



Washington Museum Association
1997 Annual Conference



June 11, 1997 • WMA Board Meeting and Opening Reception
June 12-13, 1997 • Annual Conference
 June 14, 1997 • Post-Conference Workshop

Hosted by the

Yakima Valley Museum

2105 Tieton Drive, in sunny Yakima — where "irrigation feeds the nation"

Museum philosophy, service to community and diverse audiences, cosmic challenges of the millenium's end—all have been the subject of much debate at recent museum conferences everywhere. Sometimes, however, there comes a time when we should quit talking and ***Just Do It***. The 1997 conference is, therefore, intended to provide concrete responses to specific needs within the museums of Washington State. Sure, there will be some uplifting presentations to stir your soul and recharge your spiritual batteries, but the emphasis will be on tools and examples to use and modify back on the home turf. And, of course, come prepared to whine to those who understand, share the latest professional gossip, eat prodigiously in the "Fruit Bowl of the Nation," laugh, enjoy the sunshine, learn from the mistakes and successes of others, and be prepared to return to your museum with the fires of battle rekindled!

PROGRAM

Wednesday, June 11, 1997

All Roads Lead to Yakima, only 2:10 from downtown Seattle. Leave early, dawdle along the way, and plan to arrive in time for the following:

- 3:00-6:00 PM** **WMA Board Meeting** **Yakima Valley Museum Conference Room**
Open to all WMA Members and Conference Registrants.
- 6:00-8:00 PM** **Opening Reception** **Yakima Valley Museum Centennial Hall**
Come meet, greet, and mix. There will be enough treats and beverages (included in the registration fee) to make your early arrival worthwhile—plus a cash bar.
- 8:00 PM-Whenever** **Dine on your own, relax, and/or find your hotel**
Remember you need to make your own hotel reservations—call the Yakima Valley Museum at 248-0747 for recommendations.

WMA Conference 1997 — Enough Talk, Let's Do It

All sessions will be held at the Yakima Valley Museum. When you register, we will show you the various assigned session locations.

Thursday, June 12, 1997

- 8:00 AM-5:00 PM** **Registration, Information, Membership**
- 8:00 AM-9:00 AM** **Complimentary Continental Breakfast**

9:00 AM—9:30 AM **Welcome to Yakima & Introductions** **Centennial Hall**
—Patricia J. Warren, President, Washington Museum Association
—John Baule, Director, Yakima Valley Museum
—Bill Flower, Yakima County Commissioner & Generally Nice Guy

9:30 AM—10:15 AM **Keynote Address I** **Centennial Hall**
Cultural Tourism — What We Can Expect From the Traveling Public
—Robin Pollard, Director, Washington State Tourism Division

10:15 AM—10:45 AM **BREAK**

10:45 AM—11:45 AM **Keynote Address II** **Centennial Hall**
Museums in Tomorrow's World. —David Mayo, Exhibit Designer, Fowler Museum of Cultural History, UCLA

12 NOON—1:00PM **Conversations at Lunch** **Centennial Hall**
Grab a box lunch (included in the registration fee), and head for the table with the placard that most appeals to you:

“The Museum—No Place for Children or Dogs” (Youth Museums) • “Build It and They Will Pass Right By” (Exhibits)
“Junkyard With An Attitude” (Collections) • “Brother, Can You Spare \$500,000?” (Fund-Raising) • “Did you hear...?” (Museum Gossip)
“You Gave Us Your Money, What Else Do You Want?” (Visitor Services) • “Need A Hug?” (Staff Bonding) • “Lies and Propaganda” (Outreach)
“The Blind Leading Those Who Don't See Well” (Board/Staff Development) • “We Don't Get No Respect” (Museum Whining)

1:00 PM—1:45 PM **General Session: *The State of the State*** **Centennial Hall**
Up close and personal with our state legislators. They will speak about statewide issues the Legislature is grappling with in relation to arts, culture, and tourism. Learn how to affect their decisions and our future. —Representative Mary Skinner —Senator Alex Deccio

1:45 PM—2:00 PM **BREAK**

2:00 PM—3:15 PM **Concurrent Sessions**

1. Preparing Your Collection Records & Volunteers for Computers **Conference Room**

Even if computers are not yet even a glimmer in your museum's eye, you will have a chance to learn how to prepare for that day when happy silicon chip assemblies land in your office.

—Laura Thayer, Curator of Collections, Cheney Cowles Museum

—Ann Troianello Curator of Collections, Yakima Valley Museum

—Lisa Hill-Festa, Curator, Nordic Heritage Museum

—Christine Runte, Registrar, Museum of Flight

2. Finding Exhibit Topics **Centennial Hall**

It's time to mount a new exhibit, your storerooms are full of objects, and you are too frazzled to think clearly. Come learn a few techniques to uncover good temporary exhibition topics

—David Mayo, Exhibit Designer, Fowler Museum of Anthropology, UCLA —Andy Granitto, Curator of Exhibits & Programs, Yakima Valley Museum

3. Educational Programs at Whatcom **Children's Underground**

The Whatcom Museum of History and Art has developed a number of new and popular programs for all ages in recent years. Get in on their secrets for success.

—Bev Schrengohst, Operations Manager, Whatcom Museum

—Richard Vanderway, Education/Public Programs Coordinator, Whatcom Museum

3:15 PM—3:45 PM **BREAK**

3:45 PM—5:00 PM **Concurrent Sessions**

1. Computers & Collections—Digitizing Your Collection. **Collections Office**

Serious stuff about putting photographs or other printed material on to a computer disc.

—Steve Fischer, Owner, A & B Enterprises, Yakima

2. Exhibit Mechanics ...featuring *Tool Time!* **Centennial Hall**

Effective low cost techniques to add sizzle to your exhibit

—Steve Anderson, Director, Renton Historical Museum

—Leslie Cain, Freelance Preparator/Installation Specialist

—Andy Granitto, Curator of Exhibits & Programs, Yakima Valley Museum

3. Public Relations

Conference Room

How to make the public both take notice of your museum and make them happy while they are there—may be cheaper than you think!

—Margaret-Anne Lane, Director, Columbia Gorge Discovery Center & Wasco County Historical Society

—Lee Musgrave, Special Projects Officer, Maryhill Museum of Art

4. Designing Exhibits for Early Childhood

Children's Underground

How to make exhibits which are fun and educational for those tiny tots who show up en masse at the door.

—David Lynx, Curator of Education, Yakima Valley Museum

—Sarah Moore, Kids' Works/Animal Care Supervisor, Pacific Science Center

6:00 PM–10:00 PM

Evening Function

Annual Awards Banquet in Centennial Hall

Join us for an extraordinary dinner by *Santiago's* Gourmet Restaurant and the announcement of the 1997 WMA Awards.

PLUS... After Hours Music, Mixing, & Mingling in the Museum Soda Fountain. By 8 PM, as the Museum Soda Fountain closes to the public, we will move in, spill onto the adjacent terrace, indulge in ice cream treats par excellence, and listen/dance to the music of the Pat Moss Band.

Friday, June 13

7:30 AM–8:30 AM

Registrar's Breakfast. No-host; location to be determined—we will inform you upon registration.

7:30 AM–9:00 AM

Complimentary Continental Breakfast & "Behind Closed Doors" Tours of the Yakima Valley Museum. See the Director's Office. See the Organized Shelves of Storage. See All Our Deep Dark Secrets.

9:00 AM–10:00 AM

General Session: Today's Collections, Tomorrow's Storage

Centennial Hall

—Marcia Anderson, Chief Curator, Head of Museum Collections, Minnesota Historical Society (and Spokane native)

10:00 PM–10:30 PM

BREAK

10:30 PM–11:45 PM

Concurrent Sessions

1. Collections Storage

Conference Room

Now that you have taken it, inherited it, or found it, *What Do You Do With It?*

—Laura Thayer, Curator of Collections, Cheney Cowles Museum —Ann Troianello, Curator of Collections, Yakima Valley Museum

2. Exhibit Design—In-House vs. Finding A Contractor

Centennial Hall

Your ship has come in and you have the luxury of either building that new exhibition yourself or contracting with an outside consultant to research, design, and build it. Learn some guidelines to help you from the beginning until the opening night reception.

—Larry Schoonover, Deputy Director, Cheney Cowles Museum —David Mayo, Exhibit Designer, Fowler Museum, of Anthropology UCLA

—Greg Bell, Exhibits Curator, Tacoma Art Museum

3. The Virtual Artifact

Children's Underground

You have heard about the internet, computerized kiosks, and other high technology. You may not be ready to buy, but come and get familiar with what such new toys can and cannot do for you.

—Bill Ritchie, Media & Internet Specialist/Educator

—David Lynx, Curator of Education, Yakima Valley Museum

12 NOON–1:30 PM WMA Annual Membership Meeting ...over Lunch.

Centennial Hall

Election of Officers and Trustees, WMA News

(Lunch included in registration)

There will probably even be time to continue Thursday's Conversations at Lunch

1:45 PM–3:00 PM

Concurrent Sessions

1. Collection Growth Management—How to Say Yes & No

Centennial Hall

You cannot take everything. Somebody has to make the tough decisions. Learn how to intelligently *Just Say No* or *Just Say Yes*.

—Marcia Anderson, Chief Curator, Minnesota Historical Society —Edward Nolan, Head of Special Collections, Washington State Historical Society

2. Bare Bones of Educational Programming

Children's Underground

Those buses, cars, and vans keep rolling in, but you need some fresh ideas on inexpensive ways to engage both children and adults in meaningful educational programs.

—Colleen Schafroth, Curator of Education, Maryhill Museum of Art

—Dana Kirley, Educational Coordinator, Washington Park Arboretum

3. Museum Auxiliary Services

Conference Room

The pressure is on to raise revenue through earned income. Get a taste of the pros and cons of running a gift shop, a food service operation, and a facilities rental program from those on the front lines.

—Jean Dunlop, Operations Manager, Yakima Valley Museum

—Chris Murphy, Manager, Yakima Valley Museum Soda Fountain

—Khay Norris, Manager, Yakima Valley Museum Shop

—Robert Gruhn, Attorney, Davis Wright Tremaine

3:00 PM EARLY DISMISSAL with suggestions on where to go for local sightseeing

5:00 PM—8:00 PM

Casual "Hors d'Oeuvres Supper" and Socializing at the home of Yakama Artist Leo Adams.

Come at any time to see the unique home and studio (featured in *Architectural Digest* and *National Geographic*) of one of the Northwest's most noted artists.

Saturday, June 14

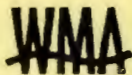
8:30—4:00 PM Heritage Resource Center Workshop

Mercenary Museums: Developing New Revenue Streams and Staying Legal

As government funds become increasingly scarce, as competition for foundation grants gets tougher, and as more non-profits arrive on the scene, the cultural consumer has more places to spend his money. Museums, therefore, need to develop new sources of revenue. Every museum has a variety of untapped resources—besides the traditional ones such as museum stores—which could be the proverbial "pot-of-gold." This workshop will offer specific examples on new ventures, provide implementation strategies, cite the benefits and note the pitfalls, and draw attention to any related ethical issues.

Registration Fee \$40 WMA Member / \$45 Non-Member

Jointly sponsored by the Heritage Resource Center, a division of the Washington State Historical Society, and the Washington Museum Association



Washington Museum Association

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WMA Conference '97
Information inside!