

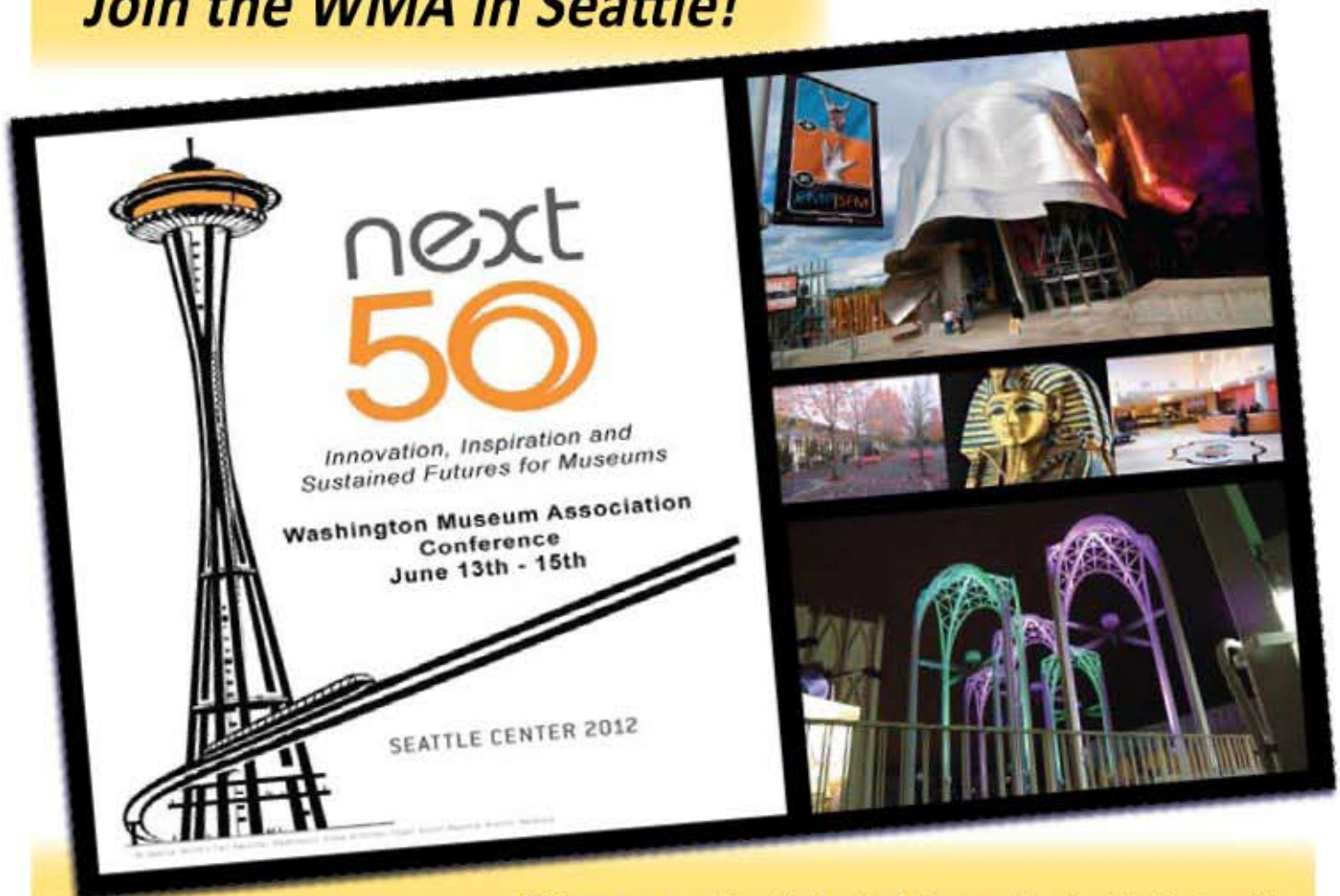
WASHINGTON MUSEUM ASSOCIATION

MUSEUM MESSENGER

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Join the WMA in Seattle!



Fifty years ago, Seattle hosted the world, when the Century 21 Exposition opened on acreage that is now Seattle Center. Over the course of six months, the 1962 World's Fair, with its space age theme, attracted nearly ten million visitors, and catapulted Seattle onto the international stage.

To commemorate the Fair's golden anniversary, the Seattle Center Foundation has organized **The Next Fifty**, a collaborative effort of citizens, businesses and organizations to acknowledge the past and present, while initiating a vision for the next half-century. The Washington Museum Association Conference, *The Next 50: Innovation, Inspiration, and Sustained Futures for Museums*, is an official event of The Next Fifty commemoration.

So much of what Seattle has become over the past fifty years is the result of the 1962 World's Fair. The cultural richness of the city and the region has grown from seeds planted at Seattle Center fifty years ago. The Center has been and continues to be an incubator for creative expression. Home to world-class museums, theatres, performances, festivals, and the city's globally recognized symbol, the Space Needle, Seattle Center remains a happening place. And for three day's in June, the 2012 WMA Conference will be in the center of that activity.

Contributing to this year's conference:

SANDRA D. JACKSON-DUMONT will offer the kickoff keynote address at EMP's JBL Theater on Thursday morning.

Sandra plays dual roles at the Seattle Art Museum (SAM), as adjunct curator in the Modern and Contemporary Art department, and the Kayla Skinner Deputy Director of Education and Public Programs. As Deputy Director she manages the educational and public programs for the Museum's three venues, a 9-acre sculpture park, an Asian Art Museum, and a 268,000 sq. ft. general museum. She also oversees SAM's Gwendolyn Knight/Jacob Lawrence Fellowship awarded bi-annually to black artists.

Prior to her appointment at SAM, Sandra held leadership positions at The Studio Museum in Harlem and the Whitney Museum of American Art, among other cultural organizations. Her practice centers on curating experiences and building bridges between museums and non-traditional art-going communities. She is most interested in issues of accessibility, resource sharing and the host of unpredictable ways that art, culture, history, identity, and community can open up discussions about policy, place, people and resources.



Sandra D. Jackson-Dumont

SUSAN HILDRETH will present a second keynote address at the WMA Annual Banquet at Intiman Playhouse on Thursday evening.

On January 19, 2011, President Obama appointed Susan Hildreth to be Director of the Institute of Museum and Library Services, where she will serve a four-year term. Prior to her appointment, she served as the city librarian in Seattle. She also served for five years as the State Librarian of California appointed by Governor Arnold Schwarzenegger. She served as city librarian and deputy city librarian for the San Francisco Public Library and directed several other libraries in northern California. She has been active in the American Library Association, serving as the president of the Public Library Association in 2006. She has an MBA from Rutgers University, an MLS from the State University of New York, Albany and a BA cum laude from Syracuse University. She began her career in New Jersey.



Susan Hildreth

ANDREW ANDONIADIS will present this year's preconference workshop on museum stores and retail on Wednesday, June 13.

Since 1992, Andrew has specialized in enhancing the profits of museum stores. He has been a featured workshop presenter at museum conferences throughout the United States, Canada, Australia and Europe.

In addition to consulting with over three hundred museums, Andrew designs museum stores, and conducts store assessments and on-site customer service and selling workshops. He also publishes the Profitable Times™ newsletter, available on his web site <http://www.museumstoreconsult.com/articles>, in which he has written about every aspect of museum store retailing. He has trained, motivated, and managed volunteers and employees for a wide range of museum store sales, buying and administrative responsibilities.

Andrew blends extensive, hands-on retailing experience with practicality, humor and a clear understanding of the goals and challenges of museum store management. His seminars reflect his passion for retailing and for your museum's success.



Andrew Andoniadis



**PRELIMINARY
PROGRAM**

next
50

*Innovation, Inspiration and
Sustained Futures for Museums*

**Washington Museum Association
Conference
June 13th - 15th**

SEATTLE CENTER 2012

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W elcome to the 2012 Washington Museum Association Conference,

Convening at Seattle Center, the site of the Century 21 Exposition, this year's conference acknowledges the fiftieth anniversary of the forward-looking world's fair by promoting a dialog that examines today's museum issues while exploring likely trends for tomorrow. You will find breakout sessions that reflect the conference theme from various perspectives in an array of relevant categories. We hope you will be inspired by these sessions presented by your museum peers.



The Northwest Rooms at Seattle Center, site of conference sessions.

Beyond the session presentations and panel discussions, the 2012 Conference offers attendees other exceptional and inspirational experiences. The Opening Reception at the Pacific Science Center includes a WMA exclusive viewing of the exhibit, *Tutankhamun: The Golden King and The Great Pharaohs*, in its final North American showing. This is open only to Early Bird Registrations so don't wait!



Pacific Science Center will offer an exclusive viewing of *Tutankhamun: The Golden King and the Great Pharaohs*.



After journeying back 3,000 years the first night, step into the next fifty the following morning at the futuristic EMP Museum as kickoff keynote speaker, Sandra Jackson-Dumont, motivates by example, citing her inventive work as Seattle Art Museum's Deputy Director for Education and Public Programs. The EMP Museum event in the JBL Theater includes presentations of the annual WMA awards and conference scholarships.



Experience Music Project and Science Fiction Hall of Fame.

The Next 50: Innovation, Inspiration, and Sustained Futures for Museums.

Join museum colleagues at the Intiman Playhouse for the annual banquet and dinner theatre historical performance of *The Future Remembered: The 1962 Seattle World's Fair and Its Legacy*. Banquet keynote speaker, Susan Hildreth, brings a national perspective as Institute of Museum and Library Services Director, leading the agency that allocates federal support for museums to advance innovation, lifelong learning, and cultural and civic engagement.

In a half-day, pre-conference workshop, museum store consultant, Andrew Andoniadis shares his expertise with *Keys to a Successful Museum Store*. Through service to clients from around the globe, Andrew has trained, motivated, and managed volunteers and employees for a wide range of sales, buying and administrative responsibilities. In this time of financial uncertainty for museum funding, the knowledge gained from this workshop may enhance earned income potential for your museum store.

For those not attending the workshop, the Museum of History and Industry and the Seattle Architecture Foundation are offering free World's Fair guided tours of the Seattle Center grounds. In addition, the new Bill and Melinda Gates Foundation Visitors Center is opening its doors to the WMA for tours of interpretive exhibits across the street from Seattle Center.

The 2012 Washington Museum Association Conference presents exciting events and meaningful content in a dynamic setting within a vibrant city. We hope you will enjoy all the Conference, the Center, and Seattle have to offer.



The iconic architecture of Pacific Science Center, legacy of the 1962 Seattle World's Fair.



The Bill & Melinda Gates Foundation Visitor Center.



The Maxwell Hotel, conference sponsor and host, offers discount lodging for conference attendees.

PROGRAM SCHEDULE

Wednesday, June 13, 2012

11:00 AM – 4:00 PM Registration San Juan Suite, Northwest Rooms, Seattle Center

12:00 PM – 4:00 PM Preconference Workshop San Juan Suite, Northwest Rooms

Keys to a Successful Museum Store

Presenter: Andrew Andoniadis, Andoniadis Retail Services

In these days of increasing costs and uncertain funding, museums need to call on all the resources available to maximize the profitability of their stores. The focus of the *Keys to a Successful Museum Store* workshop is on giving museum administrators, who are responsible for but not necessarily involved in the day-to-day operations of the store, a practical summary of benchmarks and components to be monitored and evaluated to assure the maximization of visitor satisfaction and revenue.

Who Should Attend: Museum administrators, staff, and volunteers with responsibility or involvement in managing and operating museum stores.

Preregistration required • Lunch is included in registration fee.

1:00 PM – 5:00 PM ***Seattle Center World's Fair Tours*** International Fountain Pavilion

Experience the cultural, architectural and historical legacies of the 1962 World's Fair on a 90-minute walking tour of the Seattle Center Campus, led by expert guides from MOHAI and the Seattle Architecture Foundation.

FREE • Preregistration required for tour times: 1:00-2:30, 1:30-3:00, 3:00-4:30, or 3:30-5:00 p.m.

1:00 PM – 5:00 PM ***Bill & Melinda Gates Foundation Visitor Center Tours***

View inspiring and informational exhibits about the work the foundation supports, featuring innovations and progress on some of the world's toughest challenges.

FREE • Preregistration required for tour times: 1:00, 2:00, 3:00, or 4:00 p.m.

4:00 PM – 6:00 PM Registration North Entrance, Pacific Science Center

6:00 PM – 9:30 PM ***Opening Reception*** Pacific Science Center

Attend an exclusive viewing of the exhibition

Tutankhamun:

The Golden King and The Great Pharaohs, featuring more than 100 objects from King Tut's tomb and ancient Egyptian sites.

Then gather with museum colleagues to enjoy beer, wine, appetizers and conversation.

Preregistration required



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Thursday, June 14, 2012

- 8:00 AM – 11:00 AM** **Registration** EMP Museum
- 8:00 AM – 9:00 AM** **Continental Breakfast** JBL Theater Lobby, EMP Museum
Come for pastries and coffee, where music, science fiction, and pop culture collide in Seattle.
- 9:00 AM – 10:00 AM** **Welcome & Awards** JBL Theater, EMP Museum
Christina Orr-Cahall, Director, Experience Music Project/Science Fiction Museum; Tracy Robinson, Director, Seattle Center Foundation; Brenda Abney, WMA President; and David Freece, WMA Scholarship and Awards Committee Chair
Share in the achievements of Washington's museums as WMA honors outstanding exhibits, programs, institutions, volunteers, and staff; and presents conference scholarships.
- 10:15 AM -11:00 AM** **Kickoff Keynote Address** JBL Theater, EMP Museum
Sandra Jackson-Dumont, Deputy Director for Education & Public Programs, Seattle Art Museum
Sandra's work at SAM over the past five years epitomizes the 2012 WMA Conference theme. She sees museums not just as storehouses of cultural artifacts, but also as lively centers where culture can happen now. She believes that museums need not be boring, but should involve their communities in "curating experiences," where the "street and elite" meet. Her contention is that, in order to preserve their legitimacy and relevancy, museums must take risks and engage audiences in new ways.
- 12:00 PM – 1:30 PM** **Lunch in Vendors Hall** San Juan Suite, Northwest Rooms
- Silent Auction Opens**
- 1:30 PM – 2:45 PM** **BREAKOUT SESSIONS** San Juan Suite, Northwest Rooms
- Make Your Mission Tangible: Engaging Visitors Through Retail**
Panel: Mary Christensen, Retail General Manager, Museum of Flight; DeVona Lang, Visitor Services Manager, Museum of History & Industry; Hanh Pham, Marketplace Manager, Wing Luke Museum of the Asian Pacific American Experience; Miriam Works, Principal, Works Consulting
Large or small, a museum store offers opportunities to animate an institution's mission and tell its story in ways not achieved by other methods. This session explores ways that a retail store engages, educates and inspires visitors of all demographics. Discussion includes product examples from local museums that enliven the museum experience.
- Logistical Lessons for a Move in Process**
Panel: Museum of History & Industry's Betsy Bruemmer, Collections Manager; Kristin Halunen, Registrar; Sarah Bishop and Allison Loveland, Collections Move Staff
MOHAI is moving its collections to a new storage facility and a new museum simultaneously. This session will explain the strategies employed to plan, pack and track artifacts going to two different locations while the current museum remains open.
- Traveling Exhibits: Connecting with Your Community**
Panel: Ellen Terry, Humanities Washington; Maria Pascualy, Washington State Historical Society; David Freece, Cowlitz County Historical Museum; Heather Trescases, Eastside Heritage Center; and Susan Tissot, Clark County Historical Museum
Besides fresh content, a traveling exhibit can provide opportunities for community collaborations and reaching wider audiences. Panel will provide examples of innovative partnerships, changed venues, and modified existing programs centered around a traveling exhibit. New opportunities for traveling exhibits will also be discussed.

2:45 PM – 3:15 PM **Coffee Break** in Vendors Hall

San Juan Suite, Northwest Rooms

3:15 PM – 4:30 PM **BREAKOUT SESSIONS**

San Juan Suite, Northwest Rooms

The Future of Museums: Trends that Impact the Future

Panel: Chuck Lennox, Cascade Interpretive Consulting LLC; Kris Morrissey, University of Washington Museology Program; and Leonard Garfield, Museum of History & Industry

Changes in our culture impact our daily lives. But how do or will these changes impact museums? Are we paying attention; and to what? How do we react? Hear from a panel of experts who will give us a vision of the future from their perspectives.

Storing Unique Artifacts

Presenter: Doug Keith, EMP Museum

This session features a step-by-step process used to build archival storage containers for EMP's large guitar collection. It also includes techniques for storing or shipping "unusual" artifacts and custom mannequin fabrication.

Reaching New Audiences Via Multi-Media Projects

Presenter: Ellen Terry, Humanities Washington; Dominic Black, KUOW-FM; and Michael Sullivan, Artifacts Architectural Consulting

Museums have interesting artifacts and amazing stories, but how to connect these treasures with new audiences? The Saga of the Satko Family, a depression-era family's journey from Virginia to Alaska, centering on a stop in Tacoma, became a multi-media website and nine-part public radio documentary. In addition to this technology reaching larger audiences, it can meet the needs of visitors with vision and hearing challenges.

5:30 PM – 9:30 PM

WMA Annual Banquet

Intiman Playhouse at Seattle Center

Dinner Program: **Book-It Repertory Theatre presents *The Future Remembered*,**

a historical performance about the 1962 World's Fair, adapted and directed by Annie Lareau, from the book by Paula Becker and Alan Stein.

Meet the civic leaders whose vision paved the way for Seattle to become the culturally rich community it is today.



1962 postcard

Keynote Speaker: Susan Hildreth

Institute of Museum & Library Services

Susan has been Director of IMLS since being appointed by President Obama in January 2011, after serving as Seattle city librarian, and prior to that, as State Librarian of California. With public revenue for museums undergoing significant change, Susan is in a unique position to speak to trends in federal funding and the outlook for the future.

Friday, June 15, 2012

8:00 AM – 9:00 AM Continental Breakfast

San Juan Suite, Northwest Rooms

9:00 AM – 10:15 AM BREAKOUT SESSIONS

San Juan Suite, Northwest Rooms

Exploring a New Model for Sustainability

Presenter: Betsy Davis, Center for Wooden Boats

How to optimize mission impact within financial constraints? How to choose activities to undertake? How to create a shared vocabulary with the board about tradeoffs? Session participants will learn to use a new lens to look at their own organization's sustainability.

Museum Photography: When to Do It Yourself or Hire a Pro

Presenter: Nathaniel Willson, Contract Photographer for SAM, EMP & Chihuly Studio

Explore object photography standards and how large and medium-sized museums should pursue photographic documentation of collections and update existing archives. Learn what types of projects can be done by non-photographers versus pros, as well as various equipment needed.

Using Artifacts in Education: Tying the Past to the Present

Panel: Dee Simon and Ilana Coe Kennedy, Washington State Holocaust Education Resource Center

This workshop session introduces hands on activities and curricula for taking primary sources to the classroom. Participants will learn about the latest techniques used in Holocaust education and making the past come alive for students and educators.

10:30 AM – 11:45 AM BREAKOUT SESSIONS

San Juan Suite, Northwest Rooms

Strategic Planning for Museums

Panel: Richard Beckerman, Museum Consulting Services; Cyndi Upthegrove, Highline Historical Society; and Susan Daniel, Kitsap County Historical Society and Museum

Strategic planning is a best practice and has gained ground in museums. In this session, two local museums discuss their experiences with Strategic Planning. A strategic planning process that increases staff and board member engagement will also be discussed. We will look beyond IRS checkboxes to the reasons to engage in strategic planning. Pitfalls and opportunities will be shared in the interactive parts of the session.

Risk Management for Disaster Planning

Presenter: Kara West, Balboa Art Conservation Center

Identifying and managing risks is the first step in creating a successful disaster plan. Prevention begins by determining particular hazards and vulnerabilities that threaten museums and collections. This session will help participants identify and assess their institution's risks as well as how to mitigate and control them. Hazard assessment types will be presented, including methods for self-study, peer review, and by first responders and insurance brokers.

The Cabinet of Curiosities: An Exhibit Model from the Past...for the Future

Presenter: Andy Granitto, Curator of Exhibits, Yakima Valley Museum; and Mike Siebol, Curator of Collections, Yakima Valley Museum

As museums strive for public appeal and patronage, we will rely increasingly on our most powerful tool and what sets us apart from the competition—*real stuff!* This session will show how odd collection objects (especially those that don't fit most storylines) can be exhibited in a way that entices, piques curiosity, and encourages learning. While most exhibits demand modern technology and trendy materials, a "Cabinet of Curiosities" requires just the opposite; and it can be produced easily and cheaply.

12:00 PM – 1:15 PM **Lunch and WMA Annual Meeting** San Juan Suite, Northwest Rooms

Election of Officers and Trustees, Washington Museum Association News, and Preview of the 2013 Annual Conference

Silent Auction Closes

1:30 PM – 2:45 PM **BREAKOUT SESSIONS** San Juan Suite, Northwest Rooms

Imagine: Looking Forward by Looking Back, A New History Curriculum

Panel: Patricia Filer, HistoryLink; Carol Buswell, National Archives and Records Administration; Wendy Ewbank, Seattle Girls' School; Jane Morton, Eastside Heritage Center; Patty Shelton, Bellevue School District; Tony Gomez, KCTS9; and Sarah Johnson-Rich, The Seattle Times Newspapers in Education

Using the 1962 World's Fair as a lens to view life 50 years ago, the *Imagine* curriculum challenges students to examine "Who were we? Who are we? Who will we be?" The curriculum compares and contrasts themes such as marketing, geography, popular culture, and the role of women. This session will demonstrate how partnering with other groups on high-profile projects provides opportunities to combine professional expertise and organizational resources.

Make Your Images Searchable with Embedded Metadata

Panel: Joseph Barreca and Sue Richart, The Heritage Network

Having thousands of images in a digital archive is worthless unless they can be found. Embedding metadata in each image makes them searchable and copyrighted even when downloaded to a desktop. Learn how to use Photo Mechanic to embed standard metadata in images, export metadata to files, rename and renumber images, and upload them into an Internet archive.

Future Museum Professionals: Addressing Current Museum Issues

Erin Bailey, Queering the Museum: Methodologies & Perspectives for Engaging & Exhibiting Queer— Ways to engage and exhibit queer culture in non-queer spaces.

Michelle DelCarlo, Being Resource-Full: Lessons Learned from the Pop-Up Museum— Creatively using existing resources to produce meaningful community experiences.

Winifred Kehl, Exhibit Design Philosophies & Approaches at Northwest Museums— Reflecting on differences between practices and new research about learners.

Mark Rosen, One on One: An Exploratory Study of Facilitated Dialogue— Exploring evaluation results of the Interpretive Guide Program at the Hirshorn Museum.

1:30 PM – 3:00 PM **BONUS**

Walking Tour of the Olympic Sculpture Park Olympic Sculpture Park Pavilion

Guides: Nicholas Dorman, Chief Conservator, Seattle Art Museum; Roger Waterhouse, Lead Field Technician, Artech

Meet at the Olympic Sculpture Park's pavilion for a first-hand account of how the park was developed. Enjoy the views while Nicholas Dorman and Roger Waterhouse take you on a walking tour of the park. Learn about the site's industrial past, the unique challenges of installing certain sculptures, and the museum's plans for the future. Tour is limited to 20 attendees, rain or shine.

Sign up at onsite conference registration table.



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