INVIGORATING MUSEUMS

In 2009, MAAM returns to Saratoga Springs, having last visited the former "Queen of Spas" in 1987. The conference theme, “Invigorating Museums” was suggested by the city’s reputation in the nineteenth century as the foremost place to “take the waters,” which were thought to have a refreshing and invigorating effect. Indeed, Saratoga Springs appears to offer the perfect environment to talk about ways to refresh and renew our museums—exploring new structures of museum leadership, promoting creativity, increasing relevancy, and inviting and engaging new audiences.

The nationally recognized Gideon Putnam Resort, located in Saratoga Spa State Park and designated by the National Trust for Historic Preservation as a Historic American Hotel, is hosting the 2009 annual MAAM conference. Distinguished by its classical architecture, Spa Park is listed as a National Historic Landmark and boasts the Saratoga Performing Arts Center, the Spa Little Theater, the National Museum of Dance, the Saratoga Automobile Museum, the Roosevelt Baths & Spa, and a championship golf course.

Registrants to the 2009 meeting will catch a glimpse of the city’s grand hotels, bathhouses, and drink halls as well as visit the racetrack, for which the city is known today.
welcome

Dear Colleagues,

On behalf of the Board of Directors and the Local Arrangements and Program Committees, I would like to thank you for participating in the Mid-Atlantic Association of Museum’s 63rd Annual Meeting. We are glad you are here and hope you have an engaging and valuable conference.

At MAAM Saratoga we have scheduled powerful sessions to engage your mind and community-wide special events and tours to pique your curiosity and relax your body and soul. Saratoga Springs is the city of relaxation and invigoration. We wish you an experience filled with both.

As always, we welcome your feedback and any suggestions for sessions and events for next year’s Annual Meeting to be hosted by the city of Philadelphia.

Enjoy!

Kim Fortney
MAAM President

save-the-date

MAAM is pleased to announce the following calendar of events for 2010:

Building Museums™
March 1 - 2, 2010
New York City

Creating Exhibitions™
April 15 - 16, 2010
Washington, DC

Annual Conference
October 24 - 27, 2010
Philadelphia, PA
Hyatt Regency Penn’s Landing
### Sunday, October 18

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<thead>
<tr>
<th>Time</th>
<th>Event / Meeting</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:00 am – 5:00 pm</td>
<td>Where Empires Clashed (TICKETED EVENT)</td>
<td>Crown Point State Historic Site; Ft. Ticonderoga</td>
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<tr>
<td>8:00 am – 5:00 pm</td>
<td>A Walk On The Wild Side (TICKETED EVENT)</td>
<td>The Wild Center, Natural History Museum of the Adirondacks</td>
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<tr>
<td>10:00 am – 5:00 pm</td>
<td>Colors Of The North Country (TICKETED EVENT)</td>
<td>Hyde Collection; Chapman Historical Museum, Lake George</td>
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<tr>
<td>1:00 pm – 5:00 pm</td>
<td>Registration</td>
<td>Gideon Putnam Hotel</td>
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<tr>
<td>1:00 pm – 5:00 pm</td>
<td>WORKSHOPS:</td>
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<td></td>
<td>2) Creating And Building Institutional Archives In Museums</td>
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<td></td>
<td>3) Visual Thinking Strategies: A Powerful Tool To Improve Critical Thinking, Communication Skills, And Visual Literacy In Museum Audiences</td>
<td>Gideon Putnam Hotel</td>
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<td></td>
<td>4) Managing In Tough Times: Tools And Strategies For Effective Budgeting, Financial Management, And Retrenchment</td>
<td>Gideon Putnam Hotel</td>
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<tr>
<td>2:15 pm – 4:00 pm</td>
<td>WALKING TOUR 1: Saratoga Springs’ Surprising Architecture (TICKETED EVENT)</td>
<td>Saratoga Springs</td>
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<tr>
<td>6:00 pm – 8:30 pm</td>
<td>Opening Reception (TICKETED EVENT)</td>
<td>Saratoga Automobile Museum and Tang Teaching Museum and Art Gallery at Skidmore College</td>
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### Monday, October 19

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<thead>
<tr>
<th>Time</th>
<th>Event / Meeting</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:30 am – 5:00 pm</td>
<td>Registration</td>
<td>Gideon Putnam Hotel</td>
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<tr>
<td>7:30 am – 8:30 am</td>
<td>Continental Breakfast</td>
<td>Gideon Putnam Hotel</td>
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<tr>
<td>7:30 am – 5:00 pm</td>
<td>MAAM Silent Auction</td>
<td>Gideon Putnam Hotel</td>
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<td>8:00 am – 10:00 am</td>
<td>Health &amp; Wellness: Mineral Springs Tasting Tour</td>
<td>Saratoga Spa State Park</td>
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<tr>
<td>8:15 am – 10:15 am</td>
<td>SESSIONS:</td>
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<tr>
<td></td>
<td>1) Connect, Create, Collaborate: Program Development Responsive To The New Technology And The Culture Of Youth</td>
<td>Gideon Putnam Hotel</td>
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<td>2) Turning A One-Man Band Into A Symphony: Invigorating The Single-Theme Museum</td>
<td>Gideon Putnam Hotel</td>
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<td>3) Energizing Your Career: Finding A Job, Thriving Once You’re There, And Knowing When It’s Time To Leave</td>
<td>Gideon Putnam Hotel</td>
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<td>4) Deaccessioning In An Economic Crisis: Ethical Challenges And Solutions (DOUBLE SESSION)</td>
<td>Gideon Putnam Hotel</td>
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<tr>
<td>10:00 am – 5:00 pm</td>
<td>Exhibit Hall Open</td>
<td>Gideon Putnam Hotel</td>
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<tr>
<td>10:00 am – 10:30 am</td>
<td>Break</td>
<td>Gideon Putnam Hotel</td>
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<tr>
<td>10:30 am – Noon</td>
<td>SESSIONS:</td>
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<td></td>
<td>5) Deaccessioning In An Economic Crisis: Ethical Challenges And Solutions, Part 2</td>
<td>Gideon Putnam Hotel</td>
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<td>6) Partners in Preservation: AIC and You</td>
<td>Gideon Putnam Hotel</td>
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<td>7) Climbing The Mountain, And Getting To The Other Side: Lessons Learned While Planning For The “New”</td>
<td>Gideon Putnam Hotel</td>
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### Monday, October 19 (continued)

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<thead>
<tr>
<th>Time</th>
<th>Event / Meeting</th>
<th>Location</th>
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<tbody>
<tr>
<td>10:30 am – Noon</td>
<td>SESSIONS (continued):</td>
<td>Gideon Putnam Hotel</td>
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<tr>
<td></td>
<td>8) Museums And The Social Web: From Exhibits To PR To Fundraising (DOUBLE SESSION)</td>
<td>Gideon Putnam Hotel</td>
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<tr>
<td>Noon – 1:30 pm</td>
<td>Leadership Luncheon (BY INVITATION) or Lunch On Your Own</td>
<td>Gideon Putnam Hotel</td>
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<tr>
<td>1:45 pm – 3:00 pm</td>
<td>Fifth Annual Stephen E. Weil Memorial Lecture</td>
<td>Gideon Putnam Hotel</td>
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<tr>
<td>3:00 pm – 3:30 pm</td>
<td>Break</td>
<td>Gideon Putnam Hotel</td>
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<tr>
<td>3:15 pm – 5:15 pm</td>
<td>WALKING TOUR 3:</td>
<td>Saratoga Springs</td>
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<tr>
<td>3:30 pm – 5:00 pm</td>
<td>SESSIONS:</td>
<td>Gideon Putnam Hotel</td>
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<tr>
<td></td>
<td>10) Museums And The Social Web: From Exhibits To PR To Fundraising, Part 2</td>
<td>Gideon Putnam Hotel</td>
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<td>11) Museum School Partnerships: Building Holistic Relationships For Growth And Learning</td>
<td>Gideon Putnam Hotel</td>
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<td>12) Invigorating Your Career: Advice For The Mid-Career Professional</td>
<td>Gideon Putnam Hotel</td>
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<td>13) The Access Experiment: Opening Museum Storage To The Public</td>
<td>Gideon Putnam Hotel</td>
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<tr>
<td>5:00 pm – 6:00 pm</td>
<td>Reception in Exhibition Hall</td>
<td>Gideon Putnam Hotel</td>
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<td>6:00 pm – ??</td>
<td>Dinner On Your Own</td>
<td>Saratoga Springs</td>
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<tr>
<td>6:00 pm – 7:30 pm</td>
<td>White Gloves Gang Welcome Dinner</td>
<td>Ballston Spa</td>
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<td>7:00 pm – 8:30 pm</td>
<td>WALKING TOUR 4:</td>
<td>Gideon Putnam Hotel</td>
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<td>Haunted History Ghost Walk of Saratoga Springs (TICKETED EVENT)</td>
<td>Saratoga Springs</td>
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### Tuesday, October 20

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<thead>
<tr>
<th>Time</th>
<th>Event / Meeting</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:00 am – Noon</td>
<td>Registration</td>
<td>Gideon Putnam Hotel</td>
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<tr>
<td>7:30 am – 8:30 am</td>
<td>Continental Breakfast</td>
<td>Gideon Putnam Hotel</td>
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<tr>
<td>7:30 am – 4:00 pm</td>
<td>MAAM Silent Auction</td>
<td>Gideon Putnam Hotel</td>
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<tr>
<td>8:00 am – 10:00 am</td>
<td>Health &amp; Wellness: Mineral Springs Tasting Tour Exhibition Hall</td>
<td>Saratoga Spa State Park</td>
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<td>8:00 am – 4:00 pm</td>
<td>SESSIONS:</td>
<td>Gideon Putnam Hotel</td>
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<td></td>
<td>14) Annual MAAM Exhibit Review I (DOUBLE SESSION) (TICKETED EVENT)</td>
<td>Children’s Museum at Saratoga</td>
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<td>15) A Conversation On Museum Sustainability</td>
<td>Gideon Putnam Hotel</td>
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<td>16) Translating A New Building Project Into An Opportunity For Community Engagement</td>
<td>Gideon Putnam Hotel</td>
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<td>17) Building Arts Participation: Engaging New and Diverse Audiences</td>
<td>Gideon Putnam Hotel</td>
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<tr>
<td>10:00 am – 10:30 am</td>
<td>Break</td>
<td>Gideon Putnam Hotel</td>
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<tr>
<td>10:15 am – 11:45 am</td>
<td>WALKING TOUR 5:</td>
<td>Saratoga Springs</td>
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<td>Sanford Court Barns With Former Jockey Lou Hillenbrand (TICKETED EVENT)</td>
<td>Gideon Putnam Hotel</td>
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<tr>
<td>10:30 am – Noon</td>
<td>SESSIONS:</td>
<td>Children’s Museum at Saratoga</td>
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<td>18) Annual MAAM Exhibit Review, Part 2 (TICKETED EVENT)</td>
<td>Gideon Putnam Hotel</td>
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<td>19) When The Going Gets Tough . . . . . . Tips For Thriving In Challenging Times (DOUBLE SESSION)</td>
<td>Gideon Putnam Hotel</td>
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### October 18, 2009
- **Time:** 6:00 pm – 8:30 pm
- **Event:** Opening Reception

### October 19, 2009
- **Time:** 8:30 am – 10:00 pm
- **Event:** Energizing Your Career
- **Time:** 10:30 am – Noon
- **Event:** Welcome to the Museum World
- **Time:** Noon – 1:30 pm
- **Event:** Leadership Lunch (BY INVITATION)
- **Time:** 1:45 pm – 3:00 pm
- **Event:** Fifth Annual Stephen E. Weil Memorial Lecture
- **Time:** 5:00 pm – 6:00 pm
- **Event:** Reception in Exhibition Hall
- **Time:** 6:00 pm – 7:30 pm
- **Event:** Cooperstown Graduate Program Alumni Reception (BY INVITATION)

### October 20, 2009
- **Time:** Noon – 2:00 pm
- **Event:** MAAM Business Luncheon AAM Update, Keynote Address
- **Time:** 5:30 pm – 7:30 pm
- **Event:** Katherine Coffey Award Reception

### October 21, 2009
- **Time:** 9:00 am – 12:30 pm
- **Event:** Saratoga Area Museum Tours and On-site Insights
The White Gloves Gang (WGG) event coordinated by the MAAM Registrars Committee will take place this year on Wednesday, October 21 from 9:00 to 5:00. Collections care/management support will be delivered to four very different institutions: the National Museum of Racing and Hall of Fame, The Saratoga County Historical Society’s Brookside Museum, Waterford Historical Museum and Cultural Center, and The National Museum of Dance. WGG volunteers will undertake a wide variety of tasks, ranging from textile rehousing and artifact cataloging to improvements to photographic storage and archives.

The 2009 WGG coordinator is Elizabeth Alberding, Collections Manager for the Kelly Collection of American Illustration in Great Falls, Virginia.

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<tr>
<td>10:30 am – Noon</td>
<td>&gt;&gt; SESSIONS (continued):</td>
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<tr>
<td>20 A)</td>
<td>Creating Exhibits That Speak to Today’s Children</td>
<td>Gideon Putnam Hotel</td>
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<td>20 B)</td>
<td>From Basement To Museum Exhibition: How Conservation Of An Iconic Object Improved A Museum’s Institutional Profile</td>
<td>Gideon Putnam Hotel</td>
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<td>20 C)</td>
<td>A Perfect Storm: The Exhibition That Energized An Arts Community</td>
<td>Gideon Putnam Hotel</td>
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<td>20 D)</td>
<td>Discovering The Western Frontier: A Regional Heritage Symposium At The Edge Of Colonial New York</td>
<td>Gideon Putnam Hotel</td>
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<td>20 E) DIY:</td>
<td>Preservation On A Shoestring</td>
<td>Gideon Putnam Hotel</td>
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<td>20 F)</td>
<td>Teach Your Children: Programming For An Unintended Audience</td>
<td>Gideon Putnam Hotel</td>
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<tr>
<td>Noon – 2:00 pm</td>
<td>&gt;&gt; SESSIONS: Invigorating Museums Through Creative Dramatics And Video Productions</td>
<td>Gideon Putnam Hotel</td>
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<td>4:00 pm – 5:00 pm</td>
<td>Silent Auction Results and MAAM Happy Hour</td>
<td>Gideon Putnam Hotel</td>
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<tr>
<td>5:30 pm – 7:30 pm</td>
<td>Dinner On Your Own</td>
<td>Saratoga Springs</td>
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### Wednesday, October 21

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<thead>
<tr>
<th>Time</th>
<th>Event / Meeting</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:15 am – 10:15 am</td>
<td>&gt;&gt; WALKING TOUR 6: Oklahoma Training Track (TICKETED EVENT)</td>
<td>Saratoga Springs</td>
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<tr>
<td>9:00 am – 12:30 pm</td>
<td>Museum Tours &amp; On-Site Insights: (TICKETED EVENTS)</td>
<td>Saratoga Spa State Park</td>
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<td>a)</td>
<td>National Museum of Dance</td>
<td>Saratoga Springs</td>
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<td>b)</td>
<td>New York Military Museum and Veterans Research Center (9:00 am – 10:00 am)</td>
<td>Stillwater</td>
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<td>c)</td>
<td>Saratoga Battlefield National Historical Park (9:30 am – 12:30 pm)</td>
<td>Saratoga Springs</td>
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<td>d)</td>
<td>Saratoga Springs History Museum (10:00 am – 11:00 am)</td>
<td>Saratoga Springs</td>
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<td>e)</td>
<td>Brookside Museum and Saratoga Historical Society (9:00 am – 10:00 am)</td>
<td>Ballston Spa</td>
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<td>f)</td>
<td>National Bottle Museum (10:15 am – 11:45 am)</td>
<td>Ballston Spa</td>
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<td>g)</td>
<td>The Tang Teaching Museum and Art Gallery at Skidmore College (11:00 am – Noon)</td>
<td>Skidmore College</td>
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<td>9:00 am – 5:00 pm</td>
<td>White Gloves Gang</td>
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Lori E. Gross, Associate Provost for Arts and Culture at Harvard University since July 2008, works to further the university’s arts agenda in all of its arenas, including its arts and cultural institutions. Gross previously served as director of Arts Initiatives and advisor to the associate provost for MIT. A longtime advocate for the arts, Gross has worked to advance arts-related initiatives and facilitate a dialogue on arts and culture policy and on the role of museums nationally and internationally.

While at MIT, Gross served from 1995 through 2007 as the founding director of the Museum Loan Network (MLN), which facilitated the long-term loan of objects of cultural heritage and encouraged interdisciplinary collaborations among U.S. institutions, enabling them to better serve their communities. She worked closely with Stephen Weil who was chair of the MLN’s Advisory Committee.

Actively involved in the museum profession for over thirty years, Ms. Gross began her career as a lecturer at the Cleveland Museum of Art. She also held progressively responsible positions at a number of institutions, including registrar at the Akron Art Museum and head of the Museum Services Division at the Canadian Center of Architecture in Montreal. Ms. Gross holds graduate degrees in art history and library science from Case Western Reserve University and an undergraduate degree in art history from Colgate University.

Carl Nold was elected chairman of the AAM Board of Directors in May 2008. In this capacity he works with CEO Ford W. Bell and his fellow board members to set policy and advocate on behalf of AAM’s 20,000 members nationwide. As AAM chair, Mr. Nold is also honorary chairman of ICOMOS-US, the United States national committee of the International Council of Museums. He will report out during the annual MAAM business luncheon on the work of AAM to serve its constituency during hard times both at the national and regional levels.

Mr. Nold has served as president and CEO of Historic New England since 2003. Prior to assuming executive responsibility for this region-wide network of historic house museums and historic properties, he served as director of Mackinac State Historic Parks in Michigan, The State Museum of Pennsylvania in Harrisburg, and Gadsby’s Tavern in Alexandria, Virginia. Mr. Nold has undergraduate degrees in history and secondary education, and he holds a M.A. in History Museum Studies from the Cooperstown Graduate Program.

Assemblyman Richard L. Brodsky, who represents District 92 in the New York State Assembly as Chair of the Assembly Committee on Corporations, Authorities and Commissions, is spearheading New York’s adoption of a law that comprehensively regulates deaccessioning among the state’s museums. With the strong support of the Museum Association of New York and the State Education Department, Assemblyman Brodsky has characterized the pending legislation to create the law, as a “bill that confronts the growing problem of pressure to monetize collections that we all know are held in public trust.”

Since his election to the Assembly in 1982, Assemblyman Brodsky has championed a broad range of progressive legislation, including the creation of the Environmental Protection Fund and the School Tax Relief Program. He has also been a forceful advocate of addressing the public safety hazards of nuclear power plants. Assemblyman Brodsky holds a B.A. from Brandeis University and J.D. from Harvard Law School.
**ANNUAL MAAM EXHIBIT REVIEW**

**TUESDAY, OCTOBER 20**

**8:30 AM – 12:00 PM**

The Children’s Museum at Saratoga, located in the heart of downtown Saratoga Springs, provides visitors with the opportunity to explore Saratoga’s landmarks from a child’s perspective. Families can serve up burgers in Happy’s Diner, make a deposit in the Adirondack Trust Bank, and stage a production at the Little Theater. Join Deb Wool, Professor Museum Studies, Wesley College; Michelle Smith, Executive Director of The Children’s Museum at Saratoga; designers; educators; and graduate students in a lively interactive review of the hands-on exhibits at the Children’s Museum.

**Chair:** Deb Wool, Professor Museum Studies, Wesley College, Dover, DE

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

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**WORKSHOPS**

**MUSEUMS ON THE MUVE: SHOULD YOU GET A SECOND LIFE™?**

**Sunday, October 18 | 1:00 pm – 5:00 pm**

Participate in this exciting hands-on workshop in a computer lab at Skidmore College, home of the Tang Teaching Museum and Art Gallery, where you will be introduced to the Multi-User Virtual Environment (MUVE) Second Life. Right now, 70,000 avatars are doing something in Second Life. Some are attending live music events and lectures; others are shopping or playing games. Some are even visiting museums. What is Second Life? Who’s using it? What’s an avatar? What do museums in Second Life look like? How can a museum benefit from using Second Life? Should your museum be there too? Bring an open mind, expect the unexpected, and teleport with the session leaders on a field trip to museums in one of the world’s most popular online environments.

**Facilitators:** Melissa Carrilla, Director, Smithsonian Latino Virtual Museum; Stacey Fox, Lead Artist, Smithsonian Latino Virtual Museum / Game Art faculty, University of Kansas; Carri Manchester, Director of Education, Olana State Historic Site, Hudson, NY; Susi Watts Kerr, Sr. Museum Educator, The Francis Young Tang Teaching Museum and Art Gallery at Skidmore College, Saratoga Springs, NY; and Paul D’Ambrosio, Vice President and Chief Curator, Fenimore Art Museum, Cooperstown, NY

**Pre-registration Required | Price:** $25

Workshop can accommodate up to 25 participants

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**VISUAL THINKING STRATEGIES: A POWERFUL TOOL TO IMPROVE CRITICAL THINKING, COMMUNICATION SKILLS, AND VISUAL LITERACY IN MUSEUM AUDIENCES**

**Sunday, October 18 | 1:00 pm – 5:00 pm**

Attend this fascinating workshop and learn about Visual Thinking Strategies (VTS) – an educational approach that helps promote critical thinking skills, communication skills, and visual literacy among museum visitors ranging in age from kindergarteners through senior citizens. Museum educators from the Natural History Museum of the Adirondacks (The Wild Center) and the Roberson Museum and Science Center in Binghamton, NY, will describe two management practices and how these record types of museum records to incorporate into an institutional archive, such as donor files, financial records, exhibition files, etc. and how these records support museum operations.

**Facilitator:** Dr. L. Carole Wharton, President, L. Carole Wharton, LLC, Washington, DC

**Speakers:** Katherine Bouman, Director of Education, Robertson Museum and Science Center, Binghamton, NY; Marlene Roeder, Regional Director, Visual Understanding in Education, New York, NY

**Pre-registration Required | Price:** $25

Workshop can accommodate up to 25 participants

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**MANAGING IN TOUGH TIMES: TOOLS AND STRATEGIES FOR EFFECTIVE BUDGETING, FINANCIAL MANAGEMENT, AND RETRENCHMENT**

**Sunday October 18 | 1:00 pm – 5:00 pm**

This powerful hands-on workshop will help participants learn how to effectively manage their finances in order to survive and endure these tough economic times. Senior planning and financial management professionals and a manager of a historical organization will share the processes and tools for good budgeting and financial management practices and how to foster effective management, good stewardship, and openness and transparency. How to manage through adversity and what strategies to use during retrenchment will also be addressed. The day will end with participants working in groups on a case study to develop alternatives for an actual museum’s survival and ongoing well-being.

**Facilitator:** Dr. L. Carole Wharton, President, L. Carole Wharton, LLC, Washington, DC

**Speakers:** Todd Berger, Associate CFO, Government of the District of Columbia, Washington, DC; Connie Claman, CFO and VP for Resource Administration, Liberty Science Center, Jersey City, NJ; Edward Varna, Executive Director, Ontario County Historical Society and Museum, Canandaigua, NY

**Pre-Registration Required | Price:** $25

Workshop can accommodate up to 25 participants

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**CREATING AND BUILDING INSTITUTIONAL ARCHIVES IN MUSEUMS**

**Sunday October 18 | 1:00 pm – 5:00 pm**

Through lectures and a scenario exercise, this practical workshop will explore what is needed to establish and/or sustain an institutional archive in a museum setting. Participants will gain an understanding of basic archival principles and learn how to develop policies for appraising, accessioning, processing, and making available the permanent records of an institutional archive. They will learn to identify what types of museum records to incorporate into an institutional archive, such as donor files, financial records, exhibition files, etc. and how these records support museum operations.


**Pre-registration Required | Price:** $25

Workshop can accommodate up to 25 participants

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**ANNOUNCEMENTS**

**TUESDAY, OCTOBER 20**

**8:30 AM – 12:00 PM**

**Entries are now open for the 2021 Annual Meeting!**

Submit your proposal now for a chance to share your expertise with the museum community.

**Deadline:** November 1, 2020

**For more information, visit:**

www.midatlanticmuseums.org

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**Children’s Museum at Saratoga**
ART, CULTURE, AND NATURE BUS TOURS

WHERE EMPIRES CLASHED

**Sunday, October 18 | 8:00 am – 5:00 pm**

Your trip begins at Crown Point State Historic Site, located on a peninsula that juts into Lake Champlain. There, the site director will take you on a tour of the ruins of French-built Fort St. Frédéric (1734-59) and the vast British fort known as Crown Point (1759-73). The exhibit coordinator will walk you through the recently renovated museum and discuss the creation of the site’s new exhibition, “Raids, Redoubts, Redcoats and Ruins,” which includes a new high-definition video, a sound-and-light show, and a large 3-D model. Your next stop is Fort Ticonderoga, where the Deborah Clarke Mars Education Center opened in 2008 as a model of sustainable heritage. During lunch, museum staff and the building’s architect will describe the design process for the construction of this 18th-century French military warehouse, the implications of LEED certification, and the new building’s impact on staff and the visitor experience. There will be time to visit the center, see the dramatic new exhibit, The Faces of War, 1758-1759, and explore the King’s Garden. Return to Saratoga in time to freshen up for the Opening Reception.

Transportation provided. Luncheon included.

Pre-registration required | Price: $55.00

A WALK ON THE WILD SIDE

**Sunday, October 18 | 8:00 am – 5:00 pm**

Journey to The Wild Center, the Natural History Museum of the Adirondacks. Enroute, enjoy the spectacular foliage of New York’s North Country. Located in Tupper Lake near the Adirondack’s geographic center, The Wild Center was described in The New York Times as a place that “marries stunning design... and science with zizzle through high-tech multisensory exhibitions.” The science-based museum, its experiences, exhibits, and programs have been designed to open new ways of looking at natural scientists’ latest discoveries. Enjoy its live exhibits, live animals, and live feeds. High definition films allow you to visit different places, times, and ideas. Explore a giant glacial ice wall, an indoor forest, an indoor river, and 31 acres of hiking trails. As part of your tour, Wild Center staff will provide an overview on the planning and development of this extraordinary museum. Return to Saratoga in time to freshen up for the Opening Reception.

Transportation provided. Luncheon included.

Pre-registration required | Price: $55.00

COLORS OF THE NORTH COUNTRY

**Sunday, October 18 | 10:00 am – 5:00 pm**

Housed in a 1912 Italian Renaissance style villa, the Hyde Collection includes works by Rembrandt, Rubens, and Botticelli as well as Picasso, Renoir, and Homer. Enjoy a special tour of the must-see exhibition Degas & Music on its last day. This show, which features loans from numerous national and international museums, focuses on the influence of music on Edgar Degas’ artistic development. Continue on to the Chapman Historical Museum, a museum that presents the history of the Glens Falls area and its connection to the Adirondack Region. In conjunction with the Hyde Collection’s Season of Degas, the Chapman is featuring All Cordially Invited; an exhibition offering a comparative glimpse of dance, theater, and other forms of entertainment in the North Country from 1850 to 1920. Enjoy a delicious box lunch and head north to be dazzled by the autumn colors and the mystical beauty of Lake George by taking the five-mile corkscrew drive to the 2,035-foot summit of Prospect Mountain where views can stretch to 100 miles and take in up to five states, along with Lake George and the High Peaks region. Return to Saratoga in time to freshen up for the Opening Reception.

Transportation provided. Luncheon included.

Pre-registration required | Price: $35.00

OPENING RECEPTION AT THE SARATOGA AUTOMOBILE MUSEUM AND THE TANG TEACHING MUSEUM AND ART GALLERY AT SKIDMORE COLLEGE

**Sunday October 18 | 6:00 pm – 8:00 pm**

Begin your evening sampling delicious savories at the Saratoga Automobile Museum, located in Saratoga Spa State Park’s former Saratoga Bottling Plant. There, surrounded by 16 “luscious” convertibles from the Mid-Century Marvels exhibit, you’ll join old friends and meet colleagues from around the region. Continue the evening’s festivities at the Tang on the campus of Skidmore College, a unique interdisciplinary museum with a strong focus in the visual arts. Enjoy some sweet delights and tour Lives of the Hudson, an exhibition that explores four centuries of the Hudson River’s history through the works of Hudson River School painters, current artists, and objects of material culture and tourism.

Pre-registration required | Price: No Cost

KATHERINE COFFEY AWARD RECEPTION

Dr. Gretchen Sullivan Sorin

**Tuesday, October 20 | National Museum of Racing and Hall of Fame | 5:30 pm – 7:30 pm**

Join colleagues to toast this year’s Katherine Coffey Award recipient, Dr. Gretchen Sullivan Sorin, at a reception held in her honor at the National Museum of Racing and Hall of Fame. Dr. Sorin joins an illustrious group of museum leaders as the 38th recipient of the highest award given to a museum professional in the MAAM Region.

According to the award nomination, Gretchen Sorin combines “so many of the attributes that set Katherine Coffey apart from her peers . . . a commitment to professional excellence, community outreach and public education, and the training of future museum workers.” This award moreover recognizes Dr. Sorin’s work as a scholar of American social and cultural history responsible for landmark exhibitions and catalogs, and her fifteen-year leadership of the nationally prominent Cooperstown Graduate Program in History Museum Studies as CGP’s Distinguished Professor and Director.

Pre-registration required | Price: No Cost
HEALTH AND WELLNESS: MINERAL SPRINGS TASTING TOURS

MONDAY, OCTOBER 19 8:00 AM – 10:00 AM
TUESDAY, OCTOBER 20 8:00 AM – 10:00 AM

Join Saratoga Spa State Park’s environmental educator, Allison Schweizer, for a walking tour of Saratoga Spa State Park. Visit six of its natural mineral springs and learn about the fascinating history of the park and its unique geology while sipping several different mineral waters.

WALKING TOUR #1: Saratoga Springs’ Surprising Architecture
Sunday, October 18 | 2:15 pm – 4:00 pm

Explore Saratoga’s fascinating architecture with art historian and Skidmore College professor emeritus James Kettlewell, who considers the city a museum filled with works of art and expressions of culture. During this 1½-hour introduction to the Spa City, Mr. Kettlewell will share surprising and quite unknown but critical aspects of particular architectural styles and captivate you with the peculiar circumstances pertaining to George Washington’s visit to Saratoga Springs in 1783.

Pre-registration Required | Price: $10.00

WALKING TOUR #2 & #6: Oklahoma Training Track
#2 — Monday, October 19
8:15 am – 10:15 am
#6 — Wednesday, October 21
8:15 am – 10:15 am

Find out why this beautiful historic site, located across the street from the Saratoga Race Course, is a favorite base for leading trainers such as Todd Pletcher and Nick Zito. This behind-the-scenes tour, offered by the National Museum of Racing in cooperation with the New York Racing Association, covers approximately one mile. Comfortable walking shoes are recommended.

Pre-Registration Required | Price: $15.00 (includes admission to the National Museum of Racing after the tour)

WALKING TOUR #3: Congress Park
Monday, October 19 | 3:15 pm – 5:15 pm

From its days as a privately owned property in the early 19th century to its establishment as a beautiful city park, Congress Park has seen many changes. During the past two centuries the park has been home to a variety of businesses, attractions, and recreational activities. Join Dave Patterson and Charlie Kuenzel of Saratoga Walking Tours to learn about the park’s fascinating history and the hidden treasures that once adorned this lovely urban landscape.

Pre-registration Required | Price: $15.00

WALKING TOUR #4: Haunted History Ghost Walk Of Saratoga Springs
Monday, October 19 | 7:00 pm – 8:30 pm

Mason Winfield’s historic walking tour of Saratoga Springs visits famous haunted sites and covers the Spa City’s history, architecture, mystery, parapsychology, occultism, and GHOSTS!!! The tour starts at the corner of Spring St. and Broadway, at the Saratoga Arts Center. Author, researcher, and supernatural historian Mason Winfield is the founder of Haunted History Ghost Walks, Inc., a company that designs and develops various forms of “haunted” tourism, including walking and carriage tours, conferences, and performances.

Pre-registration Required | Price: $15.00

WALKING TOUR #5: Sanford Court Barns With Former Jockey Lou Hillenbrand
Tuesday, October 20 | 10:15 am – 11:45 am

The National Museum of Racing offers a one-time-only tour of the historic Sanford Court barns with former Sanford Stud Farm jockey Lou Hillenbrand. These barns have features that distinguish them from others built on the Saratoga Race Course. Take advantage of this rare opportunity to hear the stable’s history from a jockey who rode for the Sanford family during the stable’s heyday. Sanford Farm thoroughbreds won the 1916 Kentucky Derby and the 1923 Grand National.

Pre-registration Required | Price: $15.00 (includes admission to the National Museum of Racing after the tour)
1. CONNECT, CREATE, COLLABORATE: PROGRAM DEVELOPMENT RESPONSIVE TO THE NEW TECHNOLOGY AND THE CULTURE OF YOUTH

Gain insights into how to design exhibits and programs that marry content and learning with the development of new technologies, which provide visitors more and varied ways to engage with topics, explore notions of personalization and creativity, and cultivate a sense of community with other visitors. Three case studies (Sony Wonder Technology Lab, New York Hall of Science, Brooklyn Children’s Museum) reveal how youth can play a meaningful role as contributors and participants in research, development, and the evaluation process.

Co-chairs: Corrine Doron, Program Manager/Sony Wonder Technology Lab, New York, NY; and Jo Ann Secor, Principal, Director of Museum Services, Lee H. Skolnick Architecture + Design Partnership, New York, NY

Speakers: Ray Ferrer, Digital Learning Curriculum Developer, New York Hall of Science, Queens, NY; Jill Fruchter, Digital Content Strategist and User Experience Specialist, Independent Consultant, Brooklyn, NY

2. TURNING A ONE-MAN BAND INTO A SYMPHONY: INVIGORATING THE SINGLE-THEME MUSEUM

How does a single-theme museum become the visit of choice for a variety of audiences? The Old Stone House (Brooklyn), The Noguchi Museum (Long Island City) found new energy by redefining their audiences, diversifying their programming, and re-engaging their communities while staying true to their missions. Panelists will address such approaches as sharing authority: who’s telling the story and from what perspective; sharing space: who uses the space, how, and with what focus; sharing emphasis: how much weight is given to a particular audience, content, or activity.

Chair: Janet L. Rassweiler, Independent Museum Professional, New York, NY

Speakers: Kimberly Maier, Executive Director, Old Stone House, Brooklyn, NY; Mary Lou Wilitts, Executive Director, Slate Valley Museum, Granville, NY; Jenny Dixon, Director, The Isamu Noguchi Foundation and Garden Museum, Long Island City, NY

3. ENERGIZING YOUR CAREER: FINDING A JOB, THRIVING ONCE YOU’RE THERE, AND KNOWING WHEN IT’S TIME TO LEAVE

Join this lively and informative roundtable that brings together individuals with experience ranging from just out of graduate school to over five years in the field. Whether you are an emerging professional or someone thinking about making your next career move, this session will help you get where you want to be, know what to do when you are there, and learn how to transition gracefully when it’s time to move on. Hear first from colleagues in the field. Then at individual roundtables, share your insights and expectations and work together to develop action steps to help you make that next career move.


Speakers: Alice Dow, Principal, Alice Dow Walker Consultants, Brooklyn, NY; Dana Allen-Greil, Project Manager, New Media, National Museum of American History, Washington, DC

4 & 5. DEACCESSIONING IN AN ECONOMIC CRISIS: ETHICAL CHALLENGES AND SOLUTIONS (DOUBLE SESSION)

Panelists, including senior staff from the Museum at Sweet Briar College, the Whitney Museum of American Art, the Brooklyn Museum of Art, and the Metropolitan Museum of Art will present case studies (the Rose Art Museum at Brandeis and the transfer of a fashion collection from the Brooklyn Museum to the Metropolitan Museum) and explore issues (the impact of transparency; the role of Attorneys General) associated with new challenges in deaccessioning and possibilities for resolution of ethical quandaries.

Chair: Janet Marstine, Asst. Professor, MA Program in Museum Professions, Department of Art, Music and Design, and Director, Institute of Museum Ethics, Seton Hall University, South Orange, NJ

Speakers: Nancy Scott, Associate Professor of Fine Arts, Brandeis University, Waltham, MA; Karol Lawson, Director, Art Collection and Galleries/Adjunct Asst. Professor, Arts Mgt. Program, Sweet Briar College, Lynchburg, VA; Nick Holmes, Legal Officer, Whitney Museum of American Art, New York, NY; Kevin Stayton, Chief Curator, Brooklyn Museum of Art, Brooklyn, NY

SESSION DESCRIPTIONS

SARATOGA AREA MUSEUMS WELCOME MAAM: MUSEUM TOURS AND ON-SITE INSIGHTS WEDNESDAY, OCTOBER 21

Take advantage of the diversity of museums in and around Saratoga Springs. Each museum will offer a special tour for MAAM colleagues led by staff who will provide insights into the museum’s exhibits and programs.

NATIONAL MUSEUM OF DANCE

9:00 am – 10:30 am

The museum is located in the former 1918 Arts and Crafts style Washington Bathhouse at Saratoga Spa State Park. The museum’s multimedia exhibits explore the evolution of dance on Broadway, celebrate the centennial of Serge Diaghilev’s Ballet Russes company, and pay tribute to more than a century of dance pioneers. Your guided tour also includes a visit to two newly refurbished bathhouse spaces and a special dance presentation in one of the museum’s state-of-the-art dance studios.

Pre-Registration Required | Price: $10.00

SARATOGA BATTLEFIELD NATIONAL HISTORICAL PARK

9:30 am – 12:30 pm

Enjoy a special guided tour of this 3,000-acre battlefield that commemorates the victory of the American army over the British during two engagements in 1777. In their Footsteps: A Tour of Saratoga National Battlefield focuses on critical stops along the road where America’s independence was secured 232 years ago during “the turning point in the American Revolution.”

Pre-Registration Required | Price: $10.00

NEW YORK MILITARY MUSEUM AND VETERANS RESEARCH CENTER

9:00 am – 10:00 am

Operated by the New York State Division of Military and Naval Affairs, the New York Military Museum and Veteren Research Center houses over 10,000 artifacts dating from the Revolutionary War to Desert Storm. Located in a late 19th-century armory featuring a towering battledeniated parapet, the museum’s collections include uniforms, weapons, artillery pieces, and art related to New York State’s military forces, the state’s military history, and the contributions of New York’s veterans. Enjoy a Director’s Gallery Tour and a behind-the-scenes visit to the Weapons Vault lined with historic arms, including a World War I period “Tommi Gun” made infamous by gun-toting gangsters in the 1920s.

Pre-Registration Required | Price: $10.00

(continued on page 12)
SARATOGA SPRINGS HISTORY MUSEUM
10:00 am – 11:00 am

The Saratoga Springs History Museum has been telling the story of Saratoga Springs since 1883. Visit its three floors of exhibits housed inside a 1870s gambling casino. Learn about the city’s rise to fame as a fabulous resort, its decline, and its rebirth. View authentic gambling paraphernalia. See dresses from the museum’s extensive textile collection on display in the exhibit 200 Years of Fashion in Saratoga Springs. Join the curator for a special behind-the-scenes tour of the beautiful Canfield Casino’s historic parlor, dining room, and bar, opened up especially for MAAM annual meeting attendees!

Pre-Registration Required | Price: $10.00

BROOKSIDE MUSEUM / SARATOGA COUNTY HISTORICAL SOCIETY
9:00 am – 10:00 am

Located in a 200-year-old former resort hotel in the historic village of Ballston Spa, Brookside tells the history of Saratoga County and this fascinating building through permanent and changing exhibits in five galleries. Brookside’s curator will take you on a special tour of the museum’s new exhibit, Transportation in Saratoga County.

Pre-Registration Required | Price: $10.00

NATIONAL BOTTLE MUSEUM
10:15 am – 11:45 am

Visit this storefront history museum in the heart of Ballston Spa and see thousands of 18th- and 19th-century, mouth-blown bottles in a variety of shapes, sizes, and colors as well as the hand tools used to produce the bottles for Saratoga County’s mineral waters. Your tour includes a visit to the second-floor Artists’ Space and to the museum’s glassworks to watch a hot glass flame-working demonstration.

Pre-Registration Required | Price: $10.00

THE TANG TEACHING MUSEUM AND ART GALLERY
AT SKIDMORE COLLEGE
11:00 am – Noon

Join Tang Museum curator Ian Berry for a behind-the-scenes look at Lives of the Hudson, an exhibition that celebrates the many faces of the Hudson River. Far more than a short river flowing through New York State, the Hudson is a thread that runs through the fabric of four centuries of American history, through the development of American civilization—its culture, its community, and its consciousness. In addition to important works by Hudson River School painters, Lives of the Hudson includes objects of material culture and tourism, science, and new works by several artists from New York State and beyond.

Pre-Registration Required | Price: $10.00

6. PARTNERS IN PRESERVATION: AIC AND YOU

In today’s climate of shrinking budgets, providing a safe environment and proper care for your collections grows more challenging with every passing day. Fortunately, you have a partner in preservation — The American Institute for Conservation of Historic and Artistic Works (AIC). AIC and its 3,500 members can assist you with collections care issues and disaster planning. During this session you will: learn how to develop an emergency plan tailored to your museum’s needs; find out how to assess the risks to your museum and collections; hear how the AIC-CERT disaster response team can help your institution in the wake of a disaster; learn why it is important to use qualified conservators for preservation projects; and discover how to find a conservator on the new AIC website. Bring your questions to this interactive session.

Chair: Ruth Seyler, AIC Membership and Meetings Director, Washington, DC

Speakers: Barbara Moore, Past Chair, AIC Emergency Committee; Mary Jo Davis, Past Chair, AIC Emergency Committee; Susan Blakney, Principal, West Lake Conservators, Ltd, Skaneateles, NY; Deborah Trupin, Textile Conservator, Bureau of Historic Sites, New York Office of Parks, Recreation, and Historic Preservation, Peebles Island Resource Center, Waterford, NY

8 & 10. MUSEUMS AND THE SOCIAL WEB: FROM EXHIBITS TO PR TO FUNDRAISING (DOUBLE SESSION)

Tweet, tweet … Online social networking is the guerrilla marketing tool of the 21st century. Attend this double session to insure that your institution isn’t left behind. Both large and small nonprofits are recognizing the cost-effective marketing and development potential that online social networking sites possess. Tapping into this potential, however, requires more than just setting up a profile. This session will introduce powerful ways to use social networking—various Web 2.0 tools such as Twitter, Facebook, and blogging platforms to enhance grant proposals and fundraising campaigns. Learn how creating a social platform can encourage and support visitors as they contribute creatively to the museum dialogue without undermining public trust and museum standards.

Co-chairs: Rachel Dukeman, Cultural Consultant, R&R Creative, LLC, Philadelphia, PA; Mathew Fisher, President, Night Kitchen Interactive, Philadelphia, PA; and Lesly Altarian, Vice President of External Affairs, Please Touch Museum, Philadelphia, PA

Speakers: Nora Mattarini, Art History Teaching Assistant, Syracuse University, Syracuse, NY

9. WELCOME TO THE MUSEUM WORLD: PRACTICAL INFORMATION FOR NEW REGISTRARS

Are you a new registrar or collections manager? If so, this informal roundtable discussion will equip you to handle the pressures and problems of assuming the collections management responsibilities of your first museum job. Hear how the “best practices” learned in the classroom stack up against the reality of frequently under-funded registration departments within smaller institutions. Panelists and attendees will share information, including several practical website resources for registrars, recommendations for books on collections care, hints on how to write a collections policy, lists of reliable vendors of museum services in the mid-Atlantic region, and more. Veteran registrars are encouraged to join the conversation and share their experience and insight with their less seasoned colleagues.

Co-Chairs: Michelle Budenz, Museum Manager, Betsy Ross House, Philadelphia, PA; Antonia Moser, Associate Registrar, Newark Museum, Newark, NJ

Speakers: Antonia Moser, Associate Registrar, Newark Museum, Newark, NJ
11. MUSEUM SCHOOL PARTNERSHIPS: BUILDING HOLISTIC RELATIONSHIPS FOR GROWTH AND LEARNING

Participate in a lively conversation about a range of similar and unique challenges in the development and implementation of creative and collaborative museum-school partnerships founded on object-based, experiential learning. Museum educators from four museums in New York, New Jersey, and Pennsylvania and a teaching artist invite you to join them in an exchange of successful programming strategies that respond to the needs and aspirations of districts, schools, teachers, students, families, and communities.

**Chair:** Saralinda Lichtblau, Manager of School Programs, Hudson River Museum, Yonkers, NY

**Speakers:** Ted Lind, Deputy Director for Education, The Newark Museum, Newark, NJ; Barbara Bassett, Constance Williams Curator of Education, School and Teacher Programs, Philadelphia Museum of Art, Philadelphia, PA; Ginger Ertz, Educational Outreach Coordinator & Museum Educator, Tang Teaching Museum and Art Gallery at Skidmore College, Saratoga, NY; Anne-Marie McIntyre, Studio Artist, Freelance Educator & Teaching Artist, New York, NY

12. INVIGORATING YOUR CAREER: ADVICE FOR THE MID-CAREER PROFESSIONAL

Mid-career can be a time for self-questioning and reappraisal as well as a time of opportunity. Are we in a job that we love or is it time to think about new possibilities? How can we balance work and personal commitments more effectively? Can we invigorate our museum by invigorating ourselves? What is the job market for positions above the entry level but below the director level? Join in this networking roundtable conversation facilitated by successful mid-career professionals representing their experiences at art and history museums for an exchange of insights and advice that can assist you in your quest for career growth.

**Chair:** Rhonda Newton, Program Coordinator, Pennsylvania Heritage Society, Harrisburg, PA

**Speakers:** Heidi Hinish, Head, Department of Teacher, School and Family Programs, National Gallery of Art, Washington, DC; Stephen Perkins, Executive Director, Bennington Museum, Bennington, VT

13. THE ACCESS EXPERIMENT: OPENING MUSEUM STORAGE TO THE PUBLIC

Many museums are lifting the veil from the “behind-the-scenes” world of museum collections storage for a number of reasons, including providing access to researchers, accommodating visits by museum studies classes, and providing privileged access to high-level donors. Hear from museum registrars and a museum security specialist how providing such access benefits a museum, as well as poses a number of significant challenges.

**Chair:** Rachel Shabica, Registrar, The Textile Museum, Washington, DC

**Speakers:** Derya Golpinar, Collections Manager/Registrar, the Lower East Side Tenement Museum, New York, NY; Julie Choma, Collections Manager, Philip and Muriel Berman Museum of Art at Ursinus College, Collegeville, PA; Jeremy Warner, Security and Facilities Manager, Palmer Museum of Art, Pennsylvania State University, University Park, PA

14 & 18. ANNUAL MAAM EXHIBIT REVIEW (DOUBLE SESSION)

The Children’s Museum at Saratoga, located in the heart of downtown Saratoga Springs, provides visitors with the opportunity to explore Saratoga’s landmarks from a child’s perspective. Families can serve up burgers in Happy’s Diner, make a deposit in the Adirondack Trust Bank, and stage a production at the Little Theater. Join Deb Wool, Professor Museum Studies, Wesley College; Michelle Smith, Executive Director of The Children’s Museum at Saratoga; designers; educators; and graduate students in a lively interactive review of the hands-on exhibits at the Children’s Museum.

**Chair:** Deb Wool, Professor, Museum Studies, Wesley College, Dover, DE

15. A CONVERSATION ON MUSEUM SUSTAINABILITY

Join in on a discussion on the sustainability of museums in today’s tough economic climate. Panelists from the Pennsylvania Historical and Museum Commission, the National Trust, AAM, and a small upstate New York museum will provide short presentations on their institutions’ current situation and share some insights on what they are doing to become more sustainable. A facilitated conversation will follow during which you will be encouraged to share ideas while coping in these challenging times.

**Chair:** Brenda Reigle, Chief, Collections Care Section, Pennsylvania Historical and Museum Commission, Harrisburg, PA
Join a dynamic, insightful discussion about the New Normal – what is unchanged, what has changed, and expectations for the future – both from the student and senior museum management points of view.

For CEOs and directors, this might include changes to budget, staffing, exhibits, programs, fundraising, internships, operations and/or managing the public’s expectations. For students and aspiring museum professionals, this might include how to plan for the future, when or if to go to graduate school, what kinds of non-museum jobs to accept while waiting for a museum position to open up, and how you want to impact/change museums.

Challenging times often lead to some of the best and most creative solutions to our problems. This lunch is designed to actively engage museum directors/CEOs as well as students and emerging museum professionals in strategizing on how best to survive and thrive.

Co-Chair: Wendy Luke, Principal, Luke Weil & Associates; Gretchen Sorin, Distinguished Professor and Director, Cooperstown Graduate Program; and Susi Kerr, Senior Museum Educator, The Tang Teaching Museum and Art Gallery at Skidmore College

Sponsored by MAAM

**Session Descriptions**

**16. Translating a New Building Project into an Opportunity for Community Engagement**

Learn strategies for engaging your community in your institution’s building program. A public relations consultant, an architect, and staff from the Bronx Museum and the Queens Botanical Garden share the challenges and successes of involving their communities in the planning process for their recent building projects. Discover how to find common ground among diverse constituencies that can inform architecture and master planning efforts and through this effort make a mark on the larger cultural map, raising profile and increasing visitorship, programming, collections, and funding.

Chair: Joan Krewlin, Partner, BKSK Architects, New York, NY

Speakers: Holly Block, Executive Director, Bronx Museum of the Arts, Bronx, NY; Jennifer Ward-Souder, Director of Capital Projects/Assistant Director, Queens Botanical Garden, Flushing, NY; Anne Edgar, President, Anne Edgar Associates, New York, NY

**17. Building Arts Participation: Engaging New and Diverse Audiences**

Join Donna Walker-Kuhn, author of Invitation to the Party: Building Bridges to the Arts, Culture and the Community as she provides an overview of her toolkit for building audiences. Hear what lessons Montclair Art Museum staff learned through its NJ State Council for the Arts Building Arts Participation Diversity Initiative and discover how the Queens Museum of Art has become a vibrant and active catalyst for engagement within the most diverse county in the nation. The session will conclude with an interactive activity.

Chair: Gary Schneider, Director of Education, Montclair Art Museum, Montclair, NJ

Speakers: Donna Walker-Kuhn, President, Walker International Communications, Brooklyn, NY; Lauren Brandt Schloss, Director of Education, Queens Museum of Art, Queens, NY

**19 & 22. When the Going Gets Tough . . . . Tips for Thriving in Challenging Times** (Double Session)

Many of our museums live life “on the edge” in the best of times, but will current economic challenges push us to the brink? Although economic forecasts continue to predict doom and gloom, there is hope! For over 200 years, museums have served the public, preserved and shared collections, and collaborated on numerous initiatives. Join a strategic planning consultant, a museum executive, a museum consultant, and the principal of a graphics and exhibit design firm as they describe their first-hand survival strategies. Through an “open mike” segment attendees will have an opportunity to share their ideas and valuable input on effective survival tips.

Chair: Kathleen Wagner, Consultant, Schultz & Williams, Philadelphia, PA

Speakers: Stephanie Ratcliffe, Executive Director, The Wild Center, Tupper Lake, NY; Alan Friedman, Consultant, New York, NY; Ellie Byrom Haley, Founder and Principal, Gecko Group, West Chester, PA

**Poster Session**

**20A. Creating Exhibits That Speak to Today’s Children**

Learn how several family exhibits, which provide an opportunity for active learning through memorable and engaging interactive components, have explored ways to make myths and classic stories relevant to young children today. A team of exhibition developers and designers will discuss how to communicate universal themes through family exhibits and how you can apply aspects of family exhibits beyond a children’s museum setting.

Presenter: Kristen Liley, Art Director, Children’s Museum of Manhattan, New York, NY

**Poster Session**

**20B. From Basement to Museum Exhibition: How Conservation of an Iconic Object Improved a Museum’s Institutional Profile**

The conservation and exhibition of a rare c. 1800 Support Our Constitution flag owned by the Masonic Library and Museum of Pennsylvania not only resurrected a forgotten object kept in the museum’s basement collections storage but also resulted in a professional collaboration with other institutions and an opportunity for enhanced fundraising and higher
community profile. This preservation initiative is presented as a model project demonstrating the power of conservation and collections care.

**Presenter:** John Orr, Visitor Services Manager, Masonic Library and Museum of Pennsylvania, Philadelphia, PA

### POSTER SESSION

**20C. WITH A LITTLE HELP FROM OUR FRIENDS: COLLABORATING IN A DOWN ECONOMY**

Using their ground-breaking *Degas & Music* exhibition and Season of Degas events (100 events and 40 upstate institutions) as a model, staff from The Hyde Collection, located in Glens Falls, a small upstate New York city, will describe how to develop communitywide events that increase your museum’s fund-raising potential, visibility, and benefit the wider cultural and economic community.

**Presenter:** David Setford, Executive Director, The Hyde Collection, Glens Falls, NY

### POSTER SESSION

**20D. DISCOVERING THE WESTERN FRONTIER: A REGIONAL HERITAGE SYMPOSIUM AT THE EDGE OF COLONIAL NEW YORK**

Historic sites, museums, and regional organizations have collaborated to bring the latest scholarship on early Mohawk Valley history to the general public in three highly successful biennial symposiums. Learn from their experiences how to cross-promote interrelated stories and build a new understanding of a region’s past.

**Presenter:** Rachel Bliven, Interim Executive Director and Regional Heritage Interpretation Coordinator, Mohawk Valley Heritage Area, Canajoharie, NY

### POSTER SESSION

**20E. DIY: PRESERVATION ON A SHOESTRING**

Small institutions more so than ever are scrambling to find funds to underwrite their critical preservation projects. Find out how a small house museum was able to rehouse different types of collections for just $100 in supplies. Learn how you can create custom housings on a shoestring budget.

**Presenter:** Megan Harris, Archivist, Betsy Ross House, Philadelphia, PA

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**20F. TEACH YOUR CHILDREN: PROGRAMMING FOR AN UNINTENDED AUDIENCE**

When The Museum at Bethel Woods (located on the site of the 1969 Woodstock festival) opened in June 2008, its target audience was identified as teens through adults. Learn how this new museum created its educational programs from scratch and how it developed successful programming for other visitor demographics. Discover how The Museum at Bethel Woods made “inappropriate” content accessible (and appropriate) for young audiences.

**Presenter:** Margaret Hughes, Museum Education Manager, The Museum at Bethel Woods, Liberty, NY

### POSTER SESSION

**21. INVIGORATING MUSEUMS THROUGH CREATIVE DRAMATICS AND VIDEO PRODUCTIONS**

Discover how museum theater programs and video productions can enliven your museum. Staff from the National Baseball Hall of Fame and Museum and from the Stepping Stones Museum for Children join Emmy Award-winning director and producer Karyl Evans to discuss how costumed interpreters, theater performances, and video productions provide interactive and exciting experiences for family and youth visitors.

**Chair:** Stephen Light, Manager of Museum Programs, National Baseball Hall of Fame and Museum, Cooperstown, NY

**Speakers:** Hyla Crane, Director of Education, Stepping Stones Museum for Children, Norwalk, CT; Karyl Evans, Producer/Director, Karyl Evans Productions, LLC, North Haven, CT

### POSTER SESSION

**23. DEACCESSION: ONE STATE’S RESPONSE**

New York has seen its share of headline-grabbing deaccessioning and near misses—from the New York Public Library, the National Warplane Museum, the Albright-Knox Art Gallery, and Fort Ticonderoga to the National Academy. In response to these efforts to monetize collections, the state’s key regulators, legislators, and the field are taking a hard look at the issue of deaccessioning’s effect on the public trust. Attend this session for an update on where the conversation stands and join in the discussion.

**Chair:** Anne Ackerson, Director, Museum Association of New York, Troy, NY

**Speakers:** Nicholas Westbrook, Director Emeritus, Fort Ticonderoga/MANY Board VP, Ticonderoga, NY; Assemblyman Richard Brodsky, New York State Assembly, Elmsford, NY
MAAM 2009 FELLOWS

Alisha Ferrin
Assistant Registrar
RUBIN MUSEUM OF ART
New York, NY

Ryan Mahoney
Collections Manager
FASNY MUSEUM OF FIREFIGHTING
Hudson, NY

Stacy Adamson
Johns Hopkins University Museums Studies Masters/Taubman Museum of Art/Walters Art Museum
Germantown, WI

Daniel Winklebleck
Cooperstown Graduate Program
Cooperstown, NY

Laura Igoe
Collections Care and Management Assistant
AMERICAN PHILOSOPHICAL SOCIETY MUSEUM
Philadelphia, PA

Kayla Rakowski
New York University’s MA in Museum Studies
Brooklyn, NY

session descriptions

24. IMLS UPDATE: FUNDING, RESOURCES, AND TRENDS
IMLS Program Officers share information about funding opportunities for museums: grants that strengthen the ability of museums to serve the public more effectively, grants for conservation of collections, grants to provide staff with professional development opportunities, and programs for a variety of other museum activities. Information on grant programs, how to write a competitive grant, and a road map to IMLS resources will also be presented.

Speakers: Mark Feitl, Program Specialist, and Christine Henry, Senior Program Officer, Office of Museum Services, Institute of Museum and Library Services, Washington, DC

25. CONNECTING WITH COMMUNITY: BEST PRACTICES OUTSIDE THE MUSEUM FIELD
Museums act as beacons and catalysts for communities. Some museums even self-identify as “community-based” in their founding principles. Join graduates of the Bank Street College Museum Leadership Program as they reveal the findings of a recent research project that looks outside the museum field to libraries, the performing arts, and faith-based organizations for inspiration on how to engage communities. Panelists will share the strategies of these non-profits and what we can learn from their experiences, successes, and failures.

Chair: Karen Kwarcia, Curator of Education, Morris Museum, Morristown, NJ

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