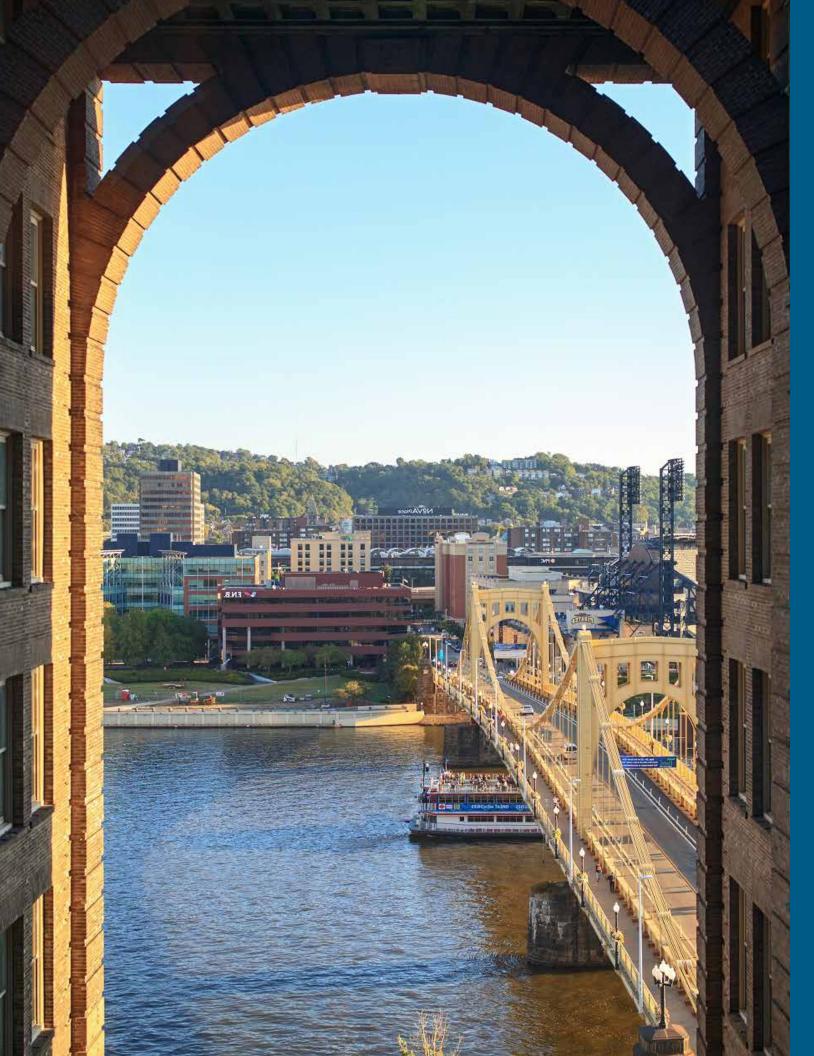
### MAKING MUSEUMS MATTER: FROM ADVOCACY TO ACTION

### Mid-Atlantic Association of Museums Annual Meeting 2017

PITTSBURGH, PA | OCTOBER 19–21, 2017 Renaissance Pittsburgh Hotel www.midatlanticmuseums.org







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COVER IMAGE: Skyline at Sunrise Image courtesy of Dave DiCello via Visit Pittsburgh

LEFT IMAGE: Renaissance Pittsburgh Hotel Arch Image courtesy Renaissance Pittsburgh Hote

RIGHT IMAGE: Lobby of the Renaissance Pittsburgh Hotel Image courtesy of Renaissance Pittsburgh Hotel

### Welcome to MAAAA 2017 MAKING MUSEUMS MATTER: FROM ADVOCACY TO ACTION

Museums connect people with artifacts and ideas that present diverse perspectives. Whatever challenges our country and communities may face, museums will continue to play a vital role through the interpretation of different cultures, the facilitation of difficult conversations, and the presentation of fact-based information.

The 2017 MAAM conference in Pittsburgh, PA will examine how museums respond to those challenges and opportunities of today, along with addressing best practices in technology, interpretation, and collection-related issues.



### **Dear Colleagues**

*On behalf of the board of the* Mid-Atlantic Association of *Museums, I am excited to welcome* you to Pittsburgh, a city that Forbes Magazine called the nation's "Most Livable City."

We know that you will enjoy the diversity of Pittsburgh's lively museums and cultural offerings. The city is also known for its many culinary delights from Primanti's signature sandwiches to the variety of international offerings throughout the neighborhoods.

Each year the MAAM Annual Meeting provides museums and allied organizations with an opportunity to share and exchange provocative ideas and new practices. This year's theme, "Making Museums Matter: From Advocacy to Action" encourages us to place our museums in the forefront of the discussions and controversies within our communities and not to stand on the sidelines. This may seem like a potentially perilous time for our institutions as they adapt to new challenges, and we must not be complacent.

We have exciting pre-conference tours and receptions to introduce you to Pittsburgh's cultural offerings, including our opening reception at the spectacular Phipps Conservatory. But please take advantage of the many other museums that are in this wonderful city. The Heinz History Center is a short walk from the hotel, and in the spirit of the conference, features an exhibition on Innovation *in Pittsburgh*. Admission is free for conference attendees. The Carnegie Museums are also a must-see destination. Their current exhibition "20/20" was just called "the most important art show in America" by Voque. And don't miss Undressed: A History of Fashion at the Frick, the only venue for this blockbuster from London's Victoria & Albert Museum.

Many individuals and committees helped to make this conference possible. Special thanks are due to annual meeting co-chair, Amanda Gillen, and to our Executive Director, John Lovell, for coordinating local arrangements and conference planning respectively.



Jobi Zink ably chaired the program committee. MAAM's gratitude goes as well to those institutions that opened their doors for the pre-conference tours: The Frick Pittsburgh, Rivers of Steel Heritage Area, Mattress Factory and the Andy Warhol Museum. Special thanks also go to Averie Shaughnessy-Comfort, Michelle Paulus, Rosa Gallagher, and Sarah Phillips for their significant efforts in making this conference a success.

The corporate and educational sponsors for this annual meeting have generously supported the field and MAAM, and I encourage you to read more about them in this program and to visit the museum marketplace during the conference. 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 voices and your expertise to the 2017 MAAM annual conference.

Best Wishes,

Thetchen Doin

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

### **Mid-Atlantic Association** of Museums Board Members

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### Schedule-at-a-Glance

VEDNESDAY, OCTOBER 18, 2017				
ime	Event / Meeting	Location		
oo p.m8:00 p.m.	White Gloves Gang Dinner (Pre-registration required)	TBD		
HURSDAY, OCTOBER 19, 2017				
me	Event / Meeting	Location		
00 a.m.–4:00 p.m.	White Gloves Gang Event (Pre-registration required)	Carnegie Museum of Art, Heinz History Center, The Andy Warhol Museum		
00 p.m4:00 p.m.	Cornerstone™ Workshop: Creating a Truly Inclusive Museum (Pre-registration required; additional fee)	Renaissance Pittsburgh Hotel August Wilson Room		
00 p.m.–4:00 p.m. 00 p.m.–2:30 p.m. 00 p.m.–4:30 p.m.	MUSEUM TOURS: (pre-registration and additional fees) Rivers of Steel National Heritage Area and The Frick Pittsburgh The Andy Warhol Museum Mattress Factory	Homestead and Pittsburgh Pittsburgh Pittsburgh		
00 p.m5:00 p.m.	Conference Registration	Renaissance Pittsburgh Hotel, Lobby		
oo p.m8:oo p.m.	Opening Reception (Pre-registration required; no additional cost to registrants) Sponsored by Phipps Conservatory and Botanical Gardens	Phipps Conservatory and Botanical Gardens		

Time	Event / Meeting	Location
6:00 p.m8:00 p.m.	White Gloves Gang Dinner (Pre-registration required)	TBD
THURSDAY, O	CTOBER 19, 2017	
Time	Event / Meeting	Location
9:00 a.m4:00 p.m.	White Gloves Gang Event (Pre-registration required)	Carnegie Museum of Art, Heinz History Center, The Andy Warhol Museum
1:00 p.m.–4:00 p.m.	Cornerstone™ Workshop: Creating a Truly Inclusive Museum (Pre-registration required; additional fee)	Renaissance Pittsburgh Hotel August Wilson Room
1:00 p.m4:00 p.m. 1:00 p.m2:30 p.m. 3:00 p.m4:30 p.m.	<b>MUSEUM TOURS:</b> (pre-registration and additional fees) Rivers of Steel National Heritage Area and The Frick Pittsburgh The Andy Warhol Museum Mattress Factory	Homestead and Pittsburgh Pittsburgh Pittsburgh
2:00 p.m.–5:00 p.m.	Conference Registration	Renaissance Pittsburgh Hotel, Lobby
6:00 p.m8:00 p.m.	Opening Reception (Pre-registration required; no additional cost to registrants) Sponsored by Phipps Conservatory and Botanical Gardens	Phipps Conservatory and Botanical Gardens

### FRIDAY, OCTOBER 20, 2017

Time	Event / Meeting	Location
7:30 a.m4:00 p.m.	Registration	Renaissance Pittsburgh Hotel, 2nd Floor Foyer
7:30 a.m9:00 a.m.	Continental Breakfast / Keynote Address Sponsored by The Whiting-Turner Construction Company	Symphony Ballroom
9:30 a.m4:00 p.m.	Exhibitors Hall	Renaissance Pittsburgh Hotel, 2nd Floor Foyer
9:15 a.m10:30 a.m.	<ol> <li>BREAKOUT SESSION I</li> <li>Tools for Your Advocacy Toolbox</li> <li>A National Historic Landmark Creates a New Visual Identity and Reaches a New Virtual Audience</li> <li>In the Public Classroom: Connecting Controversial Collections with Contemporary Issues</li> <li>Driving While Black, A Roundtable</li> </ol>	Renaissance Pittsburgh Hotel Jimmy Stewart Rhapsody I Rhapsody II George Benson
10:30 a.m.–11:00 a.m.	Coffee/Tea/Water Break Sponsored by the Pennsylvania Historical and Museum Commission	Exhibitors Hall
11:00 a.m12:15 p.m.	Stephen Weil Memorial Lecture: Ruth Abram, Behold! New Lebanon	Symphony Ballroom
12:30 p.m1:45 p.m.	Emerging Museum Professionals Leadership Lunch <i>(by invitation only)</i> Sponsored by JacobsWyper Architects OR Lunch on Your Own	Renaissance Pittsburgh Hotel, Jimmy Stewart Room
2:00 p.m.–3:15 p.m.	<ul> <li>BREAKOUT SESSION II</li> <li>The Right Team at the Right Time: Optimizing Your Next Museum Building Project's Success</li> <li>ACTION! Experiential Student Learning in Historical Places</li> <li>Shaping Your Museum Career to Ensure Success and Job Satisfaction</li> <li>Writing Fresh and Fascinating Labels</li> </ul>	Renaissance Pittsburgh Hotel Rhapsody I Rhapsody II George Benson Jimmy Stewart



### Schedule-at-a-Glance (continued)

### FRIDAY, OCTOBER 20, 2017 (continued)

Time	Event / Meeting	Location
3:15 p.m3:45 p.m.	Coffee/Tea/Water Break, Sponsored by Quatrefoil Associates	Exhibitors Hall
4:00 p.m.–5:15 p.m.	<ul> <li>BREAKOUT SESSION III</li> <li>9 How to Get the Green Building You Want</li> <li>10 Recreating the Whimsical World of Peale's Museum</li> <li>11 Deaccessioning and the Ethical Use of Deaccession Funds</li> </ul>	Renaissance Pittsburgh Hotel Rhapsody II George Benson Jimmy Stewart
6:15 p.m.–7:45 p.m.	Katherine Coffey Honoree Reception Sponsored by the Cooperstown Graduate Program	Jimmy Stewart
7:45 p.m.	Dinner on your own	Pittsburgh Area Restaurants
9:00 p.m.–10:30 p.m.	Emerging Museum Professionals Networking Reception Sponsored by MAAM and NAME	Symphony A

### SATURDAY, OCTOBER 21, 2017

Time	Event / Meeting	Location
7 a.m.–12:00 p.m.	Registration	Renaissance Pittsburgh Hotel, 2nd Floor Foyer
7:30 a.m.–8:30 a.m.	Continental Breakfast	Symphony Ballroom
8 a.m.–12:15 p.m.	Exhibitors Hall	Renaissance Pittsburgh Hotel, 2nd Floor Foyer
8:30 a.m9:45 a.m.	<ul> <li>BREAKOUT SESSION IV</li> <li>13 Advocating for Collections Care</li> <li>14 Designing Exhibitions for Flexibility and Change</li> <li>15 The Keys to Successful Inclusion: Communication, Collaboration, and Creative Problem Solving</li> <li>16 Social Media: What You Need to Know</li> </ul>	Renaissance Pittsburgh Hotel Rhapsody I Rhapsody II George Benson Jimmy Stewart
9:45 a.m.–10:00 a.m.	Coffee/Tea/Water Break, Sponsored by Johns Hopkins University	Exhibitors Hall
10:00 a.m11:15 a.m.	<ul> <li>BREAKOUT SESSION V</li> <li>17 What's the Shake Down on the Shake Up?—Protecting Collections during Construction</li> <li>18 Think Global, Buy Local: Museums Engage the Maker Movement</li> <li>19 AAM's Curator Core Competencies</li> <li>20 Building Museum Educator Peer-to-Peer Networks</li> </ul>	Renaissance Pittsburgh Hotel Rhapsody I Rhapsody II Jimmy Stewart George Benson
11:15 a.m.–12:15 p.m.	Resume Review by MAAM Board Members (on-site registration required)	Renaissance Pittsburgh Hotel, TBD
12:30 p.m.–2:15 p.m.	Business Luncheon, <i>Sponsored by Marshall Craft Associates</i> State of AAM Keynote Address	Renaissance Pittsburgh Hotel Symphony Ballroom
2:30 p.m.–3:45 p.m.	<ul> <li>BREAKOUT SESSION VI</li> <li>21 The Pennsylvania Cultural Resilience Network: Protecting a State's Cultural Resources</li> <li>22 Lo-Fi Museum Moments in a Digital World</li> <li>23 Take One Step BackMove Ten Steps Forward: Crafting a Benefit-Driven Marketing Message</li> <li>24 Living Outside the Box: Pittsburgh Area Furnaces and Interpreting the Industrial and Post-Industrial Landscape</li> </ul>	Renaissance Pittsburgh Hotel Rhapsody I Jimmy Stewart Rhapsody II George Benson

### 2017 Katherine Coffey **Award Recipient**



"Richard thinks differently. He sees the risk in not taking risks." SARAH SUTTON, CONSULTANT AT SUSTAINABLE MUSEUMS

"A true game-changer... *Richard's innovative* vision has furnished a new path for museums, one in which collections, research and education become part of an *expansive platform* to investigate the intersection of human and environmental health."

JASON F. MCLENNAN, CEO AND PARTNER, **MCLENNAN DESIGN, LLC** 

### **RICHARD V. PIACENTINI**

### FRIDAY, OCTOBER 20

6:15 p.m.-7:45 p.m.

The Mid-Atlantic Association of Museums is proud to announce Richard V. Piacentini, Executive Director of Phipps Conservatory and Botanical Gardens as the recipient of this year's Katherine Coffey Award in recognition of his distinguished achievements at the Phipps and lifetime contributions to his community and to public gardens.

Since his appointment as Executive Director in 1994, Piacentini recognized that to serve a community in a lasting way, Phipps had to expand beyond classic plant display in the conservatory's Victorian 1893 glasshouse and encompass issues relating to sustainability, worldwide biodiversity, and environmental health. He led the charge in the green transformation of Phipps's facilities and operations, which included the construction of the first LEED<sup>®</sup> certified visitor center in a public garden; the first LEED certified greenhouses (LEED Platinum EBOM); the Tropical Forest Conservatory, one of the most energy-efficient in the world; and the Center for Sustainable Landscapes, a net-zero energy and water building and the only building to meet the Living Building Challenge, LEED Platinum, 4 Stars Sustainable SITES™, and Platinum WELL® Building certifications.



**Katherine Coffey Honoree Reception** Sponsored by the Cooperstown Graduate Program

Renaissance Pittsburgh Hotel: Jimmy Stewart Room

The sustainability efforts Piacentini initiated at Phipps recognize the vital connections between people, plants, health, and the planet. This systems-based way of thinking influences all of the organization's actions and programs, particularly those focused on awakening children to nature and promoting human and environmental well-being. Additionally, Piacentini cofounded Let's Move Pittsburgh, a program based on First Lady Michelle Obama's national Let's Move! Campaign, to improve children's health in the region.

Piacentini serves on numerous boards, including the International Living Future Institute, the Biophilic Cities Advisory Board, the Biophilic Design Initiative Advisory Committee, and the Mission and Community Needs Committee for Magee-Women's Hospital. He is a Past President, Treasurer, and Green Buildings and Landscapes Committee founding chair of the American Public Gardens Association (APGA). Piacentini has received numerous awards, including but not limited to: 2017 CEO of the Year Award, Pittsburgh Business Times; 2015 University of Rhode Island Distinguished Alumni Achievement Award; 2014 Catalyst Award, 18th Annual Carnegie Science Awards; 2014 and 2013 Who's Who in Energy, Pittsburgh Business Times; and 2011 Service Award, American Public Gardens Association (APGA).



### **Guest Speakers**



### **RUTH J. ABRAM**

### FRIDAY, OCTOBER 20

**Stephen Weil Memorial Lecture** 11:00 a.m.-12:15 p.m. Symphony Ballroom

Ruth J. Abram founded the Lower East Side Tenement Museum (www.tenement.org), the International Coalition of Sites of Conscience (www.sitesofconscience.org), the National Women's Agenda and Coalition, the Institute on Women's History, and the traveling exhibition and book "Send Us a Lady Physician: Women Doctors in America, 1835-1920." In 2014, she founded Behold! New Lebanon, the nation's first living museum of contemporary rural American life. Harnessing the skills and ingenuity of local people who serve as educators, the museum draws an intimate portrait of small town life and makes it accessible to visitors.

Abram's writing has been published by a wide range of publications, including The Midwest Poetry Review. The New York Times Book Review, History News, The Washington Post, The Public Historian, and The Guardian. A popular speaker, she has appeared before audiences from the National Trust for Historic Preservation, to the Conference Board and the Family Service Association of America. Her numerous media appearances include World News Tonight, The Today Show, and National Public Radio. She has consulted on historic interpretation for museums around the world, including the National Park Service, the National Public Housing Museum, several Shaker Museums, Lincoln's Cottage, Weeksville, the Gulag Museum in Russia, the Liberation War Museum in Bangladesh, and the English Workhouse Museum.

Along with David Arnow, Mary C. Boys and Muhammad Shafiq, Ms. Abram produced Exodus Conversations www.exodusconversations.org, a web- based, multi-faith dialogue on the story of the Exodus as it appears in the Hebrew Bible and the Qu'ran.

In New York City, she is working with a group of shareholders in her co-op to establish "Vertical Village," a caring community to enhance urban living. In New Lebanon, New York, she spearheaded the organization of "Explore New Lebanon," to weave weekenders into the fabric of the life of this Berkshire town.

A graduate of Sarah Lawrence College with an MSW from Brandeis's Florence Heller School, Ms. Abram has an MA in American History from New York University, where she was a Kennan Fellow. Her work has been recognized by awards from The Aspen Institute, New York University, Sarah Lawrence College, Russell Sage College, Muhlenberg College and Hebrew Union College. In 1975, she was appointed Commissioner of International Women's Year by President Jimmy Carter. In 2016, Ms. Abram was awarded the JMKaplan Innovation Prize and was honored by the New York Academy of Historians for her *outstanding contribution* to New York history.

A collage artist, Ms. Abram conducts art workshops for people of all ages at the New Lebanon Library, and her work has been exhibited in New York City and Upstate New York and is in numerous private collections.





### SAMUEL W. BLACK

### FRIDAY, OCTOBER 20

Sponsored by JacobsWyper Architects 12:30 p.m.-1:45 p.m.

Samuel W. Black is the Director of African American Programs at the Senator John Heinz History Center. He is the Immediate Past President of the Association of African American Museums (AAAM) and has recently served on the Executive Council and the advisory council of the Association for the Study of African American Life & History as well as the program committee of the American Alliance of Museums.

At the Heinz History Center, Black has curated: "Soul Soldiers: African Americans and the Vietnam Era" that travelled to seven cities and was the recipient of four awards including the American Association for State and Local History Award of

### EMBER FARBER

### SATURDAY, OCTOBER 21

State of AAM 12:30 p.m.-2:15 p.m. Symphony Ballroom

Ember Farber is the Director of Advocacy at the American Alliance of Museums. In that role she communicates with AAM's advocate network and the field about federal policy issues and advocacy opportunities through legislative and advocacy updates, calls-to-action, print, email and social

www.midatlanticmuseums.org/annual-meeting

### **Emerging Museum Professionals Leadership Lunch Speaker**

*Jimmy Stewart Room (By Invitation Only)* 

Merit and "From Slavery to Freedom" that received a U.S. Department of Education Underground Railroad Educational and Cultural Program grant, as well as the AASLH Award of Merit (2013), the African Diaspora World Tourism Cultural Exhibit Flame Keeper Award for dedicated service in cultural tourism (2013), and the PA Museums President's Award and S.K. Stevens Award (2014).

Black is also the editor of Soul Soldiers: African Americans and the Vietnam Era (2006) and The Civil War in Pennsylvania: The African American Experience (2013), which was the recipient of the AASLH Award of Merit for 2014.

media, and through Museums Advocacy Day. Ember also maintains AAM's public advocacy materials at www.aam-us.org/advocacy. Advocacy is a personal and professional passion for Ember, who holds a Master's degree in political management from the George Washington University.



### Workshop, Volunteer Service Event, and **Opening Reception**

NOTE: All times are approximate and subject to change.

Pre-registration is required for all of these activities, and additional fees are only required for the workshop.

### White Gloves Gang Dinner

### WEDNESDAY, OCTOBER 18

#### 6:00 p.m.-8:00 p.m.

Join the Registrar's Committee of MAAM for a pre-event dinner. Learn about various host museums and volunteer projects that we'll be working on tomorrow and network with other collections care professionals.

Location: TBD **Contact:** ElizabethA@thekellycollection.org Note: Pre-registration is required; Free

### White Gloves Gang Day of Service

### THURSDAY, OCTOBER 19

#### 9:00 a.m.-4:00 p.m.

Join us for the 20th annual White Gloves Gang. Collections care professionals (and museum studies students who aspire to become registrars, collections managers, archivists, conservators, art handlers, or preparators) will help museums in the Pittsburgh region complete a collections project. Projects typically include collections inventory, rehousing collections, rolling textiles, scanning photographs, and numbering objects.

Locations: Carnegie Museum of Art; Heinz History Center; The Andy Warhol Museum **Contact:** ElizabethA@thekellycollection.org **Note:** Pre-registration is required; Free

### **Cornerstone<sup>™</sup> Workshop:** Creating a Truly Inclusive Museum

### THURSDAY, OCTOBER 19

#### 1:00 p.m.-4:00 p.m.

More and more funders are asking museums to serve diverse audiences and to be responsive to the community, but what does that mean? Join Gretchen Sullivan Sorin for this hands-on workshop that will provide you with useful resources for offering more inclusive programming. The workshop will provide a broad overview on what inclusion really means, offer successful examples of how other museums are working to serve broader audiences, and provide some exercises to help you to feel more comfortable talking about difficult and controversial issues.

Location: Renaissance Pittsburgh Hotel, August Wilson Room *Note: Pre-registration is required; Additional Fee: \$15 for MAAM members;* \$20 for non-MAAM registrants

### **Opening Reception at Phipps Conservatory and Botanical Gardens**

### THURSDAY, OCTOBER 19

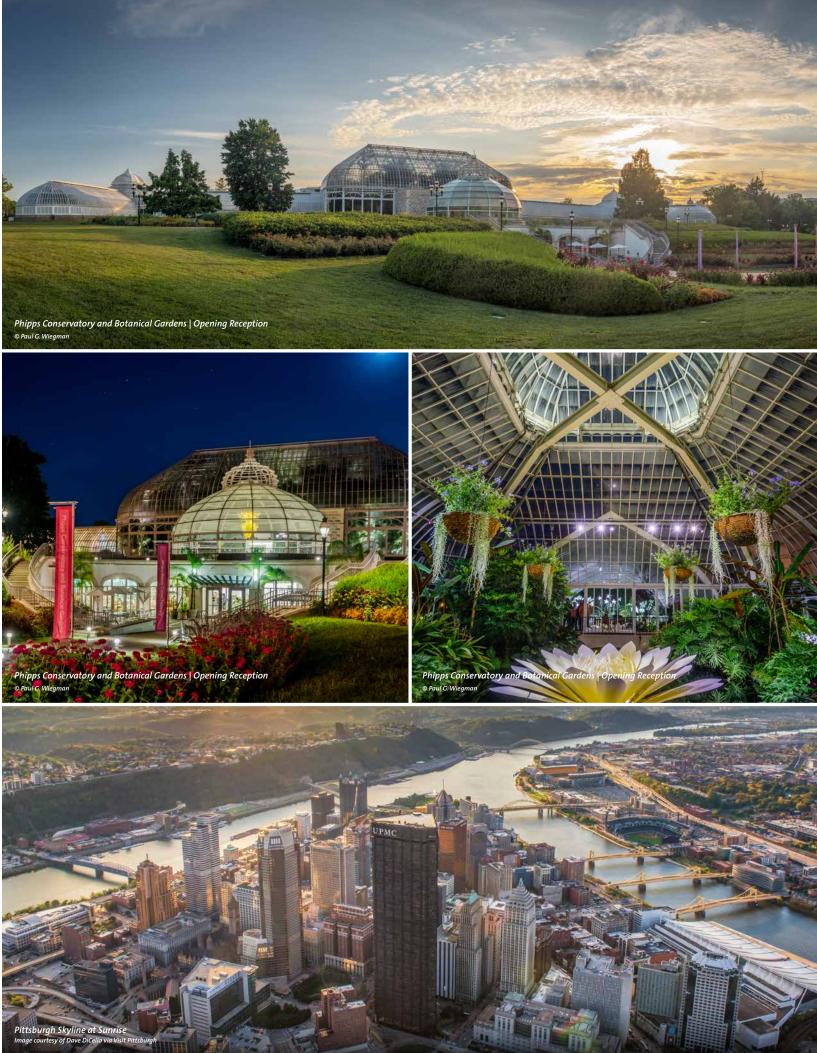
#### 6:00 p.m.-8:00 p.m.

Join friends and colleagues at MAAM's opening reception in the spectacular Phipps Conservatory and Botanical Gardens. Enjoy drinks and hors d'oeuvres in the Special Events Hall in the Tropical Forest and access to the entire conservatory throughout the evening, including the special exhibit, SUPER. NATURAL. Glass Art by Jason Gamrath.

Phipps has been a central cultural institution in Pittsburgh for 120 years, advocating for the importance of nature while advancing the role of the public garden in the fields of education, outreach, and sustainable innovation. In its remarkable evolution Phipps has stayed true to its roots as a Victorian-era conservatory while becoming a world leader in green innovation—truly representing Pittsburgh as a city that melds the old with the new, and the perfect place to kick off MAAM 2017!

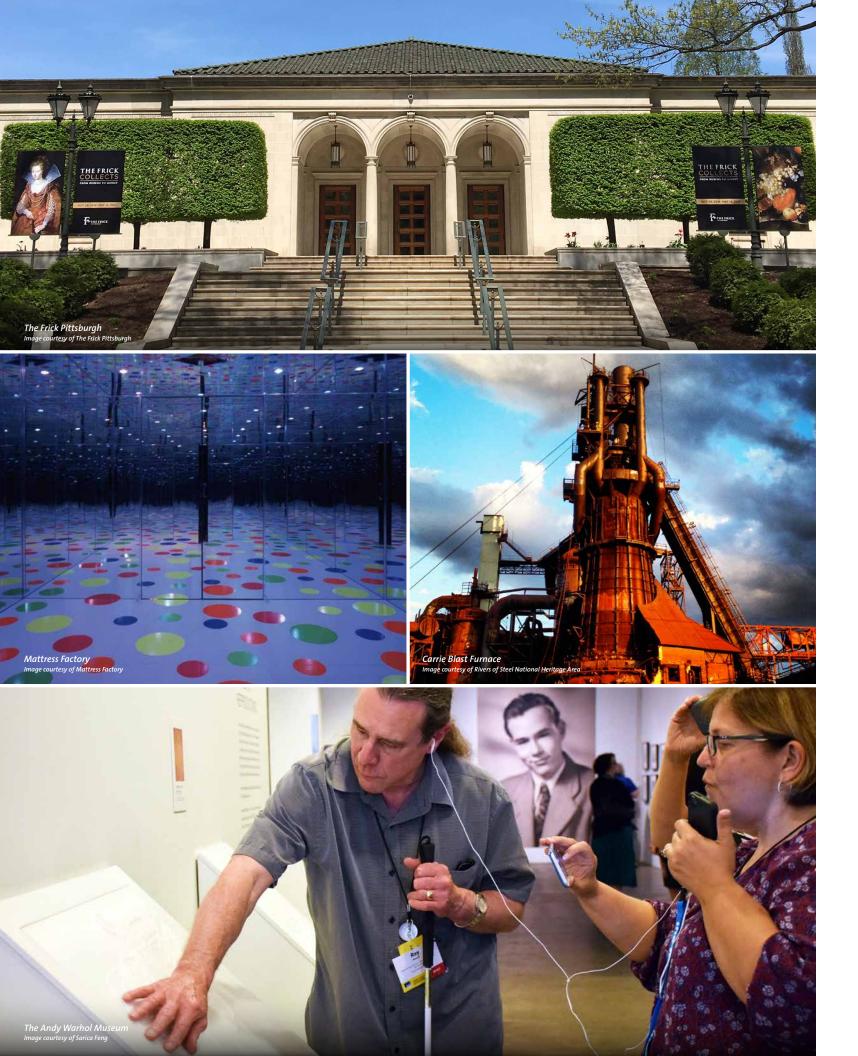
Location: Phipps Conservatory and Botanical Gardens, One Schenley Park, Pittsburgh, PA, 15213

*Note:* Pre-registration is required, but event is free to conference registrants. Transportation will NOT be provided, but Phipps Conservatory is located a short car ride from the Renaissance Hotel









### **Museum Tours**

NOTE: All times are approximate and subject to change. Pre-registration and additional fees are required for these events.

To experience all that Pittsburgh museums and historic sites have to offer, arrive early to participate in a wonderful selection of pre-conference tours, which have been arranged through the generosity of the following four institutions. Two of the venues are within a short walk or even shorter car ride from the conference hotel. The two-site visit to Rivers of Steel/ Frick Pittsburgh will include bus transportation from the hotel. All locations represent the diverse, exciting museum environment in Pittsburgh, and we encourage you to visit these amazing sites and others on your own following the conference.

### **Rivers of Steel National Heritage** Area and The Frick Pittsburgh (dual site visit)

### THURSDAY, OCTOBER 19

### 1:00 p.m.-4:00 p.m.

This visit pairs two very different historic sites that both work to preserve the history and structures of 19th-century Pittsburgh while also connecting with life, art, and culture in the 21st-century.

The afternoon begins with a tour of the Carrie Blast Furnace site with Ron Baraff, Director of Historic Resources and Facilities for the Rivers of Steel National Heritage Area, which operates this site that was once part of the U.S. Steel Homestead Works. As you tour this rare remnant of Pittsburgh's industrial past, you will learn how the site explores history, art, and the environment to engage visitors and build on their knowledge of Pittsburgh's steel heritage.

At The Frick Pittsburgh, a historic site that includes the home of Henry Clay Frick and his family and an art museum built by his daughter Helen, you will join members of the curatorial department for a sneak peek at the exhibition Undressed: A History of Fashion in Underwear, organized by the Victoria and Albert Museum in London. The exhibition does not open to the public until October 21, and the Frick is the only venue for the exhibition in the United States. Members of this special tour will be among the first in the country to see this spectacular exhibition.

**Note:** Transportation from the conference hotel to these two sites will be provided. Fee: \$20 for MAAM Members; \$30 for non-MAAM registrants

### The Andy Warhol Museum

### THURSDAY, OCTOBER 19

#### 1:00 p.m.-2:30 p.m.

Part of the Carnegie Museums of Pittsburgh, The Andy Warhol Museum tells Andy Warhol's story and explores his legacy through the largest collection of Warhol art and archives in the world. Join Danielle Linzer, Director of Learning and Public Engagement, to explore accessibility initiatives at the museum, including in-gallery, three-dimensional reproductions of signature works in the collection and the free "Out Loud" audio guide app that offers vivid visual descriptions and guided tactile narration of these works, designed for visitors who are blind or have low vision.

*Note: Transportation will NOT be provided. The museum is a short walk* from the hotel. Pre-Registration is required. Fee: \$10 for MAAM members; \$15 for non-MAAM registrants.

### **Mattress Factory**

### THURSDAY, OCTOBER 19

### 3:00 p.m.-4:30 p.m.

Interested in seeing contemporary art in a very unique setting? This visit is for you! Founded in 1977, Mattress Factory is a contemporary art museum and experimental lab featuring site-specific installations created by artists in residence from around the world. Mattress Factory has also been a catalyst for community revitalization on Pittsburgh's North Side. Through rich and diverse programming, Mattress Factory uses installation art to challenge, excite, and motivate students and learners of all ages to engage the world around them in new and creative ways. Join some talented staff members for a tour of the spaces and conversations about their work in a setting you won't forget.

*Note: Transportation will NOT be provided*. *The museum is a short car* ride from the hotel. Pre-registration is required. Fee: \$10 for MAAM members; \$15 for non-MAAM registrants.

### **Session Descriptions**

BUILDING

a session endorsed by NAME

a session similar to sessions to be offered by MAAM 2018 MUSEUMS Building Museums™ Symposium in Philadelphia on March 9–11, 2018



a session that strongly supports the conference theme: 'Making Museums Matter: From Advocacy to Action.'

#### M A A M SESSION #1:

### **Tools for Your Advocacy Toolbox**

Friday, October 20 | 9:15 a.m.-10:30 a.m.

Attend this roundtable session and gain the knowledge and skills to become more effective advocates for your museum. Experienced museum advocates will guide you in examining your own capacity to conduct advocacy work and inventorying your available assets. Learn how to assess the comfort level of your boards in advocating both publicly and privately and how to identify allies and opponents critical to securing funding, making policy, or passing legislation.

Chair: Judith Landau, Internship Coordinator Museum Studies Advanced Academic Programs, Johns Hopkins University Zanvyl Krieger School of Arts and Sciences, Washington, D.C.

Speakers: Ember Farber, Director, Advocacy, American Alliance of Museums; August R. Carlino, President and Chief Executive Officer of the Rivers of Steel Heritage Corporation, the managing entity for the Rivers of Steel National Heritage Area; Sean Blinn, Advisory Board, Somerset County Cultural and Heritage Commission, Somerville, New Jersey

### SESSION #2:

### A National Historic Landmark **Creates a New Visual Identity and Reaches a New Virtual Audience**

*Friday, October 20* | *9:15 a.m.*–*10:30 a.m.* 

Discover how the Seward House Museum, home of Abraham Lincoln's Secretary of State William Seward, as part of a strategic planning effort, created a new visual identity and reached out to the virtual visitor. Using both a consultant design firm and an in-house team, this historic house museum with modest resources rebranded itself as "one house/many stories," and successfully redesigned its website to reach the non-traditional virtual visitor.

Chair: Billye Chabot, Executive Director, Seward House Museum, Auburn, NY

Speakers: Allison Hinman, Director of Development, Seward House Museum, Auburn, NY; Jeffrey Ludwig, PhD, Director of Education, Seward House Museum, Auburn, NY



### In the Public Classroom: Connecting **Controversial Collections with Contemporary Issues**

Friday, October 20 | 9:15 a.m.-10:30 a.m.

Penn Museum's The Public Classroom explores contemporary issues linked to the university museum's collections. The Morton Cranial Collection, which was historically used to justify arguments for racial inequality, is being used to tackle misconceptions about race and racism through multidisciplinary conversations and related educational materials. Learn at this roundtable session about the program's development, its website, teaching tools, successes, and lessons learned.

Chair: Kate Quinn, Director of Exhibitions and Public Programs, University of Pennsylvania Museum of Archeology and Anthropology, Philadelphia, PA

Speakers: Michael Tedesch, Creative Director, Interactive Mechanics, Philadelphia, PA; Stacey Mann, Content Specialist and Consultant, Philadelphia, PA

### SESSION #4:

### **Driving While Black, A Roundtable**

Friday, October 20 | 9:15 a.m.-10:30 a.m.

Join historian Gretchen Sorin for a discussion of her research on the history of travel in Jim Crow America and the Negro Motorist's Green Book. Sorin's research is the subject of a documentary in collaboration with acclaimed filmmaker Ric Burns and Steeplechase Films. In addition to showing the trailer for the film, Sorin invites participants

to discuss the role of museums in addressing contemporary social issues.

Speaker: Gretchen Sorin, Director, Cooperstown Graduate Program



### The Right Team at the Right Time: **Optimizing Your Next Museum Building Project's Success**

Friday, October 20 | 2:00 p.m.-3:15 p.m.

The complexities of building, restoring, or renovating any cultural facility can be effectively managed during a project's design-planning phase. This session's panelists will describe different consultant/ builder procurement methods and provide guidance to attendees about how their institutions can reduce their financial exposure and promote on-time delivery of their building project through effective decision-making approaches.

Chair: Michael Myers, Project Manager, The Whiting-Turner Contracting Company, Baltimore, MD

Speakers: David Fante, Principal, Ewing Cole, Philadelphia, PA; Alan Dirican, Director of Facilities, Dumbarton Oaks, Washington, D.C.

### SESSION #6:

### **ACTION! Experiential Student** Learning in Historical Places

Friday, October 20 | 2:00 p.m.-3:15 p.m.

Giving students a role to play when they visit museums is a powerful technique for engaging them in your galleries and in their classrooms. At the University of Pennsylvania Museum of Archeology and Anthropology, educators have created new experiences that cast students in the roles of archaeologists, ancient Romans, and conservation experts. Discover how one museum has developed new programs to create this participatory experience for middle school students, elementary school students, and students with intellectual disabilities.

Chair: Ellen M. Owens, Director of Learning Programs, University of Pennsylvania Museum of Archeology and Anthropology, Philadelphia, PA

Speakers: Kevin Schott, Education Programs Manager, Penn Museum, Philadelphia, PA; Thomas Leischner, GRoW Annenberg Museum Educator and Teen/ High School Programs Specialist, Penn Museum, Philadelphia, PA; Megan Becker, GRoW Annenberg Museum Educator Access Programs Specialist, Penn Museum, Philadelphia, PA

### SESSION #7:

### **Shaping Your Museum Career to Ensure Success and Job Satisfaction**

Friday, October 20 | 2:00 p.m.-3:15 p.m.

Find yourself'going it alone' when it comes to career training and development? Ever wonder how corporations and other for-profits are investing in their employees? In this roundtable session, discover how 21st-century ideas can help the museum worker succeed in the present job landscape. A practical framework of career brand management based on a State University of New York study, available low-cost tools, and career coaching will be shared with session attendees.

Chair: Ashley Harper, Manager of Corporate and Government Relations, Delaware Art Museum, Wilmington, DE

Speaker: Donna Bencivengo, MS, Performance Consultant

### SESSION #8:

### Writing Fresh and Fascinating Labels

Friday, October 20 | 2:00 p.m.-3:15 p.m.

In this age of shrinking attention spans, exhibition labels must be fresh and fascinating. If developed properly, words and images can transform ideas into compelling opportunities for visitors to interact with information. During this hands-on workshop, participants will gain a nimble writing toolkit to create engaging labels that communicate ideas successfully and make content come alive.

Chair: Karen de Seve, Principal, Creative Force, Creative Content Studio, Summit, NJ

Speaker: Hicks Wogan, Manager of Exhibition Development, National September 11 Memorial Museum, New York, NY

### SESSION #9:

### You Want

Many of us start out with good intentions to build a green building, yet often fail to meet those high expectations. During this interactive session you will be introduced to some of the most important rating systems related to green buildings, human health, and landscapes. Attend this session and learn how the Phipps Conservatory, site of the conference opening reception, used these ratings to clearly define its expectations before hiring a design team for its green museum

Chair: Richard Piacentini, Executive Director, Phipps Conservatory and Botanical Gardens, Pittsburgh, PA

Speakers: Jason Wirick, Director of Facilities and Sustainability, Phipps Conservatory and Botanical Gardens, Pittsburgh, PA; Meghan Scanlon, Wellness and Sustainability Specialist, Phipps Conservatory and Botanical Gardens, Pittsburgh, PA

### SESSION #10: NWWE

building project.

### **Recreating the Whimsical World** of Peale's Museum

Chair: Peter Argentine, Principal, Argentine Productions, Pittsburgh, PA

Speakers: Amy Noel Ellison, Andrew W. Mellon Post-Doctoral Curatorial Fellow, American Philosophical Society Museum, Philadelphia, PA; William Caughlan, Interpretive Ranger, Independence National Historical Park, Philadelphia, PA; Ali Rospond, Museum Education Assistant, American Philosophical Society Museum

### BUILDING

### How to Get the Green Building

Friday, October 20 | 4:00 p.m.-5:15 p.m.

*Friday, October 20* | *4:00 p.m.*–*5:15 p.m.* 

Discover how Independence National Historical Park addressed the design challenge of using media to interpret and recreate Peale's Museum, with only limited visual resources available. Panelists will also reveal the issues encountered in creating an exhibit on Peale, Peale's innovative museum techniques, and the creative choices and debates that led to an innovative historical interpretive experience. Use of the video as an educational component, and visitor responses to it in the context of the exhibit will be presented. An open discussion of creative media options for interpreting history will follow.

### SESSION #11:

### Deaccessioning and the Ethical Use of Deaccession Funds

Friday, October 20 | 4:00 p.m.-5:15 p.m.

AAM's Code of Ethics requires that proceeds from the sale of non-living collections be spent on acquisitions or "direct care of collections." Panelists will discuss how AAM's 2016 White Paper "Direct Care of Collections: Ethics, Guidelines and Recommendations," acknowledges and encourages discussions to help museums of various disciplines define "direct care of collections." Attendees are encouraged to bring questions and concerns regarding deaccessioning and the ethical use of deaccession proceeds.

Chair: Susan E. Hanna, Regional Curator, Bureau of Historic Sites & Museums, PHMC, Harrisburg, PA

Speakers: Ellen Endslow, Director of Collections/ Curator, Chester County Historical Society, West Chester, PA; Stacey Swigart, Consultant and Member, Direct Care White Paper Task Force, Philadelphia, PA; Debra Hughes, Curator of Collections and Exhibits, Hagley Museum and Library, Wilmington, DE

#### M A A M SESSION #13:

### Advocating for Collections Care

Saturday, October 21 | 8:30 a.m.-9:45 a.m.

Museums could not exist without the collections care that happens behind the scenes. By raising awareness about the importance of collections care both internally and externally, museum staff can play a greater role in preserving collections well into the future. This session will explore avenues for collections advocacy and focus on securing the necessary resources for preservation initiatives and artifact conservation treatment. Attend this session and discover how to incorporate a preservation message into all of your museum's advocacy efforts.

Chair: Dyani Feige, Director of Preservation Services, Conservation Center for Art & Historic Artifacts, Philadelphia, PA

Speaker: Michael Norris, Vice President of External Operations, Greater Philadelphia Cultural Alliance, Philadelphia, PA

### **Session Descriptions** (continued)

### SESSION #14: NAME

### **Designing Exhibitions for Flexibility** and Change

Saturday, October 21 | 8:30 a.m.-9:45 a.m.

"Permanent" museum exhibitions are typically definitive. durable, and reflective of an institution's established views on a topic at a given time. But, what happens when interpretations evolve, new information emerges, and alternative artifacts are uncovered? In this presentation, an exhibition designer and his clients offer multiple strategies for designing permanent exhibitions that are flexible enough to accommodate change and updates.

Chair: Paul Rosenblatt AIA, Principal, Springboard Design, Pittsburgh, PA

Speakers: Richard Burkert, Executive Director, Johnstown Flood Museum, Johnstown, PA; Lauren Bairnsfather Ph.D, Executive Director, Holocaust Center of Pittsburgh, Pittsburgh, PA; Keny Marshall, Director of Exhibitions, The Andy Warhol Museum, Pittsburgh, PA

#### M A A SESSION #15:

### The Keys to Successful Inclusion: Communication, Collaboration, and Creative Problem Solving.

Saturday, October 21 | 8:30 a.m.-9:45 a.m.

Learn communication skills and outreach strategies at this roundtable session that will engage the disability community and attract new and diverse audiences to your institution. Presenters will share simple adaptations from the Art Studio at the Children's Museum of Pittsburgh, offer tangible tips, which can be used in any space, and guide participants in brainstorming solutions to their own museums' accessibility challenges.

Chair: Viv Shaffer, Accessibility & Inclusion Coordinator, Children's Museum of Pittsburgh, Pittsburgh, PA

Speaker: Carina Kooiman, Art Studio Manager, Children's Museum of Pittsburgh, Pittsburgh, PA

### SESSION #16

Social Media: What You Need to Know Saturday, October 21 | 8:30 a.m.-9:45 a.m.

Find out how social media can tell your story, build an online audience, increase engagement, find "influencers," and more. Understand what platforms (twitter, Instagram, Facebook, and Snapchat) might be right for your institution based on target audiences and staff resources. Museum professionals will present challenges and opportunities they have faced using social media at their museums. This session will also include a roundtable discussion so participants will have the chance to present issues related to their institutions and brainstorm ways to improve social media engagement.

Speakers: Jennifer Rogers, Social and New Media Manager, The Frick Pittsburgh and Sarah Reck, Web and Social Media Content Manager, Senator John Heinz History Center, Pittsburgh, PA

#### BUILDING SESSION #17:

### What's the Shake Down on the Shake Up?—Protecting Collections during Construction

Saturday, October 21 | 10:00 a.m.-11:15 a.m.

As museums undergo renovations and expansions, staff must grapple with providing public programming and protecting valuable collections in proximity to construction areas. Panelists will examine the challenges presented by a whole-building modernization project and how to ensure safe environmental conditions through real-time monitoring of noise, vibration, and dust. Learn Industry approaches to threat criteria and mitigation.

Chair: Marc Newmark, Principal Consultant, Acentech, Inc., Cambridge, MA

Speakers: Mark Aronson, Chief Conservator, Yale Center for British Art, New Haven, CT; William Wade, Senior Scientist, Environmental Health and Engineering, Inc., Needham, MA

### SESSION #18:

### Think Global, Buy Local: Museums **Engage the Maker Movement**

Saturday, October 21 | 10:00 a.m.-11:15 a.m.

As museums strive to engage visitors through programming and exhibitions, their stores can reinforce the visitor experience by offering museum-goers access to objects designed specifically to capture their memories and feelings about their visits. In this session, participants will be introduced to inventive partnerships and programming amongst Pittsburgh museums and the region's community of makers, craft businesses, and artist entrepreneurs.

Chair: Robert Burack, Director, Brocade Studio, Pittsburgh, PA

Speakers: Caitlin Stone, Education Specialist, The National Aviary, Pittsburgh, PA; Sam Ditch, Museum Store Manager, Mattress Factory, Pittsburgh, PA; Nisha Blackwell, Founder & Lead Designer, Knotzland, Pittsburgh, PA

### SESSION #19:

### **AAM's Curator Core Competencies**

Saturday, October 21 | 10:00 a.m.-11:15 a.m.

The words curate and curator are widely used and hotly debated. What does it mean to curate a collection, an exhibition, or a website? 21st-century curators encourage civic, social, and cultural dialogue by sharing ideas and creativity through public interaction, research, interpretation, and exhibition of collections. Using the Curator Core Competencies created by AAM's Curators Committee as a guide, engage in this roundtable discussion about the knowledge, skills, and experience required today to be successful in this profession.

Chair: Ellen E. Endslow, Director of Collections/Curator, Chester County Historical Society, West Chester, PA

Speaker: Susan E. Hanna, Regional Curator, Bureau of Historic Sites and Museums, Pennsylvania Historical and Museum Commission, Harrisburg, PA

### SESSION #20:

### **Building Museum Educator Peer-to-Peer Networks**

Saturday, October 21 | 10:00 a.m.-11:15 a.m.

Join the roundtable conversation with a panel of museum educators from across disciplines to explore models for peer-to-peer communication. Discover the value of virtual, in-person, as well as national networks for developing professional best practices and forging relationships between institutions and across museum departments. Based on the experiences of the Pittsburgh and Philadelphia Museum Education Roundtables, learn how to establish and grow networks and experiment with new formats to foster collegial synergy and interaction.

Chair: Mariruth Leftwich, Director of Education, Senator John Heinz History Center, Pittsburgh, PA

Speakers: Becky Gaugler, Independent Museum Educator, Pittsburgh, PA; Saralyn Rosenfield, Director of Education, Delaware Art Museum, Wilmington, DE

### SESSION #21:

### The Pennsylvania Cultural Resilience **Network: Protecting a State's Cultural Resources**

Saturday, October 21 | 2:30 p.m.-3:45 p.m.

Cultural institutions that lack the ability to develop comprehensive emergency preparedness and response measures put their artifacts at risk. Attendees will learn how the Conservation Center for Art and Historic Artifacts worked with cultural partners in PA to form active response networks. Building upon the Pennsylvania Cultural Resilience Network experience, roundtable discussions will focus on gaps in, and the need for, cultural response at participants' institutions, and how lessons learned in PA can apply to other statewide emergency response networks.

Chair: Carolyn Keller, Independent Consultant, Pittsburgh, PA

Speaker: Miranda Nixon. Preservation Coordinator. University of Pittsburgh, Pittsburgh, PA; Dyani Feige, CCAHA Director of Preservation Services, Director of Preservation Services, Conservation Center for Art & Historic Artifacts, Philadelphia, PA

### SESSION #22: NWWE

### Lo-Fi Museum Moments in a **Digital World**

Museums are increasingly embracing digital technology to create more immersive visitor experiences. How do we ensure that these experiences also incorporate "slow" moments for reflection and contemplation? How do we strike a balance between educating and entertaining, between reflecting and engaging? Join in a discussion addressing digital technology's impact on museum goers and how lo-fi exhibit spaces can successfully co-exist in a digital world.

Chair: Bevin Savage Yamazaki, Arts and Culture Practice Leader, Gensler, New York, NY

Speakers: Sara Devine, Director of Digital Engagement, Brooklyn Museum, Brooklyn, NY; Zoë Ryan, John H. Bryan Chair and Curator of Architecture and Design, Department of Architecture and Design, The Art Institute of Chicago, Chicago, IL

### SESSION #23:

### Take One Step Back...Move Ten Steps Forward: Crafting a Benefit-Driven Marketing Message Saturday, October 21 | 2:30 p.m.-3:45 p.m.

Although museums offer extraordinary opportunities to learn new things in engaging environments, the product-driven marketing message is often about what is on view vs. why people should care, choose to attend, and spend valuable time and money. Using mini case studies and examples from several cultural institutions, participants will discover how to re-examine their museums' message in order to appeal to a broader, more diverse audience.

Speaker: Clint White, President and Co-Creative Director, WIT Media, New York, NY



#### Saturday, October 21 | 2:30 p.m.-3:45 p.m.

#### SESSION #24:

### Living Outside the Box: Pittsburgh Area Furnaces and Interpreting the Industrial and Post-Industrial Landscape

Saturday, October 21 | 2:30 p.m.-3:45 p.m.

From 1884–1982, Pittsburgh area furnaces produced iron that became the steel that built the world. Furnaces, #6 & #7, now closed, are National Historic Landmarks and remain some of the last vestiges of the region's industrial history. In this session, learn how the Rivers of Steel National Heritage Area has helped to celebrate the region's evolution from a place of heavy industry and blue-collar work to one of wonder, exploration, and inspiration for 21st-century visitors.

Chair: Ron Baraff, Director of Historic Resources and Facilities, Rivers of Steel National Heritage Area

Speaker: Chris McGinnis, Director and Chief Curator, Rivers of Steel Arts (ROSA), Rivers of Steel National Heritage Area, Homestead, PA

### ABOUT....

The Stephen Weil Memorial Lecture is named in honor of Stephen E. Weil (1928-2005) whose career and writings exemplified visionary thinking about the meaning of museums as public institutions. Weil was the longtime deputy director of the Hirshorn Museum and Sculpture Garden and wrote such seminal works as Rethinking the Museum and Other Meditations (1990) and Making Museums Matter (2002).

The Katherine Coffey Award is given to individuals in the MAAM region who have shown leadership and exemplary service to their museums and communities over the course of their careers. Katherine Coffey (1900-1972) had a long and distinguished career as an educator and art museum administrator retiring in 1968 as director of the Newark Museum.

### **Thank You**

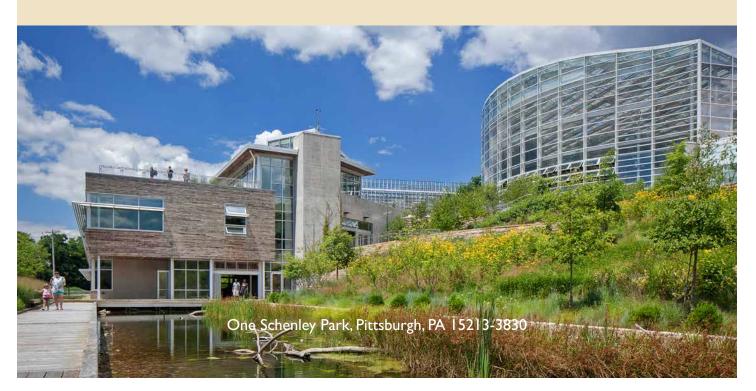
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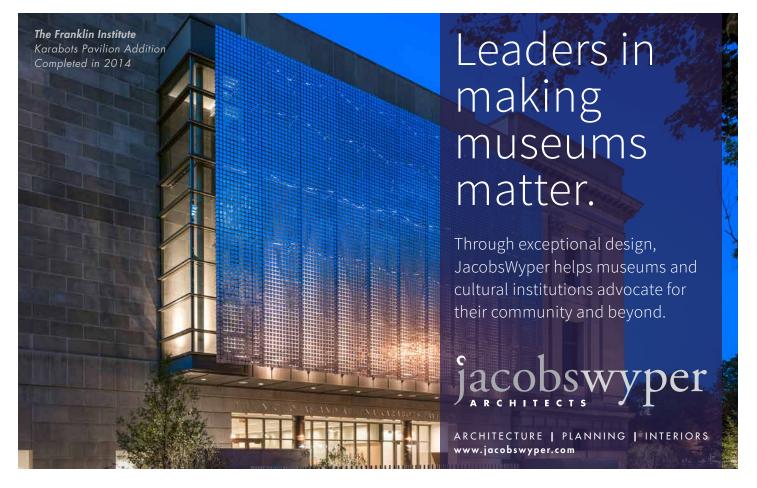
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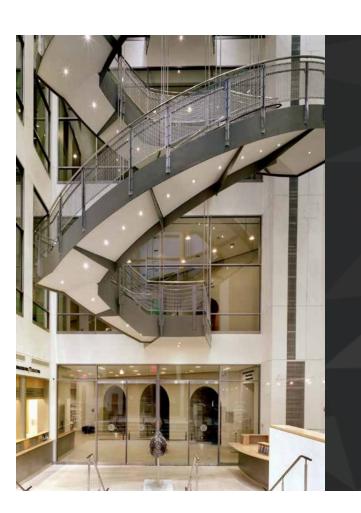
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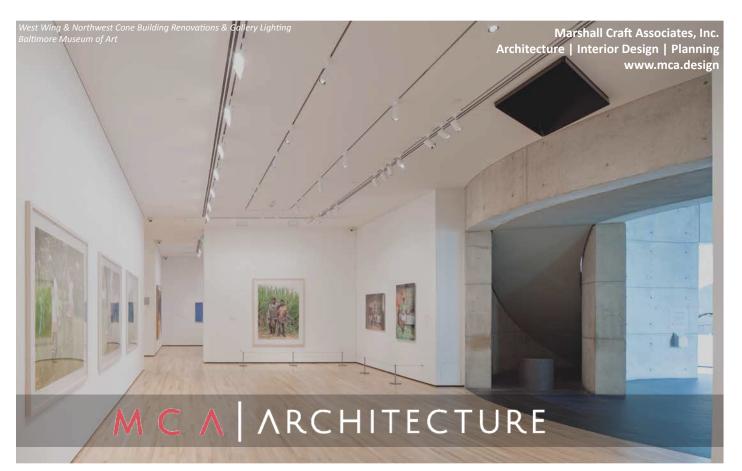
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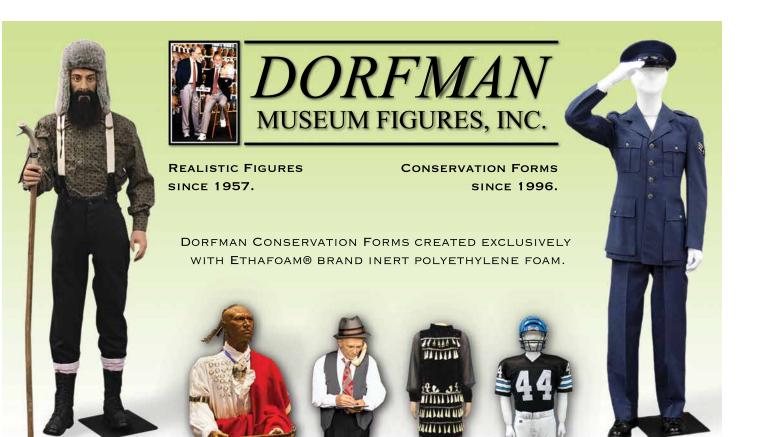
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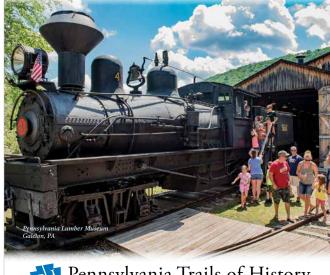




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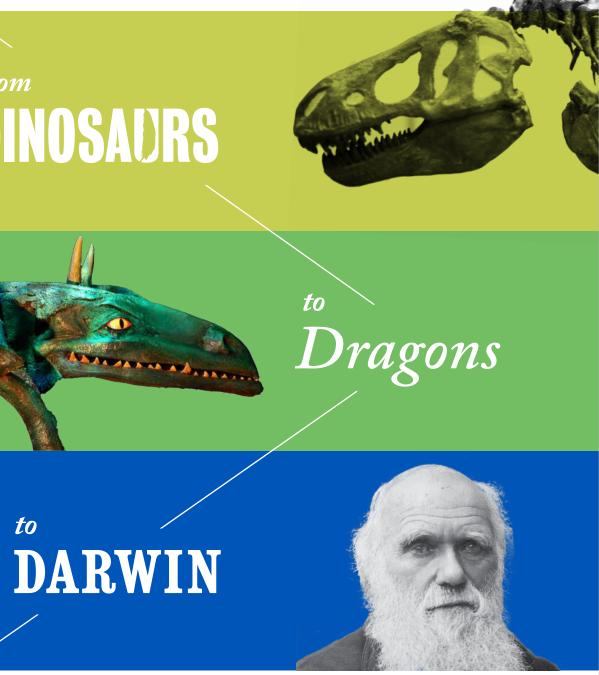
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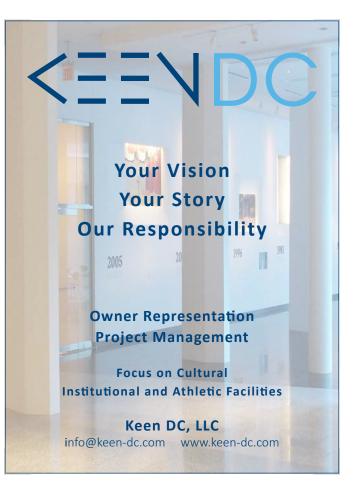
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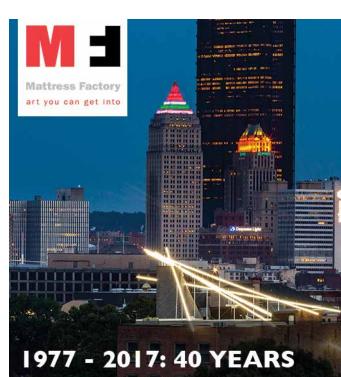
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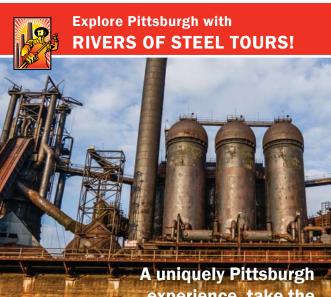




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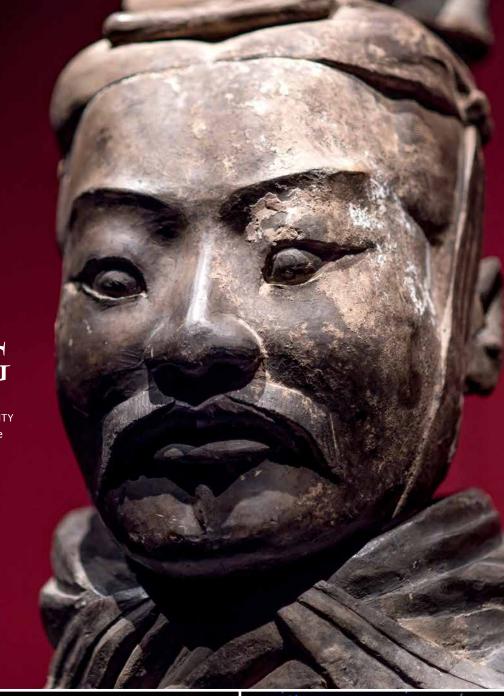
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