

~~WMA~~ Washington Museum Association
Annual Conference Program



June 18 ~ 20, 2003

Hosted by Spokane's
Northwest Museum of Arts & Culture



Acknowledgements

The Washington Museum Association thanks the following donor organizations and businesses for their assistance with this conference

*Howard S. Whitney Foundation
Riverfront Park, operated by Spokane Parks & Recreation
The Children's Museum of Spokane
Auntie's Bookstore
Spokane Junior Chamber Artists
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Keystone Packaging*



*The WMA annual conference receives support from the Washington State
Historical Society*



Pre-Conference at the Northwest Museum of Arts & Culture (MAC)

2316 West First Avenue

8:30 - 5:00 Registration ~ MAC, Cheney Cowles Center

11:00 - 12:00 **WMA Board Meeting** ~ MAC, Education Classroom
Open to all WMA members - advance registration necessary

12:00 - 5:00 **Pre-Conference Workshop** ~ MAC, Gilkey Room

From Buttonhooks to Nintendo: Collection Planning in the 21st Century

Sponsored by the Northwest Museum of Arts & Culture with the generous support of the Howard S. Whitney Foundation

- ◆ Would you like to utilize more of your collections in your exhibits and programs?
- ◆ Wondering what to do with bursting storerooms?
- ◆ Looking for a pro-active way to collect?

If so, sign up for this action-packed pre-conference workshop

- ◆ ***This workshop is free and includes lunch*** ◆ ***Limited to forty participants***

The workshop will provide:

- ◆ An update on the American Association of Museums' work to implement collection planning as a standard practice.
- ◆ Information from the national colloquium on Collection Planning co-sponsored by the AAM and the National Museum of American History, Smithsonian Institution.
- ◆ An information packet with essays on collection planning, a participant list, and printed notes from the workshop.

You will:

- ◆ Think outside of the box, participating in a hypothetical collecting exercise.
- ◆ Consider ways to capture and utilize oral history as part of the collecting process.
- ◆ Hear dynamic, successful collecting case studies.
- ◆ Have FUN!

Collection plans outline strategies for collecting and determine measurable objectives to achieve collecting goals. The AAM expects to require institutions applying for accreditation to include collecting plans in their organizational strategic plan within the decade.

5:30

Evening Event:

Downtown ~ A Whirling Good Time

Advance registration required

5:30-7:00 **Art @ Work Reception**, 123 North Post Street. Refreshments and conference registration available. Children's Museum open house across street. Enjoy **Lewis and Clark: Great Journey West** at the Riverfront Park IMAX Theater.

7:00 - 8:30 **Dinner on your own with friends and colleagues.** Near-by recommendations provided.

8:30-9:30 **Riverfront Park's historic Carrousel** : An exclusive chance to ride the carrousel, learn about its restoration, and enjoy ice cream sundaes.

9:30 **Only the Hearty**: Pub Crawl



**Welcome to
Riverfront Park**



WMA Conference: All sessions held at the historic Davenport Hotel 10 South Post Street



✓ 8:00 - 4:00 Registration, Davenport Hotel ~ Early Bird Room

✓ 8:00 - 11:00 Silent Auction Check-in ~ Early Bird Room

✓ 9:00 - 10:00 Opening Ceremonies & WMA Awards ~ Early Bird Room

✓ 10:00 - 11:00 Keynote Speaker: Bill Robinson, President, Whitworth College ~ Early Bird Room

Leading People from the Middle: Dr. Robinson characterizes 21st century organizations and the new leadership qualities that they demand.

11:00 - 11:15 Break

11:15 - 12:30 Concurrent Sessions

✓ ★ Reaching Out to Tourists -- Together ~ Early Bird Room

From cultural tourism to joint promotions, museums seek innovative ways to reach visitors. Explore initiatives that develop and communicate a destination's unique identity and manage the visitors' experience. Collaboration between cultural institutions, businesses, chambers of commerce, convention and tourism bureaus, and tourism operators will be discussed.

◆ Presenters: Julie Pisto, Museum of Glass; Ruthie Reinert, Tacoma Regional Convention and Visitor Bureau; Ellen Terry, Washington State History Museum. Moderator: Courtenay Chamberlin, Tacoma Art Museum

Effective Cyber Marketing Strategies for Arts Organizations ~ Cutter Room

Learn how different organizations develop their e-mail marketing strategies, identify e-mail recipient lists, create brief, visual, and informative messages, use graphics and attachments, properly time e-mail distribution, and save marketing money! The panel will also discuss how their organization's websites compliment and interact with e-mail marketing.

◆ Presenters: Annie Matlow, Spokane Symphony; Susan Hardie, Spokane Arts Commission. Moderator: Yvonne Lopez Morton, MAC

★ 12:30 - 1:30 ✓ Luncheon Speaker: Margo Long ~ Isabella Room

Energizing for Change: The world is in flux and you can expect every day to be a challenge, but you don't need to be a superhero to keep up. Margo Long shares skills that will help you face the risky business of next Monday morning. Long is Associate Professor, School of Education and Founder/Director, Center for Gifted Education, Whitworth College.

1:30 Silent Auction opens


★ 1:30 - 2:45 ✓ General Session ~ Making Connections Across the State ~ Early Bird Room

In this session, you will hear about "Museum Day 2004," a WMA project giving you an opportunity to show our legislators in Olympia the important role your museum plays in your community. You will be introduced to the 2003 WMA survey, aimed at learning what's important to you so that WMA can better represent you to the state. Heather Ferrall will give an update regarding upcoming regional conferences. Finally, you will hear how your museum can be involved in the Territorial Sesquicentennial Commemoration.

◆ Presenters: Heather Ferrell, Western Museum Association; Steve Crowell, Karshner Museum. Moderator: Chris Fiala Erlich, Gig Harbor Historical Museum

2:45 - 3:00 Break ~ Auction Bidding

3:00 - 4:15 Concurrent Sessions

 **Tangible History: Using Archives and Artifacts to Help Teachers Bring History Alive** ~ Cutter Room
Supported by a Department of Education-funded grant, Eastern Washington University, ESD 101, and the MAC have begun a successful collaborative program in which pre-service and in-service teachers learn how to use artifacts, photos, and documents to develop enhanced lessons for elementary students on the topic of regional journeys. Presentation will include a participating teacher's end product and program dissemination ideas.
♦ Presenters: Rodger Hauge, Eastern Washington University; Rayette Wilder, MAC; Shannon DiGiovanni, teacher; Carrie Ryan, teacher. Moderator: Kristen Pilgrim, MAC

Engaging Stories, Gaining Respect ~ Early Bird Room
How does a museum engage the interest and gain the respect of the local community? Join a discussion on the use of oral history as a means for including new voices in the museum and addressing important questions about community, health, and heritage.
♦ Presenters: Michael Umphrey, Montana Heritage Project; Ron Chew, Wing Luke Asian Museum; Jane Fritz, Independent Documentary Radio Producer. Moderator: Alexander Dunn, Anacortes Museum

Process Benchmarking for Museums ~ Davenport Room
Process Benchmarking is one way to investigate better ways of operating by learning from other institutions. The session will provide an introduction, examples from museums about how they've used process benchmarking, and a chance to exchange any ideas that are working. Participants are encouraged to bring "one good idea" from their museums to share.
♦ Presenter: Gail Campbell-Ferguson, Kitsap County Historical Museum. Moderator/Presenter: Barbara Moe

6:00 - 8:00

Evening Event:

Back to the MAC

Northwest Museum of Arts & Culture, 2316 West First Avenue

Join us for regional food, drink, and entertainment at the MAC's new exhibition and education center. Dessert at the museum's historic Campbell House. Gallery exhibits: *Jack Dollhausen: A 30 Year Start*; *Hometowns: Heart of the Inland Northwest*; *People of the Rivers: Lifeways of the Northern Plateau*; *Pearl Allen's Needlework Diary*; *Remembering Nat Park*. Food provided by Shake, Rattle, and Boil. Advance registration required.



WMA Conference: All sessions at the Northwest Museum of Arts & Culture (MAC)
2316 West First Avenue

o 8:00 - 4:00 Registration and Silent Auction ~ MAC, Cheney Cowles Center

✓ 8:00 - 9:00 Breakfast Buffet ~ MAC, Cheney Cowles Center
Open to all conference participants. You are welcome to join an affinity group: Registrars, Directors, Educators

9:00 - 10:15 Concurrent Sessions

Hometowns: Collaborative Development of a Regional History Exhibit ~ Admissions Lobby
Panel will convene in Admissions Lobby at the MAC and proceed to the *Hometowns* gallery. The exhibit curator, regional partners, and the exhibit developer will describe the evolution of *Hometowns: Heart of the Inland Northwest*. This case study in regional collaboration will trace the evolution of an idea from earliest vision through opening day.
♦ Presenters: Marsha Rooney, MAC, Jo Robertson, Big Bend Historical Society; Janet Thomas, Stevens County Historical Society. Moderator: Alice Parman, Formations, Inc.

Biting Off More Than You Can Chew: Case Study of an Only Partially Successful Heritage Tourism Project ~ Education Classroom

Join experienced heritage professionals in an analysis of efforts to develop a Maritime Heritage Trail. The original vision, the opportunities and obstacles, and final results will be examined. Participate in identifying what did or did not work, and what else might have been done in this imaginative undertaking -- then apply these lessons to your own project.

- ◆ Presenter: Michael Warner, Warner Consulting. Moderator/Presenter: William S. Hanable, Research North

✓ ✱ **Identity and Values: An Approach to Culturally Sensitive Design ~ Gilkey Room**

As designers, we aim for the informed translation of cultural values into our projects. We will examine criteria for culturally sensitive design and present solutions for future tribal cultural centers in Spokane and the Northwest. We will discuss how design fosters social and economic development without compromising identity, offering new perspectives for cultural integrity and regeneration.

- ◆ Presenters: Mario Campos, Jones & Jones; Susan Guyette, Santa Fe Planning. Moderator/presenter: Anne Emilie Gravel, Jones & Jones Architects and Landscape Architects, Ltd.

10:15 - 10:30 Break and Auction Bidding ~ Cheney Cowles Center

10:30 - 11:45 Concurrent Sessions

Creating Context and Finding Stories ~ Gilkey Room

Learn how genealogy research techniques/resources can provide context for artifacts with only nominal information, and how these techniques can be used to check donors' facts. The techniques can be used in museums of all sizes, from the smallest institutions to the Smithsonian's American History Museum. Case studies included.

- ◆ Moderator/Presenter: Laura Schulz, Fort Walla Walla Museum.

Teen Volunteers: Learning Through Service ~ Education Classroom

Teen volunteers are a source of energy and enthusiasm for all kinds of museums. In turn, our museums offer young people excellent learning opportunities. This panel will explore three types of teen programs and offer suggestions for starting your own program or changing your existing program. Hand-outs included.

- ◆ Presenters: David Cretin, Seattle Children's Museum; Ginny Vacchiery, Pacific Science Center. Moderator: Joyce Jensen, Naval Undersea Museum

L3 ✱ **Creating an American Indian Cultural Council ~ Plateau Center**

This session provides guidance for structuring participant's own American Indian Cultural Councils and tribal networks of those who can provide accurate and knowledgeable guidance to museum personnel who work with cultural collections. Includes a walk-through of the People of the Rivers exhibition, a successful cooperative venture between the peoples of Spokane, Coeur d'Alene, Kalispel and Confederated Tribes of the Colville Reservation and the MAC.

- ◆ Presenters: Francis Cullooyah, Kalispel Tribe/Chair of the MAC AICC, Richard Mullan, Director of Culture, Coeur d'Alene Tribe. Moderator/presenter: Michael Holloman, MAC.

11:45 - 12:00 Break and Auction Bidding

12:00 - 12:30 WMA Business Meeting ~ Auditorium, Cheney Cowles Center

Election of Officers and Trustees, WMA News, Preview of WMA Conference 2004

WMA



12:30 - 2:00 **Pizza, Conversation, and Auction Bidding** ~ Cheney Cowles Center
Enjoy a slice of pizza served from a historic firetruck.

12:30 - 1:15 **MAC Behind-the-Scenes and Campbell House Interpretive Tours** ~ Cheney Cowles Center
Enjoy one of two tours of the MAC before lunch: a behind-closed-doors tour of the new museum and archives collections facilities, or the new interactive tour of Campbell House. Both leave from the Cheney Cowles Center. A snack will be provided to tide you over until after the tour! Campbell House tour limited to 16.

1:00 - 2:00 **WMA Board Meeting ~ Education Classroom**
Open to all WMA members

2:00 - 3:15 **Concurrent Sessions**



Care of American Indian Cultural Collections ~ Auditorium, Cheney Cowles Center
Discussion on stewardship for cultural collections that includes tribal cultural representatives in the formation of collection care plans and collection management policies as they pertain to American Indian cultural objects. This session focuses on the cooperative opportunities museums have to work with regional and national tribal cultural people in the care of tribal objects in museum collections. Tour American Indian Collections storage facilities of approximately 36,000 items.
♦ Moderator/presenter: Michael Holloman, MAC.

Innovative Partnerships: Expanding Program Opportunities and Sharing the Risk ~ Education Classroom
Participants will learn about what makes a successful museum partnership. We will discuss how to identify and approach potential partners, resources, risks and revenue streams located "Outside of your Box." After a brief introduction, the group will work together to identify potential partnership opportunities for three organizations chosen from the group.
♦ Presenter/Moderator: Capt. Les Bolton, Grays Harbor Historical Seaport Authority

Grant Development: Increasing Your Odds for Success ~ Gilkey Room
Professional grant seekers and grant makers provide perspectives on developing winning grant proposals. Explore the role of grant development in program planning and collaborative projects, discover the keys to a compelling grant, and learn what reviewers consider when they read your grant.
♦ Presenters: Cindy Green, MPH; Candy Hanford, Foundation Northwest; Martha Nichols, CREATE Arts; Mary Moore, US Bank. Moderator: Ann Price, Second Harvest Food Bank.

Director's Forum: www.museumsurvivalist.com ~ Large Conference Room, Cheney Cowles Center
Conflict and its resolution sometimes appear to rule the lives of museum staff. How we deal with interpersonal relations between staff and board members can make the difference between success and failure in our field. While everyone wants positive resolutions of such problems, there remains an understandable reluctance to publicly air such conflict. This moderated session will explore the grittier side of museum work, and hopefully provide some group therapy for the ailing. Presenters: Bruce Weilepp, Pacific County Museum; Steve Anderson, Renton Historical Museum. Moderators: Margaret Winch, assisted by Robert Gruhn, WMA.

3:15 - 3:30 **Break and Auction Bidding** ~ Cheney Cowles Center

3:30 **Closing Remarks** ~ Auditorium, Cheney Cowles Center

4:00 **Auction closes**