

The 67th
Annual Conference of the
Mid-Atlantic Association of Museums
MAAM on the Mall



October 20-22, 2013

Washington D.C.



1025 Thomas Jefferson Street, NW
Suite 500 East
Washington DC 20007



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Welcome from the Conference Chair



The rich variety and long history of museums in Washington D.C. makes it an ideal place for Mid-Atlantic Association of Museums members to gather to consider the future of our profession. What does the future look like and how can we prepare our institutions to remain vital community resources?

The Conference Program Committee has assembled a provocative and varied series of speakers who have developed forward-looking programs or have already faced challenges that forecast future issues, from surviving hurricanes to welcoming new immigrant communities into our

institutions. How can we solve problems related to world versus national ownership of cultural property? Have the rules for fundraising changed in the wake of the economic downturn? What is the new reality? Crowdfunding, Tumblr, STEM, the Common Core—how will these words change what we do and how we do it?

We have invited two forward-thinking leaders in our profession to launch the discussion from different perspectives. Keynote speaker Randy Cohen, Vice President of Americans for the Arts, challenges us to think of museums not only for their essential role in the preservation of culture and identity, but also an economic engine that builds healthier communities. Cohen teaches us how to make the case for the value of our unique museums as economic, social, and educational assets. Marsha Semmel, 2013 Stephen Weil lecturer, addresses the special position of museums as protectors of objects and the responsibilities and challenges this presents for the future.

We know that the future presents unforeseen circumstances, some of which will be under our control and some of which will not. As the environment changes museums must find ways to change with it. We invite you to join us in this important conversation.

— Gretchen Sorin, Conference Chair
Cooperstown Graduate Program



67th Annual Meeting Program at a Glance

SUNDAY, OCTOBER 20 (Please see pages 15 and 16 for Sunday Tour Opportunities.)

SUNDAY WORKSHOP: 3:00 p.m. at Ford's Theatre National Historic Site, NPS 511 10th St., NW
The Perfect Ask with Robert Bull. (pre-registration required, \$30 per person)

OPENING RECEPTION: 6:00 p.m. to 8:00 p.m. at National Museum of Women in the Arts, 1250 New York Ave., NW

MONDAY, OCTOBER 21 at the National Museum of the American Indian, Fourth St. and Independence Ave.

REGISTRATION: 7:00 a.m. to 4:00 p.m.

OPENING BREAKFAST: 8:00 a.m. — 9:30 a.m. at the National Museum of the American Indian Café

Special AAM Presentation: John Wetenhall, Treasurer, American Alliance of Museums

KEYNOTE ADDRESS: Randy Cohen, Vice President for Research and Policy, American for the Arts

BREAK-OUT SESSION 1: 9:45 a.m. to 10:45 a.m.

Room 4018: *There is Power in a Union: Collaboration and Sustainability in Historic House Museums*

Room 4019: *The Future of the Cultural Property Debate: Where do we go after James Cuno?*

Rasmuson: *Generating STEAM: Art Museums and STEM Education*

BREAK-OUT SESSION 2: 11:00 a.m. to 12:00 p.m.

Room 4018: *Engaging People with Autism in Museums: Best Practices & Lessons Learned*

Room 4019: *Earned Income Here: Museum Dining, Catering, Facility Rentals & Gift Shop*

Rasmuson: *AAM Excellence at All Levels: Applying Standards at Your Museum*

LEADERSHIP LUNCH (invitation only) or **LUNCH ON YOUR OWN:** 12:00 p.m. to 1:30 p.m.

Leadership Lunch takes place at the Holiday Inn, 550 C Street Southwest

BREAK-OUT SESSION 3: 1:30 p.m. to 2:30 p.m.

Room 4018: *Talking About it: The Dialogic Museum as a Center for Community Conversations*

Room 4019: *Four Perspectives forward: A Multidisciplinary Look at Change and Adaptive Response*

Rasmuson: *Streaming 1.21 Gigawatts of Distance Learning*

AFTERNOON BREAK: 2:30 p.m. to 3:00 p.m.

BREAK-OUT SESSION 4: 3:00 p.m. to 4:00 p.m.

Room 4018: *Finding the right Tool: Using Social Media to Connect With Audiences*

Room 4019: *Crowdfunding for Museums*

Rasmuson: *Weathering Storms (literally!) and continuing to Serve*

STEPHEN WEIL MEMORIAL LECTURE: 5:15 p.m. to 6:15 p.m., Rasmuson Theater

Marsha L. Semmel, IMLS Director of Strategic Partnerships — *Stuff and the Future of Museums: Wither Collections in Our Virtual Age*

TUESDAY, OCTOBER 22 at the Holiday Inn 550 C Street SW (Please see page 16 for Tuesday Tour Opportunities.)

CLOSING BREAKFAST and BUSINESS MEETING: 7:45 a.m. — 8:40 a.m.

BREAK-OUT SESSION 1: 8:50 a.m. to 9:50 a.m.

Discovery 1: *Not Just Talking About It: Education, Collections, Collaboration, and STEM*

Saturn/Venus Room: *Is There a Form for That?*

Columbia Ballroom: *Generating Interest in Immigrant Generation Audiences*

COFFEY AWARD CEREMONY: 10:00 a.m. to 10:30 a.m., Columbia Ballroom

Courtney B. Wilson, Executive Director B&O Railroad Museum

BREAK-OUT SESSION 2: 10:40 a.m. to 11:40 a.m.

Discovery 1: *Curiouser and Curiouser: Exposing the Collections through Social Media*

Saturn/Venus Room: *A National Treasure in a Small Museum Becomes Part of the Collection at the US Senate: Collaboration, Deaccessioning, Conservation, and Politics*

Columbia Ballroom: *Funders Talk About the Future of Funding for Museums*

BREAK-OUT SESSION 3: 11:50 a.m. to 12:50 a.m.

Discovery 1: *Teaching with Thinking Routines*

Saturn/Venus Room: *Selling the Story: Developing Tourism Products From Cultural Resources*

Columbia Ballroom: *Rethinking Collections: Making Museums Matter to More People*

SUNDAY, OCTOBER 20

Please Note: Sunday's events take place at two locations: Ford's Theatre National Historic Site (NPS) located at 511 Tenth Street, NW; and National Museum of Women in the Arts located at 1250 New York Avenue, NW.

SUNDAY WORKSHOP

2:30 p.m. to 5:30 p.m.

THE PERFECT ASK

Presented by Robert Bull, Chief Development Officer For The National Trust For Historic Preservation

"The Perfect Ask" is a participatory workshop that explores tried and true strategies for soliciting face-to-face gifts. Using a linear approach to outline the process, workshop participants are provided with a checklist of solicitation considerations, from scheduling the meeting to closing the deal. Whether you are a newcomer to fundraising or a seasoned development professional, by the end of the workshop, participants not only build a comfort level for leading up to and delivering their own "Perfect Asks," but more importantly, understand why process is just as important as outcome!



Robert Lee Bull, Jr. leads the National Trust for Historic Preservation's fundraising efforts on behalf of America's historic places. A native of Baltimore, Mr. Bull is a graduate of the Baltimore School for the Arts, holds a bachelor's degree in theatre and arts administration from Goucher College, and most recently completed a master's of science in Organizational Leadership and Management from Antioch University

New England. He is a member of the Association for Fundraising Professionals (AFP), recognized as a Certified Fundraising Executive (CFRE), and currently serves on the AFP Diversity Committee. He is a frequent presenter and panelist at regional and national conferences sponsored by AFP, the Association for Healthcare Philanthropy, and Council for the Advancement and Support of Education (CASE).

Sponsored by Robert Bull, LLC

**Pre-registration (\$30) is required
Limited to 30 participants
2:30-5:30**

**Ford's Theatre National Historic Site, NPS
511 Tenth St, NW**



OPENING RECEPTION

6:00 p.m. to 8:00 p.m.

**Sponsored by
Design and Production Incorporated**

Join all conference attendees for hors d'oeuvres and drinks in the elegant Renaissance Revival Great Hall of the National Museum of Women in the Arts. Adorned with art from the collection the luxurious marble reception area is the perfect place to greet old friends and meet conference speakers. Hors d'oeuvres and free drink ticket are included in registration. Attendees may purchase additional drinks if desired.

**National Museum of Women in the Arts
1250 New York Ave NW (at 13th Street)
6:00 p.m. to 8:00 p.m**

MONDAY, OCTOBER 21

Registration begins at 7:30 a.m.

Please Note: Monday's sessions take place at National Museum of the American Indian, Fourth Street and Independence Avenue. The Leadership Lunch takes place at the Holiday Inn.

KEYNOTE ADDRESS "MUSEUMS MEAN BUSINESS"

Sponsored by the
Cooperstown Graduate Program

To launch the conference, this year's keynote speaker, **Randy Cohen—Vice President of Research and Policy at Americans for the Arts**, the nation's advocacy organization for the arts—will discuss the role of museums as an economic driver and key partner in our nation's prosperity. In this lively session, Randy will fill your advocacy quiver with case-making arrows about how your museum strengthens your community socially, economically, and educationally. A member of the Americans for the Arts staff since 1991, Randy stands out as one of the most noted experts in the field of arts funding, research, policy, and using the arts to address community development issues. He publishes *The National Arts Index*, the annual measure of the health and vitality of arts as well as the two premier economic studies of the arts industry—*Arts and Economic Prosperity*, the national impact study of nonprofit arts organizations and their audiences; and *Creative Industries*, an annual mapping study of the nation's 905,000 arts establishments and their employees. A sought after speaker, Randy has given speeches in 48 states, and regularly appears in the news media—including the Wall Street Journal, The New York Times, and on CNN, CNBC, and NPR. Randy has also been a policy specialist for the National Endowment for the Arts, founded the San Diego Theatre for Young Audiences and served as its managing director.



Note: the Keynote Address takes place in the café at the National Museum of the American Indian.

OPENING BREAKFAST

8:00 a.m. to 9:30 a.m.

Sponsored by the
Seton Hall Museum Studies Program



Begin your day with breakfast in the café at the National Museum of the American Indian. **John Wetenhall the Treasurer of the American Alliance of Museums** will welcome all conference attendees with a special address in the café.

Randy Cohen—Vice President of Research and Policy at Americans

for the Arts, the nation's advocacy organization for the arts, will present the keynote address immediately following Mr. Wetenhall's remarks.

THERE IS POWER IN A UNION: COLLABORATION AND SUSTAINABILITY IN HOUSE MUSEUMS

Director/Curator, Wharton Esherick

THE FUTURE OF THE CULTURAL PROPERTY DEBATE: WHERE DO WE GO AFTER JAMES CUNO?

Room 4019

11:00 a.m. to 12:00 p.m.
**AMERICAN ALLIANCE OF
MUSEUMS ON EXCELLENCE
AT ALL LEVELS: APPLYING
STANDARDS AT YOUR
MUSEUM**

Lauren Silberman
Coordinator,
AAM Museum Assessment Program
Rasmuson Theater

ENGAGING PEOPLE WITH AUTISM IN MUSEUMS: BEST PRACTICES AND LESSONS LEARNED

Room 4018

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EARNED INCOME HERE: MUSEUM DINING, CATER- ING, FACILITY RENTALS AND GIFT SHOP

Interact with a panel of experts on museum dining, gift shops, catering, facility rentals and expansion/renovation. Panelists include Darrell Willson, Administrator, National Gallery of Art; Greg Melanson, Deputy Executive Director, Friends of the National Zoo; David Greenbaum, AIA of SmithGroup; Joan Doyle, Principal-Gift Shops, Manask & Assoc. and moderator Art Manask, founder of Manask & Assoc., the well-known earned income specialist that has worked with museums and cultural institutions in all of these areas since 1993. Panelists will receive and respond to audience questions about operations, sales, marketing, planning/construction, and ways to improve your top and bottom-line earned income in all areas.

Arthur M. Manask, Principal, Manask &

Associates; Gregory J. Melanson, Deputy Executive Director & Associate, Friends of the National Zoo; David Greenbaum, FAIA, LEED AP bd+c, Vice President, SmithGroupJJR; Darrell R. Willson, Administrator, National Gallery of Art; Joan Doyle, Principal, Manask & Associates
Room 4019

Noon to 1:30 p.m.

LEADERSHIP LUNCH

By invitation. Taking place at the Holiday Inn, 550 C Street Southwest

**Sponsored by the Johns
Hopkins University Museum
Studies Program**



TALKING ABOUT IT: THE DIALOGIC MUSEUM AS A CENTER FOR COMMUNITY CONVERSATIONS

We will explore how museums can maintain relevancy by becoming safe spaces for important conversations through programming that encourages diverse perspectives on both critical historic events and contemporary issues. The goal of the session is to encourage educators and administrators at small museums to develop a philosophy of educational programming that not only allows, but welcomes visitors to share their collective experiences. We believe that museum visitors can learn not just from the authority, but from each other as well, and that this dialogic approach creates a sense of shared community that enriches the individuals' museum experience and repositions the museum as a key community center. Putting theory into practice, this session will feature dialogue amongst panelists and participants as we explore how to encourage

docents to use objects to evoke dialogue, tackle divisive community issues by representing all sides of the story, and find the resources to make dialogue and engagement happen. Participants will leave with a deeper understanding of the rewards and challenges of dialogue based programming; the insights and experiences of their peers; and knowledge of the resources provided by state humanities councils in supporting this type of programming.

*Jean Wortman, Program Officer,
Maryland Humanities Council; Mary
Alexander, Director, Museum Advance-
ment Program, Maryland Historical
Trust; Rod Cofield, Executive Director,
Historic London Town and Gardens;
Robert Forloney, Director, Breene M. Kerr
Center for Cheapeake Studies*
Room 4018

STREAMING 1.21 GIGAWATTS OF DISTANCE LEARNING

Educators are in search of new ways of teaching as Common Core standards and STEM education place an

increased focus on ELA and Math content. Distance learning programs at George Washington's Mount Vernon and Ford's Theatre bring the museum and its resources into the classroom via multiple channels, including electronic field trips, video conferencing, and social media. This session will demonstrate various ways to build live programs for an offsite audience. Participants will hear stories about what has and hasn't worked, see examples of inexpensive tools available for use, and brainstorm ideas for using distance learning in their own institutions.

Danielle Schallom, Coordinator of Education Outreach and Leadership Programs, George Washington's Mount Vernon; Kate Langsdorf, Education Programs Manager, Ford's Theatre Society; Zerah Jakub, Manager of Education Outreach and Leadership Programs, George Washington's Mount Vernon

Rasmuson Theater

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FOUR PERSPECTIVES FORWARD: A MULTIDISCIPLINARY LOOK AT CHANGE AND ADAPTIVE RESPONSE

The museum industry is in the midst of a paradigm shift precipitated by the information age. Our audiences reflect new demographic arrays, have new needs, and come with new expectations of the museum/visitor relationship. This panel will look from four different perspectives at repositioning ourselves to become more adaptive to changing events and to meet current challenges while becoming better prepared to address the next shift. Attendees will learn about innovative tools being developed for management, design, and fundraising, and be asked to consider their place in this shifting landscape and their plans to move forward.

Eric Christiansen, Senior Exhibits Designer, Smithsonian Institution: National Museum of the American Indian; Cheryl Braunstein, Exhibit Developer/Project Manager, Smithsonian Institution: National Zoo; Yoonhyung Lee, Director of Digital Media Philanthropy, Smithsonian Institution: Office of Advancement
Room 4019

2:30 p.m. to 3:00 p.m.
BREAK
National Museum of the American Indian Café

3:00 p.m. to 4:00 p.m. WEATHERING STORMS (LITERALLY!) AND CONTINUING TO SERVE

Since 9/11, the National Museum of the American Indian in NY has worked within the context of complex events from Hurricane Sandy to Occupy Wall Street, facing tough challenges yet with great many opportunities. With heightened security demands and other operational challenges, our museum has managed to

strengthen our visitor services, attract significantly higher attendance, and develop a higher profile in our community (at the neighborhood level & way beyond) through collaborations and changes in how we do our work. Working in partnership within the Smithsonian and NMAI, as well as NY-based organizations, has informed and enriched everything we do. Though presented as a “case study,” we will provide participants with instructive handouts, focusing practically on know-how and how-to.

John Haworth, Director, National Museum of the American Indian-NY; Lucia DeRespinis, Director of Development & Communications, National Museum of American Indian-NY; Margaret Sagan, Visitor Services Manager, National Museum of American Indian-NY
Rasmuson Theater

FINDING THE RIGHT TOOL: USING SOCIAL MEDIA TO CONNECT WITH AUDIENCES

We all want to connect with our audiences using social media. But we are awash in social media platforms, from Flickr to Tumblr, Pinterest to Historypin. How do we decide which of the dozens of options is the right fit for our museum and for each of our audiences? Three National Archives staff members will talk about projects they’ve undertaken to use a variety of social media platforms and techniques to engage visitors, both real and virtual. Participants will join discussions to

grapple with questions of how best to use these new and ever-changing tools.

Rebecca Martin, Volunteer and Tour Coordinator, National Archives and Records Administration; Stephanie Greenhut, Education Technology Specialist, National Archives and Records Administration; Hilary Parkinson, Writer-Editor, National Archives and Records Administration
Room 4018

CROWDFUNDING FOR MUSEUMS

This session will examine strategies for crowdfunding success, with examples drawn from recent fundraising projects for artifact conservation. As part of its Pennsylvania Connecting to Collections implementation project, the Conservation Center for Art and Historic Artifacts is leading “PAs Top 10 Endangered Artifacts,” a five-week crowdfunding initiative that will conclude on October 9. For this presentation, representatives from three of the participating sites will serve as panelists in a discussion of their just-completed crowdfunding projects, what worked and what didn’t work. The moderator will embellish with information about other crowdfunding opportunities on fundraising platforms like Kickstarter and Indiegogo.

Lee Price, Director of Development, Conservation Center for Art and Historic Artifacts; Barry Rauhauser, Stauffer Curator and Director of History on the Web, LancasterHistory.org
Room 4019



STEPHEN WEIL MEMORIAL LECTURE

MARSHA L. SEMMEL

5:15 p.m. to 6:15 p.m. Rasmuson Theater

Sponsored by Mary Case of Qm²



In the spirit of prolific writer, philosopher and scholar emeritus at the Smithsonian Institution's Center for Education and Museum Studies and longtime deputy director of the Hirshhorn Museum and Sculpture Garden, the Mid-Atlantic Association of Museums invited Marsha L. Semmel to present the 2013 Stephen Weil Lecture.

"I continue to be energized by—and passionate about—the power of museums and libraries as vital community organizations that are continually striving to make a positive difference in people's lives," says Marsha Semmel. A frequent writer and thinker about museums, Semmel has served as Acting Director of the Institute of Museum and Library Services and as Director for Strategic Partnerships and Deputy for Museum Services. She has been President and CEO of the Women of the West Museum, in Denver, CO and Conner Prairie, a living history museum in Indianapolis, IN. She served as Director, Division of Public Programs at the National Endowment for the Humanities, and has also worked at the B'nai B'rith National

Jewish Museum, the Smithsonian Institution, and the Taft Museum in Cincinnati. Marsha's lecture at this year's conference "'Stuff' and the Future of Museums: Whither Collections in Our Virtual Age" raises provocative questions about the future of museum collections.

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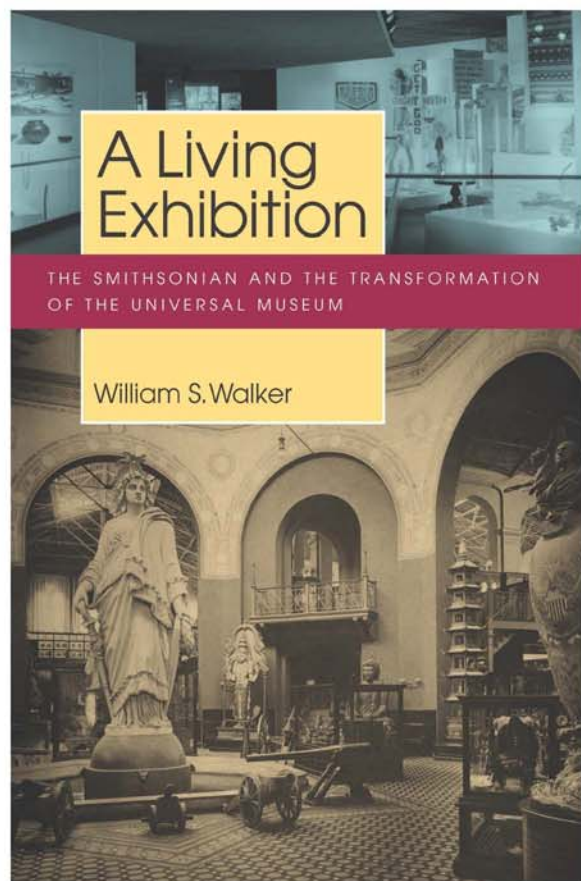


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A Living Exhibition

The Smithsonian and the Transformation of the Universal Museum

WILLIAM S. WALKER

How the evolution of the Smithsonian Institution has mirrored broader changes in American culture

Since its founding in 1846 “for the increase and diffusion of knowledge,” the Smithsonian Institution has been an important feature of the American cultural landscape. In *A Living Exhibition*, William S. Walker examines the tangled history of cultural exhibition at the Smithsonian from its early years to the chartering of the National Museum of the American Indian in 1989. He tracks the transformation of the institution from its original ideal as a “universal museum” intended to present the totality of human experience to the variegated museum and research complex of today.

Walker pays particular attention to the half century following World War II, when the Smithsonian significantly expanded. Focusing on its exhibitions of cultural history, cultural anthropology, and folk life, he places the Smithsonian within the larger context of Cold War America and the social movements of the 1960s, '70s, and '80s.

“*A Living Exhibition* offers new insight into the workings of the Smithsonian Institution, putting it into the context of the history of ideas. William Walker provides a new coherence to the institution’s history, making sense of its recent decades as a part of a century-long debate over the proper balance of universalism and specificity.”

—STEVEN LUBAR

TUESDAY, OCTOBER 21

Registration begins at 7:30

Please Note: Tuesday's events take place at the Holiday Inn, 550 C Street Southwest

7:45 a.m. to 8:40 a.m. CLOSING BREAKFAST and Business Meeting

Sponsored by
University of the Arts

Kick off the final day of the 2013
MAAM conference with breakfast
at the conference hotel.
Columbia Ballroom

8:50 a.m. to 9:50 a.m.

NOT JUST TALKING ABOUT IT: EDUCATION, COLLEC- TIONS, COLLABORATION AND STEM

STEM: the centerpiece of current national education trends. To remain a relevant "classroom" historic sites and history museums need to engage new methods and ideas of interpretation and programming across disciplines. This session explores an enriching collaboration at Mount Vernon that establishes a functional construct combining the academic discipline of curators with the teaching methods of museum educators. While collaboration is often discussed and lauded, it is often superficial. These projects rely fully on the ideas and creativity of educators and curators for programming engaging teachers and students in learning about Washington, historic trades, material culture, math, and technology.

Adam Erby, Assistant Curator, George Washington's Mount Vernon; Nancy Hayward, Director of Outreach Education George Washington's Mount Vernon
Discovery 1

IS THERE A FORM FOR THAT?

What form should I use when accepting born-digital images? Do electronic signatures on e-mailed forms transfer ownership? The museum world has changed in the 21st century. If your institution hasn't reviewed its forms since Y2K, chances are your language is outdated. While it's certainly easier to borrow a template from another institution than develop your own, learn why it is important to customize each document to fit your museum's needs. What's an IRS 8283 form? Can a separation sheet prevent anxiety? Do object transfer forms and artifact disposal forms differ? Do you need a temporary custody form? Is there a FIC form? Whether you are an emerging professional or a seasoned veteran, bring your questions and your forms! Our team of experts will provide inFORMation, advice, and anecdotes about forms.

Jobi Zink, Senior Collections Manager, Jewish Museum of Maryland; Leslie Ory Lewellen, Associate Registrar for Acquisitions, Minneapolis Institute of Arts; Walter Lehmann, Partner, Lehmann Strobel PC; Susan M. Cary, Registrar and Collections Manager, Archives of American Art - Smithsonian Institution
Saturn/Venus Room

GENERATING INTEREST IN IMMIGRANT GENERATION AUDIENCES

This session will address growing challenges and opportunities surrounding established immigrant ethnic collections. Using the Senator John Heinz History Center's Italian American Collection as a springboard for discussion, we will assess the changing demographics of our audience in Southwestern Pennsylvania and define differences in the attitudes

and interests of second through fifth generation Americans towards their cultural heritage. A discussion of potential strategies to attract a broader, multi-generational audience will be investigated. This assembly is open to all participants, who will be encouraged to share their experiences with differing interests in immigrant generation levels, and with strategies for reaching new audiences.

Melissa Marinaro, Curator, Italian American Collection; Peter Argentine, Emeritus Chair and Found Member of IAC Advisory Council, President, Argentine Productions
Columbia Ballroom



10:00 to 10:30 a.m.

COFFEY AWARD CEREMONY

Courtney B. Wilson

Sponsored by Huntington T. Block Insurance
Columbia Ballroom



The Katherine Coffey Award is one of the museum field's highest honors. It is presented each year by the Mid-Atlantic Association of Museums to a museum professional in the region in recognition of distinguished achievement in the field. Recipients must demonstrate accomplishment in their role and a record of service to the profession on state, regional, national, and/or international levels. Recipients also have a proven record of service to the community in which the museum is located.

Katherine Coffey, for whom this annual award is named, was one of the outstanding museum leaders and administrators of the nation. She joined the Newark Museum staff in 1923, serving in multiple capacities including exhibitions, education, directing a museum apprentice training program, and eventually serving for 19 years as the Newark Museums fourth director. She was responsible for training 110 young people who became museum professionals across the nation. She retired in 1968 after dedicating 43 years to the museum.

This year's recipient of the Katherine Coffey Award is B&O Railroad Museum Executive Director Courtney B. Wilson, whose career spans three decades. His most noteworthy accomplishment has been the restoration of the B&O Railroad Museum's historic 1884 Roundhouse after a devastating snow storm destroyed the structure on President's Day 2003. Wilson led the salvage and restoration effort that resulted in a \$20 million capital campaign and the reopening of the museum just two years later. In addition, he was tapped by Baltimore Mayor Stephanie Rawlings-Blake to re-build, re-brand and re-open the Edgar Allan Poe House, another historic attraction in Baltimore.

In 2006 Governor Robert Erlich named Mr. Wilson Commander of the Maryland Defense Force. In that position he oversaw that State's 450 personnel performing field support and ceremonial services to the Maryland Army National Guard, the Maryland Air National Guard, and the Maryland Emergency Management Agency. He continued in that post under Governor Martin O'Malley until he stepped down in August of 2012 with the rank of Major General.

"Courtney Wilson is truly one of the innovators in the museum profession today," said Shawn Herne, Vice President of the Mid-Atlantic Association of Museums. "He not only saved the B&O Railroad Museum from disaster but rebuilt it into one of the finest transportation museums in the world. His recent efforts to save and reopen the Edgar Allan Poe House is just another example of his outstanding leadership abilities and commitment to the community."

10:40 a.m. to 11:40 a.m.

FUNDERS TALK ABOUT THE FUTURE OF FUNDING FOR MUSEUMS

Plummeting endowments, budget cuts, and changing priorities have changed the funding landscape for museums. In this roundtable discussion, funders from a variety of backgrounds share their ideas about the future of public and private funding for museums and engage the audience in a discussion about where museum funding is headed, what museum priorities going forward will be, and what museums need to do to create a more sustainable future.

Saturn/Venus Room

Gretchen Sorin, Director and Distinguished Professor, Cooperstown Graduate Program; Mark Isaksen, Senior Program Officer, IMLS; Karen Mittelman, Director of the Division of Public Programs, National Endowment for the Humanities

A NATIONAL TREASURE IN A SMALL MUSEUM BECOMES PART OF THE COLLECTION OF THE U.S. SENATE: COLLABORATION, DEACCESSIONING, CONSERVATION AND POLITICS

A Case For Deaccessioning: How a small museum came to the decision to deaccession a national treasure to the United States Senate. The session will include a 20 minute DVD produced by the United States Senate Art Commission tracing the three-year journey of a portrait of Henry Clay from LeRoy, New York to Washington, D.C.. Conservators, art historians and small museum staff will find the session relevant to the issues and problems facing many small museums today as collections are threatened by the lack of funding for proper care, conservation and storage.

Amy Elizabeth Burton, Curator, United States Senate Art Commission and Lynne Belluscio, Director, LeRoy Historical Society, LeRoy, New York

Columbia Ballroom

CURIOUSER AND CURIOUSER: EXPOSING THE COLLECTIONS THROUGH SOCIAL MEDIA

A panel discussion of collections managers, archivists, special collections librarians, and social media experts will demonstrate how they use social media to engage audiences with collections. Highlighting some of the more unusual objects from their collections, panelists will discuss a variety of platforms being used to expose and identify objects including Facebook, Twitter, Flickr, Tumblr, and Pinterest and will also address the benefits, challenges and issues collections staff may encounter when using social media. Bring your questions for the panel to answer.

Maureen Lane, Collections & Digital Media Manager, The Phillips Museum, Franklin & Marshall College; Rachel Kassman, Development and Marketing Coordinator, Jewish Museum of Maryland; Heidi Herr, Outreach Coordinator For Special Collections, Sheridan Libraries, John Hopkins University; Erin Blasco, Education Specialist, National Museum of American History; Dana Puga, Prints and Photographs Collection Specialist, Library of Virginia

Discovery 1

11:50 p.m. to 12:50 p.m. TEACHING WITH THINK- ING ROUTINES

In this interactive workshop, we will model two teaching strategies called thinking routines to explore works of art. The routines are short sets of open-ended questions that are designed to help visitors engage with complex ideas and objects, to foster rich engagement, and to build understanding. The workshop will conclude with an opportunity to reflect on the group's thinking by exploring insights and questions about the experience and to consider ways to adapt and apply the routines. By experiencing the routines for themselves, session participants will leave ready to

begin to use these strategies with their visitors. A bibliography for further study, copies of the routines with instructions, and information of the works of art discussed will be provided. Similar to last year's successful session, two new routines will be offered.

Heidi Hinish, Head, Teacher, School, and Family Programs, National Gallery of Art; Elizabeth Diamant, Senior Educator and Manager, School Tour and Docent Programs, National Gallery of Art

Discovery 1

SELLING THE STORY: DEVELOPING TOURISM PRODUCTS FROM CULTURAL RESOURCES

During this session participants will explore the process of creating a tour from the initial assessment of resources, to the development of a complete product. Using a series of brief examples, stories and scenarios, attendees will be encouraged to discuss what would and would not work for their own communities, creating an opportunity for the presenter to help them discuss feasible solutions and approaches which can be tailored to their needs. They will also leave the session with practical knowledge about accessing the tourism market and connecting with tourism professionals.

Cordell Reaves, Historic Preservation Program Analyst, NYS Office of Parks, Recreation and Historic Preservation
Saturn/Venus Room

RETHINKING COLLECTIONS: MAKING MUSEUMS MATTER TO MORE PEOPLE

If museums hope to attract diverse audiences, they must have collections that allow for the interpretation of the history and culture of diverse groups. While recent academic work on material culture has focused on issue of race and class, museum collections often do not support the new interpretations. This presentation will include an introductory presentation that

demonstrates why we must reinterpret current holdings and acquire different objects that help expand the stories we can tell. This will be followed by a roundtable that provides the opportunity for others to share examples from their institutions and brainstorm ways to move forward.

Cynthia G. Falk, Professor, Cooperstown Graduate Program; Joanna Frang, Independent Consultant; Emily Lang, Ohio Historical Society
Columbia Ballroom

White Gloves Gang

Join the White Gloves Gang for a one-day collections volunteer project at one of the smaller museums in Washington, DC. Open to all registrars, collections managers, archivists, conservators, art handlers, and museum studies students. **Locations vary. Pre-registration is required.**

WHITE GLOVES GANG: DINNER

Learn about the specific projects and meet the rest of the gang at the White Gloves Gang dinner
**Tuesday, October 21, 2013
6:00 p.m.**

Location TBD. Participants must be pre-registered for Wednesday's project service day.

WHITE GLOVES GANG: VOLUNTEER COLLECTIONS SERVICE DAY

**Wednesday, October 21, 2013
9:00 a.m. to 4:00 p.m.**

Locations vary. Assignments provided at WGG dinner.

For more information or to register Call or email, please call Elizabeth Alberding at 240.462.8399 or contact her via email at: Elizabetha@thekellycollection.org.

Special Opportunities for MAAM 2013 Annual Meeting Registrants

Must show proof of MAAM registration to take advantage of the following offerings

Sunday, October 20

**American University Museum
at the Katzen Arts Center**
4400 Massachusetts Ave NW
Washington DC 20016-8031
202.885.1300

american.edu/cas/museum/

3:00 p.m. Free tour of the multi-disciplinary Katzen Arts Center and two exhibitions, "Patrick McDonough: bright viridian sentinel events" and "Green Acres: Artists Farming Fields, Greenhouses, and Abandoned Lots" with MAAM's Past President, Director/Curator Jack Rasmussen. The "McDonough" show examines the relationship between sustainability, aesthetics and free time in the face of environmental flux and increased interest in alternative energy, technologies and economies while "Green Acres" highlights contemporary art addressing ecological issues. **Advance registration is required.** Contact Jack Rasmussen at rasmusse@american.edu or 202.885.2489.

The Cold War Museum
Vint Hill, VA 20187
540-341-2008
coldwar.org

1:00 p.m. "Spies: North by Northwest Walking Tour." The neighborhoods around the present Russian Embassy have a rich history of espionage involving well-known and lesser-known personalities. Who was the beautiful young analyst in the Department of Justice who captured the fancy of the American public and the press? Was her motivation love or was it treachery? What is the background of the "tunnel" under the present Russian Embassy? Where and

why was it dug? This walking tour will explore these sites, and will discuss stories of espionage and intriguing personalities involving embassies, apartments, area restaurants and even the Washington National Cathedral.

Advance registration is required.

Contact Carol Bessette at jcbessette@aol.com or 703.569.1875; **\$15 per person fee to benefit The Cold War Museum.** NOTE: Tour starts promptly at 1 PM at the south-east corner of Wisconsin Avenue, NW and Massachusetts Avenue, NW (by the park). Please refer to www.spiesofwashingtontour.com/nothwest_walking_tour.html for map.

National Building Museum
401 F Street NW,
Washington DC 20001
202.272.2448
nbm.org

2 p.m. Free 45-minute tour of the Pension Building, home of the National Building Museum, America's leading cultural institution devoted to the history and impact of the built environment. Designed by General Montgomery Meigs, and noted for its exterior 1,200-foot terra cotta frieze and 75-foot tall Corinthian columns of the Great Hall, NBM also houses one of the best ranked museum shops in the country. General admission, which includes viewing the exhibition "Overdrive" (which travels from the Getty Museum and opens on October 20), will be offered at \$5 for MAAM registrants. **Advance registration is required.** Contact Kristen Sheldon at ksheldon@nbm.org or 202.272.2448, ext. 3302.

**National Museum of the
United States Navy**
Washington Navy Yard
805 Kidder Breese St. SE,
Washington DC 20374-5060
202.433.4995

history.navy.mil/NMUSN

1:00 p.m. Free one-hour tour of current exhibits and an opportunity to visit the nearby Cold War Gallery after the tour. NMUSN is the only naval museum to chronicle the history of the U.S. Navy from its creation to the present. The collection includes artifacts such as the USS *Constitution's* fighting top, the world's deepest diving submersible, *Trieste* and the uniform of former Fleet Admiral Chester W. Nimitz. Permanent and temporary exhibitions commemorate the Navy's wartime heroes and battles as well as its peacetime contributions in exploration, diplomacy, navigation and humanitarian service. **Advance registration is required.** Contact Laura Hockensmith by phone at 202.433.6826 or email at laura.hockensmith@navy.mil by October 17. (Note that all guests enter the Washington Navy Yard at the 6th and M St. SE gate and need photo ID.)

**National Museum of
Women in the Arts**
1250 New York Avenue NW,
Washington DC 20005
202.783.7988
nmwa.org

Noon to 5:00 p.m. Free self-guided tours of NMWA, the only museum in the world dedicated exclusively to recognizing the achievements of women artists, featuring a wide-ranging collection spanning from the 16th century to the present. Exhibitions on view include "American People, Black

Light: Faith Ringgold's Paintings of the 1960s," which presents a selection of 49 rarely-exhibited paintings that reflect on the momentous events that shaped America during the tumultuous decade of the 60s and "Awake in the Dream World," a mid-career retrospective of artist and best-selling author Audrey Niffenegger. (Off-site, the Museum has also sponsored "New York Sculpture," highlighting the work of internationally renowned sculptor Chakaia Booker.) **No advance registration required.**

The Phillips Collection
1600 21st Street NW
Washington DC 20009
202.387.2151

phillipscollection.org

11:00 a.m. - 6:00 p.m. Self-guided tour including the exhibitions: "Van Gogh Repetitions," "Duncan Phillips and New York Collections," "History in the Making: One Hundred Years after the Armory Show," and "Pakistani Voices." The Phillips Collection opened to the public in 1921 in Washington's DuPont Circle neighborhood, and is located in the former home of founder, Duncan Phillips with its extensive gallery additions. Timed tickets (\$12 each) may be reserved at www.phillipscollection.org.

The Textile Museum
2320 S Street NW
Washington DC 20008
202.667.0441
textilemuseum.org

1:30 p.m. Free architectural tour will focus on the historic home of The Textile Museum founder George Hewitt Myers. Designed by John Russell Pope, the architect of the Jefferson Memorial and the West Wing of the National Gallery of Art, the Museum is home to more than 19,000 textiles and carpets dating from 3,000 B.C. to the present, representing the full spectrum of non-Western textile arts. **No advance registration is required.**

Tudor Place Historic House and Garden

1644 31st Street NW
Washington DC 20007
202.965.0400

tudorplace.org

4:00 p.m. Free curator-led tour with Erin Kuykendall. A model of Federal-period architecture in the nation's capital and a center of early Washington society, Tudor Place was home to six generations of Martha Washington's descendants from 1805 to 1983. Their stories and those of the servants and enslaved workers who served them animate the site. More than 15,000 decorative arts items, archival, historic, and archaeological artifacts. Located on 5.5 lush landscaped acres. **Advance registration required.** Contact Talia Mosconi at tmosconi@tudorplace.org or 202.965.0400, ext.110.

Tuesday, October 22

Decatur House
on Lafayette Square
1610 H Street NW
Washington, DC 20006
202.842.0917

whitehousehistory.org/decatur-house

2:30 p.m. Free behind the scenes tour of Decatur House. Built in 1818 for Commodore Stephen Decatur, Jr., it was the first private residence in the White House neighborhood. Designed by America's first professional architect and engineer, Benjamin Henry Latrobe. After a series of owners, the house was bequeathed to the National Trust for Historic Preservation in 1956. This bequest not only saved Decatur House, but many other historic buildings surrounding Lafayette Square which were slated to be demolished to make way for new government office buildings. In 2010, the National Trust for Historic Preservation and the White House Historical Association established the National Center for White House History at Decatur House. **Advance registration is required at:** <https://ncwhh-tour-maam.eventbrite.com>

Ford's Theatre, Center for Education and Leadership
514 10th Street, NW
Washington DC 20004
202.347.4833

fords.org

2:00 p.m. - 3:30 p.m. Free tour and discussion of the Center for Education and Leadership Galleries, led by Sarah Jencks, Director of Education Programming for Ford's Theatre Society. The Center opened in July 2009 and is located across the street from the theatre and adjacent to the Petersen House, where Lincoln died. The Center Includes Four Public Floors: "Aftermath Gallery," where one can trace the immediate aftermath of Lincoln's assassination; the "Legacy Gallery," which explores the evolving legacy of Lincoln and how he has been memorialized around the world, and the "Leadership Gallery," where special exhibitions are mounted. **Advance registration is required.** Contact Sarah Jencks at sjencks@fords.org or 202.639.1580.

Hillwood Estate, Museum and Gardens
4155 Linnean Avenue NW
Washington DC 20008
202.686.5807

www.hillwoodmuseum.org

1-5 p.m. Self-guided tours of the mansion, greenhouse and 27 acres of gardens and natural woodlands originally purchased by Marjorie Merriweather Post in 1955. Opened in 1977, Hillwood features the most comprehensive collection of Russian imperial art outside of Russia, a distinguished 18th-century French decorative art collection, and 25 acres of gardens and natural woodlands. Exhibitions currently on view include "Living Artfully at Home with Marjorie Merriweather Post" and "Passion of the Empress: Catherine the Great's Patronage" at a **discounted rate of \$5** (regular admission is \$15). **No advanced reservation required.**



PSEG EERC Exhibits



National Civil War Museum Exhibits



Liberty Bell Center Exhibits



National Institute of Standards and Technology Exhibits

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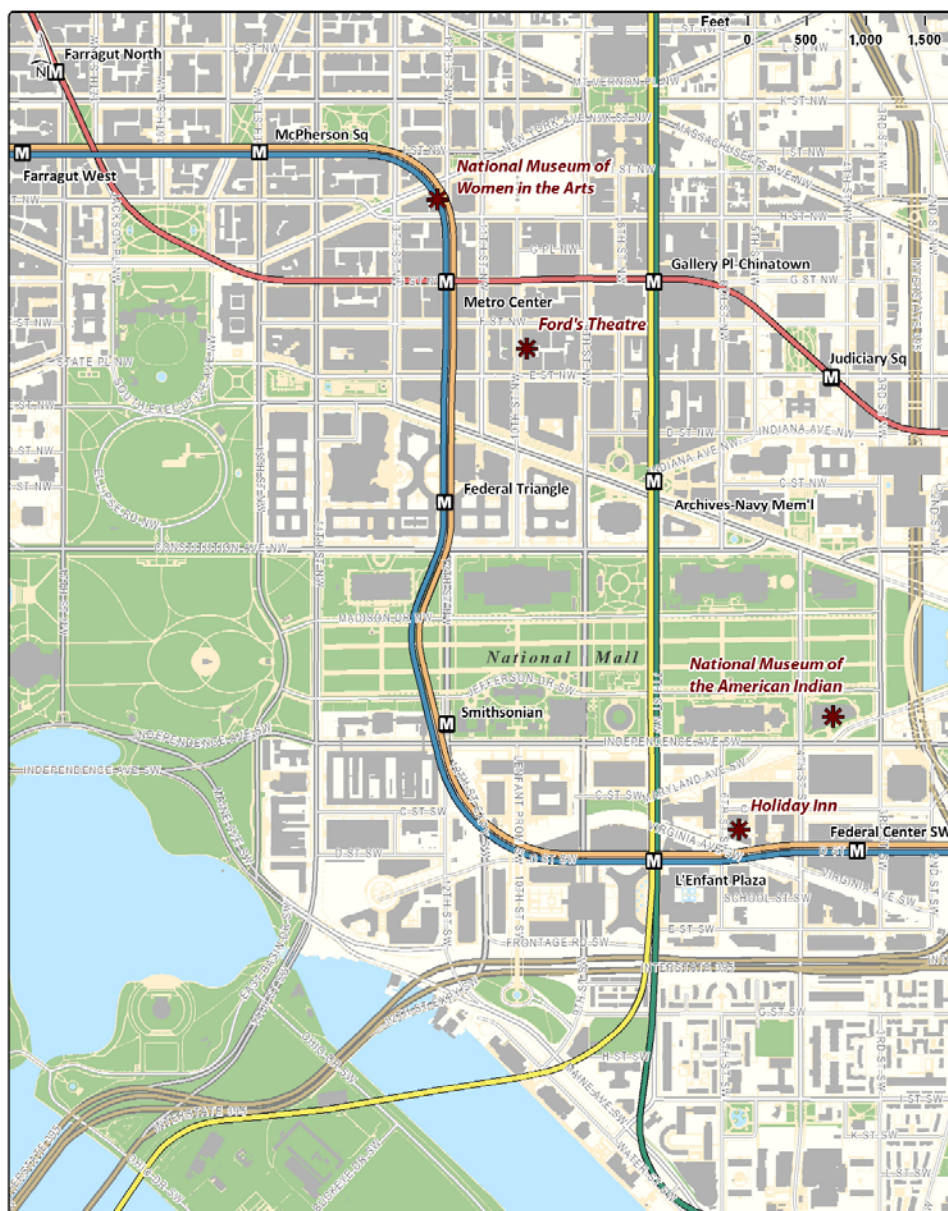
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Map courtesy of the DC Office of
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