MAKING MUSEUMS MATTER: FROM
ADVOCACY TO ACTION

Mid-Atlantic Association of Museums
Annual Meeting 2017

PITTSBURGH, PA | OCTOBER 19–21, 2017
Renaissance Pittsburgh Hotel
WWW.MIDATLANTICMUSEUMS.ORG
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.
Dear Colleagues

On behalf of the board of the Mid-Atlantic Association of Museums, I am excited to welcome you to Pittsburgh, a city that Forbes Magazine called the nation’s “Most Livable City.”

We know that you will enjoy the diversity of Pittsburgh’s lively museums and cultural offerings. The city is also known for its many culinary delights from Primanti’s signature sandwiches to the variety of international offerings throughout the neighborhoods.

Each year the MAAM Annual Meeting provides museums and allied organizations with an opportunity to share and exchange provocative ideas and new practices. This year’s theme, “Making Museums Matter: From Advocacy to Action” encourages us to place our museums in the forefront of the discussions and controversies within our communities and not to stand on the sidelines. This may seem like a potentially perilous time for our institutions as they adapt to new challenges, and we must not be complacent.

We have exciting pre-conference tours and receptions to introduce you to Pittsburgh’s cultural offerings, including our opening reception at the spectacular Phipps Conservatory. But please take advantage of the many other museums that are in this wonderful city. The Heinz History Center is a short walk from the hotel, and in the spirit of the conference, features an exhibition on innovation in Pittsburgh. Admission is free for conference attendees. The Carnegie Museums are also a must-see destination. Their current exhibition “20/20” was just called “the most important art show in America” by Vogue. And don’t miss Undressed: A History of Fashion at the Frick, the only venue for this blockbuster from London’s Victoria & Albert Museum.

Many individuals and committees helped to make this conference possible. Special thanks are due to annual meeting co-chair, Amanda Gillen, and to our Executive Director, John Lovell, for coordinating local arrangements and conference planning respectively.

Jobi Zink ably chaired the program committee. MAAM’s gratitude goes as well to those institutions that opened their doors for the pre-conference tours: The Frick Pittsburgh, Rivers of Steel Heritage Area, Mattress Factory and the Andy Warhol Museum. Special thanks also go to Averie Shaughnessy-Comfort, Michelle Paulus, Rosa Gallagher, and Sarah Phillips for their significant efforts in making this conference a success.

The corporate and educational sponsors for this annual meeting have generously supported the field and MAAM, and I encourage you to read more about them in this program and to visit the museum marketplace during the conference. Their products and services enable us to do our jobs professionally and creatively.

We know that all of you will enliven the discussions over the next several days with your experiences. Thank you for lending your voices and your expertise to the 2017 MAAM annual conference.

Best Wishes,

MAAM Executive Director

Jobi Zink

MAAM Annual Meeting Co-Chair

Mid-Atlantic Association of Museums Board Members

JODI BACHARACH
Senior Curator National Frick Society, Museum Management Program, Washington DC
BARBARA C. BARTLETT
Graduate Coordinator Spencer University Spencer, KY
MICHAEL CAEGO
Executive Director The Byrns Museum of Art of Bloomsburg University Bloomsburg, PA
PRUDENTE PROCTOR RAINES
Independent Museum Educator Annapolis, PA
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Institutional Coordinator, Museum Studies Program Johns Hopkins University Baltimore, MD
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Past Executive Director Alfred University Museum Auburn, NY
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Executive Director New Jersey State Museum Trenton, NJ
DANIELLE RICE
Program Director Museum Leadership Ohio University Athens, OH
GRETCHEN SORIN
Director and Distinguished Professor Cooperstown Graduate Program Cooperstown, NY
JOBI ZINK
MAAM Executive Director Altoona, PA
JOHN LOVELL
MAAM Executive Director Altoona, PA
AVERIE SHAUGHNESSY-COMFORT
MAAM Planning Coordinator
MICHELLE PAULUS
MAAM Communications Liaison

Schedule-at-a-Glance

WEDNESDAY, OCTOBER 18, 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Event / Meeting</th>
<th>Location</th>
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<tbody>
<tr>
<td>6:00 p.m.–8:00 p.m.</td>
<td>White Gloves Gang Dinner (Pre-registration required)</td>
<td>TBD</td>
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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>Carnegie Museum of Art, Heinz History Center, The Andy Warhol Museum</td>
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<tr>
<td>1:00 p.m.–4:00 p.m.</td>
<td>Cornerstone™ Workshop: Creating a Truly Inclusive Museum (Pre-registration required, additional fee)</td>
<td>Renaissance Pittsburgh Hotel August Wilson Room</td>
</tr>
<tr>
<td>1:00 p.m.–4:00 p.m.</td>
<td>Museum Tours: (pre-registration and additional fees)</td>
<td>Homestead and Pittsburgh</td>
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<tr>
<td>2:00 p.m.–5:00 p.m.</td>
<td>Conference Registration</td>
<td>Renaissance Pittsburgh Hotel, Lobby</td>
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<tr>
<td>Time</td>
<td>Event / Meeting</td>
<td>Location</td>
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<tr>
<td>3:15 p.m.–3:45 p.m.</td>
<td>Coffee/Tea/Water Break, Sponsored by Quatrofzel Associates</td>
<td>Exhibitors Hall</td>
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<tr>
<td>4:00 p.m.–5:15 p.m.</td>
<td>BREAKOUT SESSION II: How to Win the Green Building Game</td>
<td>Renaissance Pittsburgh Hotel</td>
</tr>
<tr>
<td>8:30 p.m.–9:45 p.m.</td>
<td>Katherine Coffey Honoree Reception, Sponsored by the Cooperstown Graduate Program</td>
<td>Symphony A</td>
</tr>
<tr>
<td>12:30 p.m.–2:15 p.m.</td>
<td>Resume Review by MAAM Board Members</td>
<td>Renaissance Pittsburgh Hotel, TBD</td>
</tr>
<tr>
<td>6:15 p.m.–7:45 p.m.</td>
<td>Coffee/Tea/Water Break, Sponsored by John Hopkins University</td>
<td>Symphony Ballroom</td>
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<tr>
<td>7:45 p.m.</td>
<td>Dinner on your own</td>
<td>Pittsburgh Area Restaurants</td>
</tr>
<tr>
<td>8:45 p.m.–10:45 p.m.</td>
<td>Coffee/Tea/Water Break, Sponsored by Johns Hopkins University</td>
<td>Exhibitors Hall</td>
</tr>
<tr>
<td>10:00 a.m.–11:15 a.m.</td>
<td>BREAKOUT SESSION V: What’s in a Shake in the Shake Up?</td>
<td>Renaissance Pittsburgh Hotel, TBD</td>
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<tr>
<td>11:15 a.m.–12:15 p.m.</td>
<td>Advocating for Collections Care</td>
<td>Renaissance Pittsburgh Hotel</td>
</tr>
<tr>
<td>12:30 p.m.–2:15 p.m.</td>
<td>Business Luncheon, Sponsored by Manfred Craft Associates</td>
<td>Renaissance Pittsburgh Hotel</td>
</tr>
<tr>
<td>2:30 p.m.–3:45 p.m.</td>
<td>The Pennsylvania Cultural Resilience Network: Protecting a State’s Cultural Resources</td>
<td>Renaissance Pittsburgh Hotel</td>
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**SCHEDULE AT-A-GLANCE (continued)**

**FRIDAY, OCTOBER 20, 2017 (continued)**

**SATURDAY, OCTOBER 21, 2017**

**Time** | **Event / Meeting** | **Location** |
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<tr>
<td>7 a.m.–12:10 a.m.</td>
<td>Registration</td>
<td>Renaissance Pittsburgh Hotel, and Floor Foyer</td>
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<tr>
<td>7:30 a.m.–8:30 a.m.</td>
<td>Continental Breakfast</td>
<td>Symphony Ballroom</td>
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<tr>
<td>8 a.m.–12:15 p.m.</td>
<td>BREAKOUT SESSION IV: Advocating for Collections Care</td>
<td>Renaissance Pittsburgh Hotel, and Floor Foyer</td>
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<tr>
<td>8:30 a.m.–9:45 a.m.</td>
<td>Advocating for Collections Care</td>
<td>Renaissance Pittsburgh Hotel, and Floor Foyer</td>
</tr>
<tr>
<td>9:45 a.m.–10:45 a.m.</td>
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**2017 Katherine Coffey Award Recipient**

**RICHARD V. PIACENTINI**

**FRIDAY, OCTOBER 20**

Katherine Coffey Honoree Reception
Sponsored by the Cooperstown Graduate Program
6:15 p.m.–7:45 p.m.
Renaissance Pittsburgh Hotel: Jimmy Stewart Room

The Mid-Atlantic Association of Museums is proud to announce Richard V. Piacentini, Executive Director of Phipps Conservatory and Botanical Gardens as the recipient of this year’s Katherine Coffey Award in recognition of his distinguished achievements at the Phipps and lifetime contributions to his community and to public gardens.

Since his appointment as Executive Director in 1994, Piacentini recognized that to serve a community in a lasting way, Phipps had to expand beyond classic plant display in the conservatory’s Victorian 1893 glasshouse and encompass issues relating to sustainability, worldwide biodiversity, and environmental health. He led the charge in the green transformation of Phipps’s facilities and operations, which included the construction of the first LEED® certified visitor center in a public garden; the first LEED certified greenhouses (LEED Platinum EBOM); the Tropical Forest Conservatory, one of the most energy-efficient in the world; and the Center for Sustainable Landscapes, a net-zero energy and water building and the only building to meet the Living Building Challenge, LEED Platinum, 4 Stars Sustainable SITES™, and Platinum WELL® Building certifications.

The sustainability efforts Piacentini initiated at Phipps recognize the vital connections between people, plants, health, and the planet. This systems-based way of thinking influences all of the organization’s actions and programs, particularly those focused on awakening children to nature and promoting human and environmental well-being. Additionally, Piacentini cofounded Let’s Move Pittsburgh, a program based on First Lady Michelle Obama’s national Let’s Move! Campaign, to improve children’s health in the region.

Piacentini serves on numerous boards, including the International Living Future Institute, the Biophilic Cities Advisory Board, the Biophilic Design Initiative Advisory Committee, and the Mission and Community Needs Committee for Magee-Women’s Hospital. He is a Past President, Treasurer, and Green Buildings and Landscapes Committee founding chair of the American Public Gardens Association (APGA). Piacentini has received numerous awards, including but not limited to: 2017 CEO of the Year Award, Pittsburgh Business Times; 2015 University of Rhode Island Distinguished Alumni Achievement Award; 2014 Catalyst Award, 18th Annual Carnegie Science Awards; 2014 and 2013 Who’s Who in Energy, Pittsburgh Business Times; and 2011 Service Award, American Public Gardens Association (APGA).
Guest Speakers

RUTH J. ABRAM

FRIDAY, OCTOBER 20

Stephen Weil Memorial Lecture
11:00 a.m.–12:15 p.m.
Symphony Ballroom

Ruth J. Abram founded the Lower East Side Tenement Museum (www.tenement.org), the International Coalition of Sites of Conscience (www.sitesofconscience.org), the National Women’s Agenda and Coalition, the Institute on Women’s History, and the traveling exhibition and book “Send Us a Lady Physician: Women Doctors in America, 1835–1920.” In 2014, she founded Behold!, New Lebanon, the nation’s first living museum of contemporary rural American life. Harnessing the skills and ingenuity of local people who serve as educators, the museum draws an intimate portrait of small town life and makes it accessible to visitors.

Abram’s writing has been published by a wide range of publications, including The Midwest Poetry Review, The New York Times Book Review, History News, The Washington Post, The Public Historian, and The Guardian. A popular speaker, she has appeared before audiences from the National Trust for Historic Preservation, to the Conference Board and the Family Service Association of America. Her numerous media appearances include World News Tonight, The Today Show, and National Public Radio. She has consulted on historic interpretation for museums around the world, including the National Park Service, the National Public Housing Museum, several Shaker Museums, Lincoln’s Cottage, Weeksville, the Gulag Museum in Russia, the Liberation War Museum in Bangladesh, and the English Workhouse Museum.

Along with David Arnow, Mary C. Boys and Muhammad Shafiq, Ms. Abram produced Exodus Conversations www.exodusconversations.org, a web-based, multi-faith dialogue on the story of the Exodus as it appears in the Hebrew Bible and the Qur’an. In New York City, she is working with a group of shareholders in her co-op to establish “Vertical Village,” a caring community to enhance urban living. In New Lebanon, New York, she spearheaded the organization of “Explore New Lebanon,” to weave weekenders into the fabric of the life of this Berkshire town.

A graduate of Sarah Lawrence College with an MSW from Brandeis’s Florence Heller School, Ms. Abram has an MA in American History from New York University, where she was a Kranem Fellow. Her work has been recognized by awards from The Aspen Institute, New York University, Sarah Lawrence College, Russell Sage College, Muhlenberg College and Hebrew Union College. In 1975, she was appointed Commissioner of International Women’s Year by President Jimmy Carter. In 2016, Ms. Abram was awarded the J. Kaplan Innovation Prize and was honored by the New York Academy of Historians for her outstanding contribution to New York history.

A collage artist, Ms. Abram conducts art workshops for people of all ages at the New Lebanon Library, and her work has been exhibited in New York City and Upstate New York and in numerous private collections.

SAMUEL W. BLACK

FRIDAY, OCTOBER 20

Emerging Museum Professionals Leadership Lunch Speaker
Sponsored by JacobsWyper Architects
12:30 p.m.–1:45 p.m.
Jimmy Stewart Room (By Invitation Only)

Samuel W. Black is the Director of African American Programs at the Senator John Heinz History Center. He is the Immediate Past President of the Association of African American Museums (AAAM) and has recently served on the Executive Council and the advisory council of the Association for the Study of African American Life & History as well as the program committee of the American Alliance of Museums.

At the Heinz History Center, Black has curated: “Soul Soldiers: African Americans and the Vietnam Era” that travelled to seven cities and was the recipient of four awards including the American Association for State and Local History Award of Merit and “From Slavery to Freedom” that received a U.S. Department of Education Underground Railroad Educational and Cultural Program grant, as well as the AASLH Award of Merit (2013), the African Diaspora World Tourism Cultural Exhibit Flame Keeper Award for dedicated service in cultural tourism (2015), and the PA Museums President’s Award and S.K. Stevens Award (2014).

Black is also the editor of Soul Soldiers: African Americans and the Vietnam Era (2006) and The Civil War in Pennsylvania: The African American Experience (2015), which was the recipient of the AASLH Award of Merit for 2014.

EMBER FARBER

SATURDAY, OCTOBER 21

State of AAM
12:30 p.m.–2:15 p.m.
Symphony Ballroom

Ember Farber is the Director of Advocacy at the American Alliance of Museums, in that role she communicates with AAM’s advocate network and the field about federal policy issues and advocacy opportunities through legislative and advocacy updates, calls-to-action, print, email and social media, and through Museums Advocacy Day Ember also maintains AAM’s public advocacy materials at www.aam-us.org/advocacy. Advocacy is a personal and professional passion for Ember, who holds a Master’s degree in political management from the George Washington University.

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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, and 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 museums in the Pittsburgh region complete a collections project. Projects typically include collections inventory, rehousing collections, rolling textiles, scanning photographs, and numbering objects.
Locations: Carnegie Museum of Art; Heinz History Center; The Andy Warhol Museum
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 Pittsburgh Hotel, August Wilson Room
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!
Museum Tours

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

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/Frick Pittsburgh 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 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 will be provided. The museum is a short walk from the hotel. Pre-registration is required.

Fee: $15 for MAAM members; $20 for non-MAAM registrants.

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.
Session Descriptions

SESSION #1:
Tools for Your Advocacy Toolbox
Friday, October 20 | 9:15 a.m.–10:30 a.m.
Attend 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 creating your own advocacy plan. Learn to assess the comfort level of your peers in advocating both publicly and privately and how to identify allies and opponents critical to securing funding, making policy, and protecting your resources.
Chair: Judith Cardaro, Internship Coordinator
Museum Studies Advanced Academic Programs, Johns Hopkins University Zanvyl Krieger School of Arts and Sciences, Washington, D.C.
Speakers: Ember Farber, Director, Advocacy, American Alliance of Museums; August A. Carlini, President and Chief Executive Officer of the Rivers of Steel Heritage Corporation, the managing entity for the Rivers of Steel National Heritage Area; Sean Binlin, Advisory Board, Somerset County Cultural and Heritage Commission, Somerville, 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 Abraham Lincoln’s Secretary of State William Seward, 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/many stories,” and successfully redesigned its website to reach the non-traditional virtual visitor.
Chair: Biljore Chad, Executive Director, Seward House Museum, Auburn, NY
Speakers: Allison Hirman, Director of Development, Seward House Museum, Auburn, NY; Jeffrey Ludwig, PhD, Director of Education, Seward House Museum, Auburn, NY

SESSION #3:
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-planning 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 Writing-Tuner Contracting Company, Baltimore, MD
Speakers: David Fonte, Principal, Enviros Eye, Philadelphia, PA; Michael DeRose, Director of Facilities, Dumbarton Oaks, Washington, D.C.

SESSION #4:
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 Morten 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 Exhibitions and Public Programs, University of Pennsylvania Museum of Archeology and Anthropology, Philadelphia, PA
Speaker: Michael Tedesch, Creative Director, Interactive Mechanics, Philadelphia, PA; Stacey Moyer, Content Specialist and Consultant, Philadelphia, PA

SESSION #5:
Driving While Black, A Roundtable
Friday, October 20 | 9:15 a.m.–10:30 a.m.
Join historian Gretchen Sorin for a discussion of 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 Ric Burns and Sleet&Fuel 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 Sorin, Director, Cooperstown Graduate Program

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 Archaeology and Anthropology, educators have created new experiences that cast students in the roles of anthropologists, 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. Owens, Director of Learning Programs, University of Pennsylvania Museum of Archaeology and Anthropology, Philadelphia, PA
Speakers: Kevin Schiff, Education Programs Manager, Penn Museum, Philadelphia, PA; Thomas Linchere, Global Archeological Museum Educator and Teen/High School Programs Specialist, Penn Museum, Philadelphia, PA; Megan Brooks, Global Archeological Museum Educator 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 others for profit 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: Donna Benigno, M.S., 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 Saxe, Principal, Creative Force, Creative Content Studio, Summit, NJ
Speaker: Hols Wagen, Manager of Exhibition Development, National September in 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 LEEDs system 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 Piccinini, Executive Director, Philadelphia Horticultural Society, and Philadelphia Horticultural Society
Speaker: Jensen Wirold, Director of Facilities and Sustainability, Philadelphia Horticultural Society 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 a museum 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 historical interpretive experience. Use of the video as an educational component, and visitor responses to it in the context of 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:
Deaccessioning and the Ethical Use of Deaccession Funds
Friday, October 20 | 4:00 p.m.–5:15 p.m.
AAM’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 AAM’s 2016 White Paper “Direct Care of Collections: Ethics, Guidelines and Recommendations,” acknowledges 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 F. Hanna, Regional Curator, Bureau of Historic Sites & Museums, PHMC, Harrisburg, PA
Speakers: Ellen Endlich, Director of Collections/ Curator, Chester County Historical Society, West Chester, PA; Stacy Sweid, Consultant and Member, Direct Care White Paper Task Force, Philadelphia, PA; Debra Hughes, Curator of Collections and Exhibits, Hagley Museum and Library, Wilmington, DE

SESSION #12:
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, museums 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 preservation 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: Dyson Fidighe, Director of Preservation Services, Conservation Center for Art & Historic Artifacts, Philadelphia, PA
Speaker: Michael Norris, Vice President of External Operations, Greater Philadelphia Cultural Alliance, Philadelphia, PA

www.midatlanticmuseums.org/annual-meeting
Designing Exhibitions for Flexibility and Change

Saturday, October 21 | 10:00 a.m.–11:15 a.m.

As museums undergo renovations and expansions, staff must grapple with providing public programming and protecting valuable collections in proximity to construction areas. Panelists will examine the challenges presented by a whole-building modernization project and how to ensure safe environmental conditions through real-time monitoring of noise, vibration, and dust. Learn industry approaches to threat criteria and mitigation.

Chair: Marc Novak
Principal Consultant, AssessTech, Inc., Cambridge, MA
Speakers: Mark Amend, Chief Conservator, Yale Center for British Art, New Haven, CT; William Wible, Senior Scientist, Environmental Health and Engineering, Inc., New haven, MA

SESSION #17:

What's the Shake Down on the Shake Up?—Protecting Collections during Construction

Saturday, October 21 | 10:00 a.m.–11:15 a.m.

SESSION #18:

Think Global, Buy Local: Museums Engage the Maker Movement

Saturday, October 21 | 10:00 a.m.–11:15 a.m.

As museums strive to engage visitors through programming and exhibitions, their stores can reinforce the visitor experience by offering museum-goers access to objects designed specifically to capture their memories and feelings about their visits. In this session, participants will be introduced to innovative partnerships and programming amongst Pittsburgh museums and the region’s community of makers, craft businesses, and artist entrepreneurs.

Chair: Robert Burelle, Director, Braddock Studio, Pittsburgh, PA
Speakers: Jennifer Roger, Social and New Media Manager, The Frick Pittsburgh and Sarah Reif, Web and Social Media Content Manager, Senator John Heinz History Center, Pittsburgh, PA.

SESSION #19:

AAM’s Curator Core Competencies

Saturday, October 21 | 10:00 a.m.–11:15 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 encourage civic, social, and cultural dialogue by sharing ideas and creatively through public interaction, research, interpretation, and exhibition of collections. Using the Curator Core Competencies created by AAM’s Curators 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. Endslow, Director of Collections/Curator, The National Aviary, Pittsburgh, PA
Speakers: Sarah Nunn, Conservator, AAM; Lindsey S. Faussett, Conservator, The Pennsylvania Academy of the Fine Arts, Philadelphia, PA; Marion G. Hauser, Director, The National Museum of Women in the Arts, Washington, DC

SESSION #20:

Building Museum Educator Peer-to-Peer Networks

Saturday, October 21 | 10:00 a.m.–11:15 a.m.

Join the roundtable conversation with a panel of museum educators from across disciplines to explore models for peer-to-peer communication. Discover the value of virtual, in person, as well as national networks for developing professional best practices and forging relationships between institutions and across museum departments. Based on the experiences of the Pittsburgh and Philadelphia Museum Education Roundtables, learn how to establish and grow networks and experiment with new formats to foster collegial synergy and interaction.

Chair: Marilyn Leffwich, Director of Education, Senator John Heinz History Center, Pittsburgh, PA
Speakers: Ruth Epstein, Education Specialist, The Frick Collection, Pittsburgh, PA; Katherine Coffey, Curator of Education, Children’s Museum of Pittsburgh, Pittsburgh, PA.
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