

Mid-Atlantic
Association of **Museums**



CONFERENCE PROGRAM

MAAM ANNUAL MEETING 2008
WASHINGTON, DC
OCTOBER 26-29

TABLE of CONTENTS

Theme Statement	2
Letter From MAAM President	3
Schedule-At-A-Glance	4-6
Keynote Speakers	7
Workshops/Annual Exhibition Review	8
Ticketed Events	9-10
MAAM Coming Attractions: Building Museums™ and Creating Exhibitions™ 2009	9
Session Descriptions	11-13, 16-17
MAAM Map of DC	14-15
MAAM Advertisements	18-25
Newseum	26
Executive Director, Board, and Committees	26-27
Gecko Group	28



Washington Monument



Newseum

WELCOME

MAAM ON THE MALL The Museum as Storyteller

In today's experience economy, a museum's success is based on its ability to present compelling stories. The power of a narrative to frame and focus an institution's mission can positively impact all sectors of museum operations. From fundraising for a capital campaign, to offering compelling programs for your audience, successful case statements for support always begin with the telling of a memorable story. The stories we choose to share with the public transform our museums into places of wonder and discovery. Join your MAAM colleagues in Washington, D.C., to learn how powerful museum stories can serve as catalysts for societal change and institutional success.

After thirty years MAAM returns to our nation's capital for its 2008 annual meeting. MAAM D.C. promises stimulating networking opportunities and engaging sessions for the emerging professional, the accomplished mid-careerist, and the seasoned pro. MAAM is utilizing D.C. museums as the venues for all program sessions, receptions, and tours. The 2008 annual meeting will be an unprecedented opportunity to see Washington, D.C.'s, cultural riches along with its recent museum building boom both on and off the Mall. Come to MAAM D.C. and reconnect with your colleagues, stay abreast of current trends in the profession, and share your museum's stories!

Welcome to Washington, D.C., and the 2008 MAAM Annual Meeting!

Our nation's capital is home to some of the world's greatest museums and cultural institutions, and we are delighted to take advantage of all that Washington, D.C., has to offer during our 2008 annual meeting, MAAM on the Mall: The Museum as Storyteller. The host site for our conference is the recently opened Newseum. In an election year, there is probably no better venue for you to enjoy and explore during your visit.

I am truly thrilled with this year's program and my heartfelt thanks go out to all the dedicated MAAM volunteers who worked to make MAAM on the Mall a great success. I would like to acknowledge the recipients of this year's MAAM fellowships: Lindsey Barker, Aimee Dobberstein, Rachel Dukeman, Richard Fink, Ansel Lurio, and Jaqueline Parker. I encourage you to seek them out during the meeting and make them all feel welcome. Please also visit our exhibitors in the Museum Resource Center at the Newseum. Without their support and that of our sponsors, the many events associated with our annual meeting would not be possible.

On behalf of the Board of Directors, MAAM Annual Conference Chair John Lovell, and the Annual Meeting Program and Local Arrangements Committees, thank you for attending MAAM on the Mall. We hope you have a "capital" experience in Washington!

Sincerely,

A handwritten signature in black ink, appearing to read "Kim Fortney".

Kim Fortney
MAAM President



National Postal Museum



National Postal Museum Entrance



Mount Vernon



Mount Vernon

SCHEDULE-AT-A-GLANCE

Sunday, October 26

TIME	EVENT / MEETING	LOCATION
9:00 am – 12:30 pm	WORKSHOP: 1) U-Store It: Building Containers for Storing and Transporting Collections (Session 1)	<i>U.S. Holocaust Memorial Museum</i>
10:00 am – 4:00 pm	Visit to George Washington's Mount Vernon (Ticketed Event)	<i>Mount Vernon, Virginia</i>
12:30 pm – 4:00 pm	WORKSHOP: 2) U-Store It: Building Containers for Storing and Transporting Collections (Session 2)	<i>U.S. Holocaust Memorial Museum</i>
6:00 pm – 8:00 pm	Opening Reception (Ticketed Event, No Cost)	<i>Hirshhorn Museum and Sculpture Garden</i>

Monday, October 27

TIME	EVENT / MEETING	LOCATION
8:00 am – 5:00 pm	Registration	<i>Newseum</i>
8:00 am – 9:00 am	Continental Breakfast	<i>Newseum</i>
8:00 am – 12:00 pm	Exhibitor Set-up	<i>Newseum</i>
8:30 am – 10:00 am >>	SESSIONS: 1) Beyond Knowing Right From Wrong: Seeing Museum Ethics as Opportunity in the 21st Century 2) Giving Begets Giving: Setting the Table for the Next Big Gift 3) Telling Our Story: Using Oral History and Vernacular Objects to Interpret a Community's History 4) Making Memories: Shopping at the Museum Store	<i>(1-4) Newseum</i>
10:00 am – 10:30 am	Coffee Break	<i>Newseum</i>

TIME	EVENT / MEETING	LOCATION
10:00 am – Noon	Walking Tour: Embassy Row (ticketed event) Career Connections	<i>Dupont Circle / Kalorama Newseum</i>
10:30 am – Noon >>	SESSIONS: 5) Helping Hands: Collections Volunteers to the Rescue! 6) Capital Campaigns: Are You Ready? 7) Hollywood Blockbusters and Box Office Flops: What Can They Teach Us About Exhibit Development? 8) Emerging Trends in <i>Building Museums™</i> : A Report from the Field Leadership Lunch: Weathering an Economic Tsunami (by invitation only) <i>Sponsored by Huntington T. Block Insurance Agency</i>	<i>(5-8) Newseum</i>
Noon – 1:00 pm	MAAM Silent Auction 4th Annual Weil Lecture Exhibit Hall Open	<i>Rosa Mexicana Restaurant</i>
Noon – 5:00 pm		<i>Newseum</i>
1:15 pm – 2:15 pm		<i>Newseum</i>
2:15 pm – 7:00 pm		<i>Newseum</i>
2:30 pm – 4:00 pm >>	SESSIONS: 9) A Roadmap for a Planned Giving Program 10) Grant Opportunities from the Institute of Museum and Library Services 11) What Story Does Your Building Tell? 12) Helping Your Visitors Make Sense of the Past Through Personal Connections	<i>(9-12) Newseum</i>
4:15 pm – 5:45 pm >>	SESSIONS: 13) Building a Better Museum Board 14) Storytelling and Hands-On Experiences: Not Your Grandmother's House Museum Tour 15) Volunteers: Let the Competition Begin! 16) The Cinderella Story: The Power of an Artifact Transformed	<i>(13-16) Newseum</i>
5:45 pm – 7:00 pm	Reception in Exhibit Hall	<i>Newseum</i>
7:30 pm – ?	Dinner on your own – with MAAM Board and Professional Committee Chairs	<i>D.C. Restaurants</i>
7:30 pm – ?	White Gloves Gang Dinner	<i>The Textile Museum</i>

Tuesday, October 28

TIME	EVENT / MEETING	LOCATION
8:00 am – Noon	Registration	<i>Newseum</i>
8:00 am – 9:00 am	Continental Breakfast	<i>Newseum</i>
8:00 am – 10:00 am	MAAM Annual Exhibition Review: "Dig It! The Secrets of Soil"	<i>National Museum of Natural History</i>
8:00 am – 5:00 pm	MAAM Silent Auction	<i>Newseum</i>
8:30 am – 10:00 am >>	SESSIONS: 17) Not Just for the Big Boys: How AAM's Standards Apply to Small Museums Too 18) Museum Theater: Storytelling Through Performance (Part 1) 19) Through Rain, Snow, and Dark of Night: A Courier's Tale 20) Conservation Connections: Surveys, Treatments, and Preventive Care	<i>(17-20) Newseum</i>

Sessions of Interest
for **EMERGING** Professionals

October 26, 2008 6:00 pm – 8:00 pm <i>Opening Reception</i>	1:15 pm – 2:15 pm <i>Fourth Annual Stephen E. Weil Memorial Lecture</i>	Noon – 2:00 pm <i>MAAM Business Luncheon</i> <i>AAM Update, Keynote Address</i>
October 27, 2008 10:00 am – Noon <i>Career Connections</i>	5:45 pm – 7:00 pm <i>Reception in Exhibit Hall</i>	6:30 pm – 8:30 pm <i>Katherine Coffey Award Reception</i>
Noon – 1:00 pm <i>Leadership Lunch</i>	October 28, 2008 10:30 am – Noon <i>Conservation Connections</i>	October 29, 2008 9:00 am – Noon <i>Museum Tours</i>



Holocaust Memorial Museum



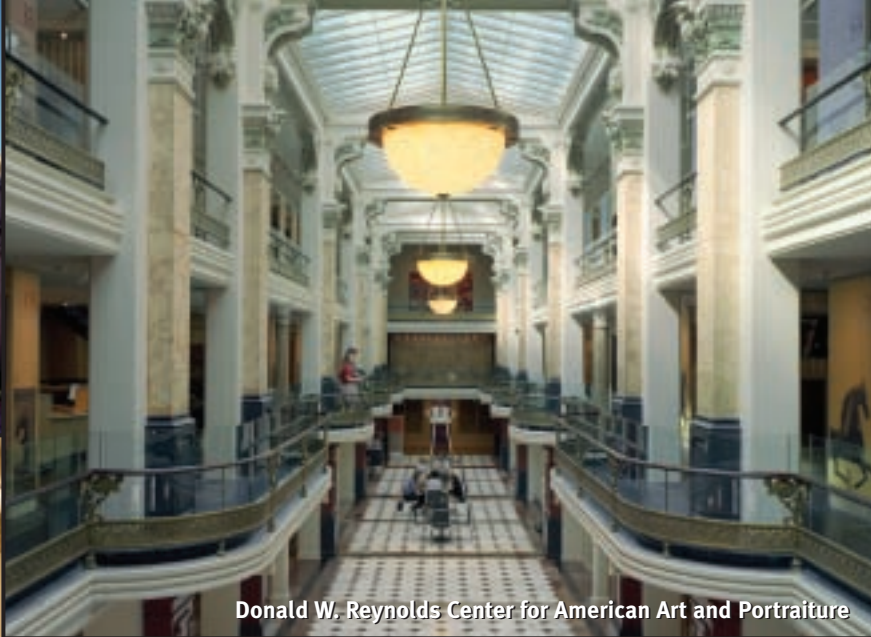
Donald W. Reynolds Center for American Art and Portraiture



Hirshhorn Museum



National Museum of Natural History



Donald W. Reynolds Center for American Art and Portraiture

WORKSHOPS

WORKSHOPS #1 & #2

U-STORE IT: BUILDING CONTAINERS FOR STORING AND TRANSPORTING COLLECTIONS (OFFERED TWICE)

Sunday, October 26

9:00 am – 12:30 pm | 12:30 pm – 4:00 pm

Professionals responsible for the care and maintenance of collections are often tasked with the responsibility of packing artifacts for storage or transport. In these two free, hands-on workshops, experts will identify preferred archival materials, demonstrate current packing techniques, and provide instruction on how to build a variety of archival containers for storage and shipping. Each session is limited to 25 participants and will include a behind-the-scenes tour of the U.S. Holocaust Memorial Museum. Attendees are encouraged to bring a small, non-museum item for use in the workshop.

Chair: *Kenneth Kulp, Collections Manager, U.S. Holocaust Memorial Museum, Washington, DC*

Speakers:

1. *Chai Longenecker, Art Services Technician, Bonsai Fine Arts, Inc., Glen Burnie, MD*
2. *Chris Kirages, Chief Estimator, Surroundart, DC, Washington, DC*
3. *Rick Yamada, Director of Museum Services, Surroundart, DC, Washington, DC*
4. *Charles Bills, Exhibitions Registrar, U. S. Holocaust Memorial Museum, Washington, DC*

Behind-the-Scenes Tour Coordinator: *Heather Kajic, Registrar, U.S. Holocaust Memorial Museum, Washington, DC*

MAAM ANNUAL EXHIBITION REVIEW:

“DIG IT! THE SECRETS OF SOIL”

Tuesday, October 28

8:00 am – 12:30 pm

Enjoy a private showing of the National Museum of Natural History’s newly opened, 5,000-square-foot exhibit. Journey into the earth’s skin to explore the amazing world of soils. Then, join the curator of the “Dig It” exhibition team, a National Museum of Natural History educator, and academics in the field of museum exhibition for a lively, in-gallery critique of this dynamic, multimedia, hands-on installation.

Chair: *Deb Wool, Professor, Museum Studies, Wesley College, Dover, DE*

TICKETED EVENTS

OPENING RECEPTION AT HIRSHHORN MUSEUM AND SCULPTURE GARDEN

Sunday, October 26 | 6:00 pm – 8:00 pm

Network with colleagues, mingle with old friends, and make some new ones at the Hirshhorn Museum and Sculpture Garden. Enjoy delicious refreshments in a building that is as much an attraction as its collections of contemporary and modern art. Designed as an open cylinder parked on four massive “legs” by architect Gordon Bunshaft, the Hirshhorn, which opened to the public in 1974, has been likened to a large spacecraft parked on the National Mall. Encircling a courtyard with a large central fountain, the museum’s three floors of galleries feature art on paper, paintings, installations, photography, as well as digital and video art. The sculpture garden displays works by such well-known masters as Rodin, Matisse, Calder, and Koons. The Hirshhorn is located at Independence Avenue and Seventh Street SW.

Pre-Registration Required | Price: No Cost

WALKING TOUR: EMBASSY ROW

Monday, October 27 | 10:00 am – Noon

The nouveau riche crowd has made many an eyeball roll reflexively skyward. Call them robber barons or captains of industry, today you can revel in the Beaux-Arts grandeur of Washington’s Massachusetts Avenue, better known as Embassy Row.

Pre-registration required | Price: \$10.00

WALKING TOUR: GEORGETOWN

Tuesday, October 28 | 10:00 am – Noon

A walk through D.C.’s tony Georgetown neighborhood is a venture through time – of 200-year-old mansions and their eccentric owners, of fortunes in trade won and lost, of marvelous architecture from Federal to Victorian, and, of course, the Kennedys.

Pre-registration required | Price: \$10.00

VISIT TO GEORGE WASHINGTON’S MOUNT VERNON ESTATE AND GARDENS

Sunday, October 26 | 10:00 am – 4:00 pm

This special tour of Founding Father George Washington’s 18th-century estate includes a guided tour of the “Mansion House Farm,” a self-guided tour through the mansion, and a visit to the reconstructed Gristmill and Distillery. You will be given ample opportunity to explore the newly opened Ford Orientation Center and the Donald W. Reynolds Museum and Education Center, which together feature 25 gallery and theater experiences—many of them with interactive technology—that illuminate the detailed story of Washington’s life, including his military and presidential careers.

Transportation will be provided from a Metro station in Northern Virginia. Dutch treat lunch at the Mount Vernon Food Court.

**Pre-registration required | Limited to 30
Price: \$50.00**

SAVE-THE-DATE

BUILDING MUSEUMS™

Building Museums™ 2009 Dates Announced!

Washington, DC | February 26-27, 2009

Thank you for making Building Museums™ 2008 such a great success! Close to 300 attendees participated in this excellent event. Go to the Building Museums™ site for more information (www.midatlanticmuseums.org/buildingmuseums.html).

CREATING EXHIBITIONS®

2009 Creating Exhibitions™ Dates Announced!

Liberty Science Center and Surrounding New York / New Jersey Area | March 29-31, 2009

- Details soon, including call for proposals, stay tuned!

Thank you for making the 2008 Inaugural Creating Exhibitions™ a success. Visit the Creating Exhibitions™ site for more information (www.midatlanticmuseums.org/creatingexhibitions.html).

MUSEUM TOURS AND ON-SITE INSIGHTS

Wednesday, October 29 | 9:00 am – Noon

Take advantage of the diversity and richness of world-class museums in Washington, D.C. Consider visiting one of the city’s most famous collections or chatting with MAAM colleagues about issues of common concern. Each of these special tours will be led by a guide who will offer insights into a museum’s exhibits and programs.

NEWSEUM

Visit the Newseum, Washington’s newest museum on the National Mall. This 250,000-square-foot museum of news combines five centuries of news history with up-to-the-second technology and hands-on exhibits on how and why news is made. Marvel at the museum’s unique exterior features, including a 74-foot-high marble engraving of the First Amendment and an immense front wall of glass. Once inside, explore seven levels of galleries, theaters, and shops to learn about the important role the news plays in all our lives.

Pre-registration required | Price: \$25.00

THE DONALD W. REYNOLDS CENTER FOR AMERICAN ART AND PORTRAITURE

The Donald W. Reynolds Center consists of two great museums, the National Portrait Gallery and the Smithsonian American Art Museum, in one incredible place- the U.S. Patent Office, Washington’s oldest public building. Your guided tour through this National Historic Landmark, which has recently undergone extensive restoration, will stop at the innovative Lunder Conservation Center where floor-to-ceiling windows allow you to observe conservators at work, treating national treasures. Within the Reynolds Center you will also see the Luce Foundation Center for American Art, a state-of-the-art open storage and study facility where over 3,300 objects from the Smithsonian American Art Museum are on display.

Pre-registration required | Price: \$25.00

NATIONAL MUSEUM OF THE AMERICAN INDIAN

Learn about 500 years of Native history and traditions as Native Americans tell their own stories. The museum’s permanent exhibitions, Our Universes, Our People, and Our Lives introduce you to the struggles of indigenous peoples from across the Western Hemisphere and reveal how they have succeeded in keeping their cultures alive. Temporary displays explore specific themes in Indian culture, showcase treasures from the museum’s study collections and from other lending institutions, encourage contemporary artistic expression, and provide a forum for Native voices.

Pre-registration required | Price: \$25.00

(continued on p. 10)



The Washington Post



The Washington Post



Lincoln Memorial



Capitol Building

MUSEUM TOURS AND ON-SITE INSIGHTS (continued from pg. 9)

NATIONAL ARCHIVES

Explore the new National Archives Experience. Select one of four behind-the-scenes tours highlighting recent developments in the Archives exhibit, education, and preservation programs. Each tour is limited to fifteen people. All tours will start promptly at 9 am at the Special Events entrance near the corner of 7th and Constitution (a five-minute walk from the Newseum) and will last 50 minutes.

Tour One: Documents in Three Dimensions. Designer Ray Ruskin and Curator Bruce Bustard offer observations on the challenges of bringing two-dimensional documents to life.

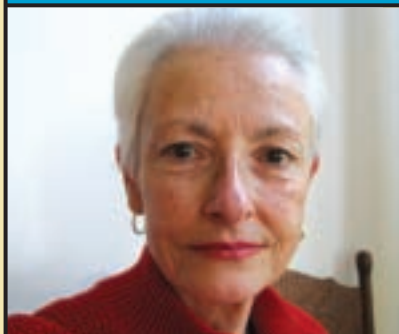
Tour Two: Unfolding Drama—Preserving 18th- and 19th-Century Records. Conservators Morgan Zinsmeister and Kitty Nicolson discuss the preservation strategies for some of the nation's most important documents.

Tour Three: Records as Teaching Tools. Education Director Lee Ann Potter tours you through the Boeing Learning Center and the “Constitution-in-Action” Learning Lab.

Tour Four: NARA at 75—Our Favorite Things. National Archives Experience Director Marvin Pinkert and Exhibits Director Chris Smith take you on a whirlwind visit to ten of their favorite exhibit spaces.

Pre-registration required | Price: \$25.00

TICKETED EVENTS



KATHERINE COFFEY AWARD RECEPTION

Martha Morris
Tuesday, October 28
The Washington Post
6:30 pm – 8:00 pm

Join colleagues to toast this year's Katherine Coffey Award recipient, Martha Morris, at a reception hosted by *The Washington Post* at their headquarters. Ms. Morris joins an illustrious group of museum leaders as the 37th recipient of the highest award given to a museum professional in the MAAM region.

Martha Morris is currently Associate Professor and Assistant Director of the Museum Studies Department at The George Washington University. As one of those who nominated her for this distinguished award stated best, “[She] has been a leader in the Mid-Atlantic region for many years. Her work as Deputy Director at the Smithsonian's National Museum of American History has touched the nation, and her work at The George Washington University Museum Studies Program has profoundly influenced the careers of hundreds of her students.” Five years ago, Martha's vision and hard work helped to establish the country's most successful conference designed to inform the profession (and allied professions) on building new museums. The fifth Building Museums Conference will take place in Washington, D.C., on February 26-27, 2009.

Pre-Registration Required | Price: No Cost

SESSION DESCRIPTIONS

1. BEYOND KNOWING RIGHT FROM WRONG: SEEING MUSEUM ETHICS AS OPPORTUNITY IN THE 21ST CENTURY

Learn how Seton Hall University's Institute of Museum Ethics is providing the museum community with an exciting opportunity of entering into a dialogue on museum ethics through its new web portal, which includes a listserv, opinion polls, and “Q & A on Museum Ethics.” Join a curator and conservator as they provide insights into how museum ethics affected discussions at their respective institutions on the interpretation and presentation of objects in their collections. Learn how the creative problem-solving strategies they embraced have fostered stronger community relations.

Chair: Janet Marstine, Assistant Professor, MA Program, Museum Professions and Director, Institute of Museum Ethics, Seton Hall University, S. Orange, NJ

Speakers: 1. Jennine Schweighardt, Graduate Assistant, Institute of Museum Ethics, and MA Student, Program in Museum Professions, Seton Hall University, S. Orange, NJ
2. Mary “Twig” Johnson, Curator, Native American Art, Montclair Art Museum, Montclair, NJ
3. Jere Ryder, Conservator, Murtoth D. Guinness Collection of Mechanical Musical Instruments and Automata, Morris Museum, Morristown, NJ

2. GIVING BEGETS GIVING: SETTING THE TABLE FOR THE NEXT BIG GIFT

Veterans in fundraising and development share how stories of past fundraising successes can become vehicles for future fundraising. Learn how mining the stories of former gifts can motivate your board and staff to create stronger bonds with current donors and cultivate future prospects. During the session, participants will prepare an outline of a philanthropic story at their own museums that can serve as inspiration for the next big gift.

Chair: Anita N. Durel, CFRE, Consultant, Qm2, Durel Consulting, Baltimore, MD

Speakers: 1. Susan Fisher Sterling, Director, National Museum of Women in the Arts, Washington, DC
2. Deborah F. Schwartz, President, Brooklyn Historical Society, Brooklyn, NY
3. Danielle Rice, Executive Director, Delaware Art Museum, Wilmington, DE

3. TELLING OUR STORY: USING ORAL HISTORY AND VERNACULAR OBJECTS TO INTERPRET A COMMUNITY'S HISTORY

Discover how one museum and a local historical society partnered to tell the stories of individuals and their African American communities through collecting and interpreting oral histories, everyday objects, and story quilts. Using “Trails, Tracks and Tarmac” as a case study, panelists will describe how exhibitions and education programs can encourage community participation and audience involvement in your museum.

Chair: Genevieve Kaplan, Administrator of Education, Banneker-Douglass Museum, Annapolis, MD

Speakers: 1. Amelia Harris, Exhibitions Specialist, Banneker-Douglass Museum, Annapolis, MD
2. Dr. Joan Gaither, Chair, Undergraduate Art Education, Maryland Institute College of Art, Baltimore, MD
3. Betty Mack, Exhibition Coordinator, Northern Arundel Cultural Preservation Society, Inc., Crownsville, MD

4. MAKING MEMORIES: SHOPPING AT THE MUSEUM STORE

Identifying the appropriate exhibit-related merchandise for your museum shop is as important as determining what stories to tell in your galleries. This roundtable discussion will introduce best practices for creating an exciting retail environment in your museum store. Learn how to retail your message and make shopping a vital part of your visitors' total museum experience. Discover how developing a business plan, budget, timetable, and merchandising plan can support and enhance your exhibition program.

Chair: Susan B. Haight, Principal, Retail Connections®, Washington, DC

Speakers: 1. Mary Bradt Mintz, Retail Connections®, Washington, DC
2. Kathy Moe Bazemore, Retail Connections®, Washington, DC
3. Michael Higdon, Retail Manager, National Building Museum, Washington, DC
4. Amy Maloney, Director of Retail Operations, The Textile Museum, Washington, DC
5. Lauren Chapin Salazar, Head of Merchandising, Hillwood Museum, Estate & Gardens, Washington, DC

5. HELPING HANDS: COLLECTIONS VOLUNTEERS TO THE RESCUE!

At many museums where staffing is inadequate, volunteers and interns step in to provide sorely needed assistance caring for fragile objects and collections. Join panelists from the National Building Museum for a lively discussion on the vital collections management role volunteers and interns play at their institution. Learn how to establish and manage an effective collections management volunteer program from recruitment to training to recognition. Take home a volunteer “starter kit” that includes a volunteer manual, tips on where to advertise, and interviewing strategies.

Chair: Cecelia Walls, Accreditation Content Coordinator, American Association of Museums, Washington, DC

Speakers: 1. Dana Twersky, Assistant Director, Accreditation, American Association of Museums, Washington, DC
2. Mary Purcell, Collections Assistant/Volunteer, National Building Museum, Washington, DC
3. Kristi Cotner, Director of Visitor Services, National Building Museum, Washington, DC

6. CAPITAL CAMPAIGNS: ARE YOU READY?

Explore the challenges of embarking on a major fundraising initiative. An architect and the president of a private family foundation will use the successes, challenges, and failures from a campaign that successfully raised \$18 million for the Chesapeake Bay Maritime Museum to illustrate a funder's perspective and the critical importance of comprehensive planning.

Chair: John Valliant, President, Grayce B. Kerr Fund, Easton, MD

Speakers: 1. Franklin Daniels, Senior Director of Institutional Advancement, George Washington's Fredericksburg Foundation, Fredericksburg, VA
2. William Drewer, AIA, Principal of Quinn Evans Architects, Washington, DC

CAREER CONNECTIONS

Monday, October 27
10:00 am – Noon

Museum studies students, recent graduates, new and emerging professionals, and mid-career professionals ready for change will not want to miss this power-packed, two-hour session. Become a pro at being interviewed as you practice with professionals in a fast-paced, focused, and fun setting. Find out what questions interviewers like to ask and what questions you should be asking them. Learn how to dramatically increase the effectiveness of your networking techniques from Lynne Waymon, co-author of *Making Your Contacts Count*, and CEO of Contacts Count, a nationwide training and consulting firm. Ms. Waymon will help you to prepare for your next career move, undertake a new project, or develop new solutions to a work-related problem. She will engage, coach, and teach you how to make networking an art rather than an accident!



National Museum of the American Indian



Newseum



National Archives



National Archives

SESSION DESCRIPTIONS

7. HOLLYWOOD BLOCKBUSTERS AND BOX OFFICE FLOPS: WHAT CAN THEY TEACH US ABOUT EXHIBIT DEVELOPMENT?

This hands-on session offers a new way of thinking about exhibits. Learn the basic elements of a good screenplay—structure, characters, dialogue, and story arc, and discover how a good screenplay grabs the attention of a movie audience in much the same way that a good story attracts a museum visitor to an exhibit. Find out how creative mistakes lead to box office flops and how to avoid those failures as you develop the content of your exhibits.

Chair: Debbie Sharp, Project Manager, Quatrefoil Associates, Laurel, MD

Speakers: 1. Jennifer Bine, Project Manager, Smithsonian Institution Traveling Exhibition Service, Washington, DC
2. Susan Ades, Program Director, National Zoological Park, Washington, DC

8. EMERGING TRENDS IN BUILDING MUSEUMS™: A REPORT FROM THE FIELD

Worldwide, museums are advancing plans to expand, renovate, or build anew to create dramatic new spaces for programs, collections, and exhibitions. For each of the past four years MAAM has offered a conference on the topic of *Building Museums™*. This year, in partnership with The George Washington University, MAAM conducted a survey of small and large museums to capture data on emerging trends and lessons learned in museum building programs. Be among the first to hear the survey results, and join scholars and practitioners as they examine several case studies.

Building Museums™, an annual MAAM symposium first offered in 2005, has attracted a national and international audience.

Chair: Dana Allen-Greil, Project Manager, National Museum of American History, Washington, DC

Speaker: Martha Morris, Associate Professor of Museum Studies, The George Washington University, Washington, DC

9. A ROADMAP FOR A PLANNED GIVING PROGRAM

A planned giving program should be an integral part of every institution's development plan. An organization that has a sound planned giving program can expect to generate up to one third of its revenue from this development strategy alone. Panelists will help you determine whether your museum is ready to undertake such a program and will walk you through the process required to implement one at your facility.

Chair: Andrew M. Grumet, Esq., Attorney, Schiff Hardin LLP, New York, NY

Speaker: Amy Warshaw, President, Seed Partners, LLC, New York, NY

10. GRANT OPPORTUNITIES FROM THE INSTITUTE OF MUSEUM AND LIBRARY SERVICES

IMLS staff share information about funding opportunities, including grants that strengthen museums' ability to serve the public more effectively, grants for the conservation of collections, and grants for African American History and Culture. Learn about grants for the Native American Museum Program. Take home a road map on available IMLS resources, including MAP and CAP assessments, and some helpful tips on how to prepare a competitive application.

Chair: Marsha Semmel, Deputy Director for Museums, IMLS, Washington, DC

Speakers: 1. Sandra Narvo, Senior Program Officer, IMLS, Washington, DC
2. Mark Feitl, Program Specialist, IMLS, Washington, DC
3. Tim Carrigan, Staff Assistant, IMLS, Washington, DC

11. WHAT STORY DOES YOUR BUILDING TELL?

An engaging museum or interpretive facility can tell its story not only through its exhibits, but also through the design of its building and site. Explore how architecture and design can help reinforce your primary interpretive themes. Using recent museum building projects as examples, panelists will discuss the challenges associated with interpretive architecture. Listen to experts elaborate on how a design team can immerse itself in an organization's history and culture to create the proper balance between natural surroundings, the built environment, and an institution's story.

Chair: Alan E. Reed, AIA, LEED AP, President & Design Principal, GWWO, Inc./Architects, Baltimore, MD

Speaker: David G. Wright, AIA, LEED AP, Principal, GWWO, Inc./Architects, Baltimore, MD

12. HELPING YOUR VISITORS MAKE SENSE OF THE PAST THROUGH PERSONAL CONNECTIONS

How can history museums and historic sites help visitors make meaningful personal connections with the past? Attend this spirited roundtable where the speakers will frame the discussions with examples from their experiences. Hear the results of interviews with leaders in the field who will introduce the range of personal connections, relationships to meaning and satisfaction, and suggestions for creating and using personal connections in interpretation.

Chair: Dales Jones, Principal, Making History Connections, Glenwood, MD

Speakers: 1. Renee Epps, Executive Vice President, Lower East Side Tenement Museum, New York, NY
2. John Durel, Durel Consulting Partners/Qm2, Baltimore, MD

13. BUILDING A BETTER MUSEUM BOARD

One of a museum's most valuable assets is an involved and committed board. Building this kind of board requires strategic planning and a significant investment of time and effort. Board members become ambassadors for your institution in your community. Attend this session and learn how to recruit board members, how to orient them and train them to serve effectively, and how to keep them actively engaged, supporting and advancing your museum's mission.

Chair: Jim McCreight, President, Museum Trustee Association, Beaverton, OR

Speaker: Mary Baily Wieler, Vice Chair, Museum Trustee Association/Trustee, Walters Art Museum, Baltimore, MD

14. STORYTELLING AND HANDS-ON EXPERIENCES: NOT YOUR GRANDMOTHER'S HOUSE MUSEUM TOUR

How do you design a great historic house tour? What themes, stories, and artifacts will be most compelling to visitors? How can you make them appealing to a wide variety of audiences? Learn about three approaches to designing an engaging historic house tour from organizations that have grappled with these issues. From storytelling to hands-on activities, great tours lead to great experiences.

Chair: Prudence Haines, Executive Director, Friends of the Japanese House and Garden, Philadelphia, PA

Speakers: 1. Jennifer Nadler, Manager of Education and Programs, Japanese House and Garden, Philadelphia, PA
2. Kimberly Boice, Education Coordinator, Peter Wentz Farmstead, Worcester, PA
3. Bill Adair, Director, Heritage Philadelphia Program, Philadelphia, PA

15. VOLUNTEERS: LET THE COMPETITION BEGIN!

Where oh where can our volunteers be? In recent years the number of museum volunteers has been steadily decreasing as people choose to retire later and later. As the current population of volunteers continues to age, finding replacement volunteers has become increasingly challenging. Our museums must now compete against a host of other institutions and personal commitments for people's precious free time. This session will provide creative ideas on where to look for volunteers and offer suggestions on how to retain them once you have found them.

Chair: Katie Witzig, Project and Volunteer Manager, Vietnam Era Educational Center, Holmdel, NJ

Speakers: 1. Christine Blazina, Docent Coordinator, Dumbarton Oaks, Washington, DC
2. Connie Pirtle, Founder and Director, Strategic Nonprofit Resources, Bethesda, MD
3. Rusty Baker, Membership Development and Marketing Coordinator, PA Federation of Museums and Historical Organizations, Harrisburg, PA

16. THE CINDERELLA STORY: THE POWER OF AN ARTIFACT TRANSFORMED

Conservation stories are extremely popular with the public because they relate the magic of the artifact transformed by conservation treatments. Before, during, and after treatment images offer a privileged behind-the-scenes glimpse into museum life, and can be easily communicated in words and pictures on websites and in newsletters and mass media. Join this panel discussion and learn how institutions can disseminate stories of artifact conservation for maximum promotional effect.

Chair: Lee Price, Director of Development, Conservation Center for Art and Historic Artifacts, Philadelphia, PA

Speakers: 1. Page Talbott, former Associate Director and Chief Curator, Benjamin Franklin Tercentenary; now Principal, Remer & Talbott, Bala Cynwyd, PA
2. Katherine Anne Paul, Curator of Asian Art, The Newark Museum, Newark, NJ
3. Candace Perry, Curator of Collections, Schwenkfelder Library & Heritage Center, Pottsville, PA

17. NOT JUST FOR THE BIG BOYS: HOW AAM'S STANDARDS APPLY TO SMALL MUSEUMS TOO

Museums across the country use AAM's standards to achieve and demonstrate high levels of service, professionalism, and stability. Join AAM staff as they explode the myth that their programs are only relevant to large institutions. See how AAM's national standards and best practices can help your small museum galvanize staff and trustees around pursuing excellence. Discover how AAM's Museum Assessment and Accreditation Programs can be used to advance your museum's goals.

Chair: Pamela Feltus, Accreditation Coordinator, AAM, Washington, DC

Speakers: 1. Jill Connors-Joyner, Assistant Director, Museum Assessment Program, AAM, Washington, DC
2. Jean Federico, Former Director, Office of Historic Alexandria, Virginia, Chevy Chase, MD

18 & 21. MUSEUM THEATER: STORYTELLING THROUGH PERFORMANCE

Theater is an engaging medium. Observe three different performances and learn how theater is being used in science, history, and children's museums to enhance visitor learning and public engagement. Attend this double session and discuss with panelists the processes and resources for finding the materials, presenters, and support necessary to start a theater program at your museum.

Chair: Jillian Finkle, Manager of Theater and Early Childhood Programs, National Children's Museum, Washington, DC

Speakers: 1. Roberta Gasbarre, Director, Discovery Theater, Smithsonian Institution, Washington, DC
2. Larry Gard, Artistic Director, Carpenter Science Theatre Company, Science Museum of Virginia, Richmond, VA
3. Lisa Hayes, Director of Education, The Accokeek Foundation, Accokeek, MD
4. Todd Norris, Manager, Evening Programs and Performing Arts, Colonial Williamsburg Foundation, Williamsburg, VA
5. Harriet Lynn, Producer/Artistic Director, Heritage Theatre Artists' Consortium, Baltimore, MD
6. Additional actors performing at the session: Paige Hernandez, Xavier Carnegie, Bill Weldon, Jeff Villines



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6 National Gallery of Art
4th St. & Constitution Ave., NW

7 National Archives and Records Administration
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8 National Museum of the American Indian
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9 Smithsonian National Portrait Gallery/ National Museum of American Art
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10 Rosa Mexicano
575 7th Street NW

11 Washington Post
1150 15th St., NW



Newseum



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SESSION DESCRIPTIONS

19. THROUGH RAIN, SNOW, AND DARK OF NIGHT: A COURIER'S TALE

Transporting loan objects is something most museums do whether by hand-carrying a collection item to an institution across town or by accompanying a shipment via truck or plane cross country or overseas. Attend this panel discussion and pick up insights on how to safely transport objects via courier. A registrar, conservator, and security specialist will share lessons learned "from the road."

Chair: *Patricia Raynor, Loan Coordinator, Smithsonian National Postal Museum, Washington, DC*

Speakers: 1. *Patricia Favero, Painting Conservator, The Phillips Collection, Washington, DC*
2. *Beverly Medlock, Chief, Security Services Division, Smithsonian Institution, Washington, DC*

20. CONSERVATION CONNECTIONS: SURVEYS, TREATMENTS, AND PREVENTIVE CARE

Talk to the experts at this roundtable discussion. Join a registrar and three conservators who will answer questions regarding all aspects of your textile, paper, photographic materials, and object collections. Discuss what's involved in a wide range of object preservation services from condition surveys and treatments to maintaining safe environmental conditions. Learn what resources are available to support your museum's conservation needs.

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

Speakers: 1. *Anne Ennes, Associate Conservator, Storage, The Textile Museum, Washington, DC*
2. *Brian Howard, Objects Conservator, Brian Howard and Associates, Carlisle, PA*
3. *Emily Jacobson, Paper Conservator, Freer Gallery of Art and Arthur M. Sackler Gallery, Smithsonian Institution, Washington, DC*

22. MUSEUM ON MAIN STREET: THE SMITHSONIAN PARTNERS WITH AMERICA'S SMALL MUSEUMS

Consider partnering with "America's Museum" to tell your local community's story. Museum on Main Street is a one-of-a-kind program that combines the exhibition expertise of the Smithsonian, the programmatic know-how of state humanities councils, and the unique histories of the nation's small towns. This session will showcase this multi-faceted collaboration and demonstrate how small museums can shine as they tell their stories within the context of this traveling Smithsonian exhibitions program.

Chair: *Carol G. Harsh, Co-Director, Museum on Main Street, Smithsonian Institution Traveling Exhibition Service, Washington, DC*

Speakers: 1. *Jean Wortman, Program Officer, Maryland Humanities Council, Baltimore, MD*
2. *Jennifer Weiskotten, Program Director, Virginia Association of Museums, Richmond, VA*
3. *Carol Lacy, President, Dorchester County Historical Society, Cambridge, MD*

23. BEYOND CRITICAL PATHS AND BUBBLE DIAGRAMS: ADOPTING A STRATEGIC APPROACH TO EXHIBIT PLANNING

Great museum exhibits are the product of meticulous planning and collaboration. Attend this session and learn how having a process that allows for change, a team with clearly defined roles, and open channels of communication can make all the difference between an exhibition that opens on schedule and meets its interpretive goals and one that just misses the mark. A panel of specialists will share case studies of museum exhibition projects as well as practical techniques for planning exhibits of any size.

Chair: *Dan Moalli, Vice President, Design & Production Incorporated, Lorton, VA*

Speakers: 1. *Elizabeth Maurer, Director of Operations, National Museum of Crime & Punishment, Washington, DC*
2. *Rhonda R. Tyson, Exhibit and Design Manager, Jamestown-Yorktown Foundation, Williamsburg, VA*
3. *Sarah Ghorbanian, Architectural Designer, Hayes, Seay, Mattem & Mattem, Washington, DC*
4. *Randy Anderson, Senior Associate, Gallagher & Associates, Bethesda, MD*

24. NARRATIVE-BASED PROGRAMMING HELPS VISITORS MAKE MEANINGFUL CONNECTIONS TO MUSEUM COLLECTIONS

In life, we tell stories to help us make sense of our own experiences and the experiences of others. This session examines how narrative-based programming permits visitors to make meaningful and personal connections to objects and exhibitions. Panelists from art and history museums will present case studies on how narrative concepts are being used successfully to interpret their museums' collections. Session participants will also engage in an in-gallery experience on the topic.

Chair: *Heidi Hinish, Head, Department of Teacher, School, and Family Programs, National Gallery of Art, Washington, DC*

Speakers: 1. *Elizabeth Diamant, Museum Educator, National Gallery of Art, Washington, DC*
2. *Megan Smith, Education Specialist, Exhibition Programs and Family Programs, National Museum of American History, Washington, DC*

25. USING NEW MEDIA TO ENGAGE THE OFF-SITE VOLUNTEER

Learn how the Smithsonian National Postal Museum and the Library of Congress are piloting programs using new media to enhance access to their collections. This session will explore how collection-holding institutions can use the Web to establish a worldwide volunteer work force, and how these volunteers can add valuable information to a museum's collections information database. Concepts of Web 2.0, social tagging, and user-generated content will be discussed.

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

Speakers: 1. *Christine Hill Mereand, Museum Technician, Arago, Smithsonian National Postal Museum, Washington, DC*
2. *MJ Meredith, Museum Technician, Arago, Smithsonian National Postal Museum, Washington, DC*
3. *Barbara Natanson, Head of the Prints and Photographs Reading Room, Library of Congress, Washington, DC*

26. A NEW LOOK AT YOUR OLD STORY

In recent years, museums across our region have experienced a significant downturn in visitation. Cultural institutions are struggling to find ways to attract new audiences and find relevance. In this session panelists will share how they appealed to new constituencies by designing exciting programs that tap into the heritage of their neighboring communities. Learn what can happen when you put a different twist on an all-too-familiar interpretive theme.

Chair: *Kathleen McLean, Education Coordinator, USS Constellation Museum and Baltimore Maritime Museum, Baltimore, MD*

Speaker: *Heather Iannucci, Historic Site Administrator, John Jay Homestead State Historic Site, Katonah, NY*

27. PREPARING FOR YOUR NEW BOSS: REAL-LIFE STORIES OF WHAT TO EXPECT AND HOW TO SUCCEED

Learn from a broad spectrum of museum leaders (registrar, educator, director, curator, etc) how to accommodate and adjust to a new boss in your work life whether that boss be the new board chair, the new CEO, or the new department head. Through personal short stories and a facilitated roundtable discussion, the following questions will be addressed: How do you get the best from your new boss and how can your new boss get the best from you? Who needs to adapt to whom, and to what? What would I do differently next time?

Co-Chairs: 1. *Mary Case, Co-Founder, Qm2: Quality Management to a Higher Power, Washington, DC*
2. *Wendy Luke, Principal, Luke, Weil & Associates, Washington, DC*

Speakers: 1. *Wendy Blackwell, Director of Education, National Children's Museum, Washington, DC*
2. *Kate Goodall, Assistant Director for Annual Giving, American Association of Museums, Washington, DC*
3. *Richard Efthim, Program Director, National Museum of Natural History Naturalist Center, Leesburg, VA*

28. DECODING (AND SURVIVING!) THE REVISED GENERAL FACILITY REPORT

Are you daunted by completing or reviewing the General Facility Report required by most institutional borrowers and lenders? Take heart! Attend this session where speakers representing multiple perspectives will walk you through the 2008 revised General Facility Report. Learn about "red flags" from an insurer's perspective, as well as realistic insurance, facility, and environmental recommendations for your institution.

Chair: *Christina Kelly Schwartz, Head Registrar, Smithsonian Institution Traveling Exhibition Service, Washington, DC*

Speakers: 1. *Darlene Bialowski, Independent Registrar, Darlene Bialowski Art Services, LLC, Spofford, NH*
2. *Jeff Minett, Area Vice President, Henderson Phillips Fine Arts Insurance, New York, NY*
3. *Donald C. Williams, Senior Furniture Conservator, Smithsonian Museum Conservation Institute, Suitland, MD*

29. DIGITIZING PERSONAL MEMORIES: USER-GENERATED VS. MUSEUM-PRODUCED

Large-scale, memory-gathering projects present a number of challenges for a museum. Should an institution with staffing limitations consider allowing participants to make contributions directly into an online repository? Attend this session and learn about the issues and perils of making a large oral history database accessible to the public vs. creating a collection of reminiscences that is fully controlled by professional staff.

Chair: *Nancy Pope, Historian/Curator, Smithsonian National Postal Museum, Washington, DC*

Speaker: *Stephanie Blyskal, Program Management, Oral History, U.S. Holocaust Memorial Museum, Washington, DC*

30. BEYOND BUDGETING: HOW SMALL MUSEUMS AND HISTORIC SITES CAN INCREASE INSTITUTIONAL CAPACITY THROUGH FINANCIAL LITERACY

The leaders of small museums and historic houses need to do more than think strategically and understand their institution's financial position. Consequently, funders in Greater Philadelphia have challenged their non-profit clients through grants to look beyond the development of plans and programs to building institutional capacity and attaining financial literacy. Hear from session panelists how regional institutions benefited from this shift and entered into a dialogue with their communities.

Chair: *Prudence P. Haines, Executive Director, Friends of the Japanese House and Garden, Philadelphia, PA*

Speaker: *Alice Richardson, Managing Associate, Financial Services, NonProfit Finance Fund, Philadelphia, PA*

31. YOUR MUSEUM AND NEH: GRANTS FOR EXHIBITIONS AND HUMANITIES PROGRAMS

During this enlightening roundtable discussion, staff from the National Endowment for the Humanities (NEH) will share information on new grant programs and describe the types of projects that NEH hopes to encourage in the museum field. Potential applicants will have the opportunity to hear about some of the exciting projects that have recently received funding through the NEH's Division of Public Programs and will learn how to complete a successful application.

Chair: *Karen Mittelman, Senior Program Officer, Division of Public Programs, National Endowment for the Humanities, Washington, DC*

Speaker: *Bonnie Gould, Senior Program Officer, Division of Public Programs, National Endowment for the Humanities, Washington, DC*

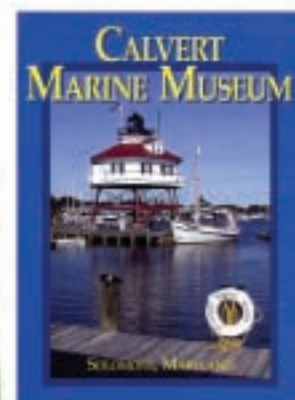


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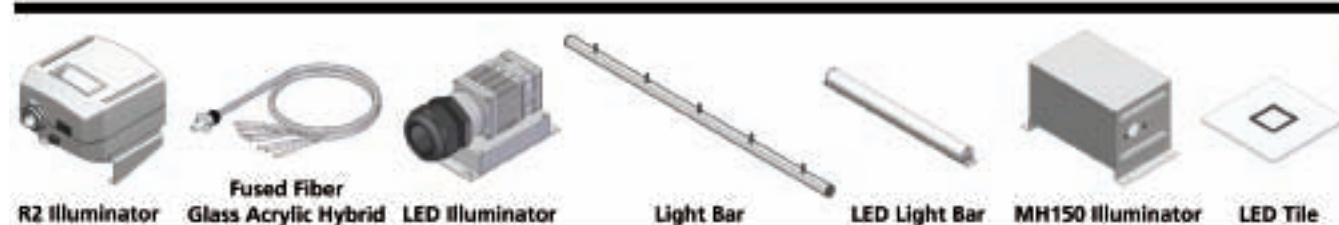
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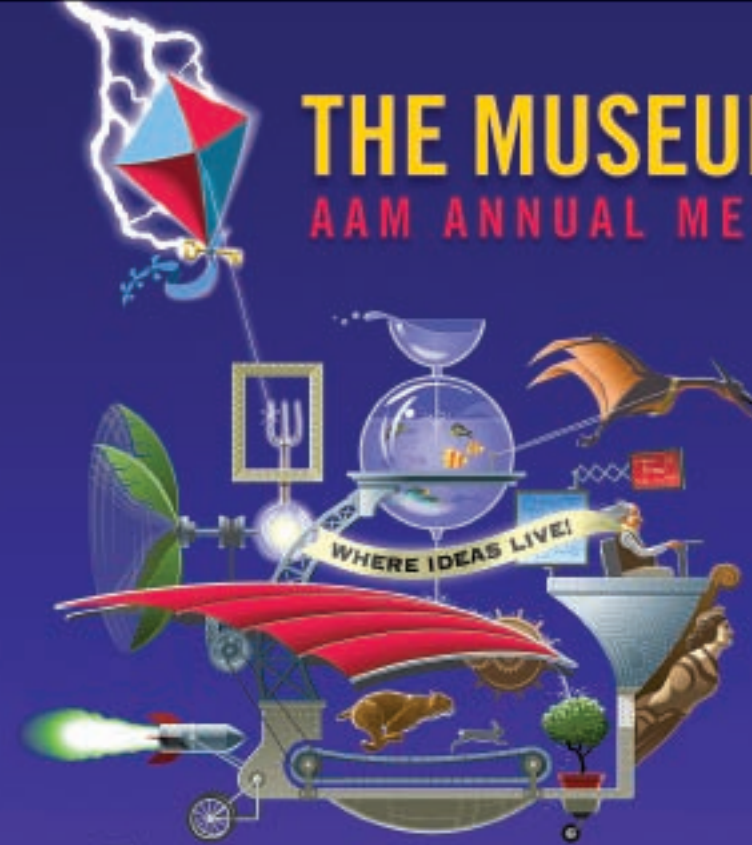
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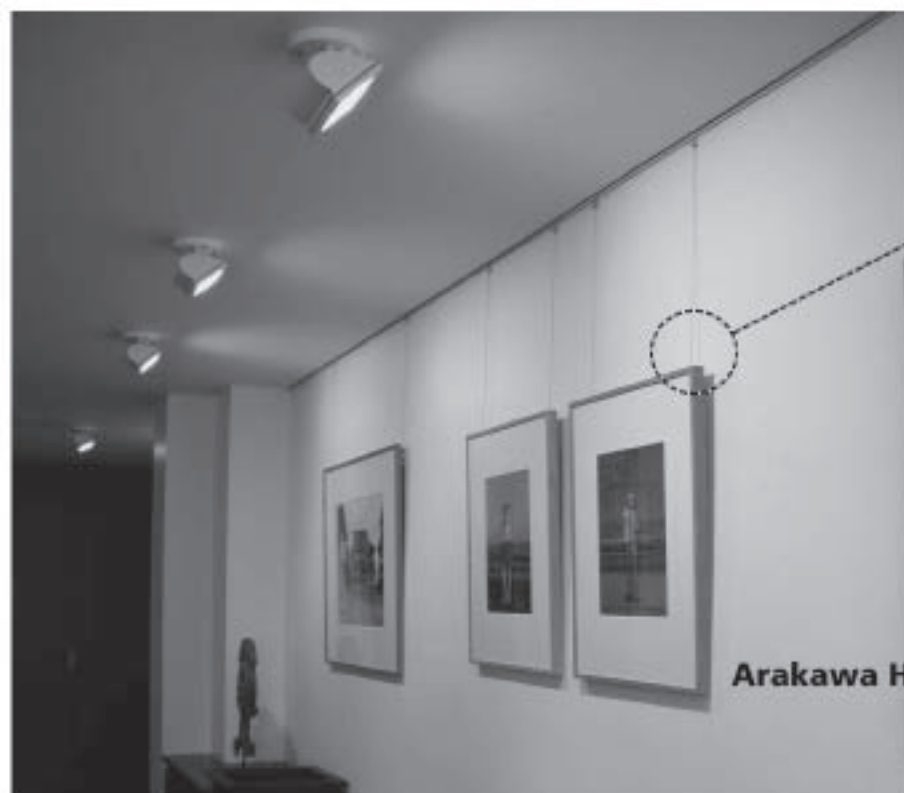


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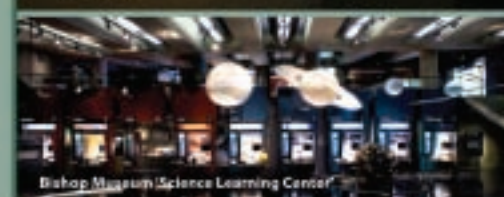
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Exhibit
Development

Design and
Fabrication

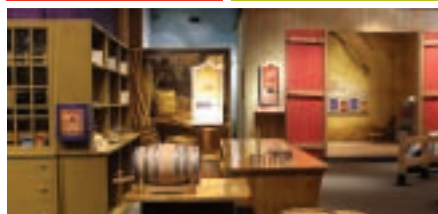
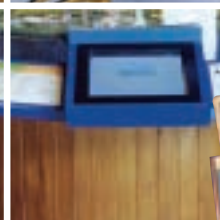
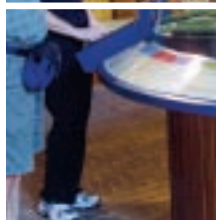
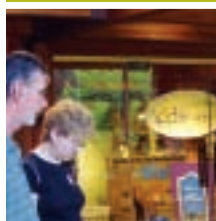


Exhibit
Graphics

Environmental
Graphics



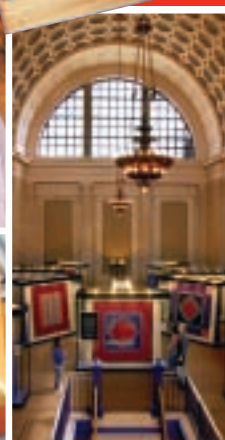
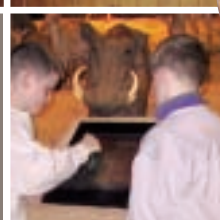
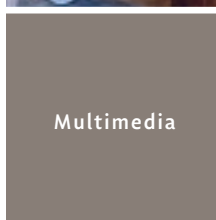
Whether the destination is a visitor's center or a history museum, creating a captivating visitor experience is our goal with every **exhibit** project. From environmental graphics to museum exhibitions, Gecko Group's content and design development combine seamlessly to educate, entertain, and inspire.



Activity
Boxes

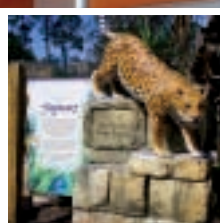
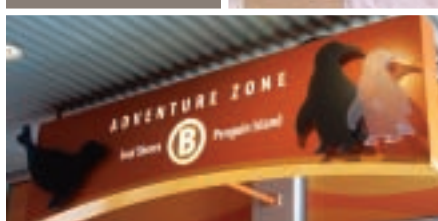


Multimedia



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Outreach
Kits

