



Mid-Atlantic  
Association of Museums

## 64th Annual Meeting



# REVOLUTIONIZING MUSEUMS

MAAM ANNUAL  
MEETING

**OCTOBER 24–27, 2010**  
**PHILADELPHIA, PA**

HYATT REGENCY PENN'S LANDING

## Final Program



# Welcome

On behalf of the Board of Directors, the Local Arrangements and Program Committees, I would like to thank you for participating in the Mid-Atlantic Association of Museum's 64th Annual Meeting. We are glad you are here and hope you will experience an engaging and valuable conference.

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

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

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

Kind regards,

Kim Fortney  
MAAM President

## Thank You Sponsors

### PLATINUM

African American Museum of Philadelphia  
Gecko Group  
Independence Seaport Museum  
Union League of Philadelphia

### GOLD

Huntington T. Block Insurance Agency  
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### SILVER

EwingCole  
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### MAAM 2010 FELLOWS

#### Corrie Hodge

American Helicopter Museum & Education Center  
West Chester, PA

#### Amy Krize

American Helicopter Museum & Education Center  
West Chester, PA

#### Erin Kuykendall

Winterthur Museum & Country Estate  
Winterthur, DE

#### Pamela Schwartz

Seton Hall University, Masters of Museum Studies  
South Orange, NJ

#### Bridget Warner

Zwaanendael Museum  
Lewes, DE



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# PROGRAM AT-A-GLANCE

## SUNDAY, OCTOBER 24

- 1:00PM - 4:00PM WORKSHOP  
Getting the Green Light: Reducing Energy Use at the Rosenbach ..... Riverview C
- 2:00PM - 3:30PM TOUR I / *Bartram's Garden*
- 4:00 pm - 5:30PM TOUR II / *Philadelphia's Magic Gardens*
- 6:00PM - 8:00PM OPENING RECEPTION / *At The Union League of Philadelphia* / \*DRESS CODE\*

## MONDAY, OCTOBER 25

- 8:00AM - 9:00AM CONTINENTAL BREAKFAST ..... Grand Ballroom Foyer
- 9:00AM - 10:15AM BREAKOUT SESSIONS / *Concurrent*
- 01. Renewing the Atwater Kent (\*\*Double Session - Part 1) ..... Offsite
  - 02. Corporate Giving: It's a Team Approach! ..... Grand Ballroom C
  - 03. Successful Collaboration Between Institutions. .... Washington A
  - 04. Things That Go Bump in the Night - When Collections Strike Back .. Washington B
- 10:00AM - 10:30AM OPENING BREAK / in **MRC Exhibit Hall** ..... Grand Ballroom C-D
- 10:30AM - 11:45AM BREAKOUT SESSIONS / *Concurrent*
- 01. Renewing the Atwater Kent (\*\*Double Session - Part 2) ..... Offsite
  - 05. Get With the Program!: Creating, Implementing and  
Maintaining Special Events ..... Washington A
  - 06. Creating a Culture of Thinking: A New Kind of Docent  
Education Program ..... Washington B
- Noon - 1:45PM LUNCH ON YOUR OWN  
[ or LEADERSHIP LUNCH / *by invitation* ..... Grand Ballroom A ]  
[ or REGISTRAR'S COMMITTEE LUNCH / *by invitation* ..... Keating's River Grill ]
- 2:00PM - 3:00PM WEIL LECTURE / Independence Seaport Museum
- 3:00PM - 3:30PM BREAK / in **MRC Exhibit Hall** ..... Grand Ballroom C-D
- 3:30PM - 5:00PM BREAKOUT SESSIONS / *Concurrent*
- 08. Self-Evident Truths: 100 Tips for Revolutionizing Your  
Membership-Development Program ..... Washington A
  - 09. A Green Revolution or Business As Usual - New Directions  
in Environmental Guidelines ..... Washington B
  - 10. Start a Revolution at Your Museum: Funding Opportunities  
from IMLS ..... TBA
  - 11. Sustaining Historic Houses ..... TBA
- 5:00PM - 6:00PM RECEPTION / in **MRC Exhibit Hall** / *iPod Prize Drawing!* ..... Grand Ballroom C-D
- 5:30PM OFF-SITE TOUR (TICKETED EVENT) / Eastern State Penitentiary Historic Site
- 6:00PM - ??? EMERGING MUSEUM PROFESSIONAL HAPPY HOUR / Jack's Firehouse

Mid-Atlantic  
Association of Museums



# PROGRAM AT-A-GLANCE

## TUESDAY, OCTOBER 26

- 8:00AM - 9:00AM CONTINENTAL BREAKFAST / in **MRC** Exhibit Hall ..... Grand Ballroom C-D
- 8:00AM - 9:00AM BREAKFAST ROUNDTABLE / A. Energizing Yourself ..... Grand Ballroom Foyer Alcove
- 9:00AM - 10:00AM TOUR / Rosenbach Museum & Library
- 9:00AM - 10:15AM BREAKOUT SESSIONS / *Concurrent*
- B. Coming Together to Brew a Science Café ..... Grand Ballroom B
  - C. High School Interns, How Can They Impact Your Institution? ..... Washington A
  - D. Free and Engaging Online Exhibitions: The Museum of the Macabre Model ..... Washington B
  - E. Getting the Most From Videoconferencing ..... Grand Ballroom A
  - F. Making Connections with Collections: Sharing the Results of Statewide Preservation Planning Projects ..... USS Olympia
- 10:00AM - 10:30AM CLOSING BREAK / in **MRC** Exhibit Hall ..... Grand Ballroom C-D
- 10:30AM - 11:45AM BREAKOUT SESSIONS / *Concurrent*
- G. Improving Security with Reduced Staff & Budgets ..... Grand Ballroom A
  - H. Wyck: Re-Interpreting an Historic House ..... Grand Ballroom B
  - I. Using Technology-Based Programs to Enhance Museum Content .... USS Olympia
  - J. The More, the Merrier?: Pros and Cons of Multiple Museum Visits... Washington A
  - K. Greening Your Existing Museum: Choosing Where to Start and What to Do Next ..... Washington B
  - L. Museum and School Partnership Roundtable ..... TBA
- 11:45AM - 12:30PM BREAK
- 12:30PM - 2:00PM MAAM BUSINESS LUNCHEON ..... Grand Ballroom A
- 2:00PM - 3:15PM BREAKOUT SESSIONS / *Concurrent*
- M. Revolution & Evolution: Making Art Accessible in Today's Classrooms ..... Grand Ballroom B
  - N. Leadership, Ambassadorship, Mentorship: Museums as a "Revolutionary" for Teens ..... Washington A
  - O. Which History, Whose History? Finding Common Ground in a Cultural Tornado ..... Washington B
  - P. Can Evaluation Revolutionize Museums? ..... USS Olympia
- 3:15PM - 3:30PM BREAK
- 3:30PM - 4:45PM BREAKOUT SESSIONS / *Concurrent*
- Q. Ask the Conservators! ..... Grand Ballroom D
  - R. "Design as Interpretation": How Visual Communication Can Be Both Message and Medium ..... Grand Ballroom B
  - S. Engaging Millennial Donors - An Offline and Online Approach ..... Washington A
  - T. Digital Collections in the Classroom and Beyond ..... Washington B
  - U. Thinking About StEPs? Let's Work Together! ..... USS Olympia
- 4:45PM - 6:00PM HAPPY HOUR & SILENT AUCTION RESULTS ..... Grand Ballroom A
- 6:00PM - 7:30PM COFFEY AWARD PRESENTATION & RECEPTION / *African American Museum*

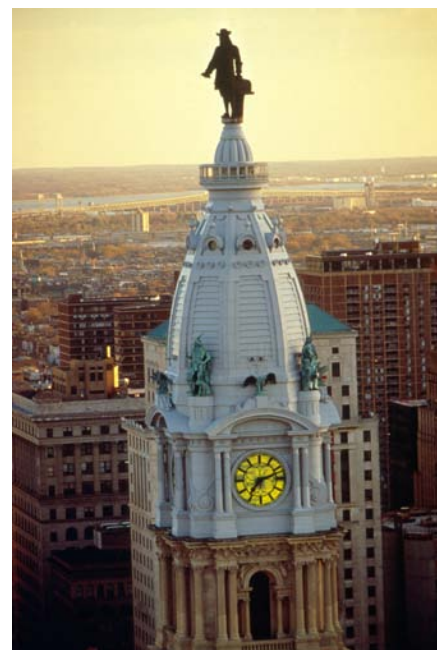
## WEDNESDAY, OCTOBER 27

- 9:00AM - 4:00PM WHITE GLOVES GANG / Independence Seaport Museum / Fireman's Hall Museum / LaSalle University Art Gallery / Bartram's Gardens / Rosenbach Museum and Library
- CONCURRENT TOURS:
- 10:00AM - 11:30AM BEHIND THE SCENES / Philadelphia Museum of Art - Perlman Building
  - 10:00AM - 11:30AM TOUR / American Swedish Historical Museum
  - 10:00AM - 11:00AM TOUR / African American Museum
  - 10:00AM - Noon TOUR / TWO University of Pennsylvania Museums

## 64<sup>TH</sup> ANNUAL MEETING



PHILADELPHIA 2010





# Keynote Speakers



**Marian A. Godfrey**  
Senior Director,  
Culture Initiatives  
Pew Charitable Trusts

**M**arian Godfrey has an extensive background in nonprofit arts management, production, administration, fund raising, strategic planning and grantmaking. Currently the senior director of Culture Initiatives at The Pew Charitable Trusts, Marian oversees programs that support the arts and heritage in Philadelphia and special civic projects that benefit the region and the nation at large. Prior to arriving at Pew in 1989, Ms. Godfrey has worked for such organizations as Mabou Mines, Dance Theater Workshop, and La Jolla Playhouse. She produced film and video projects, including the feature-length film, "Dead End Kids: A Story of Nuclear Power," which aired on public television nationwide.

Additionally, she was a consultant both for performing arts organizations and for foundation and corporate programs including AT&T: OnStage. She was a contributing writer to *Theatre Times* from 1982 to 1989, and contributed numerous articles to *Grantmakers in the Arts' Reader* and other publications.

Ms. Godfrey has served on advisory panels for the National Endowment for the Arts, on the Presidential Transition Committee in 1992, and on the boards of Theatre Communications Group, Grantmakers in the Arts, the Mid Atlantic Arts Foundation, the Center for Cultural Innovation in Los Angeles, and the Maine College of Art. Currently, she chairs the Arts Policy Roundtable of Americans for the Arts, sits on the Mayor's Cultural Advisory Council of the City of Philadelphia, and is a member of the board of the League of American Orchestras. Ms. Godfrey is a graduate of Radcliffe College and Yale University School of Drama. In 2003, she received the John Cotton Dana Award for Leadership for contributions to museum education from the American Association of Museums.



**Mary Sue Sweeney Price**  
Director, Newark Museum

**M**ary Sue Sweeney Price was appointed director of The Newark Museum in 1993. The Museum, which has just celebrated its centennial, is nationally recognized for its collections, architecture, and historic commitment to education and access. Mrs. Price has overseen several museum expansions, including the restoration and reinterpretation of the Victorian-era Ballantine House, a National Historic Landmark and the creation of interactive natural science galleries, "Dynamic Earth: Revealing Nature's Secrets." The Museum has recently begun a Signature Project for expansion designed by its longstanding architect, Michael Graves.

Important exhibitions organized under Mrs. Price's leadership include "Crowning Glory: Images of the Virgin in the Arts of Portugal;" "Wrapped in Pride: Ghanaian Kente and African American Identity;" "Picturing America," the contextual reinstallation of the museum's outstanding American art collection, and most recently "Constructive Spirit: Abstract Art in South and North America." Price is past President of the Association of Art Museum Directors (AAMD), representing the major art museums in North America, a past president of ArtTable Inc., the national organization for professional women leaders in the visual arts, and a trustee of ArtPride NJ, one of the most effective arts advocacy organizations in the country. She also serves as a Commissioner of the American Association of Museums.

She is a graduate of Allegheny College and attended Harvard's Publishing Procedures program as well as the AFA/Getty Foundation Museum Leadership Institute. Mrs. Price has received honorary doctorates from Rutgers University, Drew University and Caldwell College, and has been honored by the government of Portugal for contributions to cultural diplomacy. She and her husband, the historian Dr. Clement Alexander Price, Board of Governors Distinguished Professor at Rutgers University, live in downtown Newark's historic Lincoln Park district.



**Ford W. Bell, DVM**  
President, AAM

**F**ord Bell began his tenure as president of the American Association of Museums in June 2007. He brings to AAM a lifelong passion for museums, and a clear understanding of the important role which museums play as places of lifelong learning and inspiration.

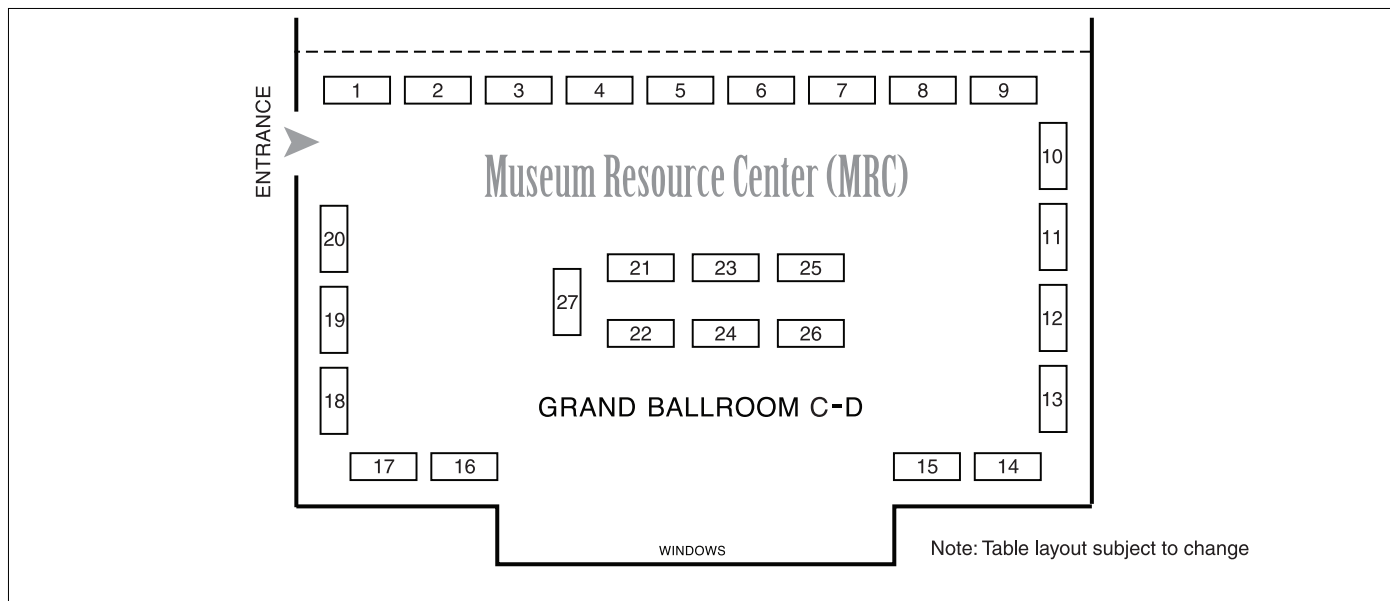
Bell has a longstanding relationship with the museum community. He helped raise \$103 million as co-chair of the Minneapolis Institute of Arts' "Bring Art to Life" capital campaign, completed in 2006 and he served as chair of the organization's board from 2003 to 2005. His grandfather, James Ford Bell, was a leading supporter of the Institute, and also of the Museum of Natural History at the University of Minnesota, renamed in his honor in 1966. Ford Bell served on the Advisory Board of the Bell Museum from 1983 to 2007. A board-certified veterinary oncologist, Bell credits his many childhood visits to the Bell Museum with fostering a lifelong love of nature and science. Ford Bell has more than 30 years experience as a nonprofit executive, board chair, donor, trustee and educator. From 1982 to 1995, Bell served on the staff of the University of Minnesota's College of Veterinary Medicine, where he taught and did clinical research in comparative oncology. From 1995 to 2005, he was president and CEO of the Minneapolis Heart Institute Foundation. Bell was a US Senate candidate in Minnesota from 2005 to 2006.

He has advocated for science learning, conservation and community health initiatives through his affiliation with a wide range of organizations, including Project EarthSense and the JASON Advisory Committee, a public-private elementary and secondary school science education initiative. He served as trustee and elder at Westminster Presbyterian Church in Minneapolis, and co-chaired that institution's \$16 million capital campaign. From 1993 to 2007, he served as chair of the James Ford Bell Foundation. An educator for much of his career, Bell also served as a trustee of Connecticut College in New London, CT from 1998 to 2007.

A native Minnesotan, Bell is married and has four children. He lives in Potomac, MD.

*AAM was founded in 1906 to represent the entire museum field. Today AAM has some 18,000 members, including 3,000 museums, zoos, aquariums and public gardens. Its mission is "to enhance the value of museums to their communities through leadership, advocacy, and service." The largest museum organization in the world, AAM promotes standards and best practices; gathers and shares knowledge; and provides advocacy on issues of concern to the museum community.*

# 2010 Museum Resource Center



## 64<sup>TH</sup> ANNUAL MEETING



### MRC SCHEDULE

#### MONDAY, OCTOBER 25

10:00AM - 10:30AM Opening Break  
 3:00PM - 3:30PM Afternoon Break  
 5:00PM - 6:00PM Reception

#### TUESDAY, OCTOBER 26

8:00AM - 9:00AM Continental Breakfast  
 10:00AM - 10:30AM Morning Break

### 2010 MRC EXHIBITORS

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

- 1 Hollinger Metal Edge
- 2 Universal Service Associates
- 3 Ewing Cole
- 4 Blackbaud
- 5 Liberty Science Center
- 6 Spicer Art Conservation, LLC
- 7 Avitecture, Inc.
- 8 Freeman Auctions
- 9 FoundImage
- 10 Ed Speldy East Company
- 11 Quatrefoil
- 12 Institute of Museum and Library Services (IMLS)
- 13 American Association of Museums (AAM)
- 14 Gallery Systems
- 15 Government Technology Solutions
- 16 Zone Display Cases
- 17 Hollister Creative
- 18 International Barging Tours
- 19 Gaylord Bros. Inc.
- 20 Manask & Associates Consultants
- 21 James Bradberry Architects
- 22 bluecadet interactive
- 23 EOS Lightmedia
- 24 US Art Company, Inc.
- 25 Mid-Atlantic Regional Archives Conference (MARAC)
- 26 Registrar's Committee of the Mid-Atlantic Association of Museums (RC-MAAM)
- 27 Professional System Engineering



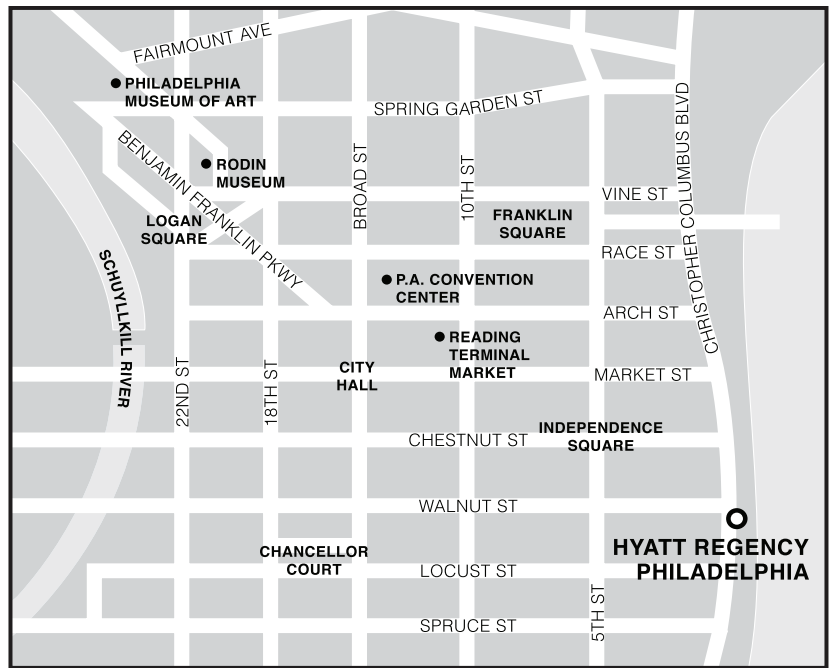
**Win an iPod Touch!**  
**Enter the 2010 MRC Raffle for your chance to grab this prize!**

Drawing will be held during the Monday Reception in the MRC Exhibit Hall (must be present to win).

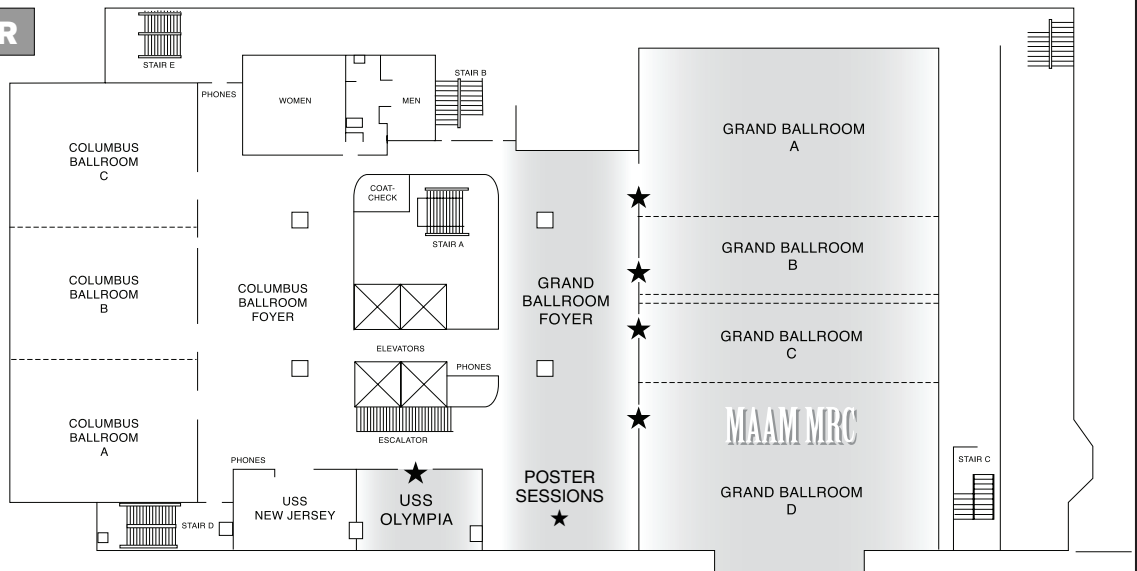
# Wayfinding

Please note the shaded areas in the hotel floor plans below indicating MAAM Annual Meeting function locations (★).

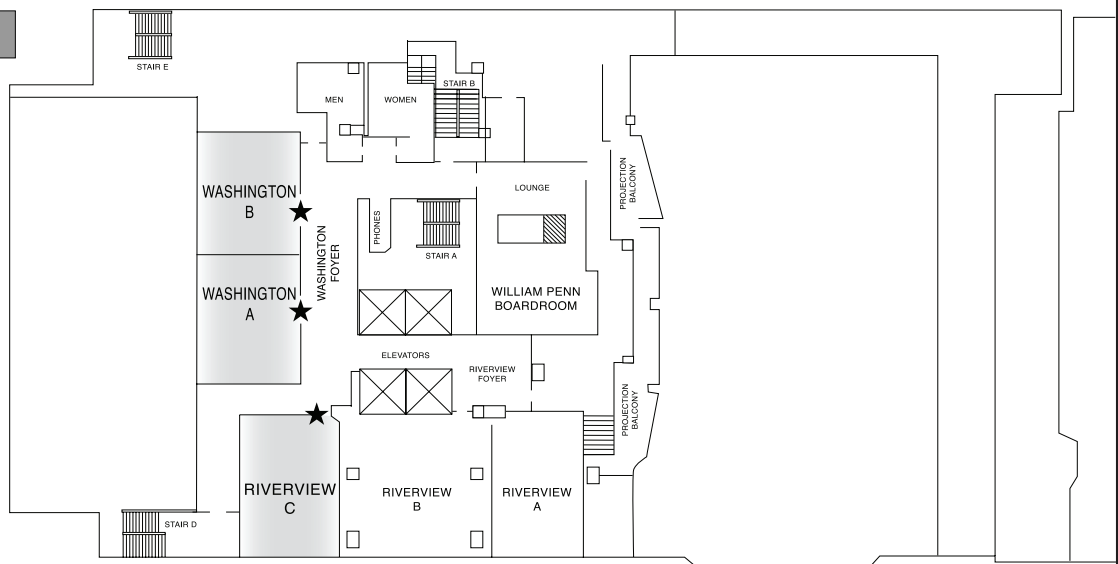
**Hyatt Regency Philadelphia**  
*at Penn's Landing*  
 201 S. Columbus Blvd  
 Philadelphia, PA 19106  
 (215) 928-1234



## SECOND FLOOR



## THIRD FLOOR



# SCHEDULE of EVENTS

## SUNDAY, OCTOBER 24

1:00PM - 4:00PM

WORKSHOP (*Session descriptions on p. 11*)

Getting the Green Light: Reducing Energy Use at the Rosenbach

2:00PM - 3:30PM

TOUR I / Bartram's Garden

■ Please meet at 54th St. and Lindbergh Blvd. Free parking is available! Or meet at the hotel lobby by 1:45PM to go as a group.

Bartram's Garden is America's oldest living botanic garden, located on the banks of the Schuylkill River. The Bartrams were a family of botanists and explorers who contributed much to the early study of the natural world. This 45-acre site welcomes you to tour the historic garden, as well as the furnished National Historic Landmark Bartram family home, built in 1728.

For more information visit [www.bartramsgarden.org](http://www.bartramsgarden.org)

4:00 pm - 5:30PM

TOUR II / Philadelphia's Magic Gardens

■ Please meet at 1020 South Street

Philadelphia's Magic Gardens is a folk art environment, gallery space, and non-profit organization that showcases the work of mosaicist Isaiah Zagar. Located at the site of Zagar's largest public mosaic installation, the Magic Gardens includes a fully mosaiced indoor gallery and a massive outdoor labyrinthine mosaic sculpture. The installation, primarily consisting of found objects and contributions from the community, covers half a city block with myriads of tile, texture, and color. A walk through the labyrinth will reveal sculptures from Latin America and Asia, bicycle wheels from a local South Street shop, Zagar's hand-made tiles, and mirrors of every shape and size.

For more information visit [www.philadelphiasmagicgardens.org](http://www.philadelphiasmagicgardens.org)

6:00PM - 8:00PM

OPENING RECEPTION / At The Union League / \*DRESS CODE\*

■ The League is located on Broad and Sansom Streets. Shuttle transportation from the hotel provided.

The Union League of Philadelphia is a shining jewel of history in the heart of the cultural and commercial district of Philadelphia, a city defined by such treasure. Founded in 1862 as a patriotic society to support the Union and the policies of President Abraham Lincoln, it laid the philosophical foundation of other Union Leagues across a nation torn by Civil War. The Union League has hosted U.S. presidents, heads of state, industrialists, entertainers and visiting dignitaries from around the globe. It has also given loyal support to the American military in each conflict since the Civil War, and continues to be driven by its founding motto, "Love of Country Leads."

The classic French Renaissance-styled League building, with its brick and brownstone façade and dramatic twin circular staircases leading to the main entrance on Broad St., dates to 1865. Additions to the building in the Beaux Arts style, designed by Philadelphia architects Horace Trumbauer and Julian Abele and completed in 1910 and 1911, expanded the building to occupy an entire city block. The building was listed on the National Register of Historic Places in 1979.

For more information visit [www.unionleague.org](http://www.unionleague.org)



**REVOLUTIONIZING  
MUSEUMS** MAAM ANNUAL  
MEETING

**OCTOBER 24-27, 2010  
PHILADELPHIA, PA**

HYATT REGENCY PENN'S LANDING

## Attention Registrars

### REGISTRARS LUNCH MONDAY, OCTOBER 25

Noon - 1:45PM

Hyatt Regency Pennsylvania at Penn's Landing

### WHITE GLOVES GANG ACTIVITIES

WEDNESDAY, OCTOBER 27

9:00AM - 4:00PM

Join the White Gloves Gang at the following sites:

1. The Independence Seaport Museum
2. Fireman's Hall Museum
3. LaSalle University Art Gallery
4. Bartram's Gardens
5. The Rosenbach Museum and Library

For additional information about White Gloves Gang activities and dinner the night before, please contact Rosie Cook at [rcook@chemheritage.org](mailto:rcook@chemheritage.org) or 215-873-8215.



## MONDAY, OCTOBER 25

8:00AM - 9:00AM	CONTINENTAL BREAKFAST
9:00AM - 10:15AM	BREAKOUT SESSIONS / Concurrent ( <i>Session descriptions on p. 11</i> ) <b>01. Renewing the Atwater Kent (**Double Session – Part 1)</b> <b>02. Corporate Giving: It's a Team Approach!</b> <b>03. Successful Collaboration Between Institutions</b> <b>04. Things That Go Bump in the Night – When Collections Strike Back</b>
810:00AM - 10:30AM	BREAK / in <b>MRC</b> Exhibit Hall
10:30AM - 11:45AM	BREAKOUT SESSIONS / Concurrent ( <i>Session descriptions on p. 11</i> ) <b>01. Renewing the Atwater Kent (**Double Session – Part 2)</b> <b>05. Get With the Program!: Creating, Implementing and Maintaining Special Events</b> <b>06. Creating a Culture of Thinking: A New Kind of Docent Education Program</b>
Noon - 1:45PM	LUNCH ON YOUR OWN [ or LEADERSHIP LUNCH / <i>by invitation</i> ] [ or REGISTRAR'S COMMITTEE LUNCH / <i>by invitation</i> ]
2:00PM - 3:00PM	WEIL LECTURE ■ <b>Marian A. Godfrey</b> , The Pew Charitable Trusts
3:00PM - 3:30PM	BREAK / in <b>MRC</b> Exhibit Hall    Grand Ballroom Foyer
3:30PM - 4:45PM	BREAKOUT SESSIONS / Concurrent ( <i>Session descriptions on p. 11</i> ) <b>08. Self-Evident Truths: 100 Tips for Revolutionizing Your Membership-Development Program</b> <b>09. A Green Revolution or Business As Usual – New Directions In Environmental Guidelines</b> <b>10. Start a Revolution at Your Museum: Funding Opportunities from IMLS.</b> <b>11. Sustaining Historic Houses</b>
5:00PM - 6:00PM	RECEPTION / in <b>MRC</b> Exhibit Hall / <i>iPod Prize Drawing!</i>
5:30PM	OFF-SITE TOUR (TICKETED EVENT) / <b>Eastern State Penitentiary Historic Site</b> ■ <b>Located at 2027 Fairmount Avenue.</b> <b>Tours will be staggered by 5 minutes in groups of 15. Pre-registration is required. Space is limited.</b> <b>\$20 fee includes transportation from the Hyatt Penn's Landing and one (1) free drink ticket to Jack's Firehouse.</b> Eastern State Penitentiary Historic Site may be the best place in the United States to address the history of American prisons. Its vaulted, sky-lit corridors trace the architectural history of prison design over nearly two centuries. Known for its grand architecture and strict discipline, this was the world's first true "penitentiary," a prison designed to inspire penitence, or true regret, in the hearts of convicts. More than 300 prisons are based on Eastern State's distinctive "wagon wheel" floor plan. Eastern State was once the most famous and expensive prison in the world, but stands today in ruin, a haunting world of crumbling cellblocks and empty guard towers. The building was abandoned in 1971, and reopened as an historic site in 1994. Tours today include the cellblocks, solitary punishment cells, Al Capone's Cell and Death Row. The public programming includes an ambitious series of topical, site-specific artist installations addressing the social and political issues of this National Historic Landmark. An audio tour features the voices of 27 former officers and inmates—narrated by actor Steve Buscemi—and each summer the site hosts an "alumni reunion" so visitors can meet the men and women who remember the penitentiary's days as a working prison. The single largest source of operating revenue? A haunted house that generates more than one million dollars net revenue each fall. Join an Eastern State Penitentiary guide for a tour of the cellblocks and a glimpse behind the scenes of a high-tech haunted house in a very low-tech building. The program will focus on Eastern State Penitentiary's struggle to maintain the property as a stabilized ruin in the face of a dramatically increasing audience, and the balance of the historic site with Eastern State's main fundraiser, <i>Terror Behind the Walls</i> . <b>For more information visit <a href="http://www.easternstate.org">www.easternstate.org</a></b>
6:00PM - ???	EMERGING MUSEUM PROFESSIONAL HAPPY HOUR / <b>At Jack's Firehouse</b> ■ <b>Located directly across the street from Eastern State Penitentiary</b>



## TUESDAY, OCTOBER 26

8:00AM - 9:00AM	CONTINENTAL BREAKFAST / in <b>MRC</b> Exhibit Hall
8:00AM - 9:00AM	BREAKFAST ROUNDTABLE <b>A. Energizing Yourself</b>
9:00AM - 10:00AM	TOUR / <b>Rosenbach Museum &amp; Library</b> ■ Please meet at the Hotel lobby or at 2008-2010 Delancey Place This vibrant cultural center is located near Rittenhouse Square. During this tour you will see the historic townhouse, which was home to renowned art and book dealers, Dr. A.S.W. Rosenbach and his brother, Philip. The townhome is filled with Philip's collection of fine and decorative arts and ASW's rare books and manuscripts. We will also tour two special exhibitions on display at the Rosenbach – <i>Dreadful Things Happen: The Brothers Grimm and Maurice Sendak</i> and <i>Westward Ho! The Lure and Lore of the American West</i> . For more information visit <a href="http://www.rosenbach.org">www.rosenbach.org</a>
9:00AM - 10:15AM	BREAKOUT SESSIONS / Concurrent ( <i>Session descriptions on p. 11</i> ) <b>B. Coming Together to Brew a Science Café</b> <b>C. High School Interns, How Can They Impact Your Institution?</b> <b>D. Free and Engaging Online Exhibitions: The Museum of the Macabre Model</b> <b>E. Getting the Most From Videoconferencing.</b> <b>F. Making Connections with Collections: Sharing the Results of Statewide Preservation Planning Projects</b>
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12:30PM - 2:00PM	MAAM BUSINESS LUNCHEON / All pre-registered attendees are welcome. Lunch is included in your full registration fee. ■ <b>Ford W. Bell, DVM, President, American Association of Museums</b>
2:00PM - 3:15PM	BREAKOUT SESSIONS / Concurrent ( <i>Session descriptions on p. 11</i> ) <b>M. Revolution and Evolution: Making Art Accessible in Today's Classrooms</b> <b>N. Leadership, Ambassadorship, Mentorship: Museums as a "Revolutionary" for Teens</b> <b>O. Which history, whose history? Finding common ground in a cultural tornado</b> <b>P. Can Evaluation Revolutionize Museums?</b>
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4:45PM - 6:00PM	HAPPY HOUR & SILENT AUCTION RESULTS
6:00PM - 7:30PM	COFFEY AWARD PRESENTATION & RECEPTION / African American Museum of Philadelphia ■ <b>Mary Sue Sweeney Price, Director, Newark Museum</b>

## WEDNESDAY, OCTOBER 27

9:00AM - 4:00PM	WHITE GLOVES GANG / Join the White Gloves Gang at the following sites: 1. The Independence Seaport Museum 2. Fireman's Hall Museum 3. LaSalle University Art Gallery 4. Bartram's Gardens 5. The Rosenbach Museum and Library For more information about MAAM's Registrar Committee activities at the conference and the White Gloves Gang, please contact Rosie Cook at <a href="mailto:rcook@chemheritage.org">rcook@chemheritage.org</a> or 215-873-8215.
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10:00AM - 11:30AM

**BEHIND THE SCENES TOUR / Philadelphia Museum of Art - Perlman Building**

■ **This tour is FREE, but pre-registration is required as space is limited.**

Across from the Philadelphia Museum of Art's main building and behind an exquisitely preserved Art Deco facade is the renovated and expanded **Ruth and Raymond G. Perelman Building**, which opened its doors in September 2007 with five new museum exhibition spaces and a soaring skylit gallery. Enjoy a special guided tour of the Perelman Building and of the exhibition *An Eakins Masterpiece Restored: Seeing The Gross Clinic Anew*. See Portrait of Dr. Samuel D. Gross (The Gross Clinic) of 1875 afresh, evoking the experience of this painting in Thomas Eakins's own day. Acquired by the Philadelphia Museum of Art and the Pennsylvania Academy of the Fine Arts in 2008, Eakins's masterpiece has been cleaned and restored for the first time in almost fifty years. This exhibition conveys the remarkable initial public reaction to The Gross Clinic, using source materials from the Centennial that include news accounts expressing the range of response, from awe and praise to outright horror. The first room situates The Gross Clinic at the Centennial, which was a massive world's fair in Philadelphia that marked the nation's first century, and where Memorial Hall was built to house the first historical survey of American art. Displayed in this gallery are photographs of Memorial Hall showing art that was exhibited, including five works by Eakins but not his masterpiece, because The Gross Clinic was relegated to the U.S. Army medical post model. Also displayed are images of the Pennsylvania Academy of the Fine Arts, where Eakins had studied and taught from 1876-1886, as well as a biography of the famed Dr. Samuel D. Gross, a leading physician at Jefferson Medical College whom Eakins immortalized in The Gross Clinic.

10:00AM - Noon

**TOUR / TWO University of Pennsylvania Museums**

**10:00AM - 10:45AM ■ University of Pennsylvania Museum of Archeology & Anthropology (Penn Museum)**

Discover the world-through time, across continents—and under one roof! Take a Highlights Tour of Penn Museum's world-renowned collection and see palatial pillars and a 12-ton sphinx from Egypt; monumental stone stele of the ancient Maya; ancient Greek, Roman, and Etruscan sculpture; and art and artifacts from Asia, Africa, and the Americas.

**11:00AM - Noon ■ Institute of Contemporary Art**

Take a guided tour of ICA's current exhibitions on view. Set Pieces restages objects and art works from the collection of the Philadelphia Museum of Art. Organized by guest curator Virgil Marti, a Philadelphia-based artist, the selection of seventy-five objects taps treasures from the museum's storage spanning three centuries. Reflecting the artist's own immersive sculptural environments that often cross art and décor, Marti draws especially on European and American decorative arts and sculpture. The installation is informed by favorite films and those cinematic moments that highlight the unique capability of film to stitch together random incidents.

*Mineral Spirits: Anne Chu and Matthew Monahan* includes the work of sculptors Anne Chu and Matthew Monahan who are known for uniquely individual bodies of work that mine forms ranging from antiquity to Buddhism and classicism to modernism, as well as the history of sculpture and drawing. By placing these two artists' works side by side, this exhibition of sculpture and drawing constructs a place to explore their distinctive take on the figure. *Erin Shirreff: Still, Flat, and Far*, the first solo museum exhibition of the work of Erin Shirreff, consists of all new work including video, sculpture, and works on paper that conjure familiar objects, sites, and recollections. Shirreff's work explores how images of extraordinary landmarks and artifacts become seared into cultural memory through their persistent reproduction, and how our vision of them is shaped as much by their reproduction as by our own experience. Through such subject matter the artist manipulates images of objects, architecture, and landscapes to reveal the subtle and inescapable role of the camera's eye.

10:00AM - 11:30AM

**TOUR / American Swedish Historical Museum**

■ **The Museum is located in Franklin Delano Roosevelt Park in South Philadelphia, near the sports complex.**

Take a curator-led tour of the American Swedish Historical Museum. ASHM in South Philadelphia is the oldest Swedish Museum in the United States. Founded in 1926, the Museum has been dedicated to preserving and promoting Swedish and Swedish-American cultural heritage and traditions for more than 80 years. The Museum is a place where Swedes, Swedish-Americans, and people of all nationalities who appreciate Swedish contributions to history, art, architecture, music, science and technology can come together. The Museum consists of 12 permanent galleries, one changing exhibition gallery, and a library.

**For more information visit [www.americanswedish.org](http://www.americanswedish.org)**

10:00AM - 11:00AM

**TOUR / African American Museum of Philadelphia**

The African American Museum in Philadelphia is the first institution built by a major United States city to house and interpret the life and work of African Americans. Our doors are open for your enjoyment and enlightenment six days a week. Visit us and experience the richness and vibrancy of African American heritage and culture come alive in four magnificent exhibition galleries filled with exciting history and fascinating art.

The tour will feature *Audacious Freedom: African Americans in Philadelphia 1776-1876*. Its primary focus is to re-count the stories of and contributions made by people of African descent in Philadelphia. The overall goal is to draw visitors into another time and place called "history," where they can encounter and come to understand the people who created the world that they now inhabit. Through this exhibit visitors will learn who the people were, how they lived and worked, and their unheralded impact on our nation. The tour will also visit *381 Days: The Montgomery Bus Boycott Story*, and *Voices: African American and Latina Women Share their Stories of Success*.

**For more information visit <http://aampmuseum.org/>**

# Session Descriptions

## SUNDAY, OCT. 24

### ■ WORKSHOP

1:00PM - 4:00PM

#### Getting the Green Light: Reducing Energy Use at the Rosenbach

Stories of the benefits of low energy lamps animate any discussion about gallery lighting. LED, ceramic metal halide and other technologies promise cost savings, better UV performance and a demonstration that the Museum reflects the public's growing expectation that civic buildings be sustainable. But budgets don't always favor chasing a developing technology.

The Rosenbach Museum and Library looked for ways of reducing energy use and caring for its works on paper when it reconsidered lighting for the changing exhibitions gallery. Its solution made innovative use of standard lighting systems and suggests a strategy for the incremental adoption of new technology.

This session will introduce museum professionals to the decision making strategies that design teams use in evaluating building systems. The example of gallery lighting explains how understanding a range of options allows a Museum to pair performance, initial budget and long-term cost savings.

The session will use a powerpoint presentation format, discussion and questions for half the session. The last half will involve small group work where participants will engage in how to take an operational change and begin to propose how to implement one specific change in their museum.

#### PANEL:

**Stacey Hendricks**, Facilities Manager, Rosenbach Museum & Library

**Jeffrey Hirsch**, Principal, EwingCole

**Angela Nudy**, Lighting Designer, EwingCole

## MONDAY, OCT. 25

### ■ BREAKOUT SESSIONS

9:00AM - 10:15PM / Concurrent

#### 1 / Renewing the Atwater Kent Museum (\*\*Double Session\*\*)

This session will take place at the Atwater Kent. If you would like to attend, please be in the Hyatt Regency Penn's Landing no later than 8:30AM on Monday to walk over as a group (about 8 blocks). If you are going on your own, please arrive at the museum at 15 South 7th Street (between Market and Chestnut Streets) no later than 8:50AM.

Reinventing a city history museum in a 200 year old building forces a small institution to imagine its mission over the foreseeable future, consider its priorities, and understand its finances before jumping into the water. The story of the recently completed renewal of the Atwater Kent Museum began eight years ago as a master facilities plan that identified the challenges and fit of a contemporary museum into historic space. The process was iterative: what fits within inflexible space and how can contemporary systems be inserted into an historic structure. The process required flexibility from leadership and a design team intent on a successful outcome.

Session Chair: **Walt Crimm**, Principal, Director of Cultural Practice, EwingCole

#### PANEL:

**Viki Sands**, Recently Retired Director, Philadelphia History Museum at the Atwater Kent

**Chris Davis**, Acting Director, Philadelphia History Museum at the Atwater Kent

**Charles Erickson**, C. Erickson & Sons, Contractors

#### 2 / Corporate Giving: It's a Team Approach!

Securing corporate dollars and building a successful corporate giving program is an ever growing challenge. This program will focus on how to work together and communicate successfully as a team, from development to marketing to education, in order to meet the goals and objectives of your corporate partners in today's environment. Also, what are today's corporations looking for when they partner with a non-profit organization?

#### PRESENTERS:

**Stephanie Lim Capello**, VP of Development, Please Touch Museum

**Alison Grove**, President & Founder, Alison Grove Consulting

**Christina Kerrigan**, Sponsorship and Events Manager, PECO, An Exelon Company

#### 3 / Successful Collaboration Between Institutions

Case study of the development of an exhibition (on display at the University of Pennsylvania during the conference) involving a collaboration between a small museum (Wharton Esherick Museum), a specialized university library (Penn's Rare Book and Manuscript Library), a theater (Hedgerow Theatre), an archive (Penn's Architectural Archives), a major museum (Philadelphia Museum of Art) and a private publisher (Schiffer Publishing). The session will examine benefits for small institutions of collaborations with larger institutions and discuss important issues that need to be resolved for a successful collaboration to occur, including differences in planning processes between institutions, funding sources, legal issues (memoranda of understanding, contracts, insurance), divisions of labor and responsibilities, and communication. Special attention will be paid to ways to leverage the strengths of the various organizations to produce an outcome greater than the sum of its parts.

#### PANEL:

**Paul Eisenhauer**, Curator and Director of Programs, Wharton Esherick Museum

**Lynne Farrington**, Curator of Printed Books, Rare Book and Manuscript Library, University of Pennsylvania

**Andrea Gottschalk**, Exhibition Designer and Coordinator, Rare Book and Manuscript Library, University of Pennsylvania

#### 4 / Things That Go Bump in the Night - When Collections Strike Back

Have you ever wondered what to do with that vial of mercury you found tucked into a box in your collection? What about a seemingly harmless box of old medicines? Can that stuffed deer head mounted above the fireplace in your historic house be toxic? Should you invest in a Geiger counter for your museum? Come and learn about how to identify and deal with some of the most common safety issues in collections and hear some amazing stories from two of Philadelphia's most unusual collections.

#### PANEL:

**Rosie Cook**, Registrar and Assistant Curator, The Chemical Heritage Foundation

**Anna Dhody**, Curator, Mütter Museum: The College of Physicians of Philadelphia

**Michael Leister**, Director, The Air Mobility Command Museum



**BREAKOUT SESSIONS**

10:30AM - 11:45PM / Concurrent

**5 / Get With the Program!: Creating, Implementing and Maintaining Special Events**

What are the joys and agonies of starting, developing and growing your new event? How can you keep your event fresh year after year? Participate in a lively discussion on starting and growing a special event at your institution. Public program and education staff representing The Academy of Natural Sciences, Camden Children's Garden and the Garden State Discovery Museum share their answers to these challenges and more, based on experience with *BugFest* (a public celebration), *Passport to Discovery* (a multi-cultural event) and *Going Green in the Garden* (a school festival).

## PANEL:

**Michele Bassler**, Outreach Supervisor, The Academy of Natural Sciences

**Cate Rigoulot**, Garden Educator, Camden Children's Garden

**Paul McElwee**, Educational Programs Manager, Garden State Discovery Museum

**6 / Creating a Culture of Thinking: A New Kind of Docent Education Program**

Ron Ritchhart of Harvard's Project Zero defines a culture of thinking as a place in which the group's collective, as well as individual thinking, is valued, visible, and actively promoted. This session will examine how museum tour groups, as microcultures, have the opportunity to become cultures of thinking and how Ritchhart's framework has been applied to the National Gallery of Art's school docent and school tour program to support this outcome. In this session, presenters will provide an overview of cultures of thinking and the eight cultural forces that define and shape a group's experience, as defined by Ritchhart. Next, presenters will discuss a case study of how Ritchhart's framework dramatically changed the National Gallery's school docent education program and what they learned from the experience. Finally, participants will be invited to discuss what these cultural forces (which are always present) look like in their museum and will use a Project Zero protocol called Connect-Extend-Challenge to discuss how these ideas could be applied to their setting.

## PANEL:

**Heidi Hinish**, Head, Department of Teacher, School, and Family Programs, National Gallery of Art  
**Elizabeth Diamant**, Museum Educator  
**Christine Stinson**, School Docent, National Gallery of Art

**BREAKOUT SESSIONS**

3:30PM - 5:00PM / Concurrent

**8 / Self-Evident Truths: 100 Tips for Revolutionizing Your Membership-Development Program**

What worked for the patriots may not work for us. Fundraising is not always democratic. But good membership and development programs provide more than funds. This session highlights basic assumptions and then provides steps to implementation. We will examine the development cycle and how to engage our colleagues, our staff, our Board, and even our monarch (CEO) in programs that serve long term needs. Emphasis will be placed on ideas for small museums. The panelists are seasoned membership/development professionals. Sheldon Wolf is past chair of the MAAM Development and Membership Committee. Dana Hines co-authored the book, "Membership Development."

## PANEL:

**Sheldon Wolf**, President, Advancement Company, LLC

**Dana S. Hines**, President/CEO, Membership Consultants, Inc.

**9 / A Green Revolution or Business as Usual - New Directions in Environmental Guidelines**

Current guidelines for museum environmental conditions were created when energy was relatively inexpensive and global climate considerations were not part of mainstream discussions. The result was a simplified parameter of 50% +/- 5% relative humidity. A reexamination of this strict standard suggests it may not reflect understanding of the complex needs of museum collections.

In a new era of energy crises, the global economic downturn, and a rising awareness of green practices and technology, new discussions and resolutions concerning environmental guidelines are taking place. What effects will changes to these guidelines have on your museum or historic house and your collections? What changes are being suggested and what are the issues for museum leaders to consider? How do the needs of collections and the green revolution intersect? Join us for a panel discussion with conservators who have been examining and shaping revisions to these guidelines.

SESSION CHAIR: **Ruth Seyler**, Membership and Meetings Director, AIC

## PRESENTERS:

**Patricia Silence**, Conservator of Museum Exhibitions and Historic Interiors, Colonial Williamsburg Foundation

**Steven Weintraub**, Art Preservation Services, Inc.

**10 / Start a Revolution at Your Museum: Funding Opportunities from IMLS.**

IMLS staff will present information on funding opportunities for museums that will encourage creative ways to solve funding problems, strengthen sustainability, and create successful solutions to the challenges faced by museums. Open discussion on IMLS grant programs and initiatives will follow.

## PANEL:

**Christopher J. Reich**, Associate Deputy Director for Museums

**Allison Boals**, Program Specialist, Office of Museum Services

**11 / Sustaining Historic Houses**

Farmers markets, craft fairs, and collaborative festivals are just a few ways historic houses have made a place for themselves in the 21st century. By becoming an integral part of their community, small institutions can create new earned revenue sources on a tiny budget. This panel discussion will review new revenue sources for historic houses to sustain the site, without disqualifying the mission. Focusing on alternate sources of income, collaborative efforts, and audience engagement, this session will review new business models for small institutions. The goals of this session are to review alternate sources of income and earned revenue on a small budget. By focusing on examples that have worked in the past and reviewing new research, participants will gain new ideas and have an opportunity to workshop those ideas with seasoned professionals.

## PANEL:

**Nancy Moses**, Nancy Moses Planning + Development

**Sarah DiSantis**, Executive Director, Morgan Log House

**Amy Hufnagel**, Director, Rutherford Hall

**Rachel Dukeman**, Cultural Consultant, R&R Creative, LLC

**TUESDAY, OCT. 26****■ BREAKFAST ROUNDTABLE**

8:00AM - 9:00AM

**A / Energizing Yourself**

How do you stay energized in your career? How do you create and utilize a professional network to achieve your goals? Explore the experience of three mid-career professionals who have used training, involvement in professional organizations, new jobs or responsibilities, even moves to new parts of the country to stay up-to-date and enthusiastic about working in the museum world. Then join in discussions to brainstorm opportunities to energize yourself. Whether you are just entering the field and thinking about a career path or have been in the field for years and looking for new ways to approach your work, join the conversation!

**PANEL:**

**Rhonda Newton**, Pennsylvania Heritage Society  
**Edward Reidell**, Site Administrator, Fonthill Museum, Bucks County Historical Society  
**Deb Wool**, Professor, Museum Studies, Wesley College

**■ BREAKOUT SESSIONS**

9:00AM - 10:15AM / Concurrent

**B / Coming Together to Brew a Science Cafe**

In 2009, five venerable Philadelphia institutions united to create a science café to promote enthusiasm for science, a subject many people find intimidating. Like most science cafes around the world, Science on Tap is held in a casual bar setting and seeks to engage people from diverse backgrounds in discussions about scientific subjects. In this panel, representatives from three of the five institutions that collaborate on Science on Tap will talk about their experiences. This session will reveal what it takes to bring science to the masses in the spirit of collaboration and with little or no budget. The panelists will also discuss how to adapt the science cafe model to art, historical, and other cultural institutions.

**PANEL:**

**Lauren Zalut**, Museum Educator & Communications Coordinator, Wagner Free Institute of Science  
**Jenni Drozdek**, Assistant Curator of Museum Education, American Philosophical Society (APS) Museum  
**Victoria Indivero**, Production Coordinator, Chemical Heritage Foundation

**C / High School Interns, How Can They Impact Your Institution?**

Museum professionals have to find creative ways to meet institutional initiatives in the current economic environment. At the United States Holocaust Memorial Museum, collections management and visitor services staff have done so by developing specific internship programs for high school students. By collaborating with local high schools, these programs enable USHMM staff to accomplish departmental goals while providing opportunities for students to gain important work and life skills. Learn about the benefits achieved and obstacles faced in developing, implementing and managing such internship programs for all involved.

**CHAIR: Heather Kajic**, Chief of Collections Management, United States Holocaust Memorial Museum, Washington, DC

**PRESENTERS:**

**Cindy Sanford**, Registrar, U.S. Holocaust Memorial Museum, Washington, DC  
**Vicki Daniels**, Co-Director Academy of Legal Studies, North County High School, Glen Burnie, MD  
**Luke Leyh**, Lead Representative for Visitor Services, U.S. Holocaust Memorial Museum, Washington, DC  
**Lauren Fedewa**, Former Intern for Visitor Services, U.S. Holocaust Memorial Museum, Washington, DC

**D / Free and Engaging Online Exhibitions: The Museum of the Macabre Model**

The Museum of the Macabre, an online museum for all things haunted, has developed a cost-free internet model to allow small museums the ability to showcase their collections online and develop web-based exhibitions. Museum of the Macabre co-founder and Chief Executive Officer Richard W. Fink II will describe how this upstart non-profit developed a passionate and engaging internet following using only free software and technologies available to museums of on a budget.

**PANELIST: Richard W. Fink II**, Chief Executive Officer, Museum of the Macabre

**E / Getting the Most From Videoconferencing**

Just starting a videoconference program or looking to revitalize your current program? This session focuses on videoconference presentation strategies, and will show how both large and small museums – from a farm to an art museum – have expanded their reach through dynamic videoconferencing programs. Learn how a historic site incorporated hands-on objects and interactivity, and a baseball museum created multi-session visits to build content knowledge. Presenters will also show how a farm takes videoconferencing into the barn to get a cow on camera and an art museum works with volunteers to meet the demand for their programs. (For information about a range of technology platforms to start a distance learning program, see “Using Technology Based Programs to Enhance Your Museum Content.”)

**PANEL:**

**Sally Otis**, Videoconference Coordinator, Smithsonian American Art Museum  
**Diane Nadler**, Education Program Coordinator, Pennsbury Manor  
**John Buchinger**, Associate Director, NY State Historical Association and Farmers Museum

**F / Making Connections with Collections: Sharing the Results of Statewide Preservation Planning Projects**

This panel discussion will present the work of Pennsylvania, New Jersey and Delaware in developing statewide preservation plans through the national IMLS Connecting to Collections Initiative. The plans for each of these states are ambitious with proposed education and assistance programs to benefit a wide variety of collecting institutions. After attending this session, participants will learn about the processes behind the development of the Connecting to Collections planning projects in each of these states, the findings from the surveys and focus groups conducted in these states, the proposed implementation strategies for each state and upcoming programs and events as well.

**PANEL:**

**Ingrid E Bogel**, Executive Director, Conservation Center for Art & Historic Artifacts  
**Rebecca Buck**, Deputy Director for Collection Services, Newark Museum  
**Tom Claeson**, Program Director for New Initiatives, LYRASIS  
**Lee Price**, Director of Development, Conservation Center for Art & Historic Artifacts

**■ BREAKOUT SESSIONS**

10:30AM - 11:45AM / Concurrent

**G / Improving Security with Reduced Staff & Budgets**

This session will provide practical, timely, best practice strategies for improving any security program at minimal costs (with limited resources). A nationally recognized cultural property protection authority offers guidelines for museums and cultural institutions of ALL size and scope. Strategies address a broad spectrum of security concerns, including policies, procedures, emergency preparedness, loss prevention, violence prevention, facility & collections protection, physical & electronic security measures, and staffing. Learning Outcomes: Attendees will learn how to develop a realistic protection plan based on available staff and budget. Emergency response planning is included. Necessary improvements based on actual threat to patrons, assets/collections and staff will be outlined in detail. This includes the need to handle crises of varying proportions.

SESSION CHAIR: **Stevan Layne**, CPP, CIPM, CIPI, International Foundation for Cultural Property Protection

PANELIST: **Richard Somers**, Certified Institutional Protection Manager II (Free Library of Philadelphia)

**H / Wyck: Re-Interpreting an Historic House**

This panel will discuss the innovative interpretive planning project undertaken at Wyck, one of Philadelphia's oldest houses, the objectives of our interpretive plan, and our participatory implementation strategies. The panel will introduce our inclusive planning process and Wyck's challenges and goals for providing a comprehensive (and comprehensible) experience of our 300-year site and history. Our new plan is informing an entirely new way of installing the house, forsaking the traditional "house museum" model and proceeding with a creative, participatory, dynamic, and still historically appropriate interpretation. The panel will discuss the outcomes of our planning process as they translate into short and long-term priorities and allow for ongoing feedback from the public and refinement of our interpretive strategies. This session will provide an opportunity to explore new models for interpreting house museums, particularly for those with extensive collections that span centuries and multiple stories/people/generations warranting interpretation. Panel attendees will learn about ways to involve outside voices in every step of interpretive planning and implementation and to explore options in a much more honest, productive, and audience-focused way. They will also learn about ways to

actively engage their communities in their work through strategies to develop and implement programs such as community curated installations and experiential programs that are firmly rooted in overall site/museum interpretation and which leverage partnerships. Attendees will also learn about creative installation strategies incorporating non-traditional signage, oral histories, and unusual and changing displays taking budget restrictions into consideration.

SESSION CHAIR: **Eileen Rojas**, The Wyck Association

PANEL:

**Laura Keim**, Curator, The Wyck Association

**Donna Ann Harris**, Principal, Heritage Consulting Inc.

**Page Talbott**, Principal, Remer & Talbott

**I / Using Technology-Based Programs to Enhance Your Museum Content**

Interested in utilizing technology to connect your museum to a distant audience, but not sure where to start? This session focuses on a range of technology platforms to start distance learning programs. Whether you're at a science museum or an art museum, this session will examine how to make your content available through a variety of technology solutions that fit a range of budgets. Chris Lawrence of the New York Hall of Science will talk about using various platforms – such as Skype, Elluminate and Safari Montage Live – to start a videoconference program. Jason Allen will discuss the National Constitution Center's program, The Exchange, that utilizes webinars, a website and low-tech teaching posters. Sally Otis of the Smithsonian American Art Museum will explain how an online bulletin board can start a dialogue with teachers, contributing to more dynamic and relevant programs. (For information about videoconference presentation strategies, see "Getting the Most from Videoconferencing.")

PANEL:

**Sally Otis**, Videoconference Coordinator, Smithsonian American Art Museum

**Jason E. Allen**, Web Conference Developer, ABCDedu, National Student Programs Manager, National Constitution Center

**Chris Lawrence**, Senior Manager of Digital Learning, New York Hall of Science

**J / The More, the Merrier? Pros and Cons of Multiple Museum Visits**

Educators at the Philadelphia Museum of Art who lead a variety of multiple-visit programs will discuss the pros and cons of three specific programs. One is a two-visit program that has served the entire fifth grade in a suburban school district for over 20 years. Another is a recently developed program, with ten monthly visits, specifically tailored for home schools. The last is an after-school program designed for urban middle school students to learn in the museum galleries and art studios.

Learning Outcomes: Attendees will learn about the benefits and challenges of multiple-visit programs that serve a wide range of grade levels and learning objectives. Presenters will share how each program was planned and implemented. This session will help attendees make informed decisions about multiple-visit programs at their own institutions.

SESSION CHAIR: **Ah-Young Kim**, Division of Education, Philadelphia Museum of Art

PANEL:

**James Stein**, Museum Educator, Philadelphia Museum of Art

**Esperanza Cecilia Altamar**, Manager of Community Programs, Philadelphia Museum of Art

**Rebecca Hoenig**, Museum Educator, Philadelphia Museum of Art

**K / Greening Your Existing Museum: Choosing Where to Start & What to Do Next**

People think that green buildings have to be built that way. But the life of (almost) any museum extends beyond its construction, so the real challenge of being green is to keep being green. And what's needed to maintain a green building applies to all buildings: a view of decision-making that looks beyond the short term interest, that involves the entire organization (including the building) and that looks to both what you do and who you are. The goal of this workshop is to provide the sources/checklists/tools/online materials/secrets/gurus/ advisors/chocolate/funding ideas/professional camaraderie needed to change the way your institution operates. This quasi-workshop will focus on at-hand and low-cost steps before progressing to the more technically challenging or more expensive changes your museum may want to plan to undertake over time.

PRESENTERS:

**Sarah Brophy**, Principal, bMuse

**Jeff Hirsch**, AIA, LEED-AP, Principal, EwingCole

### L / Museum and School Partnership Roundtable

Want an opportunity to talk with fellow educators at other museums about all of those details related to running school programs? Want some tips on developing partnerships with schools instead of serving as a provider of programs? Attend this informal roundtable discussion to ask your questions and share your experiences. Discussion topics will reflect those introduced in *An Alliance of Spirit: Museum and School Partnerships*, published earlier this year by the AAM Press, and co-edited by Kim Fortney and Beverly Sheppard.

#### PANEL:

**Kim Fortney**, Deputy Director, National History Day  
**Claudia Ocello**, President and CEO, Museum Partners Consulting  
**Ann Fortescue**, Director of Education and Visitor Services, Heinz History Center

### ■ BREAKOUT SESSIONS

2:00PM - 3:15PM / Concurrent

### M / Revolution and Evolution: Making Art Accessible in Today's Classrooms

How can educational materials increase the accessibility of your museum's collection and directly impact classroom learning? In this session, find out how to excite and engage K-12 teachers and students through thematic teaching poster sets. Presenters will discuss the working process behind two recent successful poster projects that feature American art, one from the Philadelphia Museum of Art and one created in collaboration between three Smithsonian museums. Topics will include practical advice on the use of teacher advisory groups, the marriage of high- and low-technology solutions, accompanying professional development workshops, and ways that collaboration can benefit small museums.

#### PANEL:

**Suzannah Niepold**, Teacher Programs Coordinator, Smithsonian American Art Museum  
**Rebecca Mitchell**, Education Resources Developer, Philadelphia Museum of Art  
**Briana Zavadil White**, School and Teacher Program Coordinator, National Portrait Gallery

### N / Leadership, Ambassadorship, Mentorship: Museums as a "Revolutionary" for Teens

This presentation is designed to showcase three notable museums that offer educational programming focused on teaching, inspiring and mentoring teen participants to prepare them for their future as responsible and successful adults. A recent survey lists over thirty mid-Atlantic museums of various sizes and types which provide such programs. The presenters will share their innovative and often revolutionary approaches of integrating teens into their vision. All participating panelists share the belief that staff involvement, strong school and community partnerships, and mentoring by professionals will help meet their museums goals and ensure the survival of museums in an ever changing society.

#### PANEL:

**Barry M. King**, Coordinator of Teen Programs, Philadelphia Museum of Art  
**Gerry Bay Hall**, Coordinator of Student Programs, Intrepid Museum  
**Geri Provost Lyons**, Youth and Family Coordinator, National Portrait Gallery, Smithsonian Institution

### O. Which History, Whose History? Finding Common Ground in a Cultural Tornado

We seek to get at what truths may be interesting to visitors and how they may or may not be the truths we who work in museums think about. The culture that Gore Vidal has called the United States of Amnesia is changing very rapidly; the structures and assumptions that used to be in place seem to be dissolving. What's replacing them? What, if anything, will the future need to know of the past? What, if anything, do visitors think we're doing when we make an exhibition? What are the stories our culture needs to hear and how do we know? Are these the roles we need to be playing now, helping people feel connected to something larger than themselves? Even if we have the authority to do that, do we have the ability?

#### PANEL:

**Linda Norris**, Managing Partner, Riverhill  
**Ken Yellis**, Principal, First Light Consulting

### P / Can Evaluation Revolutionize Museums

Evaluation is a tool that many funders deem a way to increase the relevance of an exhibit and to ensure that it will engage the intended audience or meet stated outcomes. But is there a proper way to do this work that leads to these results? Can any size museum do good evaluation work? After a simple primer about evaluation, panelists will discuss how they have been involved with evaluation - what motivated the work, what resources were necessary, and what the results were. Was the museum "revolutionized" internally or were exhibits more engaging because it learned more about its visitors?

After attending this session, participants will know what front-end, formative, summative and remedial evaluation is. They will be better able to determine when and how to evaluate an exhibit or program. Key to decision making will be knowing whether the in-house staff can do the work or whether outside resources are needed to accomplish it. They also will be better prepared to discuss the pros and cons of evaluation with their institutional peers.

SESSION CHAIR: **Beth A. Twiss Houting**, Director of Education, Chester County Historical Society

#### PANEL:

**Amy Bischof**, Director, The Hershey Story  
**Stephanie Przybylek**, Executive Director, Delaware Military Heritage and Education Center  
**Lois Miklas**, Executive Director, Public Programs and Collections Specialist, The Hershey Story  
**Mary Jane Taylor**, Program Developer, Exhibitions Department, National Constitution Center





**BREAKOUT SESSIONS**

3:30PM - 4:45PM / Concurrent

**Q / Ask the Conservators!**

Four conservators (paper, textile, objects, and paintings) will give a general introduction to conservation care and assessment, ranging from simple preventative measures to knowing when to call a professional. During the second portion, the conservators will answer specific questions from the audience. After this session, you can expect to:

- 1) have a better understanding of simple preventative conservation steps
- 2) know when to call a professional conservator
- 3) have a list of resources for supplies, contacts, etc.

A panel of four conservators from the Art Conservators Alliance, with specialties in paper, paintings, objects, and textiles will be presenting.

**PANEL:**

**Susan Duhl**, Paper Conservator/Collections Manager

**Steven Erisoty**, Paintings Conservator

**Virginia Whelan**, Textiles Conservator

**Julie Baker**, Objects Conservator

**R / "Design as Interpretation": How Visual Communication Can Be Both Message and Medium**

This session will demonstrate that it is not essential that a graphic designer be on staff, but that consultation with one early on can provide value in establishing/integrating an interpretive approach to the exhibit graphics, label panels, environmental graphic backdrops and other graphic approaches to conveying information and engaging visitors. By bringing a graphic designer into the early concept planning stages, and sharing with them the topics/themes, criteria for audience and communication goals, content and artifacts, etc., a graphic designer can contribute ideas and designs to these exhibit elements that can enhance the interpretive possibilities for the visitor by use of color, font, graphic imagery and illustration, color, etc. The graphics then become seamlessly integrated into the interpretive storyline of the overall exhibit.

After attending this session, participants will have a better understanding of the role of a graphic designer and the interpretive role graphics can play in the creation of exhibitions. Graphics can assist in enhancing the visitor's understanding of the exhibit content and expand upon the topics/themes by using color, typography, images (graphic, illustration, photography) that serve to support and enrich the overall interpretive experience. This process and approach can not only have a positive impact on the visitor experience, but the internal process of

engaging the graphic designer early on with the exhibit designer and project team can lead to the creation of an exhibition that is designed as a singular, seamless statement.

In addition to the panel discussion aided by visuals, handouts will be available on both the Morris Museum and Rocket Park graphics, a flyer entitled, General Considerations for Outdoor Typography, and a listing of resources (books, articles, websites) for best practices.

**PANEL:**

**Jo Ann Secor**, Principal and Director of Museum Services, Lee H. Skolnick Architecture + Design Partnership

**Eric Siegel**, Director, Chief Content Officer, New York Hall of Science

**Ellen M. Snyder-Grenier**, Curator of the Guinness Collection at the Morris Museum

**Christina Lyons**, Director of Graphic Design, Lee H. Skolnick Architecture + Design Partnership

**S / Engaging Millennial Donors - An Offline & Online Approach**

Millennial donors (20-33) are different than donors from past generations, but not in the ways you might expect. In the "2010 Millennial Donor Study," Achieve asked these young donors about their giving habits and engagement preferences. The results show a generation that is connected by technology and social media, but more inspired to give and volunteer based on personal engagement and human connections. In this way, they are like more established donors and volunteers. And they expect to be treated as such. These donors are clearly the future in terms of support for our projects, but we are also learning that they respond very differently to appeals and have different expectations when it comes to engaging with organizations. This session will define those expectations, opportunities to engage with millennial donors, and how to develop a plan for involving this new donor base.

**PRESENTER: Derrick Feldmann**, Achieve, LLC

**T / Digital Collections in the Classroom and Beyond**

The Museum of Anthropology recently launched an online database containing its entire permanent collection of archeological and ethnographic objects. We developed and implemented workshops for public school educators and university professors to learn to use our database in a classroom setting, to develop curriculum programs that use our digital collections, and to encourage students to use our database for research and projects. We want to share our success with the program and help other museums develop online databases. The session will be a panel discussion to explain our project, how we received funding and completed the project, time for us to show examples of our program online, and a question and answer segment.

Attendees will gain a greater understanding of the possibilities of digitization projects and applicable projects for end users. The session will also provide tips and advice for institutions that plan to apply for funding for digitization projects. We will also cover what worked during our project and what didn't work to help others with similar projects save time and effort. Our session will highlight the importance of interdepartmental cooperation for the success of an interdisciplinary program. We will provide materials from our workshops for all attendees.

**PANEL:**

**Kyle Elizabeth Bryner**, Museum Registrar and Collections Manager, Museum of Anthropology at Wake Forest University

**Stephen Whittington**, Museum Director, Museum of Anthropology at Wake Forest University

**U / Thinking About StEPs? Let's Work Together!**

Do you want to improve policies and practices and learn more about standards for historical societies, history museums and historic sites? This is a roundtable discussion about the StEPs: Standards for Excellence Program for History Organizations. This is your chance to see the workbook, wonder out loud about participating, learn from others' experiences, and possibly find professional colleagues interested in becoming a StEPs 'group' to take the journey in tandem. Come gain direction for the future, and begin to document your accomplishments and increase credibility and sustainability.

**PANEL:**

**Claudia Leister**, Curator of Collections Management, State of Delaware, Division of State and Cultural Affairs

**Mike DiPaolo**, Executive Director, The Lewes Historical Society

**Sarah Brophy**, Principal, bMuse

# MAAM Leadership & Committees

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Pennsylvania / **Ann Fortescue**, Director of Education & Visitor Services, Senator John Heinz History Center

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**Wendy Blackwell**, Director of Education, National Children's Museum

**Petra Chu**, Professor of Art History & Director of MA Program of Museum Professions, Seton Hall University

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

**Brenda Reigle**, Chief, Collections Care Section, Pennsylvania Historical and Museum Commission

**Dana Allen- Greil**, New Media Project Manager, National Museum of American History

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# 7<sup>TH</sup> ANNUAL SYMPOSIUM

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