

A Railroad Historical Diamond (Still in the Rough) Remerges in Eastern Washington By Donovan Michael

By Donovan Michael Gray, President, Cascade Rail Foundation

Somewhat like Rip Van Winkle, the former Milwaukee Railroad depot in South Cle Elum came to life again after a 26-year slumber this past July 1. It wasn't accompanied by the sound of nine pins, but rather the joyous cheers of a large crowd of local residents, visiting dignitaries, and a tired but happy band of dedicated volunteers who had shepherded carefully a seven year, \$1 million rehabilitation of the 97-year railway station.

Built in 1909, the depot (known as Cle Elum on the Milwaukee, though the "real" Cle Elum is just north across the Yakima River) had served as a community hub until 1974. During those 65 years, the depot hosted a restaurant, locally known as "The Beanery," which provided food service to train and engine crews at this division point where Tacoma-based crews swapped with their Othello counterparts. The restaurant operated 24/7 all through that time, under the management of the Interstate Company, which ran numerous beaneries for the Milwaukee Railroad. It was the only restaurant open late at night in northern Kittitas County, and was where high school students would bring their dates after a Friday night football game, or where errant husbands would go to sober up after the bars closed.

The Milwaukee Railroad was noted for having the first long distance mainline electrification in North America, 440 miles in Montana and Idaho, and 220 miles in Washington state, from Othello to Seattle and Tacoma. The depot, electric substation and three substation op-



The old Milwaukie Railroad depot in South Cle Elum lives again.

erators' residences at South Cle Elum represent the largest remaining collection of Milwaukee building structures in the western United States, and were recognized as a National Historic District in 2004.

The task of breathing new life into the once-elegant structure began in the fall of 1999, just after State Parks had purchased the depot. A modest group of volunteers formed through a Milwaukee discussion list on Yahoo Groups, and approached State Parks about "helping out." The first task was removal of over seven tons of trash (including an abandoned VW) that had accumulated on the site since the depot's closure in 1980, when the Milwaukee abandoned its Pacific Extension and the tracks were torn up shortly thereafter.

The initial volunteer group included an architect, contractors, historic preservation specialists, a fundraiser and

(see Depot page 3)

INSI	D	E
------	---	---

South Cle Elum Railroad Stationcover	Objects On Exhibit7
President's Message2	Interpreting and Preserving Women's History8
Museum Day, 20075	Biennial Heritage Conference8
Museum Day Schedule of Events6	Regional News9-11

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: Marsha Rooney

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

Vice-President: Janda Volkmer Consultant and Director, Lakewood History Museum

Secretary: Ellen Terry

Program Director, Grants & Exhibits, Humanities Washington

Treasurer: Pamela Kruse-Buckingham

Urban Legend Consulting

Directors:

Erin Black

Curator, Kittitas County Historical Society, Ellensburg

Peter Bro

Director of Facilities, Museum of Flight, Seattle

Rebecca J. Engelhardt

Registrar/Collections Manager, Museum of Glass, Tacoma

Helen B. Louise

Director, Kitsap County Historical Museum, Bremerton

Susan Rohrer

Curator of Public Programs, Washington State Historical Society

Michael Siebol

Curator of Collections, Yakima Valley Museum, Yakima

Gene Woodwick

Director, Ocean Shores Interpretive Center, Ocean Shores

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

Washington State Heritage Resource Center Representative: Lauren Danner

Newsletter:

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

Regional News Editor: Gene Woodwick

glw@olynet.com; (360) 289-4617

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

Printing: Instant Press, Yakima, WA

Publishing Dates:

January 30, April 30, July 30, & October 30. 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.



Overall Planning

Our energies are focusing on four key objectives and accompanying strategies to help us meet our mission to provide a voice and a forum for Washington museums. Remember that "museums" includes cultural and science centers, historical organizations, zoos, aquaria, and gardens!

Two objectives meet our goal to promote and facilitate excellence in state-wide museums:

- 1. Annual training opportunity for statewide museum board members at the February 2007 Heritage Conference, and training for WMA Board at the June conference.
- Professional development for statewide museum staff:
 - WMA Conference sessions and scholarships to attend conference;
 - Workshops co-sponsored with related organizations, e.g. Heritage Resource Center;
 - WMA website and E-Messenger;
 - Museum Messenger article on professional standards

Regarding our goal to offer support and services that attract individual and institutional WMA membership, we will market WMA services, products and image with emphasis on local perspectives, cross-disciplinary orientation, and personal touch:

- Review and update 2003 survey of WMA members and their expectations
- Develop plan for updating and reproducing Museum Directory and Museum Map
- Exhibit WMA display panels at conferences, seminars, workshops

To foster museums as communicators with their communities and with all age groups, we will improve WMA web inquiry response time and museum networking efforts, and will concentrate on our two annual programs:

- February 14 Museum Day
- June 20-22 WMA Conference

Throughout these strategies, we will collaborate with related organizations, expand our communication network whenever possible, and ensure that all our programs and communications include a diverse audience.

Projects

To reach all Washington State museums, we need YOUR HELP on WMA committees. Contact the following if you have interest in assisting with or sharing ideas for these projects:

- February 14 Museum Day Event: Susan Rohrer (srohrer@wshs.wa.gov)
- June 20-22 Conference Program Planning: Mike Siebol (collect@ya-

(see President's Message on next page)

Museum Messenger NEWSLETTER AD RATES:

Half Page $(4^1/2^n \times 7^1/2^n)$ \$250 One-Sixth Page $(2^1/4^n \times 4^1/2^n)$ \$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 (21/4" x 21/2") \$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.

(*Depot*, continued from cover)

nonprofit executive, and general rail enthusiasts. Funding was secured to build a new foundation for the building, which was suffering from a sagging post and beam foundation, showing as much as six inches of "droop." M. A. Mortenson Construction and lead Mortenson volunteer Marty Glass provided leadership to guide an eclectic group of volunteers in foundation construction, while the USDA Forest Service provided funding to hire a building mover to raise the building, and then lower it on its new foundation. This work was accomplished in 2001.

A \$164,000 grant from the federal TEA-21 program was matched by the state legislature with another \$160,000 to fund the exterior and interior rehabilitation of the building. BOLA Architecture and Design of Seattle was selected to provide design and construction drawings. Legacy Renovation of Tacoma was hired to undertake exterior and interior restoration work under strict national historic preserva-

(President's Message, continued from page 2)

kimavalleymuseum.org) or Helen Louise (director@kitsaphistory.org)

- Communications: Erin Black (kchm@kchm.org)
- Membership and Marketing: Janda Volkmer (JandaVolkmer@msn.com)

The Wider Museum World

Special thanks to Pamela Kruse-Buckingham for her term representing WMA at the Western Museum Association (Washington, Oregon, Idaho, California, Nevada, Arizona, Utah, Alaska, and Hawaii). Pamela attended the October conference in Boise, including a workshop just for state museum associations. The WMA website was highly praised as workshop participants shared notes on organizational structures, communication tools, and programs. Thanks to David Lynx and Yakima Valley Museum for facilitating the WMA site!

tion guidelines.

Cochran Electric of Seattle, lead by volunteer Dick Pittis, took on the task of providing all the electrical work, including soliciting donations from their suppliers for all the necessary equipment, a contribution valued at close to \$100,000. CRF vice-president Brian Lee, a licensed contractor, headed up management of the rehabilitation for the past several years, and now serves as manager of the depot's operations.

The \$1 million cost of the rehabilitation has been about equally shared between the CRF and its donors, and State Parks, the property owner.

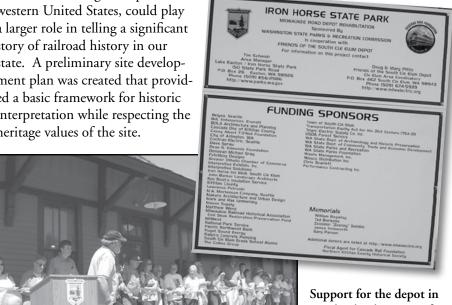
As this work progressed, the volunteer group began to take more formal shape, first as the Friends of the South Cle Elum Depot and then as the nonprofit Cascade Rail Foundation (CRF). With increasing form came expanding vision, as the Friends worked with State Parks planners to create a development concept for the 12-1/2 acre site owned by Parks. Numerous meetings were held during 2000 and 2001 under the expert guidance of Parks planner Brian Hovis. Community consensus was sought on how this very special collection of buildings, unique in the western United States, could play a larger role in telling a significant story of railroad history in our state. A preliminary site development plan was created that provided a basic framework for historic interpretation while respecting the heritage values of the site.

By 2005, a more specific plan was needed. The CRF raised just under \$50,000 to fund creation of a 20-year strategic plan as well as a historic structures report (HSR) to guide rehabilitation of the large brick electric substation next to the depot. The substation was built in 1918 to serve the arriving electrification of the Milwaukee Road from Othello to Tacoma, and operated from March, 1920 to November, 1972.

The plan calls for the railyard to be developed in five phases, beginning with the depot, basic interpretation of the railyard, installation of samples of surviving Milwaukee railroad equipment. In 2005, the Greater Othello Chamber of Commerce donated a 1946 Milwaukee rib-side caboose to the Cascade Rail Foundation, which was installed in August of that year at South Cle Elum. Othello and South Cle Elum, end points of a common division, are the only points on the former Milwaukee line to host identical cabooses! The towns had a long, socially connected history that the two cabooses commemorate.

The strategic plan is available for

(see Depot page 4)



Support for the depot in South Cle Elum came from throughout the region and beyond.

(*Depot*, continued from page 3)

download at http://www.milwelectric. org, under the "Document Download" tab on the left menu.

Annual funding support has been developed through connections with individuals and associated funding sources who share an unabiding affection for the Milwaukee Road. These include the Albert Casey T. O'Neil Foundation of Minnesota and the Dean S. Edmonds Foundation of New York and Virginia. Over 100 individuals have also made contributions, along with steady support from the Town of South Cle Elum (pop. 580) through its hotel/motel tax fund. Additional hotel/motel tax funds have been granted by Kittitas County.

A 2,200 foot-long interpretive trail has been constructed through the former rail yard, with 18 interpretive signs developed by CRF board member Mark Borleske and funded by a lead grant from Mark and Rae Lembersky of Seattle, supplemented with a grant from the Union Pacific Foundation, the National Park Service and in-kind support from the Lake Easton State Park staff. The interpretive signs tell the story of the Milwaukee Railroad's Pacific Extension and the rise and fall of the rail yard in South Cle Elum. The trail is wheelchair accessible.

The CRF has negotiated a 20-year operating agreement with Washington State Parks and Recreation Commission to manage development of the rail yard. The agreement is the first of its kind in State Parks' history, and is serving as a model for other community-based partnerships with State Parks to help expand its ability to serve the citizens of the state on a static budget.

In 2006, the CRF received the statewide planning award from the Washington State Department of Archaeology and Historic Preservation, in recognition of no less than ten formal plans that have been developed over the past seven years to guide development at the Rail Yard. All work has been performed according to the fed-

eral Secretary of the Interior's Standards for the Treatment of Historic Properties. The site was entered into the National Register of Historic Places in 2004 as a National Historic District of statewide significance.

Future plans include rehabilitation of the electric substation into a substantial museum telling the

story of the railroads (Milwaukee, and to a lesser extent, Great Northern and Northern Pacific) that crossed the Cascade Mountains. This \$2 million undertaking is scheduled to open in 2013, coinciding with Washington State Parks' Centennial celebration.

The depot is open 7am-3pm six days a week, with breakfast and lunch served in the Depot Café (seating 42). A modest temporary Milwaukee Railroad history exhibit has been installed in the former waiting room area. The exhibit will shortly include a 16' long diorama in H-O model railroad scale of the Renslow Trestle, which still stands over I-90 just east of Ellensburg. In 2007, mountain bike rentals will be available, operating out of the former freight room. Special dinner events are scheduled from time to time (check the calendar of events at the CRF website) or at http://www.thedepotcafe.com. The facility is available for special events and catering services are offered as well.

The project stands as a testament to what a handful of determined, yet skilled, volunteers can do given the right degree of persistence, faith, skill and conviction, to save a small, yet very valuable part of the history of "America's Most Resourceful Railroad."

Great challenges remain, however. The board of directors, numbering ten, has begun to wear down after seven hard years of work, and finding new recruits is not an easy task. The distances



Diners once again can eat at the depot in South Cle Elum.

are daunting. Board members drive from Seattle, Tacoma, Olympia (one travelled from Portland for a number of years before relocating to Minnesota this year, though he remains a board member). The rising cost of driving has cut into the number of volunteers willing to travel across the Cascades for Saturday work parties. Though rail fans are a dedicated lot, few go the extra distance to commit themselves to ongoing organizational development, preferring to give their time as they can to help with specific projects.

The long-term success of the Cascade Rail Foundation and its emerging museum at South Cle Elum will rest on its ability to remain special enough to attract new volunteers, often from considerable distance, and from them, new board members to guide this very special project in the years to come.

Other opportunities exist for community groups to partner with State Parks in developing collaborations to better share our state's history. State Parks is the largest owner of historic properties in Washington - over 600! Interested parties should contact their local park manager to explore how to help, or contact Judy Johnson, Deputy Director, Washington State Parks, P. O. Box 42650, Olympia, WA 98504-2650.

Donovan Michael Gray serves as Preservation Planner for the Washington State Capitol complex in Olympia, Washington.

Museum Day, February 14, 2007

It can't be stated enough, Museum's Matter. They bring people together. Their presence builds strong communities. With over 350 museums and nearly 6 million annual visitors statewide, every year in Washington could be termed "The Year of the Museum," as the American Association of Museums has designated 2006. AAM has stated "The Year of the Museum is a time to celebrate the many ways that museums enrich our lives and our communities." This could be the motto for Museum Day every year.

To honor the AAM's national effort, museums across the state have sponsored exhibits and special programs. PBS Channels have aired *Riches, Rivals and Radicals: 100 Years of Museums in America*, a film that explored "the unique character of American museums and how they became what they are today." The 4th annual Museum Day at the Legislature will honor this effort by focusing the story of museums in America on museums of Washington State. We invite you to join the celebration begun in 2006 by AAM and carried forward at Museum Day.

A Call to Action

"Political action is the quintessential function of nonprofit organizations" according to Brian O'Connell, former president of the influential association of nonprofits know as Independent Sector. To expand your lobbying skills and work with colleagues across the country engaged in support of museum issues, consider joining AAM's grassroots advocacy network, the Museum Advocacy Team or MAT. While the focus of this organization is federal legislation, you will learn about key issues and expand your advocacy experience. You don't have to be an AAM member to join, just email MAT@aam-us.org or call 202/289-9125.

For more information on how to lobby effectively for your museum, order a copy of *How to Be Your Museum's Best Advocate*, an AAM publication. Contact the AAM Bookstore at www.aam-us.org/bookstore and look under the heading Marketing & Public Relations. Museum Day will be your opportunity to put this advice into action on behalf of your organization.

The Rules

Advocacy is fine, but election involvement is not. Never allow any use of your museum's name or your official title at your museum for any campaign purpose and do not engage in any political activities during work hours. You can talk to your elected officials and career civil servants as much as you want about anything related to your museum. You can visit with, write letters to, make calls to and otherwise contact your legislators and executive branch official. In fact, AAM encourages you to make your views knows about issues that affect you. They state: "Speak up for your museums! Be a strong advocate for your museum on public policy issues that affect it. The museum community needs your voice and state officials want to hear from you, and the IRS has no problem with your doing a great deal of lobbying. Feel free to be active in political campaigns but simply be careful to follow the rules so that your museum stays clear of election activity."

Effective Lobbying

The following are the *Ten Rules for Engagement* complied by the AAM

All Politics are Local. Local officials try to champion the interests for their constituents and they rely on you to let them know that support for museums is important to the people back home.

Remember Your Manners. After you meet with an elected official, write a thank-you note and remind them of the issues you discussed and any actions they promised to take. Of course, thank them for any grants or direct funding you receive and invite them to your museum to see those resources in action.

The Squeaky Wheel Gets the Grease. Speak up, if you do not ask, people will not know the issues that are im-

portant to you.

Politicians Are People, Too. They have hometowns, favorite teams and museums they are attached to, just like the rest of us. The more you know about your lawmakers and their personal interests and backgrounds, the more able you are to get their attention and find common ground to build a relationship. For information on lawmakers check the *Almanac of American Politics*.

Tell the Truth. Give elected officials the facts, even if they might hurt your case in the immediate situation. You must maintain your credibility as a trusted source for information.

Treat the Staff with Respect. The staff of elected officials is an important part of the team and might be who you actually meet with. They advise their members and keep them informed and can act as an internal champion for your cause.

Make Advocacy a Habit. Don't relay on your Museum Day visit alone for making your case for your institution. Keep in touch with your legislators and their staffs. Invite them to your museum and make certain they are on your mailing list. Find creative ways to send the message that your museum is an important part of your community.

Reward Good Work. If your elected officials do good things for your museum, tell everyone! Put announcements in your newsletter and share the news with your supporters.

You Can Make a Difference and Ask Others to Help. Enlist others to help you make your case such as museum docents, educators you have worked with and even share your visitor comments. Remember, find ways to let officials know how important your museum is to the community.

Finally, join your colleagues in bringing museums to the attention of all elected officials in Olympia by attending Museum Day on Wednesday, February 14, 2007!

Excerpts from AAAM publication Washington Wire and AAM MAT monographs.

Museum Day 2007 • Schedule of Events

February 14, 2007.

Save this date! Join your colleagues in presenting a strong face on the importance of museums to elected officials and government leaders in Olympia. Joining forces with the 2007 Heritage Conference, *The Dollars and Sense of Heritage*, the 4th annual Museum Day promises to be an important year for showcasing museum strengths and concerns at the legislature.

Museum Day Schedule:

- 7-8 AM Washington State Heritage Caucus Meeting, Room 112, John A Cherbourg Building, Olympia
- 8-9 AM Legislator's Breakfast, sponsored by WMA, Room 112
- 9 AM-12 NOON Meeting with Elected Representatives,
- 12-1 PM Museum Day Pizza Lunch sponsored by WMA,
 State Capital Museum and Outreach Center
- I-3 PM Special Workshop, presented by Women's History
 Consortium Coordinator Shanna Stevenson, Interpreting and Preserving the
 Building Blocks of Women's History, State Capital Museum and Outreach Center.
- Wrap-Up, 2:30 PM

Heritage Caucus

The day begins with the convening of the Washington State Heritage Caucus. This uniquely effective forum meets weekly during each legislative session, providing an opportunity to exchange ideas and information on heritage and preservation issues with legislators, state agencies, private groups and individuals. The weekly meetings are open to the public and everyone interested in these issues is encouraged to attend.

Elected officials will receive personal invitations to attend this meeting and the breakfast that immediately follows it. WMA members are urged to contact their legislators and personally invite them to the Heritage Caucus meeting and breakfast.

The meeting will include a special presentation by the Washington Museum Association highlighting the significance of museums and galleries in the state and the role of the Washington Museum Association.

Legislator's Breakfast

Last year's successful launch of this event brings it back to close the Heritage Caucus meeting. WMA will send formal invitations to all elected officials and government leaders inviting them to attend Heritage Caucus

and the Museum Day breakfast as guests of the WMA.

Don't overlook this opportunity to send a holiday card or New Year's greeting and personally invite your legislator to this special breakfast and meeting!

Legislative Meetings

You are encouraged to plan ahead and make appointments with your Representatives and Senators or their staff during the morning hours, between 9 and 11:30 AM. For information on how to contact your elected representatives please visit www.access.wa.gov. This is the official informational website for the State of Washington and by clicking on Government; you will be directed to Legislature and Find Your District and Representative search tools.

As you prepare for your meeting remember that all elected officials are interested in satisfying the people who vote for them back home. They rely on you to let them know that support for museums is important to the people in their districts. Plan to bring your museum materials including brochures and handouts to leave with staff members. Meetings are generally about 15 minutes in length. Don't be shy about speaking up for

your issues, that is how you garner attention and get on the agenda. If you do not ask, legislators will not know the issues important to constituents like you!

Informal Lunch and a Special Women's History Workshop

Join museum colleagues at a pizza and pop gathering at the State Capital Museum from 12 to 1 PM. This is a chance to share ideas from morning meetings, network and discuss important issues before the 2007 legislature.

Women's History Workshop, Interpreting and Preserving the Building Blocks of Women's History, I to 3 PM

Presenter and Women's History Consortium Coordinator, Shanna Stevenson, will use non-traditional resource materials to reveal reveal important aspects of women's history. See announcement on page 8 of this newsletter for more information on this workshop.

Museum Day. Wednesday, February 14, 2007 Mark your calendar right now!

For more information on Museum Day contact Susan Rohrer, Washington State Historical Society, 360/586-0166

OBJECTS ON EXHIBIT

Part two of two.

by Andy Granitto

Note: The following essay is an excerpt from <u>Museums</u> for the Next Century, my MA thesis written in 1992, a constructive critique of more than fifty exhibits and museums. The exhibits discussed existed in 1989-1992. Some still exist in much the same condition; many more have surely changed or no longer exist. The text has been minimally revised, but the lessons learned remain unchanged.

The Hookless Bait and the Baitless Hook

Museum people often use the term "hook" to describe an aspect of an exhibit that attracts and intrigues the visitor. But, truth be told and in keeping with this analogy's basis in fishing, "bait" is what intrigues and attracts the fish, while a "hook" is capable of holding him; the hook is hidden by the bait. To accurately revise this analogy, those aspects of an exhibit commonly called "hooks" are in actuality only "bait." The hook is that aspect of an object or label which actually holds the visitor and makes her curious, makes her look more closely, makes her read the label, or makes her go to the library and take out a book on the subject. The visitor is drawn to the hook by the bait, usually a powerful "museum object." Sometimes this bait also contains the hook, if it is an intriguing or "communicative" object supplemented by interpretation; this is the most effective arrangement.

While visiting the Museum of the City of New York in the early 1990s, I found myself analyzing the exhibits and thinking about "bait" and "hook." The museum offered many interesting historic models, dioramas, and myriad varieties of "old stuff." Visitors observed here were naturally attracted to intricate ship models, reconstructions of period interiors, and a large collection of antique dolls, doll houses, and other toys—no shortage of good bait. Yet, as is common with most exhibitions of this type (collections exhibits in historical museums), no labeling beyond the "minimal" or "slightly extended" are offered. Visitors are never hooked.

Why is it that the baby is so often thrown out with the bathwater? There seems to be an unwritten law of museum display which dictates that, whenever educational or interpretive goals are set, the primacy of the object is lost, and, with this, the exhibit loses its most powerful and effective communicating tool—the bait. Of course there are many exceptions to this, but, from my experience in the development of interpretive exhibits and observation of visitors in museums, curators and designers seem to gravitate toward text and graphic panels (at the expense of object prominence) while visitors consistently shy away from these in favor of unique and intriguing objects. Often these educa-



A period interior at the Museum of the City of New York, 1992. Visitors loved this display, but it offered no interpretation.

tional exhibits utilize colorful photos, slick text panels, bold graphics, videos, interactive devices, and architectural forms to substitute for actual objects. In some cases these "nonobjects" can successfully do the work of "authentic objects" and attract visitors to the exhibit, but this is rare. Designers spend countless hours choosing colors, font styles, and display architecture, in vain attempts to create an effective hook. If visitors, upon seeing a bold exhibit header "billboard," gravitate in the direction of that exhibit, I daresay that it is not because this non-object was good bait, much less a hook, but that it simply lets the visitors know where the entrance is—an over-produced and over-priced "Enter Here" sign. While many advertising devices commonly used in trade shows and shopping mall displays have applications in museum exhibit design, they should never substitute for, or be thought as effective as, the authentic museum object, be it a collection item, diorama, model, or habitat group. Advertising devices can help to strengthen "weak spots" in an exhibition (by adding pizzazz to lone text or titles); they can also direct visitor attention and movement. But the developers of the exhibit should not forget that these are still just logistical necessities—camouflaged weak spots. The object must always retain primacy, and if the addition of non-object advertising devices results in the elimination of authentic objects, then motives and methods must be re-evaluated.

The Museum of the City of New York has plenty of great bait, but it has also not yet attached any of this bait to hooks. Several newer exhibits do attempt to communicate ideas and tell stories, but these exhibits don't seem to utilize the effective bait from the museum's collections; they are slick "stylish" exhibits, full of photos, posters, and large labels, but they do not seem to focus on objects—hooks with no bait. They fail in that they do not attract and hold the visitor. After observing audience behavior, it is clear that visitors prefer to look at antique dolls, ship models, and period reconstructions ... even when they sit mute in old boring cases and tell no stories.

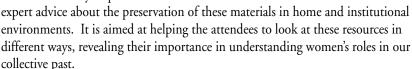
NEWS FROM THE MUSEUM WORLD

When you're in Olympia on Wednesday, February 14, 2007 for Museum Day, don't miss the special Museum Day afternoon workshop:

"Interpreting and Preserving the Building Blocks of Women's History"

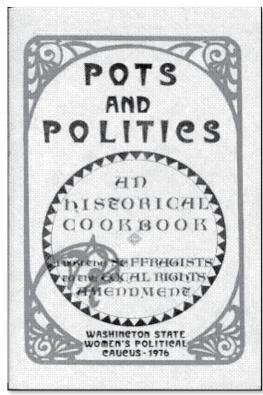
The workshop will focus on using non-traditional materials as women's history resources—items such as cookbooks, meeting minutes, scrapbooks, diaries, handwork, letters, clothing and textiles. Presenter and Women's History Consortium Coordinator, Shanna Stevenson, will use examples of these materials to illustrate the ways in which they reveal important aspects of women's changing roles, contributions and achievements in Washington history and how they can be used for researching, preserving and documenting women's history.

Ms. Stevenson will be joined by professional staff from the Washington State Historical Society to provide



The workshop will be held at the State Capital Museum following the WMA lunch, from 1 to 3 PM.

For more information on Museum Day please contact Susan Rohrer at the State Capital Museum and Outreach Center at 360/586-0166 srohrer@wshs.wa.gov



Biennial Heritage Conference to Focus on Economics, Women's History

Lauren Danner, Heritage Resource Center

Museum and heritage professionals statewide are invited to the 18th Heritage Conference, Washington's premier opportunity to gather, talk, share and learn. This year's theme, The Dollars and Sense of Heritage, reflects the continuing emphasis on economic sustainability that challenges all heritage organizations. With the centennial of Washington women's suffrage imminent in 2009-2010, proposals relating to women's history and the commemoration are particularly welcome. The conference will end with Museum Day, an annual event sponsored by the Washington Museum Association that offers participants a chance to interact with legislators in an informal environment. Mark your calendar for February 12-14, 2007, at the Red Lion Hotel in Olympia, and watch this space for information on registration. To submit a proposal or for more information, contact:

Lauren Danner Heritage Resource Center Washington State Historical Society 211 – 21st Avenue SW Olympia, WA 98501 360.586.0165 Ldanner@wshs.wa.gov

BUSINESS MEMBERS

support the businesses that support us:

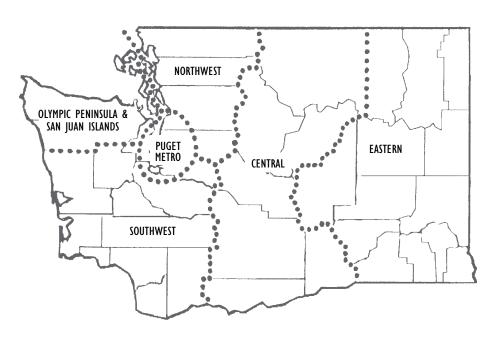
Artech Fine Arts Services • Campfire Interactive Design • Chrisworks • Jones & Jones Architects • Paragon Research Associates

MMV

NEW MEMBERS: Gerald Elfendahl • Dana K. Senge • Meagan McGuire • Kate Modic • Suzanne Harmon •

- Heather Hull Hydroplane & Race Gig Harbor Peninsula Historical Society & Museum •
- Port Townsend Marine Science Center Quilcene Historical Museum Harold E. LeMay Museum
 - Maple Valley Historical Society Big Bend Historical Society Stonerose Interpretive Center •

REGIONAL



PUGET SOUND METRO SEATTLE-TACOMA



Burke Museum will feature four distinguished curators, Bill Holm, Robin Wright, Shaun Peterson and Susan

Point who will create an exhibit of contemporary art from Burke's extensive Northwest Coast Collections entitled, In the Spirit of the Ancestors. The exhibit will run from February 24 through September 3, 2007. Also on tap for the next year is In Search of Giant Squid September 22 through December 31 created by the Smithsonian Institution to present the latest research on the giant squid. Fish specimens from the University of Washington ichthyology department will complement the exhibit. The Burke Museum is on the campus of the University of Washington and is free to the public each first Thursday of the month. For information call 206-543-5590 or visit www.burkemuseum.org.

Edmonds Historical Museum is ahead of the forthcoming women's History celebration by mounting an exhibit illustrating women's history in Snohomish County and Washington State. The exhibit highlights the accomplishments of women and the social changes that resulted. An illustrated timeline of the century following Snohomish County's founding provides a historical context

for viewing the changes women experienced during that era. Exhibit components courtesy of the Snohomish County Museum, complemented with objects from the Edmonds Museum collections. For more information call 425-774-0900 or visit www.historicedmonds.org.



Frye Art Museum is proud to present I Love My Time, I Don't Like My Time:

Recent Work by Erwin Wurm, which is a selective survey highlighting ten years of work by renowned Austrian born artist Erwin Wurm. Organized by Yerba Buena Center for the Arts (San Francisco), the exhibition explores the variety of ways sculpture can be made, understood, and communicated through performance, photography, installation, drawing, video, and text. It will be on view at the Frye Art Museum from November 18 through January 28, 2007. For more information please visit www.fryeart.org.

Museum of Glass is proud to present, Fresh! Contemporary Takes on Nature & Allegory, which will show through December 31, 2006. Seen through the eyes of fifteen international artists working in a range of media, Fresh! Examines how early 21st century artists are exploring the natural and the synthetic in contemporary allegories. Fresh! Is the first exhibition in the Museum's Context series which places works in glass in context

with other media. For more information please visit www.museumofglass.org.

Museum of Flight opened a new exhibit entitled, Leonardo da Vinci: Man, Inventor, Genius, which will be on display until January 28, 2007. 500 years ago when Columbus and other early explorers were making their historic voyage, Leonardo da Vinci designed flying machines, a parachute, a car, a tank, and a helicopter. He built the first working robot. In his spare time, he painted the "Mona Lisa" and "The Last Supper." The visiting exhibit features 50 models based on Leonardo's notes and sketches including several interactive displays, and the Museum's exquisitely crafted da Vinci ornithopter

flying machine with a 34-foot wingspan. Also on display will be reproductions of some of Leonardo's most famous paintings and notebooks. For more informa-

tion visit www.museumofflight.org.

Henry Art Gallery in Seattle opened The Biographical Landscape: The Photography of Stephen Shore, 1968-1993 which presents a rare opportunity to study the rich color prints and photographic projects of one of the most prominent and influential American photographers to emerge in the last half-century. The exhibition comprises approximately 120 works from Stephen Shore's key series, American Surfaces and Uncommon Places, as well as his later landscape photographs. For more information call 206-543-2281.

Issaquah History Museum announces their 2007 History Program Schedule. The first event is Deep History:The Geology of the Cascades, which will be held on January 13, 2007 at 11:00am. Bob Jackson, local geologist, will take us deep into the history of the area with a look at how the natural features we see each day formed. On April 7, 2007 at 11:00am, the museum will feature Issaguah's Oral History Video Project. Preview a series of film shorts that feature oral history narration by Issaquah's history makers. We are currently interviewing 25 long-time residents of Issaquah. The film shorts will eventually air on Channel 21, Issaguah's cable station. For more information please visit www.issaquahhistory.org.

Kitsap Historical Museum's exhibit, Changing Times Kitsap Clocks will stay at the museum, due to popular demand. This exhibit highlights historic timekeeping devices from local businesses, the Navy Shipyard, and the private collections. For more information call 360-479-6226 or visit www.kitsaphistory.org.

Museum of History and Industry will host an exhibit opening entitled Essential Seattle on Monday, November 13, 2006. This exhibit will examine more than 150 years of Seattle history, with artifacts, interactive elements and new scholarship. Essential Seattle will be accompanied by lectures and a series of special programs. MOHAI will also host a photography exhibition and reception, Picturing My History on Thursday, November 30, 2006 from 5:00-7:00pm. Join MOHAI in honoring the work of young, local photographers in this exclusive, after-hours gallery opening and reception. Meet the photographers of Youth in Focus in the galleries of MOHAI's newest exhibits, Picturing the Century and Essential Seattle. For more information visit www.seattlehistory.org.

Seattle Aquarium offers Family First Sundays, which features special family activities on the first Sunday of each month. Enjoy craft time with your family. Also available is Toddler Time on special Mondays & Tuesdays from October through February. The aquarium's most fun educator will help your imagination swim with the otters and fish during this drop-in program with activity stations, storytelling, songs, and games. Toddler Time is designed for children age 5 and younger, accompanied by an adult. For more information visit www.seattleaquarium.org.

TACOMA ART MUSEUM Tacoma Art Mu-

seum will feature Symphonic Poem: Aminah Brenda Lynn Robinson until January 28, 2007. This exhibit will offer an artistic voice and commentary on the African-American experience. An artist of depth and distinction, she was granted the MacArthur Foundation "Genius" Award in 2004. The companion exhibit is Trimpin: Conloninpurple, which will show through January 14, 2007. The installation is a five-octave, roomsized metal and wood instrument that produces natural sounds played by museum visitors or pre-composed musical

sequences. For more information visit www.TacomaArtMuseum.org.



Washington State Historical Museum was relocated to Pacific Avenue in Tacoma in 1996, which was

the first step in the cultural revitalization of the Union Station district. Over the past 10 years it has served as a neighborhood anchor, welcoming the University of Washington Tacoma campus, the Tacoma Art Museum, the Museum of Glass. Tacoma's innovative School of the Arts, and numerous restaurants, businesses, and residential complexes. Our 10th anniversary exhibition, History in the Making: The Museum That Changed Downtown Tacoma, takes a close look at this significant change in Tacoma's urban core and explores the process by which the History Museum reinvented itself. Photographs, drawings, architectural models, and artifacts combine to tell this unique museum story. This exhibit will run through December 10, 2006. For more information please visit www. wshs.org.

Winston Wachter Fine Art Museum in Seattle is featuring a solo exhibition with artist Kris Cox at the gallery. Kris, who lives in Aspen, CO, has works in numerous private collections and at locations such as the Los Angles Museum of Art, Museum of fine Arts in Sante Fe, NM, General Mills Art Collection, Minneapolis, MN, and IBM Corporation in Chicago, IL. For information contact 206-652-5855 or visit www. winstronwachter.com.

White River Valley Museum features America at War: The Art of Propaganda, 1942 to 1945. This thought provoking exhibit of World War II posters will be on display through January 21, 2007. This exhibit displays a collection of 40 posters all printed by the United State public information offices. Their goal was to affect public opinion and inform the public about the war effort. Wartime in America is a display that by design causes one to compare and contrast public information policies then and now. The guest curator of this exhibit is Green River Community College Professor, Dr. Michelle Marshman and is sponsored by the City of Auburn Arts Commission. For more information call 253-288-7433 or look us up on the web at www.wrvmuseum.org.

OLYMPIC PENINSULA & SAN JUAN ISLANDS

Anacortes Museum's new maritime curator for the W.T. Preston stern-wheeler, Gary Adams, brings a wealth of experience to his new position. Adams spent four years in the US Coast Guard and severed 31 years in the Merchant Marines. Longtime resident, Jenny Market, is now docent at the WT Preston and the Snagboat Heritage Center. For information on the Anacortes Museum attractions email coa. museum@cityofanacortes.org or visit the website www.museum.cityofanacortes.org.

Port Angeles Fine Arts Center

will celebrate their 20th Anniversary Celebration of the opening their first exhibition. On November 22, 2006, the museum will feature a solo showcase of the sculptures and sumi paintings of Northwest luminary, George Tsutakawa. Since then, under founding director Duncan McKiernan, and since 1989 under the curatorial wand of Jake Seniuk, the Center has presented more than 125 exhibitions. For more information please visit www.pafac.org.

SOUTHWEST

Columbia Gorge Interpretive Center and Skamania County Historical Society in Stevenson are planning to feature, Let's Tie One On a new spring/summer exhibit for 2007 featuring the history of the apron. The exhibit will celebrate the apron of the past as well as the present. For more information contact 1-800-991-2338 or see the website www.columbiagorge.org.

Ilwaco Heritage Museum has a new temporary exhibit, The 4th Dimension - A Timeline of Regional Heritage which will show meaningful and interesting events from the past that have shaped the culture and history of the Columbia Pacific Region in Southwestern Washington. For additional information call 360-642-3446.

Ocean Shores Interpretive Center will begin the second phase of construction on a new wing that will add a family habitat-learning center. The addition will allow a re-structuring of the present building to allow further learning opportunities and an expansion of the S.S.

Catala exhibit. The Center again broke the attendance record with more than 18,000 visitors during the season. For information visit the website at www. oceanshoresinterpretivecenter.com.

Pacific County Historical Society publications are up and running on the web with a new editorial board for their popular Sou'wester historical journal. The board includes Peninsula author and historian Sydney Stevens. The Sou'wester has been published since 1966 with past publications available at the museum website www.pacificcohistory.org.

Polson Museum in Hoquiam will host, A Walk in the Woods: 80 years of Rayonier which is an exhibit and lecture series on the company's history. For further information visit the website at www.polsonmuseum.org.

Wesport-South Beach Historical Society has established a memorial fund in the name of Bob McCausland, former cartoonist for the Seattle Post Intelligencer. This fund was established along with his wife, Ruth, an important and generous contributor to many historical projects throughout Grays Harbor County. The museum has accepted a recent contribution of two Town of Ocosta record books of town ordinances and town council meetings. The long ago town was in line to become the western terminus of the westward bound railroad to the Pacific until railroad wars and economic depression times occurred. For information contact 360-268-0078 or email westport.maritime@verizon.net.

NORTHWEST



Museum of Northwest Art (MoNA) in LaConner is celebrating their silver anniversary with a show

entitled MoNA, Then and Now: 25 years of Northwest Art with artifacts, photographs, reminiscences and memorabilia that will be available for viewing until January 7, 2007. Information is available at 360-466-4446 or at the website www. museumofnwart.org



Whatcom Museum of History & Art is proud to present, Rodin: In His Own

Words, which will run through December 10, 2006. This exquisite body of

work by French artist Auguste Rodin (1940-1917) features 35 bronze sculptures, both large and small, and intensely emotional and expressive, spanning the length of Rodin's artistic legacy. Sculptures are paired with quotations from Rodin, and his words help illuminate his ideas about art. This exhibit is part of a national traveling tour that brings to Bellingham a world-renowned exhibition organized by the Iris and B. Gerald Cantour Foundation (Los Angeles). This is the only scheduled appearance in the Pacific Northwest. For more information please call 360-676-6981.

CENTRAL

Columbia River Exhibition of History, Science & Technology will welcome back the model railroad. Reminiscent of a 1950's town and the Columbia Gorge, the medle, constructed by the Tri-City Model Railroaders for CREHST, has operational passenger and freight trains, with realistic details even to the basalt columns in the Gorge. The Northern Pacific trains (HO scale)run through a typical Mid-Columbia town with a depot, shops, houses, people, and vehicles. Local industries represented include a grain elevator and fruit-packing house. This is fun for all ages. For more information call 509-943-9000 or visit www.crehst.org.

Fort Walla Walla Museum recently received a \$3,000 grant from the George T. Welch Trust to assist in the research, design, and fabrication of a new exhibit and accompanying guide interpreting the strong, positive intercultural relations between a pioneer family and Native American people in Southeast Washington. The museum has also acquired the Wes and Ina Lloyd Collection, which consists of more than 180 artifacts, photographs, and associated records that tell the story of positive interaction between tribal people and the Lloyds following the Indian Wars of the region. For more information call 509-525-7703 or visit www.fortwallawallamuseum.org.

EASTERN

Jundt Art Museum at Gonzaga University in Spokane is offering Architect Ron Tan: Play and Work an exhibition of the architect's projects completed for the University. Architectural photos and blueprints of Tan's addition to the campus will be juxtaposed with dozens of

Tan's Calcutta fighting kites. Information is available at 509-323-6398

Loon Lake Historical Society has become a part of the Heritage Network Passport program, which contains over 20 members from northern Spokane County to British Columbia. This consortium is dedicated to preserving and promoting the historical resources within its membership and their communities. At each site, visitors can get their passport stamped and the entities are listed on a map with a description of the heritage sites. The network operates an online store to sell books, historical photographs, postcards, and more at www.store.remembered.com. For more information call 509-233-2222.



Northwest Museum of Arts & Culture fostered The Young Native Playwrights Project that presented several dramatic oneact plays written by native youth

in the Day-Ellis Gallery at the Northwest Museum of Arts & Culture (MAC) in October. Several young playwrights from the Coeur d'Alene Tribal School's Grades 6, 7 and 8 were paired with a mentor actor or writer during the Young Native Playwrights Program, a series of intensive playwriting workshops, to write and produce a play, which were later rehearsed and performed by professional actors. For more information call 509-363-5315 or visit www. northwestmuseum.org.

Put Your News in

MUSEUM MESSENGER REGIONAL NEWS

Send your news of staff changes, grants received, new projects, etc. to:

Gene Woodwick P.O. Box 1531 Ocean Shores, WA 98569 OR email: glw@reachone.com

Please be sure to include your email address, webpage, and phone number with each article.

Include your logo if possible.

Submissions <u>must</u> be less than 200 words (1200 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.

Printed on 100% Post-Consumer Waste Recycled Paper

Permit #1 Yakima WA **GIA9 US Postage** PRSRT STD



Washington Museum Association

70289 AVV, sigmylO PO. Box 2136 19gn9ss9M museuM AMW

Address Service Requested

Contact WMA

WMA Membership Application

A suggestion for the Annual Conference? Need to reach a WMA board member? Have an item for Museum Messenger?

info@washingtonstatemuseums.org Reaching us by sending an email:

\$30 Institutional (non-profit) \$100 Business/Commercial

-\$20 Individual \$10 Student

Personal

Organizational

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

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

\$10 Senior, 62+

\$100 Patron

Please mark email attention to:

Name (Mr/Ms/Miss/Mrs or Organization Name)

Newsletter Editor: Erin Black

Membership Coordinator: David Lynx

Newsletter Regional News: Gene Woodwick

Address

ᄩ

Newsletter Designer: Andy Granitto

Webmaster: David Lynx

Mike Siebol, Helen Louise, Ellen Terry 2007 Conference Program Chairs:

įς

State

Phone

2007 Conference Local Arrangements

ä

e-mail

Chairs: Peter Bro, Ellen Terry Advocacy & Legislative Liaisons: Pamela Kruse-Buckingham,

President (inquiries, suggestions, Susan Rohrer, Janda Volkmer

complaints): Marsha Rooney

who acts as voting agent and will receive the WMA mailings:

(Mr/Ms/Miss/Mrs)

For Organizational members, please name Representative

E-Messenger: Rebecca Englehardt at: moderator@washingtonstatemuseums.org

(Title)

""YNAM BRA STIHENER **ЧИМ АММ**

- education, and diversity. standards, clear communication, to museum advocacy, professional A network of people dedicated
- A voice in regional and national and setting WMW direction. privileges in electing the Board registration fee), plus voting exchange of ideas (at a reduced

o An Annual WMM Meeting for

- museum associations.
- .sgnitsil doj reports, photos, calendars, and newsletter, including articles, The Museum Messenger quarterly
- services. providing museum-related organizations, and vendors A WMA Directory of museums,
- WMA-sponsored special events.
- workshop discounts of 10%. Heritage Resource Center

Member Benefits: **Organizational**

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

Member Benefits: Commercial/Business

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

INAGOT NIO

(Fill out form below)

Additional tax deductible contribution

Membership dues

Please list the amount of your payment:

TOTAL (Check payable to WMA)

By selecting a higher category of membership or giving a

contribution in addition to your membership, you promote the Association's goals. Thank you for your support!

Please mail your information and check to:

WMA, Attn: Membership Coordinator P.O. Box 2136

Olympia, WA 98507