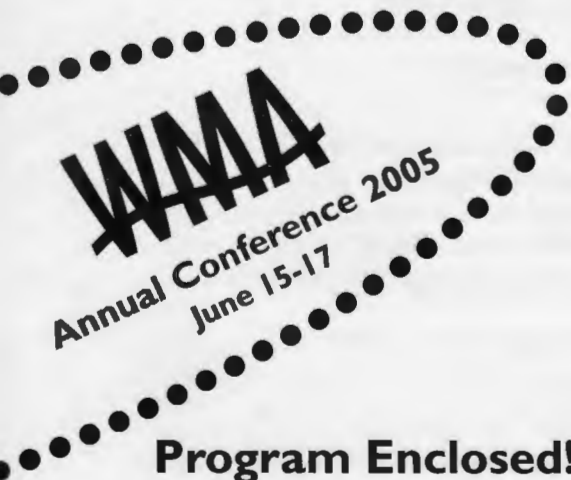


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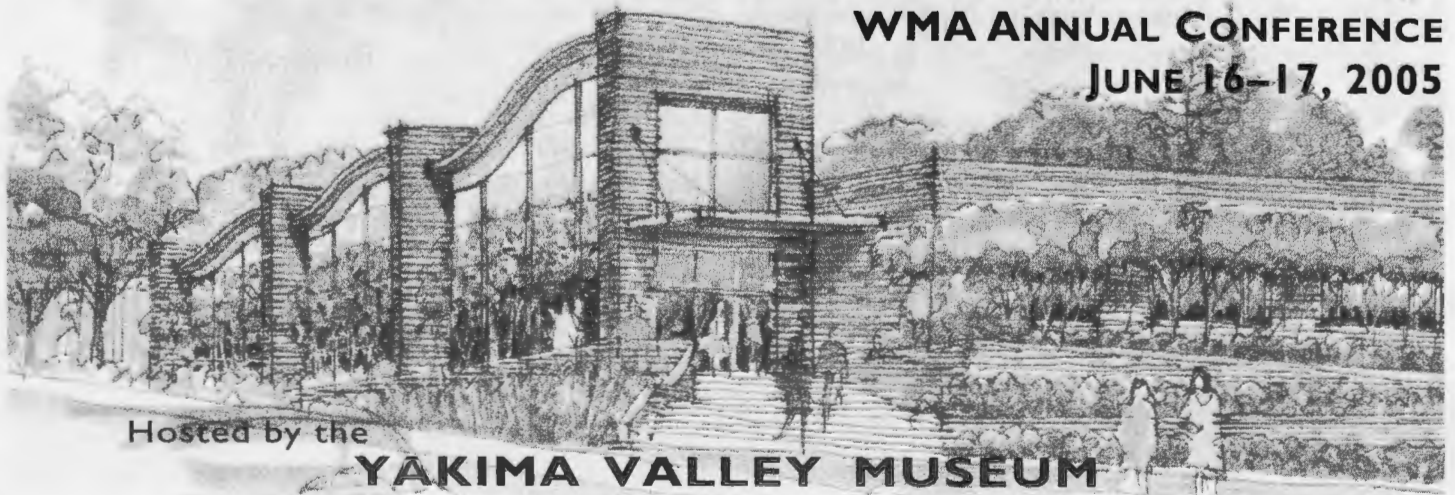
WMA WASHINGTON MUSEUM ASSOCIATION **WMA**
2005 ANNUAL CONFERENCE

Pre-Conference Workshops • WMA Board Meeting • Opening Reception **JUNE 15, 2005**

**STAYING THE COURSE THROUGH THE DROUGHT YEARS:
CHANGE, PROCESS, AND COMMUNITY ENGAGEMENT**

WMA ANNUAL CONFERENCE

JUNE 16-17, 2005



Hosted by the

YAKIMA VALLEY MUSEUM

In cooperation with the **Yakama Nation Cultural Heritage Center** and:
Allied ArtsCenter of Yakima, Central Washington Agricultural Museum, McAllister Museum of Aviation,
Larson Gallery, Yakima Valley Historic Trolleys, Moss Adams, Clarion Hotels, and The Heritage Resource Center.

PROGRAM

Wednesday, June 15

PRE-CONFERENCE WORKSHOP

Yakima Valley Museum

“You’ll Never Miss the Water ’til the Well Goes Dry” Managing Your Resources During the Drought

9:30-10:00 Pre-Conference Workshop Registration / Coffee and Conversation

10:00-11:30 Session I:

Avoiding the Bermuda Triangle of Current Tax Issues : IRS-UBI, Sanctions, and Taxes? Oh My!

This session covers tax impacts of and IRS concerns with nonprofit organizations application of rules and regulations, especially unrelated business income (UBI), a growing IRS concern. Explore basic concepts and recent developments about UBI as it relates to your events, gift shop sales, and more. Other points covered include Intermediate Sanctions rules that impose an excise tax directly on officers, directors, and key employees for transactions that convey an excess benefit. Are you personally liable for a penalty?

—Leslie Richardson, Tax Senior Manager, Not-For-Profit Services Group, Moss Adams LLP

11:30-11:45 Mini Interim Session

Capital Project Funds via Low-Interest Loans—A Brief Overview

Learn how to take advantage of the Washington State Housing Finance Commission’s Nonprofit Facilities program. Since 1990, ninety-eight Washington nonprofit organizations have directly benefited from the Commission’s assistance in acquiring below-market interest rates to begin construction sooner and be less dependent on grants and other funding sources. If you plan to build or remodel in the next few years, this segment will benefit you in planning the financing for capital facilities and large-scale equipment purchase.

—Leslie Richardson, Tax Senior Manager, Not-For-Profit Services Group, Moss Adams LLP

11:45-12:30 Break and Roundtable Box Lunch

12:30-2:00 Session II:

Planning Ahead So You Don’t Fall Behind OR My Bucket’s Got A Hole In It!

Financial information can take on many forms and formats and have a variety of uses. This forum will look at various formats, what information is being shared, and how it can be used. Get an overview of essential accounting procedures; learn what to include in budgets, P&L statements, and balance sheets needed for grant requests, annual reports, and more.

—Carolyn Hojaboom, Business Assurance Partner, Not-For-Profit Services Group, Moss Adams LLP

2:00-2:15 BREAK

2:15-3:45 Session III:

Washington State’s Excise Taxability for Nonprofit and/or Historical, Artistic, or Cultural Organizations

This in-depth workshop will guide you through the new laws and restrictions affecting Washington nonprofits.

- Basic excise taxability of businesses and organizations in Washington.
- Who needs to register with the Department of Revenue?
- Major Washington excise taxes.
- Common deductions and exemptions from taxation, including: Fundraising activities; B&O and sales tax deductions; B&O tax deductions for certain artistic/cultural organization income; Retail sales and use tax exemptions for certain artistic/cultural organization purchases.

Speaker: Dana Lynn, Tax Information Specialist, Washington Department of Revenue’s Tax Payer Information and Education Section.

3:45-4:00 Wrap-Up

—Moderator: Janda Volkmer, Volkmer Consulting and Small Museum Management

4:00-5:00 WMA Board of Trustees Meeting

Open to all WMA members

5:00-7:00 Wine and Whine — Welcoming Reception in Yakima Valley Museum’s Neon Garden

See next page for details.

WMA CONFERENCE 2005

STAYING THE COURSE THROUGH THE DROUGHT YEARS: CHANGE, PROCESS, AND COMMUNITY ENGAGEMENT

All programs at the Yakima Valley Museum (Yakima), unless otherwise noted.

Wednesday Evening, June 15

5:00-7:00 *Wine and Whine* — Welcoming Reception Under the Neon Night



Gather under the night sky of the Neon Garden in Yakima Valley Museum's Great Hall for some Yakima Valley wines, microbrews, tasty hors d'oeuvres, and treats from the museum's 1930s Art Deco Soda Fountain.

Tour the museum exhibits, visit with representatives of Central Washington Agricultural Museum, McAllister Museum of Aviation, Yakima Valley Historic Trolleys, Larson Gallery, and Allied ArtsCenter of Yakima, who will host special displays.

Meet with museum friends from around the state, whom you haven't seen since last year. Talk about changes and happenings in the museum world. Spread rumour and gossip. Whine and complain.

...and prepare yourself for a fun, informative, and thoroughly worthwhile conference!

(Dine afterward at your leisure with friends and colleagues — local recommendations will be offered)

Thursday, June 16

8:00 **Registration** (Registration continues throughout conference)

Yakima Valley Museum

9:00-10:00 **Welcoming Remarks**

- **Barbara Moe**, President WMA
- **John Baule**, Yakima Valley Museum Director
- **Mary Skinner**, State Representative

10:00-11:00 Keynote Address: *Whodever Throwd that Ded Cat on My Yard...*



Brian Crockett, Co-Founder of SITES' Museum On Main Street Program

Brian will explore museums' perpetual thirsts, especially in our current drought of public funding. He'll use story, statistics, and slander to praise and admonish museums of all sizes. He'll suggest two reliable rain makers—improved community engagement and a little mad-as-hell activism—as the best means to quench our thirst.

Brian will help renew the public case for museums' necessity and celebrate the very best of our noble purpose.

11:30-1:15 **Lunch Program**

Large-Scale Renovation In Phases:

The Yakima Valley Museum, Where Change, Process, and Community Engagement Is Never-Ending...

Yakima Valley Museum's unintentionally extra-long-term remodel/renovation began thirteen years ago with the hiring of its first professionally-trained director. Five years later in 1997, at the WMA Conference in Yakima, the theme was "Enough Talk, Let's Do It!" And we did. And we're still doing it. The end of the project keeps slipping into the near future, just out of reach, as we continue to achieve our long-term goals and fulfill our mission.

—John Baule, Andy Granitto, David Lynx, and Michael Siebol of Yakima Valley Museum

CONFERENCE HIGHLIGHTS:

Yakima Valley Museum Special Exhibitions:

Cedar Spirits: Masks of the Northwest Coast

Moving Washington For A Century: 100 Years of WSDOT

Yesterday's Tomorrows (a SITES Museum OnMain Street Exhibit)

Treasures From Around the World ...from the Yakima Valley Museum Collections

The Amazing WMA Silent Auction!!!

**Deep Discount Lodging
courtesy of Clarion Hotels!!!
(see insert)**

Thursday, June 16 — continued...

1:30-3:00 Concurrent Sessions

Focus on the Columbia Basin: Expressing Regional Identity through an Interpretive Network

How can an integrated network of interpretive facilities help piece together the identity of a region? Jones & Jones of Seattle has designed a wide range of interpretive projects in the scenic Gorge that help tell the story of the Columbia landscape, people, changes over time, and future river visions (including Hanford Reach National Monument Heritage and Visitor Center, New Wanapum Heritage Center, The Confluence Project, Spokane Gorge Park, and National Ice Age Floods Geologic Trail).

—René Senos, Mario Campos, Bruce Arnold, and Anne-Emilie Gravel: Jones & Jones Architects and Landscape Architects, Seattle

Environment Scanning: First Step to Organizational Effectiveness

Heritage organizations exist in an increasingly competitive world. To be competitive, organizations must be effective. The first step toward organizational effectiveness is assessment of how available resources are used. This workshop will introduce participants to an assessment tool—*environmental scans*—through use of a case study and prepare them to apply it to their institutions.

—William S. Hanable

Collection Planning: An Emerging Best Practice for Museums

This session will provide a look at the new movement to assess the scope of your collection and to plan creatively for its growth. Speakers will provide case studies reflecting stages of their plan development and creative techniques for the process.

—Janis Olson (Curator of Collections, Whatcom Museum Bellingham), Lisa Hill-Festa (Curator of Collections, Nordic Heritage Museum), Barbara Moe (Curator, Naval Undersea Museum), Rebecca L. Hutchins (former Collections Manager, Eiteljorg Museum of American Indian and Western Art, Indianapolis)

3:00 Silent Auction Begins

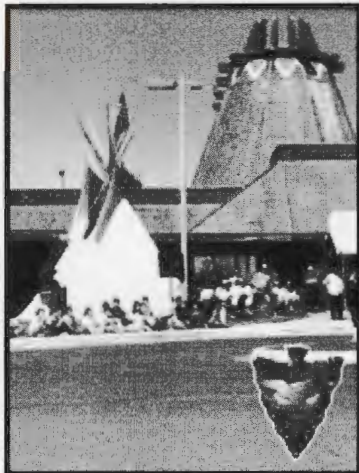
3:00-6:00 Bid on auction items, tour Yakima Valley Museum exhibits, visit other local museums, and arrive early at the Yakama Nation Cultural Heritage Center to tour the museum and grounds before...

6:00-8:30 An Evening at the Yakama Nation Cultural Heritage Center

On June 10-12 of 2005 the Yakama Nation will celebrate the Sesquicentennial of the Treaty of 1855, which united the 14 Confederated Tribes and Bands of the Yakama Nation. Right now, even as you read this, the Cultural Heritage Center is bustling with activity in preparation for this grand event. Less than a week after the celebration, the Cultural Heritage Center will be hosting an evening of the WMA Annual Conference, and the staffs of the Yakama Nation Museum and Heritage Inn Restaurant have prepared a special evening for us.

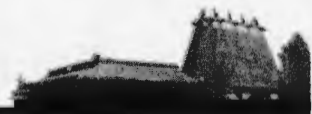
Traditional dance, storytelling, and a gourmet salmon dinner await you in the grand Winter Lodge banquet hall, guaranteed to leave you happy and full.

Arrive early and explore the Yakama Nation Cultural Heritage Center, which includes a Museum, Gift Shop, Museum Book Store, Library, Movie Theatre, Teepee RV Park, Restaurant, and the Winter Lodge. The afternoon conference sessions in Yakima will end early so that you can rush on down to Toppenish (about 15 miles south of Yakima). The Museum and Gift Shop will stay open until 6 P.M. for conference attendees.



YAKAMA NATION

CULTURAL HERITAGE CENTER



Friday, June 17

7:30-8:45 Special Breakfasts for Directors, Registrars/Collection Curators, and Educators Clarion Hotel

8:00 Registration (continues throughout conference) Yakima Valley Museum

9:15-10:30 Concurrent Sessions

Hands-on Exhibits That Meet Curriculum Needs of Middle and High School Students

This session will offer examples of how interactive exhibits can be a catalyst for student discussion of complex social issues such as Japanese internment.

—David Lynx (Yakima Valley Museum), Steve Crowell (Karschner Museum), Bev Wiltshire (Whatcom Children's Museum)

Working with Consultants

Participants will learn the basics of working with consultants—why and how of hiring a consultant, how to write a Request for Proposal, decoding the acronyms of the consulting and contracting worlds, and the five steps of working with consultants.

—Chuck Lennox (Principal, Cascade Interpretive Consulting)

Label-Writing and Production

This session will offer some basic rules and tips for label-writing and low-cost label production. Layering information on interpretive labels is too often a labor intensive process with poor results, but, when done correctly, it is a simple *subtractive* process. Turning this text into professional quality labels and graphic panels in-house is a matter of simplicity, proportion, and adherence to a design plan.

—Andy Granitto (Curator of Exhibits/Graphic Designer, Yakima Valley Museum)

10:30-10:45 Break

10:45-NOON Concurrent Sessions

The Visitor Experience: An Analysis of Beyond Lewis and Clark: The Army Explores the West

How effective is exhibit design and content? Six students from the "Education in Museums" course of UW's Museum Studies Program evaluated the communicative and educational success of Washington History Museum's exhibit, *Beyond Lewis and Clark: The Army Explores the West*. The students worked from the premise that most visitors to museums do not read the majority of text in an exhibit. What do visitors learn from exhibits through artifacts and images alone? How do design and content work together to influence visitors' understanding of exhibit messages?

—Instructor: Peg Tysver (Museum Studies Program, University of Washington)

—Students: Milena Calderari-Waldron, Lori Penewit, Terry Paige, Viviana Herrera, Lynne Faulk

The New Inventory Method: More Birds With One Stone

We all know the importance of collection inventory and condition reporting, but how about incorporating a few more important needs into the process? What can be done all at once? The Yakima Valley Museum Collections Department discusses collections space layout, inventory procedures, digital vs. film photography, and how to set up an artifact photo shoot.

—Michael Siebol (Curator of Collections, Yakima Valley Museum)

Regional Leagues: Pitfalls and Projects

Learn the latest about Washington's regional heritage and museum associations...their challenges, opportunities and future directions.

—Susan Rohrer (Education Curator, Washington State Historical Society), and others TBA

NOON-1:15 WMA Annual Meeting

Election of Officers and Trustees, WMA News, and **Preview of Conference 2006**

1:30 Silent Auction Ends

1:30-2:45 Concurrent Sessions

Walking the Talk: Museums, Preservation and Neighborhoods

Learn how museums can create a sense of community and connection to the past by exploring the architectural and physical environment outside of their walls. This session will explore how architecture, art history, and urban design merge with the mission and messages of local museums, and will also feature a walking tour highlighting Yakima's preservation efforts.

—Michael Sean Sullivan (University of Washington Tacoma and Washington Trust for Historic Preservation)

Interns and the Three R's: Recruit, Retain, Return

Focusing on a multi-faceted cooperative internship program that is somewhat in its infancy and has thus far proven to be beneficial, speakers will discuss: *How to make your museum more appealing to interns while recruiting through various avenues. How to provide a greater educational opportunity through a wide variety of opportunities (from both a small and large museum perspective). What is appealing from the student's as well as the professor's perspective. How to juggle your job and supervise interns at the same time. How to keep the interns in your museum.*

—Erin Black (Curator, Kittitas County Historical Society), Michael Siebol (Curator of Collections, Yakima Valley Museum), and others (TBA)

Low-Cost Exhibits

Producing quality exhibits that entertain, inform, and display your collections to their best advantage is a matter of knowing your resources. Through re-use, ready-mades, and a bit of invention and innovation, you can create great exhibitions for much less than you thought possible.

—Bev Wiltshire (Two-Time Exhibit Excellence Award-Winner, Whatcom Children's Museum), Fred Mattfield (Exhibit Volunteer, Ilwaco Museum), Andy Granitto (Curator of Exhibits/Graphic Designer, Yakima Valley Museum)

3:00-4:15 Concurrent Sessions

Teaching the Treaties: Creating a Partnership Among Teachers, Tribal Elders, & the Academic Community

Panelists will share their experiences in creating curriculum for the Washington State Historical Museum's upcoming web site entitled "The Treaty Trail." The web site will interpret the treaty process and its aftermath in the Washington Territory, from pre-contact to the present day. Panelists will demonstrate the need for the teaching of treaties in Washington State schools, provide draft outlines of the curriculum itself, and explain how non-Indians can access tribes and tribal members to assist in treaty education at their schools

—Moderator: Maria Pascualy (Curator of Exhibits, Washington State History Museum)

—Shana Brown (Yakama Nation Descendant and Educator, Seattle), Patsy Whitefoot (Yakama Tribal Elder and Educator, Toppenish), Sally Brownfield (Squaxin Island Tribal Member and Educator, Olympia), Sally Thompson, Ph.D. (Anthropologist and Educator, Director of the Lifelong Learning Project, Continuing Education, University of Montana)

Viagra For Your Endowment OR Increasing Flow In Your Revenue Stream

"Money, Money, Money, Money Makes The World Go Around..."—the immortal words turned into music on the Broadway stage in *Cabaret* state an obvious fact in all of our museum and personal lives. And it will ever be so, unless we can develop our own Bureau of Currency Development, complete with a solid millage rate. Since this happy state of affairs is mythical, we all shall remain as "social pets with begging tendencies." Yet, you really *can* have fun while you beg, borrow, steal, and grovel. Representatives from the Yakima Valley Museum, which receives no governmental support, will discuss some of the techniques they employ in this eternal quest for cold hard cash.

—John A. Baule (Director, Yakima Valley Museum)

End-of-Conference YVM Exhibit Critique

Okay, you've been here two days now. Tell us what works and what doesn't in our exhibits. Ask questions, make suggestions, and basically share your opinions. This session will be an open discussion.

—Moderator and Whipping Boy, Andy Granitto (Curator of Exhibits/Graphic Designer, Yakima Valley Museum)

4:30 Closing Remarks

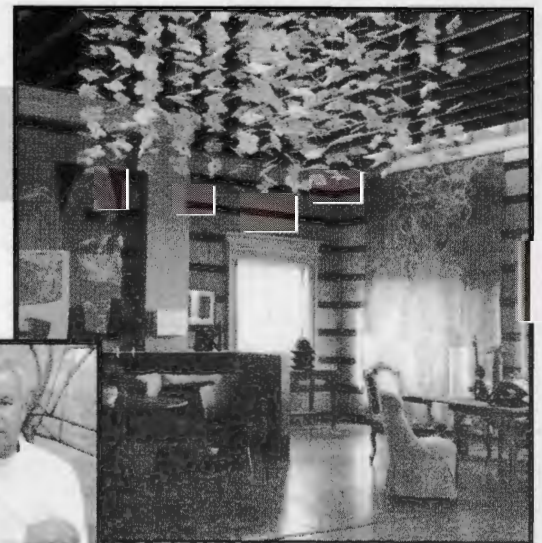
- **Barbara Moe**, President WMA

5:00-8:00 Farewell Gathering and Supper At the Home of Artist Leo Adams

Join your museum colleagues for casual socializing in the intimate and ever-welcoming home of Yakima Valley artist Leo Adams, featured several times in *Architectural Digest* and other arts/design publications. Every aspect of this home overlooking the Valley reflects the land itself and the artist's unique aesthetic genius.

Ask anyone who was here for the 1997 WMA Annual Conference, and they will tell you:

This rare event is worth staying around for!



Photos by John Kassinger and Rob Prout.