

WASHINGTON MUSEUM ASSOCIATION

MUSEUM MESSENGER

Volume 21 / Number 3 • Special Annual Conference Issue, Spring 2011

JOIN US IN WALLA WALLA!

MUSEUMS AS GATHERING PLACES
The WMA in Walla Walla

Washington Museum Association
2011 Annual Conference
Walla Walla • June 15–17

INSIDE

Join the WMA in Walla Walla 3
Welcome to the 2011 WMA Conference 4

Museums as Gathering Places Conference Schedule 5-10
Opportunities and Announcements 11

Masthead images derived from the book "Washington – A Guide to the Evergreen State,"
compiled by workers of the Writer's Program of the Work Projects Administration, and sponsored by the Washington State Historical Society © 1941.

EDITOR'S NOTE:

The *WMA Museum Messenger* is published 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 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: Brenda Abney, Director, Wenatchee Valley Museum & Cultural Center

Vice-President: Eric Taylor, Heritage Lead, 4 Culture, Seattle

Treasurer: Kirsten Schober, Executive Director, Kirkman House Museum

Secretary: Rebecca J. Engelhardt, Registrar/Collections Manager, Museum of Glass

DIRECTORS

Victoria Gehl Blackwell, Exhibits & Collections Curator, Harbor History Museum

Betsy Millard, Executive Director, Columbia Pacific Heritage Museum

Angela Neller, Curator, Wanapum Heritage Center

Susan Rohrer, Manager, State Capital Museum and Outreach Center

Michael Siebol, Curator of Collections, Yakima Valley Museum

Bill Tennent, Executive Director, Jefferson County Historical Society

Susan Tissot, Executive Director, Clark County Historical Society

NEWSLETTER

Editor: Betsy Millard,
directorcpm@centurytel.net.

Graphics & Layout: Andy Granitto,
andy@yakimavalleymuseum.org

Printing: Instant Press, Yakima, WA

Publishing Dates: Apr. 30, Sept. 30, Jan. 10.
Materials must be in the hands of the editor a minimum of 6 weeks prior to these dates to be considered for inclusion.

CONTACT WMA

Visit: 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

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

E-Messenger: Rebecca Engelhardt at:
emessenger@washingtonstatemuseums.org

Regional News – moved to website
go to www.washingtonstatemuseums.org
and enter your information.

Message from the President

Washington Museum Association spent time in Olympia and Washington DC this spring to do some important advocacy work on behalf of the museums of our state. It was an extremely important task this year in particular because of the serious threat to funding for museums at both the state and federal levels. If you've been following the news, you will be aware that there is a climate of "cut, cut, cut" to budgets. When this happens, the arts and heritage fields are always targeted first. It is our job to let elected officials know the importance of our resources to the communities we serve and WMA did that during "Arts & Heritage Day" in Olympia and at "Museums Day" in Washington DC. But our job is not done and your help is needed. Send a quick note or place a brief call to your legislators in Olympia and Washington DC; let them know the importance of maintaining our heritage. All they need to hear is that people care about this issue. Silence leads to cuts. We need to be heard!

For summer, I'm looking forward to the increase in visitors at our museums and the opportunity to see other colleagues from around the state. It is inspirational to see how other museums engage visitors in programs and exhibits. I'm constantly amazed at what our field accomplishes with limited resources and lots of creativity. We will be able to focus on the Walla Walla region's cultural attractions in June during WMA's annual museum conference. You will see lots of information about sessions in this newsletter. Those learning opportunities are invaluable yet extremely affordable to attend, particularly with the offer to stay in the dorms at Whitman College. What I find to be as equally rewarding as the sessions during the conference, is the chance to interact with all of the people who contribute to our community – museum, historical society and historic site staff, volunteers and members.

The networking creates lasting friendships and professional resources that carry us forward in our work through the year. I encourage you to take the time and come to Washington State's Annual Museum Conference, "Museums as Gathering Places" this June. I'll be expecting you!

– **Brenda Abney**, President,
Washington Museum Association



Brenda Abney (right) with Senator Linda Evans Parlette in the US Senate Chamber during the 2011 Museum Day in Washington D.C.

Museum Messenger NEWSLETTER AD RATES:

Half Page (4¹/₂" x 7¹/₂") \$250

One-Third Page (4³/₄" x 4¹/₂")

OR (2¹/₄" x 9¹/₄") \$125

Quarter Page (3¹/₂" x 4¹/₂") \$100

One-Sixth Page (2¹/₄" x 4¹/₂") \$80

One-Twelfth Page (2¹/₄" x 2¹/₂") \$55

Classifieds: Members, 10¢/word; non-members, 25¢/word

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

Ad Preparation: for production requirements before
sending your materials, please contact Andy Granitto at
andy@yakimavalleymuseum.org.

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.

Join the WMA in Walla Walla June 15, 16 and 17

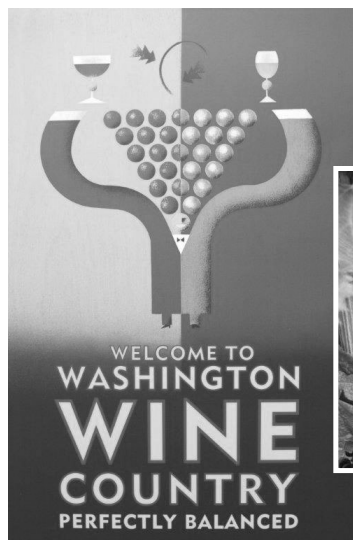
for the 2011 Annual Conference,

Museums as Gathering Places.



The WMA Board met at Whitman College to plan the 2011 Annual Conference: *Museums as Gathering Places*.

Left-right: Vicki Blackwell, Kirsten Schober, Susan Tissot, Betsy Millard, Eric Taylor, Mike Siebol, Angela Neller, Brenda Abney, Bill Tennent.



The campus of Whitman College.



Walla Walla has history, art, architecture and wonderful wineries.

Stay the weekend and enjoy all that Walla Walla has to offer!

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.

In the 1800s, fur traders established a settlements trading post and fort in the area. The historic Nez Perce Trail was located where Main Street is today. The historic 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.

By the 1860's Walla Walla experienced the effects of the gold rush with commercial, banking, and manufacturing activities making it the largest city in Washington Territory. Walla Walla became home to the first commercial bank in the northwest, the first college in the region, and has the oldest, continuous symphony west of the Mississippi River. Following the gold rush, farming became the economic force behind the community and continues as one today.

Before the late 1970s, Walla Walla, Wash., was known for its wheat and sweet onions — an agricultural town in an agricultural region. All that changed when an enterprising local planted an acre of Cabernet Sauvignon grapes. Thirty years later, the region is home to over 100 wineries and 1,600 acres of vineyards. Combined with three local colleges and a thriving arts scene, the vineyards of Walla Walla help to create a vibrant scene in this town of about 30,000 people.

Welcome to the 2011 Washington Museum Association Conference

in Walla Walla, Washington. Located in the heart of South-east Washington's wine country, historic Walla Walla is a thriving community filled with many activities and beautiful sights. You may even want to consider staying a few extra days to enjoy all the town and surrounding region as to offer!

The conference kicks off with a reception at the Kirkman House Museum. Located adjacent to Walla Walla's historic downtown, the 1880 Italianate home is listed on the National Register of Historic Places. Great food and wine are on the menu at the annual banquet, hosted by Fort Walla Walla Museum in the brand new Grand Hall. The conference workshops are all conveniently located on the campus of Walla Walla's historic Whitman College.

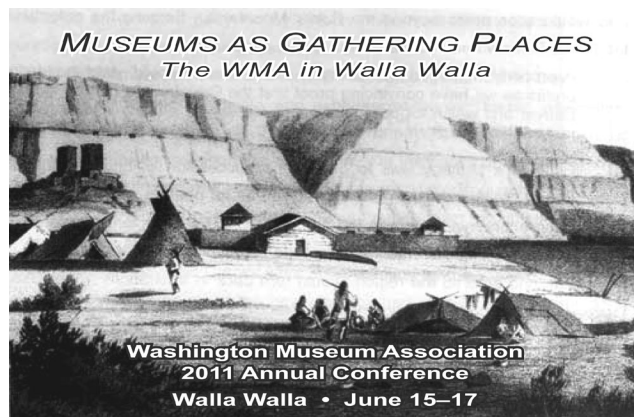
Walla Walla offers several great places to stay in and around town, from hotels to vacation homes. We have a few listed on the registration form, and more information can be found on the Washington Museum Association website. I recommend Whitman College's Prentiss Hall. Just a short walk from the workshops, this lovely residence hall was constructed in 1926. Walla Walla is a popular summer destination, so I do recommend that you book your overnight accommodations early.

The conference coincides with the tail end of the 3rd Annual Walla Walla Chamber Music Festival. You can find more information on truly outstanding musical offerings by visiting the festival website—wwcmf.org. The Saturday morning Walla Walla Valley Farmers Market is in full swing, and there are plenty of places for leisurely walks or bike rides. Downtown Walla Walla features several art galleries—and don't forget the wine!

Nearby historical attractions include the Dayton Historic Depot Museum in Dayton and Waitsburg's Bruce House Museum. Head south and you can visit Tamástslikt Cultural Institute and the Umatilla County Historical Museum in Pendleton. Tamástslikt is even offering free admission to all conference registrants!

As you know, this is a critical time for museum professionals, and the conference will be a great opportunity to examine the issues we face, and learn from each other how to continue excelling in arts and heritage programming. I hope you will also take time to relax and enjoy the beauty of the Walla Walla Valley!

– Kirsten Schober, Kirkman House Museum



2011 Silent Auction at the Annual Conference

**Help WMA by donating
items for our silent auction.**

Gift shop items, books, fossils,
foodstuffs, gift baskets, even
exhibit furniture or hardware...

All is welcome!

Personal contributions
are tax-deductible.

Donated items help support WMA's
Conference Scholarship Program

**Silent Auction Contribution Form
in this newsletter and on the web**

THANKS TO OUR CONFERENCE SPONSORS

Support the businesses that support us!

 **ARTECH**
COMPREHENSIVE SERVICES • TAILORED SOLUTIONS

Artech has provided unmatched depth of experience and a breadth of fine art solutions for exacting museums and galleries, private, public and corporate art collectors for over 30 years.

- ▶ Artwork Logistics
- ▶ Fine Art Care
- ▶ Collection Management and Consulting

artechseattle.com | 425.264.0200

SHOWROOM
2601 First Avenue
Seattle WA 98121 USA

OPERATIONS
865 Lind Avenue SW
Renton WA 98057 USA

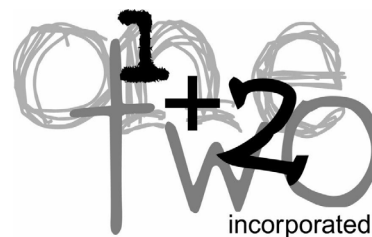


Exhibit Planning and Design

oneplustwodesign.com • toll free: 1-877-917-7878



WMA CONFERENCE SCHEDULE

WEDNESDAY, JUNE 15, 2011

11:00 A.M.—4:00 P.M. **Registration**

Reid Campus Center, Lobby

12:00 P.M.—4:00 P.M. **Preconference Workshop (Pre-registration required)**

Meeting Room, G02

Gathering and Evaluating Data to Better Understand Your Audiences and Visitors

Presenter: Eric Taylor, Heritage Lead, 4Culture

This half-day participatory workshop will help attendees understand how to collect visitor information, locate demographic research and overall trends, and explore how to use that information to make their museums more relevant to visitors and audiences. After completing the workshop, participants will have learned ways to measure their own audiences, identify future audiences based on an understanding of their own communities, and locate free or low-cost resources for continual market scanning. The workshop curriculum addresses and supports the standards and performance indicators in the *Audience* section of the American Association for State and Local History's *StEPs* program.



Pre-Conference Workshop facilitator Eric Taylor..

Who Should Attend: Paid and unpaid staff with responsibility for interaction with visitors and audiences, including board members, directors, educators, marketing and development staff, and exhibition developers will find this workshop helpful.

[Note: Registrants for the workshop will be asked to bring any audience/visitor data they have from the previous year, and printouts from the US Census Bureau QuickFacts, ACS Demographic Estimates. Instructions will be sent to registrants prior to the workshop. Please notify Eric Taylor that you will be attending the workshop by emailing him at Eric.Taylor@4culture.org by June 4]

Lunch is included in your registration fee.

4:00 P.M.—5:00 P.M. **Historic Sites Self-Guided Tour**

Choose between an Art Walk in Walla Walla or the Fort Walla Walla site.

4:30 P.M.—5:00 P.M. **Washington Museum Association Board Meeting**

Kirkman House Museum

WMA members are welcome.

5:30 P.M.—7:00 P.M. **Opening Reception**

Kirkman House Museum

Join your fellow museum professionals in wine tasting and appetizers.
Enjoy this very special Victorian home!

7:00 A.M.—9:00 A.M. **Breakfast** is served in the Prentiss Hall Dining Hall.

8:00 A.M.—11:00 A.M. **Registration** Reid Campus Center, Lobby

8:00 A.M. **Meet & Greet with Vendors** Reid Campus Center

9:00 A.M.—10:00 A.M. **Welcome and Awards** Reid Campus Center, Young Ballroom

Kirsten Schober, Executive Director, Kirkman House Museum and WMA Local Arrangements 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, staff, and scholarship recipients.

10:30 A.M.—11:15 A.M. **Keynote Address**
Reid Campus Center, Young Ballroom

Roberta Conner

We are proud to introduce this year's Keynote Speaker, Roberta (Bobbie) Conner. Since 1998, Bobbie Conner has served as the Director of the Tamástslikt Cultural Institute, which preserves, protects, and promotes the culture of the Cayuse, Umatilla, and Walla Walla. She is a Board Member at Large for the American Association of Museums. She is a community and national leader, museum director, curator, speaker, and author.

In her keynote address, Bobbie will be speaking to the theme of the conference, ***Museums as Gathering Places***.



Keynote Speaker Roberta Conner.

11:30 A.M.—12:40 P.M. **Lunch** Reid Campus Center, Young Ballroom

Luncheon Session Panel Discussion: *Agencies and Institutions, Your Museum, and How the Washington State Budget will Impact Your Organization Directly*

Moderator: Susan Tissot, Executive Director, Clark County History Society & Museum.

Panelists include: David Nicandri, Director, Washington State Historical Society and Executive Editor of Columbia Magazine; Julie Ziegler, Executive Director, Humanities Washington; Mark Gerth, Communications Manager, Washington Arts Commission

All of us stretch our dollars via partnerships and shared services. Local state agencies and state-wide organizations have been strong museum partners in the past. Learn how changes in the Washington State and National budgets may trickle down to impact you directly.

11:30 A.M. **Silent Auction Begins**

Support the WMA and Washington's rich heritage by bidding in the silent auction!

12:45 P.M.–2:15 P.M.

BREAKOUT SESSIONS

Small Budget, Big Impact – Part 1

Young Ballroom, 111

Presenter: Chris Fiala Erlich, Freelance Exhibit Curator

The first session of this two-part exhibit workshop focuses on design theory. The goal is to demonstrate that by utilizing design principals, exhibits can look great even on small budgets. Chris uses images from art history and examples of museum exhibits to illustrate the fundamentals of design—unity and variety accomplished through color, texture, shape, size, composition, and light.

It's Not Just for Visiting: Museums as True Gathering Places

Meeting Room, G02

Presenters: Karin Moughamer, Campus Outreach Coordinator, Burke Museum of Natural History and Culture, University of Washington; Jill Hardy, Coordinator of Youth, Student, and Teacher Programs, Frye Art Museum; Jessica Rubenacker, Exhibit Specialist, The Wing Luke Museum of the Asian Pacific American Experience

For some museums, identifying meaningful ways to socially engage their community is a challenge. For others it comes naturally. And each institution must challenge itself to devise ways to remain relevant within the community and support their changing needs. Representatives from four Seattle museums will discuss ways in which their institutions have created community spaces that extend beyond the invitation to visit exhibits, and begin to explore how to develop and sustain a museum space that is grounded in community.

A Gathering of Collection Managers, sponsored by **Art Work**

Young Ballroom Auxiliary, 111 Aux

Panelists: Rebecca Engelhardt, Collection Manager, Museum of Glass; Angela J. Neller, Curator, Wanapum Heritage Center; Mike Siebol, Curator of Collections, Yakima Valley Museum

This interactive roundtable discussion session brings together conference participants who work with museum collections. The focus is on those issues that often appear clear-cut in museum textbooks, but may become more complex in “real-world” applications. Moderators will encourage active group discussion of current issues in collections management, and create a place for collections colleagues to formally network. We’re all in this together ... *how can we help each other?* To save time in our session, please submit your topic in advance by emailing it to Mike Siebol at collect@yakimavalleymuseum.org by June 3.

2:15 P.M.–3:00 P.M.

Coffee Break in Vendor Space

See what the different vendor companies have to offer while taking a break with some refreshments.

3:00 P.M.–4:15 P.M.

BREAKOUT SESSIONS

Small Budget, Big Impact – Part 2

Young Ballroom, 111

Presenter: Chris Fiala Erlich, Freelance Exhibit Curator

The second session of this two-part exhibit workshop focuses on basic fabrication techniques. The goal is to demonstrate how to make your design ideas a reality on a small budget. Chris provides practical demonstrations and an opportunity for hands-on practice for participants. Featured techniques include making labels, producing audio and video, using vinyl, and creating simple manipulatives.

Engaging the Public with New Technology and Social Media

Meeting Room, G02

Moderator: Susan Tissot, Executive Director, Clark County Historical Society & Museum.

Panelists: Betsy Millard, Executive Director of the Columbia Pacific Heritage Museum; Sandra Jamieson, Director of Sales, Guide by Cell, San Francisco, CA; David Lynx, Associate Director, Yakima Valley Museum

All museums are challenged with changing demographics and competing activities for the public's time. One of the keys to survival is to gain and continue community ownership of our museums by the "next generation." Most counties in Washington State have experienced a population growth which provides museums with an opportunity to expand their audience. Technological advances have created a number of tools that are used by the general public to make decisions about how and where to spend their time and money. Museums can use these tools to reach that next generation and develop a new audience while maintaining relationships with their current audience.

This session will review technology options that are readily available to museums.

***Digging for Bones and Getting Wet:
Making schools an offer they can't refuse***

Young Ballroom Auxiliary, 111 Aux

Presenters: Selina Danko and Chris Rader, Wenatchee Valley Museum & Cultural Center

Learn how to partner with community organizations to provide educational experiences for cash-strapped schools in this workshop led by WVMCC Education Coordinator Selina Danko and Public Relations Coordinator Chris Rader. They will describe two successful Wenatchee projects involving community partnering—*Ice Age Adventures* and *David Thompson on the Columbia*—and will facilitate group discussion on creating partnerships, finding funding solutions, crafting a fun hands-on curriculum-based tour, and developing educational trunks.

4:15 P.M.–5:00 P.M. Vendors and Silent Auction

Before leaving the Reid Campus Center for the day, check out the Silent Auction table and the vendors.

**5:30 P.M.–9:30 P.M. WMA Banquet
at The Fort Walla Walla Museum**

Visit with colleagues while at this year's WMA Banquet at the Fort Walla Walla Museum. The dinner features slow-roasted whole filet of salmon with aioli and also a vegetarian pasta with corn, zucchini, sun dried tomatoes, and a basil cream sauce. The Fort Walla Walla Museum exhibits will be open for you to visit. The Museum is located in Fort Walla Walla Park along Myra Road in Walla Walla.



Fort Walla Walla Museum.

FRIDAY, JUNE 17, 2011

7:00 A.M.–9:00 A.M. Breakfast is served in the Prentiss Hall Dining Hall

8:00 A.M.–2:00 P.M. Registration

Reid Campus Center, Lobby

8:00 A.M.–9:00 A.M. Meet up again with your museum colleagues, visit the vendors, and check out the Silent Auction.

Exhibit Style and Communication:

Young Ballroom, 111

Using Everything in Your Toolbox to Get Your Message Across – Part 1

Presenters: Andy Granitto, Curator of Exhibits, and Peg Granitto, Exhibit Technician, Yakima Valley Museum

Each type of museum is associated with an exhibit style, and museums rarely stray from an accepted and expected “gallery look.” Visitors respond differently to each style, making style an effective design tool. Styles can be achieved with things as simple as color or label design, and have power to communicate and enhance visitor experience. Learn how to use different styles effectively and how to employ several within a single exhibit. (*Hands-on workshop will follow.*)

Stealing from Your Neighbors to Make New Friends:

Meeting Room, G02

Leveraging Trends to Build New Audiences

Moderator: Julia Swan, Programs Coordinator, Museum of History and Industry.

Panelists: Helen Divjak, Manager of Programs and Community Outreach, Museum of History and Industry; Betsey Brock, Associate Director for Communications and Engagement, Henry Art Gallery; Karin Moughamer, Campus Outreach Coordinator, Burke Museum of Natural History and Culture

Learn how three Seattle museums leveraged current trends in media, business, and popular culture to create fresh programs that have reached new audiences. Plus, hear how these “stolen” ideas have revitalized the three institutions’ public presence. Attendees will walk away with a strong understanding of how current trends can be manipulated to serve non-profits, and receive tips on which ideas are worth the steal.

Right-Sizing Your Education Programs:

Young Ballroom Auxiliary, 111 Aux

What if There’s No Place to Gather a Group?

Presenter: Stephanie Lile, WSHS Head of Education

Every museum has strengths and weaknesses in terms of program potential and educational mission. How do you know what’s right for your museum? How do you prioritize your offerings in tough times? Is it possible to partner with other museums to provide well-rounded education programming to your community?

Exhibit Style and Communication – Part 2: Problem-Solving Workshop

Young Ballroom, 111

Presenters: Andy Granitto, Curator of Exhibits, and Peg Granitto, Exhibit Technician, Yakima Valley Museum

What do you hope to communicate in your upcoming exhibit? How can you create a unique and memorable visitor experience, using the communicative power of exhibit style? In this hands-on follow-up to the previous session, we will explore design solutions for your exhibit problem.

**** To have your exhibit project or design challenge included in this workshop, please contact Andy Granitto at andy@yakimavalleymuseum.org before June 4 ****

Understanding Museum Tax Matters, Financial Best Practice, and Tax Issues for Nonprofits

Meeting Room, G02

Presenters: Angela Richardson, CPA, and Mike Dandrea, CPA LarsonAllen

Basic financial information, how to interpret financial statements and current 990 requirements, and museum tax issues will be covered.

Gathering Evidence: Teaching the Tools and Concepts of Inquiry Young Ballroom Auxiliary, 111 Aux

Presenter: Stephanie Lile, WSHS Head of Education

From collections to curriculum to school programs, using inquiry strategies in the museum setting is both practical and has a longer retention rate for learners. Participants in this session will get an introduction to historical inquiry and the ways in which it can be used in the design of exhibits and educational experiences.

12:00 P.M.– 1:15 P.M. Lunch – WMA Annual Meeting Young Ballroom, 111

Election of Officers and Trustees, Washington Museum Association news, and a preview of the 2012 Annual Conference.

1:00 P.M. Silent Auction Closes • *Did you remember to bid high and bid often?*

1:30 P.M.–2:45 P.M. BREAKOUT SESSIONS

Exhibit Lighting: LED Lights Come of Age

Young Ballroom, 111

Moderator: Richard Beckerman; Presenter: Norm Lagasse, Executive Director, Alaska Aviation Museum

This session will show how a small aviation history museum was able to install a complete LED exhibit lighting system. They now have dramatic lighting that adds depth to the visitor experience, are using a fraction of the electrical power they did before, and have significantly lowered their energy cost. Also, they now have no UV or heat exposure to their artifacts, and have reduced their carbon footprint as well. This session will show how this was done and how other museums can do it using off-the-shelf components.

Keeping the Gathered Objects Safe

Meeting Room, G02

Presenters: Mike Siebol, Curator of Collections, Yakima Valley Museum; Peg Granitto, Exhibit Technician, Yakima Valley Museum; Rebecca Engelhardt, Collection Manager, Museum of Glass

Participants will learn different strategies for preserving collections both in the exhibit environment and in storage. Topics will range from making object supports and exhibit mounts to earthquake mitigation systems.

***An Interpretive Perspective of the Ice Age Floods:
How do we tell the story?***

Young Ballroom Auxiliary, 111 Aux

Moderator: Chuck Lennox, Principal, Cascade Interpretive Consulting LLC.

Panelists: Ryan Karlson, Interpretive Program Manager, Washington State Parks and Recreation Commission; Brenda Abney, Director, Wenatchee Valley Museum & Cultural Center; Kimberly Camp, CEO, Hanford Reach Interpretive Center

The Ice Age Floods (commonly known as the Missoula Floods) are a four-state story in the Pacific Northwest, from Lake Missoula in Montana to the mouth of the Columbia River between Oregon and Washington. These cataclysmic floods shaped much of eastern Washington and the vast Columbia Basin. Now that the Ice Age Floods National Geologic Trail has been designated, tourism interest will begin to grow. How will this dramatic and landscape-scale story be told? Is there a role for museums to play? Come hear from museums that are telling and hope to tell this story and how they might connect to the story on the land at Washington State Parks.

InternActive.org INTERN OPPORTUNITIES

Could you use another set of hands at work this summer? You can find trained interns who want hands-on experience right now at InternActive.org. It's simple. It's fast. And it's free. Whether it's with just one intern, or with a team of high-energy students, you'll be surprised at how much you can get done in just a few months. But finding the right intern isn't always easy, so www.InternActive.org was launched.

InternActive provides the easiest way to connect with the best interns from colleges around the country.

- Post positions in 3 minutes or less
- Set internship criteria with ease and field only qualified candidates
- Find talented, high-energy students who will get things done
- Control the visibility of your opportunity
- Pay nothing!

Every day, students with training in a wide range of cultural subjects like arts administration, public history, non-profit management, museum studies, environmental education, etc. join InternActive to find their next internship. Make this your most productive summer yet. Go to www.InternActive.org now and see how quick and easy it is to find the right intern to help you get more done this summer.

Washington Museum Association Survey Continues

Susan Tissot, Director Clark County History Museum, reports that the WMA economic impact survey, begun last year, will continue to gather data for 2010. Results of the 2009 survey are on the WMA website and you can see the impact that reporting museums have had on the Washington economy. Most museums have not yet filed their most current 990 return but once you have we hope you will share your data to help all of us measure our economic importance. Just log onto the WMA website and click on the survey monkey site.

Collections Management & Practices Workshop

June 23-24, 2011 • Hosted by 4Culture

at Wing Luke Museum of the Asian American Experience, Seattle

Cost: \$250 AASLH members/\$315 nonmembers; \$20 discount if received by May 23.

The Collections Management & Practices Workshop represents a rare opportunity for local keepers of collections to receive training through the American Association for State and Local History, without needing to travel across the country. Workshop participants will learn about their institution's responsibility toward its collection, necessary policies and procedures, and best practices for collections management.

During lively group discussions and hands-on activities, participants will become familiar with current issues and trends to better understand how collections fit within the context of history organizations.

Participants will explore other topics including the role of collections in exhibition and interpretation, the basic steps of collections management from acquisition to disposal, professional standards and ethics, conservation on a shoe-string budget, as well as learning about the multitude of resources available for collections preservation.

Who Should Attend: This two-workshop is targeted to new professionals and dedicated volunteers with responsibility for collections.

For more information, or to register, go to <http://www.aaslh.org/collwork.htm>.

WMA

BUSINESS MEMBERS

support the businesses that support us:

Art Work Fine Art Services, Inc.

Artech Fine Arts Services

Donning Company Publishers

Kids Crystal Museum

One + Two Exhibit Planning and Design

Paragon Research Associates

Alice Parman, Interpretive Planner

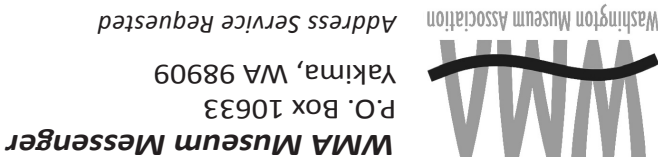
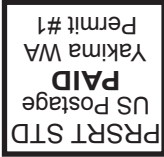
Spacesaver Northwest

WA State Housing Finance Commission

WEATHERHEAD Experience Design Group

NEW MEMBERS

Nadia Arambula • Alicia Barnes • Kellie Bennett • Concrete Heritage Museum Association • Amanda Mae Bomar • Michelle Brogden
Meghan Brummett • Jessica Cima • 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 • Donning Company Publishers
Elizabeth O'Brien • Elizabeth Penttila • Katie Phelps • Stillaguamish Valley
Pioneers Association/Museum • Don Romero • Brittin Romero
Mark Rosen • Hilary Saalfeld • Sarra Scherb • Terri Towner • Joseph Wapner
Charlotte Wolfe • Rachel Woodbrook • Xiaoxue Zhou



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 at right)

WMA Membership Application

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

Personal	Organizational
<input type="checkbox"/> \$20 Individual	<input type="checkbox"/> \$30 Institutional (non-profit)
<input type="checkbox"/> \$10 Student	<input type="checkbox"/> \$100 Business/Commercial
<input type="checkbox"/> \$10 Senior, 62+	
<input type="checkbox"/> \$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