

Mid-Atlantic  
Association of **Museums**



MAAM ANNUAL MEETING 2007

PITTSBURGH, PA  
OCTOBER 25-27



PRELIMINARY PROGRAM



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## Fun Facts About Pittsburgh!

The Pittsburgh Pirates got their name as a result of bad publicity. In 1880 the Pittsburgh team allegedly "pirated" an important player away from Philadelphia and did nothing to smooth over ruffled feelings. Local newspapers angrily called Pittsburgh "a bunch of Pirates." The epithet stuck, and eventually became the team's official name.



AERIAL VIEW OF THE POINT OF PITTSBURGH

## Confluence & Connections: Museums at the Crossroads

Increasing capacity, embracing new audiences, and adapting new technologies 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.

Steel City. Iron City. City of Champions. City of Bridges. City of Colleges. Whatever Pittsburgh's appellation du jour, this vibrant city located at the confluence of the Allegheny, Ohio, and Monongahela rivers has been widely and justly touted for its economic and cultural renaissance. The Carnegie Museums, the Frick Museum, The Andy Warhol, the Pittsburgh Children's Museum, and the Senator John Heinz History Center are among the world-class institutions that await you when you attend MAAM's 2007 Annual Meeting.

JULY 2007

Dear Colleagues,

The 2007 Mid-Atlantic Association of Museum's Annual Meeting in Pittsburgh promises to usher in MAAM's 70th anniversary on a very high note. *Confluence & Connections: Museums at the Crossroads*, this year's theme, reflects our host city's spectacular setting. Indeed, museums stand at a crossroads of opportunity and challenge; faced with demands for greater public access and relevancy, each institution has choices to make – to change and grow, to thrive or perish. As MAAM comes to the western border of our region for the first time in its history, our organization can do no better than to celebrate the singular success of Pittsburgh's vibrant cultural life of which its museums, a botanical garden and arboretum, and zoological organizations play such a vital role.

This year's program offers an especially rich content to the broadest cross-section of our region's membership. Curators, registrars, directors, educators, development personnel, museum studies students, and volunteers from both small and large institutions will find something of value at MAAM Pittsburgh. The annual meeting also features sessions and events of special interest for the region's current generation of emerging professionals.

Come to Pittsburgh and discover why this city has been appearing on so many lists of top ten cities. Discover why Pittsburgh is regarded by so many as a city of great museums, wonderful ethnic neighborhoods and restaurants, and as a center for creativity and innovation. Attend MAAM Pittsburgh and connect with provocative ideas and hip museums. Or, as Andy Warhol might have put it, "be there or be square."

Best,

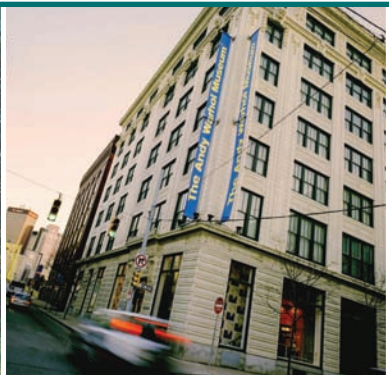
*John Lovell*

John Lovell

Chair, 2007 MAAM Annual Meeting



CLAYTON, FRICK ART & HISTORICAL CENTER



ANDY WARHOL MUSEUM



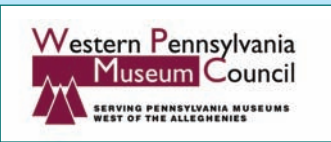
SMITHFIELD BRIDGE



PITTSBURGH PLATE GLASS

## Before You Arrive...

Don't forget to check out Visit Pittsburgh at [www.visitpittsburgh.com](http://www.visitpittsburgh.com) and the Western Pennsylvania Council of Museums at [www.westernpamuseums.org](http://www.westernpamuseums.org) for all your travel needs!



Thank you to VisitPittsburgh for the use of their photographs.



Sessions of Interest for  
**EMERGING PROFESSIONALS**

**OCTOBER 25, 2007**

8:30 am – 10:00 am

Collections Connections:  
Talk to the Experts

10:00 am – Noon

Career Center and Resume Review

Noon – 1:00 pm

Leadership Lunch (by invitation)

1:00 pm – 2:00 pm

Weil Lecture

4:00 pm – 5:30 pm

AAM's Brooking Paper:  
Nurturing Creativity in Museums

8:30 pm

AAM-Sponsored Event for  
Emerging Professionals

**OCTOBER 26, 2007**

10:30 am – Noon

AAM's Listening Session for MAAM's  
Emerging Professionals – *Part 1*

2:15 pm – 3:45 pm

AAM's Listening Session – *Part 2*

2:00 pm – 5:00 pm

Career Center and Resume Review

4:00 pm – 5:30 pm

Straight Talk: Conversations with  
Coffey Award Recipients

**OCTOBER 27, 2007**

10:30 am – Noon

Building MAAM: Roundtable  
Discussion of New Initiatives

**Fun Facts About Pittsburgh!**

The Smiley :) was the first Internet  
emoticon, created by Carnegie Mellon  
University computer scientist Scott  
Fahlman in 1980.



**WEDNESDAY, OCTOBER 24**

**Time**

9:00 am – 5:00 pm

1:00 pm – 5:00 pm

2:00 pm – 4:30 pm

1:00 pm – 5:00 pm

5:30 pm – 6:00 pm

7:00 pm – ?

**Event / Meeting**

White Gloves Gang  
Early Registration

**WORKSHOPS:**

1) Leadership Training for  
Collections Professionals

**WORKSHOPS:**

2) Are you Culturally Competent?  
Exploring Diversity in Your  
Museums and Community  
3) Tracking the Past, Planning for  
the Future: Using PastPerfect as a  
Management Tool for Small Museums

Board of Directors Meeting  
Board Dinner

**Location**

To Be Announced  
Marriott City Center

1) Heinz History Center

2) August Wilson Center  
for African American  
Culture's Gallery 209/9  
3) Heinz History Center

Marriott City Center  
Pittsburgh Restaurants

**THURSDAY, OCTOBER 25**

**Time**

6:00 am – 7:00 am

7:30 am – 5:00 pm

8:00 am – 9:00 am

8:30 am – 10:00 am >>

10:00 am – 10:30 am

10:00 am – Noon

10:30 am – Noon >>

**Event / Meeting**

Health and Wellness  
Registration

Continental Breakfast

**SESSIONS:**

1) Cell Phone Audio Tours Turn Ordinary  
Visits Into Extraordinary Experiences  
2) Collections Connections:  
Talk to the Experts  
3) Good Neighbors: Successful Strategies  
for Museum-Community Outreach  
4) Creative Resilience or Change Happens:  
Creatively Managing Change in the  
Museum Environment (Double Session)

Coffee Break

Career Center and Resume Review

**SESSIONS:**

5) Creative Resilience or Change  
Happens – Part 2  
6) Museum Youth Programs:  
Do They Make a Difference?  
7) Hearing Pictures and Touching Sounds:  
Helping Visitors with Vision  
Impairments Experience Exhibits  
8) The Charm Bracelet Project: How a  
Museum is Building “Connectivity”  
on Pittsburgh's North Side

Noon – 5:00 pm

Noon – 1:00 pm

1:00 pm – 2:00 pm

2:15 pm – 3:45 pm >>

Exhibitor Set-up  
Leadership Lunch (by invitation only)  
or Lunch on Your Own  
3rd Annual Weil Lecture:  
Jonathan Feinstein

**SESSIONS:**

9) A Role to Play: Registrars  
in the Exhibit Process

**Location**

Downtown Pittsburgh  
Marriott City Center  
and Children's Museum  
Children's Museum  
Children's Museum

Children's Museum  
Children's Museum  
Children's Museum

Marriott City Center  
Children's Museum

Hazlett Theater

Children's Museum

**THURSDAY, OCTOBER 25 (CONTINUED)**

**Time**

2:15 pm – 3:45 pm >>

4:00 pm – 5:30 pm >>

6:30 pm – 8:00 pm

8:30 pm – ? pm

8:00 pm – ? pm

**Event / Meeting**

**SESSIONS:**

10) Lights, Cameras, Action: Creating  
a Film for the Historic Site Client  
11) Working with Artists to Create  
Innovative Museum Experiences  
12) Pittsburgh's Cultural Institutions as  
Catalysts for Change (Double Session)

**SESSIONS:**

13) Catalysts for Change – Part 2  
14) Visitor Connections: Tailoring Tours  
for Small Groups at Historic Sites  
15) AAM's Brooking Paper: Nurturing  
Creativity in Museums  
16) Proven Problem-Solving Techniques  
for Museums

Opening Reception (Ticketed Event)

AAM-Sponsored Emerging  
Professionals Event

Dinner on Your Own – with MAAM Board  
and Professional Committees Chairs

**Location**

Children's Museum

Children's Museum

Andy Warhol Museum

To Be Announced

Pittsburgh Restaurants

**FRIDAY, OCTOBER 26**

**Time**

6:00 am – 7:00 am

8:00 am – 9:30 am

8:00 am – 5:00 pm

8:00 am – 5:00 pm

8:30 am – 10:00 am

8:30 am – 10:00 am >>

10:00 am – 10:30 am

10:30 am – Noon >>

**Event / Meeting**

Health and Wellness

Continental Breakfast and  
Opening of Exhibit Hall

Exhibit Hall Open

MAAM Silent Auction

Whirlwind Downtown Walking Tour  
(Ticketed Event)

**PROFESSIONAL COMMITTEE  
COUNCIL SESSIONS:**

17) Volunteer Mentors: How Philadelphia  
Built a No-Cost Network of Cultural  
Managers (External Affairs)  
18) You Haul It: Moving Collections  
Large and Small (Registrars)  
19) Museum Field Trips: What Teachers  
Really Want! (Educators)  
20) Crossing Departmental Lines: Museum  
Teamwork in Action (Curators)  
21) The Cost of Free: Pros and Cons of  
Waiving Kids' Fees at House Museums  
(Historic Site Administrators)  
22) Top Ten Great Ideas from the 2007 Small  
Museums Conference (Small Museums)

Coffee Break

**SESSIONS:**

23) Evaluating Learning Outcomes  
from Museum Exhibits  
24) The Global Community: Museums  
Enter Into International Partnerships  
25) AAM Listening Session for MAAM's  
Emerging Professionals (Double Session)

**Location**

Downtown Pittsburgh  
Marriott City Center

Marriott City Center  
Marriott City Center  
Downtown Pittsburgh

Marriott City Center

Marriott City Center

Marriott City Center







DINOSAUR OUTSIDE CARNEGIE MUSEUM



CHURCH BREW WORKS

Fun Facts About Pittsburgh!

**Klondike Bars**  
America's #1 selling ice cream bar got its start right here in Pittsburgh at Isaly's, the same store which brought us chipped ham. Now sold nationally by Breyers/Good Humor in eight flavors.

**Heinz Ketchup**  
Heinz products are another proud Pittsburgh tradition. Heinz founder, Henry Heinz, literally sank his competition in the 1880's when he bought the products and equipment of a competing company and sank them in the Allegheny River!



FRIDAY, OCTOBER 26 (CONTINUED)

Time	Event / Meeting	Location
Noon – 2:00 pm	MAAM Business Luncheon, AAM Update, and Keynote Address by Janet Sarbaugh	Marriott City Center
2:00 pm – 5:00 pm	Career Center and Resume Review	Marriott City Center
2:15 pm – 5:00 pm	Museum Tours: 1) Carnegie Museums Sampler	Carnegie Museum of Art and Carnegie Museum of Natural History Phipps Conservatory Marriott City Center
2:15 pm – 3:45 pm >>	2) Dale Chilhuly at the Phipps <b>SESSIONS:</b> 26) AAM Listening Session – Part 2 27) Partnering with Non-Traditional Collectors to Create Loan Exhibitions 28) Reaching New Audiences Through Interactive History and Science Exhibits 29) Putting It Together: Creativity and Innovation in Museums	
4:00 pm – 5:30 pm >>	<b>SESSIONS:</b> 30) Work, Wealth, and Wisdom: Building a Better Board 31) Straight Talk: A Conversation with Coffey Award Recipients 32) Grant Opportunities from IMLS 33) Museum and School Partnerships: Where Are We Now?	Marriott City Center
6:00 pm – 8:30 pm	Katherine Coffey Award Reception (Ticketed Event)	Frick Art and Historical Center

SATURDAY, OCTOBER 27

Time	Event / Meeting	Location
6:00 am – 7:00 am	Health and Wellness	Downtown Pittsburgh
8:30 am – 9:30 am	Continental Breakfast in Exhibit Hall	Marriott City Center
8:30 am – 10:00 am	Whirlwind Downtown Walking Tour (Ticketed Event)	Downtown Pittsburgh
8:30 am – 11:00 am	MAAM Silent Auction	Marriott City Center
8:30 am – Noon	Exhibit Hall Open	Marriott City Center
10:00 am – Noon	Museum Tours: 3) Collecting the 20th Century 4) Transforming Clayton From a Family Home to a House Museum	Heinz History Center Frick Art and Historical Center Marriott City Center
9:00 am – Noon		
8:30 am – 10:00 am >>	<b>SESSIONS:</b> 34) Poster Session a) Wired Accessibility: The Smithsonian's Design Guidelines for Computer Interactives b) An Update on AASLH's National Standards Project for Small Museums	
	35) Keeping New Exhibits New: How to Keep Exhibits Fresh and Vital Long After the Opening	
	36) Communities of Value: Public, Private, and Professional Values in Museums (Double Session)	
	37) Museums to Classroom: Developing On-line Resources for Teachers	
10:00 am – 10:30 am	Coffee Break in Exhibit Hall	Marriott City Center

SATURDAY, OCTOBER 27 (CONTINUED)

Time	Event / Meeting	Location
10:30 am – Noon >>	<b>SESSIONS:</b> 38) Communities of Value – Part 2 39) Building MAAM: Roundtable Discussion of New Initiatives 40) Museums for All: Responding to the Needs of Your Disabled Community	Marriott City Center
Noon – 1:00 pm	Lunch in Exhibit Hall; Silent Auction Winners Announced	Marriott City Center
1:00 pm – 5:00 pm	<b>WORKSHOP:</b> 4) Hope for the Best, Plan for the Worst: Disaster Planning for Everyone	Marriott City Center

SUNDAY, OCTOBER 28

Time	Event / Meeting	Location
7:45 am – 5:00 pm	Visit to Fallingwater and Kentuck Knob (Ticketed Event)	Bus will depart from the Marriott City Center
8:30 am – 5:00 pm	Rivers of Steel: Pittsburgh's Big Steel Heritage (Ticketed Event)	Bus will depart from the Marriott City Center

WHITE GLOVES GANG

Wednesday, October 24 | 9:00 am to 5:00 pm

This year members of the MAAM Registrar's Committee will contribute a day of volunteer labor and expertise to help one or more small institutions in Greater Pittsburgh with a pressing need for assistance with a collections-related project. Since the White Gloves Gang was founded in 1998, over 125 individuals have assisted almost 30 institutions in the region, and thousands of dollars worth of collections care supplies and in-kind support has gone into projects ranging from rehousing collections and constructing storage units, to cataloging and photographing collections. For more information on how you can help the MAAM Registrar's Committee, contact Rachel Shabica, Chair of the MAAM Registrar's Committee at [rshabica@textilemuseum.org](mailto:rshabica@textilemuseum.org).

KEYNOTE SPEAKERS



THIRD ANNUAL STEPHEN E. WEIL MEMORIAL LECTURE

Jonathan S. Feinstein  
Thursday, October 25  
1:00 pm to 2:00 pm

Jonathan Feinstein is an expert in the field of creativity and innovation. He has just published *The Nature of Creative Development* (Stanford University Press, 2006), which presents a framework for understanding and describing how people go about engaging in creative endeavors. As Professor of Economics at the Yale School of Management, Dr. Feinstein teaches "The Practice and Management of Creativity and Innovation" and is also spearheading development of the new core course on "The Innovator's Perspective." Visit his Website at [www.jonathanfeinstein.com](http://www.jonathanfeinstein.com).

Dr. Feinstein's presentation on "Making Creativity Matter in Museums" will focus on best practices for fostering, protecting, and spurring creativity and innovation in the organizational setting. Though creativity can happen in a flash, its roots extend far back, and individuals must be given the time to develop creativity to achieve the level of creativity and innovation of which they are capable.



MAAM BUSINESS LUNCHEON KEYNOTE ADDRESS

Janet Sarbaugh  
Friday, October 26  
Noon to 2:00 pm

Janet Sarbaugh is Director of the Arts and Culture Programs at the Heinz Endowments, which annually distributes \$8 million to what she refers to as southwestern Pennsylvania's "arts ecology." Under Ms. Sarbaugh's leadership, the Arts and Culture Program has focused on three major goals: expanding opportunities for arts learning and participation, building regional creative capital, and advancing Pittsburgh as a cultural center.

Janet Sarbaugh holds graduate degrees from the University of North Carolina at Chapel Hill and Carnegie Mellon University. She sits on a number of local, state, and national cultural and professional organization boards, and was recognized in 2003 by the *Pittsburgh Post-Gazette* as Pittsburgh's "number one cultural force."

(Continued on p. 8)



LEADERSHIP TRAINING FOR COLLECTIONS PROFESSIONALS

Wednesday, October 24 | 1:00 pm to 5:00 pm

This workshop will emphasize creative skill building in management and leadership for staff who work cross-functionally in the organization, specifically in the area of collections. Participants will: gain knowledge of key management concepts and practice problem-solving; learn to “lead from the middle” by improving skills in project management, team building, communications, negotiation, and managing change; create effective teams; understand personal learning styles and responsibilities as a team member; and learn how to manage with constrained resources: time, staff, and money.

**Facilitators:** Jeanne Benas, Registrar, Smithsonian – National Museum of American History, Washington, D.C., and Martha Morris, Associate Professor, Museum Studies Department, George Washington University

Pre-registration Required | Price: \$25

HOPE FOR THE BEST, BUT PLAN FOR THE WORST: DISASTER PLANNING FOR EVERYONE

Saturday, October 27 | 1:00 pm to 5:00 pm

In this post-Katrina world, it has become abundantly clear to the museum community that a disaster can strike at any time. The best way to be prepared is to have a good plan in place and to have good communication among staff as well as with outside emergency responders. Join a veteran manager of site operations with 40 years experience with the National Trust and as a consultant with the National Park Service who will discuss different types of risks to a museum and/or historic site. Learn how to evaluate the relative severity of risks within an institution. Methods of incident documentation and communication amongst co-workers and emergency responders will be explained, and available resources available to staff in the wake of an emergency will be identified. Finally, work together in a real-world exercise in which you will confront an emergency situation.

**Facilitator:** Arthur Dutil, Facilities Manager, Catholic Religious Order of Marian Priests and Brothers, Stockbridge, MA.

Pre-registration Required | Price: \$25

ARE YOU CULTURALLY COMPETENT? EXPLORING DIVERSITY IN YOUR MUSEUMS AND COMMUNITY

Wednesday, October 24 | 1:00 pm to 5:00 pm

This workshop will provide a brief survey of cultural competency by focusing on diverse staff and audiences (existing and potential) and emphasizing implications for effective programming and internal self-examination of business models and best practices. Participants will be better able to: articulate the relationship between cultural competency and museum practice; advocate for accountability and accessibility in serving existing and potential audiences; identify strengths and growth opportunities within the organization as they relate to increased cultural competence; and develop exhibitions, programs, and services intended to serve a diverse audience.

**Facilitator:** Greg Harris, Director of Visitor Services, National Building Museum, Washington, D.C.

Pre-registration Required | Price: \$25

TRACKING THE PAST, PLANNING THE FUTURE: USING PASTPERFECT AS A MANAGEMENT TOOL FOR SMALL MUSEUMS

Wednesday, October 24 | 1:00 pm to 5:00 pm

This workshop will help those small institutions that already have PastPerfect software, or intend to acquire it, to more fully use this versatile resource. PastPerfect allows museums to accomplish a wide range of everyday practices ranging from tracking artifacts from acquisition to inventories, to tracking monetary transactions, including donations and membership dues, to tracking operational data used in grants such as in-kind gifts and volunteer hours. Participants will learn the basics and fine points of entering contact information, payments, creating letters for pledges, donations, and mail-merges, sending direct e-mails, building lists for targeted mailings, and writing reports to track results.

**Facilitators:** Jennifer C. Griffen, Client Services Director, PastPerfect Software Inc., Exton, PA

Pre-registration Required | Price: \$25

KEYNOTE SPEAKERS (Continued from p. 7)



WELCOME FROM AAM’S NEW CEO

Ford W. Bell  
Friday, October 26  
Noon – 2:00 pm

The American Association of Museum’s newly appointed President and CEO, Ford Bell, brings to AAM an impressive record of scholarship, commitment to community engagement, proven leadership, and a passion for museums as places of lifelong learning and enjoyment. According to Irene Hirano, AAM Board Chair, “He is quite simply the right leader at the right time as AAM looks to the next 100 years and the complex challenges facing our members nationwide.”

Ford Bell was previously President and CEO of the Minneapolis Heart Institute Foundation, a prominent research organization, and one of the largest providers of heart health education in the United States. He has also served as Clinical Assistant Professor of Oncology at the University of Minnesota’s College of Veterinary Medicine. Dr. Bell has been passionate about museums all his life and through his many visits to the University of Minnesota’s Museum of Natural History (renamed in 1996 after his grandfather, James Ford Bell), he gained his lifelong love of nature and science, factors in his decision to become a veterinarian.

OPENING RECEPTION AT THE WARHOL

Thursday, October 25 | 6:30 pm to 8:00 pm

Network with friends and colleagues at The Andy Warhol Museum. Mingle with the “stars” on display while munching on delicious light refreshments prepared by the ultra-hip and ultra-eclectic Big Burrito. The Warhol, which opened in 1994 in a renovated seven-floor warehouse on Pittsburgh’s North Side, features an extensive permanent collection of the art and archives of one of America’s most influential 20th-century artists. It is also a primary resource for anyone seeking insights into contemporary art and popular culture. View the temporary exhibit *Georgia O’Keefe and Andy Warhol*.

Pre-registration Required | Price: No Cost

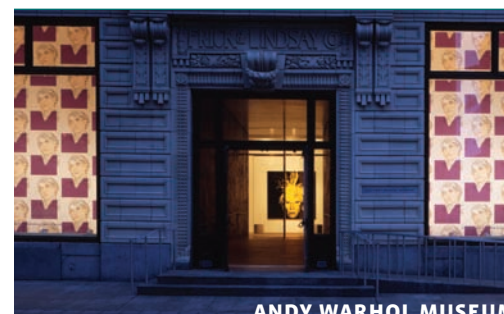
KATHERINE COFFEY AWARD RECEPTION

Friday, October 26 | 6:00 pm to 8:30 pm

Toast this year’s Katherine Coffey Award recipient. Join us for a reception following remarks at The Frick Art Museum, located on five and one-half beautifully landscaped acres of the The Frick Art & Historical Center complex. The Frick Art Museum is an intimately scaled museum exhibiting an exquisite collection of European paintings, sculpture, and decorative arts from the 12th to the 18th centuries, along with outstanding temporary loan exhibits. Highlights from the permanent collection include a portrait by Rubens, a pastoral scene by Boucher, and Italian panel paintings by Giovanni de Paolo and Sassetta.

*The MAAM Board of Governors established the Katherine Coffey Award in 1972 to recognize outstanding contributions to museums and the museum profession. The award is named after Katherine Coffey (1900-1972) who as director of the Newark Museum where she worked for 43 years, was one of the nation’s outstanding museum leaders and administrators. Since the first award was given to Hanna Toby Rose of the Brooklyn Museum, 35 other museum professionals from the Mid-Atlantic region have been so honored.*

Pre-registration Required | Price: No Cost



ANDY WARHOL MUSEUM

WHIRLWIND DOWNTOWN WALKING TOUR

Friday, October 26 | 8:30 am to 10:00 am

Saturday, October 27 | 8:30 am to 10:00 am

Tour some of downtown’s finest historic buildings and places during this 90-minute walk with docents from the Pittsburgh History and Landmarks Foundation along Grant Street, once the eastern edge of a frontier town and now Pittsburgh’s grand civic boulevard. You will see H.H. Richardson’s monumental courthouse, three historic landmarks commissioned by industrial magnate Henry Clay Frick, historic churches and city parks, as well as modern skyscrapers that define Pittsburgh’s iconic skyline.

Pre-registration Required | Price: \$10

VISIT TO FALLINGWATER AND KENTUCK KNOB BUS TOUR

Sunday, October 28 | 7:45 am to 5:00 pm

Frank Lloyd Wright’s 1936 masterpiece of modern architecture, Fallingwater, is dramatically sited over a waterfall in the breathtaking Laurel Highlands. In this full-day tour of a site named one of the “fifty places of a lifetime” by *National Geographic Traveler*, visit this symbol of the importance of living in harmony with the natural world during the height of fall foliage. Over a box lunch hear a “curator’s choice” lecture on an aspect of Wright’s career, and later visit nearby Kentucky Knob, a Wright Usonian home built in 1954.

Registration limited to 48 | Price: \$60

RIVERS OF STEEL: PITTSBURGH’S BIG STEEL HERITAGE

Sunday, October 28 | 8:30 am to 5:00 pm

Pittsburgh and steel are intertwined in the minds and imagination of the world. This tour uses structures from the era of Big Steel to tell the story of the region once known as the steel-making capital of the world. The tour features a drive through Pittsburgh’s oldest industrial neighborhoods and buildings associated with the 1892 Battle of Homestead. The country’s oldest Bulgarian club is the site for a hearty lunch. The day will end with a tour of U.S.S. Edgar Thompson Works, still in operation, and a visit to blast furnaces awaiting restoration and interpretation as part of The Rivers of Steel National Heritage Area.

Registration limited to 24 | Price: \$60

MUSEUM TOURS AND ON-SITE INSIGHTS

Take advantage of the diversity and richness of Pittsburgh’s world-class museums. Consider visiting one of the city’s most famous collections or chatting with Pittsburgh colleagues about issues of common concern.

CARNEGIE MUSEUMS SAMPLER

Friday, October 26 | 2:15 pm to 5:00 pm

This overview of the great art and fascinating natural history collections at the Carnegie Museum of Art and Carnegie Museum of Natural History will acquaint you with Pittsburgh’s premier cultural institution. Tour the museums’ landmark buildings and learn about Andrew Carnegie’s vision for his “palace of culture.” Enjoy two special exhibitions: Carnival (about carnivals around the world) in the Museum of Natural History, and On A Grand Scale: The Hall of Architecture at 100 (about the largest collection of plaster casts in America) in the Museum of Art.

Pre-registration Required | Limited to 24

Price: \$30

DALE CHILHULLY AT THE PHIPPS

Friday, October 26 | 2:15 pm to 5:00 pm

Seattle-based artist Dale Chilhully has installed a series of amazing, monumental, and flamboyantly colored glass creations at the Phipps Conservatory and Botanical Gardens inspired by the Phipps’ Victorian glasshouse – one of the oldest in North America. Executive Director Richard V. Piacentini will greet you at the outset of your visit to this dazzling fusion of art and nature. While there, visit the Phipps’ recently opened – part of a \$36.6 million expansion – Tropical Forest Conservatory, which employs cutting-edge eco-technologies that make it the most energy-efficient conservatory in the world. The Phipps is now regarded as the Green Heart of Pittsburgh.

Pre-registration Required | Limited to 24

Price: \$40

(continued on p. 10)



CARNEGIE MUSEUM OF ART



(continued from p. 9)

## MUSEUM TOURS AND ON-SITE INSIGHTS

### COLLECTING THE TWENTIETH CENTURY

**Saturday, October 27** | 10:00 am to Noon

Join curators and archivists at the Senator John Heinz History Center, stunningly housed in a modern addition to a rehabilitated early 20th-century ice warehouse, for a lively consideration of collecting 20th-century culture. Using examples from the Heinz History Center's Special Collections exhibited in an environmentally controlled open-storage gallery, and in the Library and Archives, you will consider the unusual and unaccustomed collections care and management concerns associated with collecting the recent past. Issues of conservation and use for 20th-century artifacts (man-made materials, specialized construction techniques, patented products, etc.) can be challenging when making decisions regarding acquisition and accessioning, budgeting for collections care, and exhibition.

**Pre-registration Required | Limited to 24**

Price: \$30

### TRANSFORMING CLAYTON FROM A FAMILY HOME TO HOUSE MUSEUM

**Saturday, October 27** | 9:00 am to Noon

Clayton, the late 19th-century home of industrialist Henry Clay Frick, was opened as a house museum in 1990. This session combines a tour of Frick's mansion with an overview of its history and on-going preservation. In the course of the home's adaptation from a private residence to museum, not only were there challenging restoration issues to be faced, but also interventions necessary to protect the property from overuse. Participants will learn about a 2005 engineering survey undertaken to determine how the structure is aging, and later discuss some unique preservation and conservation issues associated with the house museum's interpretation.

**Pre-registration Required | Limited to 24**

Price: \$30



CLAYTON. FRICK ART & HISTORICAL CENTER

# SESSION DESCRIPTIONS

### 1. CELL PHONE AUDIO TOURS TURN ORDINARY VISITS INTO EXTRAORDINARY EXPERIENCES

Discover the possibilities of using the ubiquitous cell phone technology to create dynamic, engaging, and inspiring audio tours for a new generation of visitors. Panelists from a historic site, art museum, and conservatory / botanical garden that have recently implemented cell phone tours will share their experiences developing tours using this versatile medium.

**Chair:** Marla Shoemaker, Senior Curator of Education, Philadelphia Museum of Art, Philadelphia, PA.

### 2. COLLECTIONS CONNECTIONS: TALK TO THE EXPERTS

Join this roundtable forum of collections specialists ready to answer questions about any aspect of your institution's collections. Get advice from a collections manager, a conservator, and a curator about the mysteries (e.g. old loans, contract conservation, loan exhibits) surrounding your collections. *This session is particularly recommended for emerging museum professionals with collections responsibilities.*

**Chair:** Brenda Reigle, Chief, Collections Care Section, Pennsylvania Historical and Museum Commission, Harrisburg, PA.

### 3. GOOD NEIGHBORS: SUCCESSFUL STRATEGIES FOR MUSEUM-COMMUNITY OUTREACH

If your museum serves as a tourist destination for a statewide or national audience, learn how to better connect to your hometown community. Representatives from three such organizations that have developed creative ways to connect to their neighbors through educational programming and special events will share their insights on the topic and engage the audience in a lively, interactive discussion.

**Chair:** Amanda Pinney, Manager of Museum Programs, National Baseball Hall of Fame, Cooperstown, NY.

### 4. & 5. CREATIVE RESILIENCE OR CHANGE HAPPENS: CREATIVELY MANAGING CHANGE IN THE MUSEUM ENVIRONMENT

Discover what resilient behaviors can be employed in a creative team environment when change is certain. This double session includes a change-focused activity, followed by a case study from the National Children's Museum. Among the topics panelists will discuss: Hanging On and Holding On, Getting Out of Rut Thinking, and Creating the Best Product.

**Chair:** Wendy Blackwell, Director of Education, National Children's Museum, Washington, DC.

### 6. MUSEUM YOUTH PROGRAMS: DO THEY MAKE A DIFFERENCE?

Museum youth programs offered during out-of-school time contribute not only to a student's content learning but also to his/her personal and social development. Educators and program evaluators from the National Gallery of Art's "High School Seminar" will report out on research on youth development in community-based programs and will share evaluation results from current museum youth programs.

**Chair:** Elisa Patterson, Coordinator, High School and Community Programs, National Gallery of Art, Landover, MD.

### 7. HEARING PICTURES AND TOUCHING SOUNDS: HELPING VISITORS WITH VISION IMPAIRMENTS EXPERIENCE EXHIBITS

How can people with vision impairments truly experience museum exhibits? Join a panel of educators and designers of products for use by people with disabilities in a challenging discussion of cutting-edge projects that demonstrate how multiple, simultaneous, and redundant forms of information can build comprehension and promote retention among visitors with vision impairments.

**Chair:** Susan Little, Accessibility Specialist, U.S. Access Board, Washington, DC.

### 8. THE CHARM BRACELET PROJECT: HOW A MUSEUM IS BUILDING "CONNECTIVITY" ON PITTSBURGH'S NORTH SIDE

Learn how teams of experts from around the world were brought together by the Children's Museum to explore ways that the cultural, entertainment, and educational "charms" of Pittsburgh's North Side neighborhood could be connected. Museum staff, designers, and community stakeholders will describe how the Children's Museum is strengthening and guiding future development outside of its walls to enhance family experiences in the city.

**Chair:** Chris Siefert, Deputy Director, Children's Museum of Pittsburgh, Pittsburgh, PA.

### 9. A ROLE TO PLAY: REGISTRARS IN THE EXHIBIT PROCESS

How does the registrar fit into the mix of curators, exhibit designers and fabricators, educators, and conservators in the typical museum exhibit process? Panelists will present models of successful installations that included a registrar on their exhibit teams.

**Chair:** Patricia Nutter, Assistant Registrar, National Museum of Natural History, Washington, DC.

### 10. LIGHTS, CAMERAS, ACTION: CREATING A FILM FOR THE HISTORIC SITE CLIENT

From RFP to the recruitment and filming of re-enactors to world premiere, this session will illustrate lessons and best practices learned from the making of a successful orientation video for Fort Montgomery State Historic Site in New York. Panelists, including the film maker, will share their insights into the film-making process and provide practical information on the making of a film designed to excite, inspire, and inform audiences.

**Chair:** Gregory Smith, Historian, Bureau of Historic Sites, New York State Office of Parks, Recreation and Historic Preservation, Waterford, NY.

### 11. WORKING WITH ARTISTS TO CREATE INNOVATIVE MUSEUM EXPERIENCES

Meet three young and talented artists who will challenge your perceptions of how art can create memorable visitor experiences in your museum. The Children's Museum of Pittsburgh works closely with artists, established and emerging, to help bring its mission to life to "inspire joy, creativity and curiosity."

**Chair:** Lois Winslow, Director of Education, Children's Museum of Pittsburgh, Pittsburgh, PA.

### 12. & 13. PITTSBURGH'S CULTURAL INSTITUTIONS AS CATALYSTS FOR CHANGE

Learn how cultural institutions and museums can become catalysts for social change within their community. Representatives of five Pittsburgh institutions, including the Warhol Museum and the Children's Museum, will share how they stepped outside of their museums' walls to create a positive impact on the quality of life within their city.

**Chair:** Jane Werner, Executive Director, Children's Museum of Pittsburgh, Pittsburgh, PA.

### 14. VISITOR CONNECTIONS: TAILORING TOURS FOR SMALL GROUPS AT HISTORIC SITES

Meeting the needs of the casual family visit on a daily basis is a difficult task for staff at historic sites and house museums. Discover how three historic sites in Greater Philadelphia have handled hands-on learning for multi-generational visitors without breaking the bank or using a full-time facilitator to guide their activities.

**Chair:** Jennifer April, Museum Educator II, Washington Crossing Historic Park, Washington Crossing, PA.

### 15. AAM'S BROOKING PAPER: NURTURING CREATIVITY IN MUSEUMS

AAM established the Brooking Paper on Creativity in 2005 to reinforce awareness within the museum field of how creative, innovative initiatives can produce new ways of thinking and seeing. Panelists will introduce the work of both 2007 and past Brooking Paper recipients as a springboard for discussion on the importance of taking risks to nurture creativity in the museum – for staff, volunteers, and visitors alike.

**Chair:** Ann Fortescue, Director of Education and Visitor Services, Heinz History Center, Pittsburgh, PA.

### 16. PROVEN PROBLEM-SOLVING TECHNIQUES FOR MUSEUMS

Although many perceive problem solving as a burden, it can also be a fun and creative process. Join a talented facilitator who will engage and energize session attendees through the use of three proven techniques used by advertising agencies, product designers, and artists to analyze – and solve – your problems.

**Chair:** Robert Bullock, Exhibits Coordinator, Pennsylvania Historical and Museum Commission, Harrisburg, PA.

### Professional Committee Council Sponsored Sessions (17-22)

### 17. VOLUNTEER MENTORS: HOW PHILADELPHIA BUILT A NO-COST NETWORK OF CULTURAL MANAGERS

An informal network of Philadelphia area volunteer program administrators in museums and cultural institutions have met since 1993 to share expertise specific to volunteer management. Learn how to set up such a network to maximize professional development and collaboration with peers in any field with a minimum of time and expense.

**Moderator for External Affairs Committee:** Mary Ellen Hern, Associate Director, External Relations, Norman Rockwell Museum, Stockbridge, MA.

**Session Chair:** Lois Kuter, Volunteer Coordinator, Academy of Natural Science, Philadelphia, PA.

### 18. YOU HAUL IT: MOVING COLLECTIONS LARGE AND SMALL

Moving...whether it is a small collection or a large one, whether it involves a small staff or a cast of thousands, the word is enough to provoke fear and loathing in most museum registrars. Moving, however, need not be a daunting task – it just takes planning and communication. Hear from panelists representing institutions of different sizes about how they moved their collections into new facilities and what they would do differently if they had it to do it again.

**Chair, Registrars Committee:** Rachel Shabica, Registrar, The Textile Museum, Washington, DC.

**Session Chair:** Elizabeth Alberding, Collections Manager, The Kelly Collection of American Illustration, Hagerstown, MD.

### 19. MUSEUM FIELD TRIPS: WHAT TEACHERS REALLY WANT!

What do teachers want and need most from museum field trips? A recent study of the National Gallery of Art's school tour programs conducted by Randi Korn and Associates will identify which key factors – administrative, logistical, curricular, or perceptual – influence a teacher's desire and ability to take his/her students on a field trip.

**Education Committee and Session Chair:** Heidi Hinish, Head, Teacher, School, and Family Programs, National Gallery of Art, Washington, DC.

### 20. CROSSING DEPARTMENTAL LINES: MUSEUM TEAMWORK IN ACTION

How can you encourage staff representing multiple disciplines and areas of museum operation to work together to reach common goals, deepen dedication to the institution's mission, and create an important team infrastructure for future projects? A large-scale project at the Westmoreland Museum of American Art will serve as a successful case study on effective teamwork and illustrate how a cross-functional team structure can improve staff performance in programming and operations.

**Moderator for Curators Committee:** Deb Wool, Curator/Director, Delaware Agricultural Museum and Village, Dover, DE.

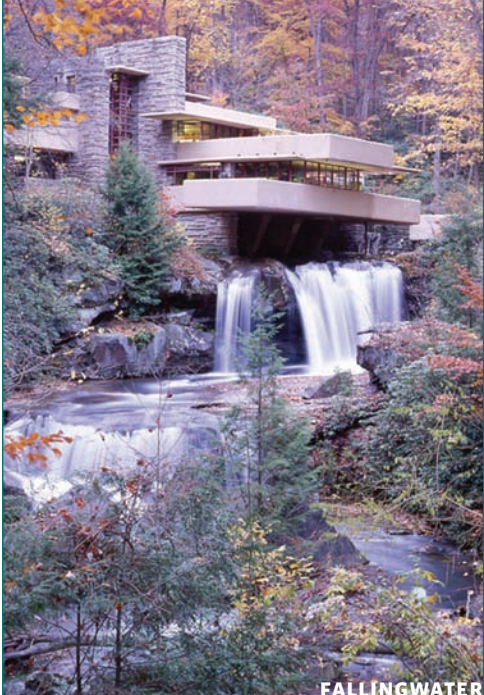
**Session Chair:** Judith H. O'Toole, Director/CEO, Westmoreland Museum of American Art, Greensburg, PA.

### 21. THE COST OF FREE: PROS AND CONS OF WAIVING KIDS' FEES AT HISTORIC SITES

Join historic site colleagues in a roundtable discussion of the recent trend to waive children's fees at a number of regional house museum and historic sites. Representatives from several historic properties will discuss their recent fee initiatives to increase attendance by families with children (age 12 and under) and share their initial expectations and the sometimes surprising outcomes.

**Historic Site Administrators Committee and Session Chair:** Melody Moore, Historic Site Manager, Staatsburgh State Historic Site, Staatsburg, NY.

(continued on p. 12)



FALLINGWATER



CHIHULY AT PHIPPS: GARDENS & GLASS

## Fun Facts About Pittsburgh!

Created by Jim Delligatti at his Uniontown McDonald's, the Big Mac debuted and was test marketed in three other Pittsburgh-area McDonald's restaurants in 1967. By 1968 it was a mainstay on McDonald's menus throughout the country.







7TH STREET BRIDGE



HEINZ HISTORY CENTER

## Fun Facts About Pittsburgh!

- The pull-tab was developed by Alcoa and was first used by Iron City Brewery in 1962. For many years, pull-tabs were only used in this area.
- In 1913 the first automobile service station, built by Gulf Refining Company, opened in Pittsburgh at Baum Boulevard and St. Clair Street in East Liberty. Designed by J. H. Giesey.
- A Pittsburgh city councilman during the first World War, Robert Garland devised the nation's first daylight savings plan, instituted in 1918.



## 22. TOP TEN GREAT IDEAS FROM THE 2007 SMALL MUSEUM ASSOCIATION ANNUAL CONFERENCE

Couldn't attend this year's Small Museum Association Annual Conference in Ocean City, Maryland? No problem! Two SMA board members who did attend have developed a list of the meeting's top ten great ideas. Attend this session and learn about resources targeted for small museums, solutions to institutional challenges that will not break the bank, and crowd-pleasing program ideas that do not require a large staff.

**Session Co-Chairs:** Marianne Della Croce, *Collections Manager, Planting Fields Foundation, Oyster Bay, NY*, and Michael DiPaolo, *Executive Director, Lewes Historical Society, Lewes, DE*.

## 23. EVALUATING LEARNING OUTCOMES FROM MUSEUM EXHIBITS

How do we know whether our exhibits are successful? Though the importance of museums as educational institutions is well-established, the process of evaluating general audience learning outcomes remains an under-explored area. Join faculty and graduate students from the Corcoran College of Art and Design in reviewing a series of experimental studies they conducted in 2007 to gauge audience viewing behavior, learning outcomes, and overall satisfaction with a major exhibition.

**Chair:** Heather Tillberg-Webb, *Assistant Professor, Elizabethtown College, Washington, DC*.

## 24. THE GLOBAL COMMUNITY: MUSEUMS ENTER INTO INTERNATIONAL PARTNERSHIPS

International partnerships, though often expensive, have long-lasting benefits. They frequently contribute to changing the world view of not only the museums and individuals involved, but also of the host nations. Panelists from exchanges involving a private, specialized museum, a National Park Service property, and AAM will share insights from their partnerships and speak about current exchange opportunities available to museum staff in the MAAM region.

**Chair:** Rachel Shabica, *Registrar, The Textile Museum, Washington, DC*.

## 25. & 26. AAM LISTENING SESSION FOR MAAM'S EMERGING PROFESSIONALS

As an emerging museum professional, participate in a lively, facilitated dialogue and let your voice be heard. This double session will be facilitated by Wendy Luke, founder of Luke Weil & Associates. In the first session, we will listen and learn about the challenges you face in your career, the resources you need to be successful, and how MAAM can better support you. In the second session, you will join MAAM's board members in small group discussions to further explore your development as an emerging museum professional. Come collaborate with your colleagues. It is your career!

**Introductory Remarks:** Anita Blackaby, *Director of Special Projects, Pennsylvania Historical and Museum Commission*.

## 27. PARTNERING WITH NON-TRADITIONAL COLLECTORS TO CREATE LOAN EXHIBITIONS

Fabulous objects are hidden away in the nether reaches of private, corporate, and foundation collections around the world. How do you find these collections, access them, and get such lenders to help you mount an exhibition? Attend this session and learn what the requirements are for borrowing from a non-institutional lender, what the positive outcomes are for such loans, and take away some cautionary advice on what not to do.

**Chair:** Elizabeth Alberding, *Collections Manager, The Kelly Collection of American Illustration, Hagerstown, MD*.

## 28. REACHING NEW AUDIENCES THROUGH INTERACTIVE HISTORY AND SCIENCE EXHIBITS

Learn how the National Canal Museum, once a largely static history museum, reopened in 2006 as an exciting, interactive science and history center for families. This session will provide an in-depth review of the process, funded by a \$1.6 million grant from the National Science Foundation, to create exhibits that explore scientific concepts behind America's historic towpaths.

**Chair:** Ed Mooney, *Curator of Exhibits, National Canal Museum, Easton, PA*.

## 29. PUTTING IT TOGETHER: CREATIVITY AND INNOVATION IN MUSEUMS

Join in a lively discussion about the concepts of creativity (the ability to produce inventive and valuable work or concepts) and innovation (bringing these ideas into use) and their impact on our work in museums and our communities. Bring home a "toolkit" of useful tips and planning ideas to help transfer these concepts into your career as a museum professional.

**Chair:** Leslie Bedford, *Director, Leadership in Museum Education Program, Bank Street College, New York, NY*.

## 30. WORK, WEALTH, AND WISDOM: BUILDING A BETTER BOARD

If you have ever wished for a better board, come to this session and find out how imaginative, patient, and persistent directors transform their boards from headaches into assets. Explore tactics for dealing with current boards, strategies for reshaping boards, and qualities to look for in potential board members.

**Chair:** To Be Announced.

**Session Facilitator:** Peter Joel, *Partner, Joel and Sinclair Associates, LLP, Washington, DC*.

## 31. STRAIGHT TALK: A CONVERSATION WITH COFFEY AWARD RECIPIENTS

The Katherine Coffey Award was established in 1972 to honor museum professionals in the Mid-Atlantic Association of Museums region for their distinguished achievements. Join Edie Walsh, Chair of the 2007 Katherine Coffey Award Nominating Committee, and three former Coffey recipients for what promises to be some illuminating and irreverent musings on the field. Past recipients will address the following subjects: "Learning Partnerships: the Mentor/Mentee Relationship," "Static Museum Careers Are Gone Forever," and "Crafting a Learning Environment in Museums."

**Chair:** Edie Walsh, *Administrator, History and Museum Grant Program, Pennsylvania Historical and Museum Commission, Harrisburg, PA*.

## 32. GRANT OPPORTUNITIES FROM INSTITUTE OF MUSEUM AND LIBRARY SERVICES

Join IMLS staff as they demystify the programs behind the acronyms: Museums for America, National Leadership Grants, 21st Century Museum Professionals, Museum Grants for African American History and Culture, and Native American Museum Program, as well as the Conservation Assessment Program and the Museum Assessment Program. Information on the grant programs, how to write a competitive grant, and a road map to IMLS resources will be presented.

**Chair:** Mary Estelle Kennedy, *Associate Deputy Director for Museum Services, IMLS, Washington, DC*.

## 33. MUSEUM AND SCHOOL PARTNERSHIPS: WHERE ARE WE NOW?

Are museums and schools working together towards goals that benefit both parties? What are these benefits, and more importantly, what benefits are being received by students? This forum seeks to answer these questions by asking Session participants to identify successful museum-school partnerships and to contribute to a 21st Century definition of the ideal museum-school partnership.

**Chair:** Kim Fortney, *Vice President/ Head of Education, Heritage Center of Lancaster County, Lancaster, PA*.

## Poster Sessions (# 34 A-B)

### 34 (A) WIRED ACCESSIBILITY: THE SMITHSONIAN'S DESIGN GUIDELINES FOR COMPUTER INTERACTIVES

Is your museum committed to serving visitors who possess a broad range of abilities and disabilities? Do you want to introduce new technologies into your exhibitions or conduct an accessibility check on existing interactives? At this poster session, staff from the Smithsonian will introduce their institution's new guidelines for accessibility and universal design for in-gallery computer interactives.

**Chair:** Dana Allen-Greif, *Project Manager, New Media, National Museum of American History, Washington, DC*.

### 34 (B) AN UPDATE ON AASLH'S NATIONAL STANDARDS PROJECT FOR SMALL MUSEUMS

The American Association of State and Local History received a three-year IMLS grant to plan, formulate, and pilot an incremental standards program targeted to small and mid-sized history museums – especially those with budgets less than \$500,000. Attend this update poster session and learn from a member of the national task force what progress has been made in developing the standards.

**Chair:** Prudence Haines, *Executive Director, Shofuso, Japanese House, Philadelphia, PA*.

### 35. KEEPING NEW EXHIBITS NEW: HOW TO KEEP EXHIBITS FRESH AND VITAL LONG AFTER THE OPENING

The planning has been intense. The design is beautiful. The content is rich. You've done your homework and planned well. How can you keep this new exhibit fresh, current, sustainable? Join this panel of veteran exhibit designers and discover how you can keep staff energized about your exhibit and visitors coming back again and again.

**Chair:** Polly McKenna-Cress, *Chair, Museum Studies Program, University of the Arts, Philadelphia, PA*.

## 36. & 38. COMMUNITIES OF VALUE: PUBLIC, PRIVATE, AND PROFESSIONAL VALUES IN MUSEUMS

Join fellow museum professionals – panelists and attendees together – and take time out for a short "retreat" from the day-to-day demands of museum work to consider the rich intellectual and ethical basis of the work that we do. Move beyond the abstractions of our differing professional, personal, and institutional values to consider four core questions that underlie our motivations, guiding principles, and professional dilemmas.

**Chair:** Annie Storr, *Program Head, Art Education, Cocoran Museum of Art, Washington, DC*.

## 37. MUSEUMS TO CLASSROOM: DEVELOPING ONLINE RESOURCES FOR TEACHERS

Join educators from The Walters Art Museum, The Guggenheim, MoMA, and the Whitney to learn how they developed K-12 online resources. Four different approaches will be presented to demonstrate how teachers use museum sites to supplement their instruction: arts integration, arts theory, observation of teachers in the classroom, and delivery of teacher resources via the internet.

**Session Chair:** Amanda Kodeck, *Manager of School Programs, The Walters Art Museum, Baltimore, MD*.

## 39. BUILDING MAAM: ROUNDTABLE DISCUSSION OF NEW INITIATIVES

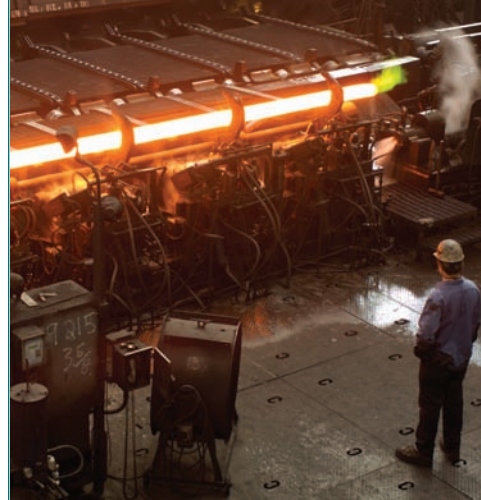
What's up with MAAM these days? Exciting things are happening! Learn about the Building Museums Symposium, which has met great success during the past three years and will take place again in Washington, DC, from February 28 to March 1, 2008. Help shape Creating Exhibits, a new critical issues forum on exhibitions and the visitor experience, still in development and scheduled to take place in Philadelphia from April 5-7, 2008.

**Facilitation:** MAAM Board members and Aaron Goldblatt, *Partner, Metcalfe Architecture and Design, Philadelphia, PA*.

## 40. MUSEUMS FOR ALL: RESPONDING TO THE NEEDS OF YOUR DISABLED COMMUNITY

How do you make connections between your museum and the disabled community? Members of the Western Pennsylvania Museum Council will explain how their "Museums For All" initiative has bridged the gap between the need for greater accessibility, available resources, and their museums.

**Chair:** Lenore Adler, *Program Specialist, Outreach, Carnegie Museum of Natural History, Pittsburgh, PA*.



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The fourth annual Building Museums Symposium holds targeted sessions and workshops for anyone involved in the planning or implementation of new construction, renovation, or expansion projects for museums.

### Creating Exhibitions

Philadelphia, PA | April 5-7, 2008

A critical issues forum which brings together practitioners for in-depth study, discussion and debate on exhibitions and the visitor experience.

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**www.midatlanticmuseums.org** for more information.

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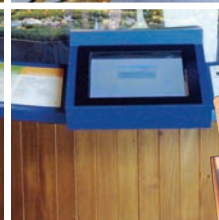
Exhibit  
Development

Design and  
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Exhibit  
Graphics

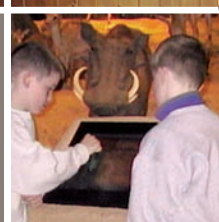
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