

MUSEUM MESSENGER

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The WMA Embraces New Technologies

Washington Museums are using technology in new and unusual ways. Multimedia projects such as the MoHAI Minute and the Yakima Museum's You Tube Channel are receiving local and national recognition. The technology sessions at the WMA conference in Walla Walla were fascinating and well attended.

WMA Board Member Maya Farrar is the Operations Manager for the University of Washington Museology Program and works with young technology savvy students. Katie Phelps a UW Museology student has contributed an article on cloud networking to this edition of the newsletter. We hope you find it interesting and helpful.

The WMA has begun a partnership with Guide by Cell that we hope will help our members with their efforts to stay connected with audiences. Guide by Cell is a mobile technology company that specializes in interpretation and instructional content. They provide user friendly mobile websites, cell phone audio tours, text messaging systems and mobile giving opportunities to Museums and Cultural institutions nationwide. The WMA's partnership with Guide by Cell will offer a 30% discount to WMA members on any Guide by Cell service (excluding web-based giving). In addition Guide by Cell is donating a mobile website to our 2012 conference in Seattle. We hope you find this partnership of value if you should need these types of services.

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EDITOR'S NOTE:

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Susan MG Tissot, Executive Director, Clark County Historical Society & Museum

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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?

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



Message from the President

Washington Museum Association welcomes three members of our Board of Directors to serve our organization for three year terms: Maya Farrar, Colleen Schafroth and Jody Suhrbier. Our three new directors bring geographical and professional diversity to the board. Maya Farrar is the Operations Manager for the University of Washington Museology Program. She holds an undergraduate degree in art from Lewis and Clark College and a graduate degree in museology from the University of Washington. Maya is interested in administration and the ways in which technology can improve operations. Colleen Schafroth is the Executive Director of the Maryhill Museum of Art and long time resident of the eastern Columbia Gorge. She holds a B.A. in English and a B.A. in Art as well as a Master of Arts in Interdisciplinary Studies on art history, history and museum studies from Oregon State University. Jody Suhrbier is the Grants & Prospect Research Manager at the Tacoma Museum of Glass. She has worked in nonprofit development for over 12 years. Suhrbier holds a Master of Nonprofit Management degree from Regis University, Colorado, and a Bachelor of Science degree from the University of Washington.

Exciting as it is to have new members join our board; we must acknowledge and thank those who are departing after six years of stellar service. The good news is that each of these former board members will continue to be involved in WMA and will ensure our

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Museum Messenger NEWSLETTER AD RATES:

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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.



The WMA Board at the Clark County Historical Society & Museum, Vancouver. Left to right: Eric Taylor, Maya Farrar, Jody Suhrbier, Brenda Abney, Colleen Schafroth, Angela Neller, Susan Tissot, Betsy Millard, Victoria Blackwell.

Not pictured: Bill Tennent and Jennifer Kilmer

(continued from left)

organization strengthens and grows through their efforts. Please join me in giving heartfelt thanks to the following: Rebecca Engelhardt, Registrar for Tacoma Museum of Glass, will head up a new project in coordinating a volunteer effort for collections care in conjunction with our

annual conference. Susan Rohrer, manager for the State Capital Museum in Olympia, will remain involved in coordinating the annual Arts & Heritage Day and act as a representative for the Washington State Historical Society.

Mike Siebol, Collections Manager for the Yakima Valley Museum, will assist and be a resource for the Museum Conference Program Committee. We appreciate all of their past service and are grateful to have them involved as we move forward.

- Brenda Abney, President, Washington Museum Association



Departing WMA Board members Rebecca Engelhardt and Mike Siebol.



WMA Linked In to American Association of State and Local History

Recently Washington museums have taken center stage with the American Association of State and Local History (AASLH). Clark County Historical Society & Museum Executive Director Susan MG Tissot has been elected by her nation-wide museum peers to serve a four year term as a Council Member for AASLH. She has been the Executive Director at the Clark County Historical Society & Museum since fall of 2003 and has 25 years of experience working in small and medium size museums in Washington, Oregon, Hawaii and Wyoming. Tissot is also a board member of the WMA.

The WMA Pre-conference workshop in Walla Walla Eric Taylor of 4Culture presented a workshop designed around the American Association of State and Local History's StEPs initiative (Standard and Excellence Programs for History Organizations). StEPS is a voluntary assessment program for small and mid-sized history organization. It encourages awareness and achievement of national standards for policies and practices. Eric reports that Washington State, with 33, now leads the nation in the number of historical organizations enrolled in the StEPS program. Texas is second with 28.

Visit www.aaslh.org/steps.htm for more information about how your museum can participate.



Susan MG Tissot

Also, three Washington State organizations received Awards of Merit from AASLH at their recent conference in Richmond Virginia. They are The Center for Wooden Boats, Seattle, for their dedication to making maritime history come alive since 1976; Museum of History & Industry, Seattle, for the multimedia project *MOHAI Minutes*; Washington Women's History Consortium and Washington State Historical Society, Olympia, for the *Washington State Women's Suffrage Centennial Commemoration*. The AASLH awards program was initiated in 1945 to establish and encourage standards of excellence in the collection, preservation, and interpretation of state and local history throughout the United States. The AASLH Leadership in History Awards not only honor significant achievement in the field of state and local history, but also brings public recognition of the opportunities for small and large organizations, institutions, and programs to make contributions in this arena. Congratulations all!



Leadership in History Award winners at the 2011 AASLH Annual Meeting, September 14-17, 2011 in Richmond, Virginia. Three Washington museums were among the nationwide award recipients — Washington State Historical Society, Center for Wooden Boats, and Museum of History & Industry.

Museums in "The Cloud"

by Katie Phelps

Clouds. They're not just for rain anymore. "Cloud computing" is an idea that is here to stay, and represents a shift in computer technology that can make creating, organizing and sharing information easier and more affordable for museums. So what is "The Cloud?" In its most user-friendly form, the cloud is a website that stores and manages information. This can include emails, calendars, documents and even user-created websites and blogs. What makes cloud computing powerful and useful is that any information stored on the cloud can be viewed and changed by multiple people. In other words, with cloud computing groups of people can easily access, change, and share digital information.

Google has created a highly effective and user-friendly cloud called Google Apps. Google Apps is accessible for free by creating a Gmail account (Google's free email service). Along with Gmail, Google App users have access to other powerful parts of the Google Cloud, including: Google Calendar, Google Documents and Google Sites. These apps mimic familiar applications like Word, Excel and PowerPoint, and are compatible with both Windows and Macs. Files created through Google Apps live on Google's servers, and not on your local hard drive. This makes sharing and collaborating a much more nimble process. Since documents created through Google Apps are stored on the website, multiple users can log on and edit simultaneously. When files are complete, they can be extracted from Google's cloud, and saved on your computer.

Cloud computing presents many opportunities for museums. Sites like Google Apps include many of its basic services free for up to 10 users, which means that small organization can have access to features such as shared calendars and documents without having to invest in expensive software. Cloud computing also makes it more efficient for multiple people to work on a single project by eliminating the hassle of duplicate drafts and copies. The cloud's website generally includes training videos, and does not require an IT department to install software updates or complete maintenance.

However, there are some limitations to cloud computing, and they are important to consider before completely evaporating into the cloud. The cloud is not invincible. Somewhere there is a server where your cloud is stored. And, although the risk is minimal, just like your computer's hard drive, servers can crash. When using the cloud, always make sure to save a copy of your information somewhere else. (A good digital rule of thumb: documents should be saved or backed up in three different places.) Also, many free versions of clouds are intended to be teaser accounts, services like amount of storage space are limited to encourage users to pay a subscription fee.

Before completely climbing aboard the cloud, research your options. Most cloud hosts (Google included) provide a tour of their services, and a free trial. Below are a couple of links to some basic cloud computing sites. Explore them, and imagine your next project in the cloud.

http://www.google.com/apps/intl/en/group/index.html

http://www.dropbox.com/features

https://www.sugarsync.com/products/

2011 WMA AWARDS AND SCHOLARSHIPS

At the 2011 Washington Museum Association Annual Meeting, on the campus of Whitman College in sunny Walla Walla, eleven awards and four scholarships were presented to deserving recipients.

Awards committee chairman Mike Siebol, assisted by WMA president Brenda Abney, gave the following awards:

2011 Award of Exhibit Excellence

Bainbridge Island Historical Museum for the exhibit Ansel Adams—A Portrait of Manzanar

2011 Award of Exhibit Excellence

Jefferson County Historical Society for the exhibit We Came With Dreams

2011 Award of Exhibit Excellence

Kitsap County Historical Society for the exhibits *Mosquitoes in Kitsap* and *Spanning the Great Peninsula: Bridges of Kitsap*

2011 Award of Exhibit Excellence

Norwest Museum of Art & Culture for the exhibit Dress Code

2011 Award of Exhibit Excellence

Yakima Valley Museum for the exhibit Land of Joy and Sorrow: Japanese Pioneers in the Yakima Valley

2011 Award of Project Excellence

Museum of History and Industry for MOHAI Minutes

2011 Award of Individual Excellence

Rick Chandler for his work at the Bainbridge Island Historical Museum

2011 Award of Individual Excellence

Lindy Dosher for her work with the Puget Sound Navy Museum

2011 Award of Publication Excellence

Museum of Glass for the book Glimmering Gone: Ingalena Klenell and Beth Lipman

2011 Award of Capital Project Excellence

Harbor History Museum for the new Harbor History Museum

2011 WMA Board Award of Excellence

Humanities Washington for programs that enrich the lives of the residents of Washington State.

Scholarships to the Annual Meeting were also presented:

2011 Ellen Ferguson Student Scholarship

Megan Churchwell, Museology Masters Program Museum Studies Certificate Program, University of Washington

2011 Robert Gruhn Working Professional Scholarship

Sarah Frederick, Log House Museum/Southwest Seattle Historical Society

2011 Robert Gruhn Working Professional Scholarship

Scott Bartlett, Kitsap County Historical Society Museum

2011 Robert Gruhn Working Professional Scholarship

Samantha Lagge, Lake Chelan Historical Society

2011 SCHOLARSHIP WINNER FEEDBACK



WMA conference scholarship winners (left-right): Scott Bartlett, Megan Churchwell, Samantha Lagge, and Sarah Frederick.

I had a great time at the conference. I met many interesting people and look forward to working with many of you in the future. I learned many new ways to care for our collection, such as new preservation techniques and storage methods. I also learned about new methods for advertising and providing a tour for our guests.

I am using what I learned to better care for our collection and create more interesting displays. I am also using also beginning to work on using QR codes as advertising in the local hotels and businesses. I am also using the codes as a way to provide more information to visitors as they town the museum. I learned from problems that others have had in the past and am watching for problems such as insects and inspecting our collection more closely. I learned new methods that other museums are using to get more foot traffic to their facility. Some of the ways we are doing this is by increasing our presence in the community by participating in community events and doing more to encourage the schools in the area to visit our museum. We have developed a program that allows teachers to tell us what they are teaching and creating a lesson geared to their specific needs. This has driven more students into our building and they have come back with their parents wanting to show their parents what they saw. We also have one right a month we stay open late and we are open for free. I cannot wait to see everyone next year.

Samartha Lagge, Lake Chelan Historical Society
 Recipient of the 2011 Robert Gruhn Working Professional Scholarship

Washington Museum Association Workshop review

I attended both portions of Chris Fiala Erlich's "Small Budget, Big Inpact" sessions. At the Log House Museum we are preparing to design and install a new permanent exhibit, Telling Our Westside Stories, in our main exhibit gallery to open in Spring 2012. It will be my first major exhibit install at the Log House Museum, and the first one in my career that I will be in charge of. Exciting! I have experience with exhibit design and install at much larger institutions. Institutions where you write the label text and send it away to a mysterious workshop, and are then delivered a wonderful finished product. Definitely more of a Big Budget, Big Impact approach. At the Log House Museum we are all about stretching our budget dollars to the last penny. Chris's label making techniques and exhibit furniture building tips have already proven invaluable, with the added bonus of allowing for arts and crafts time. I am excited to try out her exhibit soundtrack tips to help create ambiance. We have never used a looping exhibit soundtrack before, and I think it could be a great addition to our galleries. I feel extremely lucky to have been awarded this scholarship. Without it I would not have been able to attend these sessions (in addition to the others that weekend), and would be delivering a less professional product.

Sarah Frederick,
 Log House Museum / Southwest Seattle Historical Society
 Recipient of the 2011 Robert Gruhn Working Professional Scholarship

The WML conference this past June was a wonderful opportunity to connect with colleagues, gather inspiration and insights on museum work, and make my first ever visit to Walla Walla. While my job entails both exhibitions and collections management, I chose to focus upon the exhibits and design sessions at the Walla Walla conference. In part, this is because we are currently working to revise our permanent exhibits at the Kitsap County Historical Museum. Each of the two-part sessions by Chris Fiala Ehrlich, and Andy and Peg Granitto, were timely and useful for my own work. Now, when examining our permanent exhibits, I am more comboritable balancing "history referred as "old small town history style." At the same time, I have some new and economical sources for the tools and components to create the end product. These workshops at the WML conference and we look forward more than ever to revised, engaging, and impacting exhibits.

Scott Bartlett, Kitsap County Historical Society Museum
 Recipient of the 2011 Robert Gruhn Working Professional Scholarship

As a recent graduate of the University of Washington's Masters in Museology program, I had not yet landed a job when I attended the WMA conference. I attended with the intention of absorbing every piece of information I could, since I didn't yet know where the coming months would take me. As a new professional, I find sessions such as the gathering of collection managers to be particularly helpful as I get to know my colleagues.

After attending last year's conference, I knew that this year's conference in Walla Walla would offer invaluable networking opportunities, and this was truly the case. By the end of the conference, I had a lead on a job opening, and less than a month later, I began working at MOHAI, packing the museum's collections for the upcoming move.

In addition to the informal networking opportunities that arose all week long, I found the very last session of the conference to be particularly helpful. Keeping the Gathered Objects Safe offered tips about making object supports that have served me well as I pack MOHLI's collections as safely as possible.

Megan Churchwell, Museology Masters Program Museum Studies Certificate Program, U.W.
 Recipient of the 2011 Ellen Ferguson Student Scholarship

ANNOUNCEMENTS

Washington State Historical Society Selects Jennifer Kilmer

as New Executive Director

TACOMA, Wash. – Jennifer Kilmer, a museum manager with extensive fundraising experience, has been selected by the Washington State Historical Society board of trustees to succeed David Nicandri as its new executive director. The board's recommendation has been approved by Governor Christine Gregoire.

Kilmer was the board's unanimous choice at a meeting held in Tacoma August 9. Nicandri is scheduled to retire October 7 after twenty-five years as head of the organization. Nicandri's career was highlighted by the construction of a new state history museum in 1996 that led to a civic renaissance in downtown Tacoma.

"David Nicandri has done a tremendous job of making our state's history far more accessible and interesting to far more people than ever before," said Society President Dan Grimm. "Jennifer Kilmer is uniquely qualified to achieve even more in the years to come."



Jennifer Kilmer

Kilmer has been executive director of the Harbor History Museum for the past eight years. She headed a five-year campaign that raised nearly \$12 million in public and private funds to build a new museum in Gig Harbor. Harbor Museum attendance has quadrupled since the new facility was completed last August.

"As the flagship historical organization in Washington, the Historical Society plays a critical role in collecting, preserving and sharing our state's rich history," said Kilmer. "David Nicandri has built a great foundation for all of us to build on and I'm honored to be chosen by the board of trustees to lead this great institution into the future."

Kilmer began her career as a grant manager for the Paul G. Allen Family Foundations in Seattle. She also served as the program officer for the Seattle Seahawks Charitable Foundation and worked on a variety of special projects including the development of the Science Fiction Museum at the Seattle Center.

"Jennifer brings to the state an outstanding set of qualities, experience, and impressive academic credentials," said Society trustee Charles W. Bingham, who led the executive director search. "I think she's the perfect successor to David Nicandri and has the ability to enhance the society's stellar reputation and expand opportunities for everyone to benefit from what the Society has to offer."

Reared in Kansas, Kilmer earned a bachelor's degree from Wellesley College in 1996. Upon graduation, she was awarded a prestigious Marshall Scholarship and attended the University of Oxford where she attained her master's degree.

The Washington State History Museum is located at 1911 Pacific Avenue in downtown Tacoma. Information, including visiting hours and admission prices, is available by calling 1-888-BE-THERE (1-888-238-4373) or by visiting www.washingtonhistory.org



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Alice Parman, Interpretive Planner
Spacesaver Northwest
WA State Housing Finance Commission
4Culture

NEW MEMBERS

Simone Auger • Scott Bartlett
Mr. & Mrs. Don Bauermeister
Waitsburg Historical Society
Helen Divjak • Susan Doyle
Anita Edwards • Maya Farrar
Sarah Frederick • Kellie Hedgers
Samantha Lagge • Annamarie Lavieri
Yvonne M. Lever • Spokane Valley Museum
Westport Aquarium • Randall Nelson
Anita Williams
Yakama Nation Cultural Heritage Center

SAVE THE DATE

Arts & Heritage Day at the Washington Legislature is schedule for February 1 and 2, 2012. This is your opportunity to meet with legislators and colleagues. We hope to see you there!



WMA Annual Conference in Seattle June 13 – 15, 2012 will be held at the Seattle Center, whi

will be held at the Seattle Center, which is celebrating its 50 year anniversary.

The WMA Board met and approved the title and theme for the 2012 WMA Conference, which is: "The Next 50: Innovation, Inspiration and Sustained Futures for Museums."

Eric Taylor is ready to take suggestions for conference sessions. Please contact him at eric.taylor@4culture.org.

Yakima, WA 98909 P.O. Box 10633 rəgnəssəM muəsuM AMW

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WMA MEMBERSHIP **BENEFITS ARE MANY...**

- cated to museum advocacy, Network of people dedieducation, and diversity. professional standards, clear communication,
- Reduced registration meeting conference, fee for WMA annual voting privileges for **Board election and** WMA direction.
- calendars, and job listings. articles, reports, photos, newsletter, including Museum Messenger

- legislative issues, updates, current museum topics e-Messenger internet job listings, and other news on important
- directory of Washington WMA website with a museums, resources, and regional news.

Institutional Members: Additional benefits for

- 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.

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(Fill out form at right)

WMA Membership Application

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

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\$10 Student	\$100 Business/Commercial
1 \$10 Senior, 62+	
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email	

to act as voting agent and who will receive the WMA mailings: For Organizational members, please name Representative

/Ms/Miss/Mrs)	,e)	/Ms/Miss/Mrs)	

Payment::

Membersnip dues	Additional tax deductible contribution	TOTAL (Check payable to WMA)
P	\$	₩

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!

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