

PROGRAM

Wednesday, June 20

PRE-CONFERENCE WORKSHOP

10:00AM – 11:00AM **Registration** Lobby
11:00AM – 4:00PM **Pre-conference Workshop**
Pre-registration required

Capital Projects: Bricks, Mortar, and Beyond

Performance Center

Moderator: Garry Schalliol, Director of Outreach Services, Washington State Heritage Resource Center

This half-day workshop will cover all aspects of a successful capital project, including organizational strength and readiness, community and institutional needs, visioning and planning, fund raising, construction, and operation. The session will provide resources and cover the high points (and pitfalls) of aspiring to build facilities that will be a legacy and resource for a community.

WMA CONFERENCE 2007 STRENGTH FROM THE CENTER: MUSEUMS AS COMMUNITY HUB

4:00PM – 6:00PM **Registration** Lobby

4:00PM – 5:00PM **Washington Museum Association Board Meeting** Swing Room
WMA members are welcome

4:00PM – 5:00PM **Special Tours**
Led by the Staff of the Wenatchee Valley Museum & Cultural Center
Choose from three different tours. Repeated on Thursday.
• Behind the Scenes Museum Tour
• Historic Properties and Arts on the Avenue Tour
• Museum Exhibit Tour

5:00PM – 6:00PM **Opening Reception** Performance Center
Join your fellow museum professionals for an evening of heavy hors d'oeuvres, drink and great conversation!



Thursday, June 21

8:00AM – 5:00AM **Registration** Lobby

9:00AM – 10:15AM **Welcome and Awards** Performance Center

Marsha Rooney, WMA President and Lisa Hill-Festa, WMA Awards & Scholarship Committee Chair

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

10:30AM – 11:15AM **Keynote Address** Performance Center

Ellen Ferguson, Community Relations Director, Burke Museum of Natural History and Culture, was the 2006 recipient of the Western Museums Association's "Director's Chair Award," which honors outstanding achievement in the museum profession.

11:30AM – 12:30PM **Lunch** Performance Center

Choose to sit with friends, new acquaintances, or at affinity tables with others doing the same line of museum work.

1:30PM – 3:00PM **Breakout Sessions:**

Exhibit Label Design and Fabrication for Small Museums, Part 1 Coyote's Corner

Presenters: Victoria Blackwell, Curator, Gig Harbor Peninsula Historical Museum and Chris Erlich, Exhibit Services, chrisworks

Victoria will discuss and demonstrate label and photo preparation techniques, based upon her extensive experience in graphic design. Topics include:

- Different font styles and sizes for headings, body text, and captions
- How to space text to provide reader-friendly "white space"
- How to use color to add impact
- Scanning and printing photos
- Using what you have: computers, printers, software, and what should be "essentials"

Selection and Implementation of Automated Collections Databases Swing Room

Moderator: Rebecca Engelhardt, Collection Manager, Museum of Glass

Presenters: Janae Huber, Collections Manager, Art in Public Places Program, Washington State Arts Commission; Patricia Relay, Program Manager, Washington Art Consortium; Mike Siebol, Curator of Collections, Yakima Valley Museum; Jane Roth Williams, Curator, Kitsap County Historical Society Museum

This session focuses on the selection and implementation of automated collections databases. The panelists represent a variety of institutions that are working with automated collections databases of different designs. Our goal is to give valuable advice about what to watch for when planning for collections automation, what to look for in software applications, and what to watch out for when beginning your project.

Creating Strong Bonds: Developing Lasting Relationships and Lifelong Advocates The Gallery

Presenters: Seth Margolis, Director of Education Programs, The Museum of Flight; Katie Peterson, ACE Coordinator, The Museum of Flight; Avery Reed, Museum Apprentice, The Museum of Flight; Jenna Schrengohst, Collections Curatorial Technician, Whatcom Museum of History & Art

Museums do not typically form lifelong relationships with program participants. By creating a variety of programs that transition into each other and continually empower participants, museums can turn participants into ongoing stakeholders. This panel of staff and current and former program participants will explore methods that museums use to create enduring connections and enable people to 'grow up' within their galleries.

3:15PM – 5:30PM **Breakout Sessions**

Exhibit Label Design and Fabrication for Small Museums, Part 2 Coyote's Corner

Presenters: Victoria Blackwell, Curator, Gig Harbor Peninsula Historical Museum and Chris Erlich, Exhibit Services, chrisworks

Second session: Chris will demonstrate and lead hands-on participation in easy label and photo mounting techniques.

Chris is a former museum director and current independent exhibit curator and designer. Topics include:

- Paper types
- Mounting materials and adhesives
- Cutting equipment
- Hanging labels
- How to find and purchase materials

Demystifying Digitization

Swing Room

A diverse audience that uses the World Wide Web for accessing information, entertainment, and consumer goods coupled with the fact that more and more human creative products are born digital pushes museums to leap into the digital age – ready or not. This session examines three approaches to digital programs mixing practical advice with theory and best practice. The session concludes with an overview of current information from the field including federal support of digital collecting and preservation research.

Tamara Georgick wants us to “know what we are getting into!” After dissecting the layers of human creativity, hardware, and software that make the Internet work, Tamara dives into a strategy for scaling projects through planning product tiers and sharing some of the challenges and solutions experienced by Washington State Historical Society staff.

David Lynx describes why the Yakima Valley Museum pursues its dynamic program of digital media that includes website, online collection exhibits, kiosks, audio tours and how he balances his dual role as Curator of Education and Technology.

Rose Sliger Krause presents a case study about the Northwest Museum of Arts & Culture’s efforts to build a persistent digital archive to improve intellectual access to its archival and museum collections.

The State of the Digital Arts in America’s Museums: Laura Thayer, Northwest Museum of Arts & Culture, shares information from the field about how America’s cultural heritage organizations and the United States government are finding ways to navigate Information Age challenges.

Collaboration: A Key to Reaching Community

The Gallery

Presenters: Julie Pisto, Director of Marketing and Communications, Museum of Glass; Kristy Gledhill, Communications Director, Tacoma Art Museum; Brenda Hanan, Marketing Manager, Washington State History Museum

The session will focus on the positive and supportive reaction from the community that has resulted from the visible collaboration between the Museum of Glass, Tacoma Art Museum, and Washington State History Museum. The goal is to encourage other institutions to consider the possibilities within their own communities.

5:30PM – 6:30PM Special Tours

Led by the Staff of the Wenatchee Valley Museum & Cultural Center

Choose from three different tours.

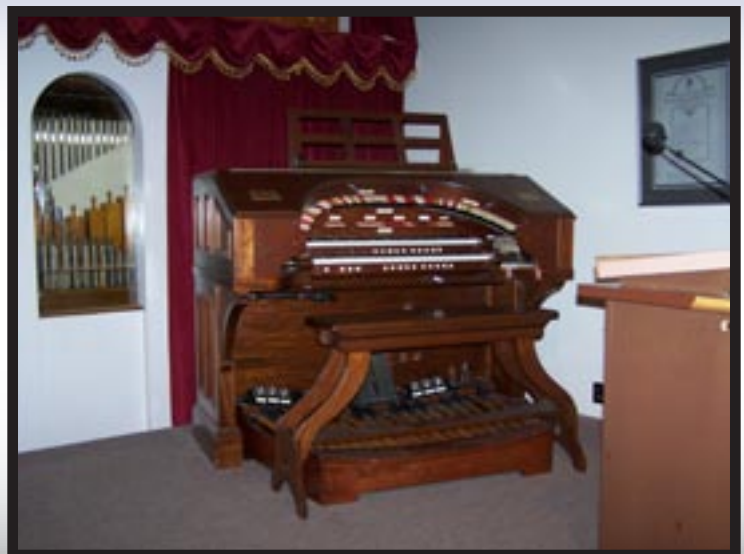
- Behind the Scenes Museum Tour
- Historic Properties and Arts on the Avenue Tour
- Museum Exhibit Tour

6:30PM – 9:30PM

WMA Annual Banquet in the Performance Center

Beautiful music and delicious food await you in the Performance Center. The beautiful, fully operational 1919 Wurlitzer Theatre Pipe Organ was restored and installed here in 1989. Curtains behind the organ open to view the full installation, featuring pipes and a variety of operational musical instruments used to add sound effects to organ accompaniments. The Liberty Organ will dazzle us with a special performance.

Be prepared for an amazing feast, featuring rosemary chicken breast with marsala and grilled salmon over field greens with caramelized onion.



Friday, June 22

8:00AM – 5:00AM

Registration

Lobby

8:00AM – 9:00AM

Tailgate Breakfast

Centennial Park

Enjoy breakfast with your new acquaintances in Centennial Park (behind the museum) at the corner of Wenatchee Avenue and Yakima Street. (Please bring a few dollars to cover the cost).

9:00AM – 10:15AM

Breakout Sessions:

Lessons Learned from Collaborative Community-Based Exhibits

Coyote's Corner

Moderated by Ellen Terry, Program Director: Grants & Exhibits, Humanities Washington. Panelists include Karen Marshall, Director, Skagit County Historical Museum and others to be announced.

For small museums, the thought of collaborating with community organizations to create exhibitions “from the outside in” can appear too time-consuming and overwhelming. This session explores the challenges and successes of several community-based exhibits. We hope you'll leave inspired to see what opportunities await in your community.

Strengthening Community through Empowering Docents

Swing Room

Presenters: Maureen Devery, On-Site Education Coordinator, The Museum of Flight; Barry Latter, Docent Leadership Council Chair, The Museum of Flight; Margaret Smith, Docent Services Specialist, The Museum of Flight

This session will discuss the strategy and implementation of The Museum of Flight's education department and docent council plan that empowers the docent corps to become an integral part of the training and scheduling process. This process led to increased ownership in the docent program and museum processes.

Strong Policies: Protecting Objects on Exhibit

The Gallery

Presenter: Mike Siebol, Curator of Collections and Archives, Yakima Valley Museum

Participants will learn different strategies to preserve collections in the exhibit environment. Topics will range from lighting to materials that make up the exhibit. The lecture will address issues for the small to medium-sized museum. Handouts will cover proper materials, lighting, timetables for light exposure, exhibit mount making, and documentation.

10:30AM – 11:45AM

Breakout Sessions:

We're All In This Together: A Collections Management Dialogue

Coyote's Corner

Moderators: Jennifer Heinzelman, Museum Specialist, Naval Undersea Museum; Lorraine Scott, Curator, Bainbridge Island Historical Museum; Dana Senge, Objects Conservator, DKS Conservation Services, LLC; Erica Varga, Curator, Poulsbo Historical Society & Museum Specialist, Naval Undersea 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?

Pods and Cells: The Audio Experience

Swing Room

Presenters: David Lynx, Curator of Education & Technology, Yakima Valley Museum and David Asheim, President, Guide By Cell

Current trends in technology and popular culture can provide museums with new ways to connect to their audience. Audio and video clips, known as podcasts, can provide an online experience or be downloaded as a personal tour guide. The same audio clips can now be accessed by cell phone, allowing visitors without ipods to dial in for their audio experience. Advances in internet video streaming and technology also allow museums to provide new and exciting media on their websites. This session explores Internet technology, current trends in audio technology, and how they can be utilized in the museum.

Community Partnerships: Museums and Schools

The Gallery

Presenters: Michelle Loudon, Education Coordinator, Wenatchee Valley Museum and Susan Ballinger, Science Field Experience Coordinator, Wenatchee School District
Presentation of the partnership between Wenatchee Valley Museum and Wenatchee School District in developing elementary-level science field experiences, followed by group discussion of other museum/school partnerships.

12:00PM – 1:15PM Lunch – WMA Annual Meeting
Washington Museum Association News and Preview of the 2008 Annual Conference

Performance Center

1:30PM – 2:45PM Breakout Sessions

“Please Touch” Hands-on Components in Museums

Coyote’s Corner

Presenter: Putter Bert, Executive Director, KidsQuest Children’s Museum

History and art museums have a lot to learn about hands-on experiences for kids. KidsQuest Children’s Museum provides interactive exhibits and programs integrating art, science, technology, and daily experiences to inspire life-long learning in children and families. Learn how your museum can capture the imagination of your younger guests.

Go Into The Light: Illuminating Your Exhibit for Conservation and Drama

Swing Room

Presenter: Andy Granitto, Curator of Exhibits, Yakima Valley Museum

Lighting is perhaps the most important aspect of exhibit design. Yet, because it is usually the last task on the production schedule, many exhibits suffer from rushed or poorly planned lighting. In addition, conservation concerns that necessitate low light levels are often thought to be at odds with goals related to entertainment, drama, and visitor flow—this is not true. This workshop-style lecture will discuss different lighting systems and styles, focusing in particular on those for the small museum, and demonstrate effective ways to plan and install lighting that meets all your exhibit needs.

Nobody Loves a Cockroach

The Gallery

Presenter: Jeffrey Weier, Board Certified Entomologist and Technical Director, Sprague Pest Solutions

Insect pests in museums can be devastating to priceless collections. Many objects contain materials that are highly attractive to destructive insects at the same time that they are sensitive to many common insect control materials. This presentation will cover typical—and some not so typical—insects found in collections. We will also discuss control measures and how they can affect sensitive materials, as well as new and innovative methods of control.

3:00PM – 4:15PM Breakout Sessions

Help for Washington Museums! HBI 386 Amendment: Dollars Within Your Reach

Coyote’s Corner

Presenters: Susan Tissot, Executive Director, Clark County Historical Society & Museum; Lauren Danner, Head of State Capital Museum and Outreach Center; Janet Gallimore, Chief Operating Officer, The Confluence Project

All museums can use additional financial support. In 2005 Senator Craig Pridemore, D-49th District, penned an amendment to HBI 386 that created a new source of funding for museums and other historic preservation organizations in Washington state. The monies are attached to the document recording fees associated with the annual real estate transactions in our state. Because the legislation was broadly worded, many counties have not yet created a formal program to allocate this new source of funding to their local heritage agencies. Clark County created a new granting program with their portion of the money. The Historic Preservation Grants program completed its first round of awards with \$142,445 allocated to six recipients for 2007 projects. Learn more about this source of funding and what steps you can take to get your piece of the pie.

Bringing Your Women in History to Life

Swing Room

Presenters: Georgia Bakke-Tull and Joan Tucker, Leavenworth Women’s History Weavers

Take from this workshop the tools to create a Readers Theater or dramatization production, customized to your communities. As the focus on collecting and preserving women’s history increases, we have become aware of the scarcity of collectible artifacts and historical documents regarding women. Many times it is difficult to locate their given name short of an obituary. With what information can be collected from family, diaries, journals and newspaper or genealogy records, we can ‘recreate’ or capture the essence of a woman’s place in history.

Developing Engaging Interpretive Programs in the Historic House Setting

The Gallery

Presenters: Patti Larkin, Curator of Campbell House, Northwest Museum of Art & Culture and Kirsten R. Schober, Director, Kirkman House Museum

This session will concern itself on the place of historic house museums in their communities, and how to develop successful interpretive and educational programs.



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Olympia, WA 98507

P.O. Box 2136

Washington Museum Association



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WMA WASHINGTON MUSEUM ASSOCIATION 2007 ANNUAL CONFERENCE **WMA**

Pre-Conference Workshop • WMA Board Meeting • Opening Reception
JUNE 20, 2007

**STRENGTH FROM THE CENTER:
MUSEUMS AS COMMUNITY HUB**
WMA ANNUAL CONFERENCE
JUNE 21-22, 2007



Hosted by the
**WENATCHEE VALLEY MUSEUM
& CULTURAL CENTER**