Washington Museum Association
1996 Annual Conference and Membership Meeting

"Recognizing and Responding: Reaching the Broadest Community"

Pre-Conference Workshop & WMA Board Meeting - June 12, 1996
Annual Conference & Membership Meeting - June 13 & 14, 1996
Post-Conference Workshop - June 15, 1996

Hosted by The Nordic Heritage Museum
3014 NW 67th Street, Seattle, WA

Museums are about community. Our challenge in this year's Annual Conference is to recognize the breadth of the museum community and respond in the most inclusive way. Our goal is to reach the broadest community by providing access to our facilities and programs, by engaging varied interests, and by representing the diverse nature of our community in both what we do and who we are.

FINAL PROGRAM

Wednesday, June 12, 1996

8:00 am - 4:30 pm Pre-Conference Workshop: "Preservation Strategies for the Front Lines" - Auditorium

Providing basic and advanced information about museum preservation and conservation. See separate detailed schedule. Sponsored by: Registrar's Committee of the Western Region (RC-WR), Washington State Chapter. Coordinators: Laura Thayer & Christine Runte

3:00 pm - 6:00 pm WMA Board Meeting
Rosalie Whyel Museum of Doll Art, 1116 108th Ave. NE, Bellevue, WA. Open to all WMA Members and Conference Registrants.

6:00 pm - 7:30 pm Reception for WMA Board, Members & Conference Registrants. Hosted by the Rosalie Whyel Museum of Doll Art, 1116 108th Ave. NE, Bellevue, WA.
Join us for a kick-off reception to the 1996 Annual Conference and view this unique and exceptional Museum. No charge.

Thursday, June 13, 1996

8:00 am - 5:00 pm Conference Registration, Information, Membership

8:00 am - 9:00 am Hospitality Table

REGISTRATION NAME-TAG NEEDED TO ATTEND THE FOLLOWING SESSIONS

9:00 am - 9:30 am Introductions and Welcome - General Session - Auditorium
Patricia J. Warren, President, Washington Museum Association
Marianne Forssblad, Director, The Nordic Heritage Museum
Robert Gruhn, Chairman, King County Landmarks and Heritage Commission
Representative Helen Sommers, Washington State Legislature

9:30 am - 10:30 am Keynote Address - General Session - Auditorium
"Excellence & Equity: Expanding Your Public Dimension"
Bonnie Pitman, Executive Director, Bay Area Discovery Museum; Chair, National Task Force for Excellence & Equity; former Associate Director for Programs, Seattle Art Museum

10:30 am - 10:45 am Break

10:45 am - 11:45 am General Session - Auditorium
"Can We Really Achieve Diversity: Steps We've Taken"
Michael Herschensohn, Director, Museum of History & Industry - moderator
Kim Keith, Outreach Director, The Children's Museum
Bing Aradanas, Special Projects, Museum of History & Industry

11:45 am - 12:00 pm Break

12:00 - 1:00 Conversations at Lunch - Room Assignments to be posted
1. **Fundraising / Marketing**: Chuck Fowler, Northwest Nautix
2. **Legal Questions**: Bob Gruhn, Davis Wright Tremaine & WMA General Counsel
3. **Computerizing your Collection**: Bruce Weilepp, Director, Pacific County Historical Museum
4. **Volunteers / Docents** Barbara Miles, Volunteer Coordinator, Seattle Art Museum
5. **IMS - MAP Program**: David Freece, Director, Cowlitz County Historical Museum
6. **Collections Policy**: Lynn Anderson, Curator of Collections, Washington State Historical Society
7. **Board Development**: George Thomas, Thomas Consulting Services
8. **Membership**: Julie O'Neil, AKCHO & Seattle Aquarium Society
9. **Museums on the Internet**: Debra Miller, Registrar, Burke Museum with Ellen Terry and Heather Toomey, Museology Graduate Students, Burke Museum
10. **Conservation Questions**: Laura Thayer, Registrar, Cheney Cowles Museum
11. **Legislative Issues**: Derek Valley, Assistant Director, Washington State Historical Society
12. **AAM Accreditation**: Bonnie Pitman, Executive Director, Bay Area Discovery Museum

Buffet Lunch $7.50. Pre-registration required for table topics and lunch.

1:00 pm - 1:30 pm Break

1:30 pm - 2:45 pm Concurrent Sessions

1. "Representing Your Community on Your Board"
Meeting Room A
Consider how to represent your community from the top down.
George Thomas, Thomas Consulting Services - moderator
Marianne Forssblad, Director, Nordic Heritage Museum
John Baule, Director, Yakima Valley Museum

2. "Reaching New Audiences through Museum Programs"
Meeting Room B
Review strategies to bring new audiences into your museum.
Jim Barmore, Director, Skagit County Historical Museum - moderator
Pauline Sweeney & Michele Loudon, North Central Washington Museum
Ken Gibson, The Children's Museum
Meg Pederson, Curator of Education, Skagit County Historical Museum

3. "Collecting to Reflect your Community"
Auditorium
Develop your collection to reflect the diverse aspects of your community, past and present.
Chris Fiala-Erlich, Director, Adam East Museum & Art Center - moderator
Ron Chew, Director, Wing Luke Asian Museum
Karen Holt Luetjen, Director, Marymoor Museum
David Freece, Director, Cowlitz County Historical Museum

2:45 pm - 3:30 pm Break

3:30 pm - 5:00 pm Concurrent Sessions

1. "Working with Diverse Groups Within Your Community"
Meeting Room B
Two experienced teams discuss projects designed to strengthen their multi-cultural museum communities
Ellen Ferguson & Alice Ito, discuss the Burke Museum's Exhibit - Strength & Diversity: Japanese American Women 1885-1990
Keith Williams & Pauline Sweeney, discuss North Central Washington Museum's annual multi-cultural festival

2. "Proven Programs for Children"
Auditorium
Review methods to include children in all aspects of your museum's programming
Kristin Tollefson, Education Director, Pratt Fine Arts Center - moderator
Beverly Harding, Seattle Art Museum
Charlene Mano, Wing Luke Asian Museum

3. "Collection Management for Ceremonial Artifacts"
Meeting Room A
Discuss necessary treatment of ceremonial objects from the perspectives of various cultures and organizations.
Glen Mason, Director, Cheney Cowles Museum - moderator

The Reverend Dennis Andersen, Ecumenical Representative of the NW Washington Synod of the Evangelical Lutheran Church in America
Arch Craig, Secretary,Grand Lodge of Washington, IOOF
Ron Chew, Director, Wing Luke Asian Museum

6:00 pm - 9:00 pm Evening Function - Annual WMA Awards Banquet - Auditorium

Join us for a traditional Scandinavian smorgasbord and the announcement of WMA's prestigious Annual Awards. Entertainment by Nordic Heritage Museum including Scandinavian music and the interactive performance by Living Voices, "Northwest Passages", an immigrant's experience in America.

Banquet: $18 / $22 Pre-registration required

Friday, June 14

7:30 am - 8:30 am Concurrent Sessions

1. Registrars' Breakfast - Burke Museum, UW campus, corner of 45th and 15th Ave NE,
Coordinator: **Roxanna Augusztiny,** Assistant Director, Burke Museum, $5:00,
Pre-registration required.

2. **Directors' Breakfast** - Museum of History and Industry, 2700 24th Ave E, Seattle.
Coordinators: **Michael Herschensohn**, Director, Museum of History & Industry, and **Keith Williams**, Director, North Central Washington Museum, $7:00,
Pre-registration required.

3. Trustees' Breakfast - Charlie's Restaurant, 7001 Seaview NW @ Shilshole Marina. Order off the menu. Pre-registration required. Coordinator: **Olaf Kvamme,** Nordic Heritage Museum Board

8:00 am - 12:00 pm Conference Registration, Information, Membership

8:00 am - 9:00 am Hospitality Table

9:00 am - 10:45 am Annual Membership Meeting and Election of Officers and Trustees - Auditorium. See separate Agenda.

10:45 am - 11:15 am Break

11:15 am - 12:30 pm General Session - Auditorium
"Special Programs that Reach Outside the Walls of the Museum"
Review a menu of programs that reach to various audiences. Consider new ways to involve other interests within your community in supporting your organization and achieving your mission.
* Museum Publications with **Dave Nicandri**, Director, Washington State Historical Society - moderator -
* Oral History Projects with **Sherry Boswell**, Seattle Times Centennial Project
* Architectural Preservation with **John Chaney**, Director, Historic Seattle
* Heritage Touring with **Jason Arnold**, Clipper Cruise Line

12:30 pm - 1:30 pm Buffet Lunch - $7.50, Pre-registration required

1:30 pm- - 1:45 pm Break

1:45 pm - 3:00 pm Concurrent Sessions

1. "Marketing to a Broad Audience" - Auditorium
Marketing Professionals discuss practical means to reach your target audiences.
Kris Easterday, Easterday Promotions - moderator
Ann Cook, Washington State Historical Society
Hollis Palmer, Director of Marketing, Museum of Flight

2. "Access for Special Populations" - Meeting Room A
Review a full range of access issues including building and exhibit design, language, and programs
Lisa Hill-Festa, Nordic Heritage Museum - moderator
Brom Wikstrom, Burke Museum
Dan Schmidt- - Very Special Arts
Carol Hahn, Member of the Accessibility Awareness Sub-Committee of the Governor's Committee on Disability Issues and Employment

3. "The Language of Exhibits" - Meeting Room B
Discuss ways to clearly communicate to audiences of all ages, cultures and abilities
Jon Bentz, TRA - moderator
Eric Taylor, Taylor'd Exhibits
Susan Libonati-Barnes, Writer/Editor, Burke Museum

3:30 pm - 5:00 pm Concurrent Sessions

1. Local Site Visits on Your Own
Take this opportunity to visit sites in the Seattle area. Many offer free admission for the course of the Conference. See registration materials for complete listing and directions.

2. Technical Assistance Workshop - Auditorium:
"Exhibit Fabrication: Expensive Ideas - Inexpensive Solutions"
Learn practical ways to produce your exhibits on a shoestring budget
Steve Anderson, Director, Renton Historical Museum - moderator
Tom Bennett, Independent mount-maker
John Summerfield, Museum of Flight

3. Museum Resource Information Roundtables Meeting Rooms A & B
Meet with representatives of various museum service organizations and projects to discuss current needs
Feliks Banel, Executive Director, Business Volunteers for the Arts
Ellen Ferguson, Washington State Representative, Western Museum Association
Patricia Warren, President, Washington Museum Association
Derek Valley, Washington State Archives Long Range Planning Project
Amanda Sloan, Program Officer, Washington Commission for the Humanities

6:00 pm - 9:00 pm Evening Function
Center for Wooden Boats, 1010 Valley Street, Lake Union

Join us for a maritime oriented evening including a salmon dinner, maritime program, historic ships and boating activities on Lake Union.

Dinner $12 - Pre-registration required. Limited to 50 people.

Thank you for attending the Washington Museum Association 1996 Annual Conference and Membership Meeting

Saturday, June 15

8:30 am - 4:00 pm
Heritage Resource Center Workshop - Managing Archives in Museums and Historical Societies - Auditorium

Participate in this in-depth workshop covering a full range of archival management issues including management of archival collections, arrangement and description of collections, oral history materials, photographic collections and comprehensive care and use of materials. See separate detailed schedule.

Registration Fee: $40 for WMA and WSHS members; $45 for non-members
Lunch on your own.

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

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