



Washington Museum Association

MUSEUM MESSENGER

Volume 20 / Number 3 • Special Annual Conference Issue, Spring 2010



participatory museum advocate
Nina Simon

CASTING
A BROADER NET

BUILDING COMMUNITY THROUGH COLLABORATION

Participate, Plan, and Expand Your Museum World
at the **2010 WMA Annual Conference**

Washington Museum Association
2010 Annual Conference
Gig Harbor . June 16-18



Alice Parman presenting
an Exhibit Makeovers workshop

The Participatory Museum

(excerpt from book by same title)

By Nina Simon, principal of Museum 2.0

How can cultural institutions reconnect with the public and demonstrate their value and relevance in contemporary life? I believe they can do this by inviting people to actively engage as cultural participants, not passive consumers. As more people enjoy and become accustomed to participatory learning and entertainment experiences, they want to do more than just “attend” cultural events and institutions. The social Web has ushered in a dizzying set of tools and design patterns that make participation more accessible than ever. Visitors expect access to a broad spectrum of information sources and cultural perspectives. They expect the ability to respond and be taken seriously. They expect the ability to discuss, share, and remix what they consume. When people can actively participate with cultural institutions, those places become central to cultural and community life.

This book presents techniques for cultural institutions

(see Nina Simon, page 3)

Planning Exhibits with Heart

By Alice Parman

As people involved with museums, we have the opportunity to create exhibits and programs that are eye-opening, mind-opening, and even heart-opening. Meaning and authenticity are two salient characteristics of effective exhibits, according to museum planner Barry Lord. Freeman Tilden, who first applied the word “interpretation” to visitor experiences in parks and other informal educational settings, offered this definition: “an educational activity which aims to reveal meanings and relationships through the use of original objects, first hand experience, and by illustrative media, rather than simply to communicate factual information.”

Alfred North Whitehead, a British philosopher, believed that people of any age can’t learn anything unless they have first fallen in love with the subject matter. He calls this the stage of *romance*. When you fall in love with your soulmate, everything about him or her becomes

(see Alice Parman page 4)

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Editor's Note:

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Message from the President

March was a time for advocacy. Early in the month, WMA board members joined with museum volunteers and staff in Olympia to talk with legislators about the value of museums and the issues we face. Late in the month, our advocacy efforts took place in Washington, D.C. as the WMA participated in Museum Advocacy Day. More than 200 museum organizations learned about pending legislation and issues at the national level then took that information to each of our legislators. WMA was there

representing the museums of Washington state. Federal dollars funnel to our state either through agencies such as Humanities Washington and Washington State Arts Commission or are awarded directly to individual museums. It's important that we lend our voice to let our elected officials know the positive impact we have in our communities.

Now, looking ahead to summer, we are planning a great museum conference for our colleagues around the state. The conference takes place June 16-18 and will be hosted by the Harbor History Museum in Gig Harbor. If you have never been to one of our conferences, I highly encourage you to go this year. It is an extremely affordable way to learn more about collections, exhibits, educational programming and administration while networking with people that care about the same things you do. It is fun, rewarding and enlightening. Take a look at the conference schedule in this publication and sign up to join us in Gig Harbor this June!

Brenda Abney – President, Washington Museum Association



WMA President Brenda Abney representing Washington State museums during Museum Advocacy Day in Washington D.C.

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(Nina Simon, continued from cover)

to invite visitor participation while promoting institutional goals. Community engagement is especially relevant in a world of increasing participatory opportunities on the social Web, but it is not new. Arguments for audience participation in cultural institutions trace back at least a hundred years. There are three fundamental theories underpinning this book:

1. The idea of the *audience-centered* institution that is as relevant, useful, and accessible as a shopping mall or train station (with thanks to John Cotton Dana, Elaine Heumann Gurian, and Stephen Weil).
2. The idea that visitors *construct their own meaning* from cultural experiences (with thanks to George Hein, John Falk, and Lynn Dierking).
3. The idea that *users' voices can inform and invigorate* both project design and public-facing programs (with thanks to Kathy McLean, Wendy Pollock, and the design firm IDEO).

I wrote this book not to update or stake claim to these ideas, but to present specific techniques and case studies to make them actionable in contemporary institutions. This doesn't require flashy theaters or blockbuster exhibits. It requires institutions that have genuine respect for and interest in the experiences, stories, and abilities of visitors.

I define a participatory cultural institution as a place where visitors can create, share, and connect with each other around content. *Create* means that visitors contribute their own ideas, objects, and creative expression to the institution and to each other. *Share* means that people discuss, take home, remix, and redistribute both what they see and what they make during their visit. *Connect* means that visitors socialize with other people—staff and visitors—who share their particular interests. *Around content* means that visitors' conversations and creations focus on the evidence, objects, and ideas most important to the institution in question.

The goal of participatory techniques is both to meet visitors' expectations for active engagement and to do so in a way that furthers the mission and core values of the institution. Rather than delivering the same content to everyone, a participatory institution collects and shares diverse, personalized, and changing content co-produced with visitors. It invites visitors to respond and add to cultural artifacts, scientific evidence, and historical records on display. It showcases the diverse creations and opinions of non-experts. People use the institution as meeting grounds for dialogue around the content presented. Instead of being "about" something or "for" someone, participatory institutions are created and managed "with" visitors.

Why would a cultural institution want to invite visitors to participate? Like all design techniques, participation is a strategy that addresses specific problems. I see participatory strategies as practical ways to enhance, not replace, traditional cultural institutions.

There are five commonly-expressed forms of public dissatisfaction that participatory techniques address:

1. *Cultural institutions are irrelevant to my life.* By actively soliciting and responding to visitors' ideas, stories, and creative work, cultural institutions can help audiences become personally invested in both the content and the health of the organization.
2. *The institution never changes – I've visited once and I have no reason to return.* By developing platforms in which visitors can share ideas and connect with each other in real-time, cultural institutions can offer changing experiences without incurring heavy ongoing content production costs.
3. *The authoritative voice of the institution doesn't include my view or give me context for understanding what's presented.* By presenting multiple stories and voices, cultural institutions can help audiences prioritize and understand their own view in the context of diverse perspectives.
4. *The institution is not a creative place where I can express myself and contribute to history, science, and art.* By inviting visitors to participate, institutions can support the interests of those who prefer to make and do rather than just watch.
5. *The institution is not a comfortable social place for me to talk about ideas with friends and strangers.* By designing explicit opportunities for interpersonal dialogue, cultural institutions can distinguish themselves as desirable real-world venues for discussion about important issues related to the content presented.

These five challenges are all reasons to pursue participation, whether on the scale of a single educational program or the entire visitor experience. The challenge—and the focus of this book—is how to do it. By pursuing participatory techniques that align with institutional core values, it is possible to make your institution more relevant and essential to your communities than ever before.

In addition to her keynote address, Nina will present the workshop "Design Techniques for Visitor Participation" and will be signing copies of her new book, *The Participatory Museum* on Thursday. To learn more about Nina Simon and Museum 2.0, visit: <http://museumtwo.tumblr.com/>. For information about *The Participatory Museum*, visit: <http://museumtwo.blogspot.com/>

(*Alice Parman*, continued from cover)

interesting to you. This is Whitehead's stage of *precision*. Finally, you take away some lessons from this learning process that you remember for the rest of your life—Whitehead's stage of *generalization*. I've found Whitehead's stages of learning to be a useful touchstone for exhibit development. Most museum visitors aren't looking for facts or big ideas; they're looking for romance.

Exhibits educate and entertain. Developing an exhibit is partly a rational process: figuring out what you want to say, thinking of ways to get visitors involved, selecting objects and images for display. Exhibit development is also a creative process, comparable to directing a play or conducting an orchestral work.

Exhibit elements

Exhibit planning is grounded in your *mission statement*, a distillation of your museum's distinct identity and purpose.

Take-home messages are the big ideas that you want all visitors to take home from their experience in the exhibit. Take-home messages can be about the story (Despite jetties and dredges, the Columbia River Bar can be dangerous and even deadly), the museum (The Museum at Warm Springs is about our traditions and values), and the visitor (People like me are welcome at this museum).

The storyline expands on your take-home messages with a succinct narrative or premise that answers questions like "So what?" and "What's the point?" and "Why go to all the time and trouble to create this exhibit?" For example, an exhibit of quilts made and/or owned by women who traveled the Oregon Trail revealed a dissenting view of the pioneer experience. Carefully researched evidence showed that none of these women had wanted to make the trek; it was all their husbands' idea.

Organizing concepts help you group objects, images, and facts into coherent "galleries of thought" (thanks to exhibit designer Craig Kerger for this term). The default organizing concepts are category (military uniforms, old business machines, branding irons, cameras, etc.) and chronology. If you use these types of concepts, be creative and help visitors find meaning and interest rather than simply corralling *like with like*, or listing names and dates.

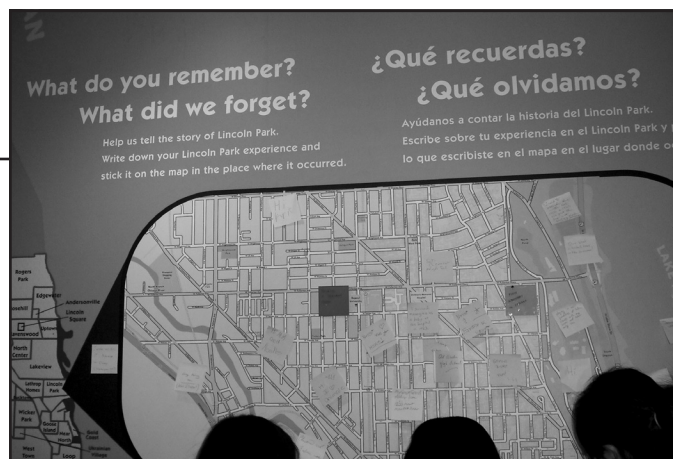
Facts come in at least three varieties: observable facts (this is a rope, made of natural fiber); facts you can figure out (this rope probably was made before synthetics became available); and facts you have to be told (this rope was used in the last public hanging in Lane County, Oregon). This last is a "juicy" fact, one that gets people thinking and asking questions, and may even make some people uncomfortable.

Interactives can be simple and low-tech, such as opportunities to touch, smell, listen, and manipulate. Board games (invented or replicated) are fun for visitors. Matching games, riddles and rebuses, crossword puzzles, etc. can get families involved with your subject matter.

Visitors can contribute what they know. Ask them to guess the function of a mystery item, or identify people in a photograph. Invite visitors to answer an open-ended question, leave testimony, or suggest what should be included in an exhibit you're planning.

Find out more and try your hand! Alice Parman will offer an Exhibit Makeovers pre-conference workshop at the Washington Museums Association annual conference in June.

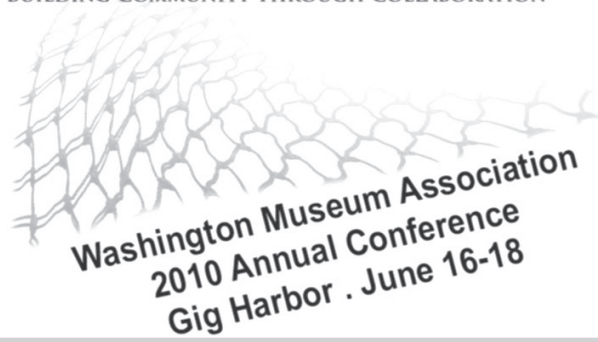
Facts are related to point of view; there are often many versions of "the facts of the matter". A single viewpoint, especially in relation to a controversial issue, will quickly be perceived as a party line. What did the local paper report about the last public hanging in Lane County? What did the judge say during the sentencing? Were the condemned man's last words recorded? Research diverse sources to find first-person quotes, published accounts, etc. that illustrate *multiple perspectives*. And consider inviting visitors to weigh in—on the pros and cons of capital punishment, for example.



What did we forget? Exhibit Makeovers workshop panel

CASTING A BROADER NET

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WMA CONFERENCE SCHEDULE

Wednesday, June 16, 2010

11:00 AM – 6:00 PM Registration

Daylight Gallery

11:30 AM – 4:00 PM Preconference Workshop (Pre Registration Required)

Research Room

EXHIBIT MAKEOVERS

Presenter: Alice Parman, PhD

Interpretive planner Alice Parman believes everyone can create excellent exhibits at affordable cost, using museum resources and local talent. Learn the basics of exhibit development, and discover ways to create more engaging and effective exhibits. Work within a team setting to develop concepts for an imaginary exhibit, based on actual artifacts and images. Parman's book, *Exhibit Makeovers: A Do-It-Yourself Workbook for Small Museums*, will be available for purchase at the workshop.

Lunch will be included in your registration fee. Pre-registration is required.

4:00 PM – 5:00 PM Washington Museum Association Board Meeting
WMA members are welcome

Research Room

3:00 PM – 5:00 PM Historic Sites Self-Guided Tour

As a special treat for WMA conference attendees, three of Gig Harbor's historic sites will be open for tours on Wednesday, June 16 from 4 to 5 pm. On this free self-guided tour, you can visit three very different sites: the Skansie House and Netshed, the Wilkinson Farm, and Eddon Boatyard. Volunteers at each location will provide the site's history and plans for public programming. A site map will be provided. All sites are within a one-mile radius to the museum.

5:00 PM – 7:00 PM Opening Reception
at the **Harbor History Museum**

Mayor Chuck Hunter will welcome our attendees to the new Harbor History Museum. Join your fellow museum professionals in wine tasting and appetizers, a sneak peek of future museum programming, and a tour of the restored 1893 one-room Midway schoolhouse.



The new Harbor History Museum in Gig Harbor will open to the public in late summer 2010.

Thursday, June 17, 2010

8:00 AM – 11:00 AM Registration Daylight Gallery

8:00 AM Meet & Greet; Beverages, Continental Breakfast; Vendor Set-up Main Gallery

9:00 AM – 10:15 PM Welcome and Awards Temporary Gallery

Jennifer Kilmer, Executive Director, Harbor History Museum; Victoria Gehl-Blackwell, Curator Exhibits & Collections, and WMA Local Arraignments Chair; Brenda Abney, WMA President; and Mike Siebol, WMA Scholarship and Awards Committee Chair

Hear what's happening in Washington's museums, as WMA honors award-winning exhibits, programs, institutions, volunteers, staff and presentation of scholarships.

10:30 AM – 11:15 AM Keynote Address: Nina Simon

Temporary Gallery

We are proud to introduce this year's Keynote Speaker Nina Simon. Nina is an independent museum exhibit designer with experience in participatory design, gaming, and social media. She is the principal of Museum 2.0, a design firm that works with museums worldwide using social technology to create dynamic, audience-driven exhibitions and programs. Nina is an adjunct professor of Social Technology at the University of Washington Museology program, and she runs the Museum 2.0 blog which appears as a column in Museum magazine. Nina has just published *The Participatory Museum*, a practical guide to visitor participation. The book will be available for purchase at the conference and there will be a book signing following Nina's opening address. Nina will also be presenting the workshop "Design Techniques for Visitor Participation."

In her keynote address, Nina will talk about unique approaches to collaboration – with community groups, with visitors, and on the web – and different ways to think about community partners. She'll present a practical framework for thinking about community participation with examples from around the world.



Keynote Speaker
Nina Simon

11:30 AM - 12:30 PM Lunch Main Gallery

12:45 PM - 2:15 PM BREAKOUT SESSIONS

Design Techniques for Visitor Participation

Temporary Gallery

Presenter: Nina Simon

Many museum professionals are familiar with best practices in design for content communication and visitor interaction. But design patterns for social participation are just emerging, and many institutions are still in an experimental phase when it comes to developing contributory and visitor co-created platforms. In this session, Nina will share international examples and hands-on techniques for planning successful collaborations with visitors.

Image Licensing and Services:

Benefits and Challenges as an Institutional Resource

Research Room

Presenters: Fred Poyner IV, Registrar & Digital Assets Manager, Washington State Historical Society; Kate Magner, Digital Projects and Programs Assistant, Washington State Historical Society; Nicolette Bromberg, Special Collections, UW Libraries; Carolyn Marr, Librarian, Museum of History and Industry; and Howard Giske, Curator of Photography, Museum of History and Industry

Each panelist will provide an overview of their institution's program involving image licensing and duplication services for the public, and how this serves them as a resource for institutional support. The moderator will offer three follow-up questions regarding practices and policies, with each member having an opportunity to comment: 1. How does an image services program relate to your institution's mission? 2. What are two of the biggest challenges you have come across in maintaining an image services program? 3. How is your image services program specifically tailored to your institution, in terms of operations, collections, or 'brand identity'? See if your institution should start image licensing and services program.

Techniques to Facilitate Groups and Teams in Museums

Midway School

Presenter: Richard Beckerman, Museum Consultant

Organizational development techniques help leaders to strengthen group performance, improve communication and innovation, and build morale. During this session panelists will do interactive demonstrations to model some simple techniques that attendees can take back to their museums and put to work immediately.

2:15 PM -2:45 PM Coffee Break Main Gallery**3:00 PM – 4:15 PM Breakout Sessions*****Museum Public Relations 101: Bringing Life to History***

Research Room

Presenter: Lisa M. Christopher, LMChristopher & Associates

This workshop will introduce attendees to the basics of how to format, write and submit a press release for local and national media outlets. It will include basic instruction on Associated Press Style and an exercise on writing a mock press release. Attendee press releases may be read in class and critiqued to help point out dos and don'ts for getting published. Social marketing also will be discussed.

Making History Together at Lake Union Park

Temporary Gallery

Presenters: Betsy Davis, Executive Director, The Center for Wooden Boats; Diana Hennick, Northwest Seaport; Chuck Fowler, Past President, Puget Sound Maritime Historical Society; and Catherine Collins, Executive Director, Sound Experience aboard the historic schooner Adventuress

Introduction of the "Working Group @ Lake Union Park" which includes shared goals which provide the strategy for working together to provide public programs at Lake Union Park. They hope to inspire collaboration, provide a toolkit of ideas, and build awareness of maritime heritage efforts.

Creating a Living History Program

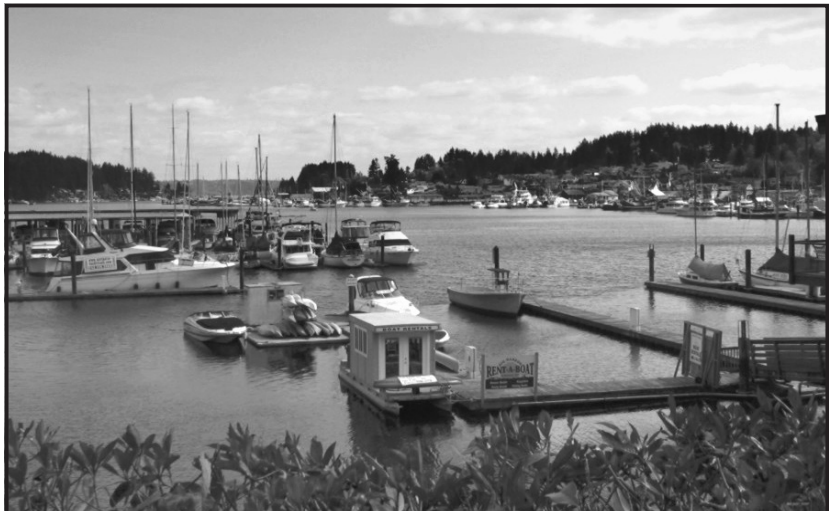
Midway School

Presenters: Lane Sample and Mike McGuire, Fort Nisqually; Karen Haas, Living History Performer & Storyteller; Victoria Blackwell, Harbor History Museum

The session will provide information about creating living history programs for small to mid-size museums. Experts in living history will share helpful techniques and tips on creating, performing, and maintaining living history programs. Examples of existing living history programs will be represented by Fort Nisqually personnel and staff and volunteers from the new Harbor History Museum. Information will include help with researching historic people, writing scripts, designing costumes, staging, rehearsal techniques, and public performance.

5:30 PM -9:30 PM WMA Banquet on the Water

The WMA annual banquet will take place on board the 60-ft charter yacht *My Girl*. Boarding will begin at 5:30PM. The boat leaves the dock precisely at 6:00PM at Jerisich Dock in downtown Gig Harbor. The cruise will include a narration of historic sites along the Gig Harbor waterfront and into the surrounding south Puget Sound. A highlight will be cruising under the Narrows bridges.



Gig Harbor's historic waterfront retains the connection to its rich past while providing ample recreational choices for today's residents and visitors. Photo by Linda McCowen.

Friday, June 18, 2010

8:00 AM – 2:00 PM Registration Daylight Gallery

8:00 AM – 9:00 AM Coffee and Continental Breakfast Main Gallery

9:00 AM – 10:15 AM Breakout Sessions

Community, Volunteers and Continuing a Heritage Temporary Gallery

Presenters: Eric Nelson, Executive Director, Nordic Heritage Museum and Rich Franko Lead Architect, Mithun Principal

Nordic Heritage Museum was started by determined volunteers who created the identity and esprit de corp of the museum, from fixing windows and boilers, to collecting tickets. Now the museum is developing a new contemporary building. This session will focus on how an institution can maintain its original volunteer spirit, move forward with a vision of the future, and not lose its heart and soul.

Collections Management Roundtable Research Room

Moderator: Representative from the Registrar Committee – Western Museum Association

Collection managers and registrars have special challenges in the “care and feeding” of our museum collections. These informal roundtable discussions will focus on specific topics pertaining to collections management and provide an opportunity to network with (and learn from) colleagues.

Getting Ready for Evaluation Midway School

Presenter: Chuck Lennox, Principal, Cascade Interpretive Consulting LLC

Would you like to know more about what your program participants, students, teachers or visitors think about or learn from your programs? Has your manager asked you “how do you know we are doing a good job?” Do you quake when filling out a grant application and you have to answer a question about program evaluation? This session is designed to showcase resources that are available for developing simple assessment tools. Key questions to answer before starting an assessment will be shared. Logic models will be explained and discussed as a means for focusing and organizing an evaluation. Participants should come with a particular program in mind that they would like to evaluate.

10:30 AM – 11:45 AM Breakout Sessions

Creating an Emergency Prevention and Preparedness Plan for Collections Research Room

Presenter: Kara West, Assistant Director for Field Services, Balboa Art Conservation Center

This informative workshop will discuss practical measures to consider when developing an institution’s emergency plan for collections, including how to prevent and prepare for an emergency and the components of a comprehensive response and recovery plan.

Weathering the Economy: The Benefits of Umbrella Organizations Temporary Gallery

Moderator: Barbara McMichael; **Presenters:** Dr. Elizabeth Stewart, Director of the Renton History Museum and Member of SoCoCulture (South King County Cultural Coalition); Joe Follansbee, Board President, AKCHO (Association of King County Historical Organizations); and Lisa Christopher, LMChristopher & Associates and program developer of Mr. Carnegie’s Grand Tour of Washington

In times of economic duress, umbrella organizations can be especially beneficial for their members. Coalescing around mutual interests and compatible goals, umbrella organizations help members develop resources, promote programs, and connect audiences. Presented as a roundtable discussion, this session will encourage participants to share hard-won lessons, successes and dreams.

Enhancing your Museum’s family focused programming! Midway School

Presenters: Stacy Winegardner, Education and Exhibits Director, KidsQuest Children’s Museum, and Debbie Kray, Education Director, Children’s Museum of Tacoma

This session is designed to excite and engage participants by showcasing hands on, interactive projects and activities that can be done in most museum settings. Programming that will inspire children and families to create and learn together! By enhancing your whole family learning opportunities you can increase audience development, earned revenue and additional funding resources as well.

12:00 PM – 1:15 PM Lunch – WMA Annual Meeting

Main Gallery

Election of Officers and Trustees, Washington Museum Association News and Preview of the 2011 Annual Conference.

1:30 PM – 2:45 PM Breakout Sessions***Creating an Emergency Response and Recovery Plan for Collections***

Research Room

Presenter: Kara West, Assistant Director for Field Services, Balboa Art Conservation Center

This informative workshop will discuss practical measures to consider when developing an institution's emergency plan for collections, including how to prevent and prepare for an emergency and the components of a comprehensive response and recovery plan.

Building Community by Building Museums

Temporary Gallery

Moderator: Garry Schalliol Director, Outreach Services Division, Washington State Historical Society;

Presenters: Jennifer Kilmer, Executive Director, Harbor History Museum and probably Hank Gobin, Cultural Resources Manager, Tulalip Museum; and James Payne, Executive Director, Fort Walla Walla Museum

Ever thought of applying for a Heritage Capital Projects Fund Project? Bricks and mortar projects: Visioning, planning, fund raising, construction, and sustaining new facilities and/or additions to existing facilities. Get the facts with this informative session.

Team Development of Educational Programs

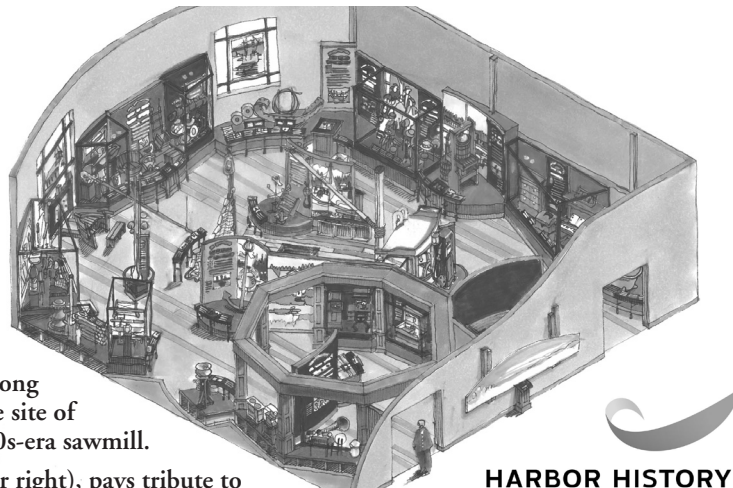
Midway School

Presenters: Patricia Filer, Education Director, HistoryLink.org and Catherine Roth, Executive Assistant, HistoryLink.org

Join the HistoryLink.org Education Team to learn strategies for establishing successful educational partnerships with heritage or community organizations, funding partners, and schools/educators. Session participants are encouraged to bring samples of their individual collaborative projects to share with the group. A brief overview of the HistoryLink.org new Education Resource will be presented as well as helpful techniques for navigating the encyclopedia's website.



One + Two Exhibit Planning and Design rendition of the new Harbor History Museum lobby (left) and the main gallery featuring the Gig Harbor Peninsula's rich history (below).



The Harbor History Museum: situated along the historic Gig Harbor waterfront on the site of an early Puyallup tribal village and a 1900s-era sawmill.

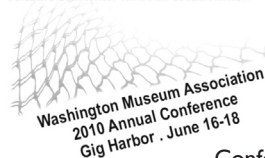
The museum's 65-foot Shenandoah (lower right), pays tribute to the harbor's boat building and fishing heritage. The Shenandoah is undergoing restoration with major funding from a State of Washington Heritage Grant and a preservation grant from Pierce County's document filing fees fund.



HARBOR HISTORY MUSEUM

CASTING
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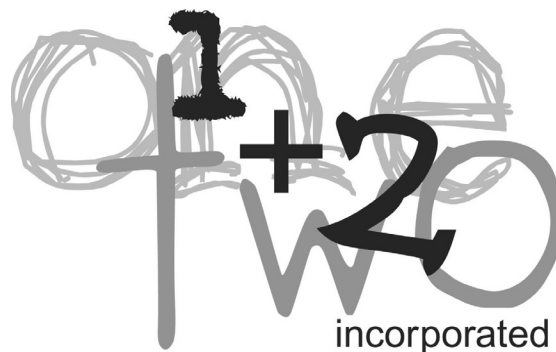
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HARBOR HISTORY MUSEUM

Conference Host/Opening Reception Co-Sponsor

Conference logo by Al Abbott, CarrotStick Marketing



Thanks to 2010 conference host and sponsors

WMA extends a special thank you to the Harbor History Museum for hosting the 2010 annual conference and grateful appreciation for the tremendous support of all our sponsors listed below. We are indebted to Hugh E. "Tip" Wilson, President, and the design team of One + Two Planning and Design, Inc. for generously sponsoring our 2010 keynote speaker Nina Simon, principal of Museum 2.0 and author of *The Participatory Museum*. We owe thanks to Nina Simon for including a workshop session in our program lineup and also to our regional author and consultant, Alice Parman, for waiving fees for the pre-conference workshop. Please take a moment to extend your thanks to our sponsors, speakers and host for their generosity and support of our annual conference.

Exhibit Planning and Design

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Breakfast Sponsor

Relive the Steamboat Days:
Dinner Cruise and History Tour

The WMA annual banquet will take place onboard the 60-ft yacht "My Girl." Enjoy a delicious buffet dinner as we cruise around the Gig Harbor Peninsula. Tour narrator David McCowen will introduce you to the famous Mosquito Fleet of steamboats and share stories of early peninsula life along the waterfront. Space is limited to 75 passengers (there will be a waiting list for cancellations or if weather permits open deck seating onboard). Register soon!



All aboard: dinner cruise and history on the South Sound

WMA needs your stuff!!!

Do you have extra copies of great catalogues, a surplus in your museum store, exhibit furniture, used museum hardware, or other items that you'd be willing to donate to a good cause?

**Please donate to the
WMA Silent Auction.**

at the 2010 Annual Conference at the
Harbor History Museum in Gig Harbor.

Donated items help support
WMA's Conference Scholarship Program
Silent Auction Contribution Form
in this newsletter

WMA Survey Deadline Extended

We would like to extend a big thank you to the over 40 organizations that have participated in the WMA survey to date. The survey deadline has been extended until June 30th in order for us to gather more organizations into the data results. This simple economic impact study will help all of us as we strive to put hard numbers to the relevance of Museums in our state. The compiled survey results will be released in aggregate form only; i.e., museums will be grouped and reported by type after the responses are analyzed. We need all types and sizes of Museums to respond.

Help us help you get the most current and useful data for fundraising and museum awareness. Go to the WMA website www.washingtonstatemuseums.org and take the survey now! It is especially quick and easy if you print out the survey and compile your answers prior to posting on the Survey Monkey site. Final results will be posted in the fall newsletter.



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Paragon Research Associates
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WEATHERHEAD Experience Design Group

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ANNOUNCEMENTS

Get it all at the WMA website

Conference material and registration forms are all available on the web at www.washingtonstatemuseums.org/annualconference.html. Download the program descriptions, sign up for events and renew your membership so you won't miss a thing at the 2010 Washington State Museum Association Annual Conference in Gig Harbor. The website is your source for the most up to the minute information so use it often.

Sponsors and business members exhibit tables

There will be several exhibit tables at the conference this year featuring our conference sponsors and business members with products and services for you to peruse as well as books available from our pre-conference and keynote speakers with book signing opportunities. Do allow time in your schedule to stop by and see what's new and exciting and to say thanks for joining us in beautiful downtown Gig Harbor.

Save the dates

June 16-19: WMA Annual Conference in Gig Harbor

Casting a Broader Net: Building Community through Collaboration

May 23-26: AAM Annual Meeting in Los Angeles

September 2010: AASLH Annual Meeting in Oklahoma

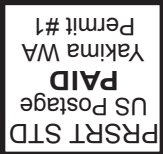
October 17-19: Western Museum Association Annual Conference in Portland

November 3-5: 63rd Pacific Northwest History Conference in Spokane – *"Game Changers and History Makers: Women in the Pacific Northwest"*

WMA Regional News is on the Web

Don't forget to use the Regional News feature at www.washingtonstatemuseums.org. Your news will be posted within days and the self-entry system is easy to use. To submit your news item just go to the website, click on Regional News and fill in the online form. Please limit content to 200-250 words. Send queries to contact@washingtonmuseums.org. You may also use this email address to send photos of your institution for posting on the website. Check our Regional News website often for the latest in what's happening around the state.

Our next issue of Museum Messenger will be published in September 2010. We look forward to talking with you at the annual conference and getting new article ideas for the coming year. See you there!



WMA Museum Messenger
P.O. Box 10633
Yakima, WA 98909

Address Service Requested

WMA MEMBERSHIP BENEFITS ARE MANY...

- Network of people dedicated to museum advocacy, professional standards, clear communication, education, and diversity.
- Reduced registration fee for annual WMA Meeting conference, voting privileges for Board election and WMA direction.
- Museum Messenger newsletter, including articles, reports, photos, calendars, and job listings.
- e-Messenger internet news on important legislative issues, updates, job listings, and other current museum topics.
- WMA website with a directory of Washington museums, resources, and regional news.

Additional benefits for Institutional Members:

- Expanded website listing.
- Two conference registrations at WMA rate.

Additional benefits for Business Members:

- An exhibit table at the annual conference.
- Recognition in the WMA Museum Messenger newsletter.

JOIN TODAY!
(Fill out form below)

Contact WMA

Visit our web site:
www.washingtonstatemuseums.org
Question about your membership?
Need to reach a WMA board member?
Have an item for Museum Messenger?
A suggestion for the Annual Conference?
Reach us by sending an email:
contact@washingtonstatemuseums.org
Please mark email attention to:

Membership Coordinator: David Lynx
Newsletter Co-Editors:
Betsy Millard and Janda Volkmer
Newsletter Designer: Andy Granitto
Webmaster: David Lynx

2010 Conference Program Chairs:
Angela Neller, Eric Taylor, Mike Siebol
2009 Conference Local Arrangements
Chair: Victoria Blackwell (Ex-Officio)
Advocacy & Legislative Liaisons:
Susan Rohrer, Brenda Abney
President (inquiries, suggestions, complaints): Brenda Abney

E-Messenger: Rebecca Engelhardt at:
emessenger@washingtonstatemuseums.org
Regional News – moved to website
go to www.washingtonstatemuseums.org
and enter your information.

WMA Membership Application

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

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)
Title _____
Address _____
City _____ State _____ Zip _____
Phone _____ FAX _____
email _____
For Organizational members, please name Representative to act as voting agent and who will receive the WMA mailings:
(Mr/Ms/Miss/Mrs) _____
(Title) _____

Payment:

\$ _____ Membership dues
\$ _____ Additional tax deductible contribution
\$ _____ 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 Membership Coordinator
P. O. Box 10633
Yakima, WA 98909