Making Museums Matter: From Advocacy to Action
OCTOBER 19–21, 2017 | PITTSBURGH, PA

Renaissance Pittsburgh Hotel
107 6th St., Pittsburgh, Pennsylvania
Welcome to MAAM 2017,
MAKING MUSEUMS MATTER: From Advocacy to Action

Museums connect people with artifacts and ideas that present diverse perspectives. Whatever challenges our country and communities may face, museums will continue to play a vital role through the interpretation of different cultures, the facilitation of difficult conversations, and the presentation of fact-based information.

The 2017 MAAM conference in Pittsburgh, PA will examine how museums respond to those challenges and opportunities of today, along with addressing best practices in technology, interpretation, and collection-related issues.

Don’t Delay!
Call 412-562-1200 to reserve a discounted MAAM Annual Meeting room rate at the Renaissance Pittsburgh Hotel.

PLEASE NOTE: MAAM conference room rates end on September 22, 2017.
### WEDNESDAY, OCTOBER 18, 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Event / Meeting</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 p.m.–8:00 p.m.</td>
<td>White Gloves Gang Dinner (Pre-registration required)</td>
<td>TBD</td>
</tr>
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### THURSDAY, OCTOBER 19, 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Event / Meeting</th>
<th>Location</th>
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<tbody>
<tr>
<td>9:00 a.m.–4:00 p.m.</td>
<td>White Gloves Gang Event (Pre-registration required)</td>
<td>Various museums</td>
</tr>
<tr>
<td>1:00 p.m.–4:00 p.m.</td>
<td>Conventions®® Workshop: Creating a Truly Inclusive Museum (Pre-registration required; additional fee)</td>
<td>Renaissance Pittsburgh Hotel</td>
</tr>
<tr>
<td>10:00 a.m.–11:30 a.m.</td>
<td>MUSEUM TOURS: (pre-registration and additional fee)</td>
<td>Homestead</td>
</tr>
<tr>
<td>10:00 a.m.–11:30 a.m.</td>
<td>Rivers of Steel National Heritage Area</td>
<td>Pittsburgh</td>
</tr>
<tr>
<td>10:00 a.m.–11:30 a.m.</td>
<td>The Frick Pittsburgh</td>
<td>Pittsburgh</td>
</tr>
<tr>
<td>10:00 a.m.–11:30 a.m.</td>
<td>The Andy Warhol Museum</td>
<td>Pittsburgh</td>
</tr>
<tr>
<td>3:00 p.m.–4:30 p.m.</td>
<td>Mattress Factory</td>
<td>Pittsburgh</td>
</tr>
<tr>
<td>2:00 p.m.–5:00 p.m.</td>
<td>Conference Registration</td>
<td>Renaissance Pittsburgh Hotel</td>
</tr>
<tr>
<td>6:00 p.m.–8:00 p.m.</td>
<td>Opening Reception (Pre-registration required; no additional cost to registrants)</td>
<td>Phipps Conservatory and Botanical Gardens</td>
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### FRIDAY, OCTOBER 20, 2017

<table>
<thead>
<tr>
<th>Time</th>
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<th>Location</th>
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</thead>
<tbody>
<tr>
<td>7:30 a.m.–4:00 p.m.</td>
<td>Registration</td>
<td>Renaissance Pittsburgh Hotel</td>
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<tr>
<td>7:30 a.m.–9:00 a.m.</td>
<td>Continental Breakfast</td>
<td>Renaissance Pittsburgh Hotel</td>
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<tr>
<td>9:30 a.m.–4:00 p.m.</td>
<td>Exhibitors Hall</td>
<td>Renaissance Pittsburgh Hotel</td>
</tr>
<tr>
<td>9:45 a.m.–10:30 a.m.</td>
<td>BREAKOUT SESSION I</td>
<td>Renaissance Pittsburgh Hotel</td>
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<tr>
<td>10:00 a.m.–11:00 a.m.</td>
<td>Coffee/Tea/Water Break</td>
<td>Renaissance Pittsburgh Hotel</td>
</tr>
<tr>
<td>11:00 a.m.–12:15 p.m.</td>
<td>Stephen Wei Memorial Lecture: Ruth Abram, The International Coalition of Sites of Conscience</td>
<td>Renaissance Pittsburgh Hotel</td>
</tr>
<tr>
<td>12:30 p.m.–1:45 p.m.</td>
<td>Emerging Museum Professionals Leadership Lunch (by invitation only OR lunch on your own)</td>
<td>Renaissance Pittsburgh Hotel</td>
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<tr>
<td>2:00 p.m.–3:15 p.m.</td>
<td>BREAKOUT SESSION II</td>
<td>Renaissance Pittsburgh Hotel</td>
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<tr>
<td>2:30 p.m.–3:45 p.m.</td>
<td>The Right Team at the Right Time: Optimizing Your Next Museum Building Project’s Success</td>
<td>Renaissance Pittsburgh Hotel</td>
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### SATURDAY, OCTOBER 21, 2017

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<td>7:30 a.m.–8:30 a.m.</td>
<td>Continental Breakfast</td>
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<td>8:30 a.m.–12:15 p.m.</td>
<td>Exhibitors Hall</td>
<td>Renaissance Pittsburgh Hotel</td>
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<td>10:00 a.m.–11:15 a.m.</td>
<td>BREAKOUT SESSION V</td>
<td>Renaissance Pittsburgh Hotel</td>
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<tr>
<td>10:15 a.m.–11:30 a.m.</td>
<td>Coffee/Tea/Water Break</td>
<td>Renaissance Pittsburgh Hotel</td>
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<tr>
<td>11:00 a.m.–12:15 p.m.</td>
<td>Business Luncheon</td>
<td>State of AAM Keynote Address</td>
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<tr>
<td>12:30 p.m.–2:15 p.m.</td>
<td>The Pennsylvania Cultural Resilience Network: Protecting Collections during Construction</td>
<td>Renaissance Pittsburgh Hotel</td>
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<tr>
<td>2:30 p.m.–3:45 p.m.</td>
<td>BREAKOUT SESSION VI</td>
<td>Renaissance Pittsburgh Hotel</td>
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<tr>
<td>2:30 p.m.–3:45 p.m.</td>
<td>The Right Team at the Right Time: Optimizing Your Next Museum Building Project’s Success</td>
<td>Renaissance Pittsburgh Hotel</td>
</tr>
<tr>
<td>2:30 p.m.–3:45 p.m.</td>
<td>ACTION! Experiential Student Learning in Historical Places</td>
<td>Renaissance Pittsburgh Hotel</td>
</tr>
<tr>
<td>2:30 p.m.–3:45 p.m.</td>
<td>Shaping Your Museum Career to Ensure Success and Job Satisfaction</td>
<td>Renaissance Pittsburgh Hotel</td>
</tr>
<tr>
<td>2:30 p.m.–3:45 p.m.</td>
<td>Writing fresh and Fascinating Labels</td>
<td>Renaissance Pittsburgh Hotel</td>
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</tbody>
</table>
Workshop, Volunteer Service Event, and Opening Reception

NOTE: All times are approximate and subject to change.
Pre-registration is required for all of these activities; additional fees are only required for the workshop.

White Gloves Gang Dinner
WEDNESDAY, OCTOBER 18
6:00 p.m.–8:00 p.m.
Join the Registrar’s Committee of MAAM for a pre-event dinner Learn about various host museums and volunteer projects that we’ll be working on tomorrow and network with other collections care professionals.
Location: TBD
Contact: ElizabethA@thekellycollection.org
Note: Pre-registration is required; Free

White Gloves Gang Day of Service
THURSDAY, OCTOBER 19
9:00 a.m.–4:00 p.m.
Join us for the 20th annual White Gloves Gang. Collections care professionals (and museum studies students who aspire to become registrars, collections managers, archivists, conservators, art handlers, or preparators) will help a smaller museum in the Pittsburgh region complete a collections project. Projects typically include collections inventory, rehousing collections, rolling textiles, scanning photographs, and numbering objects.
Location: Various locations in Pittsburgh
Contact: ElizabethA@thekellycollection.org
Note: Pre-registration is required; Free

Cornerstone™ Workshop: Creating a Truly Inclusive Museum
THURSDAY, OCTOBER 19
1:00 p.m.–4:00 p.m.
More and more funders are asking museums to serve diverse audiences and to be responsive to the community, but what does that mean? Join Gretchen Sullivan Sorin for this hands-on workshop that will provide you with useful resources for offering more inclusive programming. The workshop will provide a broad overview on what inclusion really means, offer successful examples of how other museums are working to serve broader audiences, and provide some exercises to help you to feel more comfortable talking about difficult and controversial issues.
Location: Renaissance Hotel
Note: Pre-registration is required; Additional Fee: $15 for MAAM members; $20 for non-MAAM registrants

Opening Reception at Phipps Conservatory and Botanical Gardens
THURSDAY, OCTOBER 19
6:00 p.m.–8:00 p.m.
Join friends and colleagues at MAAM’s opening reception in the spectacular Phipps Conservatory and Botanical Gardens. Enjoy drinks and hors d’oeuvres in the Special Events Hall in the Tropical Forest and access to the entire conservatory throughout the evening, including the special exhibit, SUPER NATURAL. Glass Art by Jason Gamrath.
Phipps has been a central cultural institution in Pittsburgh for 120 years, advocating for the importance of nature while advancing the role of the public garden in the fields of education, outreach, and sustainable innovation. In its remarkable evolution Phipps has stayed true to its roots as a Victorian-era conservatory while becoming a world leader in green innovation—truly representing Pittsburgh as a city that melds the old with the new, and the perfect place to kick off MAAM 2017!
Location: Phipps Conservatory and Botanical Gardens, One Schenley Park, Pittsburgh, PA, 15213
Note: Pre-registration is required, but event is free to conference registrants. Transportation will NOT be provided, but Phipps Conservatory is located a short car ride from the Renaissance hotel.
To experience all that Pittsburgh museums and historic sites have to offer, arrive early to participate in a wonderful selection of pre-conference tours, which have been arranged through the generosity of the following four institutions. Two of the venues are within a short walk or even shorter car ride from the conference hotel. The two-site visit to Rivers of Steel/ Fric Pittburgh will include bus transportation from the hotel. All locations represent the diverse, exciting museum environment in Pittsburgh, and we encourage you to visit these amazing sites and others on your own following the conference.

Rivers of Steel National Heritage Area and The Frick Pittsburgh
(dual site visit)

THURSDAY, OCTOBER 19
1:00 p.m.–4:00 p.m.

This visit pairs two very different historic sites that both work to preserve the history and structures of 19th-century Pittsburgh while also connecting with life, art, and culture in the 21st-century.

The afternoon begins with a tour of the Carrie Blast Furnace site with Ron Baraff, Director of Historic Resources and Facilities for the Rivers of Steel National Heritage Area, which operates this site that was once part of the U.S. Steel Homestead Works. As you tour this rare remnant of Pittsburgh's industrial past, you will learn how the site explores history, art, and the environment to engage visitors and build on their knowledge of Pittsburgh's steel heritage.

At The Frick Pittsburgh, a historic site that includes the home of Henry Clay Frick and his family and an art museum built by his daughter Helen, you will join members of the curatorial department for a sneak peek at the exhibition Undressed: A History of Fashion in Underwear, organized by the Victoria and Albert Museum in London. The exhibition does not open to the public until October 21, and the Frick is the only venue for the exhibition in the United States. Members of this special tour will be among the first in the country to see this spectacular exhibition.

Note: Transportation from the conference hotel to these two sites will be provided.

Fee: $20 for MAAM members; $30 for non-MAAM registrants

Museum Tours

NOTE: All times are approximate and subject to change. Pre-registration and additional fees are required for these events.

The Andy Warhol Museum

THURSDAY, OCTOBER 19
1:00 p.m.–2:30 p.m.

Part of the Carnegie Museums of Pittsburgh, The Andy Warhol Museum tells Andy Warhol’s story and explores his legacy through the largest collection of Warhol art and archives in the world. Join Danielle Linzer, Director of Learning and Public Engagement, to explore accessibility initiatives at the museum, including in-gallery, three-dimensional reproductions of signature works in the collection and the free “Out Loud” audio guide app that offers vivid visual descriptions and guided tactile narration of these works, designed for visitors who are blind or have low vision.

Note: Transportation will NOT be provided. The museum is a short walk from the hotel. Pre-registration is required.

Fee: $10 for MAAM members; $15 for non-MAAM registrants

Mattress Factory

THURSDAY, OCTOBER 19
3:00 p.m.–4:30 p.m.

Interested in seeing contemporary art in a very unique setting? This visit is for you! Founded in 1977, Mattress Factory is a contemporary art museum and experimental lab featuring site-specific installations created by artists in residence from around the world. Mattress Factory has also been a catalyst for community revitalization on Pittsburgh’s North Side. Through rich and diverse programming, Mattress Factory uses installation art to challenge, excite, and motivate students and learners of all ages to engage the world around them in new and creative ways. Join some talented staff members for a tour of the spaces and conversations about their work in a setting you won’t forget.

Note: Transportation will NOT be provided. The museum is a short car ride from the hotel. Pre-registration is required.

Fee: $10 for MAAM members; $15 for non-MAAM registrants

www.midatlanticmuseums.org/annual-meeting
**Session Descriptions**

**SESSION #1: Tools for Your Advocacy Toolbox**

**Friday, October 20 | 9:15 a.m.–10:30 a.m.**

Attending this roundtable session and gain the knowledge and skills to become more effective advocates for your museum. Experienced museum advocates will guide you in examining your own capacity to conduct advocacy work and in inventoring your available resources and how to assess the comfort level of your boards in advocating both publicly and privately and how to identify allies and opponents critical to securing your goals. We’ll also explore strategies to build your advocacy capacity and give you the tools to build your advocacy toolkit.

Chair: Judi Landau, Internship Coordinator, Museum Studies Advanced Academic Programs, Johns Hopkins University Zanvyl Krieger School of Arts and Sciences, Washington, D.C.

Speakers: Ember Farley, Director, Advocacy, American Alliance of Museums; August R. Carino, President and Chief Executive Officer of the Rivers of Steel Heritage Corporation, the managing entity for the Rivers of Steel National Heritage Area; Susan Blume, Advisory Board, Immigrant Council of Cultural and Historical Commission, New Brunswick, New Jersey

**SESSION #2: A National Historic Landmark Creates a New Visual Identity and Reaches a New Virtual Audience**

**Friday, October 20 | 9:15 a.m.–10:30 a.m.**

Discover how the Seward House Museum, home of William Wye, the Republic’s Secretary of State, William Wye, as part of a strategic planning effort, created a new visual identity and reached out to the virtual visitor. Using both a consultant design firm and an in-house team, this historic house museum with modest resources rebranded itself as “one house/manystories,” and successfully redesigned its website to reach the non-traditional virtual visitor. This session will feature examples of both the rebranding and the virtual visitor. Using both a consultant design firm and an in-house team, this historic house museum with modest resources rebranded itself as “one house/manystories,” and successfully redesigned its website to reach the non-traditional virtual visitor.

Chair: Billie Chedcut, Executive Director, Seward House Museum, Auburn, NY

Speakers: Allison Himan, Director of Development, Seward House Museum, Auburn, NY; Jeffrey Ludwig, PhD, Director of Education, Seward House Museum, Auburn, NY

**SESSION #3: In the Public Classroom: Connecting Controversial Collections with Contemporary Issues**

**Friday, October 20 | 9:15 a.m.–10:30 a.m.**

Penn Museum’s The Public Classroom explores controversial issues linked to the university museum’s collections. The Morton Cranial Collection, which was historically used to justify arguments for racial inequality, is being used to tackle misconceptions about race and racism through multidisciplinary conversations and related educational materials. Learn at this roundtable session about the program’s development, its website, teaching tools, successes, and lessons learned.

Chair: Kate Quinn, Director of Exhibits and Public Programs, University of Pennsylvania Museum of Archeology and Anthropology, Philadelphia, PA

Speakers: Michael Indlekofer, Creative Director, Interactive Mechanics, Philadelphia, PA; Stacey Moore, Content Specialist and Consultant, Philadelphia, PA

**SESSION #4: Driving While Black, A Roundtable**

**Friday, October 20 | 9:15 a.m.–10:30 a.m.**

Join historian Gretchen Sorrin for a discussion on her research on the history of travel in Jim Crow America and the Negro Motorist’s Green Book. Sorin’s research is the subject of a documentary in collaboration with acclaimed filmmaker Riis Burnam and Sleepyashine Films. In addition to showing the trailer for the film, Sorin invites participants to discuss the role of museums in addressing contemporary social issues.

Chair: Gretchen Sorrin, Director, Cooperstown Graduate Program

**SESSION #5: The Right Team at the Right Time: Optimizing Your Next Museum Building Project’s Success**

**Friday, October 20 | 2:00 p.m.–3:15 p.m.**

The complexities of building, restoring, or renovating any cultural facility can be effectively managed during a project’s design phase. This session’s panelists will describe different consultant/builder procurement methods and provide guidance to attendees about how their institutions can reduce their financial exposure and promote on-time delivery of their building project through effective decision-making approaches.

Chair: Michael Myers, Project Manager, The Working-Tuner Contracting Company, Baltimore, MD

Speakers: David Fante, Principal, Ewing Cole, Philadelphia, PA; Alan Divino, Director of Facilities, Dumbarton Oaks, Washington, D.C.

**SESSION #6: ACTION! Experiential Student Learning in Historical Places**

**Friday, October 20 | 2:00 p.m.–3:15 p.m.**

Giving students a role to play when they visit museums is a powerful technique for engaging them in your galleries and in their classrooms. At the University of Pennsylvania Museum of Archeology and Anthropology, educators have created new experiences that cast students in the roles of archaeologists, ancient Romans, and conservation experts. Discover how one museum has developed new programs to create this participatory experience for middle school students, elementary school students, and students with intellectual disabilities.

Chair: Ellen M. Owners, Director of Learning Programs, University of Pennsylvania Museum of Archeology and Anthropology, Philadelphia, PA

Speakers: Kevin Schott, Education Programs Manager, Penn Museum, Philadelphia, PA; Thomas Leinweber, Gilbark Kennenberg Museum Education and Teen/High School Programs Specialist, Penn Museum, Philadelphia, PA; Megan Airdon, Gilbark Kennenberg Museum Education Access Programs Specialist, Penn Museum, Philadelphia, PA

**SESSION #7: Shaping Your Museum Career to Ensure Success and Job Satisfaction**

**Friday, October 20 | 2:00 p.m.–3:15 p.m.**

Find yourself ‘going it alone’ when it comes to career training and development? Ever wonder how corporations and other for-profits are investing in their employees? In this roundtable session, discover how 21st-century ideas can help the museum worker succeed in the present job landscape. A practical framework of career brand management based on a State University of New York study available low-cost tools, and career coaching will be shared with session attendees.

Chair: Ashley Harper, Manager of Corporate and Government Relations, Delaware Art Museum, Wilmington, DE

Speaker: Danna Benvenguto, M.T., Performance Consultant

**SESSION #8: Writing Fresh and Fascinating Labels**

**Friday, October 20 | 2:00 p.m.–3:15 p.m.**

In this age of shrinking attention spans, exhibition labels must be fresh and fascinating. If developed properly, words and images can transform ideas into compelling opportunities for visitors to interact with information. During this hands-on workshop, participants will gain a nimble writing toolkit to create engaging labels that communicate ideas successfully and make content come alive.

Chair: Karen de Sève, Principal, Creative Force, Creative Content Studio, Summit, NJ

Speaker: Heidi Wagen, Manager of Exhibition Development, National September 11 Memorial Museum, New York, NY

**SESSION #9: How to Get the Green Building You Want**

**Friday, October 20 | 4:00 p.m.–5:15 p.m.**

Many of us start out with good intentions to build a green building, yet often fail to meet those high expectations. During this interactive session you will be introduced to some of the most important rating systems related to green buildings, human health, and landscapes. Attend this session and learn how the Phipps Conservatory, site of the conference opening reception, used these ratings to clearly define its expectations before hiring a design team for its green museum building project.

Chair: Richard Piacentini, Executive Director, Phipps Conservatory and Botanical Gardens, Pittsburgh, PA

Speakers: Jenring Winnik, Director of Facilities and Sustainability, Phipps Conservatory and Botanical Gardens, Pittsburgh, PA; Meghan Samuel, Wellness and Sustainability Specialist, Phipps Conservatory and Botanical Gardens, Pittsburgh, PA

**SESSION #10: Recreating the Whimsical World of Peale’s Museum**

**Friday, October 20 | 4:00 p.m.–5:15 p.m.**

Discover how Independence National Historical Park addressed the design challenge of using media to interpret and recreate Peale’s Museum, with only limited visual resources available. Panelists will also reveal the issues encountered in creating an exhibit on Peale, Peale’s innovative museum techniques, and the creative choices and debates that led to an innovative interpretive experience. Use of the video as an educational component, and visitor responses to the exhibit will be presented. An open discussion of creative media options for interpreting history will follow.

Chair: Peter Argentine, Principal, Argentine Productions, Pittsburgh, PA


**SESSION #11: The Museum as Connector: Creating Community and Campus Collaborations**

**Friday, October 20 | 4:00 p.m.–5:15 p.m.**

Learn how a partnership between Washington College and an African American historic site evolved into a county and campus-wide public history program that bridged historical town/green districts and proved transformational for the community. Panelists will highlight how intergenerational and inter-racial conversations curated by community tradition bearers, scholars, and college students catalyzed important intergenerational and inter-racial conversations about race and place.

Chair: Jean Worthing, Assistant Director, Starr Center for the Study of the African American Experience at Washington College, Chestertown, MD

Speakers: Nina Johnson, Executive Director, Summer Hall, Chestertown, MD; Danielle Bing, Student Intern/May 2017 graduate of Washington College, Chestertown, MD

**SESSION #12: Deaccessioning and the Ethical Use of Deaccession Funds**

**Friday, October 20 | 4:00 p.m.–5:15 p.m.**

AAMA’s Code of Ethics requires that proceeds from the sale of non-living collections be spent on acquisitions or “direct care of collections.” Panelists will discuss how AAMA’s 2016 White Paper “Direct Care of Collections: Ethics, Guidelines and Recommendations,” and encourages discussions to help museums of various disciplines define “direct care of collections.” Attendees are encouraged to bring questions and concerns regarding deaccessioning and the ethical use of deaccession proceeds.

Chair: Susan E. Hanna, Regional Curator, Bureau of Historic Sites & Museums, PHMC, Harrisburg, PA

Speakers: Ellen Endor; Director of Collections/Curator, Chester County Historical Society, West Chester, PA; Stacey Sweigert, Consultant and Member, Direct Care White Paper Task Force, Philadelphia, PA; Debra Hughes, Curator of Collections and Exhibits, Hagley Museum and Library, Wilmington, DE

**MIAAN ANNUAL MEETING 2017**

www.midatlanticmuseums.org/annual-meeting

**MIAAN ANNUAL MEETING 2017**

www.midatlanticmuseums.org/annual-meeting
Advocating for Collections Care
Saturday, October 21 | 8:30 a.m.–9:45 a.m.
Museums could not exist without the collections care that happens behind the scenes. By raising awareness about the importance of collections care both internally and externally, museum staff can play a greater role in preserving collections well into the future. This session will explore avenues for collections advocacy and focus on securing the necessary resources for collections initiatives and artifact conservation treatment. Attend this session and discover how to incorporate a preservation message into all of your museum’s advocacy efforts.
Chair: Quinn Fegley, Director of Preservation Services, Conservation Center for Art & Historic Artifacts, Philadelphia, PA
Speakers: Michael Harris, Vice President of External Operations, Greater Philadelphia Cultural Alliance, Philadelphia, PA

SESSION #16
Social Media: What You Need to Know
Saturday, October 21 | 8:30 a.m.–9:45 a.m.
Find out how social media can tell your story, build an online audience, increase engagement, find “influencers,” and more. Understand what platforms (Twitter, Instagram, Facebook, and Snapchat) might be right for your institution based on targeted audiences and staff resources. Museum professionals will present challenges and opportunities they have faced using social media at their museums. This session will also include a roundtable discussion so participants will have the chance to present issues related to their institutions and brainstorm ways to improve social media engagement.
Chair: Jessica Jenkins, Manager of Marketing and PD, Delaware Art Museum, Wilmington, DE
Speakers: Sarah Reel, Web & Social Media Content Manager, Senator John Heinz History Center; Brandon Potter, Social Media Coordinator, Delaware Art Museum, Wilmington, DE; Jennifer Rogers, Social and New Media Manager, The Frick Pittsburgh, Pittsburgh, PA

SESSION #17
AAM’s Curator Core Competencies
Saturday, October 21 | 1:00 p.m.–11:45 a.m.
The words curator and curator are widely used and hotly debated. What does it mean to curate a collection, an exhibition, or a website? 21st-century curators encounter civic, social, and cultural dialogue by sharing ideas and creativity through public interaction, research, interpretation, and exhibition of collections. Using the Curator Core Competencies created by AAM’s Curator Competencies Committee as a guide, engage in this roundtable discussion about the knowledge, skills, and experience required today to be successful in this profession.
Chair: Ellen E. Ambrose, Director of Collections/Curator, Chester County Historical Society, West Chester, PA
Speaker: Susan E. Hanna, Regional Curator, Bureau of Historic Sites and Museums, Pennsylvania Historical and Museum Commission, Harrisburg, PA
Registration Rates

NOTE: all receptions, keynotes, some meals, and breakout sessions are covered in the registration fee.

<table>
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<th>CONFERENCES RATES</th>
<th>Early Bird (by 9/15/17)</th>
<th>Regular Rate</th>
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<tr>
<td>MAAM Member</td>
<td>$275</td>
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<tr>
<td>Non-MAAM Member</td>
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<td>Speaker/Presenters</td>
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<td>Emerging Museum Professionals (3 years or less)</td>
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<td>One-Day</td>
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<td>Volunteer</td>
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WORKSHOP AND MUSEUM TOUR FEES

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<th>Additional Fee</th>
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<tr>
<td>Cornerstone™ Workshop: Creating a Truly Inclusive Museum</td>
<td>$15 MAAM; $20 Non-MAAM</td>
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<tr>
<td>Rivers of Steel/ The Frick Pittsburgh</td>
<td>$20 MAAM; $30 Non-MAAM</td>
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<tr>
<td>The Andy Warhol Museum</td>
<td>$10 MAAM; $15 Non-MAAM</td>
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<td>Mattress Factory</td>
<td>$10 MAAM; $15 Non-MAAM</td>
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RECEPTION ONLY (For MAAM friends, partners, and spouses not registered for the conference)

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<tbody>
<tr>
<td>Opening Reception at the Phipps Conservatory</td>
<td>$30</td>
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<tr>
<td>Katherine Coffey Award Reception</td>
<td>$25</td>
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HOTEL INFORMATION

Renaissance Pittsburgh Hotel
107 Sixth Street, Pittsburgh, PA 15222
(412) 562-1200 | www.renaissancepittsburghpa.com

Call 412-562-1200 to reserve a discounted MAAM Annual Meeting room rate. (rates end 9/27/17)

Advertisement Rates and Purchase Opportunities

ADVERTISEMENTS OPPORTUNITIES

<table>
<thead>
<tr>
<th>ADVERTISEMENTS OPPORTUNITIES</th>
<th>Advertisement Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Color (7.5”w x 10”h)</td>
<td>$750</td>
</tr>
<tr>
<td>Half Page Color (7.5”w x 4.75”h)</td>
<td>$500</td>
</tr>
<tr>
<td>Quarter Page Color (3.5”w x 4.75”h)</td>
<td>$350</td>
</tr>
</tbody>
</table>

Note: All advertisement documents should be high resolution PDF, TIF, or JPEG format—CMYK with cropmarks included, please.

ADVERTISEMENTS INFORMATION

Please type or print clearly and enter information exactly as it should appear in all Mid-Atlantic Association of Museums listings.

Company/Organization ________________________________
Primary Contact ________________________________
Title ________________________________
Address ________________________________
Phone ________________________________
Fax ________________________________
Email ________________________________

If requesting a PayPal Invoice, please provide:
Contact Name ________________________________
Phone ________________________________
Email ________________________________

Please remit this form and all subsequent documents to ashaughnessy23@gmail.com in the proper format by September 1, 2017. If you are sending a check, please remit payment and form to:
MAAM, ATTN: Averie Shaughnessy-Comfort | PO Box 4 | Cooperstown, NY 13326

NOTE: all receptions, keynotes, some meals, and breakout sessions are covered in the registration fee.
SPONSORSHIP LEVEL (Select One)

☑️ GOLD
$3,500

- Full page advertisement in conference program
- Logo and description in the conference program
- Table in Exhibitor Hall
- MAAM Corporate Membership for one year
- Prominent signage and chance to welcome guests at one of the following events: Opening Reception, Stephen Weil Lecture, Katherine Coffey Award Honoree Reception

☑️ SILVER
$2,500

- Half page advertisement in conference program
- Logo and description in the conference program
- Table in Exhibitor Hall
- MAAM Corporate Membership for one year
- 2 complimentary registrants
- Prominent signage and chance to welcome guests at one of the following events: Opening Breakfast, Closing Breakfast, Leadership Luncheon, Business Luncheon

☐ BRONZE
$1,500

- Quarter page advertisement in conference program
- Logo and description in the conference program
- Table in Exhibitor Hall
- MAAM Corporate Membership for one year
- 1 complimentary registrants
- Prominent signage and chance to welcome guests at one of the following events: Thursday Morning Breakfast Session, Thursday Afternoon Break Session, Friday Morning Breakfast Session, One Conference Session Block

☐ FELLOWSHIPS
$500

- Student Sponsor
  - Scholarship to sponsor the registration fee/attendance of undergraduate/graduate level museum studies and public history students to the conference
  - Logo and description in the conference program

  - Emerging Professional Sponsor
  - Scholarship to sponsor the registration fee/attendance of emerging museum professionals to the conference
  - Logo and description in the conference program

INCLUDED EVENTS (Select One)

☐ Opening Reception
☐ Stephen Weil Lecture Package
☐ Katherine Coffey Package

☐ Opening Breakfast
☐ Closing Breakfast
☐ Leadership Luncheon Package
☐ Business Luncheon Package

☐ Thursday Morning Breakfast Session
☐ Thursday Afternoon Break Session
☐ Friday Morning Breakfast Session
☐ One Conference Session Block

☐ Student Scholarship
☐ Emerging Professional Scholarship

PAYMENT INFORMATION

☐ Check (payable to Mid-Atlantic Association of Museums)
☐ Paper Invoice
☐ E-Invoice (via PayPal)

If Requesting a PayPal Invoice, please provide:
- Contact Name
- Phone
- Email

ADDITIONAL INFORMATION (Required)

Will you need an exhibitors table?  ☐ Yes  ☐ No
If yes, do you need a power source?  ☐ Yes  ☐ No