



Mid-Atlantic  
Association of **Museums**



**bridging communities**

**BROOKLYN 2006**

**60<sup>th</sup>**

Annual Meeting & Museum Resource Center

New York Marriott at the Brooklyn Bridge, October 22-24

**06**

## **On-Site Program**

*A compelling  
interchange of **ideas**  
regarding the  
**invaluable** role museums  
play in **bridging**  
**diverse** communities.*

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On behalf of the conference planning committee, we are thrilled to welcome you to Brooklyn, New York for MAAM's 60th Annual Meeting. While in Brooklyn, we hope that you enjoy many of the things that make this such a great city.

We hope you will take advantage of all the sessions and networking events we have organized for you. Be sure to plan which sessions you would like to attend to get the most out of your three days in Brooklyn. Be sure to sign up to participate in the Sunday Dine-Arounds to sample some of the local cuisine.

During the conference you will have the chance to visit some of Brooklyn/Manhattan's museums through attending a Sunday workshop. On Monday evening, The Brooklyn Museum will host the MAAM 60th Anniversary Celebration.

We are delighted to have you here for the MAAM Annual Meeting and look forward to welcoming you to Brooklyn.

**Anita Blackaby**  
*MAAM President*



Welcome to the Mid-Atlantic Association of Museum's 60th Annual Meeting. We celebrate this anniversary in Brooklyn, a microcosm of our region's diversity. We take this opportunity to examine the many ways in which museums in our region bridge communities through their programs and initiatives.

This Annual Meeting begins with three intensive **workshops**, each of which is being hosted by museums in Brooklyn and in the greater New York City area. Sunday continues with the **2nd Annual Stephen E. Weil Memorial Lecture**, presented this year by the renowned museologist, Elaine Heumann Gurian, who always has something interesting to say. Immediately following the lecture and just a few steps away is the **Opening Reception in the Museum Resource Center**. Don't miss this opportunity to talk with the many providers of professional services who are with us this year. Looking for **dinner** after the reception? Look no further. Reservations have been made at several unique Brooklyn-area restaurants. Be sure to sign up early at the registration desk to enjoy a casual dinner with old friends and new acquaintances.

Monday's schedule is packed with opportunities for professional engagement and enrichment. Be our guest for **continental breakfast in the Museum Resource Center**. Join the discussion at one of the **professional committee roundtables**. After breakfast, select from a variety of **sessions**, including a double session with Beverly



Sheppard, here to talk about new business models for museums. Sessions continue after lunch. Consider spending some time in the Museum Resource Center in the afternoon and participating

in one of the **Open Forum Roundtable discussions**. They are sure to be interesting. Throughout the day, those interested in receiving career advice are welcome to sign up for the **Career Center and Resume Review**. Finally, join us for the Annual Meeting's sole evening event at the stunning **Brooklyn Museum**.

Tuesday features many more sessions on a range of topics. Be sure to attend the **Business Lunch**, which is included in your registration, to hear about what's new with MAAM and to meet Nicholas Westbrook, the 2006 recipient of the **Katherine Coffey Award**.

I want to thank the many people who are contributing to the meeting. This illustrious group begins with Graham Hauck, the new executive director of the Mid-Atlantic Association of Museums. Please join me in welcoming Graham. I also want to draw attention to the many student volunteers who are here to help as well as to learn. The MAAM region is fortunate to count several museum studies programs among its many strengths. Senior professionals are asked to remember that it takes a region to raise our future leaders.

Enjoy!

**Kim Fortney**  
*MAAM 2006 Annual Meeting Chair*



# Program at a Glance

**06**

The Annual Meeting is organized under three new themes:

- L Leadership**
- C Curatorial/Collections Care**
- V Visitor Experience** (exhibition planning, education programming, marketing, and visitor studies)

## sunday, october 22

11:00AM – 4:00PM	<b>Registration &amp; Hospitality Desk</b>	<i>GHI Foyer</i>
12:00PM – 3:00PM	<b>WORKSHOPS</b> <i>(Separate registration required; sign-up at the Registration Desk)</i> <ul style="list-style-type: none"> <li>• <b>Exhibit Making Logistics</b> <i>National Museum of the American Indian</i></li> <li>• <b>Serving Museums with Special Needs</b> <i>Queens Museum of Art</i></li> <li>• <b>Face-to-Face Communication Techniques</b> <i>Micro Museum</i></li> </ul>	
4:00PM – 5:00PM	<b>2nd Annual Stephen E. Weil Memorial Lecture</b> <i>Introduction: Wendy Luke</i> <i>Keynote Speaker: Elaine Heumann Gurian</i>	<i>Grand Ballroom E</i>
5:00PM – 7:00PM	<b>Museum Resource Center Opening Reception and “Speed Networking”</b> <i>Cash bar and refreshments will be served</i>	<i>Grand Ballroom F—I</i>
7:00PM	<b>Networking Dine-Arounds</b> — <i>Sign-up at the Registration Desk</i>	<i>GHI Foyer</i>

## monday, october 23

7:00AM – 8:00AM	<b>Health &amp; Wellness</b>	<i>Meet in Marriott Lobby</i>
7:30AM – 4:30PM	<b>Registration &amp; Hospitality Desk</b>	<i>Promenade</i>
8:00AM – 9:30AM	<b>Professional Committees Breakfast</b> — <i>Museum Resource Center</i>	<i>Grand Ballroom F—I</i>
8:00AM – 9:30AM	<b>Complimentary Continental Breakfast</b> — <i>Museum Resource Center</i>	<i>Grand Ballroom F—I</i>
8:00AM – 9:30AM	<b>Museum Resource Center Silent Auction &amp; Creativity Center</b>	<i>Grand Ballroom F—I</i>
9:30AM – 12:15PM	<b>Double Session — A Conversation with Beverly Sheppard About The Future of Museums</b>	<i>Grand Ballroom E</i>
9:30AM – 12:15PM	<b>Career Center &amp; Resume Review</b>	<i>Fulton Ferry</i>
9:30AM – 10:45AM	<b>SINGLE SESSIONS</b> <i>(concurrent)</i> <ul style="list-style-type: none"> <li><b>L Landscape Connections: Bridging Art, Nature and People</b> <i>Jackie Gleason</i></li> <li><b>V Widening the Conversation: Involving Communities in Interpretive Planning</b> <i>Robinson</i></li> <li><b>L Museum Leadership — A Multi-Generational Perspective</b> <i>Roebbling</i></li> </ul>	
10:45AM – 11:15AM	<b>Coffee Break</b> — <i>Museum Resource Center</i>	<i>Grand Ballroom F—I</i>

# Program at a Glance

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The Annual Meeting is organized under three new themes:

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11:00AM – 12:15PM	<b>SINGLE SESSIONS (concurrent)</b>	
	<b>C Making it Personal: Memories and Artifacts from Your Community</b>	<i>Jackie Gleason</i>
	<b>V Techno Interpretation for the iPod® Generation</b>	<i>Robinson</i>
	<b>L The Front Lines: Attracting &amp; Training Educators for Diverse Communities</b>	<i>Roebbling</i>
12:30PM – 2:00PM	<b>Leadership Lunch – By invitation only</b>	<i>Salon A</i>
2:00PM – 5:00PM	<b>Museum Resource Center Silent Auction &amp; Creativity Center</b>	<i>Grand Ballroom F—I</i>
2:15PM – 3:30PM	<b>OPEN FORUM ROUNDTABLES – Held in Museum Resource Center</b> Repeated at 3:30PM – 5:00PM	<i>Grand Ballroom F—I</i>
	<b>L How to Lead When You're Not the Boss</b>	
	<b>C How to Bridge Old Community to New Village</b>	
	<b>V Exhibit Development Issues</b>	
	<b>L How to Quantify Educational Success in Dollars</b>	
2:15PM – 3:30PM	<b>SINGLE SESSIONS (concurrent)</b>	
	<b>V Cultivating Life Long Museum Visitors through Family and Youth Programs</b>	<i>Jackie Gleason</i>
	<b>C Moving Your Museums Tomorrow with IMLS Funding</b>	<i>Robinson</i>
	<b>L The Three C's to an Accessible Museum: Coordination, Checklists &amp; Community</b>	<i>Roebbling</i>
2:15PM – 5:00PM	<b>Career Center &amp; Resume Review</b>	<i>Fulton Ferry</i>
3:30PM – 4:00PM	<b>Coffee Break – Museum Resource Center</b>	<i>Grand Ballroom F—I</i>
3:30PM – 5:00PM	<b>OPEN FORUM ROUNDTABLES – Held in Museum Resource Center</b> Repeated from 2:15PM – 3:30PM	<i>Grand Ballroom F—I</i>
3:45PM – 5:00PM	<b>Career Center &amp; Resume Review</b>	<i>Fulton Ferry</i>
3:45PM – 5:00PM	<b>SINGLE SESSIONS (concurrent)</b>	
	<b>V Public Programming: Beyond the Walls &amp; Into the Community</b>	<i>Jackie Gleason</i>
	<b>V Building Exhibit Bridges</b>	<i>Robinson</i>
	<b>L Museum Leadership: Finding Your Path</b>	<i>Roebbling</i>
6:30PM – 9:00PM	<b>60th Anniversary Celebration at the Brooklyn Museum</b> <i>Departure from Hotel Lobby at 6:15PM; Transportation on your own (Food and beverage included in registration fee)</i>	



# Program at a Glance

**06**

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- L Leadership**
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- V Visitor Experience** (exhibition planning, education programming, marketing, and visitor studies)

## tuesday, october 24

7:00AM – 8:00AM	<b>Health &amp; Wellness</b>	<i>Meet in Marriott Lobby</i>
7:30AM – 4:30PM	<b>Registration &amp; Hospitality Desk</b>	<i>Legends Complex Foyer</i>
9:00AM – 11:45AM	<b>Double Session: Bridging Institutional Mission &amp; Identify: A Branding and Positioning Workshop</b>	<i>Grand Ballroom D</i>
9:00AM – 11:45AM	<b>Career Center &amp; Resume Review</b>	<i>Fulton Ferry</i>
9:00AM – 10:15AM	<b>SINGLE SESSIONS (concurrent)</b>	
	<b>C Productive Partnerships: Vendors, Museums &amp; Computer Interactives</b>	<i>Jackie Gleason</i>
	<b>L Successfully Managing Your Museum's Facility Operations</b>	<i>Robinson</i>
	<b>V Metaphorically Speaking: Metaphor, Imagination &amp; Museums</b>	<i>Roebeling</i>
	<b>V Bridging Brooklyn: The Brooklyn Museum's Commitment to the Visitor</b>	<i>Whitman</i>
10:30AM – 11:45AM	<b>SINGLE SESSIONS (concurrent)</b>	
	<b>L Designing and Planning for an Expanding Museum</b>	<i>Jackie Gleason</i>
	<b>V Teaching Others to Teach: Instructional Methods for Docent Education</b>	<i>Robinson</i>
	<b>L Leading Through Leadership Transition</b>	<i>Roebeling</i>
	<b>C Pocket Parks: Thinking Outside the Historic House</b>	<i>Whitman</i>
12:15PM – 2:00PM	<b>MAAM Annual Business Luncheon &amp; Katherine Coffey Award Ceremony</b>	<i>Grand Ballroom E</i>
2:15PM – 3:30PM	<b>SINGLE SESSIONS (concurrent)</b>	
	<b>L Bridging Communities Among Practitioners</b>	<i>Jackie Gleason</i>
	<b>V 3rd Annual Exhibition Review</b>	<i>Brooklyn Historical Society</i>
2:15PM – 5:00PM	<b>Career Center &amp; Resume Review</b>	<i>Fulton Ferry</i>
3:45PM – 5:00PM	<b>SINGLE SESSIONS (concurrent)</b>	
	<b>V Programming for the Green Market: Girl Scouts Provide Museums a Bridge to Community</b>	<i>Jackie Gleason</i>
	<b>V What can Heritage Tourism Do for Economically Distressed Communities?</b>	<i>Robinson</i>
	<b>V Programming an Art Museum to Become a Public Space for Immigrant Communities</b>	<i>Roebeling</i>
	<b>V New Immigrant Audiences</b>	<i>Whitman</i>
7:00PM – 10:30PM	<b>White Gloves Gang Dinner</b>	

## wednesday, october 25

9:00AM – 3:00PM	<b>White Gloves Gang Workday in New York</b>
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## 2006 Meeting Committees

**06**

### annual meeting committee

**Kim Fortney** (Chair)  
Heritage Center of Lancaster County

**Claudia Oakes**  
Cradle of Aviation Museum

**Barbara Cohen-Stratyner**  
New York Public Library for Performing Arts

**Bruce Craig**  
Smithsonian Center for Education and Museum Studies

**Deb Wool**  
Delaware Agricultural Museum

**Laurie Baty**  
National Law Enforcement Museum

**Petra Chu**  
Seton Hall University

**Anne Ackerson**  
Museum Association of New York

**Abby Shaw**  
Archivart



### program committee

**Deb Wool** (Chair)  
Delaware Agricultural Museum & Village

**Anne Ackerson**  
Museum Association of New York

**Leslie Bedford**  
Bank Street

**Barbara Cohen-Stratyner**  
NY Public Library for the Performing Arts

**Petra Chu**  
Seton Hall University

**Jackie Day**  
Long Island Museum of American Art, History & Carriages

**Gerry Margolis**  
University of Pennsylvania Museum of  
Archaeology & Anthropology

**Audrey Nieson**  
NYS Office of Parks, Recreation,  
and Historic preservation, Peebles Island

**Claudia Ocello**  
New Jersey Historical Society

**Katherine O'Donnell**  
Bank Street

**Abby A. Shaw**  
Archivart

**Rachel Shabica**  
Textile Museum

**Doug Stark**  
United States Golf Association

### local host committee

**Claudia Oakes** (Co-chair)  
Cradle of Aviation Museum

**Diana Pardue** (Co-chair)  
National Park Service

**Suzanne LeBlanc**  
Long Island Children's Museum

**Nina Jensen**  
Bank Street

**Barbara Cohen-Stratyner**  
New York Public Library for Performing Arts

**Jim Hanley**



## Keynote Speakers

06

### 2ND ANNUAL STEPHEN E. WEIL MEMORIAL LECTURE

#### Elaine Heumann Gurian



Elaine Heumann Gurian is a consultant/advisor to a number of museums and visitor centers that are beginning, building or reinventing themselves. She is the 2004 recipient of the Distinguished Service to Museums Award presented by the American Association of

Museums. Over the past 35 years, Ms. Gurian has served as Acting Director of the Cranbrook Institute of Science; Deputy Director of the United States Holocaust Memorial Museum; Deputy Director for Public Program Planning for the National Museum of the American Indian, Smithsonian Institution; Deputy Assistant Secretary for Museums at the Smithsonian; Director of the Exhibit Center, the public facility of the Boston Children's Museum; and Director of Education at the Institute of Contemporary Art in Boston. She is published and lectures widely and has held many elected positions within the museum community.



### KATHERINE COFFEY AWARD 2006

#### Nick Westbrook



In 1970, Nicholas Westbrook served as Museum Director at the Saratoga County (NY) Historical Society. From that time, he has developed a legacy in our industry at the National Park Service, Sturbridge Village, and the Minnesota Historical Society for 10 years beginning in 1978.

Nicholas currently serves as Executive Director of Fort Ticonderoga, where from 1989 he has established himself as one of the most respected directors in the region if not the nation from one of the most important historical landmarks and major military museums in the country. With a new educational center opening in 2008, Nicholas has focused on a significant capital campaign to raise over \$16 million, all the while balancing his responsibilities of general management of a museum that has over 100,000 visitors in a short 6-month open season.

Nicholas Westbrook's educational background began in Västerås, Sweden, with continued studies at Amherst College where he received his A.B. in American Studies in 1971. In 1974, Nicholas received his Masters at the University of Connecticut in American History and Museum Work and a thesis entitled, "Zachariah Allen and Steam Power: A Case Study in Early Nineteenth-century Technological Innovation," followed by studies toward a Ph.D. at the University of Pennsylvania from 1974-1976. Nicholas has also taught at the University of Minnesota as well as Fort Ticonderoga.

Among Nicholas Westbrook's other fellowships and honors: Election to non-resident membership in the Colonial Society of Massachusetts, 1998; Andrew W. Mellon Sabbatical Fellowship, The Huntington Library, 1995-1996; Elected to membership in the American Antiquarian Society, 1994; U.S. Information Agency Travel and Lecture Grant to Norway, 1984; Winston Churchill Traveling Fellowship, The English-Speaking Union, 1981. Study of British industrial museums; Society of Colonial Wars in Massachusetts Fellowship, 1972; National Endowment for the Humanities Fellowship in Museum Studies, 1971-72. Nicholas has been engaged in film ("After the Revolution" (with Tim Brennan and Ken Burns); for Old Sturbridge Village, 1974) as well as numerous professional activities including Vice Chair, NYS Commission on the 250th Anniversary of the French & Indian War.

This short biography does not include a complete list of exhibitions, publications, professional papers, or successful grants managed. Mr. Westbrook has also been a frequent consultant for history museums since 1976.



# Session Descriptions

06

## sunday, october 22

11:00AM – 4:00PM **Registration & Hospitality Desk**  
– GHI Foyer

12:00PM – 3:00PM **Workshops**  
(Separate registration to attend)

4:00PM – 5:00PM **2nd Annual Stephen E. Weil  
Memorial Lecture**  
– Grand Ballroom E

**Introduction: Wendy Luke**

**Keynote Address by: Elaine Heumann Gurian**

Elaine Heumann Gurian is a consultant/advisor to a number of museums and visitor centers that are beginning, building or reinventing themselves. She is the 2004 recipient of the Distinguished Service to Museums Award presented by the American Association of Museums. Over the past 35 years, Ms. Gurian has served as Acting Director of the Cranbrook Institute of Science; Deputy Director of the United States Holocaust Memorial Museum; Deputy Director for Public Program Planning for the National Museum of the American Indian, Smithsonian Institution; Deputy Assistant Secretary for Museums at the Smithsonian; Director of the Exhibit Center, the public facility of the Boston Children's Museum; and Director of Education at the Institute of Contemporary Art in Boston. She is published and lectures widely and has held many elected positions within the museum community.

5:00PM - 7:00PM **Museum Resource Center  
Opening Reception**  
**Special Feature: "Speed Networking"**  
– Grand Ballroom F—I

**Hosted by: Kim Fortney and Greg Stevens**

During the Opening Reception, be sure to join in a high-paced, high-fun round of "Speed Networking"—the game that allows you meet and get to know as many museum folks as you can in an hour! Chat, laugh, learn, shake hands, hug, and come away a winner with a handful of new friends and colleagues. Start the 60th annual meeting off right—maybe you will be the next "Networking King" (or Queen)!

7:00PM **Networking Dine Arouds**  
*Sign-up at the Registration Desk*  
– GHI Foyer

## monday, october 23

7:00AM – 8:00AM **Heath & Wellness**  
– Meet in Hotel Lobby

7:30AM – 4:30PM **Registration & Hospitality Desk**  
– Promenade

8:00AM – 9:30AM **Complimentary Continental Breakfast**  
*Museum Resource Center*  
– Grand Ballroom F—I

8:00AM – 9:30AM **Creativity Center**  
*Museum Resource Center*  
– Grand Ballroom F—I

• **Greg Stevens, Connect the Dots Creative Services,**  
*Washington, DC*

When was the last time you drew with CRAYONS? When was the last time you played with BLOCKS? When was the last time you made something JUST BECAUSE? Drop by the CREATIVITY CENTER for FUN, RENEWAL, and PLAY! The Creativity Center offers a range of playful activities, opportunities for thoughtful reflection, and time for you and your colleagues to:

- Relax!
- Have fun!
- Make, build or write something!
- Tap into your "inner-museologist"!
- Get you thinking creatively about your life and your work!

9:30AM - 12:15PM **Career Center & Resume Review**  
Repeated: 2:15PM - 5:00PM  
– Fulton Ferry

As a significant feature of the annual meeting, MAAM has once again planned a dynamic Career Center and we'd like to invite you to be involved. The Career Center will be held on both Monday, October 23, and Tuesday, October 24, in the morning and afternoon. Each Career Center session is designed as an informal drop-by group discussion with facilitators and other attendees, with time (and staff) set aside for those attendees interested in one-on-one résumé review.

9:30AM - 12:15PM **A Conversation with  
Beverly Sheppard About  
The Future of Museums**  
– Grand Ballroom E

Join Beverly Sheppard for an open conversation about the issues confronting museums in a new age. From outdated business models to technology's growing promise, museums are faced with accelerating demands for change and flexibility. What core factors of the information age will affect us most profoundly? How can we become more responsive to social

changes? audience interests? How will our 21st century society impact our operations? Do we need new business models to survive? This session is designed to identify critical changes, assess their impact on museum practice and consider new models for the future. Join the conversation that examines how museums can move from the periphery of change toward the center of a fast-paced learning society.

9:30AM – 10:45AM **SINGLE SESSIONS** (concurrent)

**☐ Landscape Connections:  
Bridging Art, Nature and People**

– Jackie Gleason

- **Carri Manchester**, *Olana State Historic Site*
- **Marilee Hobbs**, *Hudson High School*
- **Deborah Duke**, *Teaching the Hudson Valley*

Multitudes of Americans and international travelers were inspired by the beauty of the Hudson Valley and Catskill Mountains during the 19th century, including the artists of the Hudson River School. Artists and contemporary writers, such as William Cullen Bryant and James Fenimore Cooper, were integral in the formation of an American identity associated with freedom of spirit and the untamed wilderness. This session will explore 'Landscape Connections,' an interdisciplinary program connecting students from two Hudson Valley high schools to each other and the landscape in which they live.

During the 2006-2007 academic year students will visit cultural landmarks within their communities, including Thomas Cole National Historic Site and Olana State Historic Site, listen to guest speakers and participate in free-form poetry readings. State and private educational institutions collaborate in 'Landscape Connections,' encouraging inter-district connections between students and educators. Site and school educators work together helping students discover the rich cultural landscape that surrounds them. 'Landscape Connections' is funded by Teaching the Hudson Valley, a grant program administered by The National Park Service. Conference session attendees are encouraged to bring a poem or song to present during a model poetry reading.

**☐ Widening the Conversation: Involving Communities in Interpretive Planning**

– Robinson

- **David Favaloro**, *Lower East Side Tenement Museum*
- **Margaret Hughes**
- **Jessica Gogan**

In recent years, museums have made great effort to become places of greater inclusion, engaging diverse communities in their work and tackling controversial subjects that matter to their audiences. Giving greater credibility to the diversity of ideas, cultures, and values in American society, museum pro-

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professionals have become more aware of the need to broaden the traditional interpretive “voice” of curators and exhibit developers. Extending interpretive planning beyond the walls of the museum, however, presents a whole new series of challenges.

“Widening the Conversation: Involving Communities in Interpretive Planning” will discuss various strategies, approaches, and challenges to involving diverse communities in interpretive planning at museums and historic sites. Panelists will describe institutional efforts to share authority with diverse local constituencies who hold a “stake” in how the themes of an exhibit or program are interpreted and presented. After attending this session, participants will be better able to formulate strategies and approaches for involving diverse constituencies in the interpretive planning process.

### **■ Museum Leadership: A Multi-Generational Perspective**

– Roebeling

• **Anne Ackerson**, *Museum Association of New York*

This session uses as its starting point the 2002 book “Geeks and Geezers” by Warren G. Bennis and Robert J. Thomas. Bennis and Thomas believe that successful leaders, young and old, share numerous qualities. Their book presents a new model that predicts who is likely to become — and remain — a

leader, and why. No matter their age, they argue both sets share one common experience: all have “undergone at least one intense, transformational experience,” which the authors call a “crucible.” A panel of veteran (geezers) and emerging (geeks) museum leaders will examine how generational values have shaped (or are shaping) their leadership capacities. Panelists will highlight what they see in the changing museum environment from their distinct generational viewpoints, such as relationships with their boards, their understanding of diversity, and their approaches to reaching into communities.

As a field, we are about to witness a sea change of leadership in the next 5–10 years, as baby boomer staff and boards retire, resulting in an anticipated “leadership deficit.” This retirement wave comes at a time when museums of all types are grappling with issues of community engagement, aligning of missions around audiences, and sustaining organizational capacity.

10:45AM – 11:15AM **Coffee Break**

*Museum Resource Center  
– Grand Ballroom F–I*

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11:00AM – 12:15AM **SINGLE SESSIONS** (concurrent)**■ Making it Personal: Memories and Artifacts from Your Community**

– Jackie Gleason

**■ Techno-Interpretation for the iPod® Generation**

– Robinson

- Nathan Schuett, *Antenna Audio*
- Julie Twitmyer
- Sofie Anderson

With its familiar white headphones and booming sales (more than 25 million units sold in 2005), the iPod® has become synonymous with a new generation of tech-savvy individuals. These individuals, dubbed “the iPod Generation”, have come to expect instant access to information and entertainment, which proves to be both a challenge and a tremendous opportunity for museums trying to reach this demographic.

Join us for an informative session on how museums can connect with the “iPod Generation”. Find out how sites such as the Solomon R. Guggenheim Museum, the Metropolitan Museum of Art, and Millennium Park are offering podcasts and downloadable audio tours to engage a younger, more technocentric audience. We'll also discuss how organizations can

publish and/or sell their audio content directly to users through iTunes® and Audible.com®.

This session is a must for museums that want to find new ways to engage today's audiences. By providing innovative content that can be experienced anywhere and anytime (at home, en route, on site, etc.), interpretation can thrive in today's on-demand world.

**■ The Front Lines: Attracting and Training Educators from Diverse Communities**

– Roebeling

- Beatrice Chen, *Museum of the Chinese in the Americas*
- Lauren Brandt Schloss, *Queens Museum of Arts*
- Shanta Scott, *The Studio Museum in Harlem*

As part of a national initiative on diversity, the American Association of Museums states that, “Museums should strive to achieve diversity among boards, staff, and museum volunteers and reflect the diversity in the community that surrounds them.” The AAM has suggested that museums achieve this goal by expanding the search for qualified people beyond the academic disciplines that have traditionally led to museum work.

In the spirit of building bridges, this interactive workshop will provide a forum for participants to learn about and discuss a variety of strategies that museums have employed to recruit

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and train a more diverse staff of educators to better serve and represent their communities. Panelists from the Lower East Side Tenement Museum, Museum of the Chinese in the Americas, the Studio Museum in Harlem, and the Queens Museum of Art will share their respective challenges and successes in recruiting and training educators from backgrounds that are traditionally underrepresented in the museum field. The last part of the workshop will provide participants with the opportunity to brainstorm ways to apply some of these and other strategies to their own institutions.

12:30PM – 2:00PM **Leadership Lunch** (*By invitation only*)  
– Salon A

The Leadership Luncheon is designed to actively engage students and emerging professionals with directors and CEOs in the museum field. Sponsored by Henderson Phillips Fine Art.

Students are asked to come prepared with the following discussion points:

- What does the future hold for the next generation of museum leaders?
- What do students and emerging professionals expect from their prospective employment?
- What are the key compensation issues for students and new professionals?
- What are the perceived benefits/challenges to a specialized museum-related degree?
- What can seasoned museum professionals offer the next generation?

Similarly, directors and CEOs will be asked to be prepared to discuss:

- What does the future hold for the next generation of museum leaders?
- What skills and traits are directors and institutional leaders looking for in potential new hires?
- How are people valued in the organization? What do directors value in an entry-level staff member?
- What are the perceived challenges/benefits to a museum-related degree?
- What can seasoned museum professionals offer the next generation?

*The Leadership Luncheon discussion will be moderated by the dynamic team of: **Mary Case**, founding director, Quality Management to a Higher Power (QM2) and the thought leader behind The Convergence of Museum Talent Project ([www.qm2.org/convergence](http://www.qm2.org/convergence)), and **Greg Stevens**, principal, Connect the Dots Creative Services (profile at [www.ziggs.com](http://www.ziggs.com)), and volunteer communications manager for The Convergence of Museum Talent Project.*

2:00PM – 5:00PM **Museum Resource Center  
Silent Auction & Creativity Center**  
– Grand Ballroom F—I

2:15PM – 3:30PM

**OPEN FORUM ROUNDTABLES**

*Repeated: 3:30PM – 5:00PM*

*Held at Museum Resource Center  
– Grand Ballroom F—I*

**■ How to Lead When You're Not the Boss**

**■ How to Bridge Old Community to New Village**

• **Kathryne Larrivee**, *Delaware Agricultural Museum & Village*

Living history museums and historic village museums have provided the public with a tangible link to past communities. They not only allow visitors to see elements from the past (the buildings and artifacts inside the buildings) but they also let the visitor “walk through the past” and experience what a village might have been like in the 18th and 19th century. The visitors to this type of museum experience a unique learning environment where information is often expressed through physical activities and hands-on learning.

These types of museums experienced record breaking visitation in the 1970's and early 80's, leading many museums to take on many expensive projects that require constant financial support. Unfortunately, since the late 1980's these museums have not seen the attendance numbers they had earlier and are finding their museum with less money to rely on for not only visitor activities and concessions but also the care of the buildings themselves.

The care and conservation of buildings as collection items presents many more challenges to a curatorial staff than the more traditional collection pieces within a museum. Unlike the traditional museum where the greatest amount of money is invested in the object at the time of accession, buildings require a constant financial resource in order to keep in good condition. All buildings will deteriorate, even the ones being kept in the best conditions, and the money to fix the problems that arise has to be available to the museum for its continued success. Also, unlike the more traditional museum, the problems the collection pieces face are dramatically different. Weather conditions, pest problems, security and even the visitors that come to see the village all cause stress on the buildings.

So what is the solution? Living history museums and historic village museums have a responsibility not only to their visitor to provide as much information in ways that the visitor will not only enjoy but also keep the visitors interested for future visits. Museums goers will not continue to visit a museum if nothing every changes and they will not visit a museum that they feel they do not receive any relative information. They also have a responsibility to their buildings, which in many cases have been donated to the museum. These buildings have to be projected and maintained. Museums cannot do activities in the buildings that will jeopardize the buildings safety, nor can they leave the building in a static environment. As museum professionals it is our responsibility to come up with ways that



attracts visitations and keeps our primary collection pieces safe. This round table will explore these types of museums, challenges they face concerning their buildings and their visitation, and ideas that can be implemented in the future.

### 📌 Exhibit Development Issues

- **Carol Garfinkel**, *www.exhibitwriter.com*
- **Paul Orselli**, *POW!*
- **Aaron Goldblatt**, *Metcalfe Architecture and Design*

Join the second year of this open forum on current exhibit development issues. We'll create an agenda based on the concerns of those attending. What are the challenges of exhibit development at your institution? What are the secrets to making it work? How can you create exhibitions that truly engage your visitors? Who should be involved? Bring ideas for questions and issues. We'll pool our knowledge and expertise.

### 📌 How to Quantify Educational Success in Dollars

**Kim Fortney**, *Heritage Center of Lancaster County, Inc.*

As museums increasingly are being asked to pay closer attention to the bottom line, we are facing questions about the cost-benefit ratio of educational programs. If the success of museum education programs is a public that retains and connects to information that we provide, how exactly do we measure the value of that? Can we put a dollar figure on the excitement for museums that is created in a classroom of school children? Please join a lively discussion on this subject, to be moderated by Kim Fortney, Vice President, Heritage Center of Lancaster County, Inc.

2:15PM – 3:30PM **SINGLE SESSIONS** (concurrent)

### 📌 Cultivating Life-Long Museum Visitors Through Family and Youth Programs

– Jackie Gleason

- **Sheri J. Levinsky** – *The Intrepid Sea, Air and Space Museum*

Museum educators from various institutions will discuss the innovative ways museums can cultivate life-long visitation through programming geared towards families and youth, particularly difficult audiences to reach as activity schedules increase. Through such programming as camps, junior volunteer programs, holiday-themed events, and family days, museums are able to establish themselves more and more as valuable community resources to this group. Now more than ever, museum staff and volunteers must address state curriculum standards, various educational theories, and non-traditional learning environments to attract visitors. This panel discussion will offer ideas and identify best practices to attract and maintain the interest of youth and families in today's diverse and busy world.

### Moving Your Museums Tomorrow with IMLS Funding – Robinson

### 📌 The Three C's to an Accessible Museum: Coordination, Checklists and Community

– Roebeling

- **Cindy Vanden Bosch**, *Lower East Side Tenement Museum*
- **Ellen Rubin**
- **Ken Struve**, *City Access New York*

From coordinating accessible programs within your institution to seeking feedback and guidance from other museum professionals and community stakeholders, this session will equip participants with simple, concrete, and cost-effective strategies they can implement at their museums to increase accessibility for visitors with disabilities, thus providing a more welcoming, inclusive learning environment for all visitors.

This session will begin with a brief case study of the Lower East Side Tenement Museum to demonstrate how one museum with limited resources has made simple, but highly effective changes that have resulted in increased accessibility for all visitors. One of the most key learning points for The Tenement was to look outward and learn from the experiences of other museums in the city, as well as from experts and advocates who help museums increase access to visitors with disability. Therefore, the second half of this session will focus on how to



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build bridges with other museums and with people who have disabilities to improve accessibility at your institution. Ellen Rubin, an independent consultant to museums throughout New York City, and Ken Struve, Executive Director of City Access New York, will talk about the practical ways museums can learn from and connect with one another to share knowledge and resources, thereby increasing accessibility at their home institutions.

3:30PM – 4:00PM

**Coffee Break**

*Museum Resource Center  
– Grand Ballroom F—I*

3:30PM – 5:00PM

**OPEN FORUM ROUNDTABLES**

*Repeated from 2:15PM – 3:30PM*

3:45PM – 5:00PM

**SINGLE SESSIONS** (concurrent)

**Public Programming: Beyond the Walls  
and Into the Community**

– Jackie Gleason

- **Danni Hale**, *Senator John Heinz Pittsburgh Regional History*
- **Nancy Cain McCombe**, *Historical Society of Western Pennsylvania*
- **Sheri Levinski**

Public programming personnel from several institutions will share their knowledge and expertise on ways to expand pro-

gramming outside of the museum walls. Panelist will discuss creating programs that exist to extend the museum's current reach, by tapping into perimeter audiences and underserved groups and organizations. During the session we will take a fresh look at exciting program trends within the industry, coupled with previous programming and interpretation. Throughout the course of the session the panelists will share resources, ideas and the nuts and bolts needed to execute exciting, well attended programs.

**Building Exhibit Bridges**

– Robinson

- **Paul Orselli**, *POW!*
- **Brenda Cowan**
- **Dawn Wiess**
- **Eric O'Toole**

If you build it, will they come? You'll increase the odds if "they" (your museum visitors, and potential visitors) help you along during your next exhibit project!

Learn some useful techniques to authentically engage your community in the entire range of the exhibit development and design process through simple, tried and true evaluation techniques. Communication through labels, graphics and interactive design is essential to a successful product, not to mention buy-in by audiences and key stakeholders. Quick and easy

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prototype testing can help get you there. Panelists will share successes, surprises and a select “war story” or two. Come prepared to share your own “tricks of the trade” and some ways in which evaluation techniques enhanced your own community development initiatives., POW!

#### **■ Museum Leadership: Finding Your Path**

– Roebeling

- **Doug Stark**, *United States Golf Association*
- **Nancy Moses**, *Planning + Development*
- **Sandy Bellamy**, *International Heritage Resources*

The rise to a position of leadership within the museum community is often a difficult journey. For mid-level museum professionals, who feel trapped in their careers and perceive the field to be compartmentalized, the path can seem long and fraught with dead ends. There does not seem to be a logical or linear progression to the top. This session will include panelists who will discuss their career paths and explain the journeys they took to advance in the museum field. Topics to be discussed include the choices they made, their professional preparation, the role training, volunteering, and networking/mentoring had in their careers, and the skill set needed to advance.

6:30PM – 9:00PM

## **60th Anniversary Celebration at The Brooklyn Museum**

*Departure from Hotel Lobby at 6:15PM*

*(Food and beverage included in registration fee)*



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## tuesday, october 24

7:00AM – 8:00AM	<b>Heath &amp; Wellness</b> <i>Meet in Hotel Lobby</i>
7:30AM – 4:30PM	<b>Registration &amp; Hospitality Desk</b> <i>– Legends Complex Foyer</i>
9:00AM – 11:45AM	<b>Bridging Institutional Mission and Identity: A Branding and Positioning Workshop</b> <i>– Grand Ballroom D</i>
9:00AM – 10:15AM	<b>SINGLE SESSIONS</b> ( <i>concurrent</i> )

### ☑ **Productive Partnerships: Vendors, Museums and Computer Interactives** *– Jackie Gleason*

- **Mary Jane Taylor**, *Education for Exhibitions*
- **Andrew Iskowitz**

Computer interactives offer museums a host of opportunities: the chance to have activities with multiple outcomes, the ability to continue a museum experience on the web, a way to better serve visitors with different learning styles.

But many museum staff have little experience with expensive, computer-based activities. This session will address key areas

in which vendors and museum staff must collaborate to ensure that projects meet visitor needs.

1. Concept and content: Winterthur staff gave Swim a tour of the museum and an overview of the exhibition, allowing Swim to think creatively and suggest in-depth features.
2. Evaluation: Formative evaluation was a critical part of the working process. Observing and interviewing visitors revealed that they grasped the activity's objectives, but found some steps of the process confusing. Clarifying page design was key to making the interactive effective for all audiences.
3. Text: A screen-based interactive requires extremely concise text that complements the page design. Eventually Winterthur staff trimmed exhibition labels dramatically for use in "Design a Plate." Swim's designer also repositioned the shortened text to make each screen of the interactive effective. The production of "Design a Plate," demonstrates that vendor/museum partnerships offer the best chance to create engaging interactives that are easy to navigate, fulfill their learning objectives and truly reach all visitors.

### ☑ **Successfully Managing Your Museum's Facility Operation** *– Robinson*



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## **Metaphorically Speaking: Metaphor, Imagination and Museums**

– Roebeling

- **Leslie Bedford**, Director, *Leadership in Museum Education*, Bank Street College of Education and member, *The Museum Group*
- **Kate Schein**, Exhibition Developer, *Thinc Design*
- **Mari Shopsis**, Manager, *School and Public Programs*, *Everson Museum*
- **Jon West-Bey**, Founder and Executive Director, *American Poetry Museum*

“The only thing worth fighting and dying for is the imagination!” —Audience comment, AAM 2006

Imagination is the capacity to see things as possibly being otherwise; it allows us to envision new ways of being in the world. One of the most generative tools of the imagination is metaphor. The session will reprise and build on a well-received panel presentation at this year's AAM conference on metaphor, imagination and museums. Leslie Bedford will talk about her ongoing research into art, metaphor and imagination in exhibitions. Three museum practitioners will respond from their respective perspectives and then open up the discussion to the audience.

## **Bridging Brooklyn: The Brooklyn Museum's Commitment to the Visitor**

– Whitman

- **Amy Kaufman**, *Lord Cultural*
- **Alisa Martin**, *Brooklyn Museum*
- **Cynthia Mayeda**, *Brooklyn Museum*

In 2002, the Brooklyn Museum rolled out an institution-wide commitment to place the Visitor Experience at the center of all planning and activities. This panel will showcase the unique and integrated approach the Museum has taken to grow and diversify their audience. Initiatives that have contributed to the Brooklyn Museum's success include leadership and institutional commitment, programming, branding and positioning, admissions policies, special events, and museum-wide staff training. The speakers - all from the Museum - will explore what it really takes to bridge the daunting variety of communities that exist in NYC. They will discuss strategies that have been successful as well as ongoing challenges and lessons learned from less effective initiatives. The panel will explore how the Brooklyn Museum determined and implemented their commitment to the visitor. Specifically, panelists will address how Visitor Services, Marketing, Education and Community Involvement initiatives were developed and what the outcomes have been. Panelists will also comment on important benefits such as free promotion through positive word of mouth, repeat visits, higher first time visits, Membership sales and renewals, and retail and café sales.

10:30AM – 11:45AM **SINGLE SESSIONS** (concurrent)

## **Design and Planning for an Expanding Museum**

– Jackie Gleason

- **Aislinn Weidele**, *Polshek Partnership Architects*
- **Joan Darragh**, *Brooklyn Museum*
- **Duncan Hazard**, *AIA, Brooklyn Children's Museum*

This bold and embracing design is the architectural embodiment of the Museum's mission and institutional commitment to welcome all of its visitors and to enhance their museum-going experience. For the first time in its more than a century-long history on this site, the building physically opens up to its surrounding neighborhood.” - Brooklyn Museum Director, Arnold L. Lehman

The Brooklyn Museum's Vice Director for Planning and Architecture, Joan Darragh, and the Architect, Duncan Hazard, will explore the process of articulating, through its expansion, the Museum's goal to establish a new public identity for the institution and to reach out to its local community. The redesign and renovation of the building's entry on Eastern Parkway has created a more exciting, welcoming, and focused visitor experience. The contemporary design, juxtaposed Carri Manchester with the existing Beaux-Arts façade has created an extraordinary new civic space that reintegrates the building with its site and the surrounding urban context. The plaza's arc defines the museum's popular new outdoor gathering place, which includes an amphitheater with bleacher-like stepped seating and stage area for outdoor performances and a dramatic water sculpture. Year round, crowds from the neighborhood are drawn to this inviting public space, establishing a vital connection between the museum and its local community.

## **Teaching Others to Teach: Instructional Models for Docent Education**

– Robinson

- **Heidi Hinich**, *National Gallery of Art*
- **Elizabeth Diamant**, *National Gallery of Art*
- **Betsy Bowers**, *QM2*
- **Nelly Silagy Benedek**, *The Jewish Museum*

What does an effective docent education program look like? What is the right balance of instruction in content about art and art history, audience, and education in order to ensure good museum teaching? How does one create a culture amongst the volunteer corps that values reflective practice? How does the museum staff respect and nurture their docents as learners in a way that builds on their individual strengths? Presenters will discuss the National Gallery of Art's efforts to refocus the school docent education program to better prepare their volunteer museum teachers to meet the needs of area students and teachers. The purpose of this presentation is to share the successes and challenges of the Gallery's program, which is a work-in-progress, and to invite colleagues to engage

in a lively discussion sharing their observations, questions, and concerns on these topics. Discussions will be documented, and key points will be shared with the participants via email.

### ❑ **Leading Through Leadership Transition**

– *Roebeling*

#### • **Anne Ackerson, Museum Association of New York**

In the next 15 years, an unprecedented wave of retirements is expected to occur in the museum field as baby boomer directors and department heads retire. As the Museum Association of New York (MANY) suggests in its recent white paper, “Who’s Next: Questioning the Future of Museum Leadership in New York State”, the exodus from the ranks of full-time employment could easily be 25-50% of an institution’s staff — even greater for many smaller institutions. These veteran leaders take with them a sizeable chunk of intangible knowledge that can’t be conveyed in textbooks, seminars or PowerPoint presentations. MANY views this chain of events as a potential turning point for the field — one with which the field as a whole must engage. Couple the retirement trend with the fact that the average tenure for executive directors of non-profits is about five years and that searches take on average about six months, if the process goes smoothly. Clearly, museum board and staff leaders must give high priority to the continuity of professional leadership for their institutions. Continuity requires both planning for succession and being ready for an unanticipated departure. In addition to briefly discussing how the MANY white paper’s Building Leadership Agenda could be used in other states, this session will explore how staff and boards can ready their institutions for executive transition with thoughtful succession planning, and how they can continue to move forward in constructive, and sometimes new, ways during times of transition.

### ❑ **Pocket Parks: Thinking Outside the Historic House**

– *Whitman*

12:15PM - 2:00PM

### **MAAM Annual Business Luncheon & Katherine Coffey Award Ceremony**

– *Grand Ballroom E*

#### • **Nick Westbrook**

In 1970, Nicholas Westbrook served as Museum Director at the Saratoga County (NY) Historical Society. From that time, he has developed a legacy in our industry at the National Park Service, Sturbridge Village, and the Minnesota Historical Society for 10 years beginning in 1978. Nicholas currently serves as Executive Director of Fort Ticonderoga, where from 1989 he has established himself as one of the most respected directors in the region if not the nation from one of the most important historical landmarks and major military museums in the country.

2:15PM - 3:30PM

### **SINGLE SESSIONS (concurrent)**

### ❑ **Bridging Communities Among Practitioners**

– *Jackie Gleason*

### ❑ **3rd Annual Exhibition Review**

The 3rd Annual Exhibition Review at the Brooklyn Historical Society, 128 Pierrepont Street. (One block from the Conference Hotel) BHS: 1-718-222-411

The exhibit “Brooklyn Works: 400 Years of Making a Living in Brooklyn” takes you on a journey from Brooklyn’s rural beginnings to the metropolis of today using re-created, theatrical environments and many interactive techniques. New to MAAM will be this exhibit review in the reviewed exhibit.

*Panelists include: Beverly Serrell (aka “The Judge” and Director of Serrell & Associates), Kate Fermoile (Vice President, Exhibits & Education, BHS), Deb Wool (Curator, Delaware Agricultural Museum & Village and Prof. Museum Studies, Wesley College).*

The exhibit will be open for review on Sunday, October 22nd, 12-5 pm and just for us on Tuesday, October 24th, 2-4 pm.

2:15 PM - 5:00PM

### **Career Center & Resume Review**

– *Fulton Ferry*

3:45PM - 5:00PM

### **SINGLE SESSIONS (concurrent)**

### ❑ **Programming for the GreenMarket: Girl Scouts Provide Museums a Bridge to Community**

– *Jackie Gleason*

- **Karen L. Daly**, Education Director, Dumbarton House, DC
- **Brigid N. Howe**, Program Events Specialist, Girl Scout Council of the Nation’s Capital, DC
- **Corinne Cannon**, Youth Groups Coordinator, National Building Museum, DC

What do Girl Scouts do besides camp and sell cookies? They visit museums in ever-increasing numbers! How can you bridge to the Girl Scout audience and other seemingly “traditional” audiences in your community? These questions will be addressed by a Girl Scout Council representative and two museum professionals at this interactive session.

### ❑ **What Can Heritage Tourism Do for Economically Distressed Communities?**

– *Robinson*

### ❑ **Programming an Art Museum to Become a Public Space for Immigrant Communities**

– Roebeling

- **Lauren Brandt Schloss**, *Queens Museum of Art*
- **Sara Angel Guerrero-Rippeberger**
- **Tarry Hum**
- **Maureen O' Connor**
- **Pierana Reddy**
- **Maria Guerrero**

This session demonstrates how an art museum in the most diverse county in the nation is working with local institutions and community based organizations (CBOs) to serve immigrant communities through educational programming and public events. After attending this session participants will be better able to articulate why it is important for museums to collaborate with immigrant communities. Participants will also become more enabled to conceptualize their own network of community and institutional partners. This session will help explain why CBOs and local institutions might be interested in partnering with their museums, and participants will be able to choose a method for designing and implementing programs for their local communities, based on programs being piloted at the Queens Museum of Art. This session will be of interest to any museum professional considering their institution's relationship to its local community. The program will address the conference's theme because it addresses multiple audiences through innovative programming and imaginative community outreach.

### ❑ **New Immigrant Audiences: Removing the Barriers that Prevent Immigrants from Accessing Your Museum's Resources**

– Whitman

- **Maggie Russell-Ciardi**, *Lower East Side Tenement Museum*
- **Alexandra Mann**, *Lower East Side Tenement Museum*

Many museums, without realizing it, may have many barriers in place that prevent recent immigrants from being able to access their resources. Since there are approximately 28.5 million immigrants living in the United States today, this means that many museums are failing to reach out to a huge segment of the population- approximately ten percent- and are also missing out on the opportunity to diversity their audience base. This presentation will outline what the barriers are that prevent new immigrants from visiting museums and will also provide a case study of the innovative strategies that the Lower East Side Tenement Museum has utilized to overcome those barriers. Since a large part of the Museum's success engaging a new immigrant audience is due to a unique collaboration between its Education Department and the PR and Marketing Department, representatives from both Departments will share their perspectives on the issue.

Following the presentations, workshop participants will have the opportunity after the presentation to break into small groups and: 1) identify the barriers that exist at their own institutions; 2) consider whether they could implement the strategies used by the Tenement Museum to eliminate those barriers and, if so, how they would need to be modified; and 3) share best practices that have been developed at their institutions for reaching out to immigrants and/or other underserved audiences.

7:00PM - 10:30PM

**White Gloves Gang Dinner**

## wednesday, october 25

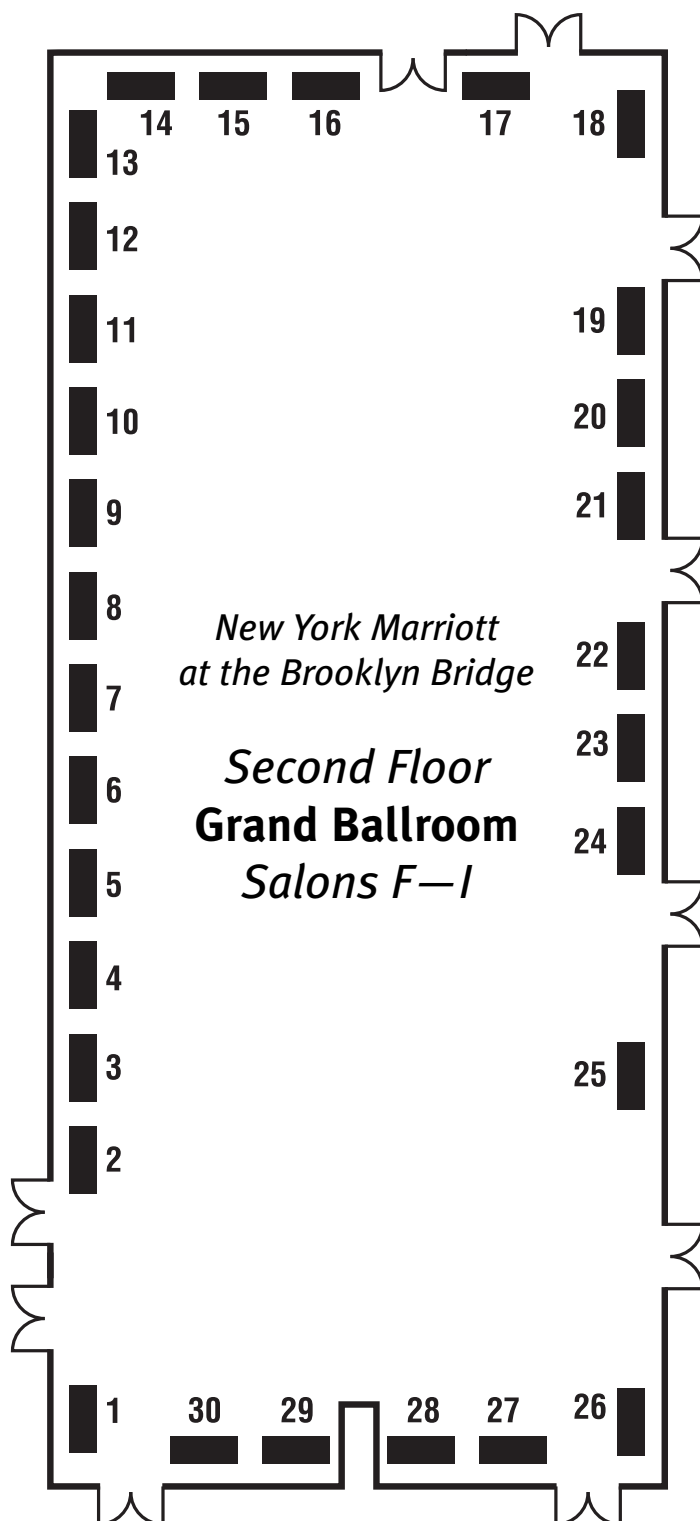
9:00AM - 3:00PM

**White Gloves Gang  
Workday in New York**



# Museum Resource Center Floorplan

**06**



## table no.

- 1** MBA Design & Display Products Corp
- 2** Acoustiguide Inc.
- 3** Creative Company
- 4** Creative Company
- 5** Columbia University Digital Knowledge Ventures
- 6** American Association of Museums
- 7** Art 2 Art Circulating Exhibits
- 8** The Hollinger Corporation
- 9** AltaMira Press
- 10** Huntington T. Block Insurance
- 11** The Design Minds, Inc.
- 12** Manask & Associates
- 13** Guide By Cell
- 14** IMLS
- 15** Preservation Glazing, Inc.
- 16** H3 Hardy Collaboration Architecture
- 17** Organization Smithsonian Institution Traveling Exhibition Service
- 18** Antenna Audio
- 19** Archivart
- 20** Atelier 4
- 21** McCollister's Transportation Systems
- 22** ORPHEO Audioguides
- 23** Gallery Systems
- 24** CineMuse, Inc
- 25** Lord Cultural Resources
- 26** JGL Management Services
- 27** Tonetti Associates Architects, P.C.
- 28** Tour Mate Systems
- 29** U.S. Arts Company, Inc.
- 30** Metcalfe Architecture & Design

# Museum Resource Center Exhibitors

**06**

## table no. 1

**Bill Beitel**  
*VP National Sales Manager*  
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## table no. 3

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creativesitebooks.com

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## table no. 14

**IMLS**

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## General Information

06

### badge color code

**Blue** = Full Conference Registration

**Yellow** = Sunday Registration

**Purple** = Monday Registration

**Green** = Tuesday Registration

**Black** = Exhibitor

### museum resource center schedule

#### Sunday, October 22

5:00PM – 7:00PM    Opening Reception

#### Monday, October 23

8:00AM – 9:30AM    Continental Breakfast

8:00AM – 9:30AM    Silent Auction

10:45AM – 11:15AM    Coffee Break

2:00PM – 5:00PM    Silent Auction

3:30PM – 4:00PM    Coffee Break

### social events

#### SUNDAY, OCTOBER 22

**Opening Reception** • 5:00PM – 7:00PM

Mingle with colleagues and exhibitors at the Opening Reception in the Museum Resource Center.

**Dine-Arounds** • 7:00PM

At this optional evening event, attendees will have the opportunity to experience some of the local restaurants. This is a great way to get to know members in a casual setting. Attendees will sign-up at the registration desk on Sunday. Dine-Arounds are Dutch treat and transportation is on your own.

#### MONDAY, OCTOBER 23

**60th Anniversary Celebration at the Brooklyn Museum**

6:30PM – 9:00PM

Join us at the Brooklyn Museum for MAAM's anniversary celebration. The Brooklyn Museum is a wonderful museum full of very exciting exhibits. Food and beverage are included if you have registered for the full conference. Transportation is on your own.

### conference attire

Attendees are encouraged to dress in layers when attending sessions as temperatures may change in meeting rooms.



# General Information

06

*The Mid-Atlantic Association of Museums Board of Directors extends its gratitude and appreciation to the underwriters who have generously supported the 2006 MAAM Annual Meeting.*

## About MAAM

Established in 1947, Mid-Atlantic Association of Museums (MAAM) is a 501(c)3 nonprofit organization dedicated to serving museums, museum professionals, and related institutions and individuals by providing vision, enrichment, intellectual challenge and a forum for communication and interaction.

As one of six regional associations affiliated with the American Association of Museums (AAM), the Mid-Atlantic Association of Museums represents the museum communities in Delaware, Maryland, New Jersey, New York, Pennsylvania, and Washington, D.C., and advocates, promotes and supports the role of museums in bettering and enriching the diverse and dynamic cultural life of the Mid-Atlantic region of the U.S.

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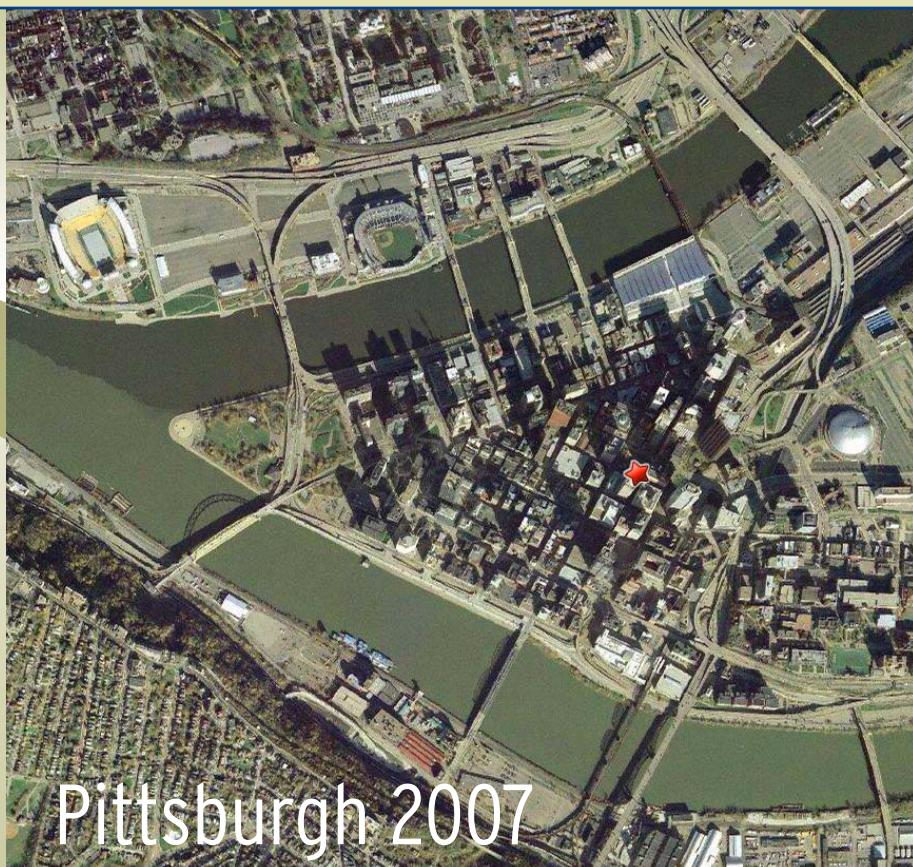
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# Pittsburgh 2007

Increasing capacity, ... embracing new audiences, ...adapting new technologies, ... employing best practices, . . . and competing for dwindling resources are among the kaleidoscope of challenges and opportunities faced by the nation's museums. Join your colleagues for the 2007 Mid-Atlantic Association of Museums Annual Meeting to explore these trends and choices. Come to Pittsburgh and discover how you and your institution can flourish during these exciting times.

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Stay tuned at [www.midatlanticmuseums.org](http://www.midatlanticmuseums.org)

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