Canterbury Shaker Village, Inc., NH
Speakers: Susan Nelson, Consultant, Technical Development Corporation, MA; Michelle Stahl, Executive Director, Peterborough Historical Society, NH; William Veillette, Executive Director, Northeast Document Conservation Center, MA

12:45 P.M. – 2:00 P.M.
Closing Lunch and Annual Meeting

Wentworth Ballroom

Find out what’s new in your association! Celebrate innovations in New England museums as we honor the recipients of NEMA’s new award program. Network and relax with friends over a delicious lunch and join us in wishing Executive Director Kate Viens a fond farewell.

Chair: Gail Nessell Colglazier, President, New England Museum Association

This hand-operated stocking frame knitting machine dates back to the early-mid 19th century. It was used to make flat fabric, which was sewn together to form garments, such as stockings. Photo courtesy of the American Textile History Museum.

Museums Matter, Yes They Do ~ The Proof Is in the Pudding, too!

November 3-5, 2010
Springfield, Massachusetts

Join us for the 2010 NEMA Annual Conference in Springfield, Massachusetts, home to the much-loved Theodor Geisel, known around the world as “Dr. Seuss.” No one needs “proof” of the impact of Dr. Seuss books on our culture, but museums are often asked to “prove” their value as collection stewards, educators, community centers, and contributors to the economy. It’s incumbent upon all of us to help find the best ways to promote museums’ value. This “proof” will take many forms, from benchmarking data to the eyewitness account of a delighted six-year-old.

Come to the NEMA Annual Conference, where we will teach the “Who, what...and how” of demonstrating museums’ value. Make the most of your budget in the coming year. Choose a conference that’s an easy drive from home, with dozens of sessions and the camaraderie of your New England colleagues. Hotel and Registration rates are an incredible value.

As Dr. Seuss wrote, “Oh, the places you’ll go! There is fun to be done! There are points to be scored. There are games to be won.” We couldn’t have said it better ourselves.

We welcome your session ideas. Our easy-to-use, interactive Call for Proposals is now available online, at www.nemanet.org. Deadline: February 1, 2010.
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McGregor Bridge with Company Bridges, Manchester, NH c. 1880. Photo courtesy of Robert B. Perreault.
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