Authenticity:

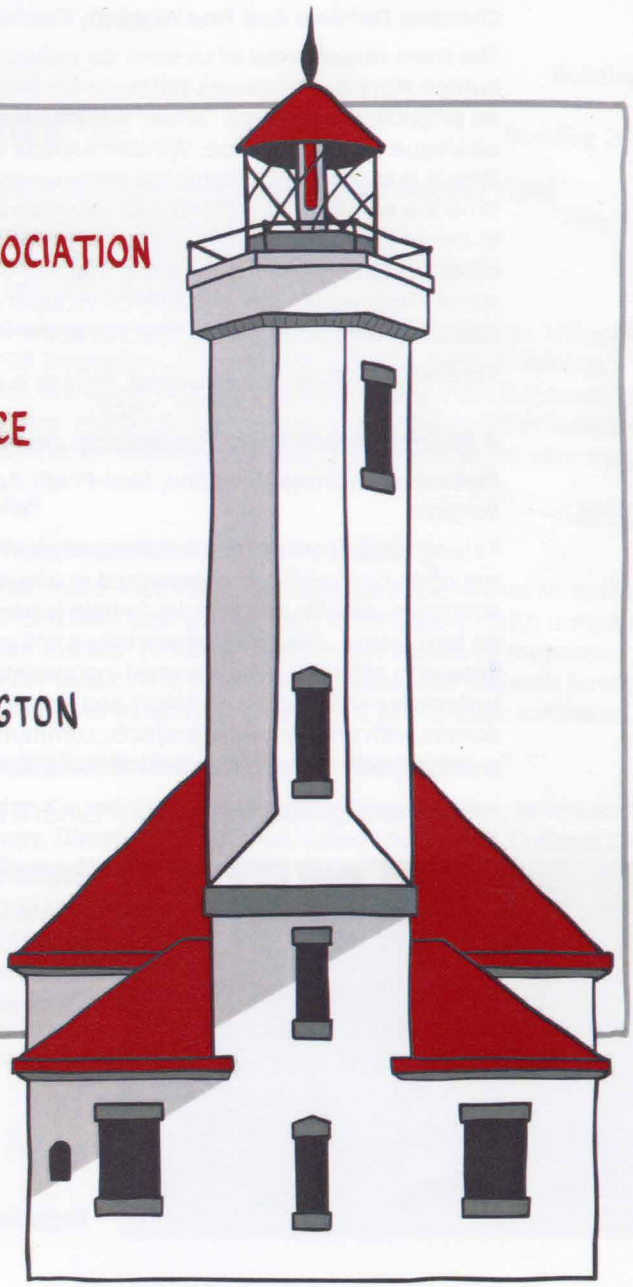
REAL THINGS, REAL STORIES, REAL PLACES

WASHINGTON MUSEUM ASSOCIATION

2014 ANNUAL CONFERENCE

PORT TOWNSEND, WASHINGTON

JUNE 18 - 20, 2014



WaMA

PROGRAM SCHEDULE

2014 WASHINGTON MUSEUM ASSOCIATION CONFERENCE

Authenticity: Real Things, Real Stories, Real Places

PROGRAM SCHEDULE

Wednesday, June 18, 2014

9:00 AM–4:00 PM	**Registrars to the Rescue**	JCHS Research Center, 13694 Airport Cutoff Road (Hwy 19)
11:00 AM–5:00 PM	**Registration**	Foyer Building 204DS
12:00 PM–4:00 PM	**Preconference Workshops**	Building 204 Rooms 14 and 15

Keeping It Real: Project Management for Successful Storytelling Building 204 Room 15

Christina DePaolo and Tina Hoggatt, Communications 4Culture

The main reason most of us work for cultural organizations is because we love a good story – the human story our museums tell to enrich lives, make meaning, and bring joy. Yet, when we work on projects, we focus on "what" we are producing – the exhibition, website, education event, catalogue or press release. We don't spend a lot of time talking about "why" we are doing it. Why is it important? What is the story we are trying to tell and how do we successfully tell it? Who are we telling it to? This half-day workshop will use storytelling techniques and exercises to help museum personnel create a supportive work environment to effectively collaborate with other staff in identifying the story that will drive the project. Through examples and hands-on storytelling, we will hone the skills necessary to work collaboratively, hit project goals, analyze outcomes and tell the story that lies at the heart of what we do.

*FEE *Pre-Registration Required *Lunch is included in registration fee

A Business Approach to Fundraising: Don't Leave Your Income to Chance Building 204 Room 14

Presenters: Michael Friedline, Non-Profit Advantage; Richard Beckerman, Museum Consulting Services

Raising funds from earned income and charitable gifts is essential for any museum, and yet too often fundraising is approached in a haphazard manner. Examining key income streams, strategies, pitfalls, and metrics to help leaders put sustainable plans in place and prioritize based on best return, this half-day workshop will address breaking down your donor base into specific groups to achieve 15-20% annual incremental growth. Introducing the "Moves Management" system, we will emphasize smart and timely inputs and a "high touch" approach for connecting donors with your mission, projects, communications and events in the fundraising process, and gain improvements to your business operations.

*FEE *Pre-Registration Required *Lunch is included in registration fee

Registrars to the Rescue in Ellensburg, 2013

Registrars to the Rescue

WaMA's third annual Registrars to the Rescue has been awarded to Jefferson County Historical Society in Port Townsend. Registrars and collections specialists are volunteering for the day to help with a rehousing project.

1:00 PM–4:30 PM **TOURS** Various Locations

1:30 PM–4:30 PM ***Military History of Fort Worden*** Meet at the Coast Artillery Museum, Bldg 201, FWSP

Admiralty Inlet was considered so strategic to the defense of Puget Sound in the 1890s that Fort Worden, Fort Flagler and Fort Casey were built at the entrance with huge guns creating a "Triangle of Fire" to thwart any invasion attempt by sea. Construction on Fort Worden began in 1897, and it was activated in 1902. The 126th Coast Artillery Company was the first detachment assigned to Fort Worden. Explore the history of this military base at the Coast Artillery Museum and take a guided walking tour of the bunkers, gun emplacements and command post at the top of Artillery Hill. Bring drinking water and wear comfortable walking shoes. There is a moderately strenuous walk up a large hill.

*FEE: $7 includes admission to the Coast Artillery Museum and a 2-hour walking tour of the gun batteries and Harbor Entrance Command Post. Limited to 20 participants.

1:00 PM–4:30 PM ***Marrowstone Island Tour*** Meet the bus in front of Bldg 204, FWSP

Marrowstone Island Tour including NW School of Wooden Boatbuilding and Fort Flagler

Hop aboard a bus for a road trip to Marrowstone Island. First stop is Port Hadlock where you'll have a guided tour of the NW School of Wooden Boatbuilding. Its mission is to teach and preserve traditional and contemporary wooden boatbuilding skills while developing the individual as a craftsperson. Next, the group will be welcomed by the Burns family for a tour of their family home. The 1890 Solie House has been respectfully enlarged over the years and won a Jefferson County Historical Society historic preservation award in 2013. On to historic Fort Flagler State Park to learn the military history of the base and view the award-winning historic preservation project at the old hospital building. Before leaving the island, you'll stop at the Nordland general store which has served the Marrowstone Island community since the early 1920s.

*FEE: $35. Limited to 17 participants.

1:00 PM–3:00 PM ***Historic Building Walking Tour of Downtown Port Townsend***

Meet at Jefferson Museum of Art & History, 540 Water Street

Tour the Port Townsend National Historic Landmark District and get a behind-the-scenes look inside some of the city's most impressive restoration projects, including the 1907 Rose Theatre, 1889 Hastings Building, and 1891 City Hall. Port Townsend was Puget Sound's booming port of entry in the late 1800s. Port Townsend dreamed of becoming the "New York of the West," and many ambitious construction projects lined rowdy Water Street. Those dreams ended when the promised rail line went bankrupt, and the depression of 1893 hit the region. Fortunately, many of those fine old buildings remain today, earning National Geographic Traveler magazine's designation as the 24th most authentic place to visit in the world.

Free for WaMA delegates. Limited to 20 participants.

1:00 PM–2:30 PM ***Low Tide Beach Walk***

Meet on the pier at the Marine Science Center, FWSP

Walk the beach at Fort Worden with a guide from the Port Townsend Marine Science Center who will talk about marine science, plants and animals that populate Puget Sound beaches and tidal zones. Wear attire appropriate for a cool, breezy beach environment and wear comfortable walking shoes.

*FEE: $5. Limited to 20 participants.

1:00 PM–4:00 PM ***Light House Tours*** Meet at Point Wilson Light House, FWSP

Built in 1913, this historic lighthouse stands 51 feet tall. Guided tours will be provided about every 15 minutes, depending on crowd size.

Free for WaMA delegates.

5:00 PM–7:00 PM **OPEN HOUSES** Various Locations

Two Victorian homes and two historic churches will be open for touring in Uptown Port Townsend. Parking on street or in the First Presbyterian Church parking lot (walking distance of the reception).

1872 Phillips House Corner Polk & Jefferson
1891 Francis Wilcox James House 1238 Washington
1889 First Presbyterian Church 1111 Franklin, this venue closes at 6:45 P.M.
1865 St. Paul's Episcopal Church 1020 Jefferson

6:00 PM–8:00 PM **Opening Reception** Bartlett House, 314 Polk Street

Linda and Bob McGuire graciously invite WaMA into their beautiful home, built in 1883 by Frank Bartlett, president of the Port Townsend Steel, Wire & Nail Company.
Parking on street or in the First Presbyterian Church parking lot.

Thursday, June 19, 2014

8:00 AM–9:00 AM **Registration & Continental Breakfast** Registration in the foyer of 204DS; Breakfast in 204US

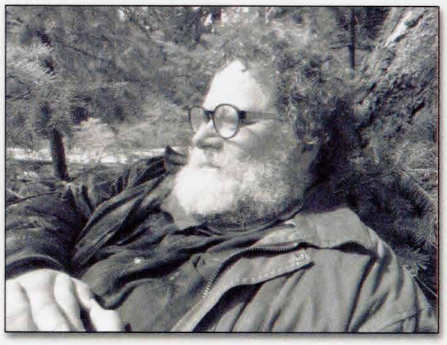
9:15 AM **Vendor Set-Up** Building 204DN

9:00 AM–10:30 AM ***Welcome & Awards*** Wheeler Theater, FWSP

Eric Taylor, WaMA President; tribal greeting from Patty Holyan, Snohomish Tribe and Tsimshian First Nation; welcome from Mayor of Port Townsend David King and Jefferson County Commissioner John Austin; and award presentation by Betsy Millard, WaMA Scholarship and Awards Committee Chair. Share in the achievements of Washington's museums as WaMA honors outstanding exhibits, programs, institutions, volunteers, and staff, and presents conference scholarships. **10:45 AM–11:45 PM** ***Keynote Address*** Wheeler Theater, FWSP

Knute Berger, Author, Columnist, Historian, & Preservationist

Knute Berger is a Seattle native, author, and award-winning writer. His most recent book is the 50th anniversary history *Space Needle, Spirit of Seattle* (2012). He is also author of the regional bestseller *Pugetopolis* (2009). His 4Culture-funded Crosscut.com series on early examples of Seattle urbanism, *Roots of Tomorrow*, is slated to be published as an eBook in 2014. Under the title "Mossback," he writes about Seattle politics and heritage for *Crosscut*, a nonprofit online daily. He is Editor-at-Large and columnist for *Seattle* magazine and a weekly news commentator on Seattle's NPR affiliate, KUOW. He was appointed the Museum of History and Industry's Denny Lecturer for 2012 and served as Writer-in-Residence at the Space Needle in 2011. In 2008 he won the State Historic Preservation Officer's Media Award for his coverage of historic preservation. He was previously editor of *Seattle Weekly* for Village Voice Media, *Eastsideweek*, and *Washington* magazine. He lives with his wife in Seattle's Madison Park.



Knute Berger

12:00 PM–1:30 PM **LUNCH** Building 204US

Silent Auction Opens Building 204DN

1:30 PM–2:45 PM **BREAKOUT SESSIONS** Building 204, FWSP

Cost-Effective Digital Photogrammetry to Aid in Preserving Cultural Objects 204US

Kyle Hunter, Fleet Operations Manager, The Center for Wooden Boats;
Jack Becker, AutoCAD and Structural Specialist

Using inexpensive technology to create 3D models, an infinite amount of data can be conserved so that, if and when cultural items are ever altered or destroyed, a scaled digital 3D model will still exist. This panel of experts will discuss the developing uses for digital photogrammetry in the monitoring, conservation, and documentation of important cultural objects, on both small and large scales.

How a Small Museum Prepared for AAM Accreditation and Survived! 204DS Rm 15

Carolyn Lane, Puget Sound Navy Museum

For small museums, the American Alliance of Museums' accreditation process can seem daunting and out of reach. How does a small staff manage everyday duties while addressing the required materials needed to apply for the accreditation process? Explore how one small museum with a staff of four approached the process, prepared for, and achieved accreditation within five years.

Ernest Oglby Punkweiler and the Happy Dance Between Fact and Fiction – Part 1 204UN

Stephanie Lile, Head of Education, Washington State History Museum

How can fiction be used to delve into the world of "real" things? Why is it an effective tool to draw people into the real stories of places, people and objects? These questions and more are explored in this "real world of objectology" session, using the exhibit *Ernest Oglby Punkweiler and the Fabulous-Miraculous Time Intrusionator* as a guide. Participants explore the real objects in that exhibit and plan innovative approaches to their own collections.

2:45 PM–3:15 PM **Coffee Break** Building 204DN

3:15 PM–4:30 PM **BREAKOUT SESSIONS** Building 204, FWSP

Ernest Oglby Punkweiler and the Happy Dance Between Fact and Fiction – Part 2 204UN

Stephanie Lile, Head of Education, Washington State History Museum

Caring for the Past: Planning and Building a New Archival Facility on a Budget 204DS Rm 15

Theresa Trebon, Records Manager-Tribal Archivist, Swinomish Indian Tribal Community

Last year, the Swinomish Tribal Archives in LaConner constructed and moved into a wonderful new archival storage facility. Tribal Archivist and historian Theresa Trebon will share her journey, from hanging files in cardboard boxes to a new, well-planned, and affordable archival building and research center.

Expand Visitor Experience:
Connecting Architecture & Landscape at Cultural & Interpretive Institutions 204US

Dakota Keene, Landscape Architect, Mithun; Chris Butler, Architect, Mithun; Janet Smoak, Director, Suquamish Tribal Museum

Through sequenced views, inside-outside connections, circulation, outdoor gathering spaces, references to cultural and site history, careful selection of materials and plantings that support a conceptual vision, visitors become immersed in the culture and history represented by organizations. By creating indoor-outdoor exhibits, trail systems, and gathering spaces, institutions increase capacity for educational opportunities and storytelling. This panel discussion will explore these ideas through case studies.

6:00 PM–9:00 PM **Annual Banquet** Northwest Maritime Center, 431 Water Street

Join us for a feast of Northwest seafood at the new Northwest Maritime Center in downtown Port Townsend, overlooking Port Townsend Bay. Catered by Mystery Bay Seafood Company, enjoy salmon, oysters, pastas, salads, and vegetarian options. Sea shanty singers will entertain with a lively sing-along following the meal.

Friday, June 20, 2014

8:00 AM–9:00 AM **Breakfast** Fort Warden Commons

9:00 AM–10:15 AM **BREAKOUT SESSIONS** Building 204, FWSP

Capitalize on Lower-cost Video Equipment & Techniques for Collecting, Archiving & Presentation 204UN

Jonathan Stratman, Writer/Video Producer, Reel Life Productions

Focusing on achieving successful, professional video/audio results using prosumer equipment for nonprofit agency clients, this session will include specifics about how to interview/tape, edit, archive and present video and audio, including video for successful fundraising. The presentation's primary approach will promote achieving more utility for less cost and how to store and use generated material, avoiding pitfalls, such as the short life span for burned CDs/DVDs.

WaMA - cover cost for STEPs

Finding Resources for Real Things, Real Stories and Real Places 204US

Ellen Terry, Program Director, Humanities Washington; Eric Taylor, Heritage Lead, 4Culture; Chris Moore, Executive Director, Washington Trust for Historic Preservation

Focusing on real things, real stories and real places requires real resources. This panel will provide information on statewide programs to support your work and examples of strategies and funding sources that could be replicated or brought to your local community.

You and Your Living Museum: Historic Building Maintenance 204DS Rm 15

Nicholas Vann, State Historical Architect, Department of Archaeology & Historic Preservation

Proper maintenance of historic buildings can seem like a daunting endeavor, especially with tightly stretched resources. This session will present ways to identify common building maintenance issues, how to find the roots of problems, how to properly address them, and how to find the financial resources that are oftentimes necessary for restoring and rehabilitating these valuable "living" assets.

10:15 AM–10:45 AM **Coffee Break** Building 204DN

10:45 AM–12:00 PM **BREAKOUT SESSIONS** Building 204, FWSP

We Are the Washington Curation Summit. What Can We Do for You? 204UN

Angela J. Neller, Curator, Wanapum Heritage Center; Jacqueline M. Cook, Repatriation Specialist, Confederated Tribes of the Colville Reservation; Laura S. Phillips, Archaeology Collections Manager, Burke Museum

Do you curate archaeological collections? Since 2003, the Washington Curation Summit has addressed the curation of archaeological collections in Washington. This panel will provide an update on the accomplishments of the group and what goals should be considered in the future. The session will provide opportunities for participants to offer input into those goals and to ask questions about their archaeological collection issues. We want to hear from you!

Inspiring Thought: Art Gallery and Curriculum Integration 204DS Rm 15

David Lynx, Director, Larson Gallery; Yvonne Pepin-Wakefield, Artist

Since 1949, the Larson Gallery has been part of the Yakima Valley Community College. A recent direction in the gallery's programming is to not only to provide a space for study by art students, but for other disciplines as well. For the past two years, exhibits have been used to enhance curricula in writing, ethnic studies, and humanities. Content for future exhibits will explore history, psychology and mathematics.

Celebrating Washington's 125th Birthday: Building on the Centennial '89 Legacy 204US

Shanna Stevenson, Washington State Historical Society/State Capital Museum; Amber Raney, Washington Secretary of State; Mary Beth Lang, Department of Agriculture; Knute Berger, Keepers of the Capsule

The Washington State Historical Society and the Washington Secretary of State are collaborating on a low key but important celebration of the 125th Anniversary of Washington Statehood that is planned to include looking back on Centennial '89 by updating 1989 projects, encouraging communities to build on that legacy, and creating a digital legacy for 2014. The panel will discuss the commemoration, encourage participation, and gain information from the museum community on how to make the commemoration meaningful.

12:00 PM–1:15 PM **Lunch and WaMA Annual Meeting** Building 204US

Election of Officers and Trustees, Washington Museum Association News, and Preview of the 2015 Annual Conference

Silent Auction Closes Building 204DN

1:30 PM–2:45 PM **BREAKOUT SESSIONS** Building 204, FWSP

Planning or Renovating Collection Storage? Learn and Share Helpful Tips! 204UN

Donna Hogerhuis, Collections Specialist, Muckleshoot Indian Tribe; Brigid Clift, Central Regional Branch Archivist, Washington State Archives; Anna Berg, Collections Manager, Maryhill Museum of Art

Learn tips that will make collection management or new storage planning easier. Using examples from site visits to 13 large and small institutions in the Northwest, this session will touch on environmental monitoring, security, storage units, pest management, processing areas, offsite storage, specialized storage, and more. Handouts will include a checklist for your facility and information on where to find resources for supplies and new technology. Share your tips, too!

The Real Stories Train Sheets Tell 204DS Rm 15

Robert E. Kelly, Archivist, Pacific Northwest Railroad Archive (PNRA)

Dispatchers Record of Movement of Trains, also known as train sheets, provides an authentic view of train operations and clues to social history in western Washington. PNRA is digitizing 6,000 of these railroad records from the late 1930s to 1980 for free access by museums, libraries, archives, historians, and the public. This session will address the project's funding, the role of professional archivists, training and integrating volunteers, and specific software.

Historical Museums and Genealogical Societies: Allies or Competitors? 204US

Marsha Moratti, Archivist, Jefferson County Historical Society; Beverly Brice, Jefferson County Genealogical Society; Brenda Abney, Director, Wenatchee Valley Museum & Cultural Center; Kathy Monds, Director, Clallam County Historical Society

As family history popularity continues to grow, many genealogists turn to museums and historical society archives for evidence about people and places. Family history partnerships between historical and genealogical societies appear an obvious win-win; encouraging archives to be more accessible and genealogists to be more professional. But are historical and genealogical society missions compatible? Is there competition that is not so obvious? Panelists will address pros and cons of joint ventures.

3:00 PM **Vendor Hall Breakdown** Building 204DN

3:00 PM–4:00 PM **WaMA Board Meeting** Building 204 Room 12

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