

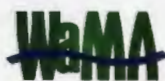


TRANSCENDING
BOUNDARIES

Washington Museum Association Annual Conference
2018

Bellingham
June 20, 21, & 22, 2018

CONFERENCE PROGRAM



PROGRAM SCHEDULE

Wednesday, June 20, 2018

PRE-CONFERENCE WORKSHOPS & TOUR

9:00 AM–4:00 PM **Registrars to the Rescue (R2R)**

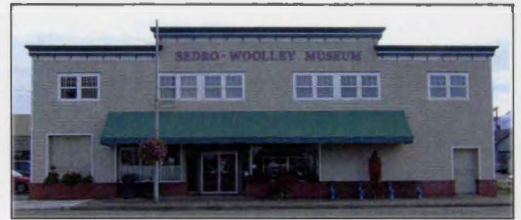


Registrars to the Rescue is getting ready for the Washington Museum Association Annual Conference and we need your help. Registrars to the Rescue (R2R) 2018 is headed north! On our way to Bellingham, we are stopping in Skagit County to do some great projects. We hope you can join us.

This year the R2R committee is working with Skagit County Historical Museum, Pacific Northwest Quilt & Fiber Arts Museum, and Sedro-Woolley Museum.

If you are a registrar or collections specialist, consider joining us and bringing a trusted colleague. It is an excellent networking opportunity.

We are excited to once again partner with Art Work Fine Art Services to bring together a team of trained professionals to volunteer on three special projects in wonderful Washington museums.



Pacific Northwest Quilt & Fiber Arts Museum, Skagit County Historical Museum, and Sedro-Woolley Museum

2:00 PM–5:00 PM **Keeping #MeToo Out of Our Museums:
Prevention and Problem-Solving for Volunteers,
Board Members, and Staff Without Human Resource Departments**

Syre Gallery

Presenters: Bettie Hopkins, (retired) former Director of Human Resources, Museum of Flight; Carol Thomson, Museum of Flight; and Karen Marshall, Governance Consultant

Who is responsible for cultivating an organizational culture that refuses to tolerate harassment or exploitation? Do you have policies, procedures, and training in place for volunteers, board members, and staff to be proactive in protecting those volunteering for and working in your museum? This workshop will discuss laws, processes, and procedures related to preventing sexual misconduct issues, but will also examine what steps should be taken if a problem arises. This workshop will include discussion and time to draft a plan to implement in your museum.

Workshop participants are asked complete a short, confidential survey by Friday, June 1 to help the presenters prepare for the session. Please take the survey at www.letsmakehistory.org.

\$15 / Pre-registration required.

2:00 PM–5:00 PM **Museum Operations in the 21st Century:
Transcending Past Models**

Syre Classroom

Presenter: Susan Rohrer, Washington State History Museum, TBD

A workshop geared toward museum management. Topics covered include: executive leadership; board development and management; advocacy for your organization; fundamentals of finance; stakeholder mapping; interpretive planning; ethics in operation.

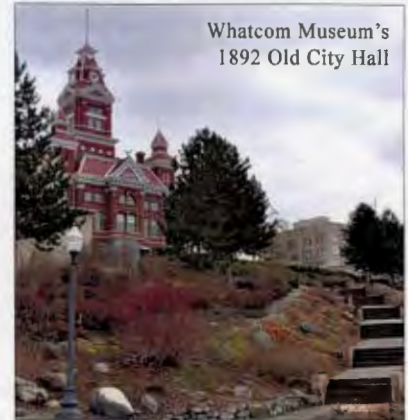
\$15 / Pre-registration required.

12:00 PM–4:00 PM *Bellingham History Walking Tour: Four Historic Buildings*

Kick off your trip to Bellingham with this unique, one-of-a-kind walking tour! We'll start at the Whatcom Museum's 1892 Old City Hall, the first building in the State of Washington to be listed on the National Register of Historic Places, where we'll watch a video overview of the history of the area. Then, the smart, witty, and talented guides from The Good Times Girls' Walking Tours will lead us to the T. G. Richards Building, also known as the Whatcom County Territorial Courthouse, which was the first brick masonry building in the Washington Territory (1858) and the oldest standing brick building in the State today. Following a tour there, we'll walk to the Pickett House, Washington State's oldest documented wooden structure (1856), and then end at the Mount Baker Theatre, a beautifully restored 1927 architectural treasure in the Spanish-Moorish style, which is a cornerstone of the Downtown Arts District.

Meet at the Whatcom Museum's 1892 Old City Hall

\$15 / Pre-registration required



Whatcom Museum's
1892 Old City Hall

6:00 PM–8:00 PM *Evening Welcoming Reception and Downtown Arts Crawl*



Whatcom Museum's Lightcatcher Building

Meet at the Lightcatcher Building

Join your colleagues and friends for a relaxed opening reception and Arts Crawl through downtown Bellingham! Start off in the Whatcom Museum's Lightcatcher building for drinks and snacks, then follow the map to explore Bellingham's thriving Arts District. Stops include the Whatcom Museum's Old City Hall, the Spark Museum of Electrical Invention, Mindport Exhibits, the Bellingham Railway Museum, Make.Shift Art Space, and the Allied Arts of Whatcom County gallery – all open this evening just for WaMA conference attendees!

WaMA 2018 ANNUAL CONFERENCE

Thursday, June 21

9:00 AM–11:30 AM *Introductions, Awards, and Keynote by David Jepsen*

Old City Hall Rotunda

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

Northwest native David Jepsen, who teaches Pacific Northwest and U.S. history at Tacoma Community College, will discuss his new book "Contested Boundaries: a New Pacific Northwest History." Coauthored with David Norberg who teaches at Green River College, the new book includes a collection of stories about people contesting the political, economic, and social barriers that blocked their path to equality over the last two centuries. The narrative traces the experiences of Native Peoples, African Americans, Asians, and other immigrants across the centuries as they struggled to hurdle one boundary after another during settlement, industrialization, economic calamity, world war, and globalization.

Jepsen is a former journalist and corporate marketing professional who has been writing professionally for 40 years. He holds a BA in Communications and an MA in History from the University of Washington. Since 2007, he has taught at Pierce College, the University of Washington Tacoma, and Tacoma Community College, where he is currently a member of the adjunct faculty, teaching both U.S. and Pacific Northwest history. His many writing awards include Honorable Mention for the 2006 Oregon Historical Society Joe Palmer Award for the article "Old-Fashioned Revival: Religion, Migration and a New Identity for Pacific Northwest at Mid-Twentieth Century" (2006).

12:00 PM–1:30 PM *ADVOCACY LUNCH*

Old City Hall Rotunda

Need a refresher on upcoming issues of significance to Washington museums and the cultural community? Our noon lunch will include a panel of top-notch cultural advocates who will help us understand the most effective ways to advocate for our field.

Moderator: Richard Beckerman, Seattle Art Museum

Panelists: James Kraft, Cultural Access Washington; Christopher Shainin, Washington State Arts Alliance; David J. Fisher, Broadway Center, Tacoma.

Free for conference registrants.

2:30 PM–3:45 PM BREAKOUT SESSIONS

(1) ***Bridging Cultures through Language*** Lightcatcher Studio

Presenters: Patricia Leach and Victoria Blackwell, Whatcom Museum; Smak i' ya' (Matt Warbus), Lummi Nation, and students of the Lummi Nation Language Project; Dr. Donna Gerdts, Simon Fraser University; Kathryn Gagnon, Cowichan Valley Museum & Archives

Panel members will share their experiences in creating partnerships between cultural institutions and Pacific Northwest indigenous peoples to develop exhibitions and programs that share tribal culture and language. Examples include the "People of the Sea and Cedar" exhibition at the Whatcom Museum, and the "tthu hwsteli hwulmuhw-Coast Salish Canoe Pullers" exhibition at the Cowichan Valley Museum & Archives.

(2) ***4Culture Heritage Report: Understanding the Field and Preparing for the Future*** Syre Gallery

Presenters: Brian Carter, 4Culture; Chieko Phillips, 4Culture.

In 2016, 4Culture, the King County arts and heritage funding agency, undertook a county-wide assessment to gather information about current operations, potential opportunities, and pressing needs of heritage organizations throughout King County. The results identify challenges and solutions that also apply to historical societies and museums across the state. Learn about the eight key findings of the 4Culture Heritage Report, and how you can strengthen your organization by applying solutions to future challenges.

(3) ***Collections Care Basics and Beyond*** Syre Classroom

Presenters: Sadie Thayer, Kittitas County Historical Museum; Lynn Bethke, Museum of Culture and Environment at Central Washington University.

New to museums? Looking for a refresher in the essentials? Learn about the basics of collections care from those who work in the field, including accessioning, deaccessioning, condition reporting, rehousing, and other real-world situations. Moderators will encourage discussion of current issues in collections management, including at our own institutions. If there's a specific topic or situation you would like to discuss, please submit it in advance by emailing Sadie Thayer at sadie.thayer@kchm.org by June 1.

(4) ***Enhance the Culture of Your Community with Washington State Certified Creative District Designation*** Old City Hall Boardroom

Presenter: Annette Roth, Program Manager Creative Districts, Washington State Arts Commission.

The Certified Creative Districts program is a new program that works to help communities throughout the state thrive. By focusing on the creative economy, communities can grow jobs and increase economic, educational, and cultural opportunities for residents and visitors. A Creative District is a hub of social and business activity. It includes cultural facilities, creative industries, and arts-related businesses. It's an exciting place to live, work in, and visit. It's a gathering place, a place for people to enjoy the arts and culture the community has to offer. It's a vehicle to grow jobs in creative industries of all kinds. And it's a boon to museums!.

4:00 PM–5:15 PM BREAKOUT SESSIONS

(1) ***In the Valley of Mystic Light*** Syre Classroom

Presenters: Jo E. Wolfe, Skagit County Historical Museum; Karen Summers, Skagit County Historical Museum; Claire Swedberg, author; Barbara Silverman Summers, artist-in-residence.

A story of collaboration between an author, a history museum, artists, and art collectors to present an exhibit, based on the book *In the Valley of Mystic Light*. The book shares the history of a very diverse group of artists who came to the Skagit Valley and found a place to be creative – and to call home. This panel explores the stories of the connections between farmers, townies, artists, and the tribal community, as well as the development of education programs for both youth and adults.

(2) ***Gender Equity in Museums: Breaking Down Boundaries*** Old City Hall Boardroom

Presenters: Karen Marshall, Independent Consultant; Kathryn Dawson, author, *The Gender Gap in Museum Directorships*.

Women comprise 46.7% of the museum workforce, but according to recent salary surveys, women in the museum field average 71 to 79 cents for every dollar men earn. This session will highlight current issues and discuss the Gender Equity in Museums Movement. Participants will have an opportunity to share ideas and explore how you can take action.

(3) **Resolving Old Loans**

Syre Gallery

Presenters: Anna Goodwin, Maryhill Museum of Art; Hollye Keister, Burke Museum; Kathrine Young, Puget Sound Navy Museum

Every collection has them: old loans with murky information, just waiting to be brought into the light. With diverse examples from three different institutions--Burke Museum, Maryhill Museum of Art, and Puget Sound Navy Museum--this session will demystify the process of resolving old loans, including determining old loan status, finding and contacting lenders, claiming title, and disposition.

(4) **Building Evaluation Capacity through University Engagement and Expertise**

Lightcatcher Studio

Presenters: Angelina Ong, University of Washington Museology Program; Kathryn Owen, Kathryn Owen Consulting; Mikala Woodward, Wing Luke Museum of the Asian Pacific Experience; Mary Jackson, Woodland Park Zoo; Andrea Godinez Barber, Burke Museum; Catherine Wood, UW Museology Program.

An evaluation study is often seen as a luxury by museums who have neither the time, resources, nor skills to effectively accomplish the task. Yet its benefits can have considerable organizational impact. Since 2009, graduate students from the University of Washington's Museology program have conducted over 20 evaluation studies with more than a dozen Seattle-area museums. Learn how start-up projects like these can develop into productive, long-term collaborations.

6:00 PM–8:30 PM **Evening Reception & History Cruise**

Enjoy a waterside history tour of Bellingham on the city's popular History Sunset Cruise, cruising along Bellingham Bay while learning local history from a beloved Bellingham historian. You'll gain a new understanding of the city, and enjoy the sights and sounds of the sea, all while sipping on a glass of wine and enjoying a sumptuous dinner!

Buffet dinner and bar. This event is offered at a subsidized rate for full-conference registration.

\$45 for full-conference attendees, \$58 for non-attendees and partial registrants.



Friday, June 22, 2018

9:00 AM–10:15 AM **BREAKOUT SESSIONS**

(1) **New Kids on the Block: Making the Transition to Museum Director**

Lightcatcher Studio

Presenters: Joseph Govednik, Cowlitz County Historical Museum; Jason Mattson, Lewis County Historical Museum; Bradley Richardson, Clark County Historical Museum.

Many museum professionals eventually migrate from curatorial, development, or programming positions into senior director positions as part of natural career growth. Sometimes it seems that to be a successful museum director, one has to have been a museum director. This panel of three new directors shares their challenges, rewards, and recommendations for skills development for those desiring to attain director roles.

(2) **The Experience Economy—Trends Impacting Museums**

Old City Hall Boardroom

Presenter: Chuck Lennox, Lennox Insites

The Experience Economy is alive today. Polling data and trends research show people (especially Millennials) prioritize spending money on experiences instead of material goods. How do these shifts affect museums? Could we take advantage of these trends to expand our audiences and members? After all, we ARE in the experience business! Learn how museums can capture this momentum and attract visitors to our sites by doing something different with the familiar.

(3) **"Remember When We...?"**

Syre Gallery

How and Where Families Share Their Personal Memories in History Exhibits

Presenter: Abby Rhinehart, University of Washington Museology Program.

With video data from approximately 30 families visiting history exhibits, this study aims to help museum professionals better understand how and where families share their personal memories in exhibits. This case study is intended to help exhibit designers, interpreters, and educators create learning experiences that leverage visitors' memories to transcend the boundary between history exhibits and families' pre-existing understandings of the past.

(4) Leveraging Audience Evaluation for Greater Funding

Syre Classroom

Presenters: Brian Carter, 4Culture; Angelina Ong, University of Washington Museology Program; Cassie Chin, Wing Luke Museum; Chieko Phillips, 4Culture.

Changing U.S. demographics make it increasingly important for museums to identify the composition, priorities, and needs of their surrounding communities. Successful audience/market research provides useful information to help staffs, boards, volunteers, programs, and collections of museums better reflect and engage these local communities. Beyond being good practice, funders are increasingly looking for evidence that museums understand the audiences (demographically and psychographically) they strive to engage. This panel pairs funders from 4Culture with an audience research expert and the Wing Luke's Deputy Director to discuss the importance of audience evaluation and how to leverage that work for greater funding.

10:30 AM–11:45 AM BREAKOUT SESSIONS**(1) The Woke Museum: Social Justice in History Museums**

Syre Classroom

Presenters: Sarah Samson, Renton History Museum; Nancy Salguero McKay, Highline Heritage Museum; Virginia Wright, Rainier Valley Historical Society.

This session will explore the ways history museums can take on social justice issues at a local level. Panel members will share their recent experiences delving into social justice by way of exhibits and programming covering race/racism, stereotyping, microaggressions, women's rights, and diversity/inclusion. We will discuss: why each of our institutions is engaging in social justice issues; what blowback we've received (internal and external); what we've gained from moving into these areas; and advice/suggestions for those wishing to engage in social justice at their own institutions.

(2) See Through the Burke

Lightcatcher Studio

Presenters: Hollye Keister, Burke Museum; Jess Millhausen, Burke Museum.

Washington's oldest museum is becoming Washington's newest museum. Opening in fall 2019, the new Burke Museum of Natural History and Culture will turn the idea of a museum inside out, with visible collections storage and lab spaces that transcend the boundary between a traditional museum and a museum of the future. The Burke cares for more than 16 million objects of local and global significance. Moving these collections into the new facility will be no small task. This session will explore the Burke's collections move process from pre-planning to installation.

(3) What You Need to Know about Writing a Successful Grant: Best Practices for Applying to the National Endowment for the Arts (NEA) and the National Endowment for the Humanities (NEH)

Old City Hall Boardroom

Presenters: Barbara Matilsky, Whatcom Museum; Rachel Price, Moving Image Preservation of Puget Sound; Libby S. Hopfauf, Moving Image Preservation of Puget Sound

What are the strategies, tools, and timelines necessary for obtaining government funding? This session will outline the qualities that define a successful grant proposal. Specific exhibitions and projects that have received different levels of financial support will be referenced. A variety of proposal topics will be highlighted with an emphasis on the processes involved in obtaining a federal grant.

(4) Transcending Boundaries: Partnering through Programs with the WA Secretary of State's Office

Syre Gallery

Presenters: Shawn Schollmeyer, Washington State Library; Evan Robb, Washington State Library; Amber Raney, Legacy Washington.

The Office of the Secretary of State (SOS) is the umbrella agency for several legacy and historical divisions, including the State Library, State Archives and Legacy Washington. Each offers services and programs available for partnerships with museums across the state. Join us for a panel discussion of a few of these programs that go far beyond a single institution with services and grant opportunities from Washington Rural Heritage, Washington Digital Newspapers, and the regional branches of the State Archives. We will provide examples of current partnerships working to preserve our cultural heritage through digitization programs with regional libraries and museums. The focus will be on preservation and digitization projects, such as Rural Heritage grants and the newspaper digitization program which promote access to previously hidden collections of our local histories. Discussion will cover Library/Museum partnerships, digital collection metadata improvement projects, research and collection resources at the state library and archives. We will also discuss K-12 educational programs and opportunities for federal funding from IMLS grants.

12:15 PM–1:45 PM General session lunch in Rotunda, Whatcom Museum's 1892 Old City Hall

Annual Report by WaMA President Freya Liggett, including Bylaws revision and upcoming members' survey; Presentation of new Board members. Free for conference registrants.

WaMA 2018 Award Recipients

2018 Award of Exhibition Excellence

Northwest Nikkei Museum at the Japanese Cultural & Community Center of Washington
for *Unsettled--Resettled: Seattle's Hunt Hotel*

2018 Award of Exhibition Excellence

Skagit County Historical Museum for *In The Valley of Mystic Light*

2018 Award of Exhibition Excellence

Whatcom Museum

for *People of the Sea and Cedar: A Journey Through the Tribal Cultures and History of the Northwest Coast*

2018 Award of Individual Excellence

Jerry Kayser of Kayser's Chapel and Crematory, Moses Lake, WA

2018 Award of Publication Excellence

Shafer Historical Museum for *Lost Homeland: The Methow Tribe and the Columbia Reservation*

2018 Award of Publication Excellence

Museum of Flight for *For Future Generations – A History of the Museum of Flight*

2018 Registrars to the Rescue Awards

Pacific Northwest Quilt & Fiber Arts Museum

Skagit County Historical Museum

Sedro-Woolley Museum

WaMA 2018 Conference Scholarship Recipients:

Merrilie Grunnier: Ellen Ferguson Student Scholarship

Andrea Gagnon: Ellen Ferguson Student Scholarship

Olivia Bean: Ellen Ferguson Student Scholarship

Lydia Heins: Gus Norwood Volunteer Scholarship

Jeanine Greco: Robert Gruhn Working Professional Scholarship

Janine Gates: WaMA Board Scholarship

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