

COWLITZ COUNTY HISTORICAL MUSEUM COMPLETES EXPANSION PROJECT



In its 50 year history the Cowlitz County Historical Museum has gone through a number of transitions. The museum first opened on the third floor of the county courthouse annex, a site that served as its home for the next 25 years. Though much loved by the community members who climbed the three flights of steps to visit it, the museum moved into a more suitable building in the late 1970s. The former auto parts store was remodeled and served well for many years. In 1999 the board of directors adopted a strategic plan, a part of which addressed the building needs. Following four years of planning, fundraising, and construction,

a much needed expansion project was completed in the summer of 2003.

The expansion added 4,500 square feet to the existing 5,000. New spaces include a classroom for public and educational programs and a workshop to facilitate exhibit construction. Space for special and ongoing exhibits, museum collection storage, and the gift shop was expanded. The restrooms were enlarged, relocated, and made handicapped accessible. In order to maintain the humidity and temperature within museum standards, the heating and air conditioning system was replaced.

Museum director Dave Freece said "The result of this project is that we are better able to offer museum services in a number of ways, including programs,

exhibits, and preservation of the objects, papers, and photographs that document this community's heritage. And the new glassed-in entry way on the west side of the building along with other exterior improvements makes the building much more inviting to local people and tourists."

The cost of construction was just over one million dollars with \$343,000 coming from the state Capital Projects Fund for Washington's Heritage. Additional sources of support came from individuals, families, businesses, foundations, and local governments. Proceeds from two special events, *An Evening with*

(continued on page 3)

INSIDE

II 13IDE	
WMA Board Nominations Sought3	WMA Awards & Conference Scholarships6
Lawnotes: Websites, Part 34	Washington State Museum Survey7
Ist Annual Museum Day5	Dates, Deadlines, & News From the Museum World8
WMA 2004 Annual Conference 6	Regional News 9-11

Editor's Note:

The **WMA Museum Messenger** is published quarterly by the Washington Museum Association, a 501(c)(3) federally recognized non-profit organization consisting of institutions, businesses, and individuals whose mission it is to promote increased professionalism in and communication amongst all museums within Washington State. All articles within this issue may be reproduced and circulated to staff with appropriate credit given to the Washington Museum Association and the contributing author.

Officers:

President: Barbara Moe Curator, Naval Undersea Museum, Keyport

Vice President: Chris Fiala Erlich Independant Consultant, Gig Harbor

Secretary/Recording: Lynette Miller Curator, Washington State Historical Museum, Tacoma

Treasurer: John Larson Director, Polson Museum, Hoquiam

Directors:

Erin Black

Curator, Kittitas County Historical Society, Ellensburg

Steve Crowell

Director, Paul H. Karshner Memorial Museum, Puyallup

Andy Granitto

Curator of Exhibits, Yakima Valley Museum, Yakima

Pamela Kruse-Buckingham

Administrator, Kitsap County Historical Society, Bremerton

Marsha Rooney

Curator of History, Northwest Museum of Arts & Culture, Spokane

Ellen Terry

Curator of Public Programs, Washington State Historical Society, Tacoma

Gene Woodwick

Director, Ocean Shores Interpretive Center, Ocean Shores

Ex Officio and Designated Legal Council: Robert Gruhn, Attorney at Law

Immediate Past-President: Karen Marshall

Washington State Heritage Resource Center Representative: Garry Schalliol

Newsletter:

Editor: Erin Black kchm@elltel.net; (509) 925-3778

Regional News Editor: Gene Woodwick glw@olynet.com; (360) 289-2809

Graphics & Layout: Andy Granitto andy@yakimavalleymuseum.org; (509) 248-0747

Printing: Instant Press, Yakima, WA

Publishing Dates:

January 15, April 15, July 15, & October 15. Materials must be in the hands of the editor a minimum of <u>6 weeks prior to these dates</u> to be considered for inclusion.

PRESIDENT'S MESSAGE



Barbara Moe

In September, the new WMA Board met in Ellensburg at the Kittitas County Historical Society Museum on 3rd Street. We're pushing on to make the coming year an eventful, meaningful time for the museums of Washington State.

With the closing of the Bellevue Art Museum within a few days of our meeting, a thoughtful plan was developed to re-locate the annual conference to another site. We are pleased to announce the 2004 WMA Conference will be held at the Nordic Heritage Museum on June 9-11. The theme is "New Approaches in Challenging Times." Mark your calendar.

The Museum Advocacy team of

Chris Erlich and Steve Crowell is organizing a Museum Day in Olympia on February 11, 2004. Museum Day will provide an opportunity to raise the visibility of all the Museums in our state. One of the concerns we want to represent to our State Legislators is the outstanding work of smaller institutions to utilize limited resources to care for the state's cultural heritage. If you need a better background on our state situation, take a few minutes to read Garry Schalliol's article, "A Mixed Bag for Washington's Heritage" in Spring 2003 issue of History News. (Garry is an Ex-Officio member of the WMA Board of Directors.) We need our/your voice heard in Olympia—please support this effort. See the article "Join Your Colleagues on Museum Day" in this issue for how you can be involved.

Although it seems a long way away, please be thinking about nominations for this year's WMA awards. The forms are available in this newsletter and online at the WMA website.

This September I was pleased to represent not only the Naval Undersea Museum, but also the museum community at the Oceans 2003 Marine Technology and Ocean Science Conference in San Diego. My presentation was entitled "The Impact of the Invention of the Torpedo on the US Navy." It was the first time a museum person had presented for this prestigious conference. The Oceans '03 conference was advertised as the world's primary staging location for significant breakthroughs that will change the paradigm for future ocean scientific and marine technology operations, with over 1,000

(continued on next page)

Museum Messenger NEWSLETTER AD RATES:

Half Page $(4^{1}/2^{\circ} \times 7^{1}/2^{\circ})$ \$250 One-Sixth Page $(2^{1}/4^{\circ} \times 4^{1}/2^{\circ})$ \$80

Classifieds: Members: 10¢/word Non-members: 25¢/word One-Third Page $(4^3/4^{\circ} \times 4^1/2^{\circ})$ OR $(2^1/4^{\circ} \times 9^1/4^{\circ})$ \$125

One-Twelfth Page $(2^{1}/4" \times 2^{1}/2")$ \$55

Multiple Insertion Discounts: 10% for 4 editions, prepaid in full

Ad Preparation: please call Andy Granitto at (509) 248-0747 for production requirements before sending your materials.

Opinions expressed in the articles within this publication are those of the authors and do not necessarily reflect the views of the WMA. Unsolicited articles, photographs, and graphics are always welcome. WMA reserves the right to edit material submitted.

(President's Message, continued)

regular attendees and 5,000 total for all events. There were 30 meeting rooms to accommodate parallel scientific sessions and technical tracks. The conference was the largest meeting of its kind ever held, and I was pleased to be a part and to remind folks that where we've been is important to remember as we move into the future—history is important!

In pondering the plans the WMA board has for the coming year, I was especially impressed with Joyce Gardella's article, "Surviving the Perfect Storm: Branding, Positioning, and Differentiation" in Summer 2003 issue of History News. The author suggests that defining ourselves is akin to using the navigation symbol familiar to us all—the North Star. She phrases it this way, "North Star: what your institution does best that the public values." Who hasn't looked into the night sky to find the Big Dipper and from there located the Little Dipper and the

North Star? By identifying these star points, we can orient ourselves to East-West, North-South and know exactly where we are in relation to the earth. The North Star is known as the "fixed star." It always stands still and represents true North. So, by having a fixed point, stars can give geographical guidance to where we want to go and provide context to where we are. I found this idea extremely helpful, kind of a visual aid to my thinking process. As WMA navigates into 2004, we want to keep track of where we've been, but we certainly want to venture out and try new things. We want to "Try a lot of stuff...keep that which works!"

(*Cowlitz County*, continued from cover)

the Band of Brothers and the Airborne Symposium raised money for the project, which was completed on time and within budget.

Now the museum is enjoying its success. A special exhibit was featured at the reopening, and a traveling exhibit was displayed in the fall. Three special exhibits are already lined up for 2004. Several exciting programs have taken place in the meeting room, including lectures, films, discussions, puppet shows, and the annual Winter Festival. This latter program brought in 400 people on a Saturday to learn about holiday traditions of Mexico, China, Finland, and France. And each child received a coupon to go down the street to a local bakery to decorate a Christmas cookie. "The meeting room was really the driving force for this project," said Freece. "It enables us to do so much more for our community."

What's next for the Cowlitz County Historical Museum? The expansion was a major component of the 1999 strategic plan, and now board and staff are in the process of updating the plan. As they work to determine priorities for the collections, programs, and resources, they occasionally pause and reflect that, yes, they have accomplished bigger goals.

For more information contact: Museum Director Dave Freece Cowlitz County Historical Museum 405 Allen Street Kelso WA 98626 360-577-3119 freeced@co.cowlitz.wa.us

A Note From The Editor

Throughout my years working at the Kittitas County Historical Museum, I have come across several challenges that many of us face each day in our respective museums. We all cope with these challenges, and we all discover creative ways to get around them. One thing is certain, "we take what we have and we make it work." What exactly does this mean?

As non-profit organizations we all face similar challenges. The term is quite general in fact and can fit within any institution regardless of size, budget, staff, or support. All of us have certain expectations for our museums and ourselves in order to reach our goals. We are constantly put into situations where we are required to jump over many hurdles to get to the finish line. Although we may perceive our own finish line and jump our own hurdles, the nature of the race is the same and we are in it together.

One thing is certain—the people involved in the "museum world" are always willing to help. Every time I talk to people at other museums, I am amazed to hear success stories or gain invaluable assistance and advice. We are here for each other; we know what each other is going through; maybe one of us has successfully overcome a particular challenge and will share the pros and cons to achieving their goal. Knowing this, we can teach and learn from each other. It is through sharing our stories that we have the ability to "take what we have and make it work."

As the new editor of the WMA newsletter, I am interested in hearing your stories. What are some issues that you and/or your museum are confronting? If you are interested in sharing your stories or ideas, please contact me by phone at 509/925-3778 or by email at kchm@elltel.net. I look forward to hearing from you!

Erin Black Curator Kittitas County Historical Museum

LAW NOTES

by Robert Gruhn, Attorney

WEBSITES - PART 3

Political Campaigns

There is an absolute prohibition against organizations exempt under Section 501(c)(3) from participating in any political campaign on behalf of or in opposition to any candidate for elective public office. There are no exceptions! The IRS has revoked the exempt status of organizations that violated this rule and such revocations have been upheld by the courts. In addition to revocation, the IRS may levy a 10% excise tax on each expenditure made for political purposes (Internal Revenue Code, Section 4955).

Does the providing of a link from the exempt organization's website to that of another organization's website that does participate in a political campaign result in per se political campaign intervention? There is no specific guidance in the Code. (What guidance exists in the Internal Revenue Code on political activities by an exempt organization is 15 to 20 years old.) There appears to be no rule (or legal basis for one) that would automatically attribute the statements of one organization to another, solely on the basis of a web link. Generally an organization that provides a web link to another organization's web site has no control over the contents of that web site. However, I recommend that exempt organizations do not link to the web sites of political campaigns or to those sites blatantly supporting or opposing a political candidate.

Lobbying

Lobbying is an attempt to influence legislation. A Section 501(c)(3) organization may not engage in lobbying as a substantial part of its activities. The problem is in defining the word "substantial." A 1955 case held that an organization expenditure of less than 5% of its volunteer time and effort on lobbying was insubstantial. More recent cases suggest that a percentage test



is not appropriate, and that an analysis of all the facts and circumstances of an organization's legislative and other activities is required.

Direct lobbying does not include attempting to influence any local council (e.g., city council or county council) on legislation of direct interest to the exempt organization or its members.

Because of the vagueness of the "no substantial part" rule coupled with the threat of revocation of exempt status, Congress in 1976 enacted Section 501(h) to the Internal Revenue Code. Under 501(h), certain 501(c)(3) organizations may make an election to avoid the "no substantial part" test and substitute specific dollar limitations on lobbying expenditures. The initial limit is 20% of the first \$500,000 of exempt purpose expenditures. That percentage decreases as the exempt purpose expenditures increase. The top limit of \$1,000,000 in lobbying expenditures applies if the total exempt purpose expenditures totals \$17,000,000.

The rules under Section 501(h) make a distinction between "direct" lobbying and "grass roots lobbying." Direct lobbying is attempts to influence legislation through contacts with any member or employee of a legislative body. "Direct lobbying" includes communications with any government official or employee (other than officials or employees of administrative bodies) who participate in the formulation of legislation, *but* only if the prin-

cipal purpose of the communication was to influence legislation. Direct lobbying also includes attempts to influence ballot initiatives subject to a public vote by means of communications to the public.

"Grass roots" lobbying is the attempt to influence legislation by attempts to affect the opinions of the general public or any segment of the public by means of a communication that reflects a view on the legislation and includes a "call to action." A call to action encourages the recipient to take action in any one of the following ways:

- 1. Urging contact with a legislator or employee of a legislative body or any government official or employee who may participate in the formulation of legislation.
- 2. Giving the address, phone number, or e-mail address of legislators or employees of the legislative body.
- Including model letters, petitions, or similar material for the recipient to communicate with the legislator or employee of the legislative body.
- 4. Identifying one or more legislators who will vote on the legislation as:
 (a) opposing the exempt organization's view, (b) being undecided, (c) being the recipients representative, or d) being on the committee or subcommittee that will consider the legislation.

The above rules apply to all means of contact (snail mail, phone, personal contact, newspaper ads) including use of the internet though email, websites, chat rooms, and (ugh) spam. The use of the Internet to carry on lobbying and grass roots lobbying is dramatically more efficient in terms of both time and money. How will the IRS view this efficiency? Given the lack of guidance on the application of the "no substantial part" test, exempt organizations that plan to use this capability for lobbying or grass roots lobbying purposes would be well advised to make the 501(h) election before engaging in any such activity (use IRS form 5768).

In applying the IRS Code to web sites such as a virtual store or a virtual publication we are largely on safe ground. (See Parts 1 and 2 of this series in previous newsletters). However in view of the vagueness of the "no substantial part" test and doubts as to how the IRS will view the increased use of the internet for lobbying (even though it involves no more effort than other means), exempt organizations would be well advised to exercise the 501(h) option before engaging in any lobbying activity using the internet.

Does a link from an exempt organization's website to another organization's website that engages in lobbying constitute lobbying by the exempt organization? As noted above in connection with political activity, a link to another organization's website should not of itself constitute attribution of the content or activities from one organization to another.

As an added precaution against attribution, I suggest exempt organizations use a "jump" or "splash" page that alerts the user that he or she is leaving the exempt organization's website.

A note to readers: I am running out of ideas for future law notes. I will appreciate any suggestion you may have for future law notes. My e-mail address is rsemgruhn@comcast.net. Also, if you have any questions I will be happy to try and answer them—maybe they too will suggest a law note.

(Footnotes)

1 Section 501(c)(3) organizations that are classified as private foundations are generally prohibited from lobbying, subject to certain limited exceptions.

JOIN YOUR COLLEAGUES ON MUSEUM DAY, FEBRUARY II

Join your museum colleagues in Olympia on February II for the first annual Museum Day, sponsored by WMA. The purpose of Museum Day is to:

- Demonstrate to the legislature that the museums of Washington State perform a vital function in their communities preserving history, providing access to the arts, and fostering childhood learning.
- Build awareness of WMA as a statewide organization, a conduit of information between museums to the legislature, and an advocate for museums.
- Thank legislators for their continued support of the Capital Projects for Heritage Grant Program.

 Show them the impact that state grants have had on their communities.

There are many ways you and your museum can participate and reap the benefits of Museum Day:

7:00—8:00 A.M. Attend the Heritage Caucus (Conference Room A/B Cherberg Bldg)
The Heritage Caucus is a group of legislators, state agencies, non-profits and members of the public interested in heritage and arts issues (WMA board members regularly attend). The caucus meets weekly throughout the legislative session to review legislation and to learn about each other's activities. WMA president Barbara Moe will be making a presentation to the Heritage Caucus on February II about WMA, the results of the Washington State Museum Survey (see adjacent article) and the important work of museums across the state. You are invited to attend this and all other weekly sessions of the Heritage Caucus.

8:00-10:00 A.M. Meet With Your Legislators

Make appointments to meet with your local legislative representatives in their offices.

- Thank them for the their continued support of the Capital Projects for Heritage and Building for the Arts grant programs. If you have received a grant, let them know what it has enabled you to do (share pictures & stories). If you are planning to apply for a state grant this year, be sure to tell them about your need and impending application.
- · Give them a brief report on the work you do in your community to preserve history, provide access to the arts, or foster childhood learning.
- Let them know you are a member of WMA. Tell them the benefits you've received from WMA:
 keeping in touch with the museum community through the WMA newsletter, the learning experience
 and networking at the annual conference, learning about legislative issues through the newsletter and
 e-messenger, etc.

Making an appointment with your legislator is easy. The legislature's website (www.leg.wa.gov) will help you identify your representatives and give you contact information (email and phone number). Contact each of your legislators and let them know you are coming to Olympia for Museum Day and would like to meet briefly. They are busy during the session and won't have much time, so keep your visits brief and to the point.

10:00 A.M. Rally (Capitol Fountain)

Join your colleagues at the capitol fountain for a brief rally. The rally's purpose is to inspire each other, educate legislative guests about the work museums do, and have some fun.

NOON: Lunch (The Coach House at the State Capitol Museum, 211 W 21st Ave.)

Join colleagues for a no-host lunch at the State Capitols Museum's Coach House. Review the day and visit with each other. You can bring a brown bag lunch or order a deli lunch in advance by contacting WMA V.P. Chris Erlich at chris@harbornet.org.

Want more information? Contact Museum Day coordinators Steve Crowell at_SCrowell@puyallup.k12.wa.us or Chris Erlich at chris@harbornet.com.

If you can't make it to Olympia, consider writing a letter or email to your legislator. Be sure to send a copy to WMA! Just prior to the IIth, WMA will be sending information packets to legislators and press releases to major media. These will include information on Museum Day activities as well as some of the results of the WMA's Washington State Museum Survey.

NEW APPROACHES IN CHALLENGING TIMES

WMA 2004 Annual Conference Nordic Heritage Museum Seattle. June 9-11, 2004

The 2004 Washington Museum Association Annual Conference will be held at the Nordic Heritage Museum in Seattle on June 9–11, 2004. The theme for this year is "New Approaches in Challenging Times."

During the last few years, the museum community has faced difficult and demanding times. New approaches to these demands have become increasingly necessary. The 2004 Washington Museum Association Annual Conference will provide an important venue for sharing creative and innovative ideas about new approaches in overcoming various challenges that we all face. Many resourceful and fascinating sessions will be offered as well as an arena for constructive and thought provoking discussions. Look to the WMA Spring Edition Newsletter for more detailed information.

The Nordic Heritage Museum is located in Seattle's Ballard neighborhood and is well known for being home to Nordic immigrants (past and present). Ballard's streets offer Scandinavian food shops and gift stores, as well as contemporary boutiques and restaurants. Just 14 blocks south of the Museum are the Ballard Locks, a popular tourist attraction where visitors can watch boats pass between Lake Union and the Puget Sound or watch salmon swim upstream through a fish ladder.

During the conference, there will be several temporary exhibitions on display: *The Wergeland Legacy: Jewish Life and Culture in Norway* which offers an exploration of Jewish life in Norway Royal; contemporary paintings by Norwegian-Danish artist Royal Nebeker (in collaboration with the Lisa Harris Gallery); and displays by local Nordic-American artists Randy James and Libbie Masterson. In addition, the Nordic Heritage Museum boasts three floors of permanent exhibitions detailing the history of Nordics in the Pacific Northwest as well as Nordic Folk Arts.

Join us at the Nordic Heritage Museum for the WMA 2004 Annual Conference, which promises to be fun and thought-provoking!

Seeking the Best in Exhibits, Projects, Individuals, & Publications:

WMA Award of Excellence Nominations & Conference Scholarships

NOMINATION FORMS IN THIS NEWSLETTER

The time has come once again to submit nominations for the Washington Museum Association's Award of Excellence and apply for scholarships to the 2004 WMA Annual Conference. The conference will take place on June 9th through 11th, at the Nordic Heritage Museum, located in Seattle's historically Scandinavian neighborhood of Ballard, Washington.

Awards

The Washington Museum Association recognizes the outstanding achievements of museums, heritage organizations, and individuals, by awarding up to eight Awards of Excellence each year. One award will be given in each of the four categories of *Exhibit*, *Project*, *Individual*, and *Publications*, per annual organizational budget size (if not an organization, project budget size is requested) for budget sizes of less than \$150,000.00 or budgets of \$150,000.01 or more.

To be eligible for an award, the nominee must have exhibited the ability to set standards of leadership through outstanding service, established precedent, fulfilled mission and purpose, showed marked improvement, and provided an extended level of service to the community served. The Award of Excellence categories include *Exhibits*, which can be new, temporary, traveling, or permanent; *Projects*, which can include education, collections management, public programming, a web site, etc.; *Individuals*, people who have provided significant contributions to an institution or to the museum profession; or *Publications*, including posters, newsletters, catalogs, exhibit invitations, books, films, videos, etc. The current award year runs from January through December 2003.

Also, be aware that only the WMA Board of Trustees can nominate and award the distinguished WMA Board Award of Excellence or multiple board awards each year. Nominations for this award are no longer accepted from the general WMA membership or from the Awards and Scholarship Committee.

Scholarships

Are you a graduate or undergraduate student studying History, Museum Studies, Anthropology, Art History, or a related field, wishing to, but unable to, attend the WMA 2004 Annual Conference due to budget constraints? Are you a volunteer at an institution that cannot afford to send you to the conference, but you desire to learn more about museums? Are you a professional working in a museum wishing to expand your knowledge and enhance your position, but cannot afford to attend the annual conference? If you fall within any of these categories, the WMA is looking for YOU to apply for an annual conference scholarship!

Three scholarships are offered and include the following: *The Ellen Ferguson Student Scholarship*. The recipient of this scholarship will receive a \$200.00 stipend plus gratis conference registration. Not only will registration be covered, but meals and events directly associated with the conference registration will also be paid through this scholarship. In addition, the recipient will

receive a one-year complimentary membership in the Washington Museum Association. To be eligible for this scholarship a person must be a current student in a college or university pursuing training in the museum or heritage fields or have a sincere interest in those fields. Individuals applying for this scholarship must explain their current status as a student, discuss their interest in the museum or heritage field, their desire to attend the conference, and their need for a scholarship.

The Gus Norwood Volunteer Scholarship also includes a stipend of \$200.00 plus fully paid conference fee, including all meals and events associated with conference registration, and a one-year complimentary membership in the Washington Museum Association. To be eligible for this scholarship a person must be a volunteer in any position at a museum of any size, must explain their volunteer position within the institution they work for, and explain their desire to attend the conference, as well as their reasons for needing and desiring a scholarship.

The WMA Working Professional Scholarship. This scholarship is tailored for a professional person working in a museum who otherwise would not be able to attend the conference because of financial constraints. This scholarship also offers a \$200.00 stipend plus paid conference registration, including meals and events directly associated with the conference registration, and a one-year complementary WMA membership. To be eligible a person must be a working professional on any level, in a museum of any size. The applicant must explain their current status as a working professional, their reasons for attending the conference, and their reasons for needing and desiring a scholarship.

The \$200.00 stipend associated with each scholarship will be very useful to help pay for the costs of lodging, transportation, and other related conference expenses not covered by the scholarship. Also, one need not be a WMA member to apply for and receive scholarship funding. But, a scholarship recipient must attend the 2004 WMA annual conference to receive the stipend. Also, each scholarship recipient is required to write about his or her experience at the conference or to write about a session they attended. The article will be published in a future *Museum Messenger* newsletter.

The 2004 scholarship program will be partially underwritten by a generous and much-appreciated monetary donation from Artech Fine Arts Services in Seattle. Also, proceeds from the WMA Silent Auction help to support the program. It is important to note though, that the financial commitment for scholarships is subject to review every year.

Please keep your eyes and ears open for exhibits, projects, programs, publications, and individuals who you feel are outstanding in the museum and heritage field in Washington State—and please nominate them! Also, please help spread the word about the Awards and Scholarships! The recipients of the 2004 WMA Conference Scholarships and the WMA Awards of Excellence will be honored during the conference at the Nordic Heritage Museum at a special awards and scholarship ceremony.

A nomination form for the Awards of Excellence and an application for the 2004 scholarships are included in this issue of *Museum Messenger*. The forms and further information are also available through Lisa Hill-Festa, Awards and Scholarship Chair, at the Nordic Heritage Museum, telephone: 206/789-5707, ext.18, and online at the Washington Museum Association's website. Don't delay; send us your scholarship application or award nomination, <u>postmarked by March 31st</u>, 2004. The mailing address and additional information are included on each form. We hope to see you in Seattle in June!

Lisa Hill-Festa Chair, WMA Awards and Scholarship Committee

Washington State Museum Survey

The Washington Museum Association's Washington State Museum Survey is underway. The data gathered in the survey will enable the WMA to provide meaningful services to museums throughout the state. The information will also enable WMA to better represent all museums at the state and national levels. The results will also provide members with valuable information for operations (e.g. the director's salary survey) and information that may help you advocate for funding at the state and local levels (e.g. how many museums receive local government funding).

The success of the survey is dependent on your participation. More than a dozen museums have already completed the survey. Throughout the winter, the survey is being sent to museums around the state via e-mail and regular mail. If you have not received a survey you can download it from the WMA website, www.washingtonstatemuseums.org. Please complete and return it today.

"If you cannot answer some of the questions, send us what you can. We'd prefer to receive 90% of the data as opposed to having nothing at all," said WMA vice-president Chris Erlich.

Each museum's response is confidential; the information will be reported only in a combined and anonymous form. However, WMA plan's to publicly recognize those museums that contribute to the field by participating in this survey.

WMA plans to present the results of the survey to the media and the state legislature on Museum Day, February 11.

Heritage Tourism Gains Popularity

A new study from the Travel Industry Association of America (TIA) and the Smithsonian Magazine shows continued and growing interest in travelers' desire to experience cultural, historic, heritage, and arts activities. Studies show that 81 percent of U.S. adults who traveled in the past year included historical or cultural activities on trips, up 13 percent from 1996.

These travelers also spend more money on historic/cultural trips compared to the average U.S. trip (average \$623 vs. \$457, excluding transportation), making historic/cultural travelers a lucrative market for destinations and attractions. For 30 percent of historic/cultural travelers, their destination was influenced by a specific historic or cultural event or activity.

For more information on the study contact the Travel Industry Association's web site at www.tia.org/press.

 Article courtesy of the Oregon Museum Association

AAM Expo 2004

Over 140 thought-provoking sessions! Early registration will save \$15.



Briefs from the Pacific Northwest Historians Guild

Guild's Annual Banquet January 15th

Rev. Dr. Samuel B. McKinney, former minister of Mount Zion Baptist church will be the guest speaker for the Guild's Annual Banquet at 6:30 P.M. at the North Star Dining Room at the North Seattle Community College. Questions? Call Judy Berntley at 206/768-6443.

The Guild's Annual conference will be held on Saturday. March 6, with Walt Crowley as the Keynote speaker. The Conference will be held at the Museum of History and Industry in Seattle. It will open with a tour of the Experience Music Project and dinner at the Liquid Lounge at 5:30 at the Seattle Center. For further information visit the website at www.pnwhistorians.org.

OHA Conference in Portland September 29 - October 3, 2004

The Oral History Association is soliciting proposals for its annual meeting to be held in Portland September 29-October 3. A list of potential topics, submission procedures, and conference information is available at <a href="https://www.dickinson.gov/www.gov/www.dickinson.gov/www.dickinson.gov/www.

WMA Thanks Its Business Members!

Please support the businesses that support us:

ArtTech Fine Arts Services
Interpretive Exhibits, Inc.
Jones & Jones, Architects
Paragon Research Assoc.
Renaissance Art

Restoration & Architecture Spacesaver Northwest Turner Exhibits, Inc.

Thomas Consulting Services

VF Zoom

GRANT DEADLINES

IMLS www.imls.fed.us National Leadership Grants

Museums Online: March 1, 2004

Museums in the Community: March 1, 2004

Professional Practices: March 1, 2004

Library-Museum Collaboration: April 1, 2004

National Award for Museum Service: February 15, 2004

NEH www.neh.fed.us

Challenge Grants: November 3, 2004 and May 3, 2004

Collaborative Research Grants: November 3, 2004

Consultation Grants for Libraries, Museums, or Special Projects: September 16, 2004

Grants to Preserve and Create Access to Humanities Collections: July 15, 2004

Humanities Focus Grants: April 15, 2004

Implementation Grants for Museums and Historical Organizations: February 3, 2004

Implementation Grants for Special Projects: February 3, 2004

Planning Grants for Museums, Libraries, and Special Projects: September 16, 2004

Preservation Assistance Grants: May 14, 2003

Preservation and Access Education and Training Grants: July 1, 2004

Preservation and Access Research and Development Projects Grants: July 1, 2004 and October 1, 2004

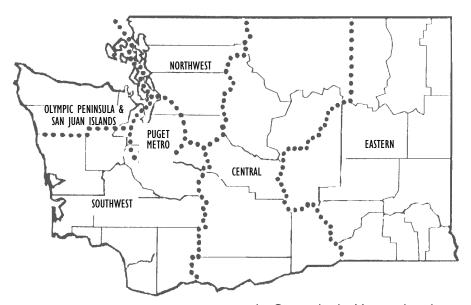
Reference Materials Grants: July 15, 2004

Stabilization of Humanities Collections Grants: October 1, 2004

We the People Challenge Grants in United States History, Institutions and Culture: February 2, 2004

Heritage Capital Projects Fund Grant: May 7, 2004

REGIONAL NEWS



PUGET SOUND/SEATTLE-TACOMA METRO REGION



Burke Museum of Natural History and Culture

is sponsoring two traveling exhibits in the com-

ing year. Dinosaurs of Darkness (March 26—October 3, 2004), which delves into the mysterious world of polar dinosaurs and Burgess Shale: Evolution's Big Bang (November 5, 2004—March 13, 2005) which focuses on one of the most extraordinary and important fossil discoveries ever found. The Burke has been awarded a challenge grant by the Nesholm Family Foundation that will match \$1 for each \$2 raised for all new and increased donations. Information is available at www.burkemuseum.org or 206/543-7907.



The Museum of Flight

is home of the world's fastest jetliner. British Airways recently donated one of its retired

Concorde supersonic airliners to the Museum. The jet, one of only twenty Concordes ever built, is the only one displayed on the West Coast and one of only four outside of Europe. Due to the tremendous demand for access to

the Concorde, the Museum has chosen to open the aircraft right away with one unfortunate but necessary restriction: due to limitations in the boarding stairs currently available for the Concorde, the aircraft may be temporarily closed during periods of very heavy rain in order to protect it from the damaging effects of moisture. The Museum is working on a long-term solution to this problem that should allow for regular access under most weather conditions. For further information contact: 206/764/5700. The Museum of Flight is located at 9404 E. Marginal Way.



Frye Art Museum director Richard V. West retired during a banner year at the Frye. Mr. West

assumed the position of Executive Director in 1995 with a new vision for the institution, renovation of the building and facilities and creating a team of art professionals. Programs were aimed at expanding audiences and an acquisition strategy was implemented to strengthen the Museum's focus on representational art. Debra J. Bryne is serving as Interim Executive Director and Director for Cultural Affairs and Exhibitions. For more information on the Frye Art Museum visit www.fryeart.org or call 206/622-9250.



Gig Harbor Peninsula Society and Museum is the recipient of an historical sawmill. Bud McInnis' sawmill and its surrounding

building will be dismantled

and moved to the society's property. The Museum is looking for information on those who knew Bud and used his services to secure lumber for Peninsula area building projects. Call 253/858-6722 or email info@gigharbormuseum.org. For more information visit www.gigharbormuseum.org.



Naval Undersea Museum and Naval Museum Foundation at Keyport has undergone a significant

change in its management

and operations. On October 1st, the museum became a part of the Navy Region Northwest as part of the Community Support Organization handled by the Morale, Welfare and Recreation Department. The Museum has enjoyed more than a decade of operation and support under the Naval Undersea Warfare Center Division. The change is due to the reorganization of Navy resources. Museum contact information will remain the same. For further information contact: 360/396-4148. The Museum is

located at 610 Dowell Street in Keyport.

Tacoma Museum of Glass has partnered with Tacoma Public Schools to create the Hilltop Artists in Residence program at the museum's Hot Shop. The Program gives students the opportunity to learn glassblowing as they receive individual instruction and guidance from professional artists and mentors. Many of the students involved with the program are disadvantaged youth dealing with issues such as poverty, neglect, homelessness, substance abuse, and violence. In order to participate in the program, students must be enrolled in a certified school program. For the initial session in November, the students were asked to design a glass vessel that tells the viewer something about their generation. They conducted background research and composed several ideas

for their creations. A final design was selected and created in the Hot Shop on November 8th, with one student acting as team leader. The group will return for future sessions in the Museum Hot Shop in January and February. For more information call 253/284-4750 or I-866-4museum or email Kira Gerasimon, Public Relations Coordinator at kgerasimon@museumofglass.org.

White River Valley Museum is offering visitors the exhibit From Quilters' Hands—Fabulous Antique Quilts from Washington Collectors, which is guaranteed to warp you in cozy beauty through March 14, 2004. The White River Valley Museum is located in the Auburn Community Campus at Les Grove Park at 918 H Street SE. For information call 253/288-7433 or visit www.wrvmuseum.org.

Issaquah Historical Society elected their new officer for 2004. President: Jean Cerar, Vice President: Dick Campbell, Secretary: Marilyn Batura, Treasurer: Don McWhirter, Marilyn Boyden, Fred Butler, Robin Kelley, Linda Ruehle, Mary Scott, Greg Spranger and Craig Thorpe. For information about the Issaquah Historical Society and Museum contact Erica S. Maniez at 425/392-3500 or info@issaquahhistory.org.

Washington State History Museum

is proud to present Beyond Lewis & Clark: The Army Explores the West which will be on exhibit February 15, 2004-October 13, 2004. The nationally touring exhibit that traces eight decades of army exploration west of the

Mississippi. Among the hundreds of images and objects included in the exhibit are Meriwether Lewis's air rifle, field notes and maps drafted by William Clark, and items associated with the Isaac Stevens railroad survey and treaty tour. In a path-breaking interpretation, Beyond Lewis & Clark even places the pre-Little big Horn exploratory ventures of George Armstrong Custer within the paradigm established by Lewis and Clark's initial forays.

SOUTHWEST

Aberdeen Museum of History presented the Historian of the Year award to James Middleton of Anderson-Middleton Logging Company. Middleton purchased the entire collection of the Jones Photo Company, including the work of four generations of Grays Harbor County Photographers. He is also funding the preservation of the collection for the enjoyment of future generations. The Museum is currently looking for photographs and memorabilia related to Kurt Cobain for a future exhibit. Anyone who has artifacts and is willing to loan them to the museum should contact Dann Sears at 360/533-1976. The museum is located at III East Third Street in Aberdeen.

Moclips-By-the-Sea Historical Society is off and running on the Moclips Centennial Project. They are working with the US Postal Service in celebrating the 100th Anniversary of the Moclips Post Office. The June 25th-July 2nd celebration coincides with the 100th anniversary of the completion of the Northern Pacific Rail line to the area. The Moclips-By-the-Sea Historical Society has been in existence since 2001 and, on January 18th, they will celebrate one full year since the Grand Opening of their Museum. For more information visit their website at www.moclips.org or phone 360/276-4441

Pacific County Historical Society and Museum has a newly restored mural on the east wall of their building, thanks to the volunteer efforts of artist Bob McCausland. Director Bruce Weilepp announced the final book in the Boston lane trilogy by Jennifer Holm, due out in March 2004. Information is available at www.pacificohistory.org, email museum@willapay.org, or phone 360/875-5224.

Polson Museum in Hoquiam will be the temporary home of the Smithsonian traveling exhibit, Yesterday's Tomorrows: Past Visions of American Future, from August 14 through September 25, 2004. Humanities Washington assisted in sponsoring this exhibit, which is described on the web at www.yesterdaystomorrow.org. The Polson received the entire funding for new digital negative scanning equipment from Fred Foster of Aberdeen. Foster's interest in providing the monies is to see the entire 2,500 glass plate negatives of the Josiah Sterns early Grays Harbor collection archived. Polson information is available by phone at 360/533-5862.

Westport-South Beach Historical Society and Maritime Museum will begin 2004 with a concerted effort to take on management of the Westport Lighthouse. Not only did Santa arrive at the museum, he carried the U.S. Department of Interior's official announcement regarding the transfer of ownership of the lighthouse to the museum. Shortly thereafter, the lighthouse sported a "gift wrap" that entirely enclosed the building. The U.S. Coast Guard has contracted with C&C Construction in Tacoma to remove, reseal and replace the lamp room windows and repair ironwork on the catwalk. The outside of the lighthouse will also be painted. During recent years, the museum has provided tours of the lighthouse during the summer season. In other lighthouse news, the Museum now has an official Destruction Lighthouse passport stamp to go along with the Grays Harbor Lighthouse stamp for visitors desiring stamp service for Lighthouse Passport Books. For museum information and tours of the lighthouse contact 360/269-0078.

NORTHWEST



Museum of Northwest Art in LaConner has lined up several exhibits of art for

2004, including 600 Moons: 50 Years of Philip McCracken's

Art. This is the first career-spanning exhibition of the Guemes Island resident's art since the early 1980's. Author De-Ioris Tarzan Ament was one of ten writers awarded a Washington State Book Award in October. She wrote Iridescent Light: The Emergence of Northwest Art, published by the Museum of Northwest Art and the University of Washington. The book profiles 21 artists who lived and worked in Washington State during

their formative years. The MoNA received a three year \$104,000 grant from the Institute of Museum and Library Services to help fun museum-based education for school children. For more information about MoNA call 360/466-4446.



Whatcom Museum of History and Art will begin 2004 with a local

exhibit selected form the

CENTRAL

Franklin County Historical Society

celebrated their 20th Anniversary this past year by beginning implementation of the MAP grant suggestions. During the year, they have placed markers on several local locations and continue to work for markers of the old Hudson Bay site at White Bluffs and the Moore Mansion. The major project for the year was the co-operative effort with the Connell Heritage Museum in the restoration of the 1906 Presbyterian Church. Museum information may be found at 509/547-3714 or email fchs@bossig.

Maryhill Museum of Art is inviting young Northwest artists to create original chess sets for exhibition in 2004. Maryhill is well known for its international and historic chess set collection. Chess sets may be constructed of a variety of art materials or found objects and may be made by individuals, teams, classrooms and/or clubs. Teachers who would like to incorporate this project into their curriculum may obtain a special information packet by contacting the museum at 509/773-3733. The deadline

for entries is 3:00 p.m. Friday, February 6, 2004. Information may be found at www.maryhillmuseum.org.

Wenatchee Valley Museum has participated in the third phase of the historic preservation survey of Wenatchee's residential neighborhoods. Together, the three areas surveyed constitute the most intact portion of a larger, potential historic district. The residential area dates back to 1909 when a municipal water resivoir was built. Properties range from Victorian to a variety of Craftsman styles and period revival styles. For information visit www.wenatcheevalleymuseum.com. The Wenatchee Riverfront Railway and Navigation Association volunteers will be working through the winter removing the Nile Sauders engine in preparation for transporting it to Colorado where it will be rebuilt. Work will continue on the F4PH diesel electric engine the group is building. The Association is an affiliate of the Wenatchee Valley Museum. Contact information for the group is either Dave Sleeman 509/884-0929 or Sid North 509/663-4495.

Yakima Valley Museum will open the



YAKIMA VALLEY MUSEUM

exhibit The Traditional Arts of Morelia, Yakima's Sister City on February 13,

2004. This exhibit will feature a variety of original arts and crafts from Morelia, Yakima's sister city and the capitol of Michoacan, the south-central Mexican state where many Valley residents have their ethnic roots. This exhibit will feature ceramic, textile, fiber, wood-carving, copperware, ironwork, lacquerware, and even guitars. John Baule, Director of the Yakima Valley Museum, has made three trips to Morelia recently, seeking objects for the museum collections and this exhibit. The acquisition and display of these objects extends the museum's basic mission, which is to accumulate information and artifacts that relate the history of the Yakima Valley community. For 50 years, this community has become increasingly Hispanic, further enriching a population that also includes Anglos, Blacks, Indians, Filipinos, Japanese, and Chinese.

EASTERN

Loon Lake Historical Society had the help this past year of teenager Stephanie Woirol, a California native, who spends her summer at Loon Lake assisting in the Association's gift shop, the Historical Society's photo restoration project and the Old Schoolhouse Summer Festival.



Northwest Museum of Arts & Culture in Spokane is one of 27 U.S. cultural institutions awarded a 2003 Challenge Grant by the National Endowment for

the Humanities. If successful in raising the required \$1.5 million in matching funds, the MAC will receive \$500,000 in federal funds from NEH, providing \$2 million in new funds for the MAC's endowment campaign. A new exhibit entitled Alfredo Arreguin: Patterns of Dreams and Nature will be open until February 15, 2004. Alfredo Arreguin was born in Mexico in 1935, and, at age eight, enrolled in the Morelia Fine Arts Academy—he was the youngest student ever to attend! Years later, he enrolled at the University of Washington, where he studied architecture and interior design and ultimately switched to fine arts. Arreguin's art is influenced by the Mexican lungle—its lush colors, animals, and tapestry of green. For information, call 509-456-3931 or visit www.northwestmuseum.org.

Put Your News in Museum Messenger Regional News!

Submit news to:

Gene Woodwick, Regional News P.O. Box 1531 Ocean Shores, WA 98569

or email: glw@olynet.com Include your logo if possible.

Submissions <u>must</u> be less than 150 words (900 characters).

If you do not give us your news, we will choose what, if anything, to mention about your facility!

Please join WMA and support this service.

MUSEUM MESSENGER • Winter 2004

Printed on 100% Post-Consumer Waste Recycled Paper

Permit #I Yakima WA 9gataog 2U GIA9 **ОТ** ЗТЯЗЯЧ



(F)

Bellevue, VVA 98006-0317 PO Box 5817, Factoria Station negnesseM muesuM AMW

Address Service Requested

Contact WMA

Question about your WMA membertem for the Museum Messenger? A suggestion for the 2003 Conference? ship? Need to reach any of the WMA board members? Have an

Reaching us by sending an email: info@washingtonstatemuseums.

Visit our web site: www.washingtonstatemuseums.org or www. washingtonmuseums.org

Membership Coordinator/WMA Direc-Please mark email attention to: tory updates: Amy Geise

Newsletter Designer: Andy Granitto Newsletter Editor: Gene Woodwick

2004 Conference Local Arrangements Meb Site Coordinator: Steve Crowell 2004 Conference Program Chair: Chair: Vice-President/Advocacy & Legislative Liaison/Western Museum Association Representative: Chris Erlich

President — inquiries, suggestions, complaints: Barbara Moe

WMA Membership Application

choices in the Washington Museum Association: Please select one of the following membership

Personal	Organizational
\$20 Individual	\$30 Institutional (non-profit)
\$10 Student	\$100 Business/Commercial
\$10 Senior, 62+	
\$100 Patron	
:	
Name (Mr/Ms/Miss/Mrs or Organization Name)	ttion Name)
Title	
Address	
City	State Zip
Phone	FAX
e-mail	
 For Organizational members, please name Representative	please name Representative

who acts as voting agent and will receive the WMA mailings: (Mr/Ms/Miss/Mrs)

Title)	Please list the amount of your payment:	Membership dues	Additional tax deductible contribution	TOTAL (Check payable to WMA)
\vdash	ž.			

contribution in addition to your membership, you promote By selecting a higher category of membership or giving a the Association's goals. Thank you for your support!

P. O. Box 5817, Factoria Station, Bellevue, WA 98006-0317 Please mail your information and check to: WMA, Attn: Membership Coordinator

(Fill out form below)

!YAGOT NIO Bi-annual renewal. 1/8 page ad in Directory.

Member Benefits: Commercial/Business

> Member Benefits: **Organizational**

> > .sgnitsil doj

shop discounts of 10%.

Exhibit Touring Services exhibi-10% discount of rental fees for Expanded Directory listing.

Heritage Resource Center work-WMA-sponsored special events. viding museum-related services. organizations, and vendors pro-e. A WMA Directory of museums,

reports, photos, calendars, and newsletter, including articles, The Museum Messenger quarterly

A voice in regional and national

privileges in electing the Board

exchange of ideas (at a reduced

and setting WMW direction.

registration fee), plus voting

An Annual MW Leuting for

A network of people dedicated

...ҮИАМ ЭЯА СТІЗЭНЭВ **MEMBERSHIP**

cation, education, and diversity.

sional standards, clear communito museum advocacy, profes-

museum associations.