WASHINGTON MUSEUM ASSOCIATION

2011 ANNUAL CONFERENCE

PROGRAM

MUSEUMS AS GATHERING PLACES

The WMA in Walla Walla

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WMA CONFERENCE SCHEDULE

WEDNESDAY, JUNE 15, 2011

11:00 A.M.–4:00 P.M. **REGISTRATION** Reid Campus Center, Lobby

12:00 P.M.–4:00 P.M. **Preconference Workshop** **(Pre-registration required)** Meeting Room, G02

Gathering and Evaluating Data to Better Understand Your Audiences and Visitors

Presenter: Eric Taylor, Heritage Lead, 4Culture

This half-day participatory workshop will help attendees understand how to collect visitor information, locate demographic research and overall trends, and explore how to use that information to make their museums more relevant to visitors and audiences. After completing the workshop, participants will have learned ways to measure their own audiences, identify future audiences based on an understanding of their own communities, and locate free or low-cost resources for continual market scanning. The workshop curriculum addresses and supports the standards and performance indicators in the *Audience* section of the American Association for State and Local History's *StEPs* program.

Pre-Conference Workshop facilitator Eric Taylor..

4:00 P.M.–5:00 P.M. **Historic Sites Self-Guided Tour**

Choose between an Art Walk in Walla Walla or the Fort Walla Walla site.

4:30 P.M.–5:00 P.M. **Washington Museum Association Board Meeting**

At the Kirkman House Museum. WMA members are welcome.

5:30 P.M.–7:00 P.M. **OPENING RECEPTION**

At the Kirkman House Museum.

Join your fellow museum professionals in wine tasting and appetizers.
Enjoy this very special Victorian home!

THURSDAY, JUNE 16, 2011

8:00 A.M.–8:45 A.M. **Breakfast** is served in the Prentiss Hall Dining Hall.

8:00 A.M.–11:00 A.M. **Registration** Reid Campus Center, Lobby

8:00 A.M. **Meet & Greet with Vendors** Reid Campus Center

9:00 A.M.–10:00 A.M. **Welcome and Awards** Reid Campus Center, Young Ballroom

Kirsten Schober, Executive Director, Kirkman House Museum and WMA Local Arrangements Chair; Brenda Abney, WMA President; and Mike Siebol, WMA Scholarship and Awards Committee Chair

Hear what's happening in Washington's museums, as WMA honors award-winning exhibits, programs, institutions, staff, and scholarship recipients.

10:30 A.M.–11:15 A.M. **Keynote Address**

Reid Campus Center, Young Ballroom

Roberta Conner

We are proud to introduce this year's Keynote Speaker, Roberta (Bobbie) Conner. Since 1998, Bobbie Conner has served as the Director of the Tamástslikt Cultural Institute, which preserves, protects, and promotes the culture of the Cayuse, Umatilla, and Walla Walla. She is a Board Member at Large for the American Association of Museums. She is a community and national leader, museum director, curator, speaker, and author.

In her keynote address, Bobbie will be speaking to the theme of the conference, ***Museums as Gathering Places.***

Keynote Speaker Roberta Conner.

11:30 A.M.–12:40 P.M. **Lunch** Reid Campus Center, Young Ballroom

Luncheon Session Panel Discussion: *Agencies and Institutions, Your Museum, and How the Washington State Budget will Impact Your Organization Directly*

Moderator: Susan Tissot, Executive Director, Clark County History Society & Museum.
Panelists include: David Nicandri, Director, Washington State Historical Society and Executive Editor of Columbia Magazine; Julie Ziegler, Executive Director, Humanities Washington; Mark Gerth, Communications Manager, Washington Arts Commission

All of us stretch our dollars via partnerships and shared services. Local state agencies and state-wide organizations have been strong museum partners in the past. Learn how changes in the Washington State and National budgets may trickle down to impact you directly.

11:30 A.M. **Silent Auction Begins**

Support the WMA and Washington's rich heritage by bidding in the silent auction!

12:45 P.M.–2:15 P.M. **BREAKOUT SESSIONS**

***Small Budget, Big Impact* – Part 1** Young Ballroom, 111

Presenter: Chris Fiala Erlich, Freelance Exhibit Curator

The first session of this two-part exhibit workshop focuses on design theory. The goal is to demonstrate that by utilizing design principals, exhibits can look great even on small budgets. Chris uses images from art history and examples of museum exhibits to illustrate the fundamentals of design—unity and variety accomplished through color, texture, shape, size, composition, and light.

It's Not Just for Visiting: Museums as True Gathering Places Meeting Room, G02

Presenters: Karin Moughamer, Campus Outreach Coordinator, Burke Museum of Natural History and Culture, University of Washington; Jill Hardy, Coordinator of Youth, Student, and Teacher Programs, Frye Art Museum; Jessica Rubenacker, Exhibit Specialist, The Wing Luke Museum of the Asian Pacific American Experience; Rachael Faust, Assistant Curator of Collections and Academic Programs, Henry Art Gallery

For some museums, identifying ways to socially engage their community in meaningful ways is a challenge. For others it comes naturally. And each institution must challenge itself to devise ways to remain relevant within the community and support their changing needs. Four Seattle museums will discuss ways in which their institutions have created community spaces that extend beyond the invitation to visit exhibits and begin to explore how to develop and sustain a museum space that is grounded in community.

A Gathering of Collection Managers, sponsored by **Art Work** Young Ballroom Auxiliary, 111 Aux

Panelists: Rebecca Engelhardt, Collection Manager, Museum of Glass; Angela J. Neller, Curator, Wanapum Heritage Center; Mike Siebol, Curator of Collections, Yakima Valley Museum

This interactive roundtable discussion session brings together conference participants who work with museum collections. The focus is on those issues that often appear clear-cut in museum textbooks, but may become more complex in "real-world" applications. Moderators will encourage active group discussion of current issues in collections management, and create a place for collections colleagues to formally network. We're all in this together ... *how can we help each other?*

2:15 P.M.–3:00 P.M. **Coffee Break** in Vendor Space

See what the different vendor companies have to offer while taking a break with some refreshments.

3:00 P.M.–4:15 P.M. **BREAKOUT SESSIONS**

***Small Budget, Big Impact* – Part 2** Young Ballroom, 111

Presenter: Chris Fiala Erlich, Freelance Exhibit Curator

The second session of this two-part exhibit workshop focuses on basic fabrication techniques. The goal is to demonstrate how to make your design ideas a reality on a small budget. Chris provides practical demonstrations and an opportunity for hands-on practice for participants. Featured techniques include making labels, producing audio and video, using vinyl, and creating simple manipulatives.

Engaging the Public with New Technology and Social Media Meeting Room, G02

Moderator: Susan Tissot, Executive Director, Clark County Historical Society & Museum.
Panelists: Betsy Millard, Executive Director of the Columbia Pacific Heritage Museum; Sandra Jamieson, Director of Sales, Guide by Cell, San Francisco, CA; David Lynx, Associate Director, Yakima Valley Museum

All museums are challenged with changing demographics and competing activities for the public's time. One of the keys to survival is to gain and continue community ownership of our museums by the "next generation." Most counties in Washington State have experienced a population growth which provides museums with an opportunity to expand their audience. Technological advances have created a number of tools that are used by the general public to make decisions about how and where to spend their time and money. Museums can use these tools to reach that next generation and develop a new audience while maintaining relationships with their current audience. This session will review technology options that are readily available to museums.

Digging for Bones and Getting Wet: Young Ballroom Auxiliary, 111 Aux
Making schools an offer they can't refuse

Presenters: Selina Danko and Chris Rader, Wenatchee Valley Museum & Cultural Center

Learn how to partner with community organizations to provide educational experiences for cash-strapped schools in this workshop led by WVMCC Education Coordinator Selina Danko and Public Relations Coordinator Chris Rader. They will describe two successful Wenatchee projects involving community partnering—*Ice Age Adventures* and *David Thompson on the Columbia*—and will facilitate group discussion on creating partnerships, finding funding solutions, crafting a fun hands-on curriculum-based tour, and developing educational trunks.

4:15 P.M.–5:00 P.M. **Vendors and Silent Auction**

Before leaving the Reid Campus Center for the day, check out the Silent Auction table and the vendors.

5:30 P.M.–9:30 P.M. **WMA Banquet at The Fort Walla Walla Museum**

Visit with colleagues while at this year's WMA Banquet at the Fort Walla Walla Museum.

The dinner features slow-roasted whole filet of salmon with aioli and also a vegetarian pasta with corn, zucchini, sun dried tomatoes, and a basil cream sauce. The Fort Walla Walla Museum exhibits will be open for you to visit. The Museum is located in Fort Walla Walla Park along Myra Road in Walla Walla.

Fort Walla Walla Museum.

FRIDAY, JUNE 17, 2011

8:00 A.M.–8:45 A.M. **Breakfast** is served in the Prentiss Hall Dining Hall

8:00 A.M.–2:00 P.M. **Registration** Reid Campus Center, Lobby

8:00 A.M.–9:00 A.M. **Meet up again with your museum colleagues, visit the vendors, and check out the Silent Auction.**

9:00 A.M.–10:15 A.M. **BREAKOUT SESSIONS**

Exhibit Style and Communication: Young Ballroom, 111
***Using Everything in Your Toolbox to Get Your Message Across* – Part 1**

Presenters: Andy Granitto, Curator of Exhibits, and Peg Granitto, Exhibit Technician, Yakima Valley Museum

Each type of museum is associated with an exhibit style, and museums rarely stray from an accepted and expected "gallery look." Visitors respond differently to each style, making style an effective design tool. Styles can be achieved with things as simple as color or label design, and have power to communicate and enhance visitor experience. Learn how to use different styles effectively and how to employ several within a single exhibit. (*Hands-on workshop will follow.*)

Stealing from Your Neighbors to Make New Friends: Meeting Room, G02
Leveraging Trends to Build New Audiences

Moderator: Julia Swan, Programs Coordinator, Museum of History and Industry.
Panelists: Helen Divjak, Manager of Programs and Community Outreach, Museum of History and Industry; Betsey Brock, Associate Director for Communications and Engagement, Henry Art Gallery; Karin Moughamer, Campus Outreach Coordinator, Burke Museum of Natural History and Culture

Learn how three Seattle museums leveraged current trends in media, business, and popular culture to create fresh programs that have reached new audiences. Plus, hear how these "stolen" ideas have revitalized the three institutions' public presence. Attendees will walk away with a strong understanding of how current trends can be manipulated to serve non-profits, and receive tips on which ideas are worth the steal.

Right-Sizing Your Education Programs: Young Ballroom Auxiliary, 111 Aux
What if There's No Place to Gather a Group?

Presenter: Stephanie Lile, WSHS Head of Education

Every museum has strengths and weaknesses in terms of program potential and educational mission. How do you know what's right for your museum? How do you prioritize your offerings in tough times? Is it possible to partner with other museums to provide well-rounded education programming to your community?

10:30 A.M.–11:45 A.M. **BREAKOUT SESSIONS**

Exhibit Style and Communication* – Part 2: *Problem-Solving Workshop Young Ballroom, 111

Presenters: Andy Granitto, Curator of Exhibits, and Peg Granitto, Exhibit Technician, Yakima Valley Museum

What do you hope to communicate in your upcoming exhibit? How can you create a unique and memorable visitor experience, using the communicative power of exhibit style? In this hands-on follow-up to the previous session, we will explore design solutions for <u>your</u> exhibit problem.

Understanding Museum Tax Matters, Financial Best Practice, and Tax Issues for Nonprofits — Meeting Room, G02

Presenters: Angela Richardson, CPA, and Mike Dandrea, CPA LarsonAllen

Basic financial information, how to interpret financial statements and current 990 requirements, and museum tax issues will be covered.

Gathering Evidence: Teaching the Tools and Concepts of Inquiry — Young Ballroom Auxiliary, 111 Aux

Presenter: Stephanie Lile, WSHS Head of Education

From collections to curriculum to school programs, using inquiry strategies in the museum setting is both practical and has a longer retention rate for learners. Participants in this session will get an introduction to historical inquiry and the ways in which it can be used in the design of exhibits and educational experiences.

12:00 P.M.– 1:15 P.M. **Lunch – WMA Annual Meeting** — Young Ballroom, 111

Election of Officers and Trustees, Washington Museum Association news, and a preview of the 2012 Annual Conference.

1:00 P.M. **Silent Auction Closes • *Did you remember to bid high and bid often?***

1:30 P.M.–2:45 P.M. **BREAKOUT SESSIONS**

Exhibit Lighting: LED Lights Come of Age — Young Ballroom, 111

Moderator: Richard Beckerman; Presenter: Norm Lagasse, Executive Director, Alaska Aviation Museum

This session will show how a small aviation history museum was able to install a complete LED exhibit lighting system. They now have dramatic lighting that adds depth to the visitor experience, are using a fraction of the electrical power they did before, and have significantly lowered their energy cost. Also, they now have no UV or heat exposure to their artifacts, and have reduced their carbon footprint as well. This session will show how this was done and how other museums can do it using off-the-shelf components.

Keeping the Gathered Objects Safe — Meeting Room, G02

Presenters: Mike Siebol, Curator of Collections, Yakima Valley Museum; Peg Granitto, Exhibit Technician, Yakima Valley Museum; Rebecca Engelhardt, Collection Manager, Museum of Glass

Participants will learn different strategies for preserving collections both in the exhibit environment and in storage. Topics will range from making object supports and exhibit mounts to earthquake mitigation systems.

An Interpretive Perspective of the Ice Age Floods: How do we tell the story? — Young Ballroom Auxiliary, 111 Aux

Moderator: Chuck Lennox, Principal, Cascade Interpretive Consulting LLC.
Panelists: Ryan Karlson, Interpretive Program Manager, Washington State Parks and Recreation Commission; Brenda Abney, Director, Wenatchee Valley Museum & Cultural Center; Kimberly Camp, CEO, Hanford Reach Interpretive Center

The Ice Age Floods (commonly known as the Missoula Floods) are a four-state story in the Pacific Northwest, from Lake Missoula in Montana to the mouth of the Columbia River between Oregon and Washington. These cataclysmic floods shaped much of eastern Washington and the vast Columbia Basin. Now that the Ice Age Floods National Geologic Trail has been designated, tourism interest will begin to grow. How will this dramatic and landscape-scale story be told? Is there a role for museums to play? Come hear from museums that are telling and hope to tell this story and how they might connect to the story on the land at Washington State Parks.

Welcome to the 2011 Washington Museum Association Conference

in Walla Walla, Washington. Located in the heart of Southeast Washington's wine country, historic Walla Walla is a thriving community filled with many activities and beautiful sights. You may even want to consider staying a few extra days to enjoy all the town and surrounding region as to offer!

The conference kicks off with a reception at the Kirkman House Museum. Located adjacent to Walla Walla's historic downtown, the 1880 Italianate home is listed on the National Register of Historic Places. Great food and wine are on the menu at the annual banquet, hosted by Fort Walla Walla Museum in the brand new Grand Hall. The conference workshops are all conveniently located on the campus of Walla Walla's historic Whitman College.

Walla Walla offers several great places to stay in and around town, from hotels to vacation homes. We have a few listed on the registration form, and more information can be found on the Washington Museum Association website. I recommend Whitman College's Prentiss Hall. Just a short walk from the workshops, this lovely residence hall was constructed in 1926. Walla Walla is a popular summer destination, so I do recommend that you book your overnight accommodations early.

The conference coincides with the tail end of the 3rd Annual Walla Walla Chamber Music Festival. You can find more information on truly outstanding musical offerings by visiting the festival website—wwcmf.org. The Saturday morning Walla Walla Valley Farmers Market is in full swing, and there are plenty of places for leisurely walks or bike rides. Downtown Walla Walla features several art galleries—and don't forget the wine!

Nearby historical attractions include the Dayton Historic Depot Museum in Dayton and Waitsburg's Bruce House Museum. Head south and you can visit Tamástslikt Cultural Institute and the Umatilla County Historical Museum in Pendleton. Tamástslikt is even offering free admission to all conference registrants!

As you know, this is a critical time for museum professionals, and the conference will be a great opportunity to examine the issues we face, and learn from each other how to continue excelling in arts and heritage programming. I hope you will also take time to relax and enjoy the beauty of the Walla Walla Valley!

– Kirsten Schober, Kirkman House Museum

2011 Silent Auction

at the Annual Conference

Help WMA by bidding at our silent auction.

Gift shop items, books, fossils, foodstuffs, gift baskets, exhibit furniture & hardware, and a whole lot more!

Bid Early! Bid Often!

All proceeds support WMA's Conference Scholarship Program