The 67th Annual Conference of the Mid-Atlantic Association of Museums

MAAM on the Mall

October 20-22, 2013

Washington D.C.
Welcome from the Conference Chair

The rich variety and long history of museums in Washington D.C. makes it an ideal place for Mid-Atlantic Association of Museums members to gather to consider the future of our profession. What does the future look like and how can we prepare our institutions to remain vital community resources?

The Conference Program Committee has assembled a provocative and varied series of speakers who have developed forward-looking programs or have already faced challenges that forecast future issues, from surviving hurricanes to welcoming new immigrant communities into our institutions. How can we solve problems related to world versus national ownership of cultural property? Have the rules for fundraising changed in the wake of the economic downturn? What is the new reality? Crowdfunding, Tumblr, STEM, the Common Core—how will these words change what we do and how we do it?

We have invited two forward-thinking leaders in our profession to launch the discussion from different perspectives. Keynote speaker Randy Cohen, Vice President of Americans for the Arts, challenges us to think of museums not only for their essential role in the preservation of culture and identity, but also an economic engine that builds healthier communities. Cohen teaches us how to make the case for the value of our unique museums as economic, social, and educational assets. Marsha Semmel, 2013 Stephen Weil lecturer, addresses the special position of museums as protectors of objects and the responsibilities and challenges this presents for the future.

We know that the future presents unforeseen circumstances, some of which will be under our control and some of which will not. As the environment changes museums must find ways to change with it. We invite you to join us in this important conversation.

— Gretchen Sorin, Conference Chair
Cooperstown Graduate Program

2013 Conference Committee

CHAIR
Gretchen Sorin
Cooperstown Graduate Program

COMMITTEE MEMBERS
Andy Kitzmann
National Park Service
Barbara Bartlett
Lorenzo State Historic Site
Jobi Zink
Jewish Museum of Maryland
Heather Stivison
The Stickley Museum at Craftsman Farms
President, Mid Atlantic Association of Museums

INTERNS
Patrick Dickerson
Cooperstown Graduate Program
Michelle Paulus
Cooperstown Graduate Program
# 67th Annual Meeting Program at a Glance

**SUNDAY, OCTOBER 20** (Please see pages 15 and 16 for **Sunday Tour Opportunities.**)

**SUNDAY WORKSHOP:** 3:00 p.m. at Ford's Theatre National Historic Site, NPS 511 10th St., NW
The Perfect Ask with Robert Bull. (pre-registration required, $30 per person)

**OPENING RECEPTION:** 6:00 p.m. to 8:00 p.m. at National Museum of Women in the Arts, 1250 New York Ave., NW

**MONDAY, OCTOBER 21** at the National Museum of the American Indian, Fourth St. and Independence Ave.

**REGISTRATION:** 7:00 a.m. to 4:00 p.m.

**OPENING BREAKFAST:** 8:00 a.m. — 9:30 a.m. at the National Museum of the American Indian Café
*Special AAM Presentation:* John Wetenhall, Treasurer, American Alliance of Museums
*KEYNOTE ADDRESS:* Randy Cohen, Vice President for Research and Policy, American for the Arts

<table>
<thead>
<tr>
<th>BREAK-OUT SESSION 1</th>
<th>9:45 a.m. to 10:45 a.m.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>BREAK-OUT SESSION 2</th>
<th>11:00 a.m. to 12:00 p.m.</th>
</tr>
</thead>
</table>

**LEADERSHIP LUNCH** (invitation only) or **LUNCH ON YOUR OWN:** 12:00 p.m. to 1:30 p.m.
Leadership Lunch takes place at the Holiday Inn, 550 C Street Southwest

<table>
<thead>
<tr>
<th>BREAK-OUT SESSION 3</th>
<th>1:30 p.m. to 2:30 p.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room 4018: Talking About it: The Dialogic Museum as a Center for Community Conversations</td>
<td>Room 4019: Four Perspectives forward: A Multidisciplinary Look at Change and Adaptive Response</td>
</tr>
</tbody>
</table>

**AFTEEERNNOON BREAK:** 2:30 p.m. to 3:00 p.m.

<table>
<thead>
<tr>
<th>BREAK-OUT SESSION 4</th>
<th>3:00 p.m. to 4:00 p.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room 4018: Finding the right Tool: Using Social Media to Connect With Audiences</td>
<td>Room 4019: Crowdfunding for Museums</td>
</tr>
</tbody>
</table>

**STEPHEN WEIL MEMORIAL LECTURE:** 5:15 p.m. to 6:15 p.m., Rasmuson Theater
Marsha L. Semmel, IMLS Director of Strategic Partnerships — Stuff and the Future of Museums: Wither Collections in Our Virtual Age

**TUESDAY, OCTOBER 22** at the Holiday Inn 550 C Street SW (Please see pages 16 for **Tuesday Tour Opportunities.**)

**CLOSING BREAKFAST and BUSINESS MEETING:** 7:45 a.m. — 8:40 a.m.

<table>
<thead>
<tr>
<th>BREAK-OUT SESSION 1</th>
<th>8:50 a.m. to 9:50 a.m.</th>
</tr>
</thead>
</table>

**COFFEY AWARD CEREMONY:** 10:00 a.m. to 10:30 a.m., Columbia Ballroom
Courtney B. Wilson, Executive Director B&O Railroad Museum

<table>
<thead>
<tr>
<th>BREAK-OUT SESSION 2</th>
<th>10:40 a.m. to 11:40 a.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discovery 1: Curioseur and Curioseur: Exposing the Collections through Social Media</td>
<td>Saturn/Venus Room: A National Treasure in a Small Museum Becomes Part of the Collection at the US Senate: Collaboration, Deaccessioning, Conservation, and Politics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BREAK-OUT SESSION 3</th>
<th>11:50 a.m. to 12:50 a.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discovery 1: Teaching with Thinking Routines</td>
<td>Saturn/Venus Room: Selling the Story: Developing Tourism Products From Cultural Resources</td>
</tr>
</tbody>
</table>
SUNDAY, OCTOBER 20

Please Note: Sunday’s events take place at two locations: Ford’s Theatre National Historic Site, NPS located at 511 Tenth Street, NW; and National Museum of Women in the Arts located at 1250 New York Avenue, NW.

SUNDAY WORKSHOP
2:30 p.m. to 5:30 p.m.

THE PERFECT ASK
Presented by Robert Bull, Chief Development Officer For The National Trust For Historic Preservation

“The Perfect Ask” is a participatory workshop that explores tried and true strategies for soliciting face-to-face gifts. Using a linear approach to outline the process, workshop participants are provided with a checklist of solicitation considerations, from scheduling the meeting to closing the deal. Whether you are a newcomer to fundraising or a seasoned development professional, by the end of the workshop, participants not only build a comfort level for leading up to and delivering their own “Perfect Asks” but more importantly, understand why process is just as important as outcome!

Robert Lee Bull, Jr. leads the National Trust for Historic Preservation’s fundraising efforts on behalf of America’s historic places. A native of Baltimore, Mr. Bull is a graduate of the Baltimore School for the Arts, holds a bachelor’s degree in theatre and arts administration from Goucher College, and most recently completed a master’s of science in Organizational Leadership and Management from Antioch University New England. He is a member of the Association for Fundraising Professionals (AFP), recognized as a Certified Fundraising Executive (CFRE), and currently serves on the AFP Diversity Committee. He is a frequent presenter and panelist at regional and national conferences sponsored by AFP, the Association for Healthcare Philanthropy, and Council for the Advancement and Support of Education (CASE).

Sponsored by Robert Bull, LLC

Pre-Registration Required, Limit 30 Participants, $30
Ford’s Theatre National Historic Site, NPS
511 Tenth St, NW
2:30-5:30

OPENING RECEPTION
6:00 p.m. to 8:00 p.m.

Sponsored by Design and Production Incorporated

Join all conference attendees for hors d’oeuvres and drinks in the elegant Renaissance Revival Great Hall of the National Museum of Women in the Arts. Adorned with art from the collection the luxurious marble reception area is the perfect place to greet old friends and meet conference speakers. Hors d’oeuvres and free drink ticket are included in registration. Attendees may purchase additional drinks if desired.

National Museum of Women in the Arts
1250 New York Ave NW (at 13th Street)
6:00 p.m. to 8:00 p.m
MONDAY, OCTOBER 21

Registration begins at 7:30 a.m.

Please Note: Monday’s sessions take place at National Museum of the American Indian, Fourth Street and Independence Avenue. The Leadership Lunch takes place at the Holiday Inn.

KEYNOTE ADDRESS

“MUSEUMS MEAN BUSINESS”

Sponsored by the Cooperstown Graduate Program

To launch the conference, this year’s keynote speaker, Randy Cohen—Vice President of Research and Policy at Americans for the Arts, the nation’s advocacy organization for the arts—will discuss the role of museums as an economic driver and key partner in our nation’s prosperity. In this lively session, Randy will fill your advocacy quiver with case-making arrows about how your museum strengthens your community socially, economically, and educationally. A member of the Americans for the Arts staff since 1991, Randy stands out as one of the most noted experts in the field of arts funding, research, policy, and using the arts to address community development issues. He publishes The National Arts Index, the annual measure of the health and vitality of arts as well as the two premier economic studies of the arts industry—Arts and Economic Prosperity, the national impact study of nonprofit arts organizations and their audiences; and Creative Industries, an annual mapping study of the nation’s 905,000 arts establishments and their employees. A sought after speaker, Randy has given speeches in 48 states, and regularly appears in the news media—including the Wall Street Journal, The New York Times, and on CNN, CNBC, and NPR. Randy has also been a policy specialist for the National Endowment for the Arts, founded the San Diego Theatre for Young Audiences and served as its managing director.

Note: the Keynote Address takes place in the café at the National Museum of the American Indian.

OPENING BREAKFAST

8:00 a.m. to 9:30 a.m.

Sponsored by the Seton Hall Museum Studies Program

Begin your day with breakfast in the café at the National Museum of the American Indian.

John Wetenhall the Treasurer of the American Alliance of Museums will welcome all conference attendees with a special address in the café.

Randy Cohen—Vice President of Research and Policy at Americans for the Arts, the nation’s advocacy organization for the arts will present the keynote address immediately following Mr. Wetenhall’s remarks.
9:45 a.m. – 10:45 a.m.  
GENERATING STEAM: ART MUSEUMS AND STEM EDUCATION

STEM has guided U.S. public education for decades, with the belief that the focus assures a future generation of innovators. In order to achieve true innovation, however, we need something more. There is a growing movement to infuse the arts into STEM, making it STEAM, offering strategic and creative emphasis on innovation and interdisciplinary learning. That said, the arts often remain segregated from STEM and art museums are still seeking ways to engage educators, elected officials, and funders. This session will offer insight into the status of STEM->STEAM, with a panel presentation of successful initiatives and programs.

Steven Kern, Executive Director, Everson Museum of Art; Mariani Lefas-Tetenes, Educator, School & Teacher Programs, Museum of Art, Rhode Island School of Design; Shirley Thomas, Senior Manager of School & Teacher Programs, Newark Museum

Rasmuson Theater

THERE IS POWER IN A UNION: COLLABORATION AND SUSTAINABILITY IN HOUSE MUSEUMS

This roundtable will discuss how collaboration and cooperation can support the sustainability of historic house museums. All of the presenters in this panel are members of the National Trust for Historic Preservation’s Historic Artist Homes and Studios program. Each will discuss how their museums have benefitted from membership in the HAHS program. From that foundation, the panel will move to more general issues of collaboration and cooperation among the other attendees.

Paul Eisenhauer, Executive Director/Curator, Wharton Esherick Museum; Michele Saliola, Director of Programs, Judd Foundation; Janice Monger, Executive Director, Alice Austin House Museum; Vivian Linares, Program Director, Manitoba/The Russel Wright Design Center; Christine Podmaniczky, Associate Curator, N.C. Wyeth and Andrew Wyeth Studios (Brandywine River Museum)

Room 4018

THE FUTURE OF THE CULTURAL PROPERTY DEBATE: WHERE DO WE GO AFTER JAMES CUNO?

The broad, theoretical debate over world vs. national ownership of cultural property, eloquently outlined by James Cuno in Who Owns Antiquity and Whose Culture, is ultimately futile as, Cuno’s viewpoint notwithstanding, sufficient arguments will always be found on both sides to cause the debate to end in a stalemate. As this panel will show, the future of the cultural property debate lies not in further theoretical discussions but rather in finding creative solutions to specific cultural property conflicts. The three panelists, two from museums in the MAAM region, one from China, will each discuss a case study to demonstrate the complexity of cultural property conflicts and the many valid considerations that each side normally brings to the table. The panelists will also address the creative solutions or compromises that have been, or can be, found to diffuse cultural property conflicts to everyone’s satisfaction.

Petra ten-Doesschate Chu, Director, Director MA Program Museum Professions Seton Hall University; Shuhan Liang, PhD candidate; contributing editor Randian, Peking University; Kevin Stayton, Senior Curator, Brooklyn Museum; Lucy Fowler Williams, Associate Curator and Sabloff Senior Keeper of American Collections, University of Pennsylvania Museum

Room 4019

11:00 a.m. – 12:00 p.m.  
AMERICAN ALLIANCE OF MUSEUMS ON EXCELLENCE AT ALL LEVELS: APPLYING STANDARDS AT YOUR MUSEUM

Museum standards can be met by museums of all sizes and disciplines. Get an overview of National Standards and find out how applying standards to your museum’s operations can help you to showcase your achievements and high levels of service and professionalism. Find out more about programs like MAP and StePs and the pathways to Accreditation.

Lauren Silverman
Coordinator,
AAM Museum Assessment Program
Rasmuson Theater

ENGAGING PEOPLE WITH AUTISM IN MUSEUMS: BEST PRACTICES AND LESSONS LEARNED

Presenting new projects to engage the growing number of children with autism, this session will share a replicable process of staff training, program development, outreach, and evaluation. Participants will hear about two funded projects; the first presented by the Museum Access Consortium about city-wide professional development workshops on autism and working with two NYC institutions, and the second presented by the Intrepid Sea, Air & Space Museum about launching early-morning programs for families affected by autism. Presenters will provide a framework for engaging the community, tips and techniques for creating and sustaining programs, and responding to audience needs and feedback.

Sheri Levinsky, Assistant Vice President of Education, Intrepid Sea, Air & Space Museum; Cindy VandenBosch, Co-Chair and Project Manager, Museum Access Consortium; Miranda Appelbaum, Manager of Access Programs, Intrepid Sea, Air & Space Museum

Room 4018
EARNED INCOME HERE: MUSEUM DINING, CATERING, FACILITY RENTALS AND GIFT SHOP

Interact with a panel of experts on museum dining, gift shops, catering, facility rentals and expansion/renovation. Panelists include Darrell Willson, Administrator, National Gallery of Art; Greg Melanson, Deputy Executive Director, Friends of the National Zoo; David Greenbaum, FAIA, LEED AP bd+c, Vice President, SmithGroupJJR; Darrell R. Willson, Administrator, National Gallery of Art; Joan Doyle, Principal, Manask & Associates and moderator Art Manask, founder of Manask & Assoc., the well-known earned income specialist that has worked with museums and cultural institutions in all of these areas since 1993. Panelists will receive and respond to audience questions about operations, sales, marketing, planning/construction and ways to improve your top and bottom-line earned income in all areas.

Arthur M. Manask, Principal, Manask & Associates; Gregory J. Melanson, Deputy Executive Director & Associate, Friends of the National Zoo; David Greenbaum, FAIA, LEED AP bd+c, Vice President, SmithGroupJJR; Darrell R. Willson, Administrator, National Gallery of Art; Joan Doyle, Principal, Manask & Associates

Room 4019

Noon – 1:30 p.m.
LEADERSHIP LUNCH
By invitation. Taking place at the Holiday Inn, 550 C Street Southwest
Sponsored by the Johns Hopkins University Museum Studies Program
1:30 p.m. – 2:30 p.m.
TALKING ABOUT IT: THE DIALOGIC MUSEUM AS A CENTER FOR COMMUNITY CONVERSATIONS

We will explore how museums can maintain relevance by becoming safe spaces for important conversations through programming that encourages diverse perspectives on both critical historic events and contemporary issues. The goal of the session is to encourage educators and administrators at small museums to develop a philosophy of educational programming that not only allows, but welcomes visitors to share their collective experiences. We believe that museum visitors can learn not just from the authority, but from each other as well, and that this dialogic approach creates a sense of shared community that enriches the individuals’ museum experience and repositions the museum as a key community center. Putting theory into practice, this session will feature dialogue amongst panelists and participants as we explore how to encourage docents to use objects to evoke dialogue, tackle divisive community issues by representing all sides of the story, and find the resources to make dialogue and engagement happen.

Participants will leave with a deeper understanding of the rewards and challenges of dialogue based programming; the insights and experiences of their peers; and knowledge of the resources provided by state humanities councils in supporting this type of programming.

Jean Wortman, Program Officer, Maryland Humanities Council; Mary Alexander, Director, Museum Advancement Program, Maryland Historical Trust; Rod Cofield, Executive Director, Historic London Town and Gardens; Robert Forloney, Director, Breene M. Kerr Center for Cheapeake Studies
Room 4018

STREAMING 1.21 GIGAWATTS OF DISTANCE LEARNING

Educators are in search of new ways of teaching as Common Core standards and STEM education place an increased focus on ELA and Math content. Distance learning programs at George Washington’s Mount Vernon and Ford’s Theatre bring the museum and its resources into the classroom via multiple channels, including electronic field trips, video conferencing, and social media. This session will demonstrate various ways to build live programs for an offsite audience. Participants will hear stories about what has and hasn’t worked, see examples of inexpensive tools available for use, and brainstorm ideas for using distance learning in their own institutions.

Danielle Schallom, Coordinator of Education Outreach and Leadership Programs, George Washington’s Mount Vernon; Kate Langsdorf, Education Programs Manager, Ford’s Theatre Society; Zerah Jakub, Manager of Education Outreach and Leadership Programs, George Washington’s Mount Vernon
Rasmuson Theater
FOUR PERSPECTIVES FORWARD: A MULTIDISCIPLINARY LOOK AT CHANGE AND ADAPTIVE RESPONSE

The museum industry is in the midst of a paradigm shift precipitated by the information age. Our audiences reflect new demographic arrays, have new needs, and come with new expectations of the museum/visitor relationship. This panel will look from four different perspectives at repositioning ourselves to become more adaptive to changing events and to meet current challenges while becoming better prepared to address the next shift.

Attendees will learn about innovative tools being developed for management, design, and fundraising, and be asked to consider their place in this shifting landscape and their plans to move forward.

Eric Christiansen, Senior Exhibits Designer, Smithsonian Institution: National Museum of the American Indian; Cheryl Braunstein, Exhibit Developer/Project Manager, Smithsonian Institution: National Zoo; Yoonhyung Lee, Director of Digital Media Philanthropy, Smithsonian Institution: Office of Advancement

Room 4019

3:00 p.m. – 4:00 p.m.
WEATHERING STORMS (LITERALLY!) AND CONTINUING TO SERVE

Since 9/11, the National Museum of the American Indian in NY has worked within the context of complex events from Hurricane Sandy to Occupy Wall Street, facing tough challenges yet with great many opportunities. With heightened security demands and other operational challenges, our museum has managed to strengthen our visitor services, attract significantly higher attendance and develop a higher profile in our community (at the neighborhood level & way beyond) through collaborations and changes in how we do our work. Working in partnership within the Smithsonian and NMAI, as well as NY-based organizations, has informed and enriched everything we do. Though presented as a “case study,” we will provide participants with instructive handouts, focusing practically on know-how and how-to.


Rasmuson Theater

FINDING THE RIGHT TOOL: USING SOCIAL MEDIA TO CONNECT WITH AUDIENCES

We all want to connect with our audiences using social media. But we are awash in social media platforms, from Flickr to Tumblr, Pinterest to Historypin. How do we decide which of the dozens of options is the right fit for our museum and for each of our audiences? Three National Archives staff members will talk about projects they’ve undertaken to use a variety of social media platforms and techniques to engage visitors, both real and virtual. Participants will join discussions to grapple with questions of how best to use these new and ever-changing tools.

Rebecca Martin, Volunteer and Tour Coordinator, National Archives and Records Administration; Stephanie Greenhut, Education Technology Specialist, National Archives and Records Administration; Hilary Parkinson, Writer-Editor, National Archives and Records Administration

Room 4018

CROWDFUNDING FOR MUSEUMS

This session will examine strategies for crowdfunding success, with examples drawn from recent fundraising projects for artifact conservation. As part of its Pennsylvania Connecting to Collections implementation project, the Conservation Center for Art and Historic Artifacts is leading “PA’s Top 10 Endangered Artifacts,” a five-week crowdfunding initiative that will conclude on October 9. For this presentation, representatives from three of the participating sites will serve as panelists in a discussion of their just-completed crowdfunding projects, what worked and what didn’t work. The moderator will embellish with information about other crowdfunding opportunities on fundraising platforms like Kickstarter and Indiegogo.

Lee Price, Director of Development, Conservation Center for Art and Historic Artifacts; Barry Rauhauser, Stauffer Curator and Director of History on the Web, LancasterHistory.org

Room 4019

2:30 p.m. – 3:00 p.m.
BREAK
National Museum of the American Indian Café

3:00 p.m. – 4:00 p.m.
WEATHERING STORMS (LITERALLY!) AND CONTINUING TO SERVE
In the spirit of prolific writer, philosopher and scholar emeritus at the Smithsonian Institution’s Center for Education and Museum Studies and longtime deputy director of the Hirshhorn Museum and Sculpture Garden, the Mid-Atlantic Association of Museums invited Marsha L. Semmel to present the 2013 Stephen Weil Lecture.

“I continue to be energized by—and passionate about—the power of museums and libraries as vital community organizations that are continually striving to make a positive difference in people’s lives,” says Marsha Semmel. A frequent writer and thinker about museums, Semmel has served as Acting Director of the Institute of Museum and Library Services and as Director for Strategic Partnerships and Deputy for Museum Services. She has been President and CEO of the Women of the West Museum, in Denver, CO and Conner Prairie, a living history museum in Indianapolis, IN. She served as Director, Division of Public Programs at the National Endowment for the Humanities, and has also worked at the B’nai B’rith National Jewish Museum, the Smithsonian Institution, and the Taft Museum in Cincinnati. Marsha’s lecture at this year’s conference “‘Stuff’ and the Future of Museums: Whither Collections in Our Virtual Age” raises provocative questions about the future of museum collections.
A Living Exhibition

The Smithsonian and the Transformation of the Universal Museum

WILLIAM S. WALKER

How the evolution of the Smithsonian Institution has mirrored broader changes in American culture

Since its founding in 1846 “for the increase and diffusion of knowledge,” the Smithsonian Institution has been an important feature of the American cultural landscape. In A Living Exhibition, William S. Walker examines the tangled history of cultural exhibition at the Smithsonian from its early years to the chartering of the National Museum of the American Indian in 1989. He tracks the transformation of the institution from its original ideal as a “universal museum” intended to present the totality of human experience to the variegated museum and research complex of today.

Walker pays particular attention to the half century following World War II, when the Smithsonian significantly expanded. Focusing on its exhibitions of cultural history, cultural anthropology, and folk life, he places the Smithsonian within the larger context of Cold War America and the social movements of the 1960s, ’70s, and ’80s.

“A Living Exhibition offers new insight into the workings of the Smithsonian Institution, putting it into the context of the history of ideas. William Walker provides a new coherence to the institution’s history, making sense of its recent decades as a part of a century-long debate over the proper balance of universalism and specificity.”

—STEVEN LUBAR
8:50 a.m. – 9:50 a.m.
NOT JUST TALKING ABOUT IT: EDUCATION, COLLECTIONS, COLLABORATION AND STEM

STEM: the centerpiece of current national education trends. To remain a relevant “classroom” historic sites and history museums need to engage new methods and ideas of interpretation and programming across disciplines. This session explores an enriching collaboration at Mount Vernon that establishes a functional construct combining the academic discipline of curators with the teaching methods of museum educators. While collaboration is often discussed and lauded, it is often superficial. These projects rely fully on the ideas and creativity of educators and curators for programming engaging teachers and students in learning about Washington, historic trades, material culture, math, and technology.

Adam Erby, Assistant Curator, George Washington’s Mount Vernon; Nancy Hayward, Director of Outreach Education George Washington’s Mount Vernon

Discovery 1

IS THERE A FORM FOR THAT?

What form should I use when accepting born-digital images? Do electronic signatures on e-mailed forms transfer ownership? The museum world has changed in the 21st century. If your institution hasn’t reviewed its forms since Y2K, chances are your language is outdated. While it’s certainly easier to borrow a template from another institution than develop your own, learn why it is important to customize each document to fit your museum’s needs. What’s an IRS 8283 form? Can a separation sheet prevent anxiety? Do object transfer forms and artifact disposal forms differ? Do you need a temporary custody form? Is there a FIC form? Whether you are an emerging professional or a seasoned veteran, bring your questions and your forms! Our team of experts will provide inFORMation, advice, and anecdotes about forms.

Jobi Zink, Senior Collections Manager, Jewish Museum of Maryland; Leslie Ory Lewellen, Associate Registrar for Acquisitions, Minneapolis Institute of Arts; Walter Lehmann, Partner, Lehmann Strobel PC; Susan M. Cary, Registrar and Collections Manager, Archives of American Art - Smithsonian Institution

Saturn/Venus Room

GENERATING INTEREST IN IMMIGRANT GENERATION AUDIENCES

This session will address growing challenges and opportunities surrounding established immigrant ethnic collections. Using the Senator John Heinz History Center’s Italian American Collection as a springboard for discussion, we will assess the changing demographics of our audience in Southwestern Pennsylvania and define differences in the attitudes and interests of second through fifth generation Americans towards their cultural heritage. A discussion of potential strategies to attract a broader, multi-generational audience will be investigated. This assembly is open to all participants, who will be encouraged to share their experiences with differing interests in immigrant generation levels, and with strategies for reaching new audiences.

Melissa Marinaro, Curator, Italian American Collection; Peter Argentine, Emeritus Chair and Found Member of IAC Advisory Council, President, Argentine Productions

Columbia Ballroom
10:00 – 10:30 a.m.
COFFEY AWARD CEREMONY
Courtney B. Wilson
Sponsored by Huntington T. Block Insurance
Columbia Ballroom

The Katherine Coffey Award is one of the museum field’s highest honors. It is presented each year by the Mid-Atlantic Association of Museums to a museum professional in the region in recognition of distinguished achievement in the field. Recipients must demonstrate accomplishment in their role and a record of service to the profession on state, regional, national, and/or international levels. Recipients also have a proven record of service to the community in which the museum is located.

Katherine Coffey, for whom this annual award is named, was one of the outstanding museum leaders and administrators of the nation. She joined the Newark Museum staff in 1923, serving in multiple capacities including exhibitions, education, directing a museum apprentice training program, and eventually serving as the Newark Museums fourth director for 19 years. She was responsible for training 110 young people who became museum professionals across the nation. She retired in 1968 after dedicating 43 years to the museum.

This year’s recipient of the Katherine Coffey Award is B&O Railroad Museum Executive Director Courtney B. Wilson, whose career spans three decades. His most noteworthy accomplishment has been the restoration of the B&O Railroad Museum’s historic 1884 Roundhouse after a devastating snow storm destroyed the structure on President’s Day 2003. Wilson led the salvage and restoration effort that resulted in a $20 million capital campaign and the reopening of the museum just two years later. In addition, he was tapped by Baltimore Mayor Stephanie Rawlings-Blake to re-build, re-brand and re-open the Edgar Allan Poe House, another historic attraction in Baltimore.

In 2006 Governor Robert Erlich named Mr. Wilson Commander of the Maryland Defense Force. In that position he oversaw that State’s 450 personnel performing field support and ceremonial services to the Maryland Army National Guard, the Maryland Air National Guard, and the Maryland Emergency Management Agency. He continued in that post under Governor Martin O’Malley until he stepped down in August of 2012 with the rank of Major General.

“Courtney Wilson is truly one of the innovators in the museum profession today,” said Shawn Herne, Vice President of the Mid Atlantic Association of Museums. “He not only saved the B&O Railroad Museum from disaster but rebuilt it into one of the finest transportation museums in the world. His recent efforts to save and reopen the Edgar Allan Poe House is just another example of his outstanding leadership abilities and commitment to the community.”

10:40 a.m. – 11:40 a.m.
FUNDERS TALK ABOUT THE FUTURE OF FUNDING FOR MUSEUMS
Plummeting endowments, budget cuts, and changing priorities have changed the funding landscape for museums. In this roundtable discussion, funders from a variety of backgrounds share their ideas about the future of public and private funding for museums and engage the audience in a discussion about where museum funding is headed, what museum priorities going forward will be, and what museums need to do to create a more sustainable future.

Saturn/Venus Room
Gretchen Sorin, Director and Distinguished Professor, Cooperstown Graduate Program; Mark Isaksen, Senior Program Officer, IMLS; Karen Mittelman, Director of the Division of Public Programs, National Endowment for the Humanities

A NATIONAL TREASURE IN A SMALL MUSEUM BECOMES PART OF THE COLLECTION OF THE U.S. SENATE: COLLABORATION, DEACCESSIONING, CONSERVATION AND POLITICS
A Case For Deaccessioning: How a small museum came to the decision to deaccession a national treasure to the United States Senate. The session will include a 20 minute DVD produced by the United States Senate Art Commission tracing the three-year journey of a portrait of Henry Clay from LeRoy, New York to Washington, D.C. Conservators, art historians and small museum staff will find the session relevant to the issues and problems facing many small museums today as collections are threatened by the lack of funding for proper care, conservation and storage.

Amy Elizabeth Burton, Curator, United States Senate Art Commission and Lynne Belluscio, Director, LeRoy Historical Society, LeRoy, New York
Columbia Ballroom
CURIouser AND CURIouser: EXPOSING THE COLLECTIONS THROUGH SOCIAL MEDIA

A panel discussion of collections managers, archivists, special collections librarians and social media experts will demonstrate how they use social media to engage audiences with collections. Highlighting some of the more unusual objects from their collections, panelists will discuss a variety of platforms being used to expose and identify objects including Facebook, Twitter, Flickr, Tumblr, and Pinterest and will also address the benefits, challenges and issues collections staff may encounter when using social media. Bring your questions for the panel to answer.

Maureen Lane, Collections & Digital Media Manager, The Phillips Museum, Franklin & Marshall College; Rachel Kassman, Development and Marketing Coordinator, Jewish Museum of Maryland; Heidi Herr, Outreach Coordinator For Special Collections, Sheridan Libraries, John Hopkins University; Erin Blasco, Education Specialist, National Museum of American History; Dana Puga, Prints and Photographs Collection Specialist, Library of Virginia

Discovery 1

11:50 p.m.– 12:50 p.m.
TEACHING WITH THINKING ROUTINES

In this interactive workshop, we will model two teaching strategies called thinking routines to explore works of art. The routines are short sets of open-ended questions that are designed to help visitors engage with complex ideas and objects, to foster rich engagement, and to build understanding. The workshop will conclude with an opportunity to reflect on the group’s thinking by exploring insights and questions about the experience and to consider ways to adapt and apply the routines. By experiencing the routines for themselves, session participants will leave ready to begin to use these strategies with their visitors. A bibliography for further study, copies of the routines with instructions, and information of the works of art discussed will be provided. Similar to last year’s successful session, two new routines will be offered.

Heidi Hinish, Head, Teacher, School, and Family Programs, National Gallery of Art; Elizabeth Diament, Senior Educator and Manager, School Tour and Docent Programs, National Gallery of Art

Discovery 1

SELLING THE STORY: DEVELOPING TOURISM PRODUCTS FROM CULTURAL RESOURCES

During this session participants will explore the process of creating a tour from the initial assessment of resources, to the development of a complete product. Using a series of brief examples, stories and scenarios, attendees will be encouraged to discuss what would and would not work for their own communities, creating an opportunity for the presenter to help them discuss feasible solutions and approaches which can be tailored to their needs. They will also leave the session with practical knowledge about accessing the tourism market and connecting with tourism professionals.

Cordell Reaves, Historic Preservation Program Analyst, NYS Office of Parks, Recreation and Historic Preservation

Saturn/Venus Room

RETHINKING COLLECTIONS: MAKING MUSEUMS MATTER TO MORE PEOPLE

If museums hope to attract diverse audiences, they must have collections that allow for the interpretation of the history and culture of diverse groups. While recent academic work on material culture has focused on issue of race and class, museum collections often do not support the new interpretations. This presentation will include an introductory presentation that demonstrates why we must reinterpret current holdings and acquire different objects that help expand the stories we can tell. This will be followed by a roundtable that provides the opportunity for others to share examples from their institutions and brainstorm ways to move forward.

Cynthia G. Falk, Professor, Cooperstown Graduate Program; Joanna Frang, Independent Consultant; Emily Lang, Ohio Historical Society

Columbia Ballroom

White Gloves Gang

Join the White Gloves Gang for a one-day collections volunteer project at one of the smaller museums in Washington, DC. Open to all registrars, collections managers, archivists, conservators, art handlers, and museum studies students. Locations vary. Pre-registration is required.

WHITE GLOVES GANG: DINNER

Learn about the specific projects and meet the rest of the gang at the White Gloves Gang dinner Tuesday October 21, 2013 6:00 p.m. Location TBD. Participants must be pre-registered for Wednesday’s project service day.

WHITE GLOVES GANG: VOLUNTEER COLLECTIONS SERVICE DAY

9:00 a.m. - 4:00 p.m.
Locations vary. Assignments provided at WGG dinner.
Sunday, October 20

American University Museum
at the Katzen Arts Center
4400 Massachusetts Ave NW
Washington DC 20016-8031
202.885.1300
american.edu/cas/museum/

3:00 p.m. Free tour of the multi-disciplinary Katzen Arts Center and two exhibitions, “Patrick McDonough: bright viridian sentinel events” and “Green Acres: Artists Farming Fields, Greenhouses, and Abandoned Lots” with MAAM’s Past President, Director/Curator Jack Rasmussen. The “McDonough” show examines the relationship between sustainability, aesthetics and free time in the face of environmental flux and increased interest in alternative energy, technologies and economies while “Green Acres” highlights contemporary art addressing ecological issues. Advance registration is required. Contact Carol Bessette at jcbessette@aol.com or 703.569.1875; $15 per person fee to benefit The Cold War Museum. NOTE: Tour starts promptly at 1 PM at the southeast corner of Wisconsin Avenue, NW and Massachusetts Avenue, NW (by the park). Please refer to www.spiesofwashingtontour.com/nothwest_walking_tour.html for map.

National Building Museum
401 F Street NW,
Washington DC 20001
202.272.2448
nbm.org

2 p.m. Free 45-minute tour of the Pension Building, home of the National Building Museum, America’s leading cultural institution devoted to the history and impact of the built environment. Designed by General Montgomery Meigs, and noted for its exterior 1,200-foot terra cotta frieze and 75-foot tall Corinthian columns of the Great Hall, NBM also houses one of the best ranked museum shops in the country. General admission, which includes viewing the exhibition “Overdrive” (which travels from the Getty Museum and opens on October 20), will be offered at $5 for MAAM registrants. Advance registration is required. Contact Kristen Sheldon at ksheldon@nbm.org or 202.272.2448, ext. 3302.

National Museum of the United States Navy
Washington Navy Yard
805 Kidder Breese St. SE,
Washington DC 20374-5060
202.433.4995
history.navy.mil/NMUSN

1:00 p.m. Free one-hour tour of current exhibits and an opportunity to visit the nearby Cold War Gallery after the tour. NMUSN is the only naval museum to chronicle the history of the U.S. Navy from its creation to the present. The collection includes artifacts such as the USS Constitution’s fighting top, the world’s deepest diving submersible, Trieste and the uniform of former Fleet Admiral Chester W. Nimitz Permanent and temporary exhibitions commemorate the Navy’s wartime heroes and battles as well as its peacetime contributions in exploration, diplomacy, navigation and humanitarian service. Advance registration is required. Contact Laura Hockensmith by phone at 202.433.6826 or email at laura.hockensmith@navy.mil by October 17. (Note that all guests enter the Washington Navy Yard at the 6th and M St. SE gate and need photo ID.)

National Museum of Women in the Arts
1250 New York Avenue NW,
Washington DC 20005
202.783.7988
nmwa.org

Noon to 5:00 p.m. Free self-guided tours of NMWA, the only museum in the world dedicated exclusively to recognizing the achievements of women artists, featuring a wide-ranging collection spanning from the 16th century to the present. Exhibitions on view include “American People, Black
Light: Faith Ringgold’s Paintings of the 1960s,” which presents a selection of 49 rarely-exhibited paintings that reflect on the momentous events that shaped America during the tumultuous decade of the 60s and “Awake in the Dream World,” a mid-career retrospective of artist and best-selling author Audrey Niffenegger. (Off-site, the museum has also sponsored “New York Sculpture,” highlighting the work of internationally renowned sculptor Chakaia Booker.) No advance registration required.

The Phillips Collection
1600 21st Street NW
Washington DC 20009
202.387.2151
phillipscollection.org
11:00 a.m. - 6:00 p.m. Self-guided tour including the exhibitions: “Van Gogh Repetitions,” “Duncan Phillips and New York Collections,” “History in the Making: One Hundred Years after the Armory Show” and “Pakistani Voices.” The Phillips Collection opened to the public in 1921 in Washington’s DuPont Circle neighborhood, and is located in the former home of founder, Duncan Phillips with its extensive gallery additions. Timed tickets ($12 each) may be reserved at www.phillipscollection.org.

The Textile Museum
2320 S Street NW
Washington DC 20008
202.667.0441
textilemuseum.org
1:30 p.m. Free architectural tour will focus on the historic home of The Textile Museum founder George Hewitt Myers. Designed by John Russell Pope, the architect of the Jefferson Memorial and the West Wing of the National Gallery of Art, the Museum is home to more than 19,000 textiles and carpets dating from 3,000 B.C. to the present, representing the full spectrum of non-Western textile arts. No advance registration is required.

Tudor Place Historic House and Garden
1644 31st Street NW
Washington DC 20007
202.965.0400
tudorplace.org
4:00 p.m. Curator-led tour with Erin Kuykendall. A model of Federal-period architecture in the nation’s capital and a center of early Washington society, Tudor Place was home to six generations of Martha Washington’s descendants from 1805 to 1983. Their stories and those of the servants and enslaved workers who served them animate the site. More than 15,000 decorative arts items, archival, historic and archaeological artifacts. Located on 5.5 lush landscaped acres. Advance registration required. Contact Talia Mosconi at tmosconi@tudorplace.org or 202.965.0400, ext.110.

Tuesday, October 22
Decatur House on Lafayette Square
1610 H Street NW
Washington, DC 20006
202.842.0917
whitehousehistory.org/decatur-house
2:30 p.m. Free behind the scenes tour of Decatur House. Built in 1818 for Commodore Stephen Decatur, Jr., it was the first private residence in the White House neighborhood. Designed by America’s first professional architect and engineer, Benjamin Henry Latrobe. After a series of owners, the house was bequeathed to the National Trust for Historic Preservation in 1956. This bequest not only saved Decatur House, but many other historic buildings surrounding Lafayette Square which were slated to be demolished to make way for new government office buildings. In 2010, the National Trust for Historic Preservation and the White House Historical Association established the National Center for White House History at Decatur House. Advance registration is required at: https://ncwhh-tour-maam.eventbrite.com

Ford’s Theatre, Center for Education and Leadership
514 10th Street, NW
Washington DC 20004
202.347.4833
fords.org
2:00 p.m. – 3:30 p.m. Free tour and discussion of the Center for Education and Leadership Galleries, led by Sarah Jencks, Director of Education Programming for Ford’s Theatre Society. The Center opened in July 2009 and is located across the street from the theatre and adjacent to the Petersen House, where Lincoln died. The Center Includes Four Public Floors: “Aftermath Gallery,” where one can trace the immediate aftermath of Lincoln’s assassination; the “Legacy Gallery,” which explores the evolving legacy of Lincoln and how he has been memorialized around the world and the “Leadership Gallery,” where special exhibitions are mounted. Advance registration is required. Contact Sarah Jencks at sjencks@fords.org or 202.639.1580.

Hillwood Estate, Museum and Gardens
4155 Linnean Avenue NW
Washington DC 20008
202.686.5807
www.hillwoodmuseum.org
1-5 p.m. Self-guided tours of the mansion, greenhouse and 27 acres of gardens and natural woodlands originally purchased by Marjorie Merriweather Post in 1955. Opened in 1977, Hillwood features the most comprehensive collection of Russian imperial art outside of Russia, a distinguished 18th-century French decorative art collection and 25 acres of gardens and natural woodlands. Exhibitions currently on view include “Living Artfully at Home with Marjorie Merriweather Post” and “Passion of the Empress: Catherine the Great’s Patronage” at a discounted rate of $5 (regular admission is $15). No advanced reservation required.
Nurturing curiosity for over 35 years

UJMN Architects + Designers is now part of Strada. Together, we look forward to creating memorable experiences with you.

Strada

Pittsburgh | Philadelphia | stradalcc.com

Pennsylvania Trails of History

Over 300 Years of History.
25 Museums and Historic Sites.
4 Exciting Trails.

Where will you begin?

www.PaTrailsofHistory.com

Museum Exhibits | Corporate Lobbies | Trade Shows

CREATE

Creating with passion.

FirstFloorGraphics.com

Certified by MDOT as an MBE, DBE. Certification No. 13-183
Qm²

A community of consultants helping museums create sustainable futures, honors Wendy Luke for her grace, wisdom and dedication to MAAM’s Stephen Weil Memorial Lecture

qm2.org
If the world treasures it, Huntington T. Block insures it.

Casey Wigglesworth
Account Executive
1120 20th Street NW, 6th Floor
Washington, DC 20036
t: 800.424.8830 ext. 8590
e: casey.wigglesworth@aon.com
www.huntingtontblock.com

Why Join MAAM?

We believe in the work you do. If the ultimate purpose of museums is to improve lives, then MAAM’s job is to improve yours. We bring together the resources of the Mid-Atlantic region and make them available to our Members through conferences, symposia, and online opportunities.

We are cost effective. We have kept our dues low, and the costs of attending our conferences and programs are substantially below alternative programs. This means your staff development costs can be kept within your budget even as you achieve your institutional goals.

We serve you in your neighborhood. Our region has one of the highest concentrations of museums, museum studies programs, and museum services organizations in the world, and probably the most diverse museum population, as well. We provide peer-to-peer support, training on best practices, leadership development, networking, and access to fully-vetted products and services.

We are the right size. We work with you to meet your needs and support your aspirations. We know the quality and relevance of our programs will keep you with us. We bring today’s thought leaders and tomorrow’s administrators and entrepreneurs to you.

Join today at MidAtlanticMuseums.org

Map courtesy of the DC Office of Planning, Historic Preservation

MAAM 2013 Annual Meeting  Page 19
AMERICA’S JUDICIAL SYSTEM
To
AMERICA’S FAVORITE PASTIME

ENGAGING, EDUCATIONAL, AND INTERACTIVE EXHIBITS
By D&P

The Little League Museum
South Williamsport, Pennsylvania
D&P: Fabrication, Installation, Media, and Lighting
C7A: Exhibit Design

Photo by John McKenna

Ralph L. Carr Judicial Center
Denver, Colorado
D&P: Fabrication, Installation, Media, and Lighting
Gallagher & Associates: Exhibit Design

Photo by Kwasi Doba Arthur