

WASHINGTON MUSEUM ASSOCIATION

MUSEUM MESSENGER

Volume 22 / Number 2 • Winter 2012

MUSEUMS 2012 Museum Advocacy and Networking in 2012

ARTS
&
HERITAGE
DAY

**Plan to support Washington museums
in the coming year!**

Information on what you can do, inside.



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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.

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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:

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2012 Conference Local Arrangements:
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Advocacy & Legislative Liaisons:
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emessenger@washingtonstatemuseums.org

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



Message from the President

This newsletter is dedicated to Arts and Heritage Day and WMA's Annual Conference: two great ways to interact with your museum colleagues to make a better environment for Museums in Washington State. Arts and Heritage Day is just around the corner and I would like to personally invite you to participate in whatever way you can. The power of this joint day of advocacy is having the many voices of arts and heritage organizations come together to share the message of our value to our elected officials in Olympia. During the 2012 event presented by Washington State Arts Alliance and Washington Museum Association, we will kick off with an evening reception January 31 from 5 – 7 p.m. at the State Capital Museum in Olympia. This is an opportunity for arts and heritage supporters to interact with legislators and aides in a relaxed atmosphere over refreshments. Join us the following day, February 1st, for a series of events that begins with a 7 a.m. presentation on our issues at the Heritage Caucus, an orientation, visits with legislators and a lunchtime presentation. There is lots of support and guidance at the event for newcomers so please lend your support on January 31 and February 1st for Arts and Heritage Day!

If you would like more information on events, getting there or teaming up with others in your area, please contact our partners at Washington State Arts Alliance, info@wsartsalliance.org, 206-448-1909. Information is also available on-line at washingtonstatemuseums.org and wsartsalliance.org.

—Brenda Abney, President, Washington Museum Association

EDITORS NOTE: The wonderful photographs of the WMA 2011 Annual Conference in Walla Walla (in previous issue) were taken by Gary Beanland. Thank you Gary for your generous donation of time and talent to help us document the conference. We hope to see you in Seattle next June!

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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.

ARTS & HERITAGE DAY

February 1, 2012
on the Capitol Campus, Olympia

The Washington State Arts Alliance will partner again this year with the Washington Museum Association to hold the annual Arts & Heritage Day. Hundreds of arts and heritage statewide leaders will gather in Olympia to talk with their legislators about arts and heritage issues and share successes and concerns in our communities and schools. In the past years, we have successfully advocated for legislation that helps us continue the important work such as increased number of days that non-profit facilities can be rented to for-profit entities, extension of lodging taxes for the arts and culture, and inclusion of arts as a core subject in state education reform, and much more. Come and be part of this exciting day and an opportunity to meet and talk with your legislator!

Arts Alliance Role: The Arts Alliance provides the tools for advocates to participate fully and effectively. We will orient advocates on specific issues and provide most effective guidelines for meetings with legislators. The Arts Alliance has divided our state into regions that include one to six legislative districts. Volunteer Team Captains in each region coordinate appointments with legislators, meeting leaders and constituents to participate in each meeting with legislators, in order to ensure that the entire state is represented in Olympia on Arts & Heritage Day.

Your Role: Volunteer to be a Team Captain for your region or be a Prime Contact (meeting leader). Share stories of successes and articulate challenges for arts and heritage in your community. Effective advocates are organized, passionate, and articulate about the importance of arts and heritage in your community.

Preparing for Arts & Heritage Day

- Contact your Region Team Captain – Let your Team Captain know which legislator you would like to visit (legislators want to meet with people who live and/or work in their district). To find your legislator, go to <http://apps.leg.wa.gov/districtfinder/default.aspx>
- Gather Arts & Heritage gifts for your legislators - Posters, CDs, coffee mugs or T-shirts with arts/heritage logos all make excellent “Arts/Heritage Gifts” to present to your legislator on Arts & Heritage Day. Plan to present gifts on Arts & Heritage Day.
- Request that February 1, 2012 be declared as Arts & Heritage Day in your city - Contact your mayor’s office and provide a proclamation request. Arts Alliance will have sample.

On Arts & Heritage Day

- Bring Arts and Heritage gifts and informational brochures for legislators.
- Check in with Arts Alliance staff in the Columbia Room to receive your packet and name badge.
- Participate in an orientation session that morning, offered twice at 8:30am and 9:30am.
- Meet with statewide colleagues and participate in meetings with your legislators.
- Enjoy the luncheon with legislators in the Columbia Room. Noon program will also include speakers and performances.

Following Arts & Heritage Day: Call, write or e-mail your legislator to thank him or her for talking with your group. Reiterate any important points. Keep in touch with your legislator, especially when they are back in their home district office.

Check out the Arts Alliance website at wsaa.qwestoffice.net/arts_day.htm. Schedule of appointments and details about the event will be updated regularly.

Arts & Heritage Day SCHEDULE

February 1, 2012 • Capitol Campus, Olympia

- 7:00 A.M. to 8:00 A.M.** **Heritage Caucus** • Cherberg Building, A/B/C Room
- 8:00 A.M. to 3:00 P.M.** **Check-In Table** • Columbia Room, Legislative Building
- ALL DAY** **Meetings with Legislators** • (as scheduled)
- 8:30 A.M. and 9:30 A.M.** **Orientation** • Columbia Room, Legislative Building
Information review for meetings with legislators
- 11:45 A.M. to 1:00 P.M.** **Luncheon & Program** • Columbia Room, Legislative Building
Reading of Governor's Arts & Heritage Day Proclamation
Mark Gerth, Executive Director, Washington State Arts Alliance
Brenda Abney, President, Washington Museum Association
Kris Tucker, Executive Director, Washington State Arts Commission
Visits and greeting from State Legislators
Performances

THANK YOU FOR YOUR PARTICIPATION!



Arts and Heritage Reception JANUARY 31 from 5 - 7 P.M.

State Capital Museum

211 21st Avenue SW, Olympia WA 98501

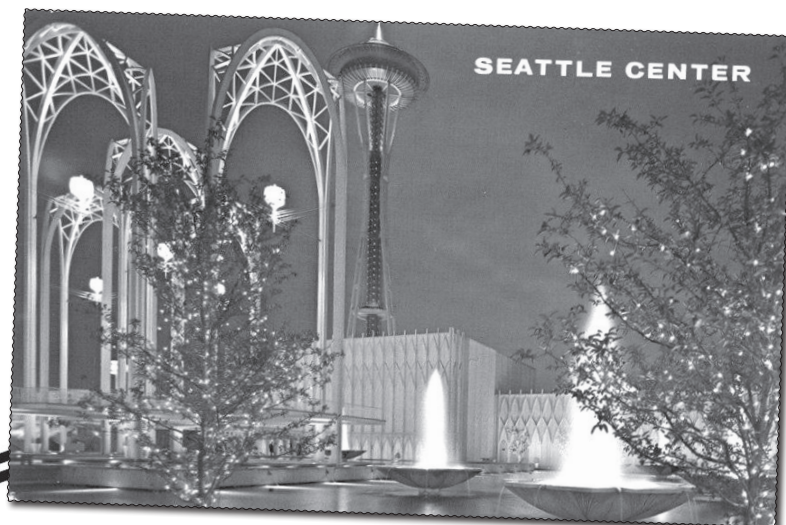
(One block off of Capitol Way on 21st Avenue. Located on 21st between Water Street and Columbia Street. 7 blocks south of the Capitol Campus. The museum is located in the historic Lord Mansion.)

The Washington Museum Association and the Arts Alliance invite all members, legislators and elected officials to an evening reception at the historic Lord Mansion, home of the State Capital Museum and Outreach Center. This gracious setting provides a backdrop for an informal gathering and a chance to talk with officials from around the state. Brief welcoming remarks will be presented by Washington State Arts Alliance Executive Director Mark Gerth, Washington Museum Association President Brenda Abney, Washington State Arts Commission Executive Director Kris Tucker and Washington State Historical Society Director Jennifer Kilmer.

All state legislators and elected officials have been invited to attend this reception. Please visit the WMA website for an invitation you can download, personalize with a note and send to your legislators. Let's get everyone together to talk about the vital role museums, and arts and heritage organizations play in communities across our state.

Thank you for your RSVP to attend

Information: Susan Rohrer (360) 586-0166 • Susan.rohrer@wshs.wa.gov



WMA Meets in Seattle! June 13–15, 2012

In early 1962, as the Space Needle's structural steel climbed to the sky, the Northwest eagerly awaited the opening of the Century 21 Exposition, the futuristic World's Fair that would put Seattle on the world stage. Now, in conjunction with the fiftieth anniversary of the fair, the Washington Museum Association has selected Seattle Center, the Century 21 site, as the venue for its 2012 statewide conference, and has tapped the fair's forward-looking vision for its theme, *The Next 50: Innovation, Inspiration, and Sustained Futures for Museums*.

The conference will take place from June 13-15, in and around the iconic structures that make up the vibrant Seattle Center campus. In the shadow of the landmark Space Needle, conference goers will participate in interpretive walks of the historic grounds and gather for the keynote address at the Experience Music Project Museum. The conference will provide other opportunities to explore the fair's lasting civic center legacy that has spawned theatre, ballet, opera, and museums such as EMP, Pacific Science Center and The Children's Museum. The Next Fifty, Seattle Center's six-month long commemoration of the fair's semi-centennial, will be in full swing during the conference, and will include a Century 21 retrospective exhibit, produced by the Museum of History & Industry. As an official partner with The Next Fifty, the WMA has even more in store for conference attendees.

Over the past fifty years, Washington's museum field has witnessed substantial change and exponential growth. But what will the next fifty bring? In posing that question, the WMA is counting on you to initiate the dialog about the past, present and future of museums by submitting a conference session proposal. Use the convenient form accompanying this newsletter.

Whether your involvement in the Washington Museum Association Conference is as session presenter or attendee, the 2012 meeting in Seattle offers numerous opportunities for information sharing and stimulating discussion with colleagues in the field. Come for the conference and experience Seattle exciting cultural environment.



The Maxwell Hotel Welcomes 2012 WMA Conference Attendees

The new Maxwell Hotel, just one block from Seattle Center, is offering reduced-rate lodging for the WMA. With conference sessions taking place in the Center's Northwest Rooms, the Maxwell is within easy walking distance of all events, and provides free parking and free Internet access. In addition, the Maxwell is including a roundtrip Monorail pass for each WMA guest. Room rates are \$125 + tax per night for single and double occupancy, and \$145 + tax per night for triples and quads. The WMA block of rooms will be held only until May 16, 2012, and space is limited, so book early by contacting the Maxwell Hotel toll free at 866-866-7977, or by e-mail at reservations@staypineapple.com. When reserving a room, be sure to note that you will be attending the Washington Museum Association conference.

SAVE THE DATES IN 2012

- | | |
|----------------|---|
| January 31 | Arts & Heritage Day Reception with Legislators at State Capital Museum, Olympia |
| February 1 | Arts & Heritage Day at the Legislature, Olympia |
| February 27-28 | American Association of Museum Advocacy Days in Washington, D.C. |
| April 22-24 | Washington State Arts Alliance Cultural Congress: New Directions in Yakima |
| April 29-May 2 | American Association of Museums Annual Meeting in Minneapolis/St. Paul, Minnesota |
| June 13-15 | WMA Annual Conference in Seattle, <i>The Next 50: Innovation, Inspiration, and Sustained Futures for Museums</i> |
| October 3-6 | American Association of State and Local History Annual Conference in Salt Lake City, Utah |

WMA Registrars and Collections Managers Start a New Tradition

Washington Museum Association is beginning a new tradition at our annual meeting. The Registrars and Collections Managers are putting together a day of volunteerism for members at one of the museums local to where the meeting is being held. Please watch for eMessenger announcement in the New Year for how you can sign up to volunteer or how you can apply to receive this grant of volunteers and materials. Any questions can be directed to Rebecca Engelhardt, Registrar/Collections Manager, Museum of Glass, reengelhardt@museumofglass.org.



NEW MEMBERS

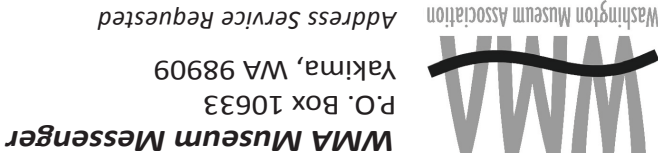
Aletheia Wittman • Allison Hoffmann
Amy Dygert • Andrea Michelbach
Anna Braden • Anna Leske
Ari Einbinder • Atlas Fine Art Service
Caitlin Steele • Carrie Plank
Colleen Lenahan • Crista Alejandre
Danielle Acheampong • Dylan High
Ellie Kleinwort • Emily Bailey
Eric LaPlant • Garrett Barmore
Hoonmee Yi • IRIS • Josephine Lee
Julia Hunt • Karma Tshering
Katharine Canning • Kaylan Petrie
Laura C. Hall • Mary Bond
Megan Earls • Megan Jablonski
Melissa Beseda • Nathan Herbaly
Nicole Ohlandt • Rita Allen
Rosaleen Rhee • Travis Windleharth
Zaira Arredondo Mata



BUSINESS MEMBERS

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that support us:*

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Artech Fine Arts Services
Atlas Fine Art Service
Donning Company Publishers
Chris Fiala Erlich, Exhibit Services
Kids Crystal Museum
One + Two
Exhibit Planning and Design
Paragon Research Associates
Alice Parman, Interpretive Planner
Spacesaver Northwest
Washington State
Housing Finance Commission
4Culture



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

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