

Welcome to MAAM 2014, Museums in Transition.

What do we mean by transition? One definition is: "passage from one state, stage, subject, or place to another." Change! The pace of transition in museums is accelerating rapidly.

Why? What's driving these transitions? Where are we heading? Will we collaborate with new partners? Who will they be? What new messages will we embrace and share? In the face of this change will our institutions survive? Thrive even? There are many disruptors to the status quo. High impact social and economic issues, the recession, pressure on and changes in education, and infinite digital disruptors to name a few.

Led by Keynote Speaker Kinshasha Holman Conwill we have invited a cross-section of professionals and institutions to share stories from their journeys of transition. We hope these will spark dialogue when we gather, leading to fresh revelations and clarified truths that will inspire you in the work of transition at your institution for the year to come.



Gretchen S Sorin Ph D

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Prudence Haine

Dear Colleagues

On behalf of the board of the Mid-Atlantic Association of Museums I am excited to welcome you all to Washington DC.

The MAAM Annual Meeting is an important gathering of museum stakeholders and provides an opportunity to share and exchange provocative ideas and new practices. This year's theme, Museums in Transition reflects the exciting time in which we live as our institutions grow and adapt to new challenges. Sessions at the 2014 Annual Meeting describe institutions that are moving, building, expanding, innovating, and redefining museums and museum work. Whatever our museums were like at the beginning of this century, they are bound to be very different by its end.

Many individuals and committees helped to make this conference possible. Special thanks are due to Prudence Procter Haines and Michelle Paulus for chairing the conference committee, to John Lovell and Barbara Bartlett for providing

such an outstanding venue for the opening reception and to Board members Jobi Zink and Andy Kitzmann who ably chaired the program committee.

The corporate and educational sponsors for this conference have generously supported the field and MAAM and I encourage you to read more about them in this program and to use their services in your institutions. Their products and services enable us to do our jobs professionally and creatively.

We know that all of you will enliven the discussions over the next several days with your experiences. Thank you for lending your expertise to the 2014 Annual Meeting.

Best Wishes,

Gretchen S. Sorin, Ph.D. Director and Distinguished Professor Cooperstown Graduate Program MAAM Board Chair

Welcome

Welcome to MAAM's annual conference Museums in Transition. This year's conference is sure to appeal to museum professionals from all walks of life. Museums are constantly in transition and we must be willing and ready to change how we think of museums and carry out our mission if we want to succeed. We hope you enjoy these few days of learning, sharing, and connecting with colleagues.

We want to thank the volunteers and sponsors who have made this conference possible! The entire board at the Mid-Atlantic Association of Museums has been working hard to ensure that this year's conference is a success. Additionally we want to thank Patrick Dickerson who has worked tirelessly to cultivate sponsorships and advertisements.

We can't list every sponsor in this letter but you will see their names throughout the program. We are grateful for each sponsor's support of the conference. We do want to thank our

leadership sponsors however. In particular, Ellie Byrom-Haley, President of Gecko Group Communications Design has worked with us every steps of the way and our Gold, Silver and Bronze Sponsors have provided essential leadership support. Gold Sponsors are the Cooperstown Graduate Program, Design and Production and Johns Hopkins University Museum Studies Program. Silver Sponsors are Seton Hall University and UArts Philadelphia. **Bronze Sponsor are Drexel Museum Studies** Program, New Jersey Association of Museums and Whiting-Turner Construction Company.



Michelle Paulus **Prudence Haines** 2014 MAAM Conference Co-Chairs

Schedule-at-a-Glance

WEDNESDAY OCTOBER 22ND

Time Event / Meeting Location

Afternoon offsite tours (Pre-registration required at midatlanticmuseums@gmail.com)

1:00 pm – 3:30 pm First Ladies/Julia Child exhibit

1:00 pm – 4:00 pm Glenstone

1:15 pm – 3:30 pm Hillwood Estate, Museum and Gardens 2:00 pm – 3:30 pm Office of Exhibits Central (OEC)

3:30 pm – 5:00 pm Dumbarton Oaks

6:00 pm – 8:00 pm Opening reception at US Botanical Gardens

Sponsored by the Cooperstown Graduate Program

THURSDAY OCTOBER 23RD

Time	Event / Meeting	L
7:00 am – 4:00pm	Registration	
7:30 am – 9:00 am	Opening Breakfast	
	Sponsored by Seton Hall University	
	Keynote Address by Kinshasha Holman Conwill	
	Sponsored by Design & Production, Inc.	
9:15AM - 10:30 AM	BREAKOUT SESSION I	
	1 Planning for Collections Storage:	Нс
	Making the Numbers Real	Ca
	2 Opened or closed	
	3 Reinvigorating American Icons:	Co
	Planning and Implementing Transitions	
10:00 am – 12:00pm	Off Site Workshop at National Building Museum	
	Pre-registration required at midatlanticmuseums@gmail.com	1
10:30 am – 11:00 am	Morning Break with refreshments	
	Sponsored by Whiting-Turner Contract Company	
11:15 AM - 12: 30 PM	BREAKOUT SESSION II	

12:30 pm- 1:45 pm

1:45 pm - 3:00 pm

4 Using Early Learning to Reach New Audiences House 5 Bringing Vision to Reality Capitol 1 & 2 6 Using an Ipad for Conditions Reporting Congressional Leadership Lunch or lunch on own Sponsored by Johns Hopkins University Museum Studies Program • Leadership Lunch by Invitation Only **BREAKOUT SESSION III** 7 Interns to Employees: How Employers and House Students Can Make the Most of Internships* 8 Sustaining Places: Creating Resources Capitol 1 & 2 for Small Museums 9 Past to Present: Teaching the 19th Century Congressional Using 21st Century Skills – How National Historical

Parks and National Battlefields are Creating Community-Building and Park-Stewardship through a Service-Learning Student Education Program





US Botanical Gardens

Reception at International Art and Artists Gallery

October 23, 2014 6:30 pm – 8:00 pm Max Capacity: 150

you to a meet and greet reception hosted in our internationally chic Dupont Circle contemporary art gallery, Hillyer Art Space Enjoy appetizers and refreshments while connecting with others of the museum community. Pre-registration and a fee of 510 is required to attend this event, please email midatlanticmuseums@gmail.com to secure your spot.

Exhibiting Artists: Jeffrey Herrity, Washington, DC; Lee Gainer, Alexandria, VA; and Alex Chiou, Arlington, VA.

Exhibition Service, Cultural Exchange Program,
Design Studio and Hillyer Art Space, IA&A
is a non-profit organization dedicated to
increasing cross-cultural understanding and
exposure to the arts internationally through
exhibitions, programs, and services to artists,
arts institutions, and the public.

Image Credits: Chairs Columbia: The Art of Seating, Installation at the Columbia Museum of Art, Columbia, SC, 2012

THURSDAY OCTOBER 23RD (continued)

Time	Event / Meeting	Location		
3:00 pm – 3:15 pm	Break with snack and refreshments			
	Sponsored by the New Jersey Association of Museums			
3:15 PM - 4:30 PM	BREAKOUT SESSION IV			
	10 University Museums in a time of Transition	House		
	11 Deaccessioning: Discussing the Great Taboo	Capitol 1 & 2		
4:45 PM – 6 PM	BREAKOUT SESSION V			
	12 University Round Table	House		
	13 Directors Round Table	Capitol 1 & 2		
	14 Curators Round Table	Congressional		
5:00 pm – 6:30 pm	Offsite Tours:			
	Pre-registration required at midatlanticmuseums@gmail.com	uired at midatlanticmuseums@gmail.com		
	 International Spy Museum and HSW Tour 			
	Temperance Tour- led by HWS			
	 Curatorial Tour at Italian Embassy 			
6:30pm – 8:30 pm	Reception at International Art and Artists gallery			
	Pre-registration required at midatlanticmuseums@gmail.com			

FRIDAY OCTOBER 24TH

Time	Event / Meeting	Location
8:00 am - 9:15 am	Closing Breakfast	
	Sponsored by University of the Arts Philadephia	
9:30 AM - 10:45 AM	BREAKOUT SESSION I	
	15 Career Start-Ups: Tools for Success*	House
	16 Strange Bedfellows: Museum Mergers	Capitol 1 & 2
	and Strategic Alliances	
	17 Familiar Setting, Unsettling Content:	Congressional
	Controversial Exhibits in a Historic Venue	
11:00 am – 12:00 pm	Speaker will be Peggy Loar	
	Sponsored by Qm2	
12:00 pm – 1:30 pm	Break for Lunch	
	Sponsored by Huntington T. Block Insurance, Inc.	
1:30 PM - 2:45 PM	BREAKOUT SESSION II	
	18 Public History Boot camp: A Workshop on	House
	Immigration & Diversity for History Museums	
	19 Under New Management: Transitions and	Capitol 1 & 2
	Visions in Museums	
	20 Case Studies in Alter Museums: Artist Studios	Congressional
	and Redefining the Visitor Experience	
3:00PM - 4:15 PM	BREAKOUT SESSION III	
	21 The William H. Gross Gallery Growing Pains:	Capitol 1 & 2
	Moving 19,000 Objects From Storage to Exhibition	
	Without Losing Our Minds (Or An Artifact!)	
	22 Thomas Jefferson's Poplar Forest: A Case Study	Congressional
	in Progress	

^{*}Sessions of interest for emerging professionals

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^{*}Sessions of interest for emerging professionals

Keynote Speakers

Kinshasha Holman Conwill

THURSDAY, OCTOBER 23RD

MAAM Breakfast Keynote Address 7:30 am - 9:00 am

Kinshasha Holman Conwill has more than 35 years of experience in arts and museum management. Since 2005, she has served as Deputy Director of the National Museum of African American History & Culture, the Smithsonian Institution's nineteenth and newest museum, scheduled to open in 2015. In this position, Ms. Conwill is engaged in fulfilling the museum's vision by cultivating fundraising and membership campaign efforts, fostering external partnerships, expanding the museum's collection, developing exhibitions and public programs, supervising building design and construction and administering the museum's daily operations.

An arts, museum, and management consultant, her projects included serving as a senior policy advisor for the Museums & Community Initiative of the American Association of Museums and project director for the New York City Creative Communities Leveraging Investments in Creativity (LINC) program. From 1988 to 1999 she was Director of The Studio Museum in Harlem after joining the Museum in 1980 as Deputy Director. She also has served as Assistant Exhibit Coordinator for the Museum of the American Indian in New York City, worked as

Coordinator of Activities for the Frank Lloyd Wright Hollyhock House, and taught art in the Los Angeles Unified School District. From 1970 to 1980, she was a practicing visual and performance artist.

A current member of the boards of Washington D.C.'s Provisions Library and the American Association of Museums, Ms. Conwill is a former board member of the Municipal Art Society of New York and The Andy Warhol Foundation for the Visual Arts. She participates on panels, serves as a juror for public art projects and exhibitions, acts as a reviewer on various award committees, collaborates with scholastic and cultural organizations and programs and writes on art, museums and cultural policy. Among other roles, she has served as a panelist for the New York State Council on the Arts and on advisory and grant committees for the New York Foundation for the Arts and the Rockefeller Foundation.

A native of Atlanta, Georgia, she attended Mount Holyoke College as a National Achievement Scholar, graduated *magna cum laude* from Howard University with a B.F.A. and received an M.B.A. from the University of California, Los Angeles.



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Peggy Loar

THURSDAY, OCTOBER 23RD

Stephen Weil Memorial Lecture 7:30 am – 9:00 am

Peggy Loar is currently a consultant in the field of museums, cultural management and museum design. From 2008 to 2013 she served as the founding Director of the new National Museum of Qatar, in Doha, designed by Jean Nouvel, where she brought 30 years of experience in museum planning and management, exhibition design and educational programming to the Qatar Museums Authority. Prior to this role, she served as Director of the Museum Studio at Voorsanger Architects P.C. in New York City. She is the founding President and Director of two American institutions, The Wolfsonian Museum and Research Center in Miami, Florida, and Genoa, Italy; and COPIA: The American Center for Wine, Food and the Arts in Napa, California, where she was later named President Emerita.

Prior to these positions, Ms. Loar was Director of the Smithsonian Institution's Traveling Exhibition Service (SITES) for 9 years where she developed the program to over 100 exhibitions for annual circulation nationally and internationally. She was awarded the Smithsonian Gold Medal for Distinguished Service, previously given to only eight individuals in the history of the Institution. Ms. Loar also



served as the first Program Director of the Institute of Museum Services (now IMLS) the Federal funding agency for American museums, and as Curator of Education and Assistant Director of the Indianapolis Museum of Art. For eight years she served as President of US ICOM (International Committee of Museums) headquartered with UNESCO in Paris, where she received recognition for her outstanding leadership and invaluable service to the international museum profession. She is a native of Cincinnati, Ohio and holds B.A. and M.A. degrees from the University of Cincinnati, and an Arts Leadership Certificate from Stanford University Graduate School of Business.

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Session Descriptions

Planning for Collections Storage: Making the Numbers Real

Collections stewardship is not a single process, but a series of interwoven and interdependent components. The condition of facilities housing collections, the quality of storage and preservation, and the ability to document collections directly affect an Institution's ability to make collections available to scholars and the public worldwide. To address their collections storage challenges, the Smithsonian Institution undertook a series of planning efforts to transform the future of collections storage. This session will illustrate for museum professionals the methodology and outcomes for two of the largest collecting units in the Smithsonian: the National Air and Space Museum and the National Museum of American History.

Chair: William Tompkins, National Collections Program Director, Smithsonian Institution.

Speakers: Ann Trowbridge, AIA, LEED AP, Associate Director for Planning, Smithsonian Institution, Office of Planning and Project Management; Luanne Greene, AIA, LEED AP, Principal, Ayers Saint Gross Architects and Planners; Jessica Leonard, Associate AIA, LEED AP BD+C, Associate, Ayers Saint Gross Architects and Planners.

Open or Closed—A Key Decision When Planning Your Transition

Should your museum stay open or close during renovation or expansion? We will explore, discuss and evaluate factors to be considered by museums during their "open or closed" decision-making process. The panel will discuss factors affecting their recent, similar decisions, including:

- Construction costs schedule, and activities
- Impact on visitor experience
- Human Resource decisions
- Marketing and Public Relations

Museum professionals directly or indirectly involved in, or impacted by, the "open/close" decision will find value gaining an enhanced understanding of key considerations, as well as questions to ask when evaluating their museum expansion/

renovation plans. This knowledge can make the difference between a smooth transition, a challenging conversion...or worse.

Chair: Carl D. Freedman, AIA, Aegis Property Group.

Speakers: Al Shaikoli, Director of Engineering, Facilities and Operations, Philadelphia Museum of Art; Greg Briggs, Institution Magnusson Klemencic Associates (MKA).

Reinvigorating American Icons: Planning and Implementing Transitions

Learn how Ford's Theatre National Historic Site and Ford's Theatre Society; Arlington House, The Robert E. Lee Memorial, and Frederick Douglass National Historic Site are making major programmatic and site upgrades. Each is at a different phase of the process facing the challenges and impacts of: fundraising through public/private partnerships; planning for new buildings and exhibits; gallery redesign; improving collections care and installing new climate management and fire suppression systems; and the rehabilitation of historic buildings. Examine how each is re-imagining its interpretive planning, and expanding public and education programming while seeking to build visitation and community support.

Chair: Joan Bacharach, Senior Curator, National Park Service, Museum Management Program.

Speakers: Julie Kutruff, Eastern District Manager. National Park Service, National Capital Parks-East; Sarah Jencks, Director of Education, Ford's Theatre Society; Tracey Avant, Curator of Exhibitions, Ford's Theatre Society; Kimberly Robinson, Acting Museum Curator, National Park Service, George Washington Memorial Parkway, Arlington House – The Robert E. Lee Memorial.

Using Early Learning to Reach New Audiences

The national spotlight is shining on early learning, and museums are paying attention. Museums welcome all visitors, including families with young children (ages o-8). But, it can be challenging to offer programs and activities that meet the needs of this audience. Learn about resources available to develop effective programs and exhibits that

educate your youngest visitors and align with the latest research on the science of how children learn.

Chair: Heather Johnson, Project Director, Initiatives, Association of Children's Museums.

Speakers: Peter Pizzolongo, Associate Executive Director for Professional Development Solutions, National Association for the Education of Young Children; Leslie Walker, Vice-President of Community Learning, Please Touch Museum; Michele Longo, Curator of Education, Gadsby's Tavern.

Bringing Vision to Reality: From Historic Preservation to Cutting-Edge Museum through Strategic Alliances

The partnership between the Lutheran Seminary and Adams County Historical Society to preserve the historic 1832-seminary building and adapt it to museum use expanded with multiple stakeholders, partners and consultants to manage the complex process of funding, rehabilitation and exhibit development. Strategic alliances were essential to the difficult transition from historic building to cutting-edge museum. Mid-level and experienced museum professionals will learn how a small, start-up museum was able to move forward from vision to reality by navigating complex partnerships, sophisticated financing and state-of-the-art interpretation with a strong team of dedicated volunteers and experienced consultants.

Chair: Barbara Franco, Executive Director and President, Gettysburg Seminary Ridge Museum.

Speakers: John Spangler, Executive Assistant to the President for Communication and Planning, Lutheran Theological Seminary at Gettysburg; Benjamin Neely, Director, Adams County Historical Society; Bill Lazenby, Project Manager and Content Team Leader, The PRD Group Ltd.; Michael Myers, Project Manager, The Whiting-Turner Contracting Company.

Using an iPad for Condition Reporting

Condition reporting of collection objects is one of the key functions of museum collection professionals. At this session you will learn how museums are successfully using iPads to condition report and document their collections in a digital format.

Chair: Danielle Bennett, Associate Registrar for ${\it Collections\ Management, The\ Walters\ Art\ Museum.}$

Speakers: Meg Craft, Head of Objects Conservation, Walters Art Museum; Anne M. Brancati Registrar for Loans, University of Pennsylvania Museum of Archaeology and Anthropology.

Interns to Employees: How Employers and Students Can Make the Most of Internships

Internships that are good educational experiences are especially important now that unpaid internships have come under question. Can a museum with no budget still have interns? Should an emerging professional accept an unpaid internship? The goal of a good internship is to develop work skills and provide experiences necessary for students to find gainful employment. We will provide both students and internship supervisors with practical ideas on how to meet this goal. The panel of two seasoned intern supervisors and two young professionals who parlayed internships into jobs hopes to offer some answers.

Chair: Beth A. Twiss Houting, Senior Director of Programs and Services, Historical Society of Pennsylvania.

Speakers: Mary Jane Taylor, Director of Learning and Engagement, Museum of American Revolution; Lee Roueche, Digital Media Developer, University of Pennsylvania Museum of Archaeology and Anthropology; Bethany Chisholm, Development Associate, Historical Society of Pennsylvania.

Sustaining Places: Creating Resources for Small Museums

The Sustaining Places Project is an innovative partnership between the Museum Studies Program of the University of Delaware and the Tri-State Coalition for Historic Places to support training for both small museum staff and graduate students in DE, southeastern PA, and southern NJ. Its launch has been funded by a three-year grant from the Institute for Museum and Library Services. We will discuss successes and challenges associated with the products of this grant: the website www.sustainingplaces.com, a growing "encyclopedia" of online resources for small museums; the annual

Collections SWAT Team service project; a lending library of collection care equipment; and a series of workshops directed to small historical organizations. The project has integrated training for small museum staff and opportunities for graduate students. It has worked to build long-term relationships with the participating museums.

Chair: Katherine C. Grier, Director, Museum Studies Program, University of Delaware.

Speakers: Stephanie Lampkin, Graduate Assistant and Webmaster for Sustaining Places, Museum Studies Program, University of Delaware; Nicole Belolan, Graduate Assistant and Workshop organizer for Sustaining Places, Museum Studies Program, University of Delaware; Hilary Mead, Evaluator for the Sustaining Places, Museum Studies Program, University of Delaware.

Past to Present: Teaching the 19th Century Using 21st Century Skills— **How National Historical Parks and National Battlefields are Creating Community-Building and Park-Stew**ardship through a Service-Learning **Student Education Program**

Explore how Harpers Ferry National Historical Park and other parks brought the 19th century alive through a technology service-learning project with local schools. Begun in 2009, and awarded the Federal Preserve America Accomplishment Award, the project has generated numerous improvements and transitions including: positive park/school relationships; outstanding student learning; stewardship-development, and; studentcreated interpretive materials. Museum educators, teachers, and those interested in communityoutreach and service-learning will benefit from this presentation. Students' videos and the step-by-step program development process will be explored. Participants will brainstorm in groups, identifying their own projects and outlining the process to achieve powerful student-created media.

Chair: Name: Autumn Cook, Web Manager & Social Media Specialist, Harpers Ferry National Historical Park.

Speakers: Catherine Bragaw, District Ranger, Chesapeake & Ohio Canal National Historical Park; Christy Tew, Park Ranger & Education Coordinator, Manassas National Battlefield; Toni O'Connor, West Virginia Studies Teacher, Harpers Ferry Middle School. 10

University Museums in a Time of Transition: Incorporating STEM **Education into Exhibition and** Interpretive Program Planning— **A Conversation**

University museums and galleries are transforming as STEM education becomes a major thrust at many colleges and universities. How are these museums and galleries (regardless of their discipline) effectively adapting and considering new ways of incorporating STEM or STEM-infused concepts into exhibition planning, collections use, and interpretive research? We will discuss pilot programs, as well as successful outreach that addresses STEM education. Participants will be invited into the discussion.

Chair: Beth E. Levinthal, Executive Director, Hofstra University Museum.

Speakers: Ricardo Viera, Director/Curator, Lehigh University Art Galleries; Christin L. Cash, PhD, Director, Boyden Gallery, St. Mary's College of Maryland; Nancy Richner, Museum Education Director, Hofstra University Museum.

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Deaccessioning: Discussing the **Great Taboo**

The topic of deaccessioning objects from museum collections is fraught with controversy. While deaccessioning is a standard practice in most institutions, the uses of funds from deaccessioned objects is carefully proscribed by AAM and AAMD Policies. However given the financial, technological and marketing challenges that so many museums face, it is time to ask if the museum profession needs to be more flexible in this area. This facilitated roundtable discussion session will examine the current practices related to deaccessioning of museum objects and invite participants to share their own experiences and to discuss ways in which the profession might begin to challenge and revise traditional practices.

In preparation for this discussion please read the AAMD's quidelines regarding deacessioning available on the AAM's website: https://aamd.org/sites/ default/files/document/AAMD%20Policy%20on%20 Deaccessioning%20website.pdf

Chair: Mary Case, Founding director, QM2.

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Session Descriptions (continued)

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University Roundtable

Join us for a facilitated discussion centered on university museum and galleries and the challenges these organizations are currently facing.

Chair: Beth E. Levinthal, Executive Director, Hofstra University Museum.

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Directors Roundtable

Join us for a facilitated discussion aimed towards museum directors and the challenges these people are currently facing.

Chair: John Haworth, Director, National Museum of the American Indian-New York.

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Curators Roundtable

Join us for a facilitated discussion centered on curators and the challenges professionals in the field are currently facing.

Chair: Margaret O'Reilly, Curator of fine art, New Jersey State Museum.

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Career Start-Ups: Tools for Success

With the job market becoming so competitive these days, job seekers must do more than rely on their education to obtain employment. This session will provide entry-level professional and student participants with insight and tools to build the most desired skills in today's job market. The key topics are: 1) Standing Out – what's your brand as a museum professional, what do you bring to your potential employer that is unique among other applicants; 2) Alternative and new/emerging career options in the museum field 3) Capitalizing on the digital age through freelance and contract career options 4) Career Mapping – how to understand yourself as a person and a professional and how you can make intentional moves to the museum profession you so desire. The goals are to empower participants to take the next steps in their careers, to expose a younger professional audience to the

immense possibilities within the field, and to help inexperienced professionals better themselves as professionals. The expected outcomes are for participants to take away crucial insight into the job market, with motivation and real plan on how to impress potential employers, and with a creative outlook for success and happiness within the museum field. With a conference all about Transitions in the museum field, it is crucial to address the changes in job availability, desired skills, and how the profession is changing at the job level. This session ties into the conference themes in these ways and provides substantial insight to the newest generation of museum professional.

Chair: Kayleigh Bryant, Visual Art Manager, Strathmore.

Speakers: Hilary-Morgan Watt, Social Media Manager, Smithsonian Natural History Museum; Adriel Luis, Curator of Digital and Emerging Media, Smithsonian Asian Pacific American Center; Renee Sandell, Retired Professor, Art Education, George Mason University.

Recent economic pressures have resulted in a growing

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Museum Mergers and Strategic Alliances

trend of mergers between museums and other institutions including The Academy of Natural Sciences and Drexel University (2012); The Rosenbach Museum & Library and the Free Library of Philadelphia Foundation (2013); The Ringling Museum and Florida State University (2000); The Textile Museum and George Washington University (2014). These mergers have upsides (new avenues for fundraising, economies of scale, financial security for museums, and access to resources to bolster their curriculums for universities) as well as drawbacks (loss of autonomy for museums, mission drift and financial challenges for universities.) In this age when sustainability is of considerable concern for a number of museums, the idea of strategic alliances with other museums, universities and libraries, seems particularly compelling. This session will examine some actual examples of successful alliances and consider the strategies that lead to success as well as some of the challenges that face institutions taking this path both before and after the alliance is forged.

Chair: *Martha Morris, Assistant Director of Museum Studies, George Washington University.*

Speakers: Derick Dreher, John C.Haas Director, The Rosenbach of the Free Library of Philadelphia; George W. Gephart Jr, President and CEO, Academy of Natural Sciences at Drexel University; John Wetenhall, Director, The GW University Museum and Textile Museum.

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Familiar Setting, Unsettling Content: Controversial Exhibits in a Historic Venue

President Lincoln's Cottage launched "Modern Slavery: Can You Walk Away?" to coincide with the anniversary of the signing of Lincoln's Emancipation Proclamation and raise awareness that slavery exists in our time. We will examine how a primarily history-focused venue approached the integration of controversial social issues into its interpretive program. Through a partnership with Polaris Project—a nonprofit that combats all forms of human trafficking—President Lincoln's Cottage was able to enrich the exhibit's content and broaden its reach.

Chair: *Tracy Revis, Principal, Howard* + *Revis Design Services*.

Speakers: Callie Hawkins, Associate Director of Programs, President Lincoln's Cottage, National Trust for Historic Preservation; Ted Maris-Wolf, Deputy Director, CV Starr Center; Polaris Project representative.

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Public History Boot Camp: A Workshop on Immigration & Diversity for History Museums

As the U.S. becomes more diverse, history museums must embrace the stories of our changing communities. But how do overworked staff, especially at small museums, conduct historical research about immigration and diversity that can anchor new engaging programs and exhibits? How do we work with scholars and communities? Building on the "Museums and Scholarship" roundtable at MAAM's 2011 conference, this session, sponsored by the Mid-Atlantic Regional Center for the Humanities, will be an interactive workshop led by a public historian, an immigration historian and a museum professional. Attendees will learn inexpensive research methods and tools and discuss creating and marketing programs about diversity.

Chair: Mary Rizzo, Co-Editor of The Public Historian

and Public Historian in Residence, Mid-Atlantic Regional Center for the Humanities, Rutgers University – Camden.

Speakers: James F. Turk, Nonprofit and Museum Consultant; Andrew Urban, Assistant Professor, American Studies and History, Rutgers University.

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Under New Management: Transitions and Visions in Museum

One of the more challenging prospects a museum can face is transition of ownership. The lessons being learned through Fort Monroe's transition from Army post to public entity trigger an interesting and valuable dialogue on what museum professionals can do with a potential clean slate, while maintaining stakeholder relationships and building on the efforts of antecedent organizations. This session's framework explores daily issues, such as new leadership, new audiences, developing and providing new services, and consolidating resources. Panelists will discuss actions taken by the Fort Monroe Authority, U.S. Army, and National Park Service to maintain professional standards, retain artifacts and exhibits, and develop new partnerships in line with each organization's vision and mission.

Chair: Veronica Gallardo, Operations and Cultural Resources Manager, Casemate Museum, Fort Monroe Authority.

Speakers: Dr. Joseph Rainer, Chief, Museums and Historical Property, US Army Training and Doctrine Command, Military History and Heritage Officer; Eola Dance, Chief, Visitors Service, National Park Services, Fort Monroe National Monument; Darcy Nelson, Education and Volunteer Coordinator, Casemate Museum, Fort Monroe Authority.

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Case Studies in Alter-Museums: Artist Studios and Redefining the Visitor Experience

Unique historic spaces stand with purpose-built museums as part of our cultural landscape. Artist studios – part home and part creative laboratory – defy any traditional museum education model. Learn how the living and working spaces of four

inspiring artists embody shared histories, challenging today's museums and their audiences to rethink the visitor experience. These four unique cultural sites have transformed the challenges of historic sites into sought-after cultural encounters. Through case studies and Q&A we will shed light on the vast potential that "alternative" sites have to inform and reform assumptions and models now de rigueur in the museum education field. Presenters will invite attendees to talk through the practical application of the themes:

- focusing preservation work to realize your organization's mission
- program planning to develop signature programs and maintain relevance
- defining strategic partnerships to take your message further.

Chair: Michele F. Saliola, Director of Programs, Judd Foundation.

Speakers: Janice Monger, Executive Director, Alice Austen House; Susan Fisher, PhD., Executive Director, Renee & Chaim Gross Foundation; Allison Cross, Executive Director, Manitoga/The Russel Wright Design Center.

21

The William H. Gross Gallery Growing Pains: Moving 19,000 Objects From Storage to Exhibition Without Losing Our Minds (Or An Artifact!)

From curatorial conception to collections registration, through object conservation and exhibition installation, over 19,000 philatelic and postal history objects went through multiple stages of transition in order to complete the expansion into the 19,000 square foot William H. Gross Stamp Gallery. We will insight into the targets our curatorial, collections and preservation departments met, the organizational tools share used and resources needed in order to successfully complete the installation of objects into the new gallery.

Chair: Caitlin Badowski, Collections Specialist, Smithsonian National Postal Museum.

Speakers: Kathryn Burke, Curatorial Assistant, Smithsonian National Postal Museum, Washington, DC; Manda Kowalczyk, Preservation Specialist, Smithsonian National Postal Museum; Kellyn Hoffman, Exhibits Registrar, Smithsonian National Postal Museum, Washington, DC.

www.midatlanticmuseums.org/annual-meeting

22

Thomas Jefferson's Poplar Forest: A Case Study in Progress

Overwhelmed and trying to get a handle on the big picture of transitioning your site? We can help! Attendees of all experience levels will understand, evaluate, and problem-solve the challenges of interconnected transitions by examining a case study: The re-visioning of Thomas Jefferson's Poplar Forest. Providing a framework for the conference, this case study puts museum transitions in context and allows for immediate application of ideas and knowledge through small group discussions. Come hear our stories, share yours, and learn from each other as we discuss transitions through the lens of this in-process transition.

Chair: Jeff Nichols, Director, Thomas Jefferson's

Speakers: Wayne Gannaway, Director of Institutional Advancement, Thomas Jefferson's Poplar Forest; Steve Boyd-Smith, Interpretation & Design Group Manager, 106 Group; Anne Ketz, CEO & Services Director, 106 Group; Jack Gary, Director of Archaeology and Landscapes, Thomas Jefferson's Poplar Forest.

10

Offsite Tours

WEDNESDAY, OCTOBER 22

GLENSTONE, Potomac, MD. *Site Tour*

Bus Trip and Tour 1:00 pm - 4:30 pm

Set on a 150 acre sustainable campus, Glenstone feature iconic works by artists who have come to international prominence since World War II.

Glenstone seamlessly integrates art, architecture and landscape into a serene and contemplative environment to form a unique connection between art and visitor. Monumental sculpture is presented in the context of landscape design by Peter Walker and Partners, while rotating exhibitions are presented in a building designed by Gwathmey Siegel & Associates; the current exhibition of Peter Fischli and David Weiss explores their collaboration of more than 30 years as presented in various mediums. For more information about Glenstone, visit www.glenstone.org.

Pre-registration for this tour is required; space is limited. **\$10. Fee**

WEDNESDAY, OCTOBER 22

The National Museum of American History, Washington, D.C. Guided Exhibitions Tour

Bon Appetit: Julia Child's Kitchen at the Smithsonian *AND* The First Ladies 1:00 pm – 3:00 pm

Clare Brown, Exhibition Designer and Chair of the Graduate Program for Exhibition Design at the Corcoran College of Art + Design, will lead a tour of two exhibitions she designed while at the National Museum of American History. Attendees will gain behind-the-scenes insight into the design and development of Food: Transforming the American Table, 1950-2000, which features Julia Child's Kitchen, including text panels, photographs and selected objects as well as Child's actual 14' x 20' kitchen. The second part of the tour will also offer an up close and personal view of *The First Ladies*, which features inaugural gowns, White House China and personal artifacts—all which help to explore the unofficial but important position of the First Lady. Visit www.americanhistory.si.edu for more information.

Pre-registration for this tour is required; space is limited. **\$10. Fee**

WEDNESDAY, OCTOBER 22

DUMBARTON OAKS, Washington, D.C. Site Visit

Architectural and Landscape Highlights 3:30 pm – 5:00 pm

Dumbarton Oaks Research Library and Collection is administered by the Trustees for Harvard University. It supports research and learning internationally in Byzantine, Garden and Landscape, and Pre-Columbian studies through fellowships and internships, meetings, and exhibitions. Located in residential Georgetown, Dumbarton Oaks welcomes researchers at all career stages who come to study its books, objects, images, and documents. It opens its doors to the public to visit its historic gardens, designed by Beatrix Farrand; its Museum, with world-class collections of art; and its Music Room, for lectures and concerts. Please note that this tour will not include interior spaces. For more information about Dumbarton Oaks, visit www.doaks.org.

Pre-registration for this "rain or shine" tour is required; space is limited. **\$10. Fee**

WEDNESDAY, OCTOBER 22

"Temperance Tour," by the Historical Society of Washington, D.C. Walking Tour

5:00 pm – 6:30 pm

Washington, D.C. was expected to be the "model dry city" for the rest of the country during Prohibition, but turned out to be anything but as residents opened 3,000 speakeasies and even Congress employed its own bootleggers. The "Temperance Tour" covers quirky and little known sites in the nation's capital including the Calvary Baptist Church, site of the Anti-Saloon League's first national convention in 1895; the Cogswell Temperance Fountain; and ends with happy hour at a penthouse apartment overlooking the National Archives and the National Mall. The Tour will be led by historian and literary journalist Garrett Peck, author of Capital Beer: A Heady History of Brewing in Washington, D.C., his fifth and latest book. The Historical Society of Washington, D.C., founded in 1894, is a community-supported educational and research organization that collects, interprets, and shares the history of our nation's capital; for more information, visit www.historydc.org.

Pre-registration for this tour is required for this "rain or shine" tour; space is limited. **\$10. Fee**



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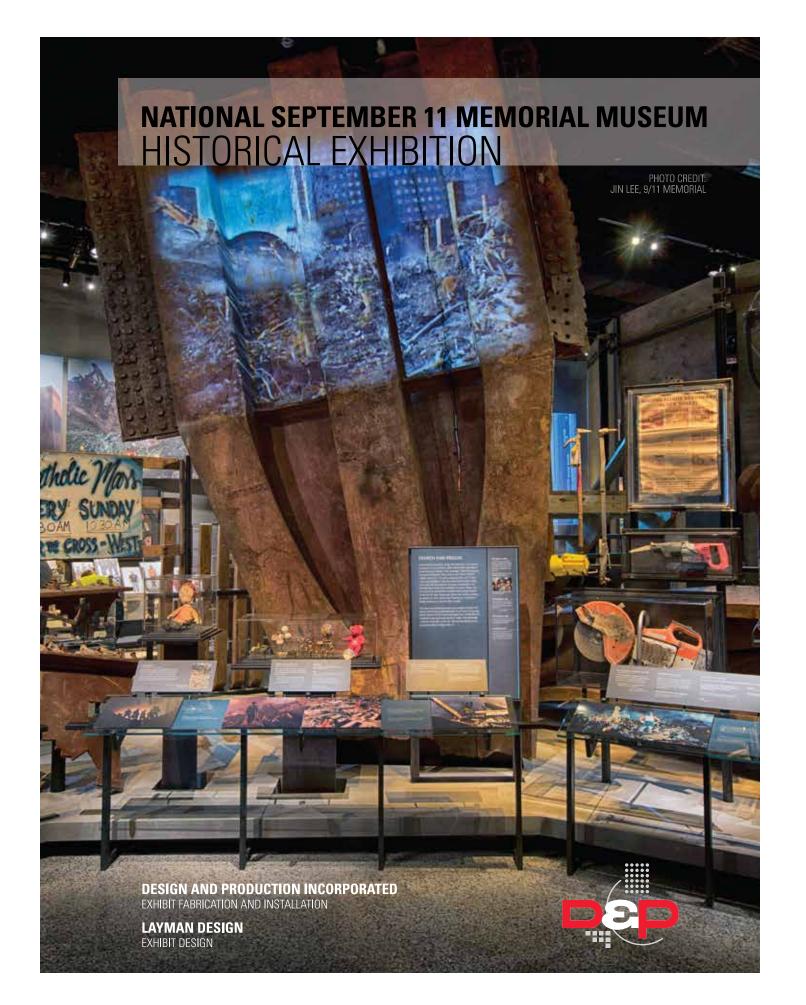


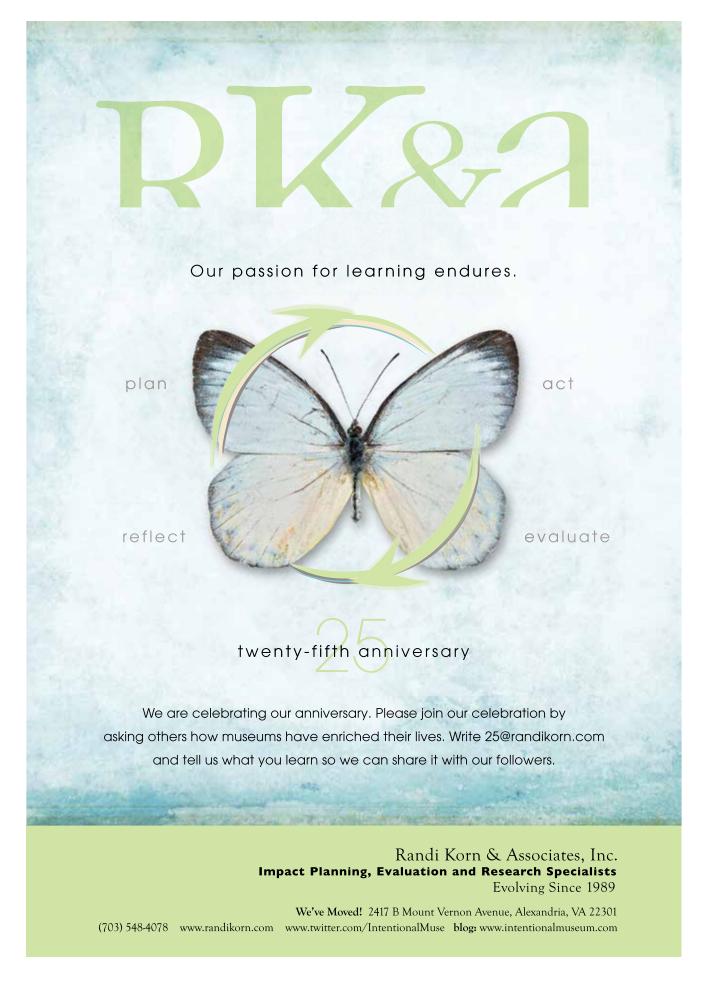
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