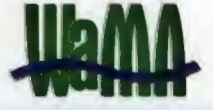




2016 WaMA Annual Conference



# PROGRAM SCHEDULE



ADVENTURES IN  
MUSEUMLAND  
June 22-24, 2016



# Wednesday, June 22, 2016

9:00 AM–4:00 PM

## **REGISTRARS TO THE RESCUE (R2R)**

**Tacoma Historical Society and Scandinavian Cultural Center at Pacific Lutheran University**

Calling all registrars and collections specialists! Volunteers at this year's Registrars to the Rescue workshop will tackle an ambitious project at TWO sites in Tacoma. Volunteers will split into teams to support projects at the Tacoma Historical Society or the Scandinavian Cultural Center at Pacific Lutheran University.

Registration for the Annual Conference is not required to participate in this event. You must be available on Wednesday, June 22, 2016 between 9am – 4pm. Lunch will be provided.

Contact: Rebecca Engelhardt at [rengelhardt@museumofglass.org](mailto:rengelhardt@museumofglass.org) or call (253) 284-4705



## PRE-CONFERENCE WORKSHOPS & TOUR

1:30 PM–3:30 PM

### ***Speaking History:***

***Exploring the WWI Centennial through Readers' Theater***

WSHM Lunch Room

**Presenter: Dr. Lorraine McConaghy, MOHAI**

This workshop explores the program opportunities that readers' theater can offer to your history organization. Readers' theater opens up newspapers, diaries, correspondence, song lyrics and much more, editing primary source materials to develop an engaging script for any historical topic. In this workshop, we will participate in an edited readers' theater program appropriate for the upcoming WWI Centennial, and we will also work through an introduction to the research and writing of your own script. Bring your history to life with theater!

\$15 / Pre-registration required; attendance limited to 35.

1:30 PM–3:30 PM

### ***Connecting Online—Making a Big Impact***

WSHM Activity Room

**Presenters: Diane Mettler, South Pierce County Historical Society; Chris Bivins, Spilled Ink Studios**

Learn from professionals a variety of ways to connect online through simple websites, blogging, Facebook and other social media. Attendees will come away with an understanding of what types of social media may work best for them and tips on how to effectively communicate. See how [EatonsvilletoRainier.com](http://EatonsvilletoRainier.com), through photos and simple blogging, has had 260,000+ views, connected lost relatives, and been used by both the Discovery Channel and PBS.

\$15 / Pre-registration required; attendance may be limited.

1:30 PM–3:30 PM

### ***Improving Performance in Your Museum Store***

WSHM Board Room

**Presenter: Miriam Works, Works Consulting**

Large or small, to operate at its best, your museum store must be run like a small business within your nonprofit organization. Whether you are planning to open a new store or simply want to improve your existing store, this presentation will provide ten useful and specific tips for ensuring your store performs to its highest capacity, contributes to your museum's mission, and helps keep visitors coming back.

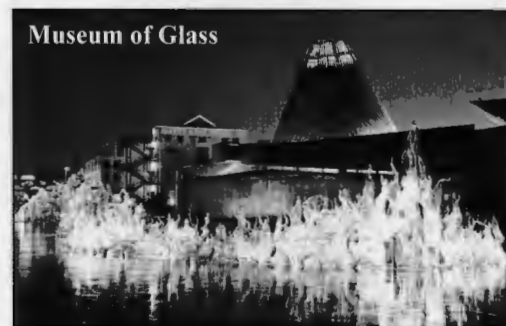
\$15 / Pre-registration required; attendance may be limited.

2:30 PM–4:00 PM

### ***Museum of Glass TOUR***

Don't miss your chance to get a sneak peek behind-the-scenes of Tacoma's Museum of Glass. Join Museum staff to learn about the innovative exhibitions in the galleries; watch world class visiting artists Dick Marquis and Nick Mount in the Hot Shop, the West coast's largest glassblowing facility; and learn about the art of fire with a tour of parts of the Museum regularly off-view to visitors

\$15 / Pre-registration required; attendance limited to 35.



## VENUES KEY

FWS = Foss Waterway Seaport    TAM = Tacoma Art Museum  
WSHM = Washington State History Museum    MOG = Museum of Glass

WEDNESDAY, June 22 • PRE-CONFERENCE ACTIVITIES, continued

6:00 PM–8:00 PM

## ***Welcoming Reception, Museum of Glass***

It gets curiouser and curiouser! Although the exterior is covered in diamonds, the Museum of Glass is the heart of the NW glass movement. Come play some flamingo croquet and celebrate the opening of the 2016 WaMA Conference with friends old and new, mad and madder! We promise, no one will lose their heads.



## Thursday, June 23, 2016

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

WSHM Auditorium

### ***Awards Presentation***

Share in the achievements of Washington's museums, as WaMA honors outstanding exhibits, programs, institutions, and staff. Celebrate your professional colleagues as we also present conference scholarships.



### **Keynote Speaker: Michael Sullivan of Artifacts, Inc.**

The Washington Museum Association is honored to have regional historian and preservation expert Michael Sullivan deliver the 2016 conference keynote address. As Principal and Historian of Artifacts Consulting Inc., Sullivan is regarded for both his authority in Tacoma history and ability to provide relevance to local historic preservation efforts.

**Michael Sullivan** has been practicing and teaching Historic Preservation methodology in the Pacific Northwest for over 30 years. He has been at the forefront of local preservation issues, policies and projects. At Artifacts Consulting Inc. he has instituted a focus on preservation policy that focuses on architectural treatments, investment tax credit strategies, and historic resources regulatory compliance.

Sullivan is a Past President of the Washington Trust for Historic Preservation, and currently serves as an Advisor from Washington State to the National Trust for Historic Preservation. In 2012 he was elected to the Advisors Executive Committee of the National Trust for Historic Preservation and is chair of the Public Policy Committee. He is an adjunct faculty member at the University of Washington Tacoma and serves on the grants committee for Humanities Washington.

**We are pleased to welcome Michael Sullivan as our guide through "Adventures in Museumland."**

12:00 PM–1:30 PM **LUNCH at Tacoma Art Museum**

**Silent Auction Opens**

***Welcome by Tacoma Art Museum***

**Vendors' Round Robin Intro**

**Lunch Conversation:**

**Cultural Access Washington Overview  
with David Fisher**



The view from the mezzanine  
at Tacoma Art Museum

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

**(1) *Preservation and Diversity:***

***Saving a Unique Japanese-American Bathhouse***

WSHM Board Room

**Presenters: Linda Van Nest, Neely Mansion Association; Hilda Meryhew, Neely Mansion Association**

In 1929 Shigeichi (Jack) and Shimanoko (Sachi) Hori leased the Neely Mansion property in Auburn, WA and constructed a traditional bathhouse for their family's use. Together we will walk through the journey of bringing back this unique 1930's Japanese-American bathhouse from ruin to restoration. Through photos and discussion, you will take the journey with us!

**(2) *How to Create a Multi-Generational Volunteer Family***

WSHM Mezzanine

**Presenters: Chris Erlich, Fort Nisqually Living History Museum; Lane Sample, Fort Nisqually Living History Museum**

Fort Nisqually Living History Museum has a multi-generational volunteer corps that is dedicated, knowledgeable, and enthusiastic about interpreting history to the public.

They are also an affectionate and welcoming family. In this session, the FN staff shares how the small museum developed the program by establishing education programs that engage children and teens, encouraging volunteer ownership and responsibility, and creating volunteer recognition and other traditions that both support and bond the group together. The session will end with a discussion about how this formula, developed at the living history museum, could be used in traditional museum settings.

**(3) *Social Media for Small Museums***

WSHM Auditorium

**Presenters: Myles Lasco, Tacoma Art Museum; Alex Carr, Museum of Glass**

This session covers a variety of quick and easy-to-implement strategies intended to jumpstart the social media marketing efforts of small museums. Two presenters cover several topics using real-world examples from their respective museums (Museum of Glass and Tacoma Art Museum). The presentation is intended for institutions with limited digital marketing staff. Larger institutions will appreciate a selection of creative and proven ideas. Join us for a fun and informative talk.

**(4) *The Creative Economy, Creative Jobs & Creative Districts***

WSHM Activity Room

**Presenter: Karen Hanan, ArtsWA**

The Creative Economy is a leading economic force in our country and also in Washington State. Learn how it works and how your area stacks up against others in terms of creative jobs. Then discover what a Creative Districts program could do for your community as it provides tools and resources to stimulate and revitalize a downtown or other defined area. Maybe your museum or arts and heritage organization can be part of an upward movement in the community you call home?

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

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

**(1) *Making Assessments Work for Your Museum***

WSHM Activity Room

**Presenters: Sarah Samson, Renton History Museum; Elizabeth P. Stewart, Renton History Museum; Erica Maniez, Issaquah History Museums**

This panel will explore the ways museums can get the most out of assessments offered by the American Alliance of Museums, Heritage Preservation, and others. Providing viewpoints from both sides of the relationship (peer reviewer and museum), we will explore the assessment process, including the importance of pre-assessment self-studies and tips for getting most out of the site visit. Panel members will also discuss the uses of assessment reports in creating workplans, gaining grant funding for projects, and others.

**(2) *Culture and the Common Core***

WSHM Board Room

**Presenters: Holly Stewart, Job Carr Cabin Museum; Kate Dorr, Washington State History Museum**

How can cultural museums remain relevant in the era of Common Core? Learn about museum education programs that connect with Common Core learning standards. Identify ways that your art or heritage museum can be an asset for teachers in today's learning environment.

**(3) *Cultivating New Audiences OUTSIDE of the Museum***

WSHM Auditorium

**Presenters: Freya Liggett, Moses Lake Museum & Art Center; Bill Tennent, Jefferson County Historical Society; Ellen Terry, Humanities Washington**

This panel will survey programs aimed at building social capital OUTSIDE of the confines of the museum. The goal of such programming is a long-game approach aimed at making connections with non-visitor communities on their own "turf." Long term payoffs include increased diversity in museum connections, creativity in museum practice for staff and perhaps the 'holy grail' of increased overall visitorship. This panel should be of particular interest to small museums wanting to make a case for allocating limited resources outside of their walls.

**(4) *Building a Youth Advisory Board: Successes and Challenges***

WSHM Mezzanine

**Presenter: Emily Turner, MOHAI**

Three years ago the Museum of History & Industry (MOHAI) created a youth advisory board to provide a space for teens to design their own events. Since then, the program has evolved to include behind-the-scenes learning opportunities, diverse projects, and collaborations with other museum youth councils. Come hear what has worked (and what hasn't!) for staff and teens in the early years of this program.

## EVENING RECEPTION

### Water Taxi to the Foss Waterway Seaport



Foss Waterway Seaport

6:00 PM–8:30 PM

Take a water taxi up the Thea Foss Waterway to the Foss Waterway Seaport,

Tacoma's Maritime Museum, for the annual banquet, drinks and a tour of the exhibits.

A major renovation project at the Seaport is almost complete, and we are excited to welcome visitors to its maritime exhibits, environmental science programs, and heritage boat shop. More exhibits will be installed later this summer, so enjoy our work in progress! The water taxi will depart/return at the Museum of Glass. Those with challenges boarding vessels from a dock or climbing stairs are encouraged to drive. (Directions provided online).

\$50 / First 122 persons to register will be able to take the water taxi to the Seaport! So register early to ensure you don't "miss the boat!"

## Friday, June 24, 2016

9:00 AM–10:15 AM **BREAKOUT SESSIONS** at WSHM

(1) ***Deaccessioning for Small Museums:***

***Making It Manageable with Limited Resources***

WSHM Board Room

**Presenters:** Hilary Pittenger, White River Valley Museum; Sarah Samson, Renton History Museum

Learn how other small institutions have accomplished deaccessioning projects and incorporated deaccessioning into their regular collections care practices. Special topics include identification and disposal of hazardous waste in collections, finding new homes for your deaccessioned objects, and how to add deaccessioning into everyday collections work without breaking the bank (or your collection manager's spirit).

(2) ***From Coexistence to Collaboration:***

***Partnership Possibilities between Libraries and Museums***

WSHM Auditorium

**Presenters:** Bonnie Wright, Museum of Glass; Britt Board, Tacoma Art Museum; Jaime Prothro, Pierce County Library; Kristine Countryman, Pierce County Library—University Place; David Domkoski, Tacoma Public Library; Anne Salyer, University of Washington—Tacoma Library

Partnerships between libraries and museums can take many forms. This session will explore some innovative and inspirational ways Museum of Glass and Tacoma Art Museum have collaborated with and supported library systems.

(3) ***Promoting Your Museum on a Shoestring***

WSHM Mezzanine

**Presenters:** Christina Claassen, Whatcom Museum; Hillary Ryan, Museum of Glass; Barbara Cox, San Juan Island Museum of Art

Marketing your museum doesn't have to cost an arm and a leg. Learn about some museum marketing campaigns that have reached new audiences and increased attendance to small museums.

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

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

- (1) ***Planes, Trains, & Automobiles: The Care and Feeding of Heavy Iron*** WSHM Mezzanine  
 Presenter: John Larson, Polson Museum

Whether you're now caring for a hangar full of aircraft and a fleet of cars or simply considering accessioning that first hunk of old heavy metal, join Polson Museum Director John Larson as he explores both the joys and pitfalls of handling and maintaining large artifact collections. Larson will share his research on best (and worst) practices at various museums across the country as well as discuss his first-hand experience in developing the Polson's Railroad Camp, a working exhibition space devoted to the care and feeding of large logging and sawmilling artifacts.

- (2) ***Creative County-wide Partnerships*** WSHM Activity Room

Presenters: Joseph Govednik, Foss Waterway Seaport; Sue Scott, Lakewood Historical Society; Elisabeth Ward, Scandinavian Cultural Center; Freya Liggett, Moses Lake Museum & Art Center

Find out how museums, historical societies, and cultural organizations are collaborating and working together to pool their resources. Creative county-wide partnerships can strengthen your local organization and help you reach new audiences. Be inspired by these innovative models of cooperation.

- (3) ***Change from Within: Building Racial Equity*** WSHM Auditorium

Presenters: Priya Frank, Seattle Art Museum; Regan Pro, Seattle Art Museum

We will explore the rebuilding of an institutional culture that brings racial equity to the forefront of all roles at the museum. Through personal reflection and collaborative change, we will conceptualize how space, staffing, programming, exhibitions, and communications can address inequity inside and outside of the museum. Consequently, the museum recognizes inclusion of diverse voices, identities, and experiences as integral and often missing components of museum practices and structures.

- (4) ***Meeting National Standards: Accreditation and StEPS for the Small Museum*** WSHM Board Room

Presenter: Kathrine Young, Puget Sound Navy Museum

For small museums, taking on the American Alliance of Museums' Accreditation process or the AASLH StEPS Certificate Program can seem daunting. How does a small staff manage everyday duties while addressing the required materials needed to meet national standards? Come explore how one small museum with a staff of four approached the process, prepared for, and gained AAM accreditation within five years, and how a small Historical Society achieved several certificates in the AASLH StEPS Program.

12:00 PM–1:30 PM **General Session Lunch and WaMA Annual Meeting** Tacoma Art Museum (TAM)

Election of officers, WaMA news, and Preview of the 2017 Annual Conference in Richland, WA

**Silent Auction Closes**

1:45 PM

**Conference is adjourned.** Please enjoy the Tacoma Art Museum and explore the galleries and new wing highlighting the Haub Family Collection of Western Art; admission is included, compliments of the Tacoma Art Museum.



The Haub Family Collection of Western Art at Tacoma Art Museum

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Support the WaMA Conference Scholarship Program

**BID EARLY AND OFTEN**  
at the  
**SILENT AUCTION**



## CONGRATULATIONS

to all the 2016 WaMA Award and Scholarship winners!

- 2016 Award of Exhibition Excellence • Neely Mansion
- 2016 Award of Individual Excellence • Charles Fisher
- 2014 Award of Project Excellence • Job Carr Cabin Museum
- 2016 Registrars to the Rescue Award • Scandinavian Cultural Center, Pacific Lutheran University
- 2016 Registrars to the Rescue Award • Tacoma Historical Society
- 2016 Board Award of Excellence • Eric Taylor
- 2016 Board Award of Excellence • Wanapum Heritage Center
- Ellen Ferguson Student Scholarship • Catherine "Erin" Salthouse and Alaria Sacco
- Robert Guhn Working Professional Scholarship • Kristin Fabry, Mason County Historical Society
- Gus Norwood Volunteer Scholarship • Julie Coulter, Henry Art Gallery and Nordic Heritage Museum