

WASHINGTON MUSEUM ASSOCIATION

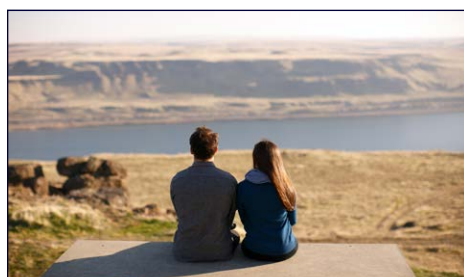
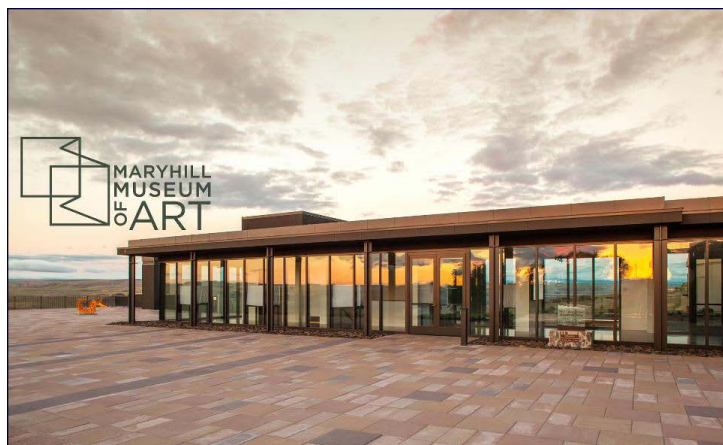
# MUSEUM MESSENGER

Volume 25 / Number 2

Spring 2015



**2015 WaMA Annual Conference**  
at Maryhill Museum of Art in Goldendale



**SEE YOU IN  
GOLDENDALE!**



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## The WaMA 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 WaMA mission is to promote increased professionalism in and communication among 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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## PRESIDENT'S MESSAGE

**Joseph Govednik, President, WaMA**

### *The True Meaning of Value...*

#### *Your WaMA Annual Conference*

In the spring of 2011, I moved to Washington to accept a position as Curator at Tacoma's Foss Waterway Seaport. Although I had lived in California for most of my life, I was excited to explore my environs. Still new to the area, a colleague told me about an upcoming museum conference in Walla Walla hosted by an association then known to me only as the "Little WMA." I was no stranger to the "Big WMA" (Western Museums Association) conferences, so I was eager to see what the Washington Museum Association could offer.

Connecting to my new professional community was important, so I headed to the "sunny side" of the state. Driving east across Washington made me realize how blessed we are to live here. What an amazing state we live in with diverse topography, snow-capped mountains, evergreens, high desert, "Pugetopolis," farmscapes, and yes, rain in all forms. My experience with the museum conference was much the same. It was love at first registration when I arrived. The Washington Museum Association impressed me with not just their programming, but their welcoming people. My first conference experience with WaMA convinced me to become a member, and from there I continued to see incredible value from the Washington Museum Association.

This year's conference in Goldendale will offer 15 educational sessions to choose from, lunch provided two days, networking opportunities, thought provoking speakers, and an evening reception... all for a C-note. This is an incredible value in a day where conference registration fees are often several hundred dollars. WaMA provides this service through our volunteer board of directors, corporate sponsorships, and host communities contributing in-kind donations to keep our costs down. In a limited budget non-profit world, the "Little WMA Annual Conference" comes through with affordable professional enrichment that is big on value.

So, join us in Goldendale at the Maryhill Museum of Art to reconnect with your peers this summer. Enjoy educational and professional growth and take in the scenic Columbia River Gorge while you imbibe the region's award-winning wines with your museum family. You may just want to extend your stay! I look forward to seeing you there this June 24-26!

Yours in Museums,

Joseph



# ARTS & HERITAGE DAY UPDATE

**Arts & Heritage Day 2015** was a great success thanks to your participation in this annual advocacy event! The promotion of Cultural Access Washington and the Heritage Capital Projects Grant were both high on the agenda this year.

On Arts & Heritage Day, March 4, 2015, the Senate passed the Cultural Access Washington bill (SSB 5463) with overwhelming support (44 to 4). As of this writing, Cultural Access Washington is anticipating a floor vote in the House of Representatives. Please watch Cultural Access Washington's Facebook page for up to the minute news.

The Heritage Capital Projects Fund (HCPF) is also awaiting legislative action. Of 39 applications in 2014, the HCPF Advisory Panel recommended a prioritized list of 31 projects and two alternates for a proposed \$10 million in funding (which is the maximum amount the state can fund under the statute which established the program in 1995, RCW 27.34.330 Heritage Capital Projects). Governor Inslee's proposed budget provides \$5 million in capital funds for 11 of the 31 proposed HCPF projects. The House of Representatives and the State Senate have each recently released their proposed budgets, both providing \$10 million to fund all 31 projects. The budget will be in conference, where the House and Senate budgets will be reconciled to produce the state's final budget. The session is scheduled to end on April 26, unless it goes into special session.



Advocacy group from South Central Washington districts 13, 14, and 15, pictured here with House Representative Matt Manweller. .



WaMA President Joseph Govednik at the Arts & Heritage Day advocacy luncheon.



The WaMA Board invites you to join them for the 2015 Conference at Maryhill Museum of Art.

## WaMA Calling

The Washington Museum Association is calling you for service... will you accept the charges? Do you want to make a positive difference in your professional community? Consider applying to become a member for the WaMA Board of Trustees. You can share your passion, expertise, and talents with others who are driven to the same goal: being the best state museum association we can be! You can contribute to the direction and build our 35 years of excellence. Please contact WaMA President, Joseph Govednik at [j.govednik@fosswaterwayseaport.org](mailto:j.govednik@fosswaterwayseaport.org) for more information.



**I'm incredibly honored to be joining you this June** at the Maryhill Museum of Art in Goldendale as the keynote speaker for the Washington Museum Association Annual Conference and could not be more thrilled about the conference theme: ***"Treasures of Washington Museums ...What are Yours?"***

While not a museum professional, I have been searching for and sharing the stories of museums for the past 25 years on local and national radio, in regional guidebooks, in a presentation that was part of the Humanities Washington Speakers Bureau program for two years and, most recently, in my book *Hidden Treasures: What Museums Can't or Won't Show You*, published by Globe Pequot, which profiled museums around the country.

After years of doing profiles of unusual museum collections and special exhibitions, it was a museum volunteer's offhand remark ("Honey, if you think all of this is great, you should see what we have in the back room...") that sparked the "aha" moment that got me focused on going behind the scenes to learn about objects visitors rarely or never get to see and to find out the many reasons, besides "no room" and "too fragile," why some of those objects stay in storage.

In putting together my recent book, I found some of my favorite objects in museums here in Washington. Beyond our borders I learned a great deal from a walrus skull in Alaska, a mummified thumb in Tennessee, a matchbox in Indiana, a pair of knickers in Ohio and the collection of condoms at the Smithsonian Institution in Washington, D.C.

I had to work up a lot of nerve to visit (and get my picture taken with) a truly scary doll in Kentucky, and I still can't believe I paid \$300 for the right to publish a picture of a (now) really ugly piece of cake from a wedding that took place more than 150 years ago.

I'll share these and other stories during my program, but I want to be sure we also learn about more treasures in Washington museums.



**Not all treasures are tangible. Dance pioneer Loïe Fuller** attracted the attention, respect and friendship of many French artists—a relationship which helped build the core of Maryhill's museum collection.



**Harriet Baskas with Jimmy,** a "truly scary doll" living in a museum in Kentucky.



Photos courtesy Harriet Baskas

### **...What Are Yours?**

*So here's my call-out:* please let me know if you'd like to share the story of an object in your collection that is rarely nor never shown to the public.

Perhaps it's something you wish you could put out but just can't for an intriguing, offbeat (or maybe silly or even shocking) reason. Perhaps it's a community favorite that was on view for many years but has been put away for some reason. Or maybe it's just something really cool that's rarely taken out of storage that allows us to talk about a piece of your community's history.

If you've got a story and an object to share, please drop me a note at [hbaskas@gmail.com](mailto:hbaskas@gmail.com) as soon as you can so we can figure out if your object can fit into the keynote program.

Looking forward to joining you all in June.

—Harriet Baskas, Keynote Speaker





Every place has a story. The Maryhill Loops Road continues to make history. The first asphalt road built in Washington State is now the site of North America's largest gravity sports festival.



Maryhill Festival of Speed

Photo by Jon Huey

## Pack Your Gloves!

***Registrars to the Rescue is going to the Washington Museum Association Annual Conference in Goldendale ...AND we need your help!***

For the fourth year in a row, the Registrars to the Rescue (R2R) team is partnering with Art Work Fine Art Services to bring together a team of trained professionals to volunteer on a special project in a wonderful Washington museum.

**We are seeking registrars or collections specialists to join us for one day at the WaMA Annual Conference in Goldendale. It is an excellent networking opportunity!**

R2R 2015 will feature a new twist, a workshop exploring the basic types of mounts, led by Maryhill Museum of Art's Collections Manager, Anna Goodwin. This year's R2R volunteer crew will be making mounts for Maryhill's Native American collection.

***Full workshop and project description in the Preliminary Program Schedule on page 6 of this newsletter.***

**For information or to register for the workshop and project, please contact:**

WaMA Registrars to the Rescue Committee,  
c/o Rebecca Engelhardt, Museum of Glass,  
1801 Dock Street, Tacoma, WA 98402

or email: [rengelhardt@museumofglass.org](mailto:rengelhardt@museumofglass.org)

or call: 253.284.4705

***Please contact the R2R team if you would be interested in sharing your knowledge of unique mount-making techniques!***



R2R 2013 team at Clymer Museum & Gallery, Ellensburg.



Custom mount built by Anna Goodwin for Jefferson County Historical Society at R2R 2014.



Example of cavity supports at Museum of Glass.

**R2R**

PRELIMINARY PROGRAM SCHEDULE

Wednesday, June 24, 2014

8:15 AM

**Breakfast**

Start your day with treats from St. John's Bakery, Loïe's Museum Café and Hood River Coffee Company. Free for registered conference participants.

9:00 AM–4:00 PM

***Registrars to the Rescue Mount-Making Workshop and Project:***

9:00 AM–12:00 PM    **Workshop**

**Presenter: Anna Goodwin, Maryhill Museum of Art**

Goodwin brings ten years of mount making experience, including coursework and training by conservator Helen Alten (Northern States Conservation Center) and as Ethnology Move Coordinator at Logan Museum of Anthropology. Workshop participants will learn how to assess objects for mount requirements and create individual mounts for objects including: enclosures (boxes), internal supports (padded forms/hangers), restraints (padded boards, rings), and recessed or cavity supports. The workshop will also include the opportunity to share techniques among colleagues.



1:00 PM–4:00 PM    **Project**

Following the workshop and lunch, the project team will prepare objects for relocation to Maryhill's Brim Family Research Center by building a variety of mounts to better preserve fragile objects. Participants may also make mounts for baskets, ceramic vessels, boxes for small objects, and padded hangers.

**The workshop is free**, but you must be available the full day from 9:00 AM to 4:00 PM. Conference registration is not required to participate, but **you must pre-register with R2R** by contacting Rebecca Engelhardt at: [reengelhardt@museumofglass.org](mailto:reengelhardt@museumofglass.org). | 20 Maximum

Lunch will be provided.

12:00 PM–4:00 PM

***Pre-conference Workshop: Evaluation 101***

**Presenters: Nick Visscher and Angie Ong**

This session will focus on the what, why, how, and when of audience research/evaluation. Audience members will reflect on current and prospective uses of evaluation in their own institutions, learn how to think intentionally about what success looks like to their audiences, and begin thinking about ways they can do evaluation themselves or connect with professional evaluators in the field.

Participants will learn the basics of developing strong program outcomes, discuss the pros and cons of different methods like surveys and interviews, and reflect on how they may begin to think about incorporating evaluation, or strengthen current evaluations, at their own organizations. Attendees will come away with practical tools for writing their custom outcome statements.

To facilitate some hands-on practice with the evaluation process, participants are encouraged to bring an example of a program or exhibit (current or future) from their institution.

\*FEE \$25 per person | 24 Maximum | Lunch included | Pre-Registration Required



## TOURS

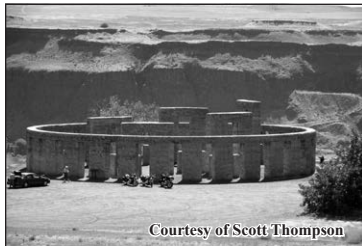
### 10:00 AM–12:00 PM ***Petroglyph Tour at Horsethief Lake, Columbia Hills State Park***

Join staff from Columbia Hills State Parks on a ranger-led pictograph tour at Horsethief Lake, located across the Columbia River from The Dalles. The tour includes a visit to Tsagagalal (She Who Watches), one of the best known pieces of rock art in North America. The park also has an exhibition of rock art recovered from nearby cliffs prior to the construction of The Dalles Dam.



**\*FEE: \$30 per person** | 24 Maximum | Tour lasts approximately 2 hours, including travel by bus from Maryhill Museum of Art and lunch. Trail is largely easy terrain, but does include a narrow rocky section that climbs through basalt rocks. Lunch will be provided.

### 12:00 PM–3:30 PM ***Maryhill Ranch Tour***



Courtesy of Scott Thompson



**Guides:** Marty Hudson, Klickitat County Weed Control Officer/Chair of the Museum's Ranchlands; Jackie Cook of the Confederated Tribes of the Colville Reservation; and Colleen Schafroth, Executive Director at Maryhill Museum of Art.

Tour Maryhill Museum of Art's 5,300 acre ranch. Originally created as a Quaker farming community, this working ranch includes cultural, historic and recreational sites. Visit the historic Maryhill Loops Road, Stonehenge Memorial, ranching operations, working wind turbines and much more. Includes a stop at the Maryhill Festival of Speed, North America's largest gravity sports festival.

**\*FEE: \$20 per person** | 24 Maximum | Tour lasts approximately 1 ½ hours. Bus tour with stops on the Maryhill Ranch and the Historic Maryhill Loops Road.

### 6:30 PM–8:30 PM ***Conference Opening Reception at Maryhill Winery***

Take in the breathtaking views from Maryhill Winery, the San Francisco International Wine Competition's 2014 Winery of the Year. Commemorate WaMA's 35th anniversary with Maryhill's award winning wines, an informal presentation, and heavy hors d'oeuvres.

**Free to registrants and their guests.**



# Thursday, June 25, 2015

8:15 AM

## Breakfast

Start your day with treats from St. John's Bakery, Loïe's Museum Café and Hood River Coffee Company. Free for registered conference participants.

9:00 AM–11:30 AM **Conference Welcome**

## Awards Presentation

Share in the achievements of Washington's museums as WaMA honors outstanding exhibits, programs, institutions, volunteers, and staff; and in presentation of conference scholarships.

## Keynote Speaker: Harriet Baskas



### ***Hidden Treasures in Washington's Museums***

Space restrictions allow most museums to display only about 10% of their holdings. However, there are also surprising political, philosophical, artistic, environmental and historic reasons why museums keep objects from view. Journalist Harriet Baskas will present a fast-paced, photo-filled and, at times, somewhat offbeat tour of Washington history through the stories of museum artifacts that are rarely – or never – shown to the public.

**Keynote Speaker Harriet Baskas** writes about airports, museums and a wide variety of other topics for msnbc.com, USATODAY.com, AAA Journey and other outlets. She also maintains two blogs: StuckatTheAirport.com and MuseumMysteries.com. She produced a major radio series on hidden museum artifacts that aired on National Public Radio, with Smithsonian-based historians as her advisers. Baskas has a master's in communication from the University of Washington and served as general manager for three community radio stations in Oregon and Washington. Baskas is the author of a half dozen books, and currently lives in Seattle.

12:00 PM–1:30 PM **LUNCH**

Vendors Hall

## Silent Auction Opens

### Lunch Conversation: Steven L. Grafe

### ***Eclectic is Not a Pejorative: Maryhill Museum of Art and Its Collection***

The ongoing commitment to diverse collecting areas is visible in Maryhill Museum's recent acquisitions, current exhibitions, and formal collecting plan. Its collection is as unique as the institution's colorful history and as remarkable as its singular location in the Washington landscape. Enjoy your lunch as Curator Steve Grafe shares the eclecticism of the museum's collection with us.

1:30 PM–2:45 PM **BREAKOUT SESSIONS**

### ***I Made This***

#### Panel: Monica Miller, Sarah Haven, Gallery One Visual Arts Center

Artist involvement is not just for auctions. Learn how Gallery One Visual Arts Center maintains its relevance by putting artists at the heart of all activities. From board development to professional development, taking care of the makers of the objects we steward is critical to our success. Join Monica Miller, Executive Director, and Sarah Haven, Retail Manager, for examples of artist involvement and the launch of their "I Made This" campaign.



### ***Recovering the Abyss***

**Panel:** Jo Wolfe, Karen Summers, Mari Densmore, Skagit County Historical Museum

What to do when your artifact storage is referred to as “The Abyss”? When staff and volunteers are afraid to open the door? Do “The Abyss Recovery Project”! This panel discussion by staff members of Skagit County Historical Museum will outline the planning, teamwork and fun that turned the Abyss into Bliss! Identifying artifacts, archival storage, and deaccessioning are just a few of the topics covered in this fun and informative presentation.

### ***Putting People First***

**Panel:** Hillary Ryan, Katie Phelps, Museum of Glass; Seth Margolis, Museum of Flight; Kimberly Keith, Independent Consultant

How do museums retain human capital, and what are some of today’s personnel challenges in the workplace? How can museum professionals keep themselves and their peers engaged and excited about their careers? This panel will look at ways that museum staff can implement putting their people first, through mentorships; intergenerational leadership; creating value statements; professional development; and inspiring a culture of creativity and play.

2:45 PM – 3:15 PM

**Break in Vendors Hall**

3:15 PM – 4:30 PM

## **BREAKOUT SESSIONS**

### ***Diversity, Tolerance, and Museum Audiences***

**Panel:** Nancy Salquero McKay and Cyndi Upthegrove, Highline Historical Society

What is the role of museums in a diverse society? This session provides a new way of understanding communities, and suggests how to use integrity in developing trust. How do we involve diverse communities in developing and sharing exhibitions, programs, missions, and planning?

### ***Deaccessioning Dilemmas***

**Panel:** Anna Goodwin, Maryhill Museum of Art; Sarah Samson, Renton History Museum; Allison Loveland, Museum of Flight

Representatives from various institutions share their experiences with such deaccessioning challenges as old loans, objects with no paper trail, objects “found in collection,” and others. Case studies will include Maryhill Museum of Art’s deaccessioning of its weapons collection, making a case for deaccessioning out-of-scope collections at the Renton History Museum, and determining when an object is a spare part or an artifact at the Museum of Flight. These case studies will provide a broad range of deaccessioning issues and how museum staff have dealt with them.

### ***Getting Personal: Raising Your Heritage Organization’s Visibility Using the Original Social Media (Face to Face)***

**Panel:** Clay Eals, Lissa Kramer, Southwest Seattle Historical Society

This session is a call of hope for heritage organizations seeking to engage their communities and achieve broad collaboration in the real world. Case studies will include the restoration, raising, and unveiling of an iconic totem pole, as well as a “This Place Matters” campaign to promote preservation of a 111-year-old community treasure. The presenters will also explore how to leverage participation to boost volunteer, in-kind, and financial support.

## WaMA ANNUAL BANQUET

Festivities begin on the Cannon Power Plaza at Maryhill Museum of Art and continue well into the night concluding at the Goldendale Observatory.

Authentic western cuisine | **\$40 per person** | Casual dress suggested.

4:00 PM – 6:00 PM

### Sun Viewing

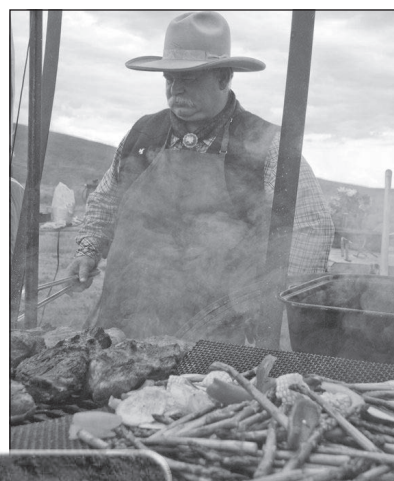
The sun is a fascinating living celestial body, but without proper protection, even a glimpse of it through a telescope or binoculars can be hazardous. Join staff from the Goldendale Observatory on the Cannon Power Plaza at the Maryhill Museum of Art to safely view the sun through special telescopes.



5:00 PM – 6:00 PM

### Brews and Wine

Enjoy a selection of regional wines and brews while enjoying some of the greatest views of the eastern Columbia River Gorge.



6:00 PM – 7:30 PM

### Paradise Rose Chuckwagon Dinner

Paradise Rose serves authentic western cuisine from a 1880s chuckwagon. Your cook, Rattlesnake Rod, and his sidekick Clair-Belle prepare mouthwatering meals using only old-fashioned techniques. Enjoy Old West ambiance and refreshments from the “Hanky Panky” bar.

7:30 PM – 8:30 PM

### An Hour with Woody Guthrie

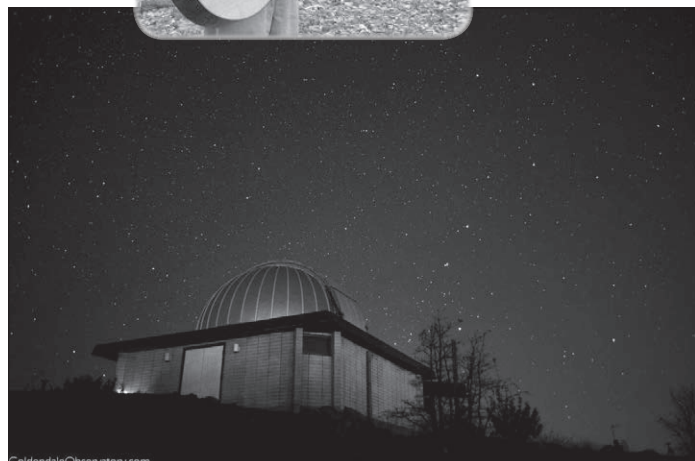
Join artist and singer Carl Allen as he presents the Columbia River Songs and other famous folk songs written by Woody Guthrie. Sing along to old favorites while you watch the mighty Columbia roll on...



9:00 PM – 11:30 PM

### Stargazing at the Goldendale Observatory

Located only 1 mile north of Goldendale, the Goldendale Observatory State Park is a 5-acre educational facility and International Dark-Sky Association certified Dark Sky Park. Please arrive no later than 9:30 PM to catch the full presentation and telescope views of sky objects. Dress appropriately for the outdoors.





## Friday, June 26, 2015

8:15 AM

### Breakfast

Start your day with treats from St. John's Bakery, Loïe's Museum Café and Hood River Coffee Company. Free for registered conference participants.

9:00 AM–10:15 AM

### BREAKOUT SESSIONS

#### ***Makerspaces at the Museum: Creating 3-D Interactive Exhibits for All***

**Presenter: Amanda Goertz, Future of Flight Aviation Center and Boeing Tour**

Panel members share their experience starting up the first makerspace in Snohomish County, including a 3-D printing lab utilized by our members. Makerspace members have included local high school kids who are interested in aerospace manufacturing, creative children who are learning to master 3-D drawing, and even a few grandparents who are co-creating whimsical items with their grand kids to entertain and educate. Come find out what steps they took to create this space and the Future of Flight's plans for it now and in the future.

#### ***Caring for Firearms in Museums***

**Panel: Joseph Govednik, Foss Waterway Seaport; Anna Goodwin, Maryhill Museum of Art**

This panel explores the special challenges surrounding the stewardship of firearms. Participants will provide insight into the proper storage, exhibition, identification, and care of weapons in museum collections, as well as discussing Washington state law as it pertains to firearms storage and display, with emphasis on understanding I-594—the recently passed initiative “requiring criminal and public safety background checks for gun sales and transfers”—and how the new law affects museum curatorial practices.

#### ***Heritage Capital Projects and Building for the Arts: Supporting Treasured Museums***

**Panel: Janet Rogerson, Washington State Historical Society; Lisa Toomey, Richland Public Facilities Office; Bill Cole, Washington State Department of Commerce**

While museums are essential in preserving and interpreting heritage treasures, they too are treasures that require care. The Heritage Capital Projects program supports the capital needs of organizations that interpret and preserve Washington's history and heritage, and the Building for the Arts program supports the capital needs of the performing arts, art museums, and cultural organizations. Hear about the two grant programs, their requirements and processes; consider potential projects; and learn strategies for crafting a competitive grant application. A case study of a recent heritage grant project will illustrate its exciting results.

10:15 AM–10:45 AM **Break in Vendors Hall**

10:45 AM–12:00 PM **BREAKOUT SESSIONS**

#### ***Incluseum Design Workshop***

**Presenter: Aletheia Wittman, Incluseum**

At this interactive workshop, teams of participants will collaborate to create a vision for their own “Incluseum,” an institution for which inclusivity and diversity are central to the mission. What new kinds of spaces and models emerge for being-a-museum when the core value is inclusion? How can we bridge ideals to action?

***Leveraging Interns in Collections Care***

**Panel:** Sarah Samson, Renton History Museum; Andrea Cohen Arenas, University of Washington Museology Program

Using the partnership between the Renton History Museum and UW Museology Program as an example, this panel will explore the creative ways museums can leverage interns to move collections work forward. Successful internships provide benefits to both sides while also improving the state of collections. Panelists will also explore the possibility of drawing students from less obvious fields, such as using computer science students to help digitize collections.

***Washington Stories Fund: Sharing Inspiring Stories Hidden in Your Community***

**Panel:** Ellen Terry, Humanities Washington; Joan Rabinowitz, Jack Straw Productions

2015 marks the first year that museums and other nonprofits can apply for the Washington Stories Fund, a grant that focuses on the little-known stories of people or groups in Washington State. Learn more about this opportunity and hear from Jack Straw Productions, the 2014 recipient, about how they worked with partners to create a compelling project.

**12:00 PM – 1:30 PM Lunch and WaMA Annual Meeting**

Election of Officers and Trustees, WaMA News, and Preview of the 2016 Annual Conference

**Silent Auction Closes**

**1:30 PM – 2:45 PM BREAKOUT SESSIONS**

***Connecting and Collaborating Beyond Borders: Working with Neighboring States' Museums***

**Panel:** Joseph Govednik, Washington Museum Association; Jason Jones, Western Museums Association; Heather Bouchey, Oregon Museum Association; Dulce L. Kersting, Idaho Association of Museums; Eric Taylor, Washington Museum Association

Large western state museum associations have unique challenges getting their members together. Hosting conferences in border areas is one great way to invite cross-state diffusion of ideas. How are Washington, Idaho, and Oregon addressing this issue, and how can these state museum associations collaborate toward common goals? Representatives from Oregon, Washington, Idaho, and the Western Museums Association will discuss these issues, and encourage comments and questions.

***NAGPRA Roundtable Discussion***

**Panel:** Jacqueline Cook, Confederated Tribes of the Colville Reservation; Angela Neller, Wanapum Heritage Center

Join an informal discussion regarding the Native American Graves Protection and Repatriation Act (NAGPRA). Share your “best practices” for implementation, consultation, thinking outside the box, and working within the spirit of the law. Through conversations we can identify shared problems and shared solutions.

***Fundraising 2015; Public Monies and Private Largesse***

**Panel:** Susan Rohrer, Washington State Historical Society; John Baule, Yakima Valley Museum

Learn innovative ways museums are funding programs from private donations and public funds. Are you serving on a local Lodging Tax Advisory Committee? Is your county providing funding from the Preservation Fund known as House Bill 1386? How can you work with local cultural groups to get those funds into the hands of museums that need them? Are you establishing the relationships that will lead to large gifts and legacy endowments? Speakers will present their success stories and provide a toolkit for expanding your institution's funding and reaching your financial goals.



**Register** now for the 2015 Annual Conference!

## **Treasures of Washington Museums ...What Are Yours?**

Goldendale, June 24-26, 2015

**Early Bird Registration and Lodging Deadline: May 18, 2015**

**Visit our website** for registration and lodging information:

<http://washingtonmuseumassociation.org/annual-conference/>

### **WAMA 2015 ANNUAL CONFERENCE LODGING OPPORTUNITIES**

#### **Quality Inn | Goldendale, Washington**

(509) 773-5881 | [www.qualityinn.com](http://www.qualityinn.com)

\$100 plus tax. Mention "Washington Museum Association" | Book by May 26.  
12 miles from Maryhill Museum of Art. Rest, relax and recharge from your travels at the Quality Inn & Suites hotel is minutes from Goldendale Observatory State Park, the Columbia River and Presby House Museum. Free breakfast, internet access and pet friendly.

#### **Celilo Inn | The Dalles, Oregon**

(541) 769-0001 | [www.celiloinn.com](http://www.celiloinn.com)

\$129 plus tax. Mention "Washington Museum Association" | Book by June 4.  
20 miles from Maryhill Museum of Art.

Celilo ("Sell-I-Low") is defined as the "echo of falling water", for the falls that existed over 50 years ago on the Columbia River. Boutique hotel featuring pillow top mattresses, 32" flat screen TVs, patio with fire pit and seasonal outdoor mineral water pool (heated to 82 F).

#### **Comfort Inn | The Dalles, Oregon**

(541) 298-2800 | [www.comfortinn.com](http://www.comfortinn.com)

\$115 plus tax. Mention "Washington Museum Association" | Book by June 4.  
20 miles from Maryhill Museum of Art. The Comfort Inn is located near the historic downtown area. Free breakfast, internet access, exercise room and indoor heated pool and hot tub.

#### **Fairfield Inn and Suites, Marriott | The Dalles, Oregon**

(541) 769-0753 | [www.marriott.com](http://www.marriott.com)

\$109 plus tax. Mention "Washington Museum Association" or book online for 6/24 & 6/25 and choose special rates. Use the following group codes: *wmawmaa* for a King at \$109; *wmawmab* for a Queen/Queen at \$109 | Book by May 24.  
22 miles from Maryhill Museum of Art. The Fairfield Inn & Suites, Marriott is ready to welcome you with amenities like thoughtfully designed guest rooms and suites that allow you to work and relax, including an indoor pool, exercise room, and free Wi-Fi throughout the hotel.

#### **Balch Hotel | Dufur, Oregon**

(541) 467-2277 | [www.balchhotel.com](http://www.balchhotel.com)

15% off regular rates \$89 - \$100 plus tax. Mention "Washington Museum Association"

32 miles from Maryhill Museum of Art. The Historic Balch Hotel is well worth the short jaunt off of the interstate. Unplug with no TV's, elevators, pets, or small children. Enjoy a glass of wine on the patio, lounge in the hammock, or visit in the parlor while gazing at Mt. Hood.



# WaMA 2015 Annual Conference

## SPONSORSHIP OPPORTUNITIES

<b>Mt. Rainier Sponsor \$2,500</b>	<ul style="list-style-type: none"> <li>• Your company banner provided for display at the conference</li> <li>• Verbal acknowledgement at the conference plenary &amp; on conference signage</li> <li>• Company name or logo in conference program and website</li> <li>• Ad/flyer insertion in conference packet (8.5" x 11" max. size; copy provided)</li> <li>• Table exhibit table space (6-8-ft, depending on conference vendor space )</li> <li>• Complimentary 1/2 page advertisement in two WaMA newsletters during the year</li> <li>• 3 complimentary conference registrations</li> <li>• 1 year complimentary Business Membership to WaMA</li> </ul>
<b>Mt. Baker Sponsor \$1,000</b>	<ul style="list-style-type: none"> <li>• Verbal acknowledgement at the conference plenary &amp; on conference signage</li> <li>• Company name or logo in conference program and website</li> <li>• Complimentary 1/4 page advertisement in two WaMA newsletters during the year</li> <li>• Ad/flyer insertion in conference packet (8.5" x 11" max. size; copy provided)</li> <li>• Table exhibit table space (6-8-ft, depending on conference vendor space)</li> <li>• 2 complimentary conference registrations</li> <li>• 1 year complimentary Business Membership to WaMA</li> </ul>
<b>Mt. St. Helens Sponsor \$750</b>	<ul style="list-style-type: none"> <li>• Verbal acknowledgement at the conference plenary &amp; on conference signage</li> <li>• Company name or logo in conference program and website</li> <li>• Complimentary 1/4 page advertisement in the fall WaMA quarterly newsletter</li> <li>• 1 complimentary conference registration</li> <li>• Ad/flyer insertion in conference packet (8.5" x 11" max. size; copy provided)</li> <li>• Table exhibit table space (6-8-ft, depending on conference vendor space)</li> <li>• 1 year complimentary Business Membership to WaMA</li> </ul>
<b>Mt. Olympus Sponsor \$500</b>	<ul style="list-style-type: none"> <li>• Verbal acknowledgement at the conference plenary &amp; on conference signage</li> <li>• Company name or logo in conference program and website</li> <li>• 1 complimentary conference registration</li> <li>• Ad/flyer insertion in conference packet (8.5" x 11" max. size; copy provided))</li> <li>• Table exhibit table space (6-8-ft, depending on conference vendor space)</li> <li>• 1 year complimentary Business Membership to WaMA</li> </ul>
<b>Mt. Spokane Sponsor \$250</b>	<ul style="list-style-type: none"> <li>• Verbal acknowledgement at the conference plenary &amp; on conference signage</li> <li>• Company name or logo in conference program and website</li> <li>• Ad/flyer insertion in conference packet (8.5" x 11" max. size; copy provided))</li> <li>• Table exhibit table space (6-8-ft, depending on conference vendor space)</li> <li>• 1 year complimentary Business Membership to WaMA</li> </ul>

### Foothills Sponsorships

- Sponsor the reception wine - \$250 (includes a 1-year business membership)
- Sponsor a coffee break (can be shared) - \$100
- Coffee sponsors do not receive a business membership

### Business Member

\$100 Annual Membership

- Network of people dedicated to museum advocacy, professional standards, clear communications, education, and diversity.
- Reduced registration fee for annual WaMA Meeting conference, voting privileges for Board election and WaMA 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.
- An exhibit table at the annual conference.
- Recognition in the WaMA Museum Messenger newsletter.





Dear WaMA Friends,

**It is Auction Time** for the Washington Museum Association! This year our silent auction will run throughout the conference from June 24 to June 26. For more than 15 years we have hosted an auction at our annual conference to benefit the Association and assist with our scholarship program. Please consider participating as either a donor or a bidder! You will find an auction donor slip in this edition of the newsletter. Please fill out the form, make a copy for your tax reference and return the signed copy to:

**Cyndi Upthegrove**, Secretary, Washington Museum Association  
[cyndiu@comcast.net](mailto:cyndiu@comcast.net) • P.O. Box 317, Seahurst, WA 98962

**Questions?** Call (206) 246-6354

Support the  
WaMA Conference Scholarship Program

# DONATE

Items & Experiences to the

## SILENT AUCTION

at the Conference

Donation Form in this Newsletter

# 2015

## SAVE THE DATE

**JUNE 24-26**  
**WaMA Annual Conference,**  
**Goldendale, WA**

**SEPTEMBER 16-20**  
**AASLH Annual Meeting, Louisville KY**

**SEPTEMBER 22-24**  
**IAM (Idaho Association of Museums),**  
**Moscow ID**

**OCTOBER 11-13**  
**OMA (Oregon Museums Association),**  
**Pendleton OR**

**SEPTEMBER 16-20**  
**Western Museum Association**  
**Annual Meeting, San Jose CA**



### BUSINESS MEMBERS

*support the businesses that support us:*

4Culture • Art Work Fine Art Services, Inc.  
Artech Fine Arts Services • Atlas Fine Art Service  
Friends of the Karshner Museum  
Historical Research Associates, Inc.  
Kelly Art Deco Light Museum • Kite & Nail, Inc.  
Minotaur Mazes • NRG! Exhibits, LLC  
Office of the Secretary of State  
Southwest Solutions Group  
Spotlight Impact LLC • STQRY  
Washington State Housing Finance Commission  
WEATHERHEAD Experience Design Group, Inc.  
Westport South Beach Historical Society  
Judy Wheeler • Workpointe • Works Consulting

### NEW MEMBERS

Beatrice M. Ball • Warner Blake • Alyssa Boge • Julie Broadbent  
• Neill Thomas Dillon • Chloe Dye • Danelle Eaton • Cascadia Art  
Museum • Adam Eisenberg • Kristin Galioto • Kerri Keil • Jaimie  
Luria • Andrea Michelbach • Candace Naisbitt • Jackie Peterson •  
Alexandra Reinken • Douglas Shearer • Southwest Solutions Group  
• Donald R. Tjossem • University of Washington Botanic Gardens •  
Westport South Beach Historical Society

### Museum Messenger NEWSLETTER AD RATES:

**Half Page** (4 1/2" x 7 1/2") **\$250**  
**One-Third Page** (4 3/4" x 4 1/2")  
OR (2 1/4" x 9 1/4") **\$160**  
**Quarter Page** (3 1/2" x 4 1/2") **\$135**  
**One-Sixth Page** (2 1/4" x 4 1/2") **\$90**  
**One-Twelfth Page** (2 1/4" x 2 1/2") **\$55**

**To Inquire or Purchase:** contact *Museum Messenger*  
editor Freya Liggett at [fliggett@cityofml.com](mailto:fliggett@cityofml.com).

**Ad Preparation:** for production requirements before  
sending your materials, please contact Andy Granitto  
at [andy@yakimavalleymuseum.org](mailto:andy@yakimavalleymuseum.org).

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

## WAMA MEMBERSHIP BENEFITS ARE MANY...

- 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.

**JOIN TODAY!**  
(Fill out form at right)

## WaMA Membership Application

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

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 \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_

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