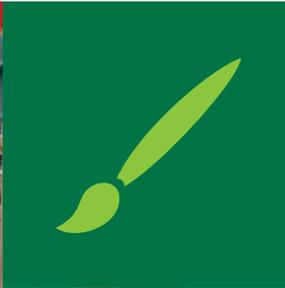
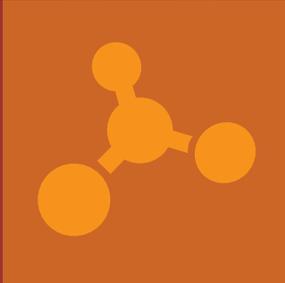


MAAM
ANNUAL
MEETING **2011**
OCTOBER 9-11
BALTIMORE, MD



**A MEETING
OF THE
MUSES**

**Inspiration, Strategy,
and Sustainability**



**65th Annual Meeting
Final Program**

WWW.MIDATLANTICMUSEUMS.ORG

Welcome

On behalf of the Board of Directors, the Local Arrangements and Program Committees, I would like to thank you for participating in the Mid-Atlantic Association of Museum's 65th Annual Meeting. We are glad you are here and hope you will experience an engaging and valuable conference.

At MAAM Baltimore, we have scheduled powerful sessions to engage your mind and revolutionize what you know about Museums today. Baltimore presents a wonderful opportunity to network and share your knowledge with your colleagues.

We wish you an experience that will elevate your career, revolutionize the museum where you work and let you take back thoughtful insights to your colleagues that could not join us this year.

As always, we welcome your feedback and any suggestions for sessions and events for next year's Annual Meeting!

Kind regards,

Jack Rasmussen
MAAM President

MAAM 2011 FELLOWS

Brett Rodgers

Online Marketing & Communications Manager
National Building Museum
Washington, DC

Tessa Sabol

Assistant Registrar
The Textile Museum
Washington, DC

Adam Fix

Museum Technician, Archives specialist
Fort Vancouver National Historic Site
Vancouver, WA

Janine Napierkowski

Education Associate
The Hudson River Museum
Yonkers, NY

Tomasina de Vitis

Student, Museology MA
University of Washington
Seattle, WA

Nadine Stewart

Volunteer Curator
Statue of Liberty/Ellis Island
Immigration Museum
New York, NY

MAAM 65th Annual Meeting Thank You Sponsors

PLATINUM

Becker & Frondorf
The Reginald F. Lewis Museum
Sports Legends Museum

GOLD

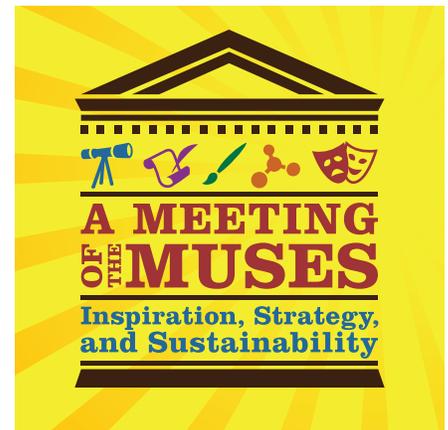
Seton Hall University

SILVER

Quatrefoil Associates

BRONZE

Dorfam Museum Figures, Inc.



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2011 Museum Resource Center



2011 MRC Exhibitors

Be sure to stop by and learn about the exciting products and services provided by our valued exhibitors!

- 1 Institute of Museum and Library Services
- 2 TourSphere
- 3 Jelly Belly Candy Company
- 4 Antenna International
- 5 Kapesni
- 6 MostlyCollectibles.com
- 7 MBA Design & Display
- 8 The Whiting-Turner Contracting Company
- 9 Tiffin Metal Products
- 10 Gallery Systems
- 11 Quatrefoil Associates

MRC Schedule

MONDAY, OCTOBER 10

- 12:00PM - 6:00AM MRC Hall Open
5:00PM - 6:00PM Reception in MRC Hall & Silent Auction Bidding

TUESDAY, OCTOBER 11

- 8:00AM - 5:00AM MRC Hall Open
10:00AM - 10:30AM Morning Break
4:00PM - 5:00PM Silent Auction Results & Fundraising Reception



Transportation Options

Sheraton Baltimore City Center Hotel

101 West Fayette Street
Baltimore, MD 21201
(410) 752-1100

CHARM CITY CIRCULATOR

www.charmcitycirculator.com

The backbone of any great city is transportation. That's why we're introducing the **Charm City Circulator (CCC)**, a fleet of 21 FREE shuttles that travel three routes in Baltimore City.

We service residents, downtown employees, students and tourists and anyone else who wishes to ride. The shuttle is intended to reduce congestion and greenhouse gas pollution by offering a convenient, reliable and eco-friendly form of public transportation.

The CCC consists of three separate routes:

- **Green Route:** runs from City Hall to Fells Point to Johns Hopkins
- **Purple Route:** runs from Penn Station to Federal Hill
- **Orange Route:** runs from Hollins Market to Harbor East.

GETTING TO BALTIMORE

Note: Estimated charges, fees and schedules are not guaranteed and subject to change. Travel distance may be affected by local conditions and traffic.

By Rail - Penn Station

Penn Station is served by Amtrak, MARC, and the local Maryland Transit Administration's light rail system. MARC offers service between Washington, DC and Perryville, MD. Amtrak Regional trains from Penn Station serve destinations along the Northeast Corridor.

Travel Distance: Approximately 4.83 km/3.0 miles

A taxi between the station and the hotel will cost about \$9.00

By Air - Baltimore Washington International Airport (BWI)

Travel Distance: Approximately 16.09 km/10.0 miles.

Options for getting to and from the hotel include:

- **Super Shuttle** (\$12 per person, each way)
- **Taxi** (\$25 each way)
- **Sedan Service** (\$29 per person, each way)

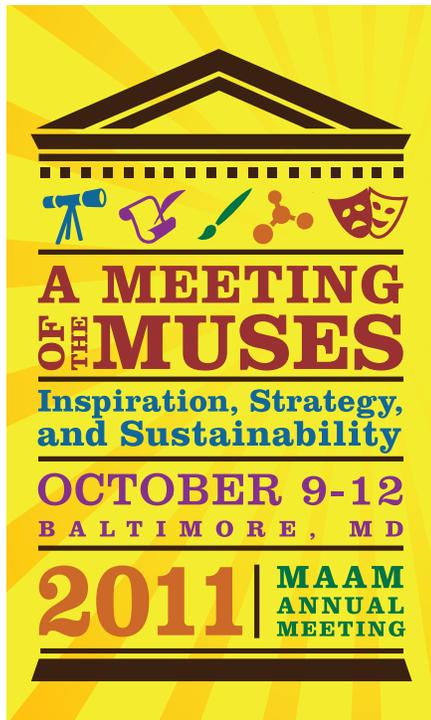
DRIVING DIRECTIONS TO THE HOTEL

- **From East:** Take Route 70 West to Pulaski Highway and continue onto Orleans Street. Turn left onto St Paul Street and continue 4 blocks to Fayette Street and turn right. The hotel is 2 blocks and on the left.
- **From North:** From Interstate 95 South go through Fort McHenry Tunnel and continue to 395 north. Take Exit 53, then continue 1/2 mile to Pratt Street. Turn right onto Pratt Street and continue 2 blocks onto Charles Street and turn left. Continue 4 blocks to Fayette Street and turn left. The hotel is one block on the left.
- **From West:** From 40 East Pulaski Highway which will become Orleans Street, turn left at St. Paul Street. Proceed 4 blocks to Fayette Street and turn right. The hotel is located 2 blocks on the left.
- **From South:** From Interstate 95 North take Exit 53 and continue on 395 North. Drive 1/2 mile to Pratt Street and take a right. Continue 2 blocks to Charles Street and turn left. Proceed 4 blocks to Fayette Street and turn left. The hotel is 1 block on the left.

Hotel Parking - 24-hour Valet and Self Parking Facilities are available; the rate is \$27-\$40 per day. PLEASE NOTE THAT MAAM WILL NOT VALIDATE PARKING.



2011 Coffey Award Recipient



Rebecca Alban Hoffberger

Founder & Director, American Visionary Art Museum

Hoffberger was inducted into the Maryland Women's Hall of Fame and awarded the President's Award of the Maryland YWCA in 2006. In 1998, Hoffberger won The Urban Land Institute's coveted National Award for Excellence. In addition to Honorary Doctorates from The Maryland Institute College of Art, Villa Julie College and the Pennsylvania Academy of Art, Hoffberger was awarded the title of 'Dame' for her work on behalf of establishing medical field hospitals in Nigeria. She has been the recipient of numerous mental health advocacy and equal opportunity awards and has served as a director of Jewish education and on the Board of The Elisabeth Kubler-Ross Center.

Hoffberger studied non-traditional medicine in Mexico for three years, helping to deliver babies in remote mountain areas in Morelos. A published author and development consultant for 28 years, at 16, Hoffberger became the first American to apprentice with mime, Marcel Marceau in Paris.



Attention Registrars

REGISTRAR'S LUNCH

Monday, October 10

12:00PM-1:30PM

Sheraton City Center (International C)

WHITE GLOVES GANG ACTIVITIES

**White Gloves Gang Dinner
Tuesday, October 11**

7:00PM-9:00PM

The WGG Dinner will be at the **Jewish Museum of Maryland** (410-732-6400; 15 Lloyd Street, Baltimore, MD 21202)

*The JMM is accessible via the **FREE Charm City Circulator Orange Line**. From the conference hotel, the closest stop to board is #218 or 219 Convention Center. Exit at #227, Jewish Museum of Maryland. There is also street and lot parking available directly in front of the Museum.

**White Gloves Gang Day
Wednesday, October 12**

9:00AM-4:00PM

Work at the Sports Legends Museum; Mount Clare Historic House; Fell's Point Preservation Society; or National Electronics Museum for one day.

For additional information about the White Gloves Gang activities or dinner the night before, please contact **Jobi Zink** at jzink@jewishmuseummd.org

MAAM Registrar Committee & White Gloves Gang Sponsors

Crozier Fine Arts

Atelier

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TCl

Huntington T. Block

Complimentary Admission to These Baltimore Area Museums

MAAM Name Badges must be shown at time of entry.

Courtesy of The Greater Baltimore History Alliance

The Greater Baltimore History Alliance is a consortium of Baltimore area history museums dedicated to preserving, interpreting, and promoting local heritage through collaborative community services and educational programs.

There are currently nearly fifty sites in the Alliance, and we are still growing. Each site offers its own unique flair to the city of Baltimore.



Baltimore

The Babe Ruth Birthplace

The Babe Ruth Birthplace and Museum is a National Shrine to the Sultan of Swat and has been welcoming fans to the house where Babe Ruth was born since 1974.

216 Emory Street | Baltimore, MD 21230
410-727-1539 | www.baberuthmuseum.com
Hours: Tuesday-Sunday, 10:00AM-5:00PM

★ **FREE admission for MAAM Members on
Tuesday & Wednesday**

The Sports Legends Museum at Camden Yards

The Sports Legends Museums is the official museum of the Baltimore Orioles and the archives of the Baltimore Colts and Johnny Unitas. Exhibits feature Babe Ruth, the Baltimore Orioles and Ravens, Michael Phelps, Johnny Unitas, and various colleges. The museum's current exhibition "Riots, Railroads and the Coming of Mr. Lincoln" focuses on Camden Station's role in the American Civil War.

301 West Camden Street | Baltimore, MD 21201
410-727-1539 | www.baberuthmuseum.com
Hours: Tuesday-Sunday, 10:00-5:00

★ **FREE admission for MAAM Members on
Tuesday & Wednesday**

The B&O Railroad Museum

Located among Baltimore City's historic southwest neighborhoods, at the original site of the historic Mt. Clare Shops, the B&O Railroad Museum is recognized universally as the birthplace of American railroading. It was here within the Museum's 40-acre campus that Baltimore businessmen, surveyors, and engineers set about building the B&O Railroad in 1829-laying the first commercial long-distance track, building the first passenger station, and inventing America's unique railroad.

901 West Pratt Street | Baltimore, MD 21223
410-752-2490 | www.borail.org

★ **FREE admission for MAAM Members on
Tuesday & Wednesday**

The Baltimore Museum of Industry

Founded in 1977 as a project of the Mayor's Office, the Baltimore Museum of Industry celebrates the past, present and future innovations of Maryland industry and its people through dynamic educational experiences. Each year, more than 160,000 visitors, students, teachers and families from Maryland and the surrounding areas enjoy the museum's exhibits and educational programs and learn about the unique history of Maryland industries and the people who made them work. Our award-winning museum teacher-led activities teach students important lessons in industry, history, technology and the value of a day's work, and our exhibits and artifacts fascinate both young and old alike.

1415 Key Highway | Baltimore, MD 21230
410-727-4808 | www.thebmi.org
Hours: Tuesday-Sunday, 10:00AM-4:00PM

★ **FREE admission for MAAM Members on
Tuesday & Wednesday**

Continued ►

Complimentary Admission to Baltimore Area Museums

Continued

The Fire Museum of Maryland

Since opening its doors in 1971, a visit to the nationally renowned Fire Museum of Maryland continues to be an exciting and valuable experience. Children and adults, students and teachers can learn about fire safety and fire prevention. If your interests run deeper, you'll want to explore more than 40 antique fire engines dating from 1806-1957, visit a working fire alarm office, take an audio guide tour on the Great Baltimore Fire of 1904 or stop by the Museum Store. The children's Discovery Room provides an opportunity to literally sit in the driver's seat of a 1938 fire engine as well as put on turnout gear! The educational programs of the museum are dedicated to teaching fire fighting history and fire safety. They have been designed to enhance and to compliment classroom learning objectives for public, private and parochial schools. Students explore the history of fire fighting and discover how fire fighting and communications technology has advanced throughout the decades. Discussions, demonstrations, and hands-on activities introduce students to fire safety knowledge.

1301 York Road | Lutherville, MD 21093

(P) 410-321-7500 | www.firemuseummd.org

★ **FREE admission for MAAM Members on
Tuesday & Wednesday**

Evergreen Museum & Library

Built in 1858 and listed on the National Register of Historic Places, Evergreen House is a magnificent 48-room Italianate mansion on 26 wooded acres in Baltimore. Owned by Baltimore's Garrett Family from 1878 until 1942, the house and the Garretts' collection, including furniture, fine arts, rare books, Asian decorative arts, and important early 20th century paintings and sculpture, were bequeathed to the Johns Hopkins University and the Evergreen House Foundation. Today Evergreen Museum & Library, its diverse collections, private theater, carriage house, and grounds serve as a museum and regional center for arts and scholarship and provide an extensive year-round schedule of artists, residences, public programs, performances and exhibitions.

4545 North Charles Street | Baltimore, MD 21210

410-516-0341 | www.museums.jhu.edu/evergreen.php

Hours: Tuesday-Friday, 11 am - 4 pm. Tours on the hour (last tour 3 pm)

Fort McHenry National Monument and Historic Shrine

The birthplace of the American National Anthem - the valiant defense of Fort McHenry by American forces during a British attack on September 13-14, 1814, inspired Francis Scott Key to write "The Star-Spangled Banner."

2400 East Fort Avenue, Baltimore, MD 21230

(P) 410-962-4290 | www.nps.gov/fomc

Glenn L. Martin Maryland Aviation Museum

Founded in 1990, The Glenn L. Martin Maryland Aviation Museum is a private, non-profit, tax exempt Internal Revenue Code 501(c)3 corporation. The Museum's purpose is to maintain an educational institution dedicated to the promotion, preservation, and documentation of aviation and space history in Maryland, namely, the contributions of Glenn L. Martin and his successful company.

701 Wilson Point Rd., Hangar 5, Suite 531

Baltimore, MD 21220

410-682-6122 | www.marylandaviationmuseum.org

★ **FREE admission for MAAM Members on
Wednesday Only**

Historic Ships in Baltimore

The ships of the Baltimore Maritime Museum tell an exciting story of American seagoing services from 1930 - 1986. Each ship is a veteran - witness to the dangers of war, and the challenges and responsibilities of peace. Each has served its country in its own way, close to home or in distant waters, from the Sea of Japan, to the Caribbean, to the Mediterranean. The US Coast Guard Cutter Taney, the US Submarine Torsk, the Lightship #116 "Chesapeake" (at right) are National Historic Landmarks. The Seven Foot Knoll Lighthouse is the oldest surviving lighthouse of its kind. Today they continue to serve as an exciting Living Classrooms facility and as a memorial to those who served.

Pier 1, 301 East Pratt Street | Baltimore, MD 21202

410-539-1797 | www.historicships.org

★ **FREE admission for MAAM Members on
Tuesday & Wednesday**

Jewish Museum of Maryland

The Jewish Museum of Maryland is the country's largest regional museum of Jewish American life, culture and history. The museum includes three exhibition galleries with changing exhibits, a library and family history center, and two historic synagogues, Lloyd Street Synagogue (at right, below) (1845) and B'nai Israel Synagogue, (1876) which is pictured to the right.

15 Lloyd Street | Baltimore, MD 21202

410-732-6400 | www.jewishmuseummd.org

Hours: Sunday, Tuesday-Thursday, 12 pm -4 pm

★ **FREE admission for MAAM Members on
Tuesday & Wednesday**

Maryland Historical Society

The Maryland Historical Society (MdHS), founded in 1844, is the state's oldest cultural institution. Located in the Mount Vernon Cultural District, the MdHS collects, preserves, and interprets objects and materials reflecting Maryland's diverse heritage through a museum, library, press and extensive educational programs. Today, the MdHS preserves and exhibits more than seven million artifacts and documents including the original manuscript of Francis Scott Key's "The Star-Spangled Banner" as well as one of the most extensive collections of Americana in the world.

201 West Monument Street | Baltimore, MD 21201

410-685-3750 | www.mdhs.org

Reginald F. Lewis Museum of Maryland African American History and Culture

In the spring of 2005, Baltimore's Inner Harbor will welcome its newest cultural addition. The largest African American museum on the East Coast, the 82,000 square foot building will be located at the corner of Pratt and President Streets. The museum is the result of more than 10 years of planning, hard work and dedication. The museum will be a place to remember struggle, celebrate accomplishment and experience culture - a beacon of pride and inspiration to all people.

830 E. Pratt Street | Baltimore, MD 21202

443-263-1800 | www.africanamericanculture.org

Complimentary Admission to Baltimore Area Museums

Continued

Preservation Society of Federal Hill and Fell's Point

The Preservation Society is a non-profit 501(C)(3) historic preservation membership organization serving Baltimore's two oldest maritime communities – Federal Hill and Fell's Point. The Society was founded in 1967 to stop the proposed extension of I-95 across the Inner Harbor. Had the Preservation Society not been successful in its ten year "road fight," the highway would have demolished the Federal Hill and Fell's Point communities, leveled Federal Hill Park and blocked the development of the Inner Harbor. To accomplish this, the Society led the effort to have both communities listed on the National Register of Historic Places. Fell's Point was became a National Register Historic District in 1969 (making it the second historic district in the U.S. to receive that honor) and Federal Hill a year later.

For over forty years, the Preservation Society has worked to maintain the 18th and 19th century character of these historic structures. The Society operates, at no cost to the city of Baltimore, the Design Review Committee mandated by legislation covering these two areas. The Society continues to operate for charitable and educational purposes in the renewal and preservation of both Fell's Point and Federal Hill as areas of particular historical and architectural significance for the benefit, education and appreciation of the general public.

1724-26 Thames St. | Baltimore, MD 21231
410-675-6750 | www.preservationsociety.com

★ **FREE admission for MAAM Members on Tuesday & Wednesday**

National Electronics Museum

The Historical Electronics Museum was incorporated in the State of Maryland in 1980. The museum focuses on electronics developed for defense and the technologies that made them possible, as well as the commercial products derived from these electronics. Visitors may enjoy a variety of both static and interactive displays. The museum also features a lending library and an amateur radio station equipped with vintage and modern systems. Call, or visit the museum web site for more information and a listing of events.

1745 West Nursery Road | Linthicum, MD 21090
410-765-0230
www.nationalelectronicsmuseum.org
Hours: Monday-Friday, 9:00AM-3:00PM
Saturdays, 10:00AM-2:00PM

★ **FREE admission for MAAM Members on Tuesday & Wednesday**

Homewood Museum

One of the nation's finest examples of Federal period architecture Homewood Museum is a National Historic Landmark and is located on the campus of Johns Hopkins University. A classically inspired five-part house, Homewood was built beginning in 1801 as a country-house for Charles Carroll, Jr. (1775-1825) and his bride Harriet Chew Carroll (1775-1861). Homewood Museum's outstanding Federal style furnishings represent the height of 19th century fashion and provide visitors with an intimate look at the lives of this prominent Maryland family. Interpretive themes include the Carroll family, the growth of Baltimore, and restoration of the historic house. Homewood Museum also offers a year-round schedule of changing exhibitions, educational programs, travel and musical performances.

3400 North Charles Street | Baltimore, MD 21218
410-516-5589

www.museums.jhu.edu/homewood.php
Tours: Tuesday-Friday, 11:00AM-4:00PM

★ **FREE admission for MAAM Members on Tuesday & Wednesday**

Mount Clare Museum House

Mount Clare was the 18th century summer home of Charles Carroll Barrister and his wife Margaret Tilghman Carroll. Mount Clare Museum House, once again filled with Carroll furnishings, offers today's visitors to Baltimore's oldest residence a unique look at Maryland's colonial past through the eyes of the Carroll family.

1500 Washington Boulevard | Carroll Park
Baltimore, MD 21230
410-837-3262 | www.mountclare.org

Hours: Tuesday-Saturday, 10:00AM-4:00PM

★ **FREE admission for MAAM Members on Tuesday & Wednesday**



MAAM thanks the
**Greater Baltimore
History Alliance**
for their support
and cooperation!

Session Descriptions

MONDAY

OCTOBER 10

MORNING BREAKOUTS

10:30AM - Noon (concurrent)

1 Old House, New Art: Revitalizing the Historic House Museum with Site-Specific Art

Can contemporary art revitalize the historic house? The Contemporary Projects program at the Philadelphia Society for the Preservation of Landmarks commissions artists to create site-specific artwork for its historic houses. This unique art/history collaboration has proved remarkably successful, generating a 400% increase in visitorship and garnering press coverage in the New York Times. But it has also faced considerable challenges, including resistance from Board and docents and funding shortages. Panelists will speak honestly about the promises and pitfalls of using site-specific art to reinvigorate interpretation and bring historic houses into the 21st century, and will address practicalities such as working with artists, protecting collections, generating internal support, and marketing.

• CHAIR: **Cate Conmy**, LaPlaca Cohen
• PRESENTERS: **Candy Depew**, The CandyCoated Center; **Brandi Levine**, Philadelphia Society for the Preservation of Landmarks; **Franklin Vagnone**, Historic House Trust of New York City

2 Facilitated Conversation: How Can MAAM Better Serve the Needs of Students and Exhibition Designers

• CHAIR: **Brenda Reigle**, PA Historical Museum and Commission
• PANEL: **Barbara Giambastiani Bartlett**, Lorenzo State Historic Site; **Ann Barton Brown**, Ann Barton Brown Company; **Brenda Reigle**, PA Historical Museum and Commission

3 Registration in the Real World

The session will focus on the differences between registration and collection management processes as they are taught in Museum Studies programs and the "real world". Attendees will be able to take away practical knowledge and solutions to registration and collections issues. Attendees will also be encouraged to "think outside the book" with regards to solutions and methods for their own unique institutions.

• CHAIR: **Rosie Cook**, The Chemical Heritage Foundation
• PANEL: **Elizabeth Alberding**, The Kelly Collection of American Illustration; **Heather Kajic**, U.S. Holocaust Memorial Museum; **Jobi Zink**, Jewish Museum of Maryland

4 Optimizing Admissions Revenue Through Ticket Pricing: Opportunities and Challenges

The goal of this panel is to discuss the importance of admissions revenues to museums and to review ways to balance admission revenues with meeting the missions of several example museums. Specific topics will include the following: ticket pricing and value relationship; pricing yield management; using Groupon to sell tickets; and pricing for educational groups.

Attendees will take away an understanding of the trade-offs that occur between revenue goals and mission goals, how to frame consideration of these, and how this was handled in specific cases that should provide lessons applicable to a wide range of museums.

• CHAIR: **William Owens**, Owens Economics
• PRESENTERS: **Carol Bossert, PhD**, CB Services; **Michael Fetters**, Newseum; **Robert Moskovitz**, Wildlife Conservation Society; **Brian Sands, AICP**, AECOM

5 Video for Social Media

The use of video as a marketing tool has been utilized by museums for decades. However, due to the explosion of social media and advances in technology, video has become a much larger element in online content strategies.

In this presentation, we will discuss how video for social media can be used for specific purposes across social networks including:

- Fundraising/Friend-Raising
- Exhibit and Event Promotion
- Brand Awareness

We will show examples of video produced by museums and discuss distribution options. We will also discuss do-it-yourself video production options, and how and when to work with a professional.

• CHAIR: **Chair: Michael Schweisheimer**, Primitive World Productions
• PANELIST: **Deborah Arnold Brown**, Primitive World Productions

6 Manask and Associates – Foodservice Consultants (Commercial Track)

We have participated in the round table sessions in past Building Museums Symposiums and have found them very informative to the attendees and to ourselves. It provides an opportunity to talk about all kinds of subjects regarding all aspects of foodservice programs. Foodservice is not necessarily the most popular part of an institution to understand and manage. We've been helping the industry for 17 years and find MAAM's round table sessions an ideal opportunity to share our expertise, addressing the subjects above, and others to provide a valuable service to MAAM Members.

Our brochures and of course, our informative new web-site, will provide case studies and the Manask Report that addresses a multitude of subjects we've helped our clients deal with successfully. Copies of The Manask Report will be available at the session.

• CHAIR & PRESENTER: **Rob Schwartz**, Manask & Associates

OCTOBER 10 (continued)**7 Up Close and Personal: New Strategies to Inspire and Engage Heritage Tourism Audiences**

NOTE: This will be an off-site session at Fells Point. Please meet in the hotel lobby at 10:15 a.m. Transportation will be provided.

As Baltimore plans for the Bicentennial of the War of 1812, local historic sites and museums are already focusing on how they can most effectively engage visitors' imaginations and bring to life the diverse people and events—their struggles, fears, and heroic actions—that saved the city and inspired the writing of our national anthem. Ongoing, new research to learn more about the ordinary people whose lives were affected, and discover which surviving homes and buildings witnessed the period's tumultuous events, will form the basis for new interpretive strategies that will make immediate, exciting connections with audiences and leave them with a tangible sense of having experienced one of this country's defining moments.

The double session will include a walking, study tour of Fells Point—Baltimore's early 19th century shipbuilding center—where participants will learn how to “read” historic buildings and identify building dates and early occupants; make use of rich newspaper sources to learn about everyday people and events and bring excitement to interpretations; and discover how to find out more about the ordinary people who shaped our historical past and whose stories provide us with the most effective way of inspiring and reaching contemporary visitors. Handouts will include a group of relevant primary source documents typical of those that can be used to engage and excite audiences.

- CHAIR: **Dr. Mary Ellen Hayard**, M.E. Hayward & Associates
- PANELISTS: **Dean A. Krimmel**, Creative Museum Services; **Burton K. Kummerow**, Maryland Historical Society; **Scott Sumpter Sheads**, Fort McHenry National Monument and Historic Shrine

AFTERNOON BREAKOUTS

3:30PM - 5:00PM (concurrent)

8 Taking Your Museum to the Next level with the Museum Assessment Program and the Conservation Assessment Program

Find out how MAP and CAP can help small and mid-sized museums of all disciplines achieve standards and best practices and attain excellence in operations. Learn how your peers have used MAP and CAP to help their museums become more relevant and sustainable, improve operations, improve collections stewardship, increase funding, and prepare for Accreditation. After attending the session, attendees will know more about how to use the programs to meet broader institutional goals including sustainability, a clearer understanding of the museum's audience and their needs, improved collections care, a stronger board, a clearer focus on mission and planning, and stronger operations.

- CHAIR: **Lauren Silberman**, American Association of Museums
- PANELISTS: **Sara Gonzales**, Heritage Preservation; **Rebecca Massie Lane**, Washington County Museum; of Fine Arts; **John Simmons**, Museologica

9 Collaboration, Sharing, and Standards: eMuseum Network

Collaboration and sharing of information and data is increasingly important to museums and cultural institutions. New technology has dramatically increased the tools available to the cultural sector. eMuseum Network is a platform developed by Gallery Systems that provides participants with a tool that allows them to search multiple collections from one central access point, simplifying exhibition planning as well as import records to TMS and view previously inaccessible collections. Participation is open and free of charge to any museum or cultural institution. This session will discuss and demonstrate the implications of this collaborative project.

- CHAIR: **Danielle Uchitelle**, Gallery Systems, Inc.
- PANELISTS: **Kate Blanch**, The Walters Art Museum; **Rob Morgan**, The Baltimore Museum of Art; **Jeffrey Smtih**, Freer Gallery of Art and Arthur M. Sackler Gallery

10 Open Access: Welcoming Visitors with Special Needs to Non-Traditional Museums

Creating access for visitors with special needs is a challenge for museums housed in non-traditional spaces. Using the Intrepid Sea, Air & Space Museum, a former World War II-era aircraft carrier, as a case study, presenters will discuss programs and resources for visitors with special needs, including those who are deaf, hard-of-hearing, blind, partially-sighted, or have developmental disabilities. Participants will break into small groups to identify particular challenges at their institutions and brainstorm solutions, ending with sharing their ideas with the larger group. Participants will leave with concrete next-steps about evaluating difficult spaces, using collections and creating dynamic programs despite shrinking resources.

- CHAIR: **Miranda Appelbaum**, Intrepid Sea, Air & Space Museum
- PRESENTERS: **Gerrie Bay Hall**, Intrepid Sea, Air & Space Museum; **Jessica Willams**, Intrepid Sea, Air & Space Museum

11 Taking Tips from the MySpace Generation: Pictures, Pictures, Pictures!

Pictures, pictures, pictures! Take them, save them, and (most importantly) use them. Documenting not only your big events but the day-to-day workings of the museum provides valuable visual resources for everything from creating a deep institutional memory to providing a wealth of resources for enhancing everything from marketing to education and fundraising to outreach. This session will not only discuss why being glued to the camera is a good thing but how your institutional photographs can work for you. The session will also cover suggested best practices for managing your institutional photographs after you've taken them.

- CHAIR: **Rachael Kassman**, Jewish Museum of Maryland
- PRESENTERS: **Dana Allen-Griel**, National Museum of American History; **Elena Rosemond-Hoerr**, Jewish Museum of Maryland; **Jennifer Vess**, Jewish Museum of Maryland

Continued ►

TUESDAY, OCTOBER 11**Health & Wellness Morning Walk/Run in Baltimore**

Meet in the lobby of the hotel at 6:30AM for a 3–4 mile run. Your Guide: Greg Schwalenberg, from the Local Arrangements Committee and the Sports Legends Museum

OCTOBER 10 (continued)**12 Museums and Scholarship:
Creating Collaborations for Cutting
Edge Content**

New scholarship offers fresh inspiration for exhibition planners and museum educators, and museums offer scholars the opportunity to reach the public. How can museum professionals and scholars work together to create cutting edge content and persuasive grant proposals? This roundtable, led by conveners with experience in museums, archives, and universities, invites discussion of the challenges and benefits of joining forces and seeks to identify content areas of common interest. Attendees will develop strategies for working with scholars, and the session will help to shape a new staff seminar initiative by the Mid-Atlantic Regional Center for the Humanities.

- CHAIR: **Charlene Mires**, Mid-Atlantic Regional Center for the Humanities (MARCH) at Rutgers-Camden
- PANELISTS: **V. Chapman-Smith**, National Archives and Records Administration (Philadelphia); **Sharon Ann Holt**, Sandy Spring Museum

**13 A New World: Place-based
Learning, Pedagogy, and
Interactivity in Museums and
Education**

Museums present a tremendous opportunity in the education and preparation of students and teachers alike. This session will provide participants with effective methods of how to better prepare teachers (and, in turn, their students) to visit museums and cultural institutions. This interaction is imperative because educators are the bridge to maximizing student learning and access to such sites. The stimulation of youth in the museum setting is key to building lasting relationships and securing museum stewardship. Presenters will introduce best practices and recent success of implementing a place-based graduate course in the School of Education at Brooklyn College.

- CHAIR: **Jennifer Zazo**, Brooklyn College
- PRESENTERS: **Haroon Kaharem**, Brooklyn College; **Jennifer Zazo**, Brooklyn College

TUESDAY**OCTOBER 11****MORNING
BREAKOUTS I**

8:30AM - 10:00AM (concurrent)

**14 Mobile Learning in the Museum:
How, When and Why**

We will discuss the three-year Mobile Learning Program at the National Postal Museum (NPM). Discussion and activities are based in the lessons learned during the program's first year. Participants will be grouped based on summer 2011 NPM Mobile Workshop themes, drawing collection connections with their respective museums. These table discussions will mix brainstorming with new media activities. Roundtable participants will actively collaborate to share ideas and identify mobile program opportunities available in respective participant museums. Future mobile programming at NPM will also be discussed, stemming from lessons learned so far.

- CHAIR: **Jeff Meade**, Smithsonian Institution National Postal Museum
- PANELISTS: **Jeff Meade**, Smithsonian Institution National Postal Museum; **Kimberly Skerritt**, Smithsonian Institution National Postal Museum

**15 When Museums, Schools, and
Communities Meet: Developing stu-
dent-led projects to document and
interpret the story of their commu-
nities**

In 2009, Historic London Town and Gardens and the Bancker-Douglass Museum teamed up with their local school district to launch a program to engage students in documenting and interpreting local history. The cultural institutions taught elementary and high school students about historical documentation and interpretation by studying their communities resulting in exhibitions and a documentary film. The focus on local history created greater student engagement, community interest in the project and institutions, and new partnerships and resources for the organizations. This session will help attendees better engage their local schools, create lifelong museum-goers, and develop greater ties with their communities.

- CHAIR: **Genevieve Kaplan**, Bancker-Douglass Museum
- PANELISTS: **Lisa Holly-Robbins**, Historic London Town & Gardens; **Genevieve Kaplan**, Bancker-Douglass Museum; **Terry Poisson**, Anne Arundel County Public Schools

**16 Strategizing Museum Internships
to Meet (and Manage) Everyone's
Expectations**

According to the Department of Labor, an internship must be "similar to training which would be given in an educational environment and beneficial to the intern, including close work with existing employees." While everyone can agree with this statement in principle, in the current economic climate museum staff members are often so overwhelmed that providing training to interns seems a task they cannot undertake, even while they recognize the value of internships and the valuable help interns can provide. How can internships be strategized so that students learn and museums gain from the energy that interns bring to them? In this session, an educator, an internship coordinator, an internship supervisor, and a student briefly present what each expects from the internship; they then discuss how expectations can be met or, in some cases, managed. Audience participation is encouraged.

- CHAIR: **Petra Chu**, Seton Hall University
- PANELISTS: **Antonia Moser**, Newark Museum; **Pam Schwartz**, Seton Hall University; **Tracy Spinale**, Smithsonian Institution

**17 Green Object Theater: What's
Behind Curtain Number One?**

Being green does not require a building project - the concept of sustainability touches many (maybe all) aspects of a museum. Routine maintenance of your facility, purchasing supplies, reorganizing your food service operation, developing volunteer programs can be places to start becoming green. They can also be opportunities to continue or enhance your institution's commitment to sustainability. Changing (or enhancing) your institution's decision-making to look beyond the short-term can open the process to greater participation by your staff and community and cast a new light on who you are and what you do.

This workshop will use the concept of object theater to engage the participants in concrete examples of green decision-making for museums. This quasi-workshop will focus on at-hand and low-cost steps before progressing to the more technically challenging or more expensive changes your museum may want to plan to undertake over time.

- CHAIR: **Jeff Hirsch**, EwingCole
- PANELISTS: **Sarah Brophy**, bMuse; **Jeff Hirsch**, EwingCole

OCTOBER 11 (continued)**18 Finding Inspiration and Sustainability through IMLS Grant Support**

IMLS offers grants to support a wide variety of museum activities that allow museums to be both sustainable and inspirational. Staff members will provide an overview of current grant programs, and share tips for preparing competitive applications. Museum professionals with experience as reviewers and grantees will share practical examples from their own participation in the IMLS grant process.

Participants will come away from this session with a basic understanding of the range of IMLS's grant programs and initiatives and knowledge about IMLS's comprehensive website. Attendees will receive copies of IMLS's Grant Opportunities Guide.

- CHAIR: **Connie Bodner**, Institute of Museum and Library Services
- PANELISTS: **Nancy Hotchkiss**, National Aquarium of Baltimore; **Rebecca Massie Lane**, Washington County Museum of Fine Arts; **Jennifer Paper**, Institute of Museum and Library Services

MORNING BREAKOUTS II

10:30AM – Noon (concurrent)

19 Enticing Teens to Get Involved in Your Museum

Today's youth are tomorrow's visitors, funders, volunteers, and employees. Here's the workshop where volunteers and staff members of small institutions can discuss how to involve middle and high school students in their institutions, and view two Powerpoint presentations that illustrate programs, including National History Day, that complement current educational goals and objectives of school districts.

- CHAIR: **Carole A. Briggs**, Jefferson County History Center
- PANELISTS: **Carole A. Briggs**, Jefferson County History Center; **Jeffrey Hawks**, Army Heritage Center Foundation; **Lynn O'Hara**, Central Bucks High School West

20 Collection Protection: Keeping your Collections and Facilities Safe from Kids, Caterers and Chaos

This panel looks at the team that has created policies within their museums to protect their collections from accidents, pests, losses either man-made or natural. We are looking at those interesting, funny, painful, horrifying, tragic examples that led to the development of these policies. As museum pro-

fessionals we learn from our mistakes and seek to teach and share before things happen. We look at the earthquakes, tsunamis, floods, ice storms, stink bugs, weddings, gingerbread house exhibits, unusual installations, summer vacation tourist families all as sources for inspiration. We will be sharing examples that will help the small and mid-sized museums with a limited staff to deal with the multi-use nature that our collection galleries, historic houses and other spaces have become. Financial pressures often lead museums to open their spaces to outside organizations we seek to inform what we do to protect those objects in the collection that can't protect themselves.

- CHAIR: **Elizabeth Alberding**, The Kelly Collection of American Illustration
- PANELISTS: **Lindsay Borst**, Anderson House; **Missy Groppe**, Dumbarton House; **Rachael Shabica**, The Textile Museum

21 Making Better Visitor Experiences

Most of us sense that better visitor interpretive experiences support sustainability of sites. In this roundtable we plan to inform participants about recent research, strategies, instruments and rubrics for assessing and enhancing visitors' experiences and then facilitate their efforts to adapt and modify these strategies for their site. Participants will:

- Hear examples of interpretive assessments.
- Become familiar with selected strategies and instruments
- Have an opportunity to modify a strategy to suit their needs
- Get reactions from peers about their potential strategies.

- CHAIR: **Dale Jones**, Making History Connections/Qm2
- PANELIST: **Dean Krimmel**, Creative Museum Services/Qm2

22 The Role of Interpretation in Master Planning

The panel will address the interface of master planning and interpretation at two massive 19th century stone structures. Fort Monroe in Hampton, VA (constructed 1819-1834) is the site where Major General Benjamin Butler declared escaped slaves to be contraband of war. It became known as "Freedom's Fortress" for thousands seeking refuge from enslavement. Ironically, with the arrival of the first "20 and odd" Africans to Virginia at the site in 1619 to General Butler's 1861 Contraband decision, Fort Monroe is the setting for the preamble to and final chapter of the institutional enslavement of millions of Americans.

Philadelphia's Eastern State Penitentiary (constructed 1822-1836), interpreted as a stabilized ruin

and arguably the most influential prison ever built, was designed to guide criminals to repentance. The site's master plan called for interpretation goals that would help set priorities for preservation and reflection.

- CHAIR: **Peter Dajevskis**, Interpretive Solutions, Inc.
- PANELISTS: **Ann Clausen**, Interpretive Solutions, Inc.; **Shawn Evans**, AIA, Atkin Olshin Schade Architects; **Shawn Halifax**, Fort Monroe Authority; **Sean Kelley**, Eastern State Penitentiary Historic Site; **Cherilyn E. Widell**, Fort Monroe Authority

23 Multi-Group Roundtables**A) Brand Strategy for Museums: Beyond a logo and a tagline**

During this session, attendees will learn the definition and value of a "brand" for museums, and about how a research-driven branding process entails far more than developing a colorful logo and a catchy tagline. Done well, branding is strategy. Panelists will detail how the National Constitution Center worked with the Neiman Group in 2011 to conduct an expansive branding study. The session will highlight how the process - which included extensive visitor and market research - is helping the organization to recognize and capitalize on its strengths, pinpoint growth opportunities and identify and segment specific target audiences.

- CHAIR: **Mary Jane Taylor**, National Constitution Center
- PANELISTS: **Margaret Cronan**, National Constitution Center; **Amy Muntz**, The Neiman Group

B) Finding Inspiration and Sustainability Through IMLS Grant Support

IMLS offers grants to support a wide variety of museum activities that allow museums to be both sustainable and inspirational. Staff members will provide an overview of current grant programs, and share tips for preparing competitive applications. Museum professionals with experience as reviewers and grantees will share practical examples from their own participation in the IMLS grant process.

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- CHAIR: **Connie Bodner**, Institute of Museum and Library Services
- PANELISTS: **Allison Boals**, Institute of Museum and Library Services; **Nancy Hotchkiss**, National Aquarium of Baltimore; **Rebecca Massie Lane**, Washington County Museum of Fine Arts

Continued ►

OCTOBER 11 (continued)**C) The Art Museum Ecosystem:
Applying the Model of Museum as
Social Ecosystem for Community-
Centered Museums**

I interpret museums as ecosystems using an ecological perspective, viewing museums and their communities as interconnected. Museum operational systems, however, are often hierarchical. As a result, knowledge and ideas are not efficiently shared and the interests of the underrepresented are often neglected. As the US becomes more diverse, this issue intensifies. Museum professionals, researchers, and students are encouraged to discuss the ecological model and to gain new perspectives on museums as more inclusive and communicative. This presentation is based on my recently published article in *Museum Management and Curatorship* and includes a case study of a museum in the Midwest.

• CHAIR/PRESENTER: **Yuha Jung**, Penn State University

**D) Size Really Doesn't Matter:
Technology as a Tool Every Museum
Can Use**

Integrating technology into your educational program goals and using it to promote your museum. Participants will learn how to identify opportunities for technology, choose the right format and realistically estimate costs for projects. Attendees will take away tips for fundraising, resources for help with technology nuts and bolts and ideas for use. The seminar will explore educational websites, teacher resources, video conferencing, social media and exhibit design.

• CHAIR: **Beth J. Cooper**, National Museum of Dentistry

• PANELISTS: **Amy Pelsinsky**, National Museum of Dentistry; **Sarah Saxton**, National Museum of Dentistry

**24 Storytelling: The Lessons of Our
Lives, The Lessons We Have
Learned**

Storytelling in the museum setting is the magic of making history come alive. Participants will learn about the myriad of ways that the art of storytelling is used in the museum setting. Participants will come away learning about creative and practical ways to integrate storytelling in all aspects of the museum. This workshop will help to guide participants in the intricacies of storytelling and how to develop programs that will engage visitors and their families. Storytelling enables the visitor to be interactive with historic objects and historical data by finding connections by engaging the visitors with

the use of traditional and contemporary stories. Participants will learn about ways to make history "come alive," by engaging living history performance characters; oral histories, objects and exhibitions, and provide a verbal context that enable visitors to engage more effectively with the characters, objects and text panels in exhibitions.

• CHAIR: **Ilene Dackman-Alon**, Jewish Museum of Maryland

• PANELISTS: **Sally Franklin**, Baltimore City Public Schools; **Jennifer Rudick Zunikoff**, Jewish Museum of Maryland

**AFTERNOON
BREAKOUTS**

2:15PM – 3:45PM (concurrent)

**25 Gaining a Fresh Perspective:
Starting and maintaining a Student
Advisory Council**

This session will discuss the value of starting a Student Advisory Council. It will cover the process from development, recruitment, to implementation. It will explore the benefits and drawbacks of using student advisory groups and share success stories from the Newseum and the Montgomery County Historical Society. This session will offer two examples of successful student advisory boards/councils, one from a small historical society located in the suburbs and the other from a large museum in metropolitan DC. Participants will leave this session with the knowledge needed to start their own advisory council.

• CHAIR: **Elizabeth Otey**, Montgomery County Historical Society

• PANELISTS: **James Church**, Montgomery County Historical Society; **Maggie Crawford**, Newseum

**26 Registration Methods for a Large
Collaborative Loan**

Inspired by the challenges of a collaborative loan process, this session focuses on innovative registration methods employed by two Smithsonian Institution museums, National Museum of Natural History and National Museum of the American Indian, to manage a combined loan of nearly 600 objects to the Anchorage Museum at Rasmuson Center. Individuals attending this session will learn from fellow museum registrars who have encountered a variety of issues directly related to the loan agreement, object tracking, and the use of electronic documentation methods. The process of a loan is not a smooth one, but through the experiences gained by the presenters, attendees will recognize the benefits and challenges, and establish successful methods for a loan of this magnitude.

• CHAIR: **Rajshree Solanki**, National Museum of the American Indian

• PANELISTS: **Deb Hull Walski**, National Museum of Natural History; **Morgan Little**, Philadelphia Museum of Art; **Rebecca Withers**, Hirshhorn Museum & Sculpture Garden

27 Safekeeping Collections ...

Safekeeping collections is a fundamental responsibility of many museums and represents a significant portion of capital and operating budgets. Buildings (or portions of buildings) dedicated to this task utilize significant amounts of energy maintaining environmental conditions. Museums interested in sustainable design face a daunting task navigating the requirements of lighting, ventilation, humidity control and emergency power in a world where we have to do more with less.

This session will use the renovation of Pod 3 at the Smithsonian's Museum Support Center as a case study to discuss how museums can save energy, protect the collection and reduce operating and first costs for collections facilities.

• CHAIR: **Jeff Hirsch**, EwingCole

• PANELISTS: **Elizabeth Dietrich**, Smithsonian Institution; **Jeff Hirsch**, EwingCole; **Angela Matchica**, EwingCole

**28 Strategies for Engagement – On a
Budget.**

During the last few years, cultural institutions have been required to do more with less—cutting back seems to be the order of the day. However, there are creative and collaborative strategies that may allow museums to create spaces of inspiration for individuals and communities—while on a budget. Adapting resources such as new media, creating traveling displays, and forming new alliances with organizations that share common values, in order to reach audiences help organizations survive and expand during difficult economic times. Three case studies from three different kinds of cultural organizations demonstrate imaginative and inspiring solutions to doing more with less.

• CHAIR: **Patricia Tuohy**, National Library of Medicine

• PANELISTS: **Dana Allen-Greil**, National Museum of American History; **Patricia Tuohy**, National Library of Medicine

OCTOBER 11 (continued)

29 Born of Place: The Key to Institutional Sustainability

Sarah George (Executive Director, Utah Museum of Natural History), Eric Siegel (Director/Chief Content Officer, New York Hall of Science), Don Weinreich (Partner, Ennead Architects LLLP) and Tim Ventimiglia (Associate and Director, Ralph Appelbaum Associates) will explore the proposition that a cultural institution's success depends on its ability to define, understand and root itself in its community. An institution must partner with its constituency and develop programs and buildings that sustain relevance and grow increasingly vital over time. Through case studies and discussion, museum professionals, trustees, and designers will learn effective strategies for grass roots research, educational programs, exhibits and architecture in the service of expressing, reinforcing and/or revitalizing institutional identity.

- CHAIR: **Sarah George**, Utah Museum of Natural History
- PANELISTS: **Eric Siegel**, The New York Hall of Science; **Tim Ventimiglia**, Ralph Appelbaum Associates; **Don Weinreich**, Ennead Architects LLP

30 Ready, Set, Sketch (Double Session**)**

Note: This session will be held at the Walters Art Museum, (600 North Charles Street, Baltimore); about a 5 block walk from the conference hotel.

Sketching in the museum can help visitors slow down and connect more deeply with objects and artifacts. As a tool for looking, sketching can help visitors see more. As a prompt for thinking and wondering, sketching can encourage imagination, creativity, and deeper analysis. For more visual or spatial learners, sketching can be a welcome relief from traditional verbal methods. For other learners, it can be a way to stretch and grow, to think in new ways.

In this double-session, educators from the **National Gallery of Art** and the **Walters Art Museum** will model and discuss strategies for bringing sketching into your teaching practice or museum program. Approaches will include techniques to engage school, family, and adult audiences. Participants from all museum types are encouraged to attend. No artistic experience required. (We promise!) All sketching materials will be provided.

- CHAIR: **Heidi Hinish**, National Gallery of Art
- PRESENTERS: **Emily Blumenthal**, Walters Art Museum; **Elizabeth Diament**, National Gallery of Art; **Heidi Hinish**, National Gallery of Art

31 Museum Makeover: Rekindling Past Glamour through Radical Redesign

In existence for 30 years, the Museum of the Moving Image is located in the former home of Paramount Studio's East Coast operation in the 1920s. The focus of the \$67 million transformation and expansion, doubling its former size, is on a bold architectural reinterpretation of the museum's current and future role, especially in the video and digital arts. This session will discuss how architecture facilitated a new way of looking at things, ensuring the sustainability of this Brooklyn landmark. Attendees will learn how the use of new media and technology can radically transform and modernize existing spaces.

Learning Outcomes:

1. Participants will learn how architecture enhances the museum goer's experience.
2. Participants will be introduced to the latest in new media and technology in museum design.
3. Participants will share in the lessons learned in introducing new media and technologies in landmark buildings.

- CHAIR: **Thomas Leeser**, Leeser Architecture
- PANELISTS: **Jason Eppink**, Museum of the Moving Image; **Carl Goodman**, Museum of the Moving Image; **Thomas Leeser**, Leeser Architecture

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Pennsylvania / **Brenda Reigle**, Chief, Collections Care Section, Bureau of Historic Sites & Museums, Pennsylvania Historical & Museum Commission

AT-LARGE

Teddy Aiken, Director, Graduate Program in Museums Studies, Syracuse University

Barbara Barlett, Director, Lorenzo State Historic Site

Clare Brown, Exhibit Designer, Smithsonian Institution

Constance Claman, CFO and VP Resource Administration, Liberty Science Center

Heidi Hinish, Head, Department of Teacher, School, and Family Programs, Division of Education, National Gallery of Art

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