



2015 WaMA Annual Conference

at Maryhill Museum of Art in Goldendale



June 24, 2015 • June 25, 2015 • June 26, 2015



PROGRAM SCHEDULE



Wednesday, June 24, 2015

PRE-CONFERENCE WORKSHOPS AND TOURS

9:00 AM–4:00 PM **Registrars to the Rescue Mount-Making Workshop and Project** Education Center

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.

12:00 PM–4:00 PM **Pre-conference Workshop: Evaluation 101** Meeting Room

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.

TOURS

Meet at bottom of Maryhill Museum entrance ramp

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.



2:00 PM–3:30 PM **Maryhill Ranch Tour**



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.

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

Cannon Power Plaza Tent

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

Cannon Power Plaza Tent

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

Cannon Power Plaza Tent



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.

A book-signing will follow the Keynote, on the Cannon Power Plaza.

12:00 PM–1:30 PM

LUNCH

Cannon Power Plaza Tent

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.

Thursday, June 25, 2015

1:30 PM–2:45 PM

BREAKOUT SESSIONS

I Made This

Education Center

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

Cannon Power Plaza Tent

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

Meeting Room

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

Cannon Power Plaza Tent

3:15 PM–4:30 PM

BREAKOUT SESSIONS

Diversity, Tolerance, and Museum Audiences

Cannon Power Plaza Tent

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

Meeting Room

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.

3:15 PM–4:30 PM

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

Education Center

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 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

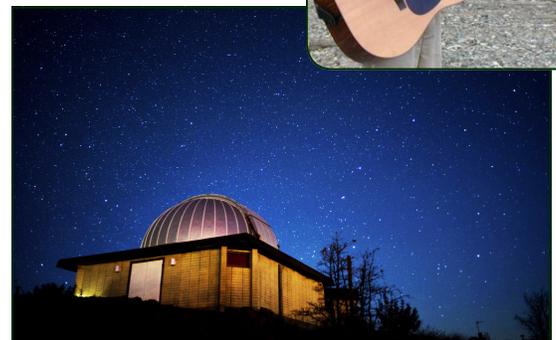
Join artist and singer Carl Allen as he performs the Columbia River Songs and other famous folk songs written by Woody Guthrie. Sing along to old favorites while you watch the mighty Columbia roll on...



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

Cannon Power Plaza Tent

Start your day with treats from St. John's Bakery, Loie'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

Education Center

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

Cannon Power Plaza Tent

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

Meeting Room

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

Cannon Power Plaza Tent

10:45 AM–12:00 PM

BREAKOUT SESSIONS

Incluseum Design Workshop

Cannon Power Plaza Tent

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

Meeting Room

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***

Education Center

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

Cannon Power Plaza Tent

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***

Education Center

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

Meeting Room

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

Cannon Power Plaza Tent

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.

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SEE YOU NEXT YEAR!