MAAM on the MALL
The Museum as Storyteller

In today’s experience economy, a museum’s success is based on its ability to present compelling stories. The power of a narrative to frame and focus an institution’s mission can positively impact all sectors of museum operations. From fundraising for a capital campaign, to offering compelling programs for your audience, successful case statements for support always begin with the telling of a memorable story. The stories we choose to share with the public transform our museums into places of wonder and discovery. Join your MAAM colleagues in Washington, D.C., to learn how powerful museum stories can serve as catalysts for societal change and institutional success.

After thirty years MAAM returns to our nation’s capital for its 2008 annual meeting. MAAM D.C. promises stimulating networking opportunities and engaging sessions for the emerging professional, the accomplished mid-careerist, and the seasoned pro. MAAM is utilizing D.C. museums as the venues for all program sessions, receptions, and tours. The 2008 annual meeting will be an unprecedented opportunity to see Washington, D.C.’s, cultural riches along with its recent museum building boom both on and off the Mall. Come to MAAM D.C. and reconnect with your colleagues, stay abreast of current trends in the profession, and share your museum’s stories!

Welcome to Washington, D.C., and the 2008 MAAM Annual Meeting!
Our nation’s capital is home to some of the world’s greatest museums and cultural institutions, and we are delighted to take advantage of all that Washington, D.C., has to offer during our 2008 annual meeting, MAAM on the Mall: The Museum as Storyteller. The host site for our conference is the recently opened Newseum. In an election year, there is probably no better venue for you to enjoy and explore during your visit.

I am truly thrilled with this year’s program and my heartfelt thanks go out to all the dedicated MAAM volunteers who worked to make MAAM on the Mall a great success. I would like to acknowledge the recipients of this year’s MAAM fellowships: Lindsey Barker, Aimee Dobberstein, Rachel Dukeman, Richard Fink, Ansel Lurio, and Jaqueline Parker. I encourage you to seek them out during the meeting and make them all feel welcome. Please also visit our exhibitors in the Museum Resource Center at the Newseum. Without their support and that of our sponsors, the many events associated with our annual meeting would not be possible.

On behalf of the Board of Directors, MAAM Annual Conference Chair John Lovell, and the Annual Meeting Program and Local Arrangements Committees, thank you for attending MAAM on the Mall. We hope you have a “capital” experience in Washington!

Sincerely,

Kim Fortney
MAAM President
### Sunday, October 26

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<thead>
<tr>
<th>Time</th>
<th>Event / Meeting</th>
<th>Location</th>
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<tbody>
<tr>
<td>9:00 am – 12:30 pm</td>
<td>WORKSHOP: 1) U-Store It: Building Containers for Storing and Transporting Collections (Session 1)</td>
<td>U.S. Holocaust Memorial Museum Mount Vernon, Virginia</td>
</tr>
<tr>
<td>10:00 am – 4:00 pm</td>
<td>WORKSHOP: 2) U-Store It: Building Containers for Storing and Transporting Collections (Session 2)</td>
<td>U.S. Holocaust Memorial Museum Hirshhorn Museum and Sculpture Garden</td>
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<tr>
<td>12:30 pm – 4:00 pm</td>
<td>Opening Reception (Ticketed Event, No Cost)</td>
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<tr>
<td>10:00 am – 4:00 pm</td>
<td>VISIT: George Washington's Mount Vernon (Ticketed Event)</td>
<td>Mount Vernon, Virginia</td>
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<tbody>
<tr>
<td>8:00 am – 5:00 pm</td>
<td>Registration</td>
<td>Newseum</td>
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<tr>
<td>8:00 am – 9:00 am</td>
<td>Continental Breakfast</td>
<td>Newseum</td>
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<tr>
<td>8:00 am – 12:00 pm</td>
<td>Exhibitor Set-up</td>
<td>Newseum</td>
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<tr>
<td>8:30 am – 10:00 am</td>
<td>SESSIONS: 1) Beyond Knowing Right From Wrong: Seeing Museum Ethics as Opportunity in the 21st Century 2) Giving Begets Giving: Setting the Table for the Next Big Gift 3) Telling Our Story: Using Oral History and Vernacular Objects to Interpret a Community’s History 4) Making Memories: Shopping at the Museum Store</td>
<td>Newseum</td>
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<tr>
<td>10:00 am – 10:30 am</td>
<td>Coffee Break</td>
<td>Newseum</td>
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### Tuesday, October 28

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<td>Newseum</td>
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<tr>
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<td>Continental Breakfast</td>
<td>Newseum</td>
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<tr>
<td>8:00 am – 10:00 am</td>
<td>MAAM Annual Exhibition Review: “Dig It! The Secrets of Soil”</td>
<td>National Museum of Natural History</td>
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<tr>
<td>8:00 am – 5:00 pm</td>
<td>MAAM Silent Auction</td>
<td>Newseum</td>
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<tr>
<td>8:30 am – 10:00 am</td>
<td>MAAM Business Luncheon</td>
<td>National Museum of Natural History</td>
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### Sessions of Interest for EMERGING Professionals

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<tr>
<th>Date</th>
<th>Time</th>
<th>Session Title</th>
<th>Location</th>
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<tbody>
<tr>
<td>October 26, 2008</td>
<td>10:30 am – Noon</td>
<td>Conservation Connections</td>
<td>Museum Tours</td>
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<tr>
<td>October 27, 2008</td>
<td>10:30 am – Noon</td>
<td>Leadership Lunch</td>
<td>Newseum</td>
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<tr>
<td>October 28, 2008</td>
<td>10:30 am – Noon</td>
<td>Career Connections</td>
<td>Newseum</td>
</tr>
<tr>
<td>October 29, 2008</td>
<td>9:00 am – Noon</td>
<td>Museum Tours</td>
<td>Newseum</td>
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### Location

- Dupont Circle / Kalorama
- D.C. Restaurants
- The Textile Museum
- Rosa Mexicano Restaurant
- Huntington T. Block Insurance Agency
- MAAM Silent Auction
- B.A. BBA Foundation
- MAAM Business Luncheon
- MAAM Annual Exhibition Review: “Dig It! The Secrets of Soil”
Coffee Break

Museum Tours:
- Newseum (21-23)
- National Gallery of Art

SESSIONS:
- Newseum (21-23)

Georgetown

White Gloves Gang Event

The Washington Post

MAAM Business Luncheon, AAM Update, and Keynote Address by Kinshasha Holman Conwill

SESSIONS:
- Using New Media to Engage the Off-Site Volunteer
- A New Look at Your Old Story
- Preparing for Your New Boss: Real-Life Stories of What to Expect and How to Succeed

Wednesday, October 29

TIME
9:00 am – Noon
10:00 am – Noon
10:30 am – Noon
11:00 am – Noon
11:30 am – Noon
12:00 pm – Noon
12:30 pm – Noon
1:00 pm – Noon
1:30 pm – Noon
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4:00 pm – Noon
4:30 pm – Noon
5:00 pm – Noon
6:00 pm – Noon
7:00 pm – Noon
8:00 pm – Noon
9:00 pm – Noon
10:00 pm – Noon
11:00 pm – Noon

EVENT / MEETING
- Coffee Break
- Walking Tour: Georgetown (Ticketed event)

SESSIONS:
- Museum Theater: Storytelling Through Performance (Part 2)
- Museum on Main Street: The Smithsonian Partners with America’s Small Museums
- Beyond Critical Paths and Bubble Diagrams: Adopting a Strategic Approach to Exhibit Planning
- Narrative-Based Programming Helps Visitors Make Meaningful Connections to Museum Collections
- MAAM Business Luncheon, AAM Update, and Keynote Address by Kinshasha Holman Conwill
- Using New Media to Engage the Off-Site Volunteer
- A New Look at Your Old Story
- Preparing for Your New Boss: Real-Life Stories of What to Expect and How to Succeed
- Decoding (and Surviving!) The Revised General Facility Report
- Digitizing Personal Memories: User-Generated vs. Museum-Produced
- Beyond Budgeting: How Small Museums and Historic Sites Can Increase Capacity Through Financial Literacy
- Your Museum and NEH Grants for Exhibitions and Humanities Programs
- White Gloves Gang Event

LOCATION
- Newseum
- Georgetown
- Various

Business narrative expert Stephen Denning was born in Sydney, Australia, and studied law and psychology at Sydney University. After practicing law for several years, he pursued a postgraduate degree in law at Oxford University in England. Stephen joined the World Bank and held a variety of management positions over the course of several decades, including Director of the Africa Region, 1994 to 1996, and Program Director, Knowledge Management from 1996 to 2000.

Stephen is the author of several acclaimed books on the subject of how leaders can use storytelling to motivate others to action, build trust, transmit values, share knowledge, inspire collaboration, and transform an organization. Ranked as one of the world’s top two hundred business gurus in 2003, Stephen currently coaches organizations and Fortune 500 companies throughout the world on knowledge management and organizational storytelling. Stephen Denning’s 2007 award-winning book, The Secret Language of Leadership, explains why traditional approaches to leadership communication do not work and reveals the hidden patterns that effective leaders use to provoke change.

Kinshasha Holman Conwill is currently the Deputy Director at the National Museum of African American History and Culture. As the museum develops its exhibitions, collections, programs, and plans for its grand opening on the National Mall, she and her staff are wrestling with what story and stories the museum should tell. Kinshasha will provide insights into what approach they have taken to address the core question, “In telling the rich and complex story of African American history and culture, just whose story is it anyway?”

A native of Atlanta, Georgia, Kinshasha attended Mount Holyoke College as a National Achievement Scholar, graduated magna cum laude from Howard University with a B.A., and received a M.A. from the University of California, Los Angeles. She has served as an arts, museum, and management consultant; as director of the Studio Museum in Harlem for eleven years, where she conceptualized and organized or co-organized over 40 major exhibitions; as an assistant exhibit coordinator for the Museum of the American Indian in New York City; and as coordinator of activities for the Frank Lloyd Wright Hollyhock House. From 1970 to 1990, she was a practicing visual and performance artist.

Kinshasha Holman Conwill
Tuesday, October 28
Noon – 2:00 pm

Sign up for email updates at www.midatlanticmuseums.org
**WORKSHOPS #1 & #2**
**U-STORE IT: BUILDING CONTAINERS FOR STORING AND TRANSPORTING COLLECTIONS (OFFERED TWICE)**
**Sunday, October 26**
**9:00 am – 12:30 pm | 12:30 pm – 4:00 pm**

Professionals responsible for the care and maintenance of collections are often tasked with the responsibility of packing artifacts for storage or transport. In these two free, hands-on workshops, experts will identify preferred archival materials, demonstrate current packing techniques, and provide instruction on how to build a variety of archival containers for storage and shipping. Each session is limited to 25 participants and will include a behind-the-scenes tour of the U.S. Holocaust Memorial Museum. Attendees are encouraged to bring a small, non-museum item for use in the workshop.

**Chair:** Kenneth Kujla, Collections Manager; U.S. Holocaust Memorial Museum, Washington, DC

**Speakers:**
1. Cha Longenecker, Art Services Technician, Bonsai Fine Arts, Inc., Glen Burnie, MD
3. Rick Yamada, Director of Museum Services, Surroundart, DC, Washington, DC
4. Chris Kirages, Chief Estimator, Surroundart, DC, Washington, DC
5. Chai Longenecker, Art Services Technician, Bonsai Fine Arts, Inc., Glen Burnie, MD

**Pre-registration required | Price:** No Cost

**WALKING TOUR: EMBASSY ROW**
**Sunday, October 27**
**12:00 pm – Noon**

The museums-rich city has made many an eyebrow roll reflectively skyward. Call them robber barons or captains of industry, today you can revel in the Beau-Arts glory of Washington’s Massachusetts Avenue, better known as Embassy Row.

**Pre-registration required | Price:** $5.00

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**BUILDING MUSEUMS™**
Building Museums™ 2009 Dates Announced!
Washington, DC | February 26-27, 2009

Thank you for making Building Museums™ 2008 such a great success! Close to 300 attendees participated in this excellent event. Go to the Building Museums™ site for more information (www.midatlanticmuseums.org/buildingmuseums.html).

**2009 Creating Exhibitions™ Dates Announced!**
Liberty Science Center and Surrounding New York / New Jersey Area | March 29-31, 2009

• Details online, including call for proposals, stay tuned!

Thank you for making the 2008 inaugural Creating Exhibitions™ success. Visit the Creating Exhibitions™ site for more information (www.midatlanticmuseums.org/creatingexhibitions.html).
MUSEUM TOURS AND ON-SITE INSIGHTS (continued from pg. 9)

NATIONAL ARCHIVES
Explore the new National Archives Experience. Select one of four behind-the-scenes tours highlighting recent developments in the Archives exhibit, education, and preservation programs. Each tour is limited to fifteen people. All tours will start promptly at 9 am at the Special Events entrance near the corner of 7th and Constitution Avenue (across the street from the Newseum) and will last 50 minutes.

Tour One: Documents in Three Dimensions. Designer Ray Ruskin and Curator Bruce Bustard offer observations on the challenges of bringing two-dimensional documents to life.

Tour Two: Unfolding Drama—Preserving 18th- and 19th-Century Records. Conservators Morgan Zinsmeister and Kitty Nicolson discuss the preservation strategies for some of the nation’s most important documents.

Tour Three: Records as Teaching Tools. Education Director Lee Ann Potter tours you through the Boxing Learning Center and the “Constitution-in-Art” learning lab.

Tour Four: Drink at 75—Our Favorite Things. National Archives Experience Director Marvin Zinsmeister and Kitty Nicolson discuss the most important documents.


Tour Six: National Archives Experience Director Lee Ann Potter tours you through the Boxing Learning Center and the “Constitution-in-Art” learning lab.

Pre-registration required | Price: No Cost

CAREER CONNECTIONS
Monday, October 27
10:00 am – Noon

Join colleagues to toast this year’s Katherine Coffey Award recipient, Martha Morris, at a reception hosted by The Washington Post at their headquarters. Ms. Morris joins an illustrious group of museum leaders as the 37th recipient of the highest award given to a museum professional in the MAAM region.

Martha Morris is currently Associate Professor and Assistant Director of the Museum Studies Department at The George Washington University. As one of those who nominated her for this distinguished award stated best, “[She] has been a leader in the Mid-Atlantic region for many years. Her work as Deputy Director at the Smithsonian’s National Museum of American History has touched the nation, and her work at The George Washington University Museum Studies Program has profoundly influenced the careers of hundreds of her students.” Five years ago, Marthas’s vision and hard work helped to establish the country’s most successful conference designed to inform the profession (and allied professions) on building new museums. The fifth Building Museums Conference will take place in Washington, D.C., on February 28-29, 2009.

Pre-registration required | Price: $54.00

KATHERINE COFFEY AWARD RECEPTION
Martha Morris
Tuesday, October 28
The Washington Post
6:30 pm – 8:00 pm

1. BEYOND KNOWING RIGHT FROM WRONG: SEEING MUSEUM ETHICS AS OPPORTUNITY IN THE 21ST CENTURY
Learn how Svetlana Butkus, University of Wisconsin-Madison and Eripsa Naoumidis, National Museum of the History of Bosnia and Herzegovina, are exploring the frontiers of museum ethics.

2. GIVING BEGINS GIVING: SETTING THE TABLE FOR THE NEXT BIG GIFT
Veterans in fundraising and development share how stories of past fundraising successes can become vehicles for future fundraising. Learn how mining the stories of former gifts can motivate your board and staff to create stronger bonds with current donors and cultivate future prospects. During the session, participants will prepare an outline of a philanthropic story at their own museums that can serve as inspiration for the next big gift.

Chair: Anitra B. Durie, CPRE, Consultant, Qzn, Dallas Consulting, Baltimore, MD
2. Deborah F. Schwartz, President, Brooklyn Historical Society, Brooklyn, NY
3. Danielle Rice, Executive Director, Delaware Art Museum, Wilmington, DE

3. TELLING OUR STORY: USING ORAL HISTORY AND VERBAL OBJECTS TO INTERPRET A COMMUNITY’S HISTORY
Discover how one museum and a local historical society partnered to tell the stories of individuals and their African American communities through collecting and interpreting oral histories, everyday objects, and story quilts. Using “Trials, Tracks and Temas,” as a case study, panelists will describe how exhibitions and education programs can encourage community participation and audience involvement in your museum.

Chair: Jane Fox, Administrator, Institute of Museum and Library Services, Washington, DC

2. Mary Jo B. Johnson, Curator, Art and Object Conservation, The Field Museum, Chicago, IL
3. Mary Jo B. Johnson, Curator, Art and Object Conservation, The Field Museum, Chicago, IL
4. Kyle M. Moore, Director, Collections Management and Preservation, The Field Museum, Chicago, IL
5. Lauren Chapin Salazar, Head of Merchandising, The Textile Museum, Washington, DC
6. friends at all levels.

4. MAKING MEMORIES: SHOPPING AT THE MUSEUM STORE
Identifying the appropriate exhibit-related merchandise for your museum shop is important as determining what stories to tell in your galleries. This roundtable discussion will introduce best practices for creating an exciting retail environment in your museum store. Learn how to refresh your retail and make shopping a vital part of your visitors’ museum experience. Discover how developing a business plan, budget, template, and merchandising plan can support and enhance your exhibition program.

Chair: Susan B. Highsmith, Principal, Retail Connections®, Washington, DC

Speakers: 1. Mary Brad Minto, Retail Connections®, Washington, DC
2. Kathy Moore Warren, Retail Connections®, Washington, DC
3. Michael Hogland, Retail Manager, National Building Museum, Washington, DC
4. Amy Moloney, Director of Retail Operations, The Textile Museum, Washington, DC
5. Lauren Chapin Salazar, Head of Merchandising, The Textile Museum, Washington, DC
6. friends at all levels.

5. HELPING HANDS: COLLECTIONS VOLUNTEERS TO THE RESCUE!
At many museums where staffing is inadequate, volunteers and interns step in to provide sorely needed assistance caring for fragile objects and collections. Join panelists from the National Building Museum for a lively discussion on the vital collections management role volunteers and interns play at their institution. Learn how to establish and manage an effective collections management volunteer program from recruitment to training to recognition. Take home a volunteer “starter kit” that includes a volunteer manual, tips on where to advertise, and interviewing strategies.

Chair: Cecile Walls, Accreditation Content Coordinator, American Association of Museums, Washington, DC

Speakers: 1. Dana Twersky, Assistant Director, Accreditation, American Association of Museums, Washington, DC
2. Mary Purcell, Collections Assistant/Volunteer, National Building Museum, Washington, DC
3. Kristi Cott, Director of Volunteer Services, National Building Museum, Washington, DC

6. CAPITAL CAMPAIGNS: ARE YOU READY?
Explore the challenges of embarking on a major fundraising initiative. An architect and the president of a private family foundation, both with success, challenges, and failures from a campaign that successfully raised $11 million for the Chesapeake Bay Maritime Museum to illustrate a funders perspective and the critical importance of comprehensive planning.

Chair: John Vailant, President, Gravy B. Nibby Fund, Easton, MD

Speakers: 1. Franklin Daniels, Senior Director of Institutional Advancement, George Washington University, Washington, DC
2. William Drewe, AK, Principal of Quin Evans Architects, Washington, DC

Pre-registration required | Price: $54.00

TICKETED EVENTS

1. TICKETED EVENTS
www.midatlanticmuseums.org
SESSION DESCRIPTIONS

7. HOLLYWOOD BLOCKBUSTERS AND BOX OFFICE FLOPS: WHAT CAN THEY TELL US ABOUT EXHIBIT DEVELOPMENT?
This hands-on session offers a new way of thinking about exhibits. Learn the back elements of a good screenplay—structure, characters, dialogue, and story arc, and discover how a good screenplay grabs the attention of a movie audience in much the same way that a good story attracts a museum visitor to an exhibit. Find out how commercial mistakes lead to box office flops and how to avoid these failings as you develop the content of your exhibits.
Chair: Debbie Sharp, Project Manager, Quatrefoil Associates, Laurel, MD
Speakers: 1. Jennifer Bine, Project Manager, Smithsonian Institution Traveling Exhibition Service, Washington, DC
2. Susan Adams, Program Director, National Zoological Park, Washington, DC

8. EMERGING TRENDS IN BUILDING MUSEUMS®, A REPORT FROM THE FIELD
Worldwide, museums are advancing plans to expand, renovate, or build anew to create dramatic new spaces for programs, collections, and exhibitions. For each of the past four years MAMM has offered a conference on the topic of Building Museums®. This year, in partnership with The George Washington University, MAMM conducted a survey of small and large museums to capture data on emerging trends and learnings in museum building programs. Be among the first to hear the survey results, and join scholars and practitioners as they examine several case studies.
Chair: Dan Allen-Greil, Director, Building Museums®, an annual MAMM symposium first offered in 2005, has attracted a national and international audience.
Chair: Dana Allen-Greil, Project Manager, National Museum of American History, Washington, DC
Speakers: 1. Bill Adair, Director, Heritage Philadelphia, Philadelphia, PA
2. Susan Ades, Program Director, National Museum of the American Indian, Washington, DC
3. Sandy Horner, Senior Program Officer, IMLS, Washington, DC
4. Mark Feitl, Program Specialist, IMLS, Washington, DC
5. Prudence Haines, Executive Director, Conservation Center for Art and Historic Artifacts, Bala Cynwyd, PA
6. Andrew Stein, Executive Director, Friends of the Japanese House and Garden, Philadelphia, PA
7. Lee Price, Director of Development, Discovery Theater, Smithsonian Institution, Washington, DC
8. Tony Reed, Founder and Director, Dumbarton Oaks, Washington, DC
9. Prudence Haines, Executive Director, Conservation Center for Art and Historic Artifacts, Bala Cynwyd, PA
10. Prudence Haines, Executive Director, Conservation Center for Art and Historic Artifacts, Bala Cynwyd, PA
11. Prudence Haines, Executive Director, Conservation Center for Art and Historic Artifacts, Bala Cynwyd, PA

9. A ROADMAP FOR A PLANNED GIVING PROGRAM
A planned giving program should be an integral part of every institution’s development plan. An organization that has a sound planned giving program can expect to generate as much as one third of its revenue from this development strategy alone. Panelists will help you determine whether your museum is ready to undertake such a program and will walk you through the process required to implement one at your facility.
Chair: Andrew M. Grumet, Esq., Attorney, Schiff Hardin LLP, New York, NY
Speakers: 1. Amy Workman, President, Seed Partners, LLC, New York, NY
2. Dana Allen-Greil, Project Manager, Quatrefoil Associates, New York, NY
3. Fred Jordan, Esq., Attorney, Schiff Hardin LLP, New York, NY
4. Jill Connors-Joyner, Assistant Director, The Newark Museum, Newark, NJ
5. Sandra Narvo, Senior Program Officer, IMLS, Washington, DC
6. Prudence Haines, Executive Director, Conservation Center for Art and Historic Artifacts, Bala Cynwyd, PA

10. GRANT OPPORTUNITIES FROM THE INSTITUTE OF MUSEUM AND LIBRARY SERVICES
IMLS staff share information about funding opportunities, including grants that strengthen museums’ ability to serve the public more effectively, grants for the conservation of collections, and grants for African American History and Culture. Learn about grants for the Native American Museum Program. Take home a road map on available IMLS resources, including MAP and CAP assessments, and some helpful tips on how to prepare a competitive application.
Chair: Marsha Semmel, Deputy Director for Museums, IMLS, Washington, DC
Speakers: 1. Andrew St комплексной системе, которая позволяет управлять всеми вышеперечисленными процессами, включая сбор данных, их обработку и анализ, а также предоставление результатов пользователям в удобной для них форме. Важность этой системы заключается в том, что она позволяет управлять темпом работы и оптимизировать процесс в соответствии с потребностями пользователей. Данный подход позволяет создать интеллектуальную систему, которая может адаптироваться к изменениям в окружающей среде и автоматически обновляться.
19. THROUGH RAIN, SNOW, AND DARK OF NIGHT: A COURIER’S TALE

Transporting loan objects is something most museums do whether by hand-carrying a collection item to an institution across town or by accompanying a shipment via truck or plane across country or overseas. Attend this panel discussion and pick up insights on how to safely transport objects via courier. A registrar, conservator, and security specialist will share lessons learned “from the road.”

Chair: Patricia Rayner, Loan Coordinator, Smithsonian National Postal Museum, Washington, DC

Speakers:
1. Patricia Rayner, Painting Conservator, The Phillips Collection, Washington, DC
2. Beverly Medlock, Chief, Security Services Division, Smithsonian Institution, Washington, DC

20. CONSERVATION CONNECTIONS: SURVEYS, TREATMENTS, AND PREVENTIVE CARE

Talk to the experts at this roundtable discussion, join a registrar and three conservators who will answer questions regarding all aspects of your textile, paper, metallic, and object collections. Discuss what’s involved in a wide range of object preservation services from condition surveys and treatments to maintaining safe environmental conditions. Learn more about what’s available to support your museum’s conservation needs.

Chair: Rachel Shubka, Registrar, The Textile Museum, Washington, DC

Speakers:
1. Anne Eimes, Associate Conservator, Storage, The Textile Museum, Washington, DC
2. Brian Howard, Objects Conservator, Brian Howard and Associates, Carlisle, PA
3. Emily Wynn, Paper Conservator, Freer Gallery of Art and Arthur M. Sackler Gallery, Smithsonian Institution, Washington, DC

21. MUSEUM ON MAIN STREET: THE SMITHSONIAN PARTNERS WITH AMERICA’S SMALL MUSEUMS

Consider partnering with “America’s Museum” to tell your local community’s story. Museum on Main Street is a one-of-a-kind program that combines the exhibition expertise of the Smithsonian, the programmatic know-how of state humanities councils, and the unique histories of the nation’s small towns. This session will showcase this multi-faceted collaboration and demonstrate how small museums can shine as they tell their stories within the context of this traveling Smithsonian exhibitions program.

Chair: Carol G. Marsh, Co-Director, Museum on Main Street, Smithsonian Institution Traveling Exhibition Service, Washington, DC

Speakers:
1. Joan Wurtman, Program Officer, Maryland Humanities Council, Baltimore, MD
2. Jennifer Weisheit, Program Director, Virginia Association of Museums, Richmond, VA
3. Carol Lacy, President, Dorchester County Historical Society, Cambridge, MD

22. NARRATIVE-BASED PROGRAMMING HELPS VISITORS MAKE MEANINGFUL CONNECTIONS TO MUSEUM COLLECTIONS

In life, we tell stories to help us make sense of our own experiences and the experiences of others. This session examines how narrative-based programming permits visitors to make meaningful and personal connections to objects and exhibitions. Panelists from art and history museums will present case studies on how narrative concepts are being used successfully to interpret their museums’ collections. Participants will also engage in an in-gallery experience on the topic.

Chair: Heidi Finisch, Head, Department of Teacher, School, and Family Programs, National Gallery of Art, Washington, DC

Speakers:
1. Elizabeth Diament, Museum Educator, National Gallery of Art, Washington, DC
2. Megan Smith, Education Specialist, Exhibition Programs and Family Programs, National Museum of American History, Washington, DC

23. BEYOND CRITICAL PATHS AND BUBBLE DIAGRAMS: ADOPTING A STRATEGIC APPROACH TO EXHIBIT PLANNING

Great museum exhibits are the product of meticulous planning and execution. Attend this session and learn how having a process that allows for change, a team with clearly defined roles, and open channels of communication can make all the difference in an exhibit that opens on a set schedule and meets its interpretive goals and objectives. A panel of specialists will share case studies of museum exhibit projects as well as practical techniques for planning exhibits of any size.

Chair: Don Moell, Vice President, Design & Production Incorporatored, Carton, VA

Speakers:
1. Elizabeth Maurer, Director of Operations, National Museum of Crime & Punishment, Washington, DC
2. Rhonda R. Tyson, Exhibit and Design Manager, Jamestown-Yorktown Foundation, Williamsburg, VA
4. Randy Anderson, Senior Associate, Gallagher & Associates, Bethesda, MD

24. DECODING (AND SURVIVING) THE REVISED GENERAL FACILITY REPORT

Are you daunted by completing or reviewing the General Facility Report required by most institutional borrowers and lenders? Take heart! Attend this session where speakers representing multiple perspectives will walk you through the 2008 revised General Facility Report. Learn about “red flags” from an insurer’s perspective, as well as realistic insurance, facility, and environmental requirements for your institution.

Chair: Christina Kelly Schwartz, Head, Registries, Smithsonian Institution Traveling Exhibition Service, Washington, DC

Speakers:
1. Dolene Blisnok, Independent Registrar, Dolene Blisnok Art Services, LLC, Spofford, NH
2. Jeff Minett, Area Vice President, Henderson Phillips Fine Arts Insurance, New York, NY
3. Donald C. Williams, Senior Furniture Conservator, Smithsonian Museum Conservation Institute, Sualto, MD

25. USING NEW MEDIA TO ENGAGE THE PUBLIC: OF NIGHT: A COURIER’S TALE

Learn from a broad spectrum of museum leaders (registrar, educator, director, curator, etc) how to accommodate and adjust to a new boss in your work whether that boss be the new board chair, the new CEO, or the new department head. Through personal short stories and a facilitated roundtable discussion, the following questions will be addressed: Who do you get the best from your new boss and how can your new boss get the best from you? Who needs to adapt to whom, and to what? What would I do differently next time?

Co-chairs: 1. Mary Case, Co-Founder, QN3: Quality Management to a Higher Power, Washington, DC

Speakers:
2. Kate Goodall, Registrar, Smithsonian National Postal Museum, Washington, DC
3. Richard Ethlyn, Program Director, National Museum of Natural History Nationalist Center, Leesburg, VA

28. BUBBLE DIAGRAMS: ADOPTING A STRATEGIC APPROACH TO EXHIBIT PLANNING

Learn how the Smithsonian National Postal Museum and the Library of Congress are planning exhibits using new media to enhance access to their collections. This session will explore how collection-holding institutions can use the Web to establish a worldwide volunteer work force, and how these volunteers can add valuable information to a museum’s collections information database. Concepts of Web 2.0, social tagging, and wiki-generated content will be discussed.

Chair: Rachel Shubka, Registrar, The Textile Museum, Washington, DC

Speakers:
1. Christine Hill Menendez, Museum Technician, Argo, Smithsonian National Postal Museum, Washington, DC
2. MJ Wendell, Museum Technician, Argo, Smithsonian National Postal Museum, Washington, DC

30. BEYOND BUDGETING: HOW SMALL MUSEUMS AND HISTORIC HOUSES CAN INCREASE INSTITUTIONAL CAPACITY THROUGH FINANCIAL LITERACY

The leaders of small museums and historic houses need to do more than think strategically and understand their institution’s financial position. Consequently, funders in Greater Philadelphia have challenged their non-profit clients through grants to look beyond the development of plans and programs to building institutional capacity and attaining financial literacy. Hear from session panelists how regional institutions benefited from this shift and entered into a dialogue with their communities.

Chair: Prudence P. Haines, Executive Director, Friends of the Japanese House and Garden, Philadelphia, PA

Speaker: Alice Richardson, Managing Associate, Financial Services, NonProfit Finance Fund, Philadelphia, PA

31. YOUR MUSEUM AND NEH: GRANTS FOR EXHIBITIONS AND HUMANITIES PROGRAMS

During this enlightening roundtable discussion, staff from the National Endowment for the Humanities (NEH) will share information on new grant programs and describe the types of projects that NEH hopes to encourage in the museum field. Potential applicants will have the opportunity to hear about some of the exciting projects that have recently received funding through the NEH’s Division of Public Programs and will learn how to complete a successful application.

Chair: Karen Mittelman, Senior Program Officer, Division of Public Programs, National Endowment for the Humanities, Washington, DC

Speaker: Bonnie Gauld, Senior Program Officer, Division of Public Programs, National Endowment for the Humanities, Washington, DC
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