New Approaches in Challenging Times

WMA 2004

Washington Museum Association
Annual Conference, June 9-11, 2004

Hosted by Ballard's Nordic Heritage Museum

IKEA

STARBUCKS COFFEE

MUSEUM OF HISTORY & INDUSTRY

Shoreline Historical Museum

THE BURKE MUSEUM OF NATURAL HISTORY AND CULTURE

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Wednesday, June 9 - Pre-Conference Workshop

BALBOA ART CONSERVATION CENTER

8:30 - 5:00 Registration - Nordic Heritage Museum 1st Floor Hallway Reading Area Near Restrooms

9:00-5:00 Pre-conference workshop - Nordic Heritage Museum
Classrooms 1, 2, & 3
Advance Registration Required

The Western Field Office is funded by a grant from the National Endowment for the Humanities.

Emergency Preparedness and Response for Museum Collections

Facilitated by Beverly Perkins, Western Region Field Officer, Balboa Art Conservation Center, California

Is your institution prepared for an emergency? What risks do you face and who will respond? Participants will develop a risk assessment document and build, or strengthen a response team for their institution. Participants will also respond to a mock emergency and carry out salvage techniques. The day will include morning, lunch and afternoon breaks.

Wednesday, June 9 - Reception at the Burke Museum

From 5-7pm, the Burke Museum is the place to meet and greet your WMA friends. Enjoy light refreshments and wonderful exhibits, including one from Australia, *Dinosaurs of Darkness*, featuring recently discovered dinosaurs that lived in the extreme polar regions of the globe.

Psittacosaurus from the *Dinosaurs of Darkness* exhibit

The Burke Museum is located on the NW corner of the University of Washington campus, near the corner of
17th Ave NE & NE 45th St.

Thursday, June 10 ~ WMA Annual Conference

8:00 - 4:00 Registration 1st Floor Hallway Reading Area Near Restrooms

8:00 - 11:00 Silent Auction Check-in 1st Floor Hallway Reading Area Near Restrooms

8:00 - 9:00 Breakfast Buffet - Sponsored by the Museum of History and Industry, Seattle Auditorium

9:00 - 10:00 **Opening Ceremonies & WMA Awards** Auditorium

10:00 - 11:00 **Keynote Speaker: Senator Jeanne Kohl-Welles, D- Seattle, 36th District** Auditorium

Preserving Our Diverse Heritage Through Museums

Senator Jeanne Kohl-Welles, D-Seattle, has taken a pivotal role in closing the gender gap and addressing issues relating to education, health care, children and women. In addition, she has a great interest in the Nordic Heritage Museum, in no small part due to her own heritage. In addition to her legislative duties, Ms. Kohl-Welles is a lecturer at the University Of Washington (Sociology, Education, Women Studies), and is affiliated with many community organizations and community groups for women's issues and education.

Thursday, June 10 ~ WMA Annual Conference

11:00 - 11:15 Break

11:15 - 12:30 **Concurrent Sessions**

Packing on a Shoestring Auditorium

When necessity demands transporting objects without the benefit of an ample budget, much can still be done to protect and secure objects in transit. This workshop will present some lower cost solutions to the challenges of packing and transporting art objects, and offer hands-on presentation of soft packing techniques, materials and relative costs.

* **Presenters:** **John Lucas. Artech Fine Art Services, Seattle**
Bob Beane, Artech Fine Art Services, Seattle
Bernie Jacobs, Artech Fine Art Service, Seattle

School Talk: State Standards and Other Educational Issues for Museums Classrooms 1 & 2

Teachers and museums can work naturally together - if you are talking the same talk. Learn about Washington State Essential Academic Learning Requirements (EALRs) and other "teacher talk" necessary for making your museum into a partner with your local school district and beyond.

* **Presenter:** **Janet Oakley, Curator of Education, Skagit County Historical Museum, La Conner**

Health Risks From Pesticide Residues in Collections Classroom 3

Pioneering research uses portable x-ray fluorescence spectrometers to analyze specimens for residues of prior arsenic and mercury pesticide applications, a common problem dating from before 1960. Learn important conclusions about the likelihood of such contamination and its health risks for museum staff and others. Speakers will demonstrate how this technology works and share new guidelines for collection management and for visitors and researchers.

* **Presenters:** **Dr. James Nason, Director, Museology Program, Burke Museum, Seattle**
Dr. Rolfe Hahne, Director of Research, (Ret) Department of Environmental Health, University of Washington, Seattle

12:30 - 1:30 **Luncheon and Speaker** Auditorium

Captain Les Bolton, Executive Director, Grays Harbor Historical Seaport Authority, Aberdeen

"Making Movies For Fun and Profit?" or how to work with the entertainment industry without losing your shirt, your sanity, or your organizational integrity (hopefully).

Captain Les Bolton will discuss Grays Harbor Historical Seaport's involvement with various production companies, two feature films, documentaries, television programs and commercials. A "tale of two ships," contrasts the experiences of the *Lady Washington* in **Pirates of the Caribbean: The Curse of the Black Pearl** and the *HMS Rose* in **Master and Commander.**

1:30 **SILENT AUCTION OPENS** Auditorium

Thursday, June 10 ~ WMA Annual Conference

1:45 - 3:00 **Plenary Session** Auditorium

Big Business or Big Headache? Historical Societies and Curation of Archaeological Collections in Washington State

Local museums are increasingly approached to curate collections made by contract archaeologists for two main reasons: federal mandates give preference to facilities in the geographic area of the site and (probably more importantly) most societies will take these collections for free. The recently formed Washington Curation Interest Group has identified the situation as a concern and is actively pursuing solutions. Session will focus on the benefits, responsibilities, and challenges of accepting systematic archaeological collections and encourage participation in the Curation Interest Group.

* **Presenters:** **Paula Johnson, Curation Specialist, Paragon Research Assoc, Seattle**
Steve Denton, Program Manager, Burke Museum of Natural History and Culture, Seattle
Betty Ramsey, Director, Two Rivers Museum, Washougal
Stephanie Kramer, Asst. State Archaeologist., Office of Archaeology and Hist. Pres., Olympia

3:00 - 3:15 Break and Silent Auction Bidding

3:15 - 4:30 **Concurrent Sessions**

Consortiums: A Model for Collaboration Auditorium

This session introduces the benefits of collaborative partnerships. With their shared collections, the Washington Art Consortium is creating a web-based database which will not only engage a wider audience, but also make these collections (and those held by the individual museums) available for research and scholarship. This session will take a critical look at the consortium model, especially what can be accomplished in a collective manner that cannot be done separately.

* **Presenter:** **Patricia Relay, Program Coordinator, Washington Art Consortium, Bellingham**

"The A, B, C's of Educational Kits" Classrooms 1 & 2

This workshop will explore different approaches to the design, construction and use of educational kits and curriculum for K-12 students and community members. Various speakers will discuss thei insights and incorporation of educational kits with their respective museum audiences.

* **Presenters:** **Suzanne Arness, Principal, Halcyon Consulting, Kingston**
Steve Crowell, Director, Paul H. Karshner Memorial Museum, Puyallup
Amanda McGarty, Curator of Education and Programs, Museum of History and Industry, Seattle
Kris Major, Education Coordinator, Northwest Museum of Art and Culture, Spokane

Building Community, Sustaining Culture Classroom 3

A designer, community member, and a museum professional explore how the design and construction of cultural facilities, like museums, must also be mechanisms for building community. As a result of the homogenization of our surroundings and the loss of cultural diversity, cultural institutions must respond vigorously to their constituent communities' increasing needs to express articulately who they are. Capital projects are an important means towards this goal. How do we collectively create surroundings that explore and reflect "who we are" in a satisfying way and what steps can be taken during the planning and execution of capital projects that help museums fulfill their missions?

* **Presenters:** **Mark Johnson, Architect, Jones & Jones, Seattle**
Mario Campos, Principal, Jones & Jones, Seattle
Colleen Jollie, Tribal Liaison, WSDOT, Olympia
Susan Guyette, Planning Dir. Santa Fe Planning and Research, NM

Thursday, June 10 ~ WMA Annual Conference

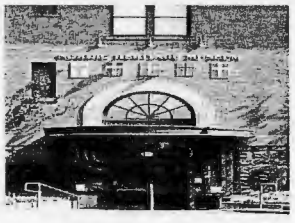
4:30 - 6:30 **A SCANDINAVIAN EXPERIENCE**

The Nordic Heritage Museum offers extended hours and activities throughout the Museum:

Enjoy a no host bar with beer, wine and soft drinks, music, hands-on craft activities, Nordic handicraft demonstrations, performances, a movie and more. The Museum will be open with exhibitions and activities throughout the facility plus five temporary exhibitions: *Royal Nebeker, Randy James, Libbie Masterson, Wergeland and the Jews* and *Jewish Refugees in Norway After WWII.* Artist Andy James will be on hand to discuss his work.

6:30-8:00 **The evening continues with a Smorgasbord Dinner - Auditorium**

Join us at the Nordic Heritage Museum for an evening of Nordic culture complete with dance and fiddle music by NHM Lilla Spelmanslag and Nordleik playing traditional Nordic dance music with Larry Reinert teaching beginner group dances.



Friday, June 11 ~ WMA Annual Conference

8:00 - 10:00 Registration 1st Floor Hallway Reading Area Near Restrooms
and Silent Auction Bidding Auditorium

8:00 - 9:00 Breakfast Buffet & Affinity Groups Auditorium
Affinity tables available for Heritage Resource Center Capital Project Grants, Educators, Curators, Volunteer Coordinators, Registrars, Historic Houses, Directors.

9:15 - 10:30 **Concurrent Sessions**

Cyber Collections: Creating Image Databases on the WWW Auditorium

Providing access to your image collection on the Internet not only allows easier access and cross-referencing for the public, but also digitally preserves the collection and limits physical contact with original photographs and negatives. Explore how these image collections have moved from the file drawer to the Internet. Session features a museum-library collaboration, a major education digital initiative, and expertise from a university curator and the developers of CONTENTdm, an Internet accessible collections database software.

* **Presenters:** **David Lynx, Curator of Education & Technology, Yakima Valley Museum, Yakima**

Martha Lance, Head of Education, Washington State Historical Society, Tacoma

Jill Fluvog, Vice President, DiMeMa Inc., Seattle

Nicolette Bromberg, Visual Materials Curator, Special Collections Division, Univ. of Wash. Libraries, Seattle

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Street Clock Restoration: A New Approach to Building Community Classroom 3

Why restore a street clock? Who contributes and gets involved? Such community projects can promote connections and identify with a city agency and can reveal aspects of community trade and business history. This session also covers the nuts and bolts of the project.

* **Presenter:** **Paul Middents, Vice President Board of Trustees, Kitsap County Historical Society Museum, Bremerton**

Institutional Change and Exhibitions: A Dynamic Relationship Classrooms 1 & 2

When change triggers a shift in the direction and role of a museum, the effect on exhibits can be substantial. Sometimes a new approach to exhibits is the impetus for a museum to undertake strategic planning. Two museum directors and a consultant share case studies and diverse perspectives on the relationship between institutional change and exhibit development.

* **Presenters:** **Jerry Ostermiller, Director, Columbia River Maritime Museum, Astoria, OR**
John Baule, Director, Yakima Valley Museum, Yakima
Alice Parman, Museum Consultant, Eugene, OR

10:30 - 10:45 Break and Silent Auction Bidding Auditorium

10:45 - 12:00 **Concurrent Sessions**

Restoration of Paintings and Murals in Your Collection Classroom 3

Participants will gain a broad understanding of painting and mural conservation and the importance of informed decision-making when considering cleaning or restoration of such museum collections. Learn the connection between murals and the buildings they are a part of. Learn when to consider restoration or recommend preservation.

* **Presenters:** **Dan Tarnoveanu, President/Owner, Renaissance Art, Restoration and Architecture, Inc, Anacortes**
Karen Marshall, Director, Skagit County Historical Museum, LaConner

Getting on the Web - Without Getting Tangled Up Auditorium

Review the basics of website design, content, visibility, management and legalities. Learn about URL registration, hosting and software and hardware needs; tips for site architecture, design and content; search engines and ranking strategies; and copyrights and other legal issues. Presenters include staff and consultants of www.historylink.org, the online encyclopedia of local and state history in Washington, which has served 50 million files to 3 million visitors since 1998.

* **Presenters:** **Walt Crowley, History Ink and Executive Director of HistoryLink.org, Seattle**
Chris Goodman, HistoryLink Site Administrator, Seattle
Alan Stein, Links Coordinator and Staff Historian, HistoryLink, Seattle
Robert S. Gruhn, General Counsel, WMA and History Ink, Seattle

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Growing Your Operating Fund Classrooms 1 & 2

The WMA museum survey indicated that the # 1 museum need is for more operating funds. This session will explain different operating fund sources, discuss how museums combine resources to make up their operating budgets and give examples of how museums have increased some sources. Participants will receive a template they can use to analyze their own museum's fund resources. Whether your budget is small or large, this session can fertilize your operating fund and help it grow.

* **Presenters:** **Chris Fiala-Erlich, Museum Consultant, Gig Harbor**
Leonard Garfield, Executive Director, Museum of History and Industry, Seattle
Pamela Kruse-Buckingham, Director, Kitsap County Historical Society, Bremerton
Elizabeth Heath, Executive Director, The Non-Profit Center, Tacoma

12:00 -1:15 **Lunch & Scandinavian Dessert Demonstrations, Silent Auction Final Bidding and Closing** Auditorium

1:15 - 2:00 **WMA Annual Meeting** Auditorium

2:15 - 3:30 **Concurrent Sessions**

How to Succeed in Tourism! Auditorium

George Sharp has more than 24 years experience in exceeding customers expectations, managing tourism destinations, and assisting in raising millions of dollars for public and private organizations. He will share with you the formula for success in creating, enhancing and sustaining a cultural tourism destination. You will learn at least one new idea to assist your organization or George will buy you lunch.

* **Presenter: George Sharp, Tourism Development Manager, Washington State Department of Community, Trade and Economic Development, Olympia**

Engaging Visitors Beyond the Gallery Classroom 3

This session will explore opportunities for interpretation, education and inspiration outside of the gallery, to create a holistic visitor experience of a place and its culture. Architecture, art installations, education programs and cultural landscapes are essential elements that encourage the visitor to go beyond the gallery's mediated story to direct engagement with a place. Case studies will demonstrate successful strategies for incorporating these elements into a complete interpretive program.

* **Presenters:** **Bruce Arnold, Architect, Jones & Jones, Seattle**
René Senos, Landscape Architect, Jones & Jones, Seattle
Keith Dunbar, Project Manager, National Park Service
Jean Harrison, Chief of the US Fish and Wildlife Division of Visitor Services

Friday June 11 ~ WMA Annual Conference

Director's Forum - www.museumsurvivalist.org Classrooms 1 & 2

Ethics issues frequent the news headlines and extend to good dialog among museum directors, board members, staff and volunteers. This lively, moderated session will explore ethical issues specific to asset accountability, including ethical issues related to both collections and financial responsibility.

*	**Moderators:**	**Bruce Weilepp, Director, Pacific County Museum, South Bend**
		Steve Anderson, Director, Renton Historical Museum, Renton
		Elizabeth Heath, Executive Director, The Non-Profit Center, Tacoma
*	**Facilitators**	**Margaret Winch, Consultant, Communication Resources, Seattle**
		Robert S. Gruhn, General Counsel WMA, Seattle

3:30 - 4:00 Final Words, Networking and Wine Auditorium

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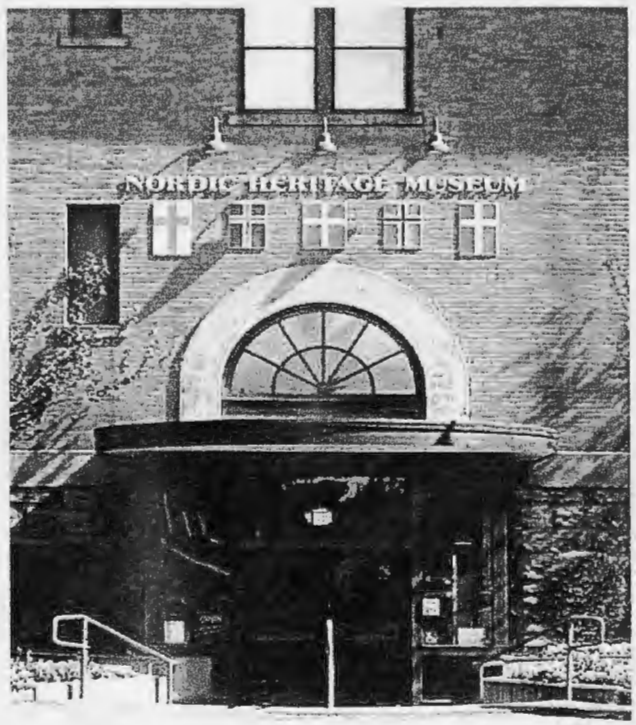
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