WMA

Ellensburg

June 12-14, 2013

Museums at the Center of Community

Representative, Reflective, and Relevant

CONFERENCE PROGRAM

Washington Physicians For Social Responsibility
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2013 WASHINGTON MUSEUM ASSOCIATION CONFERENCE

***Museums at the Center of Community:* Representative, Reflective, and Relevant**

PROGRAM SCHEDULE

Wednesday, June 12, 2013

9:00 AM – 4:00 PM **Registrars to the Rescue** — Clymer Museum & Gallery

WMA's second annual Registrars to the Rescue has been awarded to Clymer Museum & Gallery in Ellensburg. Registrars and collections specialists are invited to volunteer for the day. Use the application form in this newsletter or contact Rebecca Engelhardt at: rengelhardt@museumofglass.org

11:00 AM – 5:00 PM **Registration** — Gallery One, Downtown Ellensburg

11:00 AM – 3:00 PM **Preconference Workshop** — Gallery One, Downtown Ellensburg

Monica Miller

Create a Membership Plan that works for you!

Presenter: Monica Miller, Associate Director, Gallery One

During this 4 hour, hands-on workshop participants will craft a membership plan addressing constituent management, creating partnerships, membership incentives and creating a culture where memberships are important. Gallery One Visual Arts Center will be featured throughout the discussion (and not always in a good way)! Despite a thriving membership, a high retention rate and a membership culture, Gallery One still has a lot of room for growth. Explore ways to strengthen and deepen your membership base with this 45 year old organization. Featuring a panel of (gasp) members that will share their thoughts on your membership!

FEE • Preregistration required • Lunch is included in registration fee.

12:30 PM – 5:00 PM **Lower Kittitas County Tour** — Meet at City Parking Lot, 6th & Pearl St.

PSE Renewable Energy Center, Ginkgo Petrified Forest State Park, Wanapum Heritage Center.

Participants will visit museums and historical sites in Lower Kittitas County. **Olmstead Place State Park** is a 217-acre day-use park that features a working pioneer farm. The wind and sun of Kittitas County are a tremendous natural resource for producing clean, renewable energy. **Puget Sound Energy's Renewable Energy Center** offers a first-hand look at these remarkable technologies. **Ginkgo Petrified Forest State Park** features 27,000 feet of freshwater shoreline on the Wanapum Reservoir on the Columbia River. Petrified wood was discovered in the region in the early 1930s. The **Wanapum Heritage Center** protects, preserves, and perpetuates the history and identity of the Wanapum Band of Priest Rapids. The museum is located next to Wanapum Dam on the Columbia River.

FEE • Preregistration required • Limited to 10 Participants
Transportation and Snacks Provided

1:00 PM – 5:00 PM **Upper Kittitas County Tour** — Meet at City Parking Lot, 6th & Pearl St.

Thorp Grist Mill, Telephone Museum, South Cle Elum Depot

Participants will visit museums and historical sites in Upper Kittitas County. Guides will help you to step back into time at the **Roslyn Museum** when Coal was King and Roslyn was a bustling industrial town. The Milwaukee Road's mid-west train line expanded to the Pacific Coast from 1906 to 1909 and is reflected in the **South Cle Elum Depot**. Eat your snack at the beautiful **Swauk-Teanaway Grange**, overlooking a scenic valley, and learn how a one-room schoolhouse became a meeting place and community center. The oldest complete **Telephone Museum** west of the Mississippi illustrates early history in Cle Elum. **Thorp Grist Mill** served the residents of Kittitas County and provided ice for refrigeration.

FEE • Preregistration required • Limited to 10 Participants
Transportation and Snacks Provided

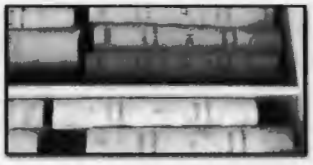
WEDNESDAY, ELLENSBURG/KITTITAS VALLEY TOURS, continued

1:00 PM – 5:00 PM **Historic Preservation Tour** Meet at Northern Pacific Depot

- 1:00 PM – 3:00 PM: Northern Pacific Depot
- 3:00 PM – 5:00 PM: Downtown/Upstairs Walking Tour (Buildings TBA)

FREE • Preregistration required • Limited to 20 Participants • Wear comfortable shoes • Downtown portion of tour is not ADA accessible

2:00 PM – 4:45 PM **Archival Methods Tour** Meet at James E. Brooks Library, CWU



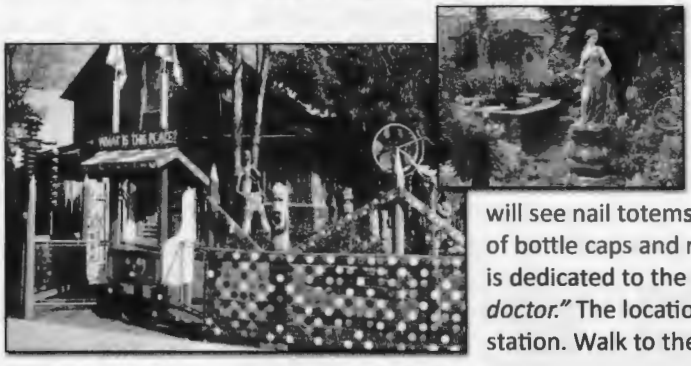
- 2:00 PM–2:45 PM: Central Washington University Archives (James E. Brooks Library)
- 3:00 PM–3:45 PM: Central Regional Branch, Washington State Archives
- 4:00 PM–4:45 PM: Ellensburg Public Library

FREE • Preregistration required • Limited to 20 Participants

4:00 PM – 5:00 PM **Washington Museum Association Board Meeting** Gallery One, Downtown Ellensburg

All WMA members are welcome.

5:00 PM – 6:00 PM **Open House—Yard and Studio Tour** Dick and Jane's Spot, Corner of Pearl & 1st St., Ellensburg



Welcome to Dick and Jane's Spot, an art site and a home, filled with art by Dick Elliott and Jane Orleman, plus additional works by more than 40 Northwest artists. The yard is generally private, but it will be open for WMA conference attendees from 5-6 PM on June 12th. For 35 years, The Spot has been a colorful work in progress. You will see nail totems, telephone pole people, sculptures and paintings, thousands of bottle caps and reflectors, and things that spin in the wind. Dick & Jane's Spot is dedicated to the philosophy that *"one hearty laugh is worth ten trips to the doctor."* The location is at the corner of 1st & Pearl Street – across from the fire station. Walk to the south gate and enter by way of the back yard.

5:15 PM – 6:30 PM **Registration** 420 Loft Gallery, Downtown Ellensburg

6:00 PM – 9:30 PM **Progressive Tour and Opening Reception** Downtown Ellensburg

A fun introduction to our host city.
Each location will provide a different drink and hors d'oeuvre pairing.

- 6:00 PM – 6:30 PM: **420 Loft Gallery**
- 6:35 PM – 7:05 PM: **Clymer Museum and Gallery**
- 7:10 PM – 7:40 PM: **Gallery One**
- 7:45 PM – 8:15 PM: **Goodey Gallery/Western Art Association**
- 8:20 PM – 8:50 PM: **Kittitas County Historical Museum**

420 LOFT ART GALLERY BUILDING

Clymer MUSEUM & GALLERY Ellensburg, Washington

Western Art Association

Goodey Gallery

galleryone VISUAL ARTS CENTER

KITTITAS COUNTY HISTORICAL MUSEUM

Thursday, June 13, 2013

8:00 AM – 11:00 AM **Registration** — CWU Student Union Recreation Center (SURC), Second Floor

8:00 AM – 9:00 AM **Continental Breakfast** — Ballroom B/C, SURC, Second Floor

9:15 AM **Vendor Set-Up** — Ballroom B/C, SURC, Second Floor

9:00 AM – 10:30 AM **Welcome & Awards** — Theater, SURC, Second Floor

Eric Taylor, WaMA President; Rex Buck, Jr., Wanapum; Allen Aronica, Kittitas Band; David Reichert , U.S. Representative, 8th Congressional District; Paul Jewell, Kittitas County Commissioner; Ted Barkley Ellensburg City Manager; Marilyn Levine, Provost, Central Washington University

Share in the achievements of Washington's museums as WMA honors outstanding exhibits, programs, institutions, volunteers, and staff; and presents conference scholarships.

10:30 AM -11:00 AM **Keynote Address** — Theater, SURC, Second Floor

Jack Nisbet

Jack Nisbet, Teacher, Naturalist, and Writer

Spokane-based teacher and naturalist Jack Nisbet is the author of several books that explore the human and natural history of the Intermountain West. Pursuing a strong interest in the power of visual education, he served as the main consultant for *The Mapmaker's Eye: David Thompson on the Columbia Plateau*, on display at Spokane's Northwest Museum of Arts and Culture in 2005-6 and then across the region as a traveling exhibit. Nisbet's recent focus has resulted in two books on the Scottish naturalist David Douglas, and he and his wife Claire have curated a new exhibit built around Douglas's journeys through the Northwest. *David Douglas: A Naturalist at Work* will run at the MAC until August 24, then travel to reopen at Tacoma's Washington State History Museum this September 21.

12:00 PM – 1:30 PM **Lunch in Vendors Hall** — Ballroom B/C, SURC, Second Floor

Conversation at Lunch:

Collaborative Museum Advocacy: A Washington State Case Study

Lissa Kramer, M.A. in Museology, and Betsy Davis, Executive Director of The Center for Wooden Boats, will discuss a collaborative advocacy effort for Heritage Capital Projects funding in the state legislature. Exploring the merits and deficiencies of this case can inform museum advocacy at the community, county and state levels.

Silent Auction Opens

1:30 PM – 2:45 PM **BREAKOUT SESSIONS** — Theater, Ballroom A, Ballroom D, SURC, Second Floor

Adding "Layers" to Your Exhibits & Programs — Theater

Panel: Victoria Blackwell and Jeanine Greco, Harbor History Museum; Susan Tissot, Clark County Historical Museum; Dominick Bonny, Wenatchee Valley Museum & Cultural Center

Add layers of interpretation to your exhibits, programs, and interactives with QR codes, social media, and digital audio and video. Low-cost digital cameras and software give smaller museums the ability to expand exhibit narratives and reach audiences beyond museum walls. This discussion shares a variety of projects developed by staff and volunteers from the Harbor History Museum, Clark County Historical Museum, and Wenatchee Valley Museum & Cultural Center.

Collection Stewardship: Policies, Plans, and Procedures for Small Museums — Ballroom A

Presenter: Kara West, Balboa Art Conservation Center

Collection policies, plans, and procedures will fulfill an institutional commitment to preservation, if established systematically and managed mindfully. Participants will learn the purpose, function, and components of a collection management policy; the importance and usefulness of collections management procedures; and the process necessary to develop a conservation/preservation plan. Whenever possible, examples and tools will be provided to help participants put lessons learned into practice.

THURSDAY, 1:30 PM – 2:45 PM BREAKOUT SESSIONS, continued

Education Programs: The Heart of Your Community — Ballroom D

Presenter: Linda Rhine, LMR - Learning, Meaning and Research

Education programming for school and public audiences can reflect your commitment to your community. Discover how developmentally appropriate programs for children, adults and families can increase the value of your guest experience and membership. *What programs are you lacking and how can you get them up and running? Camp? Classes?* From science to cultural institutions, come talk about what you need and try some activities that really work.

2:45 PM – 3:15 PM **Coffee Break in Vendors Hall** — Ballroom B/C, SURC, Second Floor

3:15 PM – 4:30 PM **BREAKOUT SESSIONS** — Theater, Ballroom A, Ballroom D, SURC, Second Floor

Enhancing Historic Community Sites through Creative Programming — Theater

Panel: Flo Lentz; Charlie Rathbun; Eric Taylor, 4Culture; Karen Bouton; Staci Bernstein; Jane Kaplan

By instigating and supporting partnerships between artists and historic places, Historic Site(s) Specific incubates inventive interpretive programming which engages new audiences and enhances sites. This innovative initiative from King County's 4Culture is a collaboration among its arts, heritage and preservation departments. Staff, site stewards, and artists demonstrate how this groundbreaking program can serve as a model for advancing missions and raising profiles of historic places through creative collaboration.

Heritage Centers: Case Studies in Relevancy — Ballroom A

Presenter: Zulma-Lin Garcia, MUSEO Consulting; Winifred Kehl, MUSEO Collective Museum Consulting

Heritage centers have collections that relate to their communities but often lack the resources to organize and preserve them. Budget-saving tips and open source museum resources can help heritage centers preserve and exhibit their collections in the best ways possible.

Rebirth of the Reach — Ballroom D

Panel: Stephanie Button, HRIC; Lisa Toomey, HRIC; Trevor MacDuff, Three Rivers Home Link; Debbie McClary, Kennewick School District; Katy Gray, Umatilla National Forest; Denise Senor, CTE Educator and FFA Advisor

In 2012, the Hanford Reach Interpretive Center was transformed into a community-centered project. From seeking ideas on how to downsize and build the HRIC by 2014, to repairing relationships and trust, the Reach has "risen from the ashes". The centerpiece of change was the launch of an Education Initiative in April, which by yearend served over 4,000 K-12 students. Expanded programming will support adult learners, Tribal residents and teachers.

4:30 PM – 5:30 PM MUSEUM OF Culture & Environment **Reception at the Museum of Culture and Environment** — Dean Hall, CWU

5:30 PM – 9:00 PM **WMA Annual Banquet** — Manastash Room & Heritage Center, Kittitas Valley Event Center

5:30 PM – 7:00 PM Reception • Appetizers and Cash Bar (2 drink tickets provided)

Network with your colleagues as your relax and enjoy exhibits in the Heritage Center, tour the Frontier Village, and watch your dinner being prepared in Dutch Ovens.

7:00 PM – 8:00 PM Dinner & Dessert

Enjoy a sit-down dinner with dessert by Cascade Mountain Grilling:

8:00 PM – 9:00 PM Music and Dancing with *BETTER DAY*

Ellensburg foursome Better Day does Americana right, with a heap of down-home originals and sing-along/dance-along covers. Band members Sam Albright, Bob Bayles, Bill Maguire and Leah Vik Shelton swap instruments, lead vocals, backup harmonies, and songwriting duties to give Better Day a flavor unlike any other. Better Day has become a favorite in the Northwest acoustic music scene, taking the stage with their army of instruments at the Tumbleweed Music Festival, the acclaimed Wintergrass Festival and dozens of coffeeshops, bars, galleries, weddings—and even farms—across the region.

Friday, June 14, 2013

8:00 AM – 9:00 AM **Continental Breakfast** Ballroom B/C, SURC, Second Floor

9:00 AM – 10:15 AM **BREAKOUT SESSIONS** Theater, Ballroom A, Ballroom D, SURC, Second Floor

Listening to Your Place

Theater

Presenter: Stephanie Lile, Washington State History Museum

Why do some education and interpretation programs fly and others flop? It's often because the true educational needs of a community have taken a back seat to the traditional menu of museum programs. This workshop will share a set of techniques for identifying the needs of the community in relation to your museum's mission and purpose.

Saving the Stratton

Ballroom A

Presenter: Ginny Norris Blackson, James E Brooks Library, Central Washington University

On June 29, 2007, Alaska's oldest educational institution, Sheldon Jackson College, ceased operations without notice. The closure left an uncertain future for the over 48,000 items housed in the college's Stratton Library, including rare books, plate glass negatives and archives. This presentation will examine how the library and museum community worked with volunteers and organizations across the state to save and restore access to these Alaskan treasures.

Collaborate or Perish

Ballroom D

Panel: Sadie Thayer, Kittitas County History Museum; Debby DeSoer, Ellensburg Public Library; Brigid Clift, Washington State Archives-Central Branch; Steve Hussman, Brooks Library, Archives and Special Collections, Central Washington University

This presentation will examine the benefits and challenges of collaborative dynamics in a local setting, offering as example the host city of Ellensburg and its county historical museum, the regional branch of the state archives, public library, and university; and how this relationship was both necessary and instrumental in preserving the history of Ellensburg and surrounding communities.

10:15 PM – 10:45 PM **Coffee Break in Vendors Hall** Ballroom B/C, SURC, Second Floor

10:45 AM – 12:00 PM **BREAKOUT SESSIONS** Theater, Ballroom A, Ballroom D, SURC, Second Floor

Combining Art, Science, and History to Explore Complex Societal Issues

Theater

Panel: Steven Gilbert, Particles on the Wall; Daniel Noonan, Particles on the Wall; J. Hope Amason, Ph.D., Department of Anthropology and Museum Studies, Central Washington University

Increasingly, the challenge is not generating new information, but organizing the knowledge we have to enable people in gaining insight into complex issues, such as the plutonium production at Hanford. By uniting literary and visual arts, science, and history, we allow viewers to approach complex topics from multiple perspectives in a manner that does not take sides politically or intimidate people unfamiliar with the subject.

Creating Community Historians

Ballroom A

Panel: Betsy Millard , Columbia Pacific Heritage Museum; Donella Lucero, CPHM Community Historian Project; Jim Sayce, Washington State Historical Society; Lorraine McConaghy, Washington State Historical Society; Laura Robinson, Washington Territorial Civil War Read-In

This panel presents two programs that further the reach and relevance of local history. The Columbia Pacific Heritage Museum's Community Historian Project, was developed to sustain sense of place by teaching citizens how to shape, tell and retell community stories. The Washington State Historical Society's Washington Territorial Civil War Read-In will involve hundreds of citizens in documentation of the territorial experience of the late antebellum, wartime and early Reconstruction periods.

FRIDAY, 10:45 AM – 12:00 PM BREAKOUT SESSIONS, continued

The Story of 25 Fossils X 25 Schools — Ballroom D

Panel: Diane Quinn, Burke Museum; Briana Nino, Burke Museum; Liz Nesbitt, Burke Museum

Inspired collaborations are core to museum work and essential to our success. When the Burke Museum partnered with business leaders to answer an urgent need in the schools, the museum's paleontology division became central to the project. This case study—from the original request, to building the pilot program, to involving funders in meaningful service projects—illustrates how all partners benefit when museums take the lead in serving Washington students.

12:00 PM – 1:15 PM **Lunch and WMA Annual Meeting** — Ballroom B/C, SURC, Second Floor

Election of Officers and Trustees, Washington Museum Association News, and Preview of the 2014 Annual Conference

Silent Auction Closes

1:30 PM – 2:45 PM **BREAKOUT SESSIONS** — Theater, Ballroom A, Ballroom D, SURC, Second Floor

Creating the Exhibit Experience — Theater

Presenters: Chris Fiala Erlich, Exhibit Curator (Chair); Ann Farrington, former Creative Director, MOHAI; Meka Haglund Manchak, Exhibit Coordinator, MOHAI; Andy Granitto, Exhibit Curator, Yakima Valley Museum

Do we still need objects in history exhibits? How do we create meaningful and memorable exhibit experiences for visitors? These are some of the questions we'll explore in this session. Panelists share ideas and experiences about what it means to give objects a pivotal role, and the challenges and rewards of doing so; designing with objects to create powerful experiences; and thinking about objects in the context of audience interests and expectations. The session will close with an open brainstorming session on creating participatory experiences in exhibits using objects.

A New Tool for Researchers In and Practitioners of Northwest History — Ballroom A

Presenter: William D. Layman, Northwest Digital Archives

Documentation of the Northwest's history is scattered across heritage institutions as collections and digitized objects. Locating materials and understanding the context of digital objects is difficult and time-consuming. This presentation will introduce a new tool under development that will solve many of these problems: the Cross-Search and Context Utility (XCU), which will bring together digitized content detailed metadata from collections held by Northwest institutions.

A Year Into the Incluseum

Panel: Rose Paquet Kinsley, The Wing & The Incluseum; Alethea Witman, Seattle Architecture Foundation & The Incluseum; Mary Jo Maute

CANCELLED

The Incluseum is a Seattle-based [illegible] to encourage social inclusion in museums. Every week for the last [illegible] featured projects and resources furthering the field's understanding of [illegible] museums can increasingly reflect, represent, and be relevant to diverse or marginalized segments of their communities. In this didactic presentation, presenters will share examples, lessons learned, and best practices contributed by their international and national collaborators.

3:00 PM **Vendor Hall Breakdown** — Ballroom B/C, SURC, Second Floor

3:00 PM – 4:00 PM **WMA Board Meeting** — Ballroom B/C, SURC, Second Floor

WMA Ellensburg
June 12 - 14, 2013
Museums at the Center of Community

THE 2013 WASHINGTON MUSEUM ASSOCIATION CONFERENCE was made possible by:

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KITTITAS COUNTY HISTORICAL MUSEUM

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