

ARTS & HERITAGE DAY

TUESDAY, FEBRUARY 1
State Capital Museum, Olympia

What is Arts & Heritage Day?

For twenty-eight years the Washington State Arts Alliance (WSAA) has coordinated Arts Day, a gathering of arts advocates in Olympia. For many years the Washington Museum Association (WMA) coordinated a similar day of advocacy each March. By combining forces we hope to make an even stronger statement about the impact of our work on the communities we serve.

The purpose is to meet with legislators and talk about arts and heritage issues in the current legislative session and cultural concerns in our communities and schools.

What is WSAA's role?

WSAA provides the tools for advocates to participate fully and effectively. We provide training, logistical support, and make sure there is entertainment and food! WSAA divides the state into regions covering one to six legislative districts. Volunteers who take on the role of Area Team Captain coordinate the appointments so that the entire state is represented in Olympia on Arts Day and all legislators are visited.

(Arts & Heritage Day continued on page 3)

INSIDE

What is Arts & Heritage Day?	cover-3
Arts Organizations and Museums Alliance.....	2
Arts & Heritage Day Schedule.....	3-4
Arts & Heritage Day Legislative Team Captains	4

Sustaining a Dynamic Museum in a Struggling Economy ..	5
Action Alert!	5
Heritage Caucus Presentations / Save the Dates	6
WMA 2011 Annual Conference in Walla Walla	7

Editor's Note:

The **WMA Museum Messenger** is published quarterly (including one conference issue) by the Washington Museum Association, a 501(c)(3) federally recognized non-profit organization consisting of institutions, businesses, and individuals. The WMA mission is to promote increased professionalism 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.

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ARTS ORGANIZATIONS AND MUSEUMS FORM STRATEGIC ALLIANCE

**Brenda Abney, Washington Museums Association
and Mary Langholz, Washington State Arts Alliance**

The Washington State Arts Alliance (WSAA) works to promote funding and policy favorable to the arts in Washington, and facilitates education and communication among cultural arts organizations and individuals active in the arts.

Washington Museum Association (WMA) represents and serves museums of all types and sizes throughout Washington State. Its mission includes acting as a statewide voice for a diverse constituency and displaying leadership in supporting cultural diversity and the open expression of ideas.

February 1st and 2nd, WMA and WSAA will work together on behalf of the arts and heritage of Washington State by hosting a collaborative advocacy effort in Olympia in 2011. We invite members of WMA and WSAA to meet in Olympia and demonstrate the power and importance of the arts and heritage to our state, counties and cities. Together we will send a strong message to our elected officials about the impact of our work on the communities they serve.

Taking our message to the capital is not a new endeavor for either organization. Traditionally an "Arts Day" and "Museums Day" have taken place as separate events coordinated independently by each organization. Many of us in the museum field and those serving the arts have participated in both of these annual events and began to talk about the common issues we each face and the strong bond that has always existed between arts organizations and museums. This conversation prompted an examination of our advocacy activities, missions and issues with the idea that we might be able to strengthen our message and impact by working together. We became convinced that having a larger and more diverse representation for arts and heritage would result in stronger support. The power of many is especially important in tough times.

WMA and WSAA are excited about this opportunity to work together. Make your calendars to travel to Olympia for one or both days of advocacy (February 1 & 2, 2011) and lend your support to a successful first **ARTS & HERITAGE DAY!**

Museum Messenger NEWSLETTER AD RATES:

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One-Twelfth Page (2¹/₄" x 2¹/₂") \$55

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10% for 4 editions, prepaid in full

Ad Preparation: contact Andy Granitto at andy@yakimavalleymuseum.org
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.

(*Arts & Heritage Day continued from cover*)

How can I help?

Volunteer to be an Area Team Captain, our most critical volunteer role. If that's not possible, be the Meeting Lead for a single legislator, or assist with an individual meeting. Experience is not necessary – great volunteers are organized, passionate, and excited to articulate what the arts mean in their community. Tracy Schreiber (staff@wsartsalliance.com) to sign up!

What you can do to prepare for Arts & Heritage Day:

Prepare to come to Olympia! Contact your Area Team Captain and let him/her know you will attend Arts & Heritage Day, which legislators you would like to visit and which legislators you have a connection to and/or have visited in the past. Also, ask your Team Captain what else you can do to help.

Gather Arts & Heritage Gifts for your legislators. Posters, CDs, coffee mugs or T-shirts with arts and heritage logos all make excellent “Arts & Heritage Gifts” to present to your legislator on Arts Day. WSAA also provides a packet of information for you to deliver to legislators. Plan to present your gifts in person or send them to Arts & Heritage Day with your Area Team Captain.

Declare Arts & Heritage Day in your community. Contact your mayor, city council, or county council and ask them to proclaim February 2, 2010 Arts Day in your county or town. Tracy Schreiber (staff@wsartalliance.com) for advice on how to go about that process.

On Arts & Heritage Day:

Bring any “Arts & Heritage Gifts” and/or brochure information for legislators. Check in at the WSAA Arts Day table in the Columbia Room to receive your attendee packet and name badge. It's important to attend the orientation/advocacy training session offered at 8:30am or 9:30am. Meet colleagues from across the state, discuss arts issues with legislators, and enjoy lunch buffet, speakers and performance.

If you can't join us in Olympia, call, write or e-mail your legislator. Write about how arts and heritage will contribute to Washington's future and how your legislator can help. At the WSAA Legislative Action Center you will find all the tools you need to contact your legislator and craft your message. **Email your legislator today!**

After Arts & Heritage Day:

Call, write or e-mail your legislator to thank him or her for listening. Reiterate any important points and make sure they remember you. Keep up that relationship - it isn't easy to start but, through a collective effort you've engaged with them, so use it! Thank them when they make a decision or cast a vote you affirm. Keep in touch. Be amicable and assertive.

***This will be a great year in our State's Capitol!
Come be a part of the team!***

You are cordially invited to attend

2011 Arts & Heritage Day RECEPTION

5 - 7 P.M.

Tuesday, February 1

**State Capital Museum
211 21st Avenue, Olympia**

*Join the Washington Museum Association
and Washington State Arts Alliance
for refreshments and festivities
at the State Capital Museum
to kick off Arts & Heritage Day 2011.*

RSVP to Susan Rohrer:
860/754-9455 • Susan.rohrer@wshs.wa.gov

Arts & Heritage Advocacy Day SCHEDULE

Tuesday, February 1

Sustaining a Dynamic Museum in a Struggling Economy

1–4 P.M. State Capital Museum

A workshop for museum professionals and volunteers, providing practical solutions for operating a successful museum program during a time of fiscal challenge. **See article on page 5.**

\$15 for members \$25 for non-members

For more information about the workshop and registration, please visit the Washington Museum Association website at www.washingtonstatemuseums.org or contact workshop organizer Susan Rohrer at the State Capital Museum, Washington State Historical Society at 360/586-0166, susan.rohrer@wshs.wa.gov.

Special Reception

5–7 P.M. State Capital Museum
Main Floor Dining Room and Galleries

(see *Special Reception*, page 4)

(*Special Reception*, continued from page 3)

Museum Professionals and Arts advocates are invited to join elected officials at an Arts & Heritage "Eve" reception sponsored by the Washington Museum Association at the State Capital Museum in Olympia. Held from 5 to 7PM at the museum, relax in an elegant setting with colleagues and friends as you discuss the value of the arts and heritage to the communities of Washington State.

Wednesday February 3

Arts & Heritage Day on the Capitol Campus

7 A.M.—8 A.M. *Heritage Caucus*

Heritage Caucus meets weekly during the legislative session and is attended by cultural and heritage proponents from across the state and legislators interested in heritage and museum issues. Arts and Heritage Day will be highlighted at the early morning meeting. WMA President Brenda Abney and Washington State Arts Alliance Executive Director Mary Langholz will be the featured speakers. A good turnout by the community is always important to bring home our message to Olympia's audience of elected officials.

Heritage Caucus meets from 7 A.M.—8 A.M. in Conference Room A-B of the John Cherberg Building, on the Capitol Campus. For directions and parking information visit the official website for Washington State Legislature at: www.leg.wa.gov/legislature/Pages/visitingthelegislature.aspx.

8 A.M.—3 P.M. *Registration*

The registration table will be open in the Columbia Room for participants interested in meeting with legislators.

8:30 A.M.—9:30 A.M. *Orientation*

Meet with WSAA team leaders in the Columbia Room for tips on how to meet with a legislator.

11:45 A.M.—1 P.M. *Luncheon and Program*

\$15

Join Arts & Heritage Day leaders and legislators for a luncheon at the Columbia room. To reserve your lunch visit www.wsartsalliance.com or call the Washington State Arts Alliance at 206-448-1909.

Arts & Heritage Day Legislative Team Captains

Note: This list is current as of the publication of this newsletter. Please go to the Washington State Arts Alliance website: www.wsartsalliance.com for the most up-to-date Arts & Heritage Day information.

PENINSULA AREA: Districts 23, 24
Gregg Miller, Centrum
360-385-3102 • gregg@centrum.org

NORTHWEST AREA: Districts 10, 40, 42
Kelly Hart, Allied Arts of Whatcom County
360-676-8548 • kelly@alliedarts.org

SNOHOMISH AREA: Districts 1, 21, 38, 39, 44
Andre Bouchard, Edmonds Community Black Box Theatre
206.253.1033 (cell) • movementintimeandspace@gmail.com
and Frances White Chapin, Edmonds Arts Commission
425-771-0228 • chapin@ci.edmonds.wa.us

SEATTLE AREA: Districts 32, 34, 36, 37, 43, 46
John Bradshaw, Seattle Shakespeare Company
206-733-8228 ext 201 • johnb@seattleshakespeare.org
and Andrew McMasters, Wing-It Productions
206-352-8291 • andrewm@wingitproductions.org

EAST KING COUNTY: Districts 5, 41, 45, 48
Mary Pat Byrne, City of Bellevue
425-452-4105 • mpbyrne@ci.bellevue.wa.us

SOUTH KING COUNTY: Districts 30, 31, 33, 47
Linda Petersen, South King County Cultural Coalition
425-226-1211 • petersenlinda@comcast.net
and Barbara McMichael, South King County Cultural Coalition
206-878-6912 • bkmonger@nwlinc.com

TACOMA/PIERCE COUNTY: Districts 2, 25, 26, 27, 28, 29
Linda Rabadi Fair, Tacoma Art Museum
253-272-4258 x3043 • lrabadifair@tacomaartmuseum.org
and Faaluaina Pritchard, Asia Pacific Cultural Center
faalua@comcast.net

OLYMPIA AREA: Districts 20, 22, 35
Stephanie Johnson, City of Olympia
360-709-2678 • sjohnso1@ci.olympia.wa.us

SOUTHWEST AREA: Districts 17, 18, 19, 49
Peggy Bird • Artist/WSAA Board Member
friedbird@juno.com
and Janet Bradley, Tears of Joy Theatre
360-695-0477 • janet@tojt.com

NORTHEAST AREA: District 7, 12
TBD

SOUTH CENTRAL AREA: Districts 13, 14, 15
Jessica Moskwa, Allied Arts of Yakima
509-966-0930 • jessica@alliedarts.org

SPOKANE AREA: Districts 3, 4, 6
Tina Morrison, Spokane Arts Commission
509-768-6143 • tgmorr@msn.com
and Julie Stricker, Spokane Arts Commission
julie.striker@gmail.com

SOUTHEAST AREA: District 8, 9, 16
Kirsten Schober, Kirkman House Museum
509-335-6140 • khn@kirkmanhousemuseum.org

SUSTAINING A DYNAMIC MUSEUM IN A STRUGGLING ECONOMY

Arts & Heritage Day workshop • February 1, 1–4 P.M. • State Capital Museum

A workshop for museum professionals and volunteers, providing practical solutions for operating a successful museum program during a time of fiscal challenge.

The Washington Museum Association and the Washington State Historical Society's Heritage Resource Center jointly sponsors this workshop, presenting tools for maintaining a dynamic museum program and attracting the a 21st century audience.

Past national and regional trends show museum attendance has been flat or declining for at least a decade.

The museum visitor has less time and money to spend on educational and recreational pursuits. Influenced by the economic downturn, community members are turning to their local museums with renewed interest as an affordable resource for educational and cultural experiences.

Museums around the state have found ways to attract discerning museum visitors, who cherry-picks their way through cultural experiences. Using resources like technology to target the visitor, and focused or specialty programming and projects, these museums have adopted their programs, exhibits and mission to the interests of their local communities. To provide more opportunities, museums have found a way to maintain their attendance and programming, attracting new constituencies, and heritage and cultural tourists. Come and listen to their experiments, and their success and challenges, and the key strategies they have developed for success.

Following these presentations and a panel discussion, workshop participants will break into small groups and develop strategies to meet their particular challenges—attendance, fundraising, operational needs, programming and more. Bring your challenges and work with colleagues to develop strategies for success.

Panelists include:

- Mr. John Baule, Director of the Yakima Valley Museum
- Mr. Bill Tennent, Executive Director of the Jefferson County Historical Society
- Ms. Susan Tissot, Executive Director of the Clark County Historical Museum

Panel Moderator is Ms. Brenda Abney, WMA president and Director of the Wenatchee Valley Museum and Cultural Center

Workshop limited to the first 40 registrants.

For more information about the workshop and registration, please visit the Washington Museum Association website at www.washingtonstatemuseums.org or contact workshop organizer Susan Rohrer at the State Capital Museum, Washington State Historical Society at 360/586-0166, susan.rohrer@wshs.wa.gov.

ACTION ALERT: *Take a Minute, Act Now!*

Funding for arts and heritage in our state are in jeopardy and action is needed right now to minimize the impact of the proposed budget cuts to Washington State History Museum, the Northwest Museum of Arts & Cultural and the Washington State Arts Commission. Please contact your legislators and/or the Governor to voice your concern in cutting these institutions to the extent that they may need to close their doors. It has been identified by the American Association of Museums that our nation's heritage is at risk due to underfunding the museums that are charged with preserving the collections that tell our collective story. The arts and heritage have proven to be essential tools in increasing the capacity of our children to excel in school; they are of significant economic benefit in the regions they serve and contribute to a livable, sustainable community. Join WSAA and WMA by simply writing a brief letter, emailing or make a call to ask your elected officials to preserve funding and avoid these deep cuts to our arts and heritage organizations. It's that simple. Your voice will be heard and your opinion counted. With each of us taking a minute of our time, it might change the course for these essential organizations.

Resources: wsartsalliance.com and speakupformuseum.org (under "Issues" see Museum Facts).

2011 Heritage Caucus Call for Presentation Proposals

The 2011 legislative session begins in January. During the session, the Heritage Caucus meets every Wednesday from 7:00 A.M.–8:00 A.M. in Rooms A & B of the John Cherberg Building on the State Capital Campus. Please see the information below if you wish to make a presentation to the Heritage Caucus during their regular Wednesday morning meetings.

As a reminder, presentations need to be 10 minutes or less, and must fit into one of the following prioritized categories:

1. Immediate policy issues; pending legislation; current initiatives
2. Relevant or upcoming policy issues; proposed future legislation or initiatives
3. Overviews of agency and heritage organization activity (current exhibits, programs, etc.)

Please provide the following information in your proposal:

1. Presentation title
2. Names, titles, and organizational affiliation of presenters
3. A detailed outline of your presentation, including its priority category from the list above
4. Technological needs (DVD, computer, internet access, projector, and screen are available)
5. Please provide preferred dates if time-sensitive (no guarantee but will try to accommodate)
6. Email proposals to Heritage Caucus Co-Staff Mark Vessey, Mvessey@wshs.wa.gov, Washington State Historical Society

Presenters will be notified as soon as possible about scheduling requests. This is a long session so it may be possible to schedule more requests but we are reminded that the budget will continue to be the focus and significant Caucus time will be reserved for budget-related discussions and implementation policies.

You may also email Mark with questions, comments and your contact information to be added to the email lists for Heritage Caucus announcements and news. WMA encourages your participation and support of the Heritage Caucus.

REGIONAL NEWS

AT

www.washingtonstatemuseums.org

SAVE THE DATES

2011 Arts & Heritage Day Tuesday & Wednesday, February 1 & 2 on the Capitol Campus

Museum Professionals and Arts advocates from across Washington State travel to Olympia to meet with their legislators and talk about the importance of heritage and the arts in their communities.

AAM Museums Advocacy Day February 28–March 1, Washington D.C.

2011 Cultural Congress Monday, April 25–Wednesday, April 27 at Skamania Lodge

Join colleagues and friends from across the state for three days of stimulating workshops and panel discussions, dynamic speakers and vital peer dialogue at Washington's only statewide arts conference.

2011 WMA Annual Conference: *Museums as Gathering Places* Wednesday, June 15–Friday, June 17 in Walla Walla

Join colleagues from across the state as we explore issues related to this year's theme of *Museums as Gathering Places*.



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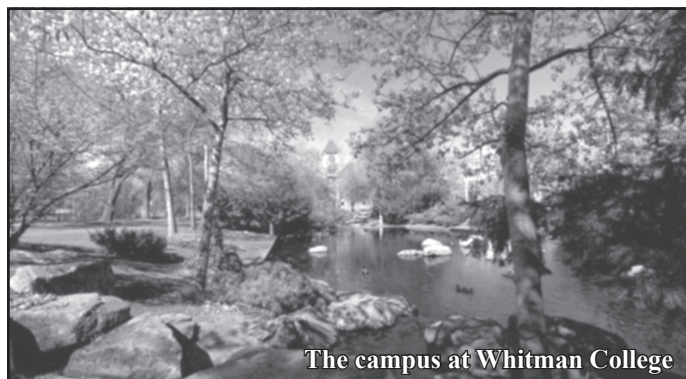
NEW MEMBERS

Nadia Arambula • Alicia Barnes • Concrete Heritage Museum Association • Amanda Mae Bomar • Michelle Brogden • Meghan Brummett • Jessica Cima • Danielle Coyle • Alexandra Criado • Tomasina de Vitis • Michelle DelCarlo • Zulma-Lin Garcia Morales • Aaron Hart • Ryan Horvath • Christine Jones • Winifred Kehl • Katherine Kidwell • Rose Kinsley • Megan Lamboley • Siri Linz • Allison W. Loveland • Anne Melton • Patricia Montañó • Peder Nelson • Elizabeth O'Brien • Elizabeth Penttilä • Katie Phelps • Don Romero • Brittin Romero • Mark Rosen • Hilary Saalfeld • Sarra Scherb • Joseph Wapner • Rachel Woodbrook • Xiaoxue Zhou

The Washington State Museum Association's 2011 conference on June 15–17 will be held in Walla Walla!

The name Walla Walla is of Indian origin and means “many waters.” Both the Cayuse and Walla Walla tribes called the Walla Walla Valley home. The Walla Walla Valley is a rainbow of scenic beauty -- golden hillsides melting into broad expanses of crimson fields. Lush evergreens cast shadows over backcountry trails during noon-day sun and the many waters which give the region its name sparkle as they flow to the mighty Snake and Columbia rivers.

We now know Walla Walla as exceptional wine country, but in the 1800s fur traders established settlements, a trading post and fort in the area. The historic Nez Perce Trail was located where Main Street is today. The Lewis & Clark expedition skirted the northern and western boundaries of the Walla Walla Valley in 1805. Their return trip from the Pacific Ocean in 1806 took them through present day Walla Walla County.



The campus at Whitman College

The theme of this year's conference is *Museums as Gathering Places*. The theme was selected to reflect the history of Walla Walla as a place where many cultures have come together. The conference will be held on the beautiful campus of Whitman College.

The WMA is accepting proposals for conference sessions until February 15, 2011.

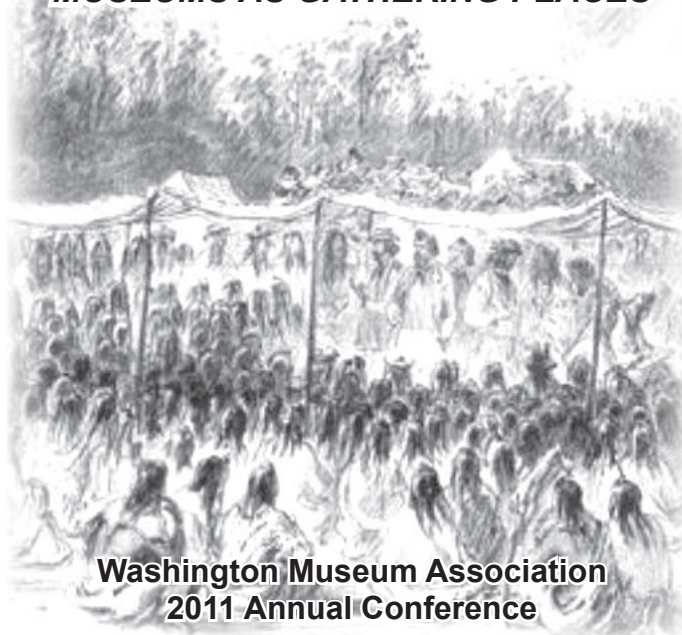
Please email Mike Siebol at the Yakima Valley Museum (collect@yakimavalleymuseum.org) to propose a session. We look forward to gathering with you in Walla Walla.

Apply for a Conference Scholarship!

Nominate a person or project for an award!

FORMS IN THIS THIS NEWSLETTER

MUSEUMS AS GATHERING PLACES



Washington Museum Association
2011 Annual Conference

Walla Walla • June 15–17

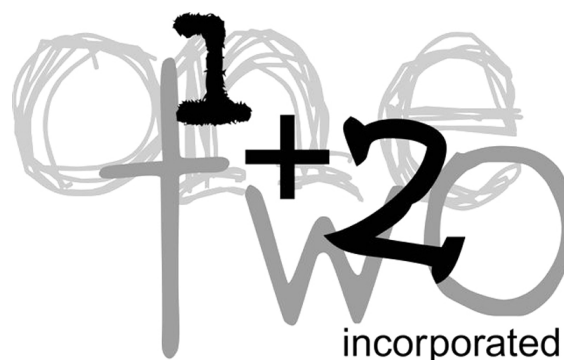


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Washington Museum Association
WMA Museum Messenger
P.O. Box 10633
Yakima, WA 98909
Address Service Requested

WMA MEMBERSHIP BENEFITS ARE MANY...

- Network of people dedicated to museum advocacy, professional standards, clear communication, education, and diversity.
- Reduced registration fee for WMA annual 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 website:
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

2011 Conference Program Chairs:
Angela Neller, Eric Taylor, Mike Siebol

2011 Conference Local Arrangements:
Kirsten Schober & Victoria Blackwell

Advocacy & Legislative Liaisons: Eric Taylor, 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

• \$20 Individual _____ \$30 Institutional (non-profit) _____
\$10 Student _____ \$100 Business/Commercial _____
\$10 Senior, 62+ _____
\$100 Patron _____

Organizational

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