Museums Matter, Yes they Do~
The Proof Is in the Pudding, Too!

New England Museum Association
92nd Annual Conference
November 3-5, 2010
Springfield, Massachusetts
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Dear Museum Colleague,

Welcome to the Pioneer Valley, home to not only the Springfield Museums and the Springfield Armory National Historic Site, but a host of other museums of all disciplines, galleries, thirteen institutions of higher learning, as well as breathtakingly beautiful natural vistas. We hope you will enjoy your visit to the Springfield area and take advantage of all the region has to offer.

The theme of this year’s conference, “Museums Matter, Yes they Do – The Proof is in the Pudding Too!” is inspired by Springfield’s own Theodor Seuss Geisel, AKA Dr. Seuss. Ted Geisel spent his boyhood in Springfield, and many of the illustrations in his books are inspired by the street scenes, buildings, and characters that populated his youth.

Dr. Seuss’s contributions to education are undeniable. In 1954, in response to the growing problem of illiteracy in America, he was challenged by his editor to write a book that “children can't put down.” Today, more than fifty years after Dr. Seuss wrote his first early reader, The Cat in the Hat, the books of Springfield’s legendary native son still unlock the joys of reading for our children.

As caretakers of museums, we are challenged every day to open our doors to new audiences, engage our visitors in meaningful learning experiences, and even transform their lives. Like the books of Dr. Seuss, our work can open up a world of educational possibilities for children and adults if we use our collections to tell a captivating story that delights as it informs.

NEMA’s 2010 conference will provide you with the tools you need to meet your daily challenges through a comprehensive array of sessions, programs, and roundtable discussions on best practices in museums. Our thanks to the superb staff of NEMA, the program committee, and the local committee for making this conference possible.

Sincerely,

Kay Simpson
Vice President
Springfield Museums

Michael Quijano-West
Superintendent
Springfield Armory National Historic Site
HOW TO MAKE THE MOST OF NEMA 2010!

CONFERENCE PROGRAM GUIDE
Thanks for attending the 92nd Annual NEMA Conference. This year’s event is packed with more information, more networking, and more fun than ever. So where do you start? Here’s a quick “how-to” guide that will help you make the most of your conference experience.

CONCURRENT SESSIONS
These are the heart of the conference, filled with expert information perfect for newcomers and veterans alike. Check out the “Conference at a Glance” section on pages 20 – 21 for an overview, then find detailed descriptions of each session listed by day. Having a hard time choosing between sessions running at the same time? Don’t sweat – you may be able to take in a session after conference. Sessions marked with an asterisk (*) will be recorded and posted on www.nemanet.org for you to enjoy in your own time.

NAVIGATING CONFERENCE
Conference activities take place on the 2nd and 3rd floors of the Sheraton Springfield Monarch Place. See the conference map on the inside back cover. For offsite and after-hours activities, gather in the 2nd level atrium to board your coach bus. Walking directions to the Springfield Museums are available at the conference registration desk on the 3rd level.

KEYNOTE SESSION
Grand Ballroom South and Central, Wednesday, 3:45 p.m.
Don’t miss! We start with an interactive interview with Ford Bell, president of the American Association of Museums, who will give us the latest insights into museums nationally. You’ll be able to pose questions to Ford, so come prepared! Then join us for our provocative keynote presentation, “The Hook for the Resell: Creative Individuals, Cultural Institutions, and the Postindustrial City,” by Carlo Rotella, Boston College professor, author, New York Times/New Yorker/Boston Globe columnist, and WGBH commentator.

EXHIBIT HALL
Grand Ballroom North and Central
Thursday, 8:00 a.m. to 5:30 p.m.; Friday, 8:00 a.m. to 1:00 p.m.
Get the latest information on innovative products and services for the museum community. The Exhibit Hall is also a hub of activity for your coffee/snack breaks and where you pick up your on-site box lunch (pre-registration required).
Come, join the party! Thursday at 4:30 p.m., NEMA is your host for a reception with complimentary refreshments and a cash bar.

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

2010 PUBLICATION AWARD WINNERS
2nd Floor Atrium
Look over the winners of this year’s NEMA Publication Awards; see the best in design, production, and communication.

CAREER CONVERSATION CENTER
Waterford Room
Wednesday, 1:45 p.m., Thursday, 10:00 a.m., Friday, 10:45 a.m.
New for 2010! Learn about the career paths of noted museum veterans in a relaxed atmosphere. On Wednesday, meet Joseph Carvalho III (former director, Springfield Museums); Beverly Morgan-Welch (executive director, Museum of African-American History) presents on Thursday; and Carl Nold (president, Historic New England) is with us on Friday.

CHAOS & COMMUNITY SESSION
Mahogany Room, Friday, 8:45 a.m. – 12:15 p.m.
Join us for a cutting-edge “open space” session where YOU set the agenda! See the description on page 25.

CANS AT CONFERENCE
3rd Floor Registration Area
This year, the NEMA community is helping Open Pantry Community Services, the Springfield-area food bank. Make a donation of canned goods or cash, which we’ll present at our Annual Luncheon Meeting on Friday.

TALK BACK!
2nd Floor Atrium
Ask a question. Make your point. Take a time-out in our “Talk Back” area to ruminate on the New England museum issues and provide input to NEMA.

NEMA ANNUAL LUNCHEON MEETING
2nd Floor Atrium, Friday 1:00 – 2:00 p.m.; Pre-registration required.
Find out what’s new in your association. Celebrate innovations in New England museums as we honor the recipients of NEMA’s Innovation Award program and present our contribution to Allison Maynard, Director of Open Pantry food bank.

COAT CHECK/PARKING VALIDATION
3rd Level
Complimentary coat check is available on the 3rd level near the elevator. You may also validate your parking ticket here for a reduced rate.

SAVE THE DATE!
Plan to join us November 16-18, 2011, at the Hilton Hartford in downtown Hartford, Connecticut. The theme will be “Museums in the Mirror: Reflecting Relevance in a Diverse Society.”
Session proposals are due February 1, 2011. Please see your registration packet and visit www.nemanet.org.

Questions? Visit the NEMA Registration Desk on the 3rd floor from 8:00 a.m. – 5:00 p.m. Wednesday and Thursday, 8:00 a.m. till noon on Friday.
**Wednesday November 3**

**Morning Walk**
Join NEMA Executive Director (and Chief Walking Officer) Dan Yaeger for an energizing wake-up walk around Springfield. Meet in the 2nd Floor Atrium at 6:20 a.m.

**Registration Open**
8:00 a.m.—5:00 p.m.

**Welcome Coffee and Baked Goods**
9:15 a.m. – 12:15 p.m.

**Off-site Sessions**
**Springfield Museums**
Ticket holders meet in the 2nd Floor Atrium at 9:00 a.m. Buses leave promptly at 9:10 a.m.

**The Art of Interpretive Writing**
Back by popular demand, this session is an interactive exhibition of the tenets of interpretive writing as they apply to all museum situations. You will be shown examples of clear, dynamic, and concise texts that relate to visitors, examples that reveal meanings of the resource and provoke readers to care. You will be challenged to write about a museum artifact and thereby hone your ability to deliver a powerful interpretive message using precise, energetic language.

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

**The WOW Factor: New Methods in Using Digital Photography and Graphic Design in Exhibit Displays**
Museums exist in a world flooded with visual media. How can curators compete, especially in history museums, when most images are in black and white? In order to engage the visually saturated viewer we need colorful, exciting displays. Yet we often feel that resources limit our ability to create this WOW effect. In this session, presented by experienced exhibit installers and a professional graphic designer, you will explore new methods of creating dynamic visual displays using digital technology and design.

Chair: Guy McLain, Director of History Museums, Springfield Museums, MA
Speakers: Margaret Humberston, Head of Library and Archives, Museum of Springfield History, MA; Ed Pessolano, Owner and CEO, Design and Advertising, Inc., MA

**Double Session**

**Moving Beyond the Narrative: Historical Thinking at Historic Sites**
Highland Room
In 2009, Boston’s Old North Church launched two innovative educational programs based on the pedagogy of Historical Thinking that raise provocative questions about what history is, how we construct it, who gets to have a say, and why. Using these programs as a jumping-off point, you will learn how Historical Thinking prepares students and visitors to critically approach museums and historic sites. You will leave with ideas and strategies for integrating this interpretive approach at your own sites/museum, regardless of budget or technological limitations.

Co-Chairs: Christine Baron, Principal, Baron Education Consulting, MA; and Elisabeth Nevins, Principal, Seed Education Consulting, MA

**For the Future Good of Museums: Why Curators, Scholars, Educators, Designers, and other Museum Professionals Must Give Up the Library and Become Museum Directors***
Mahogany Room
Will you become (or hire) a museum director? What training does a museum professional need in management/fundraising/finances to become a successful director? Which jobs are stepping-stones or skill-set expanders? What do curators, educators, and others gain by becoming directors?

This session examines how trustees can identify and recruit candidates from within the profession, whether boards should accept a learning curve, and when boards should risk hiring a successful insider who has never been a director.

Chair: Marilyn Hoffman, Principal, Museum Search & Reference, NH
Speakers: Tracey Baetz, Executive Director, Brick Store Museum, ME; Dennis Kois, Executive Director, DeCordova Sculpture Park + Museum, MA

**Concurrent Sessions**

**Can Museums be Activists?***
Grand Ballroom North
Some museums embrace social issues and endeavor to change attitudes and behaviors. Zoos and aquariums advocate for conservation, children’s museums for the value of unstructured play, and science museums on climate change. With a few notable exceptions, art and history museums have been slower to embrace this role. Why? This session will explore how and why organizations have been successful and will invite participants to help us develop some strategies for widening your museum’s roles as activist. *Session will be recorded.*

Chair: Laura Roberts, Principal, Roberts Consulting, MA
Speakers: Christine Hammond, Executive Director, Children’s Museum of Southeastern Connecticut; Katherine Kane, Executive Director, Harriet Beecher Stowe Center, CT; William Spitzer, Vice President, Programs, Exhibits, and Planning, New England Aquarium, MA

**Collection Information Management Systems**
Charles Room
Are you responsible for the management of a library or archives collection? Is your collection management system out-of-date or not serving your needs? In this session, we will be discussing and comparing collection management systems that work for both library/archival materials and objects, featuring presentations by archivists and librarians who use them. We will focus on the good and bad points of the systems, and how to determine whether or not any of these tools are the correct choice for your collection.

Chair: Jane A. Callahan, Assistant Archivist, Wellesley College Archives, Margaret Clapp Library, MA
Speakers: David Dwiggins, Systems Librarian/Archivist, Historic New England, MA; Valerie Kinkade, Principal, Museum & Collection Resource, MA; Mary Peifer Lentz, Assistant Curator, Museum & Collection Resource, MA

*Session will be recorded.

**“fun 2 be done” Youth-Generated Scavenger Hunts**
Worthy Room
Young adults have grown a new appendage — their cell phones! To better serve this segment of the population, museums can use technology developed by the Boston-based company, SCVNGR, to build interactive scavenger hunts delivered by way of texting. We can even engage young people in creating the games. This discussion will share insights gained by a SCVNGR project involving students, exploring ways you might apply this technology to your collection, programming, and youth outreach.

Chair: Marilyn McArthur, Community Partnership Consultant, Pocumtuck Valley Memorial Association, MA

(Continued on page 4)
Speaker: Kelliann Adams, Museum Education Technologist, SCVNGR, MA; Sheila Dan-koehler, Outreach Coordinator, Pocumtuck Valley Memorial Association, MA; Linda Zabek, Department Chair, Health, Family and Consumer Sciences, Frontier Regional School, MA

The Museum That’s Not: Celebration of Culture, Diversity, and Community
King George Suite
A case study of Museum L-A in Lewiston, Maine. Museum L-A is currently in the planning process of developing a new facility; this session will focus on the unique planning and partnering process for the new museum as well as keys to a successful museum development process. The session will also include examples of Museum L-A’s unique outreach programs that target its diverse ethnic and cultural communities.
Chair: Elena Kazlas, Principal, ConsultEcon, Inc., MA
Speakers: Rachel Desgrosseilliers, Executive Director, Museum L-A, ME; Scott Slarsky, Principal, designLAB Architects, MA

Working with Boards
King Edward Suite
A board of directors/trustees is an important component of the effective management of a museum. Boards have many responsibilities, including governance, finance, community relations, and developing a strong working relationship with the executive director. This session will explore the role of the board and discuss the relationship between the board and the museum director. By the end of the session, you will have a better understanding of the role that boards play and how to work well with your own board. Panelists will include museum directors and board members.
Chair: Katherine Burton Jones, Director of Development, Museum of African American History, MA
Speakers: Beryl Rosenthal, Executive Director, Metropolitan Waterworks Museum, Inc, MA; Paul Saner, Board President, Metropolitan Waterworks Museum, Inc., MA; John V. Woodard, ESC Consultant, MA

10:45 A.M. – 12:15 P.M.

Concurrent Sessions

Balancing the Budget and Making Hard Choices
King Edward Suite
Confronted with programs that advance the museum’s goals and serve important audiences, but lose money, how does a museum manager think about which programs should continue and which should be cut? Are there other options? Who should be part of the discussion – funders, board members, civic leaders, program participants? Read a short case (available on NEMA’s website at nemanet.org, the conference registration desk, or at the session) and come ready to address the problem. No calculators or pencils required!
Chair: Laura Roberts, Principal, Roberts Consulting, MA

Collections, Curating, and Community: Museum Practice in the Classroom
Worthy Room
What do people, communities, and museums collect – and why? How can these inquiries increase awareness of and access to cultural resources while advancing cross-disciplinary classroom studies? This workshop, discussion, and presentation by museum educators and classroom teachers will demonstrate how museums can work with groups of all ages to explore curatorial and museum practice in education and promote the use of varied cultural institutions.
Chair: Julie Bernson, Director of Education, Addison Gallery of American Art, MA
Speakers: Jamie Kaplowitz, Education Fellow and Museum Learning Specialist, Addison Gallery of American Art, MA; Susan O’Hora, Kindergarten Prep Teacher The Children’s Place, MA; Katherine Ziskin, Education Fellow for School and Community Collaborations, Addison Gallery of American Art, MA

It’s More than Just Social Studies: Interdisciplinary Activities for Small Museums
Mahogany Room
What should we offer to get teachers to visit our site with their classes? Many school districts today ask their teachers to focus on math or language arts education and social studies is often left out. This session will examine how museums can introduce innovative methods of incorporating social studies into their educational programs. By combining multiple curricular pursuits, teachers can justify field trips to their administrators in new ways. This session will highlight a variety of lessons and will set aside time for you to brainstorm how you can make your programs more interdisciplinary. Case studies will include a discussion of “Simple Machines” at the Salem Maritime National Historic Site.
Chair: Rebecca Zimmerman, Museum Educator, Connecting Essex LINCs (Teaching American History Grant), MA

Lions and Lambs: Strategic Alliances*
Grand Ballroom North
Museums often use strategic alliances to strengthen their organizations. Strategic alliances can take many forms and can work for museums and historic sites of all sizes. How does a museum identify strategic partners? Is there important information to know about maintaining an alliance? Two seasoned directors will review their own experiences, the successes as well as the failures, and how they ensure that the benefits gained by alliances justify the investment of time. *Session will be recorded.
Co-Chairs: Susan Robertson, Executive Director, Gore Place, MA; Mark Thompson, Regional Director, Southern Maine, Maine Maritime Museum

We Just Don’t Have the Money! – Best Practices for Improving Security and Protecting Visitors, Staff and Collections
With Reduced Staff and Budgets
Charles Room
The story is the same across the country. Budget cuts, reduced staff, hiring freezes, and yet the duty to protect has not gone away. In fact, it has been elevated because of heightened fears and escalated threats to public safety. So how does the astute administrator balance the need to provide a safe environment with a lack of funds and personnel? This session walks you through reasonable, practical, cost-effective steps to improve your institution’s protection, make better spending decisions, and meet the demands of our ever-changing national environment. You will learn how to develop a realistic protection plan based on available staff and budget. Emergency response planning is included.
Chair: Austin Sharpe, Director of Security, Addison Gallery of American Art, MA
Speakers: Michael Kirchner, Director of Security and Safety, Harvard Art Museum, MA; Steven Layne, President, International Foundation for Cultural Property Protection, CO

What You Need to Tell Your Architect
King George Suite
A truly 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. The more thought invested in articulating objectives and strategy, as well as the traditional listing of the activities, spaces, and technology to be accommodated, the more likely the design team will be able to satisfy you. This session will discuss the specifics of the information to be shared, how it can be communicated effectively, and how it can be used as a check list during the design process to ensure that the museum will take possession of a building that meets all of its expectations. The perspectives of a museum administrator, museum strategic planner, and an architect will be woven together to give a complete picture of the process. The final third of the session will be devoted to your questions about specific projects.

Chair: Arch Horst, President, Black River Architects, MA
Speakers: Samuel Frank, Principal, Synthesis Partnership, MA; Wendy Lull, President, Seacoast Science Center, NH

12:30 p.m. – 1:30 p.m.
OPENING LUNCH
Grand Ballroom South and Central
Ticket Required

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

12:30 p.m. – 3:15 p.m.
DIRECTOR AND TRUSTEE LUNCHEON PROGRAM
Mahogany Room
Ticket Required

Cultural, Educational, Social, and Business Entrepreneurs: Cut from the Same Cloth, Seeking Different Outcomes*

*Session will be recorded.

1:45 p.m. – 2:45 p.m.
CAREER CONVERSATION CENTER — JOSEPH CARVALHO III
Waterford Room

Join Joseph Carvalho, former President and Executive Director of the Springfield Museums Association, for a look at his distinguished, 35-year museum career, and a discussion of working in the museum field. Joe earned his B.A. in History from Westfield State College and his M.L.S. from the University of Rhode Island. Much of his work life focused on the Springfield Libraries and Museums. He also was the Director of the Connecticut Valley Historical Museum for many years. Joe is the recipient of the National Award for Advancing Genealogical Research Publications and served on the board of Mass Humanities. He now serves as the Governor’s appointee to the Board of Trustees for Westfield State College.

1:45 p.m. – 3:15 p.m.
CONCURRENT SESSIONS

Connexiones: Building Bridges to Latino Museum Audiences
Charles Room
The 2010 Census promises to paint a fresh picture of New England’s shifting demographics. How are our institutions responding to the challenge of attracting newcomers and building relevance among emerging audiences? Hear about how Old Sturbridge Village and other museums created the planning, implementation, and evaluation of programs to serve and build a sense of relevance for Latino audiences. Discuss your museum’s relevance and get advice on taking the first steps to build connections with this important audience.

Chair: Shawn Parker, Independent Museum Professional, RI
Speakers: Debra Friedman, Director of Public Programs, Old Sturbridge Village, MA; Diana Jurado, Bilingual Experience Coordinator, Providence Children’s Museum, RI

Direct Mail That Drives Online Renewals and Gifts
Worthy Room
This session will review and share direct mail acquisition, renewal, and additional giving campaigns that feature strategies and creative techniques that encourage online responses. Direct mail campaign samples, plus dedicated online giving websites, will be featured from a variety of non-profit organizations including higher education, arts and culture, healthcare, and public broadcasting.

Chair: David W. Hazeltine, V.P., Fundraising, DMW Direct / Fundraising, MA

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(Continued on page 7)
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Contact Marty Blank at 617.300.4019 or marty_blank@wgbh.org for more information.

* Source: Scarborough 2010

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2010 NEMA Conference Sponsor & Presenter
The Good, the Bad, the Ugly: The Changing Role of Curators in Smaller Museums
King George Suite
A troubled economy has forced museums to restrict curatorial initiatives or even lay off staff, but programming needs have never been greater. Museums still require exhibitions and a growing number of independent curators seek venues for great ideas. This panel will explore both the challenges and opportunities imposed by our recent financial crisis — and suggest possibilities for creative collaboration.
Chair: Katherine Burton Jones, Director of Development, Museum of African American History, MA
Speakers: Kate Burgess, Development Associate, Museum of African American History, MA; Marcela Ramos, Exhibitions Coordinator and Registrar of the Collection, David Rockefeller Center for Latin American Studies, Harvard University, MA; Frank White, Communications Consultant, MA

Here Comes the Civil War Sesquicentennial: Will Your Museum Be Ready?
Highland Room
How will we mark this anniversary? Can we tap into American fascination with the Civil War while moving visitors beyond the superficial? Can we cut through the haze of romance and explore difficult themes? This session will present several projects that are already being planned and will give you the opportunity to brainstorm and to plan collaborations. Bring your ideas and your trepidations, and expect to leave with specific ideas for exhibitions, programs, and collaborations.
Chair: Carrie Brown, Historian and Independent Curator, NH
Speakers: Lynne Z. Bassett, Costume and Textile Historian and Museum Consultant, MA; Marty Blatt, Chief of Cultural Resources, Boston National Historical Park, MA; Ann Lawless, Executive Director, American Precision Museum, VT; Ryan McNabb, Acting Superintendent, National Park Service, MA

Making the Best Use of New Technologies*
Grand Ballroom North
Many New England museums are using social media tools like Facebook and Twitter. But are we integrating them efficiently into our operations? Where do they fit into collection management practices? How can we best use social media in our fundraising, membership, and marketing? Incorporating the recent NEMA survey on the Use of Social Media, this session looks beyond the basics and investigates how social media impacts capacity, staffing, and keeping up with the latest changes. *Session will be recorded.
Chair: Katherine Burton Jones, Director of Development, Museum of African American History, MA
Speakers: Pamela Allara, Independent Curator, MA; Brian Allen, Executive Director, Addison Gallery of American Art, MA; Rachel Arauz, Independent Curator, MA; Judy Hoos Fox, Independent Curator, MA

World Wednesday November 3

Keynote Speaker
Carlo Rotella, Author, Journalist, American Studies Scholar
“THE HOOK FOR THE RESSELL”
CREATIVE INDIVIDUALS, CULTURAL INSTITUTIONS, AND THE POSTINDUSTRIAL CITY
Like never before, museums are forced to justify their existence to funders, politicians, and even their own communities. Are we still relevant? Or are we just taking up space that could be better used for a sporting arena, shopping mall, casino, or other diversion competing for the attention of our common culture? Join us for a truly unique NEMA keynote address as Carlo Rotella surveys the current cultural landscape and helps us determine how museums are faring in today’s social dynamic. Using gritty stories of the Rust Belt and creative types such as blues singers, artists, and boxers, Professor Rotella will put the museum into sharp perspective as it relates to a changing scene. Get ready for a provocative and energetic presentation!

Chair: Katherine Burton Jones, Director of Development, Museum of African American History, MA
Speakers: Kate Burgess, Development Associate, Museum of African American History, MA; Marcela Ramos, Exhibitions Coordinator and Registrar of the Collection, David Rockefeller Center for Latin American Studies, Harvard University, MA; Frank White, Communications Consultant, MA

Tall to Venti: An Overview of Organizing Traveling Exhibitions
King Edward Suite
A diverse interdepartmental panel will present a “nail to nail” session on the varied approaches of organizing a traveling exhibition. You’ll learn about exhibition contracts, facilities reports, checklists, insurance, condition report books, crating and transport, and the costs and benefits associated with traveling an exhibition. Sample documentation will be provided.
Chair: Heidi O’Neill, Exhibition/Collections Manager & Registrar, The Eric Carle Museum of Picture Book Art, MA
Speakers: Randolph Black, Associate Coordinator of Exhibitions, The Museum of Modern Art, NY; Stefanie Joy Muscat, Founder/Principal, Bevara Museum Consulting, MA; Debra Lillick, Executive Director, National Center for Children’s Illustrated Literature, TX

3:15 P.M. – 3:45 P.M.
Snack Break
Hosted by Creation Station

3:45 P.M. – 5:15 P.M.
Keynote Session*
Grand Ballroom South and Central
Welcome from Gail Nessell Colglazier, President, New England Museum Association
An Interview with AAM President Ford Bell
To kick off our keynote session, American Association of Museums President Ford Bell will share breaking news, issues, and national perspectives within the museum community. NEMA Executive Director Dan Yaeger will moderate an interactive interview during which Ford will answer your questions.
*Session will be recorded.

Keynote Speaker
Carlo Rotella, Author, Journalist, American Studies Scholar
“THE HOOK FOR THE RESSELL”
CREATIVE INDIVIDUALS, CULTURAL INSTITUTIONS, AND THE POSTINDUSTRIAL CITY
Like never before, museums are forced to justify their existence to funders, politicians, and even their own communities. Are we still relevant? Or are we just taking up space that could be better used for a sporting arena, shopping mall, casino, or other diversion competing for the attention of our common culture? Join us for a truly unique NEMA keynote address as Carlo Rotella surveys the current cultural landscape and helps us determine how museums are faring in today’s social dynamic. Using gritty stories of the Rust Belt and creative types such as blues singers, artists, and boxers, Professor Rotella will put the museum into sharp perspective as it relates to a changing scene. Get ready for a provocative and energetic presentation!

Chair: Katherine Burton Jones, Director of the American Studies Program, Professor of English, and Director of the Lowell Humanities Series at Boston College. He has held Guggenheim, Howard, and Du Bois fellowships and received the Whiting Writers Award, the L. L. Winship/PEN New England Award, and The American Scholar’s prizes for Best Essay and Best Work by a Younger Writer. He writes regularly for the New York Times Magazine, the Washington Post Magazine, and Slate, and he is a regular columnist for the Boston Globe and commentator for WGBH FM. He is the author of Cut Time: An Education at the Fights, Good With Their Hands, and October Cities, and his work has also appeared in The New Yorker, Harper’s, and The Best American Essays.

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**Newcomers Reception**

5:30 p.m. – 6:00 p.m.

*Worthy Room*


Ticket is required. If you did not sign-up in advance, please go to the Walk-in Registration Desk, as a limited number of tickets will be available.

Hosted by Tufts University

Museum Studies Program

Tufts University

**And to Think That You Saw It at the Springfield Museums**

6:15 p.m. – 9:15 p.m.

The Esta Manthos Indian Motorcycle Collection, Museum of Springfield History.

Ticket holders meet in the 2nd Floor Atrium at 6:00 p.m. Buses leave promptly at 6:10 p.m.

“Oh the things you can find if you don’t stay behind.”

Theodore Geisel — aka Dr. Seuss — could have been describing the Progressive Dinner at the Springfield Museums when he wrote these words. Join us for a celebratory evening and find many wonderful things at our unique complex of art, history, and science museums located along with the Dr. Seuss National Memorial Sculpture Garden on a central green in downtown Springfield.

**Museum Director and Trustee Dinner**

After enjoying the cocktail reception in the Wood Museum of Springfield History, directors and trustees will walk across the museum grounds to the D’Amour Museum of Fine Arts for dinner. Following dinner, directors and trustees will rejoin the NEMA party with the assortment of confections and desserts served in the George Walter Vincent Smith Art Museum.

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Thursday November 4

6:30 A.M. – 7:00 A.M.

Morning Walk
Join NEMA Executive Director (and Master Perambulator) Dan Yaeger for an energizing wake-up walk around Springfield. Meet in the 2nd Floor Atrium at 6:20 a.m.

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 and Baked Goods in Exhibit Hall

8:00 A.M. – 9:00 A.M.

Independent Museum Professionals PAG Breakfast

Worthy Room
Breakfast will be provided for those who registered for it in advance, or you may bring your own.

Following up NEMA’s IMP PAG spring technology workshop, this breakfast session will further explore how to strengthen the IMP online community, how to increase visibility of the NEMA RFP list, and how to create new methods of matching IMP consultants with work opportunities. Since we will not be doing a “speed dating” session this year, please bring brochures, posters, or other methods of sharing who you are and what you do. We will meet and greet while we eat.

Co-Chairs: Carrie Brown, Historian and Independent Curator, NH; Thomas Conroy, CCIK Consulting, MA

8:30 A.M. – 12:30 P.M.

Off-Site Session
Ticket holders meet in the 2nd Floor Atrium at 8:20 a.m. Buses leave promptly at 8:30 a.m.

Historic Deerfield

Beyond the Guided Tour: Developing New Interpretive Approaches for Changing Audiences

Historic Deerfield offers itself as a case study on how it has responded to changing visitation and audience interest by developing new interpretive approaches in several historic buildings and by building an exhibition/visible storage facility. Visit several buildings to see the strategies in place: the Flynt Center for Early New England Life; the Apprentice’s Workshop (interactive space focusing on historic trades – architectural woodworking, English factory-made ceramics, and textile processing/weaving); self-guided historic houses; and the History Workshop (a place where families can have a hands-on experience). You’ll explore different interpretive approaches, visitor responses to these changes, and the impact of the changes on museum operations.

Co-Chairs: Amanda Rivera Lopez, Director of Museum Education and Interpretation, and Anne Digan Lanning, Vice President for Museum Affairs, Historic Deerfield, MA

(Continued on page 12)
Thursday November 4

9:00 A.M. – 12:30 P.M.

**Off-site Session**

**Springfield Science Museum**

Ticket holders meet in the 2nd Floor Atrium at 8:45 a.m. Buses leave promptly at 8:55 a.m.

**Doing More With Less: How a Mid-Size Museum Uses Staff, Collaborations, and Volunteers to Creatively Design and Build Exhibits**

This session will emphasize the use of volunteers and community resources to create and enhance museum exhibitions and interactive displays. Review a variety of exhibit experiences developed at the Springfield Science Museum and engage in a hands-on workshop to explore molding and casting techniques, material selection, and cost-effective approaches to exhibit fabrication. A panel discussion with experienced museum staff and volunteers will help you adapt these strategies to meet your institutional needs.

*Chair: David Stier, Director, Springfield Science Museum, MA*

*Speakers: Daniel Augustino, Museum Aquarist, Springfield Science Museum, MA; James Cannon, Exhibition Technician, Springfield Science Museum, MA; Laura Hartman, Exhibit Designer, Springfield Science Museum, MA; Richard Sanderson, Curator of Physical Science, Springfield Science Museum, MA; Dr. Ellen Savulis, Curator of Anthropology, Springfield Science Museum, MA*

**9:00 A.M. – 12:30 P.M.**

**Double Sessions**

**Disaster Preparation**

**King Edward Suite**

By the end of this double session, you will be able to identify the requirements of a disaster plan and evaluate a museum disaster plan with a quick ten-step process. All participants will receive materials and resources for easy reference. This interactive workshop will provide you with a step-by-step guide to constructing a basic disaster plan for a facility, including mitigation, preparedness, response, and recovery. We will highlight strategies employed by the UK, EU, and major US corporations, and we’ll review your individual experiences to make the session as personalized as possible. During the second section, you will engage in a step-by-step process of testing, updating, and maintaining the plan through certification to encompass the entire spectrum of hazards. We’ll examine the newest methods, including strategies for testing and training.

*Chair: Patrick Hardy, NREMT, LLM, President/Chief Emergency Manager, My Private Emergency Operations Center, LLC, LA*

**Website Workshop: A Case Study of Springfield Museums: Making a Plan and Working With a Web Agency Efficiently**

**Grand Ballroom South**

This two-part session will first focus on developing web strategy, including identifying needs, resources, audiences, and facilitating the RFP process. The second section will focus on needs analysis, user use-cases, creating website architectures, project plans and timelines, content maintenance strategy, and allocation of resources. You will leave with templates, tools, and workshop materials that will help you get started on your own projects, plus an understanding of various approaches to web strategy and implementation.

*Co-Chairs: Holly Smith-Bové, President, Springfield Museums, MA; Nils Menten, President, iMarc, LLC, MA*

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THURSDAY NOVEMBER 4

9:00 A.M. – 10:30 A.M.

CONCURRENT SESSIONS

Accreditation
Suffolk Room
Accreditation by the American Association of Museums is regarded as a “seal of approval” that brings national recognition to museums, regardless of their size or location. Accreditation is recognition of a museum’s commitment to excellence, accountability, high professional standards, and continued institutional improvement.” This session will explore the process of applying for accreditation. Why should museums seek to be accredited? What are the benefits of being accredited? By the end of the session, you will have a better understanding of the process, including applying for the first time and reaccreditation, the documents required, how to make this an institutional commitment with board support, and how to prepare for the site visit.
Chair: Katherine Burton Jones, Director of Development, Museum of African American History, MA
Speakers: Charlie Browne, Director, Fairbanks Museum & Planetarium, VT; Doug Stark, Museum Director, International Tennis Hall of Fame and Museum, RI

Bite-Sized Learning Opportunities: Do They Work?
Mahogany Room
The education department at the Museum of Fine Arts, Boston recently created two new programs for visitors: Spotlight Talks and the Artist Toolbox Cart. These programs are opportunities for visitors to have brief learning encounters with knowledgeable staff in the galleries. Are these short learning opportunities what people are looking for in their museum visit? Discover the answer to this question and other results of our visitor research, and hear about the development of these programs.
Chair: Brooke DiGiovanni Evans, Head of Gallery Learning, Museum of Fine Arts, Boston, MA
Speaker: Lynn Courtney, Head of Planning and Evaluation, Museum of Fine Arts, Boston, MA

Low Tech? No Tech? No Problem!* Windham Room
There are creative ways to include interactive components in your exhibits that will engage both children and adults without resorting to expensive, high-tech, and high-maintenance equipment. Our panel of museum educators, curators, and exhibit designers will present examples and facilitate a discussion that will help inspire you to create unique, interactive experiences for visitors of all ages which use easily-found, low-cost materials. *Session will be recorded.
Chair: Jane Bowers, Exhibitions Curator, Windham Museum, MA
Speakers: Laura Howick, Education Director, Fitchburg Art Museum, MA; Denise LeBlanc, Director of Science Education & Community Partnerships, The Discovery Museums, MA; Melissa Westlake, Curator of Education, Historic Newton, MA

Making Sense of Place: The Role of Cultural Resources in Revitalizing Cities and Towns
Charles Room
Arts and authentic, indigenous cultural resources shape the values, aspirations, and economic vitality of communities. This session features case studies from Pittsfield and New Bedford, Massachusetts, Bellows Falls, Vermont, and cities along I-91. Our purpose is to help museum administrators, planners, and content providers develop strategies that identify and capitalize on the assets they have, attract and develop new assets, and prepare their communities to compete in the creative economy.
Session Chair: William Hosley, Principal, Terra Firma Northeast, CT
Speakers: Candace Lee Heald, Director, AHA! New Bedford, MA; Robert McBride, Director, Rockingham Arts & Museum Project, VT; Megan Whilden, Director of Cultural Development, Cultural Pittsfield Initiative, MA

Museum Evaluation in the Digital Age: From Basics to the Bells and Whistles
Worthy Room
If the proof is in the pudding, evaluation is an essential element of assessing the success of the pudding. During this interactive workshop, three evaluators from Goodman Research Group, Inc. (GRG), will present innovative evaluation methods that are important components of demonstrating value in museums and libraries in the digital age. Presenters will discuss connecting program goals and evaluation methods, and will demonstrate the process of embedded evaluation, using instant feedback techniques to tailor the workshop to attendees.
Chair: Irene F. Goodman, Ed.D., Founder and President, Goodman Research Group, Inc., MA
Speakers: Rucha Londhe, Project Manager, Goodman Research Group, MA; Rachel Schuchter, Project Manager, Goodman Research Group, MA

Secrets of a Successful Press Release
King George Suite
Reap valuable free publicity by writing press releases that get results! This workshop is suitable for both beginners and those with experience. Learn ways to capture media professionals’ attention and to provide them with the kind of material they’re looking for. Bring a draft of a press release or ideas for one so that you can craft a press release of your own under the guidance of the presenter.
Chair: Sue Schopp, Copywriter & Marketing Consultant, More Museum Visitors, MA

10:30 A.M. – 11:00 A.M.

COFFEE BREAK IN EXHIBIT HALL

(Continued on page 15)
The Finest Collections Depend on Optium® Acrylic Glazing

The result of years of collaboration with the museum community, Optium® Acrylic Glazing is the ideal solution for your demanding frame and display requirements.

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Proud Sponsor of the Exhibitions PAG Lunch.
Birthdays, Anniversaries, and Milestones: Making the Celebration Last Long after the Party’s Over
Worthy Room
Birthdays, anniversaries, and milestones carry with them a certain pressure for cultural institutions. Often it is a time for celebration of hard work and past accomplishments. However, museums also capitalize on these special days to recruit new members, donations, and general publicity for the institution. The main focus of this session is not how to plan the best party—but rather how to develop viable and meaningful mission-driven projects and programs that help to celebrate an institution’s past while also looking forward to its future.
Chair: Ken Turino, Manager of Exhibitions and Community Engagement, Historic New England, MA
Speakers: Anita Blackaby, Executive Director, House of the Seven Gables Settlement Association, MA; Elaine Clements, Executive Director, Andover Historical Society, MA; Lauren Kosky-Stamm Independent Museum Professional, MA

Did You Hear What’s Happening at the Museum?!
King George Suite
How do you get people talking about (and visiting) your museum’s exhibits and events? A panel of experienced marketing professionals will discuss innovative marketing techniques and strategies, including social media and Web marketing. The session will culminate in an idea exchange segment. Bring examples of your favorite way-outside-the-box marketing initiatives – whether your own or another museum’s. The room will have internet access, so bring your favorite URL’s!
Chair: Julie Martin, Marketing and Public Relations Manager, Northeast Document Conservation Center, MA
Speakers: Tim Firment, CEO, Fruitlands Museum, MA; Erica Holthausen, Principal, Joppa Communications, MA; Courtney Richardson, Director of Public Programming, Cape Ann Museum, MA

Intellect, Fun, and Creative Energy: Partnering with the Academic Audience
Suffolk Room
Lively connections with the academic audience demonstrate the value of college and university museums, endearing us to our sponsoring institutions as well as our public visitors. Panelists from a botanic garden, a science museum, and an art museum describe dynamic cross-disciplinary coursework, the joint work of programs and exhibitions involving students, large-scale open house-style conversations among graduate students, professional scientists and the public, and more.
Chair: Nancy Rich, Curricular Enhancement Program Consultant, Smith College Botanic Garden, MA
Speakers: Laura Knott, Curatorial Associate for Architecture and Design, MIT Museum, MA; Robin Meissner, Director of Programs, MIT Museum, MA; John Weber, Dayton Director, The Frances Young Tang Teaching Museum and Art Gallery, NY; Madelaine Zadik, Manager, Education and Outreach, Smith College Botanic Garden, MA

Museum Education Marketplace
Mahogany Room
The Museum Education Marketplace is a chance to find out about your colleagues’ latest projects and programs. In this informal arena, educators from museums (Continued on page 17)
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Chair: Lawrence Yerdon, President, Strawbery Banke Museum, NH
Speakers: Brian Allen, Executive Director, Addison Gallery of American Art, MA; Mark Gold, Partner, Parese & Sabin, LLP, MA

12:45 p.m. – 2:20 p.m.

PAG Lunchees
(see page 20 for descriptions)

1:00 p.m. – 4:30 p.m.

Off-site Sessions

Amherst Museums and Emily Dickinson House
Ticket holders meet in the 2nd Floor Atrium at 12:40 p.m. Buses leave promptly at 12:50 a.m.

“If We Are True to Plan Our Statures Touch the Skies”: Re-visioning, Re-organizing, and Strategic Planning
A behind-the-scenes look at how two historic sites have managed change and opportunity. At the Emily Dickinson Museum follow the process of re-uniting two Dickinson family properties after long years apart. Tour and discussion include the process of market study, business planning, creating a new governance structure, interpreting the two houses, support for new operations, and master planning. The Amherst Historical Society offers a case study assessing its role in the community by openly asking “What does Amherst want from us?” The answer forced the museum to reconsider its short and long range plans, and has resulted in numerous new community partnerships. The discussion will include the challenges of implementing a new plan.
Presenters: Patricia Lutz, Director, Amherst History Museum, MA; Cindy Dickinson, Director of Interpretation and Programming, and Jane Wald, Executive Director, Emily Dickinson Museum, MA

Springfield Museums
Ticket holders meet in the 2nd Floor Atrium at 12:45 p.m. Buses leave promptly at 12:55 a.m.

Green Makeover: Springfield Museums
This half-day field session is an opportunity for you to learn about green practice, what the levels of commitment might be (in behavior and cost), and how institutions can leverage environmental responsibility for public messaging, fundraising, and education. A brief orientation and overview will give some context to the current state of sustainable practice in museums worldwide. The group will then tour each of the three museums identified for a makeover. Experts will lead an on-site discussion of building issues, operations issues, and program issues. The program will end with a healthy question and answer session, and share resources, success stories, and challenges.
Chair: Elizabeth Wylie, Director of Business Development, Finegold Alexander + Associates, Inc., MA

(Continued on page 21)
CONFERENCE AT A GLANCE

WEDNESDAY

6:30 A.M.—7:00 A.M.
MORNING WALK
8:00 A.M.—5:00 P.M.
REGISTRATION OPEN
8:00 A.M.—9:00 A.M.
WELCOME COFFEE AND BAKED GOODS
9:15 A.M.—12:15 P.M.
OFFSITE SESSIONS
SPRINGFIELD MUSEUMS
• The Art of Interpretive Writing
• The WOW Factor: New Methods in Using Digital Photography and Graphic Design in Exhibit Displays
9:00 A.M.—12:15 A.M.
DOUBLE SESSION
• Moving Beyond the Narrative: Historical Thinking at Historic Sites
  Highland Room
9:00 A.M.—10:30 A.M.
CONCURRENT SESSIONS
• Can Museums be Activists?
  Grand Ballroom North
• Collection Information Management Systems
  Charles Room
• For the Future Good of Museums
  Mahogany Room
• “fun 2 be done” Youth-Generated Scavenger Hunts
  Worthy Room
• The Museum That’s Not: Celebration of Culture, Diversity and Community
  King George Suite
• Working with Boards
  King Edward Suite
10:45 A.M.—12:15 P.M.
CONCURRENT SESSIONS
• Balancing the Budget & Making Hard Choices
  King Edward Suite
• Collections, Curating, and Community
  Worthy Room
• It’s More than Just Social Studies
  Mahogany Room
• Lions and Lambs: Strategic Alliances
  Grand Ballroom North
• Best Practices for Improving Security
  Charles Room
• What You Need to Tell Your Architect
  King George Suite
12:30 P.M.—1:30 P.M.
OPENING LUNCH
Grand Ballroom South and Central
12:30 P.M.—3:15 P.M.
DIRECTOR AND TRUSTEE LUNCHEON
PROGRAM
• Cultural, Educational, Social, and Business Entrepreneurs, hosted by Studio Two
  Mahogany Room
1:45 P.M.—2:45 P.M.
CAREER CONVERSATION CENTER—JOSEPH CARVALHO III
Waterford Room
1:45 P.M.—3:15 P.M.
CONCURRENT SESSIONS
• Building Bridges to Latino Museum Audiences
  Charles Room
• Direct Mail That Drives Online Renewals & Gifts
  Worthy Room
• The Changing Role of Curators in Smaller Museums
  King George Suite
• Here Comes the Civil War Sesquicentennial
  Highland Room
• Making the Best Use of New Technologies
  Grand Ballroom North
• An Overview of Organizing Traveling Exhibits
  King Edward Suite
3:15 P.M.—3:45 P.M.
SNACK BREAK
Hosted by Creation Station, LLC
3:45 P.M.—5:15 P.M.
KEYNOTE SESSION
“THE HOOK FOR THE RESELL”
Keynote Speaker: Carlo Rotella, Author, Journalist, American Studies Scholar
Hosted by WBGH
Grand Ballroom South and Central
5:30 P.M.—6:00 P.M.
NEWCOMERS RECEPTION
Hosted by Tufts University Museum Studies Program
Worthy Room
EVENING EVENTS (SEE PAGE 9)
AND TO THINK THAT YOU SAW IT AT THE SPRINGFIELD MUSEUMS
• Welcome Dinner at Springfield Museums
• Director and Trustee Dinner at Springfield Museums, hosted by Museum Search & Reference

THURSDAY

6:30 A.M.—7:00 A.M.
MORNING WALK
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 AND BAKED GOODS
IN EXHIBIT HALL
8:00 A.M.—9:00 A.M.
IMP PAG BREAKFAST
Worthy Room
8:30 A.M.—12:30 P.M.
MORNING OFFSITE SESSION
• Historic Deerfield—Beyond the Guided Tour
9:00 A.M.—12:30 P.M.
MORNING OFFSITE SESSION
• Springfield Science Museum—Doing More With Less
9:00 A.M.—10:30 A.M.
CONCURRENT SESSIONS
• Accreditation
  Suffolk Room
• Bite-Sized Learning Opportunities
  Mahogany Room
• Low Tech? No Tech? No Problem!
  Highland Room
• The Role of Cultural Resources in Revitalizing Cities & Towns
  Charles Room
• Museum Evaluation in the Digital Age
  Worthy Room
• Secrets of a Successful Press Release
  King George Suite
10:30 A.M.—11:00 A.M.
COFFEE BREAK IN EXHIBIT HALL
11:00 A.M. – 12:30 P.M.
Concurrent Sessions
- Making the Celebration Last long after the Party’s Over King George Suite
- Did You Hear What’s Happening at the Museum?! Worthy Room
- Partnering with the Academic Audience Suffolk Room
- Museum Education Marketplace Mahogany Room
- Necessity is the Mother of (Re-)Invention! Charles Room
- Deaccessioning Highland Room

12:45 p.m. – 2:20 p.m.
PAG Lunches
- College & University Museums & Galleries PAG
Stonehaven Room
- Children’s Museum & Education PAGs Mahogany Room
- Curator PAG Worthy Room
- Museum Directors Lunch, hosted by New England Insurance Services, Inc. Highland Room
- Exhibitions PAG, hosted by Tru Vue, Inc. Charles Room
- HR & Volunteers PAG King Edward Suite
- Membership, Development, PR & Marketing PAG King George Suite
- Registrars PAG, hosted by Huntington T. Block Grand Ballroom South

1:00 p.m. – 4:30 p.m.
Afternoon Off-site Sessions
- Re-visioning, Re-organizing, and Strategic Planning: Amherst Museums and Emily Dickinson House
- Green Makeover at the Springfield Museums
- Snack Break in Exhibit Hall
Hosted by Art Shipping International

3:00 p.m. – 4:30 p.m.
Concurrent Sessions
- Current Issues in Museum Law Grand Ballroom South
- Encouraging Reflective Teaching Practice Worthy Room
- Enslaved Africans in New England History King Edward Suite
- Making a Video: What You Need to Know King George Suite
- Multi-Sensory Opportunities for Adults in Art Museums Highland Room
- Revitalize Your Historic Site with Contemporary Art Charles Room
- Saving Old Sturbridge Village: Mahogany Room
- Tapping the Non-Traditional Suffolk Room

4:30 p.m. – 5:30 p.m.
Exhibit Hall Reception

5:30 p.m. – 6:00 p.m.
Exhibit Hall Closing Reception and Raffle Prizes

FRIday
6:30 a.m. – 7:00 a.m.
Morning Walk

8:00 a.m. – 12:00 p.m.
Registration Open

8:00 a.m.
Exhibit Hall Opens

8:00 a.m. – 8:45 a.m.
Wake-up Coffee and Baked Goods in Exhibit Hall

8:30 a.m. – 12:30 p.m.
Off-site Session
Springfield Armory
- Exhibition Critique 2010

8:45 a.m. – 12:15 p.m.
Double Sessions
- Social Media Boot Camp Grand Ballroom South
- Chaos and Community Mahogany Room
- Which History, Whose History? Highland Room

3:30 p.m. – 4:30 p.m.
AAM Webcast with Futurist Garry Golden Stonehaven Room

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

Directors & Trustees
Art
Emerging Museum Professionals
History
Session will be recorded
Lunchtime Professional Affinity Group Sessions 12:45 p.m. - 2:20 p.m.

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 p.m., so you have time to pick up your lunch!

College & University Museums and Galleries PAG
Share Your Strategies
Stonehaven Room
Join us for lunch and a roundtable discussion with colleagues from across New England. Come prepared to share best practices and new (or old) strategies that work for you and your parent institution. Topics include: Student Docent Programs, Creative Strategies for Engaging Faculty, Technology and Interpretation, Student-Run Gallery Spaces, Engaging through Social Media, and Artist Residencies.
Chair: Leonie Bradbury, Director, Curator of Research, Education & Interpretation, Connecticut Historical Society
Co-Chairs: Andrew Grilz, Independent Curator, Salem, MA; Sheri Lehan, Independent Curator, Skowhegan, ME; Kate McBrien, Curator of Historic Collections, Maine State Museum
Speaker: Lynne Z. Bassett, Textile and Costume Historian, MA

Children’s Museum & Education Professional Affinity Groups PAG
Using Research to Create Meaningful Adult-focused Learning Experiences
Part II: Next Steps
Mahogany Room
This past spring the Children’s Museum PAG explored how to partner with research scientists to better engage adult visitors in exhibits, provide professional development opportunities for museum staff, and evaluate the impact of collaboration on a variety of audiences. Join us for a follow-up conversation to share ideas you have implemented at your museum, brainstorm and prototype materials to be included in a participatory model to integrate research into exhibits, and discuss topics relevant to your institution.
Co-Chairs: Kim Kuta, Content Specialist, Stepping Stones Museum for Children, CT; Marygaz, Executive Director, Children’s Museum at Holyoke, MA; Amy Spencer, Education Director, The Discovery Museums, MA; Brooke Giovanni Evans, Head of Gallery Learning, Museum of Fine Arts, Boston, MA; Rebecca Furuer, Director of Research, Education & Interpretation, Connecticut Historical Society

Curator PAG
Textiles of the Civil War
Worthy Room
As the sesquicentennial anniversary of the Civil War approaches, many museums are taking a closer look at their own collections, searching for connections to this pivotal event in American history. Military armaments and archives seem like obvious collections to research, but what about textiles? What can we learn from them and what can they tell us about the average American experience of the war? Join us for lunch and a presentation by Lynne Bassett, Textile and Costume Historian, MA. Bassett will discuss her recent research into quilts and costumes of the American Civil War period. During lunch there will also be a short PAG business meeting and plenty of opportunity to network with your collections colleagues.

Museum Directors Lunch
The Directors’ Discussion
Highland Room
Back by popular demand! This is an opportunity for CEOs/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 veteran or first-time director, this discussion will be for CEOs of any size museum. Participation is limited to CEO/Directors.
Chair: Susan Robertson, Director, Gore Place, MA
Hosted by NEIS

Exhibitions PAG
The Participatory Museum: Exhibit Challenge!
Charles Room
Join us as we examine Nina Simon’s The Participatory Museum as a guide for creating engaging exhibit experiences that deliver on your museum’s mission and increase relevancy in your community. Hear case studies from exhibit creators who have put Simon’s toolkit to work in their own projects. Then explore your own ideas during small group discussions focused on chapters in the book such as “Social Objects” and “Co-creating with Visitors.” Attendees are encouraged to read the book prior to the session. This will be an active and engaging session, so jump in and participate with us!
Co-Chairs: Jan Crocker, President, Jan Crocker LLC, MA; Emily Robertson, Product Coordinator, Temporary Exhibit Operations, Museum of Science, Boston, MA

HR & Volunteers PAG
Conflict Resolution – A Vital Step in Making the Most of Our Human Capital
King Edward Suite
As strange as it sounds, firing someone is usually the easy way out when it comes to resolving conflicts between staff, whether they’re paid professionals, volunteers, docents, or even vendors. Conflict resolution appears more difficult at first because it requires our time and direct involvement in what are usually sticky, uncomfortable situations for most of us. This lunchtime gathering will focus on the who, what, where, when, why, and how of conflict resolution. When you consider what it costs in time and money to replace someone, it becomes quite clear that resolving issues is a far better way to go than letting someone go and not knowing what you’ll end up with next! Come join us and bring your experience, questions, and suggestions.
Co-Chairs: Michael Flinton, Assistant Professor of Museum Administration and Management, Cooperstown Graduate Program, NY; Laura Houwic, Director of Education, Fitchburg Art Museum, MA

Membership, Development, PR & Marketing PAG
Sharing the Secrets of Success
King George Suite
Are you a small museum wondering how you can succeed when your staff is already stretched and your budget is small to nonexistent? Or are you a museum that has had success despite having a bare-bones staff and tiny budget? Whether you’re looking for tips on how to succeed or have tips to share, come to the PAG luncheon. The program is designed especially for staff and volunteers at small museums and historical societies, but everyone is welcome.
Co-Chairs: Sue Schopp, Independent Museum Marketing Consultant, MA; Leigh Thomas, Assistant Director, Slater Memorial Museum, CT

Speakers: Bridget Butler, Voices for the Lake Manager, ECHO Lake Aquarium & Science Center at the Leahy Center for Lake Champlain, VT; Christine Hammond, Executive Director, Children’s Museum of Southeastern Connecticut
Hosted by Optium
Registars PAG

Year in Review: Registrars in Action

Grand Ballroom South

Collections professionals are always on the move juggling a wide and diverse project list! In these stressful economic times, many plans for inventories, traveling and temporary exhibitions, and storage improvements have changed, and we are all learning ways to maintain our high standards with tighter budget constraints. So please join us for a Year in Review: Registrars in Action, as colleagues from across the region present current or recently completed projects. Learn from, collaborate with, and be inspired!

Co-Chairs: Mary Herbert-Busick, Associate Registrar, Wadsworth Atheneum, CT; Meredith Vasta, Registrar/Collections Manager, Mashantucket Pequot Museum & Research Center, CT

Speakers: Darlene Bialowski, Principal, Darlene Bialowski Art Services, LLC, NH; Rebecca Beall, Collections Manager, Old Sturbridge Village, MA; Deborah Diemente, Registrar, RISD Museum of Art, RI; Eric Fisher, Senior Vice President, Willis Fine Art, Jewelry & Specie, MD; Jeff Minett, Senior Vice President, Aon Huntington Block Insurance, NY; Heidi O’Neill, Registrar, The Eric Carle Museum of Picture Book Art, MA; Edd Russo, Acting Registrar, Wadsworth Atheneum Museum, CT; Vivian Lea Solek, Curatorial & Collections Management Consultant, CT

Hosted by

Huntington T. Block Insurance

2:30 P.M. – 3:00 P.M.

Snack Break in Exhibit Hall

Hosted by Art Shipping International

3:00 P.M. – 4:30 P.M.

Concurrent Sessions

Current Issues in Museum Law

Grand Ballroom South

Losing sleep over the legal landmines in your museum’s backyard? Looking for some additional insights on the legal issues that keep you up at night? Our panel will give you a brief update on recent developments, cases or issues relevant to museums, followed by the popular “stump the lawyer” session in which you are invited to ask questions of general interest. This session will not cover intellectual property law.

Encouraging Reflective Teaching Practice

Worthy Room

Being reflective in our work as museum educators is so important. This session will address how practice can trickle down from manager to frontline staff. The process begins with identifying and communicating a philosophy of teaching, followed by the development and implementation of a consistent system of evaluation for teaching staff. Museum educators from the Gardner Museum and the Concord Museum will share successful approaches that encourage reflective teaching amongst their teaching staffs.

Chair: Jennifer DePrizio, Director of Visitor Learning, Isabella Stewart Gardner Museum, MA

Speaker: Susan Foster, Director of Education, Concord Museum, MA

Enslaved Africans in New England History: Bringing the Oft-Hidden to Light

King Edward Suite

Interpreting stories of slavery is new to many northern historic sites. Following an excerpt from the film Traces of the Trade: A Story from the Deep North, which tells of the North’s complicity in slavery, we’ll share case studies of northern sites — Linden Place and Royall House — that interpret their stories of slavery. We’ll work in groups to examine your situation. You will leave with practical tips on how to begin the interpretive process of slavery themes.

Chair: Kristin Gallas, Director of Education and Public History, The Tracing Center on Histories and Legacies of Slavery, MA

Speakers: Jim Connell, Executive Director, Linden Place Museum, RI; Tom Lincoln, Executive Director, Royal House Association, MA

Multi-Sensory Opportunities for Adults in Art Museums*

Highland Room

This session explores new ways of connecting adult visitors with artwork through touch, smell, and music. While multi-sensory experiences are commonplace in museums catering to children, there are few such opportunities for adults in art museums, despite the growing body of evidence suggesting sensory experiences can enhance learning and create a more engaging experience. You will leave the session with ideas and tools for creating and implementing experiential adult programs. *Session will be recorded.

Chair: Wendy Dodek, Adjunct Educator, Museum of Fine Arts, Boston, MA

Speakers: Emily Silet, Curatorial Educator, DeCordova Sculpture Park + Museum, MA; Ellen Soares, Docent Manager, Peabody Essex Museum, MA

Making a Video: What You Need to Know

King George Suite

Many organizations look to produce an orientation or introductory film for their site, craft a documentary, or create a film for a specific anniversary or fund-raising campaign. Panelists will discuss how a film benefits your museum and what makes a good one. They will examine various kinds of projects and what is needed for each. This session is intended to give you the practical knowledge you need to know in developing a video/film project. Panelists will also discuss budgets and using collaboration to offset costs.

Chair: Nina Zannieri, Executive Director, Paul Revere Memorial Association, MA

Speakers: Mark Gold, Partner, Parese & Sabin, LLP, MA; Gil Whittemore, Esq., Of Counsel, Rath, Young and Pignutelli, PC, MA

Chair: Ken Turino, Manager of Community Engagement and Exhibitions, Historic New England, MA

Speakers: Nancy Beach, Producer, Atlantic Media, LLC, NH; Curt Fetter, Founder & President, Deve Media Productions, MA; Scott Strainzge, Curriculum Coordinator, Humanities Timberline Regional High School, NH

Do you have questions about collections care, but don’t know where to start?

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Tufts University's Museum Studies Certificate and Master's Degree programs provide the skills, theories, and perspectives necessary to be the problem solvers, educators, administrators, and collections managers for today's museums. At Tufts, you study with museum professionals and full-time faculty and use the full array of university resources. We provide you with the tools to achieve your career goals, whether you are a seasoned museum professional or just entering the field. Evening courses fit flexibly with student needs.

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Why Tufts?

"Parker River National Wildlife Refuge worked with Dvee Media Productions to produce a video about our refuge and its wild inhabitants... Dvee took great care and effort to select the best and most appropriate photographs, and even braved less than perfect natural conditions (extreme heat and biting flies!) to ensure we had the best footage available.

Dvee also suggested and arranged for an animated section for the video that provides fantastic 3-D effects. The completed video they produced for us is AMAZING. It’s showed in our Auditorium to all visitors wishing to learn more about the refuge and what we have to offer. We get tons of compliments on it, with visitors frequently asking if/where they can buy it."

Kate Toniolo, Supervisory Park Ranger
Parker River National Wildlife Refuge
Revitalize Your Historic Site with Contemporary Art
Charles Room
To stay relevant in modern times, historic sites must try new interpretation, programming, and exhibitions. Introducing contemporary art at historic sites can bring in new audiences, foster community engagement, forge new partnerships, enlighten and educate visitors, and make historic sites relevant to modern visitors. Various sites throughout New England have introduced contemporary art; this session will bring together a panel of experts, fostering a group dialogue to determine how contemporary art can revitalize historic sites.

Chair: Kate Laurel Burgess, Development Associate, Museum of African American History, MA
Speakers: Ronda Faloon, Director, Cape Ann Museum, MA; Rose-Marie Glen, Artist, MA; Niho Kozuru, Artist, MA; Heather Leavell, Curator, Peabody Historical Society & Museum, MA; Meg Rolz bol, Independent Curator, MIT Office of the Arts, MA

Saving Old Sturbridge Village: How a Museum Returned to Profitability in a Recession
Mahogany Room
By the end of 2006, things at Old Sturbridge Village looked bleak. Years of annual operating deficits, combined with declining attendance, had left the museum in a very vulnerable state, exacerbated by the closing of its newly-built restaurant and the sale of undeveloped land. In early 2007, a new president — along with the board of trustees and Village management — embarked on a three-year plan to stabilize the museum’s finances, reverse visitation declines, and chart the course for a brighter future for one of America’s most beloved institutions. In this workshop, members of that management team will share what they did to stabilize the museum and execute the plan during the recession. Attendance has been increasing for three consecutive years, fund raising and membership are up, and annual operating expenses have been cut by almost $1M. In 2009, the Village posted its first operating surplus in almost a decade.

Chair: Jim Donahue, President and CEO, Old Sturbridge Village, MA
Speakers: Deb Friedman, Director, Public Programs, Old Sturbridge Village, MA; Ed Hood, Vice President for Programs, Old Sturbridge Village, MA; Ann Lindblad, Vice President for Marketing, Old Sturbridge Village, MA

Tapping the Non-Traditional: Linking Museums, Communities, and Independent Professionals
Suffolk Room
This session presents recent projects that illustrate how the skills and connections of museum professionals — both those employed at museums and independent consultants — can be made available in service to other organizations, can be taken out into communities to do serious community-building work, and can bring new audiences into museums. Sponsored by the Independent Museum Professionals PAG, the session includes examples from education, curatorial, and design, and has an interactive component.

Chair: Thomas Conroy, CCIK Consulting, MA
Speakers: Ron Kley, Partner, Museum Research Associates, ME; William Hosley, President, Terra Firma, CT; Suzanne Roy, Owner, Curriculum By Design, CT

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Art: Anne Kullaf, On Broadway, 2006

Revitalize Your Historic Site with Contemporary Art

THURSDAY NOVEMBER 4

EVENING EVENTS

Exhibit Hall Reception
4:30 p.m. – 5:30 p.m.
A great way to end the afternoon! Join us for wine and delicious hors d’oeuvres in the action-packed Exhibit Hall, the place to be for interacting with the latest innovative products and services. Get your raffle cards signed for great prizes (drawing is Friday afternoon), chat with friends, and relax a bit before your evening starts. Happy hour indeed!

Progressive Dinner at Amherst College Museums
5:45 p.m. – 9:30 p.m.
Ticket holders meet in the 2nd Floor Atrium at 5:35 p.m. Buses leave promptly at 5:45 p.m.

Progressive Dinner at Mount Holyoke College Art Museum and The Eric Carle Museum of Picture Book Art
6:00 p.m. – 10:00 p.m.
Ticket holders meet in the 2nd Floor Atrium at 5:45 p.m. Buses leave promptly at 5:55 p.m.

Hoops and Hooplah at the Basketball Hall of Fame
6:15 p.m. – 9:30 p.m.
Ticket holders meet in the 2nd Floor Atrium at 6:00 p.m. Buses leave promptly at 6:10 p.m.
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lead the discussion, again using the Open Space Technology (OST) method. 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 Second Floor Atrium 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. Come and share your ideas and opinions!

Facilitators: Dawn Salerno, Director of Education, Mystic Arts Center, CT; Ron Potvin, Assistant Director and Curator, John Nicholas Brown Center, RI

Social Media Boot Camp
Grand Ballroom South
The first part of this social media session will focus on the big picture of social media for cultural institutions. We'll introduce social media channels – who is using? what are the trends? – and provide case studies and examples of effective uses of social media by cultural institutions to attract visitors and build engagement. We'll talk about Facebook, Twitter, and blogs, and also focus on the growth of mobile websites and apps.

The second half of the session will focus on the how-to of social media. We will offer a practical four-step process for planning and executing a social media strategy with people you already have in place. We will start with setting up accounts, defining content, responding to customers, and measuring impact.

Following this session you will be able to make an informed decision about using social media, understand how to track and report on the impact of social media on your marketing, and have a flexible framework to plan and implement a social media strategy.

Chair: Jason Smith, Managing Director and Chief Creative Officer, OHO Interactive, MA
Speaker: Brigham Fay, Communications Manager, Creative Services and the Web, Institute of Contemporary Art, Boston, MA

Which History, Whose History?*
Highland Room
The culture that Gore Vidal has called the “United States of Amnesia” is changing very rapidly: the structures and assumptions that used to be in place seem to be dissolving. What’s replacing them? What, if anything, will the future need to know of the past? Do visitor studies provide helpful guidance to how we should think about making exhibitions in this dynamic time? What are the stories our culture needs to hear? History museums have served to preserve or re-discover lost technologies—is this the role we need to be playing now, helping people feel connected to something larger than themselves?

In the first session, Linda Norris and Ken Yellis will frame a series of provocative questions similar to those above. In the second session, a series of small-group rapid response rounds, the session leaders will rotate from table to table. Each will be armed with a cluster of cultural challenges—songs, news headlines, reality show scenes, fashion trends, new media or technology, poll results, best-sellers—to examine at each group table.

*Session will be recorded.
Co-Chairs: Linda Norris, Managing Partner, First Light Museum Consultants, NY; Ken Yellis, Principal, First Light Museum Consultants, RI

(Continued on page 27)
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8:45 A.M. – 10:15 A.M.

CONCURRENT SESSIONS

The Future of the Field Trip
King George Suite
When the museum becomes an extension of the classroom, a visit is no longer a field trip. Learn about this innovative and sustainable school partnership model that puts the museum at the center of curriculum and instruction. In this interactive session, you will experience visual literacy strategies and learn about the framework of and research behind the program from teachers and museum educators at Yale Center for British Art.
Chair: Cyra Levenson, Associate Curator of Education, Yale Center for British Art
Speaker: Patricia Darragh, Reading Specialist, North Branford Public Schools, CT

Making Your Museum Matter: A Conversation with IMLS
Worthy Room
Institute of Museum and Library Services program staff will discuss various funding opportunities for museums of all shapes and sizes, and provide tips on how to write a competitive grant. The session will be geared for museum professionals at all levels. Ask questions and share your ideas about applications and implementation of grant activities.
Chair: Sandra Narva, Senior Program Officer, Institute of Museum and Library Services, Washington, DC
Speaker: Reagan Moore, Program Specialist, Institute of Museum and Library Services, Washington, DC

Reduce Your Carbon Footprint
Charles Room
In December of 2007, Mystic Seaport Museum completed energy saving measures associated with its Phase 1 Green Initiative for an out of pocket cost of $20,000. These measures resulted in annual savings of 26,000 gallons of heating oil and 808,000 kwh of electricity in 2008 and 2009. In addition to reducing the museum’s carbon footprint, these energy savings equate to an annual cost savings of almost $200,000 using current energy costs. This presentation will share the details of this initiative in a non-technical manner. Open discussion and question and answer will follow the presentation.
Chair: William Parent, Vice President – Facilities, Mystic Seaport Museum, CT

10:15 A.M. – 10:45 P.M.

COFFEE BREAK IN EXHIBIT HALL

10:45 A.M. – 11:45 A.M.

CAREER CONVERSATION CENTER – CARL R. NOLD
Waterford Room
Join Carl R. Nold, President and CEO of Historic New England and Immediate Past Chairman of the American Association of Museums, for career pointers from his 30 years of museum work and a general discussion of working in this field. Carl became president of Historic New England in 2003. The oldest and largest regional heritage organization in the nation, Historic New England operates 36 historic site museums in five states. Prior to joining Historic New England, Carl directed the Mackinac State Historic (Continued on page 28)

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Parks since 1992, overseeing Fort Mackinac, Colonial Michilimackinac, Historic Mill Creek, and Mackinac Island State Park in Michigan. Earlier he served as director of The State Museum of Pennsylvania in Harrisburg, director of Gadsby’s Tavern Museum in Alexandria, VA, and registrar for the New York State Historical Association and Farmers’ Museum in Cooperstown, NY. Carl is past chairman of the Association of Midwest Museums and of the Council of Regional Museum Associations, and an accreditation reviewer for AAM. Both the Michigan Museums Association and the Association of Midwest Museums have recognized him with their top awards for Distinguished Service to Museums.

Concurrent Sessions

Attracting Family Audiences in the 21st Century
King Edward Suite
What challenges do 21st century family audiences present to museums? What hands-on and/or technology-based programs are working or not working? How do museums effectively market these programs? Hear how museum educators from a contemporary art, history, and encyclopedic museum are grappling with these questions and what new programs they are working on to create innovative experiences for family audiences of today.

Chair: Lynn Thomson, Acting Director of Education, DeCordova Sculpture Park + Museum, MA
Speakers: Laura Hoffman, former Education Assistant, DeCordova Sculpture Park + Museum, MA; Robert Kühne, Director of Exhibits, Family Learning Project Director, USS Constitution Museum, MA; Tim Porter, Director of New Learning Resources, Boston Children’s Museum, MA

COSTEP: Connecting the Cultural Community to Emergency Managers
King George Suite
In order to protect or recover cultural resources in the event of a disaster, our collections must find a place on the radar screen of the emergency management community. Using the new COSTEP (Coordinated Statewide Emergency Preparedness) program, learn how to initiate a dialogue with local emergency managers about the importance of the cultural heritage that exists in your community. Learn also how to forge alliances between cultural institutions and emergency management agencies at the state level.

Chair: Lori Foley, Director of Preservation Services, Northeast Document Conservation Center, MA
Speakers: Michael Comeau, Assistant State Archivist, Commonwealth of Massachusetts, Massachusetts Archives; Jack Sullivan, Environmental and Historic Preservation Officer, FEMA Region I, DHS/FEMA, MA; Katheryn Viens, Research Coordinator, Massachusetts Historical Society, MA

How to Build Successful Relationships with Grantmakers
Worthy Room
The relationship between grantmaker and grant seeker seems at first blush to contain a major power imbalance: one side has money, the other needs it. However, according to recent reports, grantmakers are coming to realize that the interests of both sides are met when the playing field is more level. This session will cover the importance of honesty in the relationship,
when to pursue face to face meetings, convincing the program officer to look at a more unconventional program, and how to turn a rebuff or a declination into a relationship-building opportunity.
Chair: Darcy Lee, Principal and CEO, Alden Charles Associates, MA

**12:15 P.M. – 1:00 P.M.**

### EXHIBIT HALL CLOSING RECEPTION AND RAFFLE

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

### 1:00 P.M. – 2:00 P.M.

### ANNUAL LUNCHEON MEETING

2nd Floor Atrium

Find out what’s new in your association! Celebrate innovations in New England museums as we honor the recipients of NEMA’s Innovation Award program and present our contribution to Allison Maynard, Director of OpenPantry. Network and relax with friends over a delicious lunch.
Chair: Gail Nessell Coglazier, President, New England Museum Association

### 2:15 P.M. – 3:45 P.M.

### CONCURRENT SESSIONS

#### Broadening Your Audience Through On-line Exhibits

King Edward Suite

The creation of online exhibits enables museums, large or small, to bring their treasures and expertise out of the archives and engage a much larger, more diverse audience than a traditional physical exhibit. This session will showcase interactive web exhibits (Laura Jernegan: Girl on a Whaleship and Shays Rebellion: From Revolution to Constitution) that go beyond the scope of even large physical exhibits. Learn about what makes an online exhibit engaging and the steps involved in creating one.
Chair: Nancy Cole, Education Director and Project Manager, Martha’s Vineyard Museum, MA
Speakers: Juliet Jacobsen, Web Designer, MA; Dr. Barbara Mathews, Content Director and Historian, Pocumtuck Valley Memorial Association, MA

#### Creating Major Gift Affinity Groups

King George Suite

Does your museum have a collection, an exhibit schedule or conservation needs that require long-term support? Matching the interests of prospective donors with your museum’s concentrations and special requirements can win the long-term friends and stable financial support needed to sustain a fiscally-healthy museum operation. Learn how to advance your museum’s mission by assessing where key donor support is needed, developing the right connections with donors, and acknowledging gifts through positive contacts and gift groups. Although large-scale museums often have the staff needed to work on one with major gift contributors, they can miss opportunities to build close ties with potential museum supporters who have an interest in a specific component of the institution. Small- and medium-size museums may not have large staffs, but there are still many opportunities for developing management and outreach plans that engage and retain major donors with specific interests in different facets of a museum’s work or collections.
Chair: Cynthia Robinson, Director, Museum Studies Program, Tufts University, MA
Speakers: Flavia Cigliano, Executive Director, Nichols House Museum, MA; Nina Zanieri, Executive Director, Paul Revere House, MA

#### Using Standards to Take Your Museum to the Next Level*

Highland Room

Does your museum want to make improvements but you’re not sure where to start? Learn about two standards programs—AAM’s Museum Assessment Programs and AASLH’s Standards and Excellence Program for Historical Organizations (STEPS) program—that can help your organization become stronger. Speakers will address how the programs differ, how they work, and what they can achieve. This session is aimed at paid and unpaid staff of small and mid-sized museums.
*Session will be recorded.
Chair: Barrie Pribyl, President and CEO, Barrie Pribyl and Company, ME

### 3:30 P.M. - 4:30 P.M.

### AAM Webcast with Futurist Garry Golden

Stonehaven Room

The newest NEMA PAG (the YEPs – young and emerging professionals) invites you to join a nationwide webcast produced by AAM with Futurist Garry Golden of Oliver Kaizen, a next generation communications agency focused on the future of mobility and infrastructure. Golden will discuss the future of museums, followed by an open Q&A session via webchat and Twitter. Then stick around for cocktails and more conversation while missing the rush-hour traffic before heading home.

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

Annual Conference November 16-18, 2011 Hartford, Connecticut

The theme of the 2011 NEMA Conference in Hartford – “Museums in the Mirror” – invites us to examine how we reflect the diversity of our communities, and challenges the NEMA family to develop effective ways to increase multicultural participation in its ranks. Share your success stories and the challenges you’ve encountered. Brainstorm strategies for expanding audiences. Help NEMA build a diversity initiative that opens doors to all types of visitors and opens our future to a vibrant, inclusive community of professionals.

A great conference begins with great NEMA members! Consider joining us in Hartford as a session chair or presenter. Visit www.nemanet.org to submit your session proposal online.

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More on Website: museum-search.com

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