

**Washington Museum Association
1992 Annual Meeting
"TOURISM AND MUSEUMS: FUTURE DIRECTIONS"**

**June 11-13, 1992
Hosted by the
North Central Washington Museum
127 S. Mission, Wenatchee, WA 98801
509-664-5989**

Wednesday
June 10, 1992

Afternoon

- 12:00-4:00 Registration (NCW Museum)
- 1:00-4:00 Visit Local Museums/Sites on Your Own:
Rocky Reach Dam Gallery
Gallery 76, Wenatchee
Washington Apple Commission Visitor Center,
Wenatchee
Ohme Gardens, Wenatchee
Wenatchee Riverfront Parks, Wenatchee
Chelan County Historical Museum, Cashmere
Douglas County Historical Museum, Waterville
Leavenworth (Replicated Bavarian Village),

Evening

- 6:00 Pre-function BBQ at the Keith Williams' home
Families welcome.
* Pre-registration Required.

Thursday
June 11, 1992

Morning

- 9:00-4:00 Registration and Information
(Quadrium Performance Center, NCW Museum)
- 9:00-11:00 **Museum Exhibits Come Alive**, Museum tours
Walking Tour of Historic Wenatchee. (Families
Welcome. All tours begin at Quadrium
Performance Center, NCW Museum)
- 9:00-11:00 **WMA Board Meeting**
(Swing Room)
- 11:00-1:00 **Lunch and entertainment at McGlenn's Pub.**
Choice of sandwich and salad. Music by *Meghan
Colleen and the Wild Colonial Boys*
(Irish Folk).
*Pre-registration Required
Snacks and sandwiches
available for purchase at
museum for those who
did not eat at McGlenn's
or elsewhere.



Photo by Kelly Gillin
Compliments Wenatchee World

- 11:30-1:30 **Family Pizza Party**
Walla Walla Point Park. Fun and Games.
(Minimum registration of 20)
*Pre-registration Required.

Afternoon

- 1:30-2:45
- A. **Tourism/Heritage Planning Jefferson County: A Case Study.** Moderator — Pat Warren, Director, Jefferson Co. Hist. Museum. Panelists — Chuck Fowler, Consultant, Tourism Planning. Bart Phillips, Project Mgr., Jefferson Co. Economic Development Council. (Swing Room)
- B. **Public Relations: Reaching the Tourist Audience.** Moderator — Bill LaMarche, P.R. & Marketing Coordinator, Maryhill Museum. Panelists — Judy Garcia, Cultural Heritage Coordinator, Yakima Nation Cultural Center. Terri Looney, Director, Adam East Museum. (Bozarth Room)

- 1:30-3:00 **Naturalist tour**
A tour of South Confluence Park Natural Area. A Family Event. View wildlife and river ecology. (Walking Tour, Leaves Walla Walla Point Park from sculpture *Coyote Leads the Salmon Up the River*, by artist Rich Beyer. (Minimum registration of 5.) *Pre-registration Required.

3:00-4:45

- A. **The Impact of Tourism.** Moderator—Pat Warren, Director, Jefferson County Historical Museum. Panelists—Brenda O'Conner, Director, Lewis Co. Hist. Museum. Noreen Robinson, Director, Ilwaco Heritage Museum. Sherri Robison, Director, Port Townsend Mainstreet Project. Sue Trettevik, President, Forks Timber Museum. (Swing Room)

- B. **Earned Income: Creative Ways to Raise Revenue.** Moderator — Sally Erickson, P.R./Public Services Director, Burke Museum. Panelists — Marianne Forssblad, Director, Nordic Heritage Museum. Brycene Neaman, Curator, Yakima Nation Cultural Center. Ross Randall, Development Officer, Maryhill Museum. (Bozarth Room)

4:45-6:30 **Reception at Gallery 76**
Wenatchee Valley College Gallery. Show on display "Wenatchee Valley College Student Art Exhibit." Hors d'oeuvres.

Evening

7:00 **Annual Banquet — NCW Museum Quadrium Performance Center**
*Pre-Registration Required

8:00 **Welcome**
WMA President, Ms. Ellen Ferguson. Mayor of Wenatchee, the Honorable James Lynch.

8:15 **Keynote Address**
Tourism: Not Just Another Trip to the Beach.
John Savich, Director of Tourism Development Division, Washington State Department of Trade and Economic Development.

Friday
June 12

Morning

7:00-8:30 **Registrar's Breakfast**
(Informal, Smitty's Pancake House. No registration required.)

9:00-10:30 **WMA Annual Business Meeting**
(Quadrium Performance Center)

10:30-12:30 **Friends of Humanities Board Meeting**
(Swing Room)

10:30-5:00 **Family Bus Tour**
Aplets and Cotlets, Chelan County Museum, Picnic Lunch, Shopping in Leavenworth. Leaves from Museum. Return to Wenatchee by 5:00 pm.
* Pre-registration Required.

Afternoon

12:15 **Conversations at Lunch**
(Quadrium Performance Center)
* Pre-registration Required

1:30-2:45

A. **Marketing Your Heritage Resource.** Panelists — Mary Thomsen, Public Relations, North Central Washington Museum. Colleen Hendricks, Retail Store Manager for Liberty Orchards, makers of Aplets and Cotlets. Susan Barker, Director, Wenatchee Area Visitor & Convention Bureau. (Swing Room)

B. **State and Federal Resources:** The Department of Transportation & U.S. Forest Service. Panelists — Jerry A. Ellis, Director, Economic Development Affairs, Dept. of Transportation. Rick Martinson, Archaeologist, U.S. Forest Service, Naches Ranger District. (Bozarth Room)

3:00-4:30 **General Session**
Tourism and Heritage: A Match Made in Heaven. Carrie Wilkinson, Tourism Program Specialist, Washington State Tourism Development Division.
(Quadrium Performance Center)

Evening

5:00-6:00 **Theatre Pipe Organ Concert**
Silent Movie, Brad Miller, Theatre Organist
(Quadrium Performance Center)
Free to all Registrants and Families)

7:00 **Dinner at the Horan House Restaurant.**
Fabulous BBQ dinner at a classic farmhouse amidst the orchards along the Wenatchee River. The restaurant is listed as "Two Stars" in David Brewster's 1992-93 *Northwest Best Places*, and is known for its fine food and beautiful setting. This historic structure is also nominated for the National Register of Historic Places.

Entertainment is by Songwriter and Folksinger Linda Allen, known for her *Washington Notebook* — songs of the Pacific Northwest. Linda records on the "Victory" label. This program is co-sponsored by the Washington Commission for the Humanities and the Friends of the Humanities.

* Pre-registration Required.



Saturday
June 13

Heritage Resource Center Workshop
Making Museums Accessible to All.

This workshop will provide an overview of considerations for accessibility in public facilities. Issues discussed will range from physical factors of the museum facilities, to methods of exhibit interpretation for all senses, to raising awareness of the range of limitations in our general public. The workshop will inform participants of the new requirements mandated by the Americans with Disabilities Act.

8:30-9:00 Registration. (Swing Room)

9:00-4:00 **Workshop Making Museums Available for All.**
Workshop Cost \$ 15.00 non-members, \$10 WMA members. Pre-register through HRC or at the Door.

CONVERSATIONS AT LUNCH (FRIDAY ONLY)

1. **Fundraising** — Ross Randall, Maryhill Museum
2. **Public Relations** — Sally Erickson, Burke Museum
3. **Education** — Rosemary Eckerson, Karshner Museum
4. **Collections Management** — Roxanna Augusztiny, Burke Museum
5. **Exhibits** — Vickie Hinson, Shoreline Historical Museum
6. **Membership** — Debra Miller, Burke Museum
7. **Trustees** — David Freece, Cowlitz County Hist. Museum
8. **Volunteers** — Marianne Forssblad, Nordic Heritage Museum
9. **Heritage Resource Center** — Michael Warner, HRC
10. **Museum Assessment Program (MAP-AAM)** — Ellen Ferguson, Burke Museum
11. **1993-Year of the American Craft** — Ray Fowler, Marymoor Museum
12. **Insurance and Risk Management** — Bob Gruhn, WMA Legal Counsel
13. **Exhibit Touring Services** — Jim Rosengren, Assoc. Director

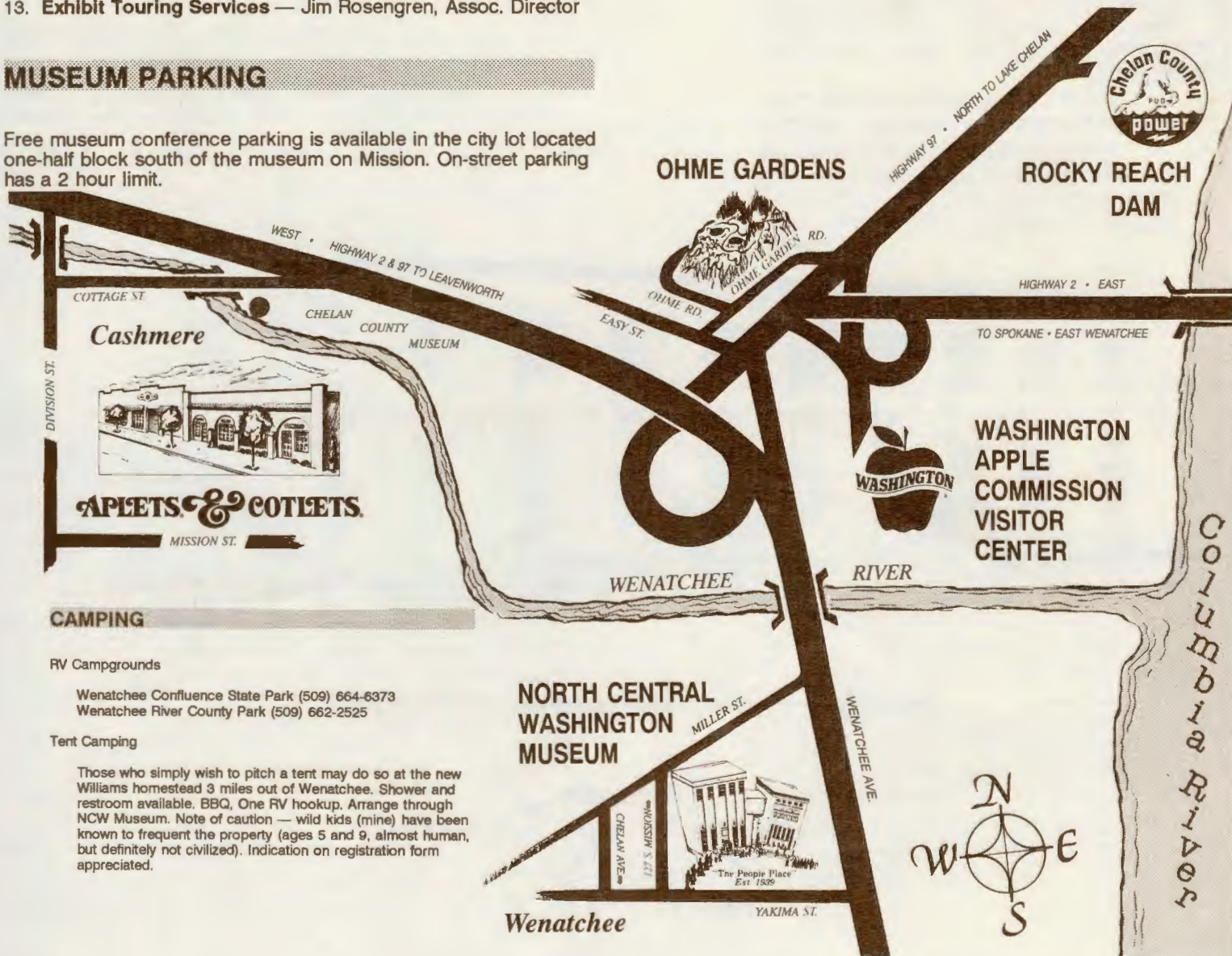
MOTEL ACCOMODATIONS

Please book rooms through Motels to Insure Space.
* Prices listed do not include tax

	Single	Double (2 Beds)
Rivers Inn 1-800-922-3199 508 Valley Mall Pkwy. East Wenatchee, WA Options for additional people per room Continental Breakfast, Swimming and Hot Tub, Adjacent Restaurant.	\$42.00	\$57.00
Chieftain 1-800-572-4456 1005 N. Wenatchee Ave. Wenatchee, WA Restaurant, Swimming Pool, Hot Tub	\$55.00	\$65.00
Orchard Inn 1-800-368-4571 1401 N. Miller Wenatchee, WA Options for additional people per room. Restaurant Adjacent, Swimming Pool, Hot Tub, Free Coffee.	\$38.75	\$45.00

MUSEUM PARKING

Free museum conference parking is available in the city lot located one-half block south of the museum on Mission. On-street parking has a 2 hour limit.



CAMPING

RV Campgrounds

Wenatchee Confluence State Park (509) 664-6373
Wenatchee River County Park (509) 662-2525

Tent Camping

Those who simply wish to pitch a tent may do so at the new Williams homestead 3 miles out of Wenatchee. Shower and restroom available. BBQ, One RV hookup. Arrange through NCW Museum. Note of caution — wild kids (mine) have been known to frequent the property (ages 5 and 9, almost human, but definitely not civilized). Indication on registration form appreciated.

WASHINGTON
MUSEUM
ASSOCIATION



Non-Profit Org.
U.S. POSTAGE
PAID
PERMIT NO. 422
Wenatchee, WA
98801

North Central Washington Museum
127 S. Mission Street
Wenatchee, WA 98801-3030



North Central Washington Museum

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