

WASHINGTON MUSEUM ASSOCIATION

WAMA

MUSEUM MESSENGER

Volume 24 / Number 1

Winter 2014

MARK YOUR CALENDARS FOR ARTS & HERITAGE WORKSHOPS, RECEPTION, AND ADVOCACY DAY IN OLYMPIA

ARTS & HERITAGE DAY

Join Your Colleagues Statewide for this Two-Day Event!

In conjunction with Arts & Heritage Day, the Washington State Historical Society is offering two workshops on Tuesday, February 4, in Olympia. Learn more about risk assessment and nonprofit media in advance of the evening reception at the State Capital Museum, and the daylong advocacy activities on the State Capitol Campus. Plan to spend the night in Olympia to make the most of all Arts & Heritage Day offers to the cultural community.

Deadline for Registration is January 30, 2014

(Arts & Heritage Day Workshops continued on page 3)

2014 Arts & Heritage Day SCHEDULE

TUESDAY, FEBRUARY 4, 2014

State Capital Museum

211 21st Avenue SW, Olympia

10:00-11:30 A.M. – **Risk Assessment for Small
Museums Workshop**, Coach House

1:00-3:00 P.M. – **Small Nonprofit Media 101
Workshop**, Coach House

5:00-7:00 P.M. – **Evening Reception with
Legislators**, Lord Mansion

WEDNESDAY, FEBRUARY 5, 2014

Capitol Campus, Olympia

7:00-8:00 A.M. – **Heritage Caucus**,
Cherberg Building, A/B/C Room

8:00 A.M.-3:00 P.M. – **Check-In Table**,
Cherberg Building, A/B/C Room

8:30 A.M. & 9:30 A.M. – **Orientation, Information
review for meetings with legislators**,
Cherberg Building, A/B/C Room

11:45 A.M.-1:00 P.M. – **Luncheon & Program**,
Cherberg Building, A/B/C Room

All Day – **Meetings with Legislators**,
as scheduled

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PRESIDENT'S MESSAGE



Eric Taylor – President, WaMA

Last fall, I joined a panel of presenters for the “Museum State Association Exchange” session at the Western Museums Association Annual Meeting in Salt Lake City. The dialog in that session demonstrated that the issues and challenges facing the Washington Museum Association are comparable to those of associations in other western states. The session’s main takeaway for me was the definition of advocacy as “telling your story every day.”

For Washington State’s cultural community, the key 2014 advocacy event, Arts & Heritage Day, is happening on February 4th and 5th. As a collaboration of the Washington State Arts Alliance, the Washington State Historical Society, and WaMA. Arts & Heritage Day offers information, training, professional development and social networking over two days in Olympia.

On February 4th, the WSHS is offering Small Museum Workshops: Risk Assessment for Small Museums and Small Nonprofit Media 101, in the State Capital Museum Coach House. Following the workshops that first day, the annual Arts & Heritage Day reception takes place in the State Capital Museum’s historic Lord Mansion. The reception offers opportunities to rub elbows with state officials, legislators, and fellow cultural workers in an informal, convivial setting.

Bright and early on February 5th, Arts & Heritage Day advocacy kicks off at Heritage Caucus in the Cherberg Building on the Capitol Campus with presentations by WaMA and the Arts Alliance. The Cherberg meeting rooms continue as headquarters for the comings and goings of culture advocates as they meet with legislators throughout the day. The enthusiasm generated when arts and heritage folks come together to tell their stories in that setting is infectious. Plan to come for both days in Olympia and experience the electric atmosphere for yourself!

– Eric Taylor, President, Washington Museum Association

Museum Messenger NEWSLETTER AD RATES:

Half Page (4 1/2" x 7 1/2") \$250	To Inquire or Purchase: contact <i>Museum Messenger</i> editor Joseph Govenick at j.govednik@fosswaterwayseaport.org .
One-Third Page (4 3/4" x 4 1/2") OR (2 1/4" x 9 1/4") \$125	
Quarter Page (3 1/2" x 4 1/2") \$100	Ad Preparation: for production requirements before sending your materials, please contact Andy Granitto at andy@yakimavalleymuseum.org .
One-Sixth Page (2 1/4" x 4 1/2") \$80	
One-Twelfth Page (2 1/4" x 2 1/2") \$55	

Opinions expressed in the articles within this publication are those of the authors and do not necessarily reflect the views of the WaMA. Unsolicited articles, photographs, and graphics are always welcome. WaMA reserves the right to edit material submitted.

(*Arts & Heritage Day Workshops*, continued from cover)

To register, contact Shanna Stevenson at: shanna.stevenson@wshs.wa.gov or phone 360-586-0171

ARTS & HERITAGE DAY WORKSHOPS, Tuesday, Feb. 4, 2014
Registration Required

Risk Assessment for Small Museums:

10:00 A.M. to 11:30 A.M.

State Capital Museum Coach House
 211 21st Avenue SW, Olympia, WA
 Cost: \$20.00, \$18.00 WSHS Members

Fred Poyner Digital Collections Curator at WSHS will present information on risk assessment from a Museum registration perspective. The workshop will cover topics like insurance for exhibitions and loans; proactively identifying risks in advance for special loans or transportation of artifacts; steps for safeguarding loaned items at the institutional level, and for traveling exhibitions as well.

Small Nonprofit Media 101

1:00 P.M. to 3 P.M.

State Capital Museum Coach House
 211 21st Avenue SW, Olympia, WA
 Cost: \$20.00, \$18.00 WSHS Members

For traditional advertising to make an impact it can take big dollars – more than most smaller museums and heritage organizations can afford. Learn how to leverage not only traditional media, but also social media and public relations to effectively spread the word about your organization with a much smaller investment. What’s worth your time? What are some tricks of the trade? Kimberly Ketcham, Marketing & Communications Director at WSHS, will present a variety of strategies for making the most of your publicity efforts.

Arts & Heritage Reception

5:00 P.M. to 7:00 P.M.

State Capital Museum/Lord Mansion
 211 21st Avenue SW, Olympia, WA
 Free, RSVP Required

A highlight of Arts & Heritage Day events is the annual recep-

tion at the Lord Mansion (State Capital Museum). Sponsored by Washington Museum Association with the Washington State Arts Alliance, and hosted by the State Capital Museum, this informal gathering offers an opportunity to connect with colleagues and officials from around the state in a convivial setting. RSVP to Susan Rohrer at: susan.rohrer@wshs.wa.gov or phone 360-586-0166 by January 27, 2014.

ARTS & HERITAGE DAY, Wednesday, Feb. 5, 2014

Arts and Heritage Day in Olympia kicks off with Heritage Caucus at 7:00 A.M. in the Cherberg Building on the Capitol Campus.

The purpose of the day is to meet with legislators and talk about arts and heritage issues in the current legislative session and cultural concerns in Washington communities and schools. In past years, the cultural community has advocated for issues such as increasing the number of days that nonprofit facilities can be rented to for-profit organizations, extending lodging tax revenue for arts and heritage, and including arts as a core subject in state education reform, and much more. The cost to attend the Arts & Heritage Day luncheon is \$10 and can be paid via the Washington State Arts Alliance website <http://wsaa.qwestoffice.net/arts-day.html>. Come and be a part of advocating for issues during the 2013 Legislative session!



The State Capital Museum, in the historic Lord Mansion

NEW LOGO! Same Great Association.



The new logo of the Washington Museum Association

For many years the Washington Museum Association’s logo used the letters “WMA”. This sometimes caused confusion between our state organization and the Western Museums Association. Often we would use terms like “Big WMA” and “Little WMA” to distinguish between these two organizations. After reviewing many graphics options presented by Andy Granitto of the Yakima Valley Museum, the agreement was to refer to our state association as WaMA and a logo similar to our previous brand was chosen. We feel that this better reflects our identity as a Washington State association and will avoid confusion between two different and exceptional professional associations.

2014 WaMA Annual Conference: *Getting Real in an Authentic Place*

The people of Port Townsend and Jefferson County enthusiastically invite you to attend the 2014 WaMA annual conference on June 18, 19 and 20. We are proud to be a National Historic Landmark District, a time capsule of Victorian architecture from our town's rowdy seaport days when it served as Puget Sound's port of entry and dreamed of becoming "The New York of the West." You may know that Port Townsend received the National Trust's "Great Main Street" and "Distinctive Destination" awards. But, you may not know that in recent years, Port Townsend has been ranked as one of America's "coolest small towns," "quirkiest towns," "best places to reinvent yourself," "best places to lose weight," "best ice cream," "best sea kayaking," "most romantic," "best outdoor towns" and, according to *Men's Journal*, one of America's "sexiest small towns"—so there's something here for everyone.

Perhaps we were most honored when *National Geographic Traveler Magazine* selected Port Townsend as one of the "most authentic" places to visit in the world. With that in mind, the conference theme will be "Authenticity: Real Things, Real Stories, Real Places." As museum professionals, we all collect and preserve those real elements of local heritage—things, stories and places. To some extent, our town will act as a laboratory for those museum-related experiences, surrounding us with authentic things, stories, and places. The conference will take place in historic military buildings at Fort Worden State Park. Activities will also take place throughout the community and surrounding countryside. Attendees will have a wide variety of lodging choices including houses on NCO Row, dorm-like barracks complete with foosball, an elegant B & B, historic hotels, and a modern motel. We'll keep you informed as more conference details are finalized, but mark your calendars now for a real experience in an authentic place.

—Bill Tennent, Executive Director, Jefferson County Historical Society



The houses on NCO Row at Fort Worden State Park (above) and the historic 1889 Waterstreet Hotel (below) are just two of the many lodging choices for the 2014 WaMA annual conference.



WaMA Offers StEPs Enrollment Support Program for 2014

Beginning in 2014, the Washington Museum Association [WaMA] will award full enrollment in the Standards and Excellence Program for History Organizations [StEPs] and one year's membership in the American Association for State and Local History [AASLH] to ten Washington-based organizations through a competitive application process.

StEPs is a voluntary, self-assessment program developed by the AASLH for small and mid-sized museums, historic houses, historical societies, and other history organizations. This self-study program uses assessment questions and performance indicators (Basic, Good, Better) to rate policies and practices in six standards sections: 1) Mission, Vision and Governance, 2) Audience, 3) Interpretation, 4) Stewardship of Collections, 5) Stewardship of Historic Structures and Landscapes, and 6) Management.

"Our Board and staff have been working our way through the StEPs program for the past year," said Cyndi Upthegrove of the Highline Historical Society. "We have found sections where we are already operating at the Better level, and others where we need to do quite a bit of work. Fortunately, AASLH provides a wealth of additional resources that we are finding useful. I would encourage everyone to take a look at StEPs because it is a great self-assessment tool to determine where you need to do the most work in your organization."

The primary tool used in StEPs is the 320-page workbook to help organizations assess policies and procedures, guide planning for improvements, and track progress. For program enrollees, the StEPs workbook is also available in electronic formats, and the StEPs website offers discussion groups, sample policies, forms, manuals, and other valuable resources.

Nonprofit history museums, historical societies, or historic houses which are located in Washington State and are current WaMA institutional members are encouraged to apply to the 2014 StEPs Enrollment Support Program. See the enclosed Guidelines and Application for more information or access them online at <https://docs.google.com/forms/d/1xoyallVmw1YC4ZCULgYr-zDbvIDXZq3z9khNlu4TVtE/viewform>.

Support preservation of museum collections in Washington State by joining a volunteer crew of collection professionals on May 17, 2014, as we welcome colleagues from across the nation for the AAM Annual Meeting.

Washington State Museums are excited to welcome the 7th Annual *Reinforcement Crew* Event that will take place on May 17, 2014 in conjunction with the upcoming American Alliance for Museums (AAM) Annual Meeting in Seattle.

The Registrars Committee of the American Alliance of Museums established the *Reinforcement Crew* Event in 2007 as a way for its members to give back to the museum community. *Reinforcement Crew* is a group of collection professionals who gather once a year just before the AAM Annual Meeting for an event in which they volunteer their time and expertise to assist smaller museums with collections-based projects. *Reinforcement Crew* was the inspiration for WaMA's *Registrars to the Rescue* event which has taken place in conjunction with our state's annual conference for the past two years.

Washington Museum Association is reaching out again to the registrars and collections specialists in the Western region in partnership with the Registrars Committee with an invitation to participate in the upcoming the *Reinforcement Crew*. **If you have expertise in collections care and will be in the Seattle area for the AAM's Annual Meeting or any other reason on May 17, this is a fantastic networking opportunity!** AAM will bring to our state thousands of museum professionals and a select few dedicated collections professionals who are willing to volunteer at museums in our communities.

The *Reinforcement Crew* committee has identified five potential locations in downtown Seattle and the surrounding area that will benefit from the program. If we have enough volunteers we will be able to complete projects in all five locations! Please consider joining the team.

If you are interested in volunteering for this event contact Rebecca Engelhardt at rengelhardt@museumofglass.org or Heather Kajic at hkajic@ushmm.org for more details.

We look forward to hearing from you.



Registrars to the Rescue at the Karschner Museum, Puyallup, 2012 (left) and the Clymer Museum, Ellensburg, 2013 (right).

Washington State Historical Society Annual Awards—Call for Nominations

The Washington State Historical Society invites nominations for its annual awards recognizing excellence in advancing the field of history in the State of Washington through writing, teaching, historic projects, understanding cultural diversity and voluntarism. Help honor those who work to advance the Society's mission "to make the study of history in Washington illuminating and inspiring" by nominating candidates for the following awards: David Douglas Award, Governor's Award for Teaching History in Washington State, Peace and Friendship Awards, and the Robert Gray Medal. Awards are presented each year at the Society's annual meeting next year in June 2014.

Nominations are due February 3, 2014.

For more information see: <http://www.washingtonhistory.org/about/awards/>

NOMINATIONS FOR 2013-2014 WASHINGTON MUSEUM ASSOCIATION BOARD OF DIRECTORS

Richard L. Castellano is currently Executive Director of the Island County Historical Society in Coupeville. Prior to joining the Society in 2006, Rick was General Manager for the Western Forest Industrial Museum/Mount Rainier Scenic Railroad in Elbe and Mineral, Washington. From 2000-2002, he served as Executive Director at Wolf Haven International in Tenino. For eight years prior to 2000, Rick held dual positions as Executive Director of Olympia Farmers Market and President of the Washington State Farmers Market Association. Rick received BA degrees in Music Education and Environmental Studies from Western Washington University in Bellingham. He is a featured speaker and attendee of numerous nonprofit and direct-marketing conferences, as well as being an ongoing participant in museum studies and conferences. ***Rick is nominated for a three-year term to the Board.***

Jacqueline Cook is Repatriation Specialist/Collection Manager in the History/Archaeology Program for the Confederated Tribes of the Colville Reservation, where she not only oversees all the repatriation activities of the Colville Tribes, but also serves as the Collection Manager for federal, state, and tribal archaeological collections curated in the Colville Tribal Repository. Jackie received her Master's degree from the University of Oklahoma and her BA from Central Washington University. Jackie's career in cultural resource management and museums spans thirty years. Before returning to the Colville Reservation, Jackie worked for the Umatilla Tribe in Oregon, the Washington State Capital Museum, and the Yakima Valley Museum. ***Jackie is nominated for a three-year term.***

Joseph Govednik, currently Curator at the Foss Waterway Seaport in Tacoma, was hired in March 2011, to care for collections and serve as volunteer manager. As the organization's needs have grown, he has assumed additional responsibilities curating exhibits, managing moorage and dock maintenance, and outreach/marketing to allied organizations in the Tacoma area. Before moving from the Bay Area to Washington, Joseph worked with the California Academy of Science, Lindsay Wildlife Museum, California State University Museum of Anthropology, and the National Japanese-American Historical Society. Joseph holds a BA in Sociology and Anthropology, and Master's degrees in Anthropology, Museum Studies, and Business Administration. He serves on the Tacoma Waterfront Association and Heritage League of Pierce County boards, and is co-state representative for the Registrar's Committee-Western Region. ***Joseph has been appointed to fill a one-year unexpired term.***

Cyndi Upthegrove is Managing Trustee for the Highline Historical Society in Burien, where, as a volunteer, she oversees the organization's operations and capital building campaign. Cyndi came to the Society after retiring as President of Seattle-based KC Enterprises, Inc., an international marketing and fundraising consulting firm. Beginning in 1992, Cyndi provided strategic planning, development and marketing support to nonprofit and for-profit clients. For eight years prior to KC Enterprises, Cyndi served on the professional staff at the Museum of Flight, where her duties ranged from Volunteer Coordinator to Marketing Manager, and included management and fiscal responsibility for the museum's annual airshow. She also represented the Museum as its registered lobbyist in Olympia, securing a \$1,000,000 challenge grant for exhibit development. ***Cyndi is nominated for a three-year term.***

Thank You Victoria Blackwell!

Victoria Blackwell has resigned her position on the WaMA Board of Directors to pursue an opportunity in Northern California. Victoria was elected to the WaMA Board in 2011 and has served as the association's Secretary for the last year. Victoria has gone above and beyond the call of duty in her service to WaMA, and Washington's heritage and museum community. After 13 years working as Curator of Exhibits and Collections with the Harbor History Museum in Gig Harbor she has decided to accept an opportunity in Sonoma County, CA. The WaMA Board of Directors will miss Victoria's passion for excellence and service to our museum community and wish her the best for her future in California. Thank you Victoria!

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2014
SAVE THE DATE

FEBRUARY 4
Risk Assessment and Nonprofit Media Workshops
State Capital Museum, Olympia, WA

FEBRUARY 5
Arts & Heritage Day, State Capitol Campus, Olympia, WA

FEBRUARY 24-25
Museums Advocacy Day 2014, Washington, DC

APRIL 28-29
Washington State Arts Alliance Cultural Congress, Seattle, WA

MAY 18-21
**American Alliance of Museums Annual Meeting
& MuseumExpo**, Seattle, WA

JUNE 18-20
Washington Museum Association Conference
Port Townsend, WA

SEPTEMBER 17-20
AASLH Annual Meeting, St. Paul, MN

OCTOBER 5-8
Western Museums Association Annual Meeting, Las Vegas, NV

WaMA Annual Conference Platinum Sponsor



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- Network of people dedicated to museum advocacy, professional standards, clear communication, education, and diversity.
- Reduced registration fee for WaMA 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.
- WaMA website with a directory of Washington museums, resources, and regional news.

Additional benefits for Institutional Members:

- Expanded website listing.
- Two conference registrations at WaMA rate.

Additional benefits for Business Members:

- An exhibit table at the annual conference.
- Recognition in the WaMA *Museum Messenger* newsletter.

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(Fill out form at right)

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

Name _____
(Mr/Ms/Miss/Mrs or Organization Name)

Title _____

Address _____

City _____ State _____ Zip _____

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email _____

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

(Mr/Ms/Miss/Mrs) _____

(Title) _____

Payment:

\$ _____ Membership dues

\$ _____ Additional tax deductible contribution

\$ _____ TOTAL (Check payable to WaMA)

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:

WaMA Membership Coordinator
P. O. Box 10633, Yakima, WA 98909