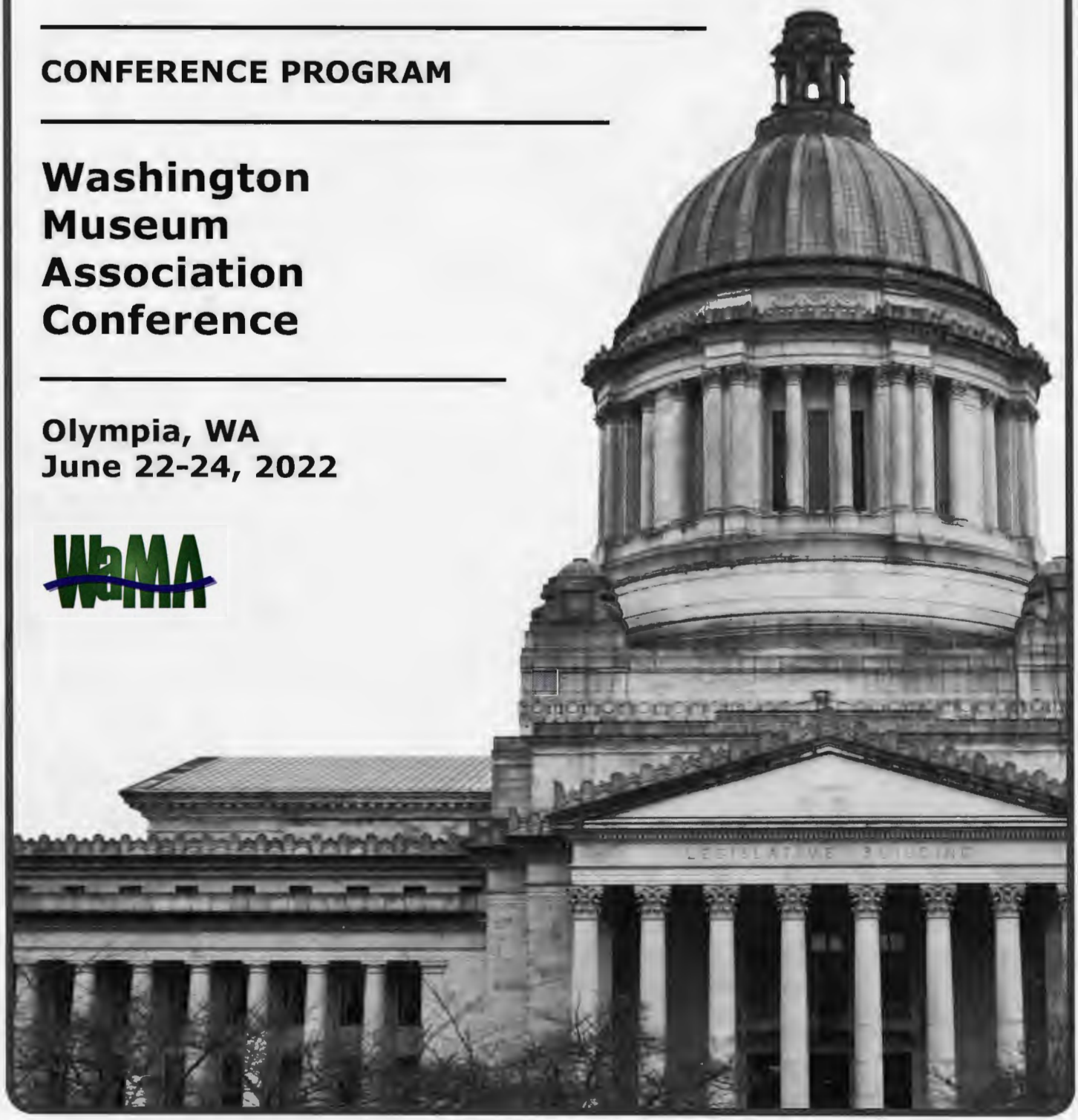
MUSEUMS ARE ESSENTIAL

CONFERENCE PROGRAM

Washington Museum Association Conference

Olympia, WA
June 22-24, 2022

WaMA



WELCOME TO OLYMPIA, WASHINGTON MUSEUM ASSOCIATION

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CONFERENCE PROGRAM

WEDNESDAY, June 22 • PRE-CONFERENCE WORKSHOPS & TOURS

9:00 AM–3:00 PM REGISTRARS TO THE RESCUE

After two long years, Registrars to the Rescue (R2R) is so pleased to be back in Olympia! R2R is WaMA's annual volunteer project where we send teams of collections experts to museums around the conference location. This year R2R has been invited to work on projects at the Bigelow House Museum and Lewis Army Museum. The project at the Bigelow House Museum will focus on rehousing their textiles. Volunteers at the Lewis Army Museum will be rehousing archives.

We are excited to once again partner with Art Work Fine Art Services to add to our team of trained professionals. We are excited for our volunteers to work on two special projects in wonderful Washington museums.

12:00 PM–1:30 PM WORKSHOP

State Room

Tips for Accessing Public Funds For Your Museum

Presenters: Allison Campbell (Washington State Historical Society); Stephanie Lile (Harbor History Museum); Brad Richardson (Clark County Historical Museum); Joseph Govednik (Cowlitz County Historical Museum)

This workshop will bring together museum leaders to discuss the current landscape for accessing lodging tax and other local public funds. Panelists will share their struggles and successes in securing city and county funding. Attendees will learn about successful strategies for communicating organizational need and highlighting the ways in which museums are essential to vibrant, healthy communities that hope to be exciting destinations for travelers near and far. Attendees will have a chance to brainstorm talking points specific to their organization and the panel will discuss opportunities they see for advocacy around increasing public funding for museums.

$15 / Pre-registration required

2:00 PM–4:00 PM WORKSHOP

State Room

Streaming Stories On Demand: Podcasting and Museums

Presenters: Erich R. Ebel (Washington Our Home podcast); Feliks Banel (Columbia Conversations podcast, Washington State Historical Society); Kim Davenport (Grit City Stories podcast, Tacoma Historical Society)

Podcasts are a very popular way to inform, educate, and entertain an audience, but it can be a daunting prospect to start from scratch. What specific goals do you have for your podcast, and what will set it apart from the millions of listening choices already out there? How do you build a following? Where do you put the audio once it's produced? What equipment do you need to get started? What's the difference between a podcast and downloadable or streaming audio? If you've ever toyed with the idea of podcasting at your museum or historical society, this workshop will provide you with the tips and tricks you'll need to get started.

$15 / Pre-registration required

WEDNESDAY, June 22 • WELCOME TO OLYMPIA

1:00 PM–2:00 PM TOUR THE STATE CAPITOL

State Capitol

The Legislative Building is home to the Washington State Legislature and the offices of the Governor, Lieutenant Governor, Secretary of State, and State Treasurer. Completed in 1928, the Legislative Building is crowned with the tallest freestanding masonry dome in North America. The interior is decorated with Tiffany chandeliers and clad in marbles from five countries. The tour of the Legislative Building includes the North Foyer, Rotunda, State Reception Room, and Legislative Galleries.

FREE / No registration required

Additional tours offered from 2:00-3:00pm and 3:00-4:00pm.

5:00 PM–7:00 PM WELCOME RECEPTION AT THE STATE CAPITOL

State Capitol

Join your friends and colleagues to kickoff the conference at the Capitol! Join us at the Secretary of State's office for refreshments, conversation, and an exclusive look at the exhibition B*rowsing the Stacks: Washington State Archives and Library Staff Picks*. Sponsored by the Secretary of State's Office and Washington State Historical Society. Address: 416 Sid Snyder Ave SW, Olympia, WA 98504.

FREE / Pre-registration required. COVID attestation required.

8:00 PM–9:00 PM HAPPY HOUR

Westwater Lounge

Join us at the Westwater Lounge at the Olympia Hotel at Capitol Lake to network and reconnect with museum friends. No-host bar.

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THURSDAY, June 23 • KEYNOTE, BREAKOUT SESSIONS, BANQUET

9:00 AM–11:30 AM INTRODUCTIONS, AWARDS, KEYNOTE

Fir Ballroom

Join us as WaMA President Katie Buckingham presents our Annual Awards for Excellence to outstanding museums and their staffs, volunteers, boards, and benefactors.

Our exciting keynote features a panel of museum professionals from across Washington who will speak to how their museums have been essential during the past two years. Join us to hear the stories of Harriet Weber of the Quincy Valley Historical Society & Museum, Nancy Salguero McKay of the Highline Heritage Museum, and Charlene Krise of the Squaxin Island Museum.

Harriet Weber

Nancy Salguero McKay

Charlene Krise

12:00 PM–1:30 PM ADVOCACY LUNCH

Fir Ballroom

Join us at Olympia Hotel at Capitol Lake for an update on statewide advocacy efforts. The discussion will include an update from Inspire Washington, and a look ahead at museum-related advocacy efforts and funding opportunities.

FREE to conference registrants

2:30 PM–3:45 PM BREAKOUT SESSIONS

(1) Radio Ga Ga: Crafting Museum Programming for Radio Broadcast Rainier Room

Presenters: John Larson (Polson Museum); Joseph Govednik (Cowlitz County Historical Museum)

As noted in the immortal Queen song lyric, "Everything I had to know, I heard it on my radio.... Radio, what's new?" Two Washington State museums have answered this question with widely popular radio spots that effectively further their missions and provide unparalleled free advertising. Since 2012, the Polson Museum has continuously aired their daily "Centennial Moment" on five stations throughout Grays Harbor County. Since early 2019, the Cowlitz County History Museum has produced the daily "Today in Cowlitz County History" which is aired on KUKN "The Wave," and KLOG to listeners throughout that county. Learn the nuts and bolts details of how these two museums have worked with their regional stations to bring local history alive through the power of radio.

(2) "What We Make" Exhibition: Combining Collections with a Maker Space State Room

Presenters: Brooke Shelman Wagner; Ellen Postlewait (both of Northwest Museum of Arts and Culture)

In Fall 2019, the Northwest Museum of Arts and Culture (MAC) committed to a series of exhibitions called *What We Make*. This exhibition series was co-curated by a member of the collections department and a member of the education department, who proposed to install a traditional object exhibition and a staffed maker space in the same gallery. This session will cover the trials, successes, and lessons learned through creating this innovative hybrid exhibition. Learn how staff pulled from all disciplines in the collection and used the Visual Thinking Strategies methodology to engage visitors in a hands-on experience.

(3) Keeping on the Right Side of the Law: Labor & Industry Compliance Puget Room

Presenters: Jo Wolfe (Skagit County Historical Museum); E. Ann Skupniewitz-Maroney (Skagit County Historical Museum); Delwin Weeks and Michael Turner (Washington State Department of Labor & Industries)

Learn from the Skagit County Historical Museum's experience as they navigated an anonymous complaint, surprise inspection, fines and compliance. This session will provide tips on how to develop your own Accident Prevention Plan, Safety Meeting program, Hazardous Chemical Communication Program, and more.

(4) Engagement on a Budget: How to Create Meaningful, Inclusive Programming Without Breaking the Bank Pine Room

Presenters: April Buzby; Katie Bush; Liza Schade (all of Clark County Historical Museum)

As a community's memory keeper, historical museums are uniquely placed to play a key role in the social infrastructure of their communities. However, limited funding is one of many barriers to meaningful engagement. In this session, Clark County Historical Museum staff explores how museums can reinvent themselves to become welcoming places of engagement for all members of a community, even with budget constraints. Presenters focus on no- and low-cost ways to engage with different stakeholders by thinking outside the gallery.

4:00 PM–5:15 PM **NETWORKING HAPPY HOUR** Westwater Lounge

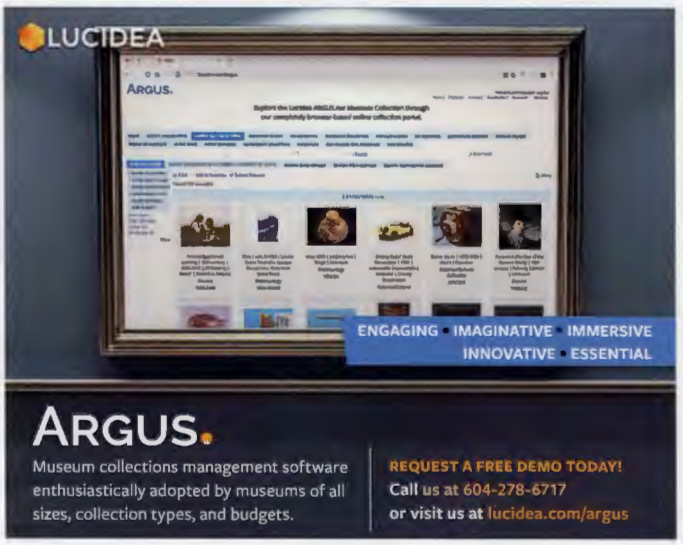
Join us at the Westwater Lounge at the Olympia Hotel at Capitol Lake to network and reconnect with museum friends.

No-host bar.

6:00 PM–8:00 PM **CONFERENCE BANQUET** Olympic Flight Museum

Join your colleagues at the Olympic Flight Museum for an evening banquet catered by The Flying Pig BBQ. The Olympic Flight Museum was established in 1998 at the Olympia Regional Airport in Olympia, Washington and dedicated to the preservation and flying of vintage aircraft. The museum was founded with the goal of bringing people together to relive, recollect and learn about aviation history. Olympic Flight Museum address: 7637 Old Hwy 99 SE, Tumwater, WA, 98501.

$75 / Pre-registration required



9:30 AM–10:45 AM BREAKOUT SESSIONS

(1) Lemonade out of Lemons: Pandemic, A Time to Renovate

Pine Room

Presenters: Donna Hogerhuis (Muckleshoot Indian Tribe); Nancy Eldridge (Coastal Interpretive Center); Barbara Hayford (Coastal Interpretive Center)

This session shows how a volunteer organization turned the closure of a small interpretive center during the pandemic into something positive. The Coastal Interpretive Center, using its volunteer base and community support, built a team, timeline and new funding sources, all within a year to complete major building renovation. On a shoe-string budget, the center now has new traffic flow, lighting, HVAC, and exhibit space. This presentation will touch on the basic conceptual process, schedules, the ups and downs of working with volunteers, boards and other stakeholders such as the City and Funding agencies. Presenters discuss the outcome of a vision that changed the look and feel of an outdated building and exhibits, with some insights and lessons learned for project management of a small facility renovation project.

(2) Establishing the Donald Donaldson Museum, Exhibiting a History of Accessibility Technology

State Room

Presenters: Taylor Taney (Washington State School for the Blind); Robert Schimelpfenig (WSU Vancouver Library)

The Washington State School for the Blind (WSSB) is one of the oldest schools for the visually impaired in the Western United States. Because of its deep history, the school has been able to accumulate a robust collection of technology used throughout the decades. From books recorded on vinyl records to braille typewriters to laser walking canes, the school houses the evolution of assistance technology. To preserve and bring to life the stories behind these artifacts, the Washington State University (WSU) Vancouver Library has joined WSSB on its journey to build a museum and document the history of the school. With the aim of educating on how bygone technologies for the visually impaired were used and met with limited success, the museum is determined to exhibit unique items of the past to challenge improvement on accessibility for the future. Museum Collection Manager, Taylor Taney, and WSU Vancouver Archivist, Robert Schimelpfenig, discuss current work at WSSB's museum and its future endeavor as an environment to prepare visually impaired students on a career path to the archives and museum profession.

(3) Exquisitely Connecting America

Rainier Room

Presenters: Louise A. Palermo (Maryhill Museum of Art); Molly Gaston Johnson (Teaching Artist)

Using an eight-inch square piece of paper and the Surrealist activity known as "The Exquisite Corpse," artist Molly Gaston Johnson teamed up with Maryhill Museum of Art in Washington and Monmouth Arts in Red Bank, New Jersey to connect individuals across the world. Using the simple technology of Google Forms and Instagram, along with a good Zoom connection, Molly's presentations inspired people to make an artwork that ran off the page at its north, south, east, and west coordinates to connect to everyone else who submitted. These inspiring visual comments came together both virtually on Maryhill's website and in a real-life exhibition. Learn more about how these cross-curricular connections further "exquisitely connected" educators within school systems and in systems across state lines.

(4) You Are Essential: Creating a Sense of Belonging in Your Organization

Puget Room

Presenter: Andre Jimenez (DEI Specialist, Washington State Historical Society)

In this session, explore why diversity, equity and inclusion (DEI) matter in the stories museums tell, and the communities they serve. Attendees will workshop practical tips on everything from how to begin creating a sense of belonging in their organization to how to activate DEI as an organizational value. This session is designed to ensure everyone, no matter their progress on integrating DEI principles into their organizational practice leaves with the tools to immediately begin making their organization a more inclusive, welcoming space. This session will also provide an introduction to the Washington State Historical Society's new Diversity in Local History (DLH) grant which awards small grants to heritage organizations to fund paid internships that support DEI initiatives.

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11:00 AM–12:15 PM BREAKOUT SESSIONS

(1) Universal Design in Museums

Puget Room

Presenter: David Lynx (Larson Gallery)

Universal Design for Equity and Accountability in Learning (UDEAL) approaches learning in two ways. The first is to design tools that are accessible to everyone, including those with disabilities. The other is to take into account that many people learn in different ways, so to offer opportunities to achieve the same outcome using different methods. The Smithsonian and other museums have developed guidelines for accessible exhibit design. Learn about the recent efforts for the Larson Gallery to approach UDEAL principles and provide both visual descriptive service for the vision impaired in English and Spanish.

(2) Regulated Collections: Keeping Your Museum Legit With the Law

State Room

Presenters: Joseph Govednik (Cowlitz County Historical Museum); John Larson (Polson Museum); Freya Liggett (Northwest Museum of Arts and Culture)

This session comes out with the recent attempted museum amendment with SB-5856 regarding firearms and museums. Museums contain a plethora of artifacts documenting the human experience. Some of these items are regulated by law, including firearms, drug paraphernalia, and endangered species biological remains such as ivory. How should the museum professional address proper and legal custody of government regulated items? This session focuses on the recent effort of SB-5856 to permit firearms donations to museums, how this became an issue, and how museums need to be at the table (and legislative process) when the legislature proposes laws that can impact museums and the collections for which they are custodians. Experience gained from this effort could serve as a blueprint for other museum advocacy in the State Legislature. A larger conversation about typical regulated objects found in museums will be introduced for further discussion.

(3) Essential Narratives: Washington State Historical Society's Monuments Initiative

Pine Room

Presenters: Allison Campbell (Washington State Historical Society); Jennifer Kilmer (Washington State Historical Society); Ryan Karlson (Washington State Parks); Kelsey Matson (Washington State Department of Transportation)

The Washington State Historical Society has begun an initiative to audit monuments and markers that were erected by our agency in the first half of the 20th century. These are mostly of the marble pillar variety, scattered all over the state, that celebrate pioneers, missionaries, military battles, and various "firsts" in the state. The audit process began with an effort to crowd-source data (GIS coordinates, images of text, and condition reports), followed by more intense research on jurisdiction and intent of the original stakeholders in erecting each monument. The findings are currently under review by a panel who will prioritize monuments for tribal consultation and community engagement to determine what action will be taken, such as adding additional context or interpretive signage. This panel discussion will bring together staff and leaders from three state agencies to discuss the past, present, and future of historical monuments in our state.

(4) Connecting an Isolated Community to its History

Rainier Room

Presenter: Mark Swenson (Point Roberts Historical Society)

The Point Roberts Historical Society chronicles the history of Point Roberts, Washington's geographic oddity known as an exclave, which requires travel through Canada from the rest of Washington state. In August 2019, a volunteer team of four were able to open a small museum on a shoestring budget. Only six months after opening, the pandemic closed both their museum and the Canadian border. If the public couldn't visit this new museum, Point Roberts Historical Society would take the museum out into the captive community. They created a system of interpretive historical signs, "History Trail," situated where historical events occurred. This session explains how, in the face of hardship, they served an isolated town, thrived as an institution, and are leaving a legacy for the community which can drive tourism and a richer appreciation for its unique history.

4 CULTURE

4Culture thanks WaMA for organizing the 2022 Conference and spreading the message that museums are essential. Although our funding programs are available only to residents of King County, our web resources are open to all:

HERITAGE FIELD RESOURCES:
www.4culture.org/heritage-field-resources/

COVID-19 RESPONSE HUB:
www.4culture.org/covid-19/

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FRIDAY, June 24 • ANNUAL MEETING LUNCH, WALKING TOUR

12:30 AM–1:30 PM **ANNUAL MEETING LUNCH** Fir Ballroom

Enjoy lunch before you hit the road and hear from your WaMA Board. Updates, Board Nominations, and Washington State trivia with prizes. WaMA is excited to share an amazing update you do not want to miss!

FREE to conference registrants

2:00 AM–4:00 PM **SOUTH CAPITOL NEIGHBORHOOD WALKING TOUR**

Join your colleagues for one last moment of fun before heading home! Enjoy a stroll around the historic South Capitol neighborhood, a tour consisting of 40 stops. The oldest home in the neighborhood was built in 1878. The tour includes architectural examples of Queen Anne, Craftsman, English Revival, Four-square, and more. Map and historical information available at: southcapitolneighborhood.org.

FREE / meet at Lincoln Options Elementary School (213 21st Ave SE, Olympia, WA 98501); tour is self-guided

Parrott house, 1939

Parrott house, 2022

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