Washington Museum Association **ANNUAL CONFERENCE**

Moses Lake

June 21, 22, & 23, 2017

CONFERENCE PROGRAM

As you walk through the desert of life, may you always find your oasis...

PROGRAM SCHEDULE

Wednesday, June 21, 2017

9:00 AM–4:00 PM ***Registrars to the Rescue (R2R)*** **Quincy Valley Historical Society & Museum**
Wanapum Heritage Center

For the sixth year, the R2R team partners with Art Work Fine Art Services to bring together a team of trained professionals to volunteer at a museum near the annual conference location. In 2017, the R2R team will be assisting the Quincy Valley Historical Society & Museum and the Wanapum Heritage Center.

Pre-registration required.

If you are a registrar or collections specialist, and you missed the opportunity this year, please join us in 2018 at annual conference time. It is an excellent networking opportunity!

PRE-CONFERENCE WORKSHOPS

12:00 PM–2:30 PM ***Exhibits: The Art of Text Writing*** **Classroom**

Presenter: Gwen Whiting, Washington State History Museum

Writing concise and engaging text for exhibit panels, captions and signage can be challenging. Join curators from the Washington State History Museum as they provide exhibit writing tools and techniques.

Subjects presented include:

- Novel-writing techniques translated for exhibit writers
- Writing for specific audiences and grade levels
- Writing for a particular subject
- Overcoming writer's block; practical exercises that will keep the text flowing
- Creative captioning
- Technological tools to assist with the writing process

This workshop includes hands-on writing exercises and an opportunity to talk about your writing challenges with the facilitator and the rest of the group.

Pre-registration required.

2:00 PM–5:00 PM ***Museum Hack Workshop*** **Council Chamber**

Museum Hack's Audience Engagement Mini-Workshop will help spark innovative and creative thinking about how to attract and engage audiences of all ages, while investing in your staff and reconnecting them to your collections and mission. You will learn techniques for high-level audience engagement, including storytelling skills and activity design. You'll uncover how to approach museums from a narrative perspective, with examples that dig for the non-traditional, and truly human, elements of spaces and objects in order to tell fascinating, passion-based stories and create stronger connections between audiences and institutions.

Late registration available! (capped at 25) **Fee $50**

3:00 PM–5:00 PM

World War I in Washington State: An Exhibit, A Program and the Research Skills to Present Your Own Community History

Classroom

Presenters: Dr. Lorraine McConaghy, Susan Rohrer, and Jill Morelli

The Centennial of American involvement in World War I begins this year and provides an opportunity to discover with your community the biographies of the people who served, the challenges of the home front, and the distinctive history of your own place against the backdrop of the war years in Washington State. Join us for a hands-on workshop to gain the tools of engagement and discovery for this commemorative opportunity: sharing research, exhibition, and programs with your visitors. Commemoration offers a chance to grow your audience, your capacity, and your collections for this important era.

- Uncover local stories of war veterans.
- Learn genealogical skills and historical resources from an expert to bring you veterans to life.
- Develop biographies for the soldiers, sailors, marines, and nurses who came home or lost their lives.
- How to interpret the place-based history of your own community's experience of the Great War.
- How to develop a participatory reader's theater script based on research adapting a statewide "shell" script for your community.
- Display your research, images and artifacts against the backdrop of a new exhibit developed by WSHS entitled *Washington's Great War: World War One in Washington State*.
  - It will be on display at the workshop. The exhibit is free to educational, cultural and heritage institutions and all government agencies.
  - You will be presented with ideas on how to develop your own local exhibit and public programs, using the exhibition as a basis to build the important story of your region.

This workshop offers a packed agenda of skills, resources, and opportunities to take advantage of the centennial and its commemoration to explore history with your community.

Pre-registration required.

12:00 PM–4:00 PM

Wanapum Power and Heritage Tour

For more than 60 years, Grant PUD and the Wanapum have worked together to protect, preserve, and perpetuate the natural and cultural resources of the Priest Rapids Project. Brought together in the 1950s with the federal licensing of Priest Rapids and Wanapum dams, the two groups committed to a long-lasting relationship built on mutual trust and respect. As construction on the dams began, the Wanapum stood in support of the utility. In return, the Wanapum maintain their traditional culture and religious lifestyles at their ancestral home. Tour the Grant PUD Visitor Center, Wanapum Dam, and the Wanapum Heritage Center to gain a greater understanding of how Power and Heritage have shaped the human history along the banks of the Columbia River.

Pre-registration required. (Participant to provide own transportation. Open-toed shoes not allowed on dam tour.)

Tour Schedule:

12:00–12:30 pm	Tour meets at Turbine Park. Come early to have a picnic lunch, or spend free-time at the Visitor's Center. Take WA-243 to Wanapum Dam Rd.
12:30–1:00 pm	Tour of the Grant PUD Visitor's Center. 14352 Wa-243, Beverly, WA 99321
1:00–2:00 pm	Tour of Wanapum Dam. Drive 17 miles South via WA-243 N
2:30–4:00 pm	Tour of Wanapum Heritage Center, 29086 Washington 243, Mattawa, WA 99349

6:00 PM–8:00 PM

Welcoming Reception at Moses Lake Museum & Art Center

Join your colleagues and friends for a relaxed opening reception to the WaMA Conference.

Appetizers by Nicky Krost of Rockun Hog BBQ.
Wine, beer, and live music.
Wine sponsored by Andrea Weatherhead Design.

Thursday, June 22, 2017

9:00 AM–11:30 AM ***Introductions, Awards, and Keynote by Museum Hack*** **Auditorium**

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

MUSEUM HACK presents a keynote in which we'll explore best practices for creating unique and interactive adult museum experiences that attract and engage new audiences. From the power of passionate storytelling to activities & challenges that utilize smart phones to forge social experiences, we'll discuss ways in which Museum Hack is skirting old interpretation paradigms and helping to turn guests into "meaning makers" by giving them agency within the context of a facilitated museum experience.

12:00 PM–1:30 PM **LUNCH with Mrs. America Natalie Luttmer** **Council Chamber**
Welcome by Moses Lake Museum &Art Center

Mrs. America Natalie Luttmer of Moses Lake is the first Mrs. America crowned from Washington state. She has lived in the state for 25 years. She grew up with a strong interest in drama and music, and learned to play several instruments in her youth. She was a member of the nationally award-winning Moses Lake Drill Team, the Molahiettes, and is in the WSDDCA Hall of Fame with her team. Natalie and her husband, Landon, have been married for 4 years, and have 7 children.

Natalie is actively involved in her community and state. She is a board member of the Moses Lake Public Library Foundation and assisted in organizing their yearly fundraiser "Bagels for Books." Natalie co-organized a Mother-Daughter Tea Party, with all proceeds benefitting the Victoria Siegel Foundation. Her heart was touched by the great need for organizations that support families and youth affected by substance abuse, which is why she chose "Substance Abuse Awareness" as her community platform. One of her favorite quotes is by Charles Dickens, "No one is useless in this world who lightens the burdens of another."

Box lunches by Michael's Bistro. Free for registrants.

2:30 PM–3:45 PM **BREAKOUT SESSIONS**

(1) ***Surge*** **Classroom**

Presenters: Christopher Shainin, Museum of Northwest Art; and Roger Fuller, Western Washington University, Institute for Applied Ecology

In partnership with Skagit Climate Science Consortium, Skagit Land Trust, Skagit Watershed Council, and Swinomish Indian Tribal Community, MoNA presented Surge, a week-long exhibition of art, science, and information centered on climate change and its impacts on Northwest coastal communities. The project brought together scientists, educators, and artists to explore impacts such as rising sea levels and changing river flows. The presentation will cover the collaborative aspects of the project and the role of the museum and artists in addressing community challenges.

(2) ***Community Projects & Outreach:*** **Council Chamber**
Sharing Digital Collections Documenting Regional History East of the Cascades

Presenters: Julia Stringfellow; Maurice Blackson; and Carlos Pelley, Central Washington University.

The CWU Archives and Special Collections staff will discuss the inception and growth of the digital regional history collections available through CWU's institutional repository ScholarWorks, http://digitalcommons.cwu.edu/community_projects/. The process for building this collection and the outreach and promotion conducted to raise awareness has resulted in increased collection views and research questions. Outreach activities have also resulted in new donations, consultations with the Wanapum Heritage Center and Yakima Nation Library, and stronger relationships with local history groups.

(3) ***Ready, Set, GO! Getting Ready for Interpretive Planning*** **Courtroom**

Presenter: Chuck Lennox, Lennox Insites

The task of developing an interpretive plan may seem daunting – but it does not have to be! Focusing on your needs and desired outcomes is important to determine what direction to take. What are the questions to ask? What information or documents should be gathered to help you answer your questions? Can you develop a plan yourself or do you need outside help? This session will help you understand the interpretive planning process.

(4) *Voces del Valle:* Bridging Barriers Between Communities — Auditorium

Presenters: Karen Summers, Skagit County Historical Museum; Chloe Dye Sherpe, Museum of Northwest Art

Voces Del Valle (Voices of the Valley) was conceived after recognizing a significant gap in the museum's collection and educational programs regarding the contributions and history of Mexican Americans in Skagit County. In the summer of 2015, during a special event about farming, a group of farm workers protested the migrant labor situation. Although the museum took no stance on this, it was recognized that the museum did not adequately represent a very important and vibrant community. Karen Summers, SCHM Curator, reached out to the community for almost a year. Through many formal meetings, and informal visits, friendships were forged and a foundation of trust established. Over the course of many months, Karen attended Latino Outreach seminars and local cultural events and interviewed a range of Latino families about their vision for the project, resulting in a uniquely dynamic exhibit. This presentation will explain all the barriers and accomplishments during the creation of this important exhibit, which started with only four photographs.

4:00 PM–5:15 PM BREAKOUT SESSIONS

(1) *Chipping Away At A Mountain: Creating & Executing a Collections Work Plan* — Classroom

Presenters: Sarah Samson, Renton History Museum; Kathrine Browne, Flying Heritage Collection & Combat Armor Museum

This session will explore the ways museums can climb the mountain that is collections work. It will include: the usefulness of collection assessments, how to create a work plan, creative ways to leverage interns and volunteers to move collections work forward, and creating projects attractive to granting agencies.

(2) *Art-vocate?* — Council Chamber

Presenters: Monica Miller, Gallery One; Alex Eyre, Ellensburg Arts Commission

As artists and arts enthusiasts we are each in the position to create an awareness of the importance of the arts to our society. As citizens, it is our right and responsibility to help our fellow citizens and elected officials understand the many ways the arts enrich our lives and contribute to the health of our nation and our children. This is the story of how a small, rural, volunteer-based arts commission increased their funding by 500%. Monica Miller of Gallery One and Alex Eyre from the Ellensburg Arts Commission will share their story with the hopes of inspiring participation and advocacy on every level. Join them also in a conversation about the future of the arts in your town and our state, and learn what we can do together to ensure that the arts remain a vital part of our lives.

(3) *Searching for Your Equitable Oasis: A Small Museum Guide* — Auditorium

Presenters: Chieko Phillips, 4Culture; Priya Frank, Seattle Art Museum; Aletheia Wittman, Incluseum

This session is inspired by a national convening called MASS Action: Museums as a Site for Social Action. We will tailor the conversation to small museums that might not feel they have the capacity for incorporating equitable practices. We will discuss the first steps of internal reflection and include achievable action steps toward changing museum culture. Participants will walk away with an internal audit they can complete at their organizations.

(4) *Creating Community through Art & Environment* — Courtroom

Presenters: Lindsay Huse Kestin and Maggie O'Rourke, Seattle Art Museum

The Seattle Art Museum's Olympic Sculpture Park is a prime example of a space that is designed to create community in an urban setting through cultural and environmental programming. We will focus on programs that generate personalized experiences and bring visitors of all ages together through common affinities. Looking at year-round programming, presenters will explore the multi-functionality of the park, which serves as an exhibition site, civic space, community center, classroom, laboratory, playground or incubator. Presenters will lead an interactive session that asks participants to reflect on the communities they serve, discuss challenges and explore best practices.

6:00 PM–8:30 PM Evening Reception

at the Best Western Lakefront Hotel

3000 W. Marina Drive

Buffet dinner and bar

Live music from
Dime Store Prophets

Free for full conference registrants. $45 for partial registrants

Friday, June 23, 2017

9:00 AM–10:15 AM BREAKOUT SESSIONS

(1) *Basic Rules for Better Interpretive Exhibits* — Auditorium

Presenter: Andy Granitto, Yakima Valley Museum

Why do some exhibits capture visitor attention and inspire careful study, while others get little more than a passing glance? Too often, in the rush to get a meaningful story on the wall or rare artifacts on display, we install a boring exhibition. Failure to follow a few basic rules and design goals—regardless of the appeal of the exhibit topic or artifacts on display—can result in an ineffective exhibit and a bad museum experience. This talk will outline essential exhibit design and label-writing guidelines that can help you improve your existing exhibits and create better exhibits in the future.

(2) *Likely Partners, Pt I: Museums & Cities* — Courtroom

Presenters: Dr. Elizabeth Stewart, Renton History Museum; Freya Liggett, Moses Lake Museum & Art Center; Deb Twersky, 4Culture

Governments are the most common funders of museums in the U.S., and yet together we still struggle to create a harmonious relationship. Cities worry about the best use of taxpayer money, and museums wonder why they have to fight to make a case for support. This roundtable discussion explores the symbiosis between cities and museums and offers ideas and examples of best practices in creating a healthy, mutually supportive partnership.

(3) *First Comes Love*—LGBTQ On Exhibit — Council Chamber

Presenter: David Lynx, Larson Gallery

In September of 2016, the Larson Gallery held an exhibition called *First Comes Love*. The largest showing of the photography of B. Proud's project, featured 33 portraits and accompanying stories of long-term LGBTQ relationships. An exhibit found by accident, it was perfect for the ongoing curriculum integration goals that the gallery and Yakima Valley College share. The exhibit was well received by the community and fostered a new audience for the gallery.

(4) *Museum as Landlord* — Classroom

Presenters: Sadie Thayer, Kittitas County Historical Museum; Colleen Schafroth, Maryhill Museum of Art; John Larson, Poulson Museum; Ron McGaughey, Lake Chelan Historical Museum

Learn how four museums in different areas of Washington State have found alternative and steady sources of income beyond admission fees, donations, and membership dues. This panel will discuss what benefits and challenges having rental properties can bring to a museum. Find out whether this option may be something that you can do (or plan for) at your museum

10:30 AM–11:45 AM BREAKOUT SESSIONS

(1) *Using History Exhibit Techniques for Better Art Exhibitions* — Auditorium

Presenter: Andy Granitto, Yakima Valley Museum

How can methods and techniques used in history museums be applied to art exhibits? Stories, drama, and discovery—the proven tools for successful history exhibits—are rarely applied to art, often resulting in exhibitions that not only fail to present works to their best advantage, but also have limited appeal beyond the usual art museum audience. How can we create gallery spaces that respect and retain the primacy of the artwork, while reflecting its intended context or fostering thought and discussion on the works' cultural significance? This talk will use examples from art exhibitions at Yakima Valley Museum, as well as discussions and critiques of exhibitions at other Northwest museums, concluding with a problem-solving and brainstorming exercise using exhibition challenges from the audience.

(2) *Likely Partners, Pt. II: Museums & Unconventional Partners* — Courtroom

Presenters: Dr. Elizabeth Stewart, Renton History Museum; Julianna Ross, Georgetown Steam Plant and Seattle City Light; Robert Franklin, Hanford History Project; Thomas Marceau, Hanford Site; Angela Neller, Wanapum Heritage Center and Grant County PUD

Museums today are thinking outside the box when seeking out sustaining partnerships and collaborators. The strongest alliances can often be forged among seemingly unlikely partners with common aims and interests. The presenters in this roundtable discussion will share their experiences seeking out, cultivating, and maintaining relationships among unconventional cultural allies.

(3) *Washington's Latino Voices* — Council Chamber

Presenters: Nancy Salguero McKay, Highline Historical Society

This session explores Latino voices in Highline and how the project was inspired by the moral courage of families starting new lives. Every immigrant is willing to face physical danger, emotional pain, disapproval, and even financial insecurity! They must have the courage and the moral values to be honest at the risk of community rejection or retaliation. This is about families passing these values to the next generation. The exhibit was created by combining the results of two activities: bringing the "Latinos in Washington" documentary to the public and conducting a facilitated discussion between Latinos and non-Latinos after the viewing of this award-winning documentary; then three Latino families in Highline were interviewed about their experiences with immigration. This session serves as a compelling case study of the process of bringing new voices into local history museums.

(4) *Tales from the Road: Building Partnerships and Publicity through Geocaching* — Classroom

Presenter: Erich Ebel, Washington State Historical Society

Get an in-depth look at the Washington State Historical Society's 125th anniversary event...The Great Washington Heritage Geo-Adventure! See how it was planned, maintained and executed. Learn what worked, what didn't and what went horribly awry. WSHS Marketing and Communications Director Erich Ebel shares stories from the whirlwind adventure and identifies unique ways to partner with entrepreneurial individuals, local historical and heritage organizations, and destination marketing groups in your target area.

12:15 PM–1:45 PM General Session Lunch — Council Chamber

Presentation of new Board members; Annual Report by WaMA President.

Box lunches from Red Door Café

2:00 PM – 5:00 PM Museum Hack Workshop — Council Chamber

Museum Hack's Audience Engagement Mini-Workshop will help spark innovative and creative thinking about how to attract and engage audiences of all ages, while investing in your staff and reconnecting them to your collections and mission. You will learn techniques for high-level audience engagement, including storytelling skills and activity design. You'll uncover how to approach museums from a narrative perspective, with examples that dig for the non-traditional, and truly human, elements of spaces and objects in order to tell fascinating, passion-based stories and create stronger connections between audiences and institutions.

Late registration available! (capped at 25) **Fee $50**

Staying overnight in Moses Lake on Friday?

Join your museum colleagues for a no-host breakfast

on Saturday morning, June 24 at 8:00

at **Sporty's Steakhouse**

507 E. Broadway Avenue in Moses Lake

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SEE YOU NEXT YEAR!