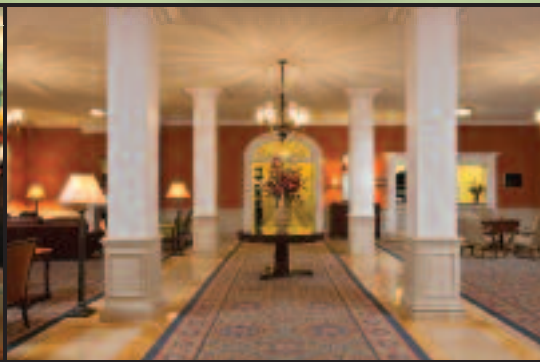


Mid-Atlantic  
Association of **Museums**



CONFERENCE PROGRAM

MAAM ANNUAL MEETING 2009

**SARATOGA SPRINGS, NY**

**OCTOBER 18-21**

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Gideon Putnam Resort

## INVIGORATING MUSEUMS

In 2009, MAAM returns to Saratoga Springs, having last visited the former "Queen of Spas" in 1987. The conference theme, "Invigorating Museums" was suggested by the city's reputation in the nineteenth century as the foremost place to "take the waters," which were thought to have a refreshing and invigorating effect. Indeed, Saratoga Springs appears to offer the perfect environment to talk about ways to refresh and renew our museums—exploring new structures of museum leadership, promoting creativity, increasing relevancy, and inviting and engaging new audiences.

The nationally recognized Gideon Putnam Resort, located in Saratoga Spa State Park and designated by the National Trust for Historic Preservation as a Historic American Hotel, is hosting the 2009 annual MAAM conference. Distinguished by its classical architecture, Spa Park is listed as a National Historic Landmark and boasts the Saratoga Performing Arts Center, the Spa Little Theater, the National Museum of Dance, the Saratoga Automobile Museum, the Roosevelt Baths & Spa, and a championship golf course.

Registrants to the 2009 meeting will catch a glimpse of the city's grand hotels, bathhouses, and drink halls as well as visit the racetrack, for which the city is known today.

COVER PHOTOS: (left to right) National Museum of Racing and Hall of Fame; Gideon Putnam Resort; Island Spouter, Saratoga Spa State Park



State-of-the-Art Dance Studio, National Museum of Dance

# welcome

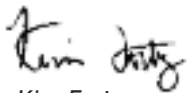
Dear Colleagues,

On behalf of the Board of Directors and the Local Arrangements and Program Committees, I would like to thank you for participating in the Mid-Atlantic Association of Museum's 63rd Annual Meeting. We are glad you are here and hope you have an engaging and valuable conference.

At MAAM Saratoga we have scheduled powerful sessions to engage your mind and community-wide special events and tours to pique your curiosity and relax your body and soul. Saratoga Springs is the city of relaxation and invigoration. We wish you an experience filled with both.

As always, we welcome your feedback and any suggestions for sessions and events for next year's Annual Meeting to be hosted by the city of Philadelphia.

Enjoy!



Kim Fortney

MAAM President



Avenue of the Pines,  
Saratoga Spa State Park

WELCOME FROM ANNUAL MEETING CHAIR

3

# save-the-date

MAAM is pleased to announce the following calendar of events for 2010:

**Building Museums™**  
March 1 - 2, 2010  
New York City

**Creating Exhibitions™**  
April 15 - 16, 2010  
Washington, DC

**Annual Conference**  
October 24 - 27, 2010  
Philadelphia, PA  
Hyatt Regency Penn's Landing

**BUILDING MUSEUMS™**

**CREATING EXHIBITIONS™**



Saratoga Automobile Museum

WWW.MIDATLANTICMUSEUMS.ORG

# schedule-at-a-glance

## Sunday, October 18

Time	Event / Meeting	Location
8:00 am – 5:00 pm	Where Empires Clashed (TICKETED EVENT)	Crown Point State Historic Site; Ft. Ticonderoga
8:00 am – 5:00 pm	A Walk On The Wild Side (TICKETED EVENT)	The Wild Center, Natural History Museum of the Adirondacks
10:00 am – 5:00 pm	Colors Of The North Country (TICKETED EVENT)	Hyde Collection; Chapman Historical Museum; Lake George Gideon Putnam Hotel
1:00 pm – 5:00 pm	Registration	
1:00 pm – 5:00 pm >>	<b>WORKSHOPS:</b>	
	1) Museums On The MUVE: Should You Get A Second Life™?	Skidmore College
	2) Creating And Building Institutional Archives In Museums	Gideon Putnam Hotel
	3) Visual Thinking Strategies: A Powerful Tool To Improve Critical Thinking, Communication Skills, And Visual Literacy In Museum Audiences	Gideon Putnam Hotel
	4) Managing In Tough Times: Tools And Strategies For Effective Budgeting, Financial Management, And Retrenchment	Gideon Putnam Hotel
2:15 pm – 4:00 pm >>	<b>WALKING TOUR 1:</b> Saratoga Springs' Surprising Architecture (TICKETED EVENT)	Saratoga Springs
6:00 pm – 8:30 pm	Opening Reception (TICKETED EVENT)	Saratoga Automobile Museum and Tang Teaching Museum and Art Gallery at Skidmore College

## Monday, October 19

Time	Event / Meeting	Location
7:30 am – 5:00 pm	Registration	Gideon Putnam Hotel
7:30 am – 8:30 am	Continental Breakfast	Gideon Putnam Hotel
7:30 am – 5:00 pm	MAAM Silent Auction	Gideon Putnam Hotel
8:00 am – 10:00 am	Health & Wellness: Mineral Springs Tasting Tour	Saratoga Spa State Park
8:15 am – 10:15 am >>	<b>WALKING TOUR 2:</b> Oklahoma Training Track (TICKETED EVENT)	Saratoga Springs
8:30 am – 10:00 am >>	<b>SESSIONS:</b>	
	1) Connect, Create, Collaborate: Program Development Responsive To The New Technology And The Culture Of Youth	Gideon Putnam Hotel
	2) Turning A One-Man Band Into A Symphony: Invigorating The Single-Theme Museum	Gideon Putnam Hotel
	3) Energizing Your Career: Finding A Job, Thriving Once You're There, And Knowing When It's Time To Leave	Gideon Putnam Hotel
	4) Deaccessioning In An Economic Crisis: Ethical Challenges And Solutions (DOUBLE SESSION)	Gideon Putnam Hotel
10:00 am – 5:00 pm	Exhibit Hall Open	Gideon Putnam Hotel
10:00 am – 10:30 am	Break	Gideon Putnam Hotel
10:30 am – Noon >>	<b>SESSIONS:</b>	
	5) Deaccessioning In An Economic Crisis: Ethical Challenges And Solutions, Part 2	Gideon Putnam Hotel
	6) Partners in Preservation: AIC and You	Gideon Putnam Hotel
	7) Climbing The Mountain, And Getting To The Other Side: Lessons Learned While Planning For The "New"	Gideon Putnam Hotel



The Tang Teaching Museum and Art Gallery at Skidmore College



The Chapman Historical Museum



Violinist and Young Woman, by Edgar Degas at the Hyde Collection. Photograph © 1984 The Detroit Institute of Arts

# SESSIONS OF INTEREST FOR EMERGING PROFESSIONALS

## Monday, October 19 (continued)

Time	Event / Meeting	Location
10:30 am - Noon	>> <b>SESSIONS (continued):</b> 8) Museums And The Social Web: From Exhibits To PR To Fundraising (DOUBLE SESSION) 9) Welcome To The Museum World: Practical Information For New Registrars	Gideon Putnam Hotel Gideon Putnam Hotel
Noon - 1:30 pm	Leadership Luncheon (BY INVITATION) or Lunch On Your Own	Gideon Putnam Hotel
1:45 pm - 3:00 pm	Fifth Annual Stephen E. Weil Memorial Lecture	Gideon Putnam Hotel
3:00 pm - 3:30 pm	Break	Gideon Putnam Hotel
3:15 pm - 5:15 pm	>> <b>WALKING TOUR 3:</b> Congress Park	Saratoga Springs
3:30 pm - 5:00 pm	>> <b>SESSIONS:</b> 10) Museums And The Social Web: From Exhibits To PR To Fundraising, Part 2 11) Museum School Partnerships: Building Holistic Relationships For Growth And Learning 12) Invigorating Your Career: Advice For The Mid-Career Professional 13) The Access Experiment: Opening Museum Storage To The Public	Gideon Putnam Hotel Gideon Putnam Hotel Gideon Putnam Hotel Gideon Putnam Hotel
5:00 pm - 6:00 pm	Reception in Exhibition Hall	Gideon Putnam Hotel
6:00 pm - ??	Dinner On Your Own	Saratoga Springs
6:00 pm - ??	White Gloves Gang Welcome Dinner	Ballston Spa
6:00 pm - 7:30 pm	Cooperstown Graduate Program Alumni Reception (BY INVITATION)	Gideon Putnam Hotel
7:00 pm - 8:30 pm	>> <b>WALKING TOUR 4:</b> Haunted History Ghost Walk of Saratoga Springs (TICKETED EVENT)	Saratoga Springs

## Tuesday, October 20

Time	Event / Meeting	Location
8:00 am - Noon	Registration	Gideon Putnam Hotel
7:30 am - 8:30 am	Continental Breakfast	Gideon Putnam Hotel
7:30 am - 4:00 pm	MAAM Silent Auction	Gideon Putnam Hotel
8:00 am - 10:00 am	Health & Wellness: Mineral Springs Tasting Tour	Saratoga Spa State Park
8:00 am - 4:00 pm	Exhibition Hall	Gideon Putnam Hotel
8:30 am - 10:00 am	>> <b>SESSIONS:</b> 14) Annual MAAM Exhibit Review I (DOUBLE SESSION) (TICKETED EVENT) 15) A Conversation On Museum Sustainability 16) Translating A New Building Project Into An Opportunity For Community Engagement 17) Building Arts Participation: Engaging New and Diverse Audiences	Children's Museum at Saratoga Gideon Putnam Hotel Gideon Putnam Hotel Gideon Putnam Hotel
10:00 am - 10:30 am	Break	Gideon Putnam Hotel
10:15 am - 11:45 am	>> <b>WALKING TOUR 5:</b> Sanford Court Barns With Former Jockey Lou Hillenbrand (TICKETED EVENT)	Saratoga Springs
10:30 am - Noon	>> <b>SESSIONS:</b> 18) Annual MAAM Exhibit Review, Part 2 (TICKETED EVENT) 19) When The Going Gets Tough . . . . Tips For Thriving In Challenging Times (DOUBLE SESSION)	Children's Museum at Saratoga Gideon Putnam Hotel

### October 18, 2009

6:00 pm - 8:30 pm  
Opening Reception

### October 19, 2009

8:30 am - 10:00 pm  
Energizing Your Career

10:30 am - Noon  
Welcome to the Museum World

Noon - 1:30 pm  
Leadership Lunch (BY INVITATION)

1:45 pm - 3:00 pm  
Fifth Annual Stephen E. Weil Memorial Lecture

5:00 pm - 6:00 pm  
Reception in Exhibition Hall

6:00 pm - 7:30 pm  
Cooperstown Graduate Program Alumni Reception (BY INVITATION)

### October 20, 2009

Noon - 2:00 pm  
MAAM Business Luncheon  
AAM Update, Keynote Address

5:30 pm - 7:30 pm  
Katherine Coffey Award Reception

### October 21, 2009

9:00 am - 12:30 pm  
Saratoga Area Museum Tours and On-site Insights



Saratoga Battlefield National Historic Park

# WHITE GLOVES GANG

WEDNESDAY, OCTOBER 21  
9:00 AM – 5:00 PM

The White Gloves Gang (WGG) event coordinated by the MAAM Registrars Committee will take place this year on Wednesday, October 21 from 9:00 to 5:00. Collections care/management support will be delivered to four very different institutions: the National Museum of Racing and Hall of Fame, The Saratoga County Historical Society's Brookside Museum, Waterford Historical Museum and Cultural Center, and The National Museum of Dance. WGG volunteers will undertake a wide variety of tasks, ranging from textile rehousing and artifact cataloging to improvements to photographic storage and archives.

The 2009 WGG coordinator is Elizabeth Alberding, Collections Manager for the Kelly Collection of American Illustration in Great Falls, Virginia.

WHITE GLOVES GANG  
WELCOME DINNER  
MONDAY, OCTOBER 19 | 6:00 PM  
National Bottle Museum  
Ballston Spa, NY



New York State Military Museum and Veterans Research Center

## schedule-at-a-glance

### Tuesday, October 20 (continued)

Time	Event / Meeting	Location	
10:30 am – Noon	>> <b>SESSIONS (continued):</b>		
POSTER SESSIONS	20 A) Creating Exhibits That Speak to Today's Children	Gideon Putnam Hotel	
	20 B) From Basement To Museum Exhibition: How Conservation Of An Iconic Object Improved A Museum's Institutional Profile	Gideon Putnam Hotel	
	20 C) A Perfect Storm: The Exhibition That Energized An Arts Community	Gideon Putnam Hotel	
	20 D) Discovering The Western Frontier: A Regional Heritage Symposium At The Edge Of Colonial New York	Gideon Putnam Hotel	
	20 E) DIY: Preservation On A Shoestring	Gideon Putnam Hotel	
	20 F) Teach Your Children: Programming For An Unintended Audience	Gideon Putnam Hotel	
	21) Invigorating Museums Through Creative Dramatics And Video Productions	Gideon Putnam Hotel	
	Noon – 2:00 pm	MAAM Business Luncheon, AAM Update, Keynote Address (TICKETED EVENT)	Gideon Putnam Hotel
	2:15 pm – 3:45 pm	>> <b>SESSIONS:</b>	
		22) When The Going Gets Tough . . . . Tips For Thriving In Challenging Times, Part 2	Gideon Putnam Hotel
	23) Deaccession: One State's Response	Gideon Putnam Hotel	
	24) IMLS Update: Funding, Resources, And Trends	Gideon Putnam Hotel	
	25) Connecting With Community: Best Practices Outside The Museum Field	Gideon Putnam Hotel	
4:00 pm – 5:00 pm	Silent Auction Results and MAAM Happy Hour	Gideon Putnam Hotel	
5:30 pm – 7:30 pm	Katherine Coffey Award Reception (TICKETED EVENT)	National Museum of Racing	
7:30 pm – ??	Dinner On Your Own	Saratoga Springs	

### Wednesday, October 21

Time	Event / Meeting	Location
8:15 am – 10:15 am	>> <b>WALKING TOUR 6:</b> Oklahoma Training Track (TICKETED EVENT)	Saratoga Springs
9:00 am – 12:30 pm	Museum Tours & On-Site Insights: (TICKETED EVENTS)	
	a) National Museum of Dance (9:00 am – 10:30 am)	Saratoga Spa State Park
	b) New York Military Museum and Veterans Research Center (9:00 am – 10:00 am)	Saratoga Springs
	c) Saratoga Battlefield National Historical Park (9:30 am – 12:30 pm)	Stillwater
	d) Saratoga Springs History Museum (10:00 am – 11:00 am)	Saratoga Springs
	e) Brookside Museum and Saratoga Historical Society (9:00 am – 10:00 am)	Ballston Spa
	f) National Bottle Museum (10:15 am – 11:45 am)	Ballston Spa
	g) The Tang Teaching Museum and Art Gallery at Skidmore College (11:00 am – Noon)	Skidmore College
9:00 am – 5:00 pm	White Gloves Gang	tba

# keynote speakers



## FIFTH ANNUAL STEPHEN E. WEIL MEMORIAL LECTURE

**Lori E. Gross**  
*Monday, October 19*  
1:45 pm – 3:00 pm

Lori E. Gross, Associate Provost for Arts and Culture at Harvard University since July 2008, works to further the university's arts agenda in all of its arenas, including its arts and cultural institutions. Gross previously served as director of Arts Initiatives and advisor to the associate provost for MIT. A longtime advocate for the arts, Gross has worked to advance arts-related initiatives and facilitate a dialogue on arts and culture policy and on the role of museums nationally and internationally.

While at MIT, Gross served from 1995 through 2007 as the founding director of the Museum Loan Network (MLN), which facilitated the long-term loan of objects of cultural heritage and encouraged interdisciplinary collaborations among U.S. institutions, enabling them to better serve their communities. She worked closely with Stephen Weil who was chair of the MLN's Advisory Committee.

Actively involved in the museum profession for over thirty years, Ms. Gross began her career as a lecturer at the Cleveland Museum of Art. She also held progressively responsible positions at a number of institutions, including registrar at the Akron Art Museum and head of the Museum Services Division at the Canadian Center of Architecture in Montreal. Ms. Gross holds graduate degrees in art history and library science from Case Western Reserve University and an undergraduate degree in art history from Colgate University.



## WELCOME FROM AAM'S CHAIRMAN

**Carl R. Nold**  
*Tuesday, October 20*  
Noon – 2:00 pm

Carl Nold was elected chairman of the AAM Board of Directors in May 2008. In this capacity he works with CEO Ford W. Bell and his fellow board members to set policy and advocate on behalf of AAM's 20,000 members nationwide. As AAM chair, Mr. Nold is also honorary chairman of ICOMOS-US, the United States national committee of the International Council of Museums. He will report out during the annual MAAM business luncheon on the work of AAM to serve its constituency during hard times both at the national and regional levels.

Mr. Nold has served as president and CEO of Historic New England since 2003. Prior to assuming executive responsibility for this region-wide network of historic house museums and historic properties, he served as director of Mackinac State Historic Parks in Michigan, The State Museum of Pennsylvania in Harrisburg, and Gadsby's Tavern in Alexandria, Virginia. Mr. Nold has undergraduate degrees in history and secondary education, and he holds a M.A. in History Museum Studies from the Cooperstown Graduate Program.



## MAAM BUSINESS LUNCHEON KEYNOTE ADDRESS

**Assemblyman  
Richard L. Brodsky**  
*Tuesday, October 20*  
Noon – 2:00 pm

Assemblyman Richard L. Brodsky, who represents District 92 in the New York State Assembly as Chair of the Assembly Committee on Corporations, Authorities and Commissions, is spearheading New York's adoption of a law that comprehensively regulates deaccessioning among the state's museums. With the strong support of the Museum Association of New York and the State Education Department, Assemblyman Brodsky has characterized the pending legislation to create the law, as a "bill that confronts the growing problem of pressure to monetize collections that we all know are held in public trust."

Since his election to the Assembly in 1982, Assemblyman Brodsky has championed a broad range of progressive legislation, including the creation of the Environmental Protection Fund and the School Tax Relief Program. He has also been a forceful advocate of addressing the public safety hazards of nuclear power plants. Assemblyman Brodsky holds a B.A. from Brandeis University and J.D. from Harvard Law School.



The Wild Center, the Natural History Museum of the Adirondacks

# ANNUAL MAAM EXHIBIT REVIEW

TUESDAY, OCTOBER 20  
8:30 AM – 12:00 PM

The Children's Museum at Saratoga, located in the heart of downtown Saratoga Springs, provides visitors with the opportunity to explore Saratoga's landmarks from a child's perspective. Families can serve up burgers in Happy's Diner, make a deposit in the Adirondack Trust Bank, and stage a production at the Little Theater. Join Deb Wool, Professor Museum Studies, Wesley College; Michelle Smith, Executive Director of The Children's Museum at Saratoga; designers; educators; and graduate students in a lively interactive review of the hands-on exhibits at the Children's Museum.

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

**Pre-registration Required | Price:** No Cost

## workshops

### MUSEUMS ON THE MUVE: SHOULD YOU GET A SECOND LIFE™?

**Sunday, October 18 | 1:00 pm – 5:00 pm**

Participate in this exciting hands-on workshop in a computer lab at Skidmore College, home of the Tang Teaching Museum and Art Gallery, where you will be introduced to the Multi-User Virtual Environment (MUVE) Second Life. Right now, 70,000 avatars are doing *something* in Second Life. Some are attending live music events and lectures; others are shopping or playing games. Some are even visiting museums. What is Second Life? Who's using it? What's an avatar? What do museums in Second Life look like? How can a museum benefit from using Second Life? Should your museum be there too? Bring an open mind, expect the unexpected, and teleport with the session leaders on a field trip to museums in one of the world's most popular online environments.

**Facilitators:** Melissa Carrillo, Director, Smithsonian Latino Virtual Museum; Stacey Fox, Lead Artist, Smithsonian Latino Virtual Museum / Game Art faculty, University of Kansas; Carri Manchester, Director of Education, Olana State Historic Site, Hudson, NY; Susi Watts Kerr, Sr. Museum Educator, The Francis Young Tang Teaching Museum and Art Gallery at Skidmore College, Saratoga Springs, NY; and Paul D'Ambrosio, Vice President and Chief Curator, Fenimore Art Museum, Cooperstown, NY

**Pre-registration Required | Price:** \$25  
Workshop can accommodate up to 25 participants

### CREATING AND BUILDING INSTITUTIONAL ARCHIVES IN MUSEUMS

**Sunday October 18 | 1:00 pm – 5:00 pm**

Through lectures and a scenario exercise, this practical workshop will explore what is needed to establish and/or sustain an institutional archive in a museum setting. Participants will gain an understanding of basic archival principles and learn how to develop policies for appraising, accessioning, processing, and making available the permanent records of an institutional archive. They will learn to identify what types of museum records to incorporate into an institutional archive, such as donor files, financial records, exhibition files, etc. and how these records support museum operations.

**Facilitators:** Jeff Carter, Records Management Officer & Institutional Archivist, U.S. Holocaust Memorial Museum, Washington, DC; Heather Kajic, Registrar, U.S. Holocaust Memorial Museum, Washington, DC

**Pre-registration Required | Price:** \$25  
Workshop can accommodate up to 25 participants

### VISUAL THINKING STRATEGIES: A POWERFUL TOOL TO IMPROVE CRITICAL THINKING, COMMUNICATION SKILLS, AND VISUAL LITERACY IN MUSEUM AUDIENCES

**Sunday, October 18 | 1:00 pm – 5:00 pm**

Attend this fascinating workshop and learn about Visual Thinking Strategies (VTS) – an educational approach that helps promote critical thinking skills, communication skills, and visual literacy among museum visitors ranging in age from kindergarteners through senior citizens. Museum educators from the Natural History Museum of the Adirondacks (The Wild Center) and the Roberson Museum and Science Center in Binghamton, NY, will describe two innovative projects using VTS that are taking place in their museums. A VTS partnership between the Roberson and The Teacher Center of Broome County will be discussed as a model project bringing VTS to a regional school system. This workshop will provide an overview of the research behind VTS, VTS facilitation by the participants, as well as a consideration of how VTS can be used in your own institutional settings.

**Facilitator:** Kerri Ziemann, Interpretive Naturalist, The Wild Center, Tupper Lake, NY

**Speakers:** Katherine Bouman, Director of Education, Robertson Museum and Science Center, Binghamton, NY; Marlene Roeder, Regional Director, Visual Understanding in Education, New York, NY

**Pre-registration Required | Price:** \$25  
Workshop can accommodate up to 25 participants

### MANAGING IN TOUGH TIMES: TOOLS AND STRATEGIES FOR EFFECTIVE BUDGETING, FINANCIAL MANAGEMENT, AND RETRENCHMENT

**Sunday October 18 | 1:00 pm – 5:00 pm**

This powerful hands-on workshop will help participants learn how to effectively manage their finances in order to survive and endure these tough economic times. Senior planning and financial management professionals and a manager of a historical organization will share the processes and tools for good budgeting and for financial management practices and how to foster effective management, good stewardship, and openness and transparency. How to manage through adversity and what strategies to use during retrenchment will also be addressed. The day will end with participants working in groups on a case study to develop alternatives for an actual museum's survival and ongoing well-being.

**Facilitator:** Dr. L. Carole Wharton, President, L. Carole Wharton, LLC, Washington, DC

**Speakers:** Tom Berger, Associate CFO, Government of the District of Columbia, Washington, DC; Connie Claman, CFO and VP for Resource Administration, Liberty Science Center, Jersey City, NJ; Edward Varno, Executive Director, Ontario County Historical Society and Museum, Canandaigua, NY

**Pre-Registration Required | Price:** \$25  
Workshop can accommodate up to 25 participants



Children's Museum at Saratoga

# ticketed events

## ART, CULTURE, AND NATURE BUS TOURS

### WHERE EMPIRES CLASHED

**Sunday, October 18 | 8:00 am – 5:00 pm**

Your trip begins at Crown Point State Historic Site, located on a peninsula that juts into Lake Champlain. There, the site director will take you on a tour of the ruins of French-built Fort St. Frédéric (1734-59) and the vast British fort known as Crown Point (1759-73). The exhibit coordinator will walk you through the recently renovated museum and discuss the creation of the site's new exhibition, "Raids, Redoubts, Redcoats and Ruins," which includes a new high-definition video, a sound-and-light show, and a large 3-D model. Your next stop is Fort Ticonderoga, where the Deborah Clarke Mars Education Center opened in 2008 as a model of sustainable heritage. During lunch, museum staff and the building's architect will describe the design process for the construction of this 18th-century French military warehouse, the implications of LEED certification, and the new building's impact on staff and the visitor experience. There will be time to visit the center, see the dramatic new exhibit, *The Faces of War, 1758-1759*, and explore the King's Garden. Return to Saratoga in time to freshen up for the Opening Reception.

Transportation provided. Luncheon included.  
**Pre-registration required | Price: \$55.00**

### A WALK ON THE WILD SIDE

**Sunday, October 18 | 8:00 am – 5:00 pm**

Journey to The Wild Center, the Natural History Museum of the Adirondacks. Enroute, enjoy the spectacular foliage of New York's North Country. Located in Tupper Lake near the Adirondacks' geographic center, The Wild Center was described in *The New York Times* as a place that "marries stunning design... and science with sizzle through high-tech multisensory exhibitions." The science-based museum, its experiences, exhibits, and programs have been designed to open new ways of looking at natural scientists' latest discoveries. Enjoy its live exhibits, live animals, and live feeds. High definition films allow you to visit different places, times, and ideas. Explore a giant glacial ice wall, an indoor forest, an indoor river, and 31 acres of hiking trails. As part of your tour, Wild Center staff will provide an overview on the planning and development of this extraordinary museum. Return to Saratoga in time to freshen up for the Opening Reception.

Transportation provided. Luncheon included.  
**Pre-registration required | Price: \$55.00**

### COLORS OF THE NORTH COUNTRY

**Sunday, October 18 | 10:00 am – 5:00 pm**

Housed in a 1912 Italian Renaissance style villa, the Hyde Collection includes works by Rembrandt, Rubens, and Botticelli as well as Picasso, Renoir, and Homer. Enjoy a special tour of the must-see exhibition *Degas & Music* on its last day. This show, which features loans from numerous national and international museums, focuses on the influence of music on Edgar Degas' artistic development. Continue on to the Chapman Historical Museum, a museum that presents the history of the Glens Falls area and its connection to the Adirondack Region. In conjunction with the Hyde Collection's *Season of Degas*, the Chapman is featuring *All Cordially Invited*, an exhibition offering a comparative glimpse of dance, theater, and other forms of entertainment in the North Country from 1850 to 1920. Enjoy a delicious box lunch and head north to be dazzled by the autumn colors and the mystical beauty of Lake George by taking the five-mile corkscrew drive to the 2,035-foot summit of Prospect Mountain where views can stretch to 100 miles and take in up to five states, along with Lake George and the High Peaks region. Return to Saratoga in time to freshen up for the Opening Reception.

Transportation provided. Luncheon included.  
**Pre-registration required | Price: \$35.00**

### OPENING RECEPTION AT THE SARATOGA AUTOMOBILE MUSEUM AND THE TANG TEACHING MUSEUM AND ART GALLERY AT SKIDMORE COLLEGE

**Sunday October 18 | 6:00 pm – 8:00 pm**

Begin your evening sampling delicious savories at the Saratoga Automobile Museum, located in Saratoga Spa State Park's former Saratoga Bottling Plant. There, surrounded by 16 "luscious" convertibles from the *Mid-Century Marvels* exhibit, you'll join old friends and meet colleagues from around the region. Continue the evening's festivities at the Tang on the campus of Skidmore College, a unique interdisciplinary museum with a strong focus in the visual arts. Enjoy some sweet delights and tour *Lives of the Hudson*, an exhibition that explores four centuries of the Hudson River's history through the works of Hudson River School painters, current artists, and objects of material culture and tourism.

**Pre-registration required | Price: No Cost**



### KATHERINE COFFEY AWARD RECEPTION

#### Dr. Gretchen Sullivan Sorin

Tuesday, October 20  
National Museum of Racing and Hall of Fame  
5:30 pm – 7:30 pm

Join colleagues to toast this year's Katherine Coffey Award recipient, Dr. Gretchen Sullivan Sorin, at a reception held in her honor at the National Museum of Racing and Hall of Fame. Dr. Sorin joins an illustrious group of museum leaders as the 38th recipient of the highest award given to a museum professional in the MAAM Region.

According to the award nomination, Gretchen Sorin combines "so many of the attributes that set Katherine Coffey apart from her peers . . . a commitment to professional excellence, community outreach and public education, and the training of future museum workers." This award moreover recognizes Dr. Sorin's work as a scholar of American social and cultural history responsible for landmark exhibitions and catalogs, and her fifteen-year leadership of the nationally prominent Cooperstown Graduate Program in History Museum Studies as CGP's Distinguished Professor and Director.

**Pre-registration required | Price: No Cost**



Crown Point State Historic Site



Mars Education Center at Fort Ticonderoga

HEALTH AND WELLNESS:  
**MINERAL SPRINGS  
TASTING TOURS**

MONDAY, OCTOBER 19  
8:00 AM – 10:00 AM

TUESDAY, OCTOBER 20  
8:00 AM – 10:00 AM

Join Saratoga Spa State Park's environmental educator, Allison Schweizer, for a walking tour of Saratoga Spa State Park. Visit six of its natural mineral springs and learn about the fascinating history of the park and its unique geology while sipping several different mineral waters.

## walking tours

**WALKING TOUR #1: Saratoga Springs' Surprising Architecture**

**Sunday, October 18 | 2:15 pm – 4:00 pm**

Explore Saratoga's fascinating architecture with art historian and Skidmore College professor emeritus James Kettlewell, who considers the city a museum filled with works of art and expressions of culture. During this 1½-hour introduction to the Spa City, Mr. Kettlewell will share surprising and quite unknown but critical aspects of particular architectural styles and captivate you with the peculiar circumstances pertaining to George Washington's visit to Saratoga Springs in 1783.

**Pre-registration Required | Price: \$10.00**

**WALKING TOUR #2 & #6: Oklahoma Training Track**

**#2 – Monday, October 19**

**8:15 am – 10:15 am**

**#6 – Wednesday, October 21**

**8:15 am – 10:15 am**

Find out why this beautiful historic site, located across the street from the Saratoga Race Course, is a favorite base for leading trainers such as Todd Pletcher and Nick Zito. This behind-the-scenes tour, offered by the National Museum of Racing in cooperation with the New York Racing Association, covers approximately one mile. Comfortable walking shoes are recommended.

**Pre-Registration Required | Price: \$15.00**  
(includes admission to the National Museum of Racing after the tour)

**WALKING TOUR #3: Congress Park**  
**Monday, October 19 | 3:15 pm – 5:15 pm**

From its days as a privately owned property in the early 19th century to its establishment as a beautiful city park, Congress Park has seen many changes. During the past two centuries the park has been home to a variety of businesses, attractions, and recreational activities. Join Dave Patterson and Charlie Kuenzel of Saratoga Walking Tours to learn about the park's fascinating history and the hidden treasures that once adorned this lovely urban landscape.

**Pre-registration Required | Price: \$15.00**

**WALKING TOUR #4: Haunted History Ghost Walk Of Saratoga Springs**

**Monday, October 19 | 7:00 pm – 8:30 pm**

Mason Winfield's historic walking tour of Saratoga Springs visits famous haunted sites and covers the Spa City's history, architecture, mystery, parapsychology, occultism, and GHOSTS!!! The tour starts at the corner of Spring St. and Broadway, at the Saratoga Arts Center. Author, researcher, and supernatural historian Mason Winfield is the founder of Haunted History Ghost Walks, Inc., a company that designs and develops various forms of "haunted" tourism, including walking and carriage tours, conferences, and performances.

**Pre-registration Required | Price: \$15.00**

**WALKING TOUR #5: Sanford Court Barns With Former Jockey Lou Hillenbrand**

**Tuesday, October 20 | 10:15 am – 11:45 am**

The National Museum of Racing offers a one-time-only tour of the historic Sanford Court barns with former Sanford Stud Farm jockey Lou Hillenbrand. These barns have features that distinguish them from others built on the Saratoga Race Course. Take advantage of this rare opportunity to hear the stable's history from a jockey who rode for the Sanford family during the stable's heyday. Sanford Farm thoroughbreds won the 1916 Kentucky Derby and the 1923 Grand National.

**Pre-registration Required | Price: \$15.00**  
(includes admission to the National Museum of Racing after the tour)



Saratoga Springs  
Image by Creative Photo and Graphic



Congress Park, Saratoga Springs  
Image by Creative Photo and Graphic

# session descriptions

## 1. CONNECT, CREATE, COLLABORATE: PROGRAM DEVELOPMENT RESPONSIVE TO THE NEW TECHNOLOGY AND THE CULTURE OF YOUTH

Gain insights into how to design exhibits and programs that marry content and learning with the development of new technologies, which provide visitors more and varied ways to engage with topics, explore notions of personalization and creativity, and cultivate a sense of community with other visitors. Three case studies (Sony Wonder Technology Lab, New York Hall of Science, Brooklyn Children's Museum) reveal how youth can play a meaningful role as contributors and participants in research, development, and the evaluation process.

**Co-chairs:** *Corrine Doron, Program Manager/Sony Wonder Technology Lab, New York, NY; and Jo Ann Secor, Principal, Director of Museum Services, Lee H. Skolnick Architecture + Design Partnership New York, NY*

**Speakers:** *Ray Ferrer, Digital Learning Curriculum Developer, New York Hall of Science, Queens, NY; Jill Fruchter, Digital Content Strategist and User Experience Specialist, Independent Consultant, Brooklyn, NY*

## 2. TURNING A ONE-MAN BAND INTO A SYMPHONY: INVIGORATING THE SINGLE-THEME MUSEUM

How does a single-theme museum become the visit of choice for a variety of audiences? The Old Stone House (Brooklyn), the Slate Valley Museum (Granville), and The Noguchi Museum (Long Island City) found new energy by redefining their audiences, diversifying their programming, and re-engaging their communities while staying true to their missions. Panelists will address such approaches as sharing authority: who's telling the story and from what perspective; sharing space: who uses the space, how, and with what focus; sharing emphasis: how much weight is given to a particular audience, content, or activity.

**Chair:** *Janet L. Rassweiler, Independent Museum Professional, New York, NY*

**Speakers:** *Kimberly Maier, Executive Director, Old Stone House, Brooklyn, NY; Mary Lou Willits, Executive Director, Slate Valley Museum, Granville, NY; Jenny Dixon, Director, The Isamu Noguchi Foundation and Garden Museum, Long Island City, NY*

## 3. ENERGIZING YOUR CAREER: FINDING A JOB, THRIVING ONCE YOU'RE THERE, AND KNOWING WHEN IT'S TIME TO LEAVE

Join this lively and informative roundtable that brings together individuals with experience ranging from just out of graduate school to over five years in the field. Whether you are an emerging professional or someone thinking about making your next career move, this session will help you get where you want to be, know what to do when you are there, and learn how to transition gracefully when it's time to move on. Hear first from colleagues in the field. Then at individual roundtables, share your insights and expectations and work together to develop action steps to help you make that next career move.

**Co-chairs:** *Sarah Gamble, Education Coordinator, The Historical Society of Washington, D.C.; and Pamela Mattera, Individual Giving Coordinator, Lower East Side Tenement Museum, New York, NY*

**Speakers:** *Alice Dow, Principal, Alice Dow Walker Consultants, Brooklyn, NY; Dana Allen-Greil, Project Manager, New Media, National Museum of American History, Washington, DC*

## 4 & 5. DEACCESSIONING IN AN ECONOMIC CRISIS: ETHICAL CHALLENGES AND SOLUTIONS (DOUBLE SESSION)

Panelists, including senior staff from the Museum at Sweet Briar College, the Whitney Museum of American Art, the Brooklyn Museum of Art, and the Metropolitan Museum of Art will present case studies (the Rose Art Museum at Brandeis and the transfer of a fashion collection from the Brooklyn Museum to the Metropolitan Museum) and explore issues (the impact of transparency; the role of Attorneys General) associated with new challenges in deaccessioning and possibilities for resolution of ethical quandries.

**Chair:** *Janet Marstine, Asst. Professor, MA Program in Museum Professions, Department of Art, Music and Design, and Director, Institute of Museum Ethics, Seton Hall University, South Orange, NJ*

**Speakers:** *Nancy Scott, Associate Professor of Fine Arts, Brandeis University, Waltham, MA; Karol Lawson, Director, Art Collection and Galleries/Adjunct Asst. Professor, Arts Mgt. Program, Sweet Briar College, Lynchburg, VA; Nick Holmes, Legal Officer, Whitney Museum of American Art, New York, NY; Kevin Stayton, Chief Curator, Brooklyn Museum of Art, Brooklyn, NY*

# SARATOGA AREA MUSEUMS WELCOME MAAM: MUSEUM TOURS AND ON-SITE INSIGHTS WEDNESDAY, OCTOBER 21

Take advantage of the diversity of museums in and around Saratoga Springs. Each museum will offer a special tour for MAAM colleagues led by staff who will provide insights into the museum's exhibits and programs.

## NATIONAL MUSEUM OF DANCE 9:00 am - 10:30 am

The museum is located in the former 1918 Arts and Crafts style Washington Bathhouse at Saratoga Spa State Park. The museum's multimedia exhibits explore the evolution of dance on Broadway, celebrate the centennial of Serge Diaghilev's Ballet Russes company, and pay tribute to more than a century of dance pioneers. Your guided tour also includes a visit to two newly refurbished bathhouse spaces and a special dance presentation in one of the museum's state-of-the-art dance studios.

**Pre-Registration Required | Price:** \$10.00

## SARATOGA BATTLEFIELD NATIONAL HISTORICAL PARK 9:30 am - 12:30 pm

Enjoy a special guided tour of this 3,000-acre battlefield that commemorates the victory of the American army over the British during two engagements in 1777. *In their Footsteps: A Tour of Saratoga National Battlefield* focuses on critical stops along the road where America's independence was secured 232 years ago during "the turning point in the American Revolution."

**Pre-Registration Required | Price:** \$10.00

## NEW YORK MILITARY MUSEUM AND VETERANS RESEARCH CENTER 9:00 am - 10:00 am

Operated by the New York State Division of Military and Naval Affairs, the New York Military Museum and Veterans Research Center houses over 10,000 artifacts dating from the Revolutionary War to Desert Storm. Located in a late 19th-century armory featuring a towering battlemented parapet, the museum's collections include uniforms, weapons, artillery pieces, and art related to New York State's military forces, the state's military history, and the contributions of New York's veterans. Enjoy a Director's Gallery Tour and a behind-the-scenes visit to the Weapons Vault lined with historic arms, including a World War I period "Tommie Gun" made infamous by gun-toting gangsters in the 1920s.

**Pre-Registration Required | Price:** \$10.00

(continued on page 12)

(continued from page 11)

## SARATOGA SPRINGS HISTORY MUSEUM

10:00 am – 11:00 am

The Saratoga Springs History Museum has been telling the story of Saratoga Springs since 1883. Visit its three floors of exhibits housed inside a 1870s gambling casino. Learn about the city's rise to fame as a fabulous resort, its decline, and its rebirth. View authentic gambling paraphernalia. See dresses from the museum's extensive textile collection on display in the exhibit *200 Years of Fashion in Saratoga Springs*. Join the curator for a special behind-the-scenes tour of the beautiful Canfield Casino's historic parlor, dining room, and bar, opened up especially for MAAM annual meeting attendees!

**Pre-Registration Required | Price:** \$10.00

## BROOKSIDE MUSEUM / SARATOGA COUNTY HISTORICAL SOCIETY

9:00 am – 10:00 am

Located in a 200-year-old former resort hotel in the historic village of Ballston Spa, Brookside tells the history of Saratoga County and this fascinating building through permanent and changing exhibits in five galleries. Brookside's curator will take you on a special tour of the museum's new exhibit, *Transportation in Saratoga County*.

**Pre-Registration Required | Price:** \$10.00

## NATIONAL BOTTLE MUSEUM

10:15 am – 11:45 am

Visit this storefront history museum in the heart of Ballston Spa and see thousands of 18th- and 19th-century, mouth-blown bottles in a variety of shapes, sizes, and colors as well as the hand tools used to produce the bottles for Saratoga County's mineral waters. Your tour includes a visit to the second-floor Artists' Space and to the museum's glassworks to watch a hot glass flame-working demonstration.

**Pre-Registration Required | Price:** \$10.00

## THE TANG TEACHING MUSEUM AND ART GALLERY AT SKIDMORE COLLEGE

11:00 am – Noon

Join Tang Museum curator Ian Berry for a behind-the-scenes look at *Lives of the Hudson*, an exhibition that celebrates the many faces of the Hudson River. Far more than a short river flowing through New York State, the Hudson is a thread that runs through the fabric of four centuries of American history, through the development of American civilization—its culture, its community, and its consciousness. In addition to important works by Hudson River School painters, *Lives of the Hudson* includes objects of material culture and tourism, science, and new works by several artists from New York State and beyond.

**Pre-Registration Required | Price:** \$10.00

# session descriptions

## 6. PARTNERS IN PRESERVATION: AIC AND YOU

In today's climate of shrinking budgets, providing a safe environment and proper care for your collections grows more challenging with every passing day. Fortunately, you have a partner in preservation – The American Institute for Conservation of Historic and Artistic Works (AIC). AIC and its 3,500 members can assist you with collections care issues and disaster planning. During this session you will: learn how to develop an emergency plan tailored to your museum's needs; find out how to assess the risks to your museum and collections; hear how the AIC-CERT disaster response team can help your institution in the wake of a disaster; learn why it is important to use qualified conservators for your preservation projects; and discover how to find a conservator on the new AIC website. Bring your questions to this interactive session.

**Chair:** Ruth Seyler, AIC Membership and Meetings Director, Washington, DC

**Speakers:** Barbara Moore, Past Chair, AIC Emergency Committee; Mary Jo Davis, Past Chair, AIC Emergency Committee; Susan Blakney, Principal, West Lake Conservators, Ltd, Skaneateles, NY; Deborah Trupin, Textile Conservator, Bureau of Historic Sites, New York Office of Parks, Recreation, and Historic Preservation, Peebles Island Resource Center, Waterford, NY

## 7. CLIMBING THE MOUNTAIN, AND GETTING TO THE OTHER SIDE: LESSONS LEARNED WHILE PLANNING FOR THE "NEW"

The "new" – new acquisitions, new properties, new technologies – can be daunting and difficult. Confronting change can also be invigorating, providing opportunities to rethink, re-invent, and re-imagine. Hear how panelists from a history museum, an interdisciplinary museum and a multimedia firm confronted problems and embraced opportunities while working on new projects. The topics covered – planning for pitfalls, the fundraising / staff/time equation, and how to build constructive relationships – promise to be of interest to staff from institutions of differing sizes and disciplines.

**Chair:** Ellen Snyder-Grenier, Curator of the Guinness Collection, Morris Museum, Morristown, NJ

**Speakers:** Erin Dougherty, Executive Director, Historical Society of Princeton, Princeton, NJ; Steve Brosnahan, Partner, RBH Multimedia, Inc., Dobbs Ferry, NY

## 8 & 10. MUSEUMS AND THE SOCIAL WEB: FROM EXHIBITS TO PR TO FUNDRAISING (DOUBLE SESSION)

Tweet, tweet .... Online social networking is the guerilla marketing tool of the 21st century. Attend this double session to insure that your institution isn't left behind. Both large and small nonprofits are recognizing the cost-effective marketing and development potential that online social networking sites possess. Tapping into this potential, however, requires more than just setting up a profile. This session will introduce powerful ways to use social networking—various Web 2.0 tools such as Twitter, Facebook, and blogging platforms to enhance grant proposals and fundraising campaigns. Learn how creating a social platform can encourage and support visitors as they contribute creatively to the museum dialogue without undermining public trust and museum standards.

**Co-chairs:** Rachel Dukeman, Cultural Consultant, R&R Creative, LLC, Philadelphia, PA; Mathew Fisher, President, Night Kitchen Interactive, Philadelphia, PA; and Lesly Attarian, Vice President of External Affairs, Please Touch Museum, Philadelphia, PA

**Speakers:** Nora Mattern, Art History Teaching Assistant, Syracuse University, Syracuse, NY

## 9. WELCOME TO THE MUSEUM WORLD: PRACTICAL INFORMATION FOR NEW REGISTRARS

Are you a new registrar or collections manager? If so, this informal roundtable discussion will equip you to handle the pressures and problems of assuming the collections management responsibilities of your first museum job. Hear how the "best practices" learned in the classroom stack up against the reality of frequently under-funded registration departments within smaller institutions. Panelists and attendees will share information, including several practical website resources for registrars, recommendations for books on collections care, hints on how to write a collections policy, lists of reliable vendors of museum services in the mid-Atlantic region, and more. Veteran registrars are encouraged to join the conversation and share their experience and insight with their less seasoned colleagues.

**Co-Chairs:** Michelle Budenz, Museum Manager, Betsy Ross House, Philadelphia, PA; Antonia Moser, Associate Registrar, Newark Museum, Newark, NJ

**Speakers:** Antonia Moser, Associate Registrar, Newark Museum, Newark, NJ

### 11. MUSEUM SCHOOL PARTNERSHIPS: BUILDING HOLISTIC RELATIONSHIPS FOR GROWTH AND LEARNING

Participate in a lively conversation about a range of similar and unique challenges in the development and implementation of creative and collaborative museum-school partnerships founded on object-based, experiential learning. Museum educators from four museums in New York, New Jersey, and Pennsylvania and a teaching artist invite you to join them in an exchange of successful programming strategies that respond to the needs and aspirations of districts, schools, teachers, students, families, and communities.

**Chair:** Saralinda Lichtblau, Manager of School Programs, Hudson River Museum, Yonkers, NY

**Speakers:** Ted Lind, Deputy Director for Education, The Newark Museum, Newark, NJ; Barbara Bassett, Constance Williams Curator of Education, School and Teacher Programs, Philadelphia Museum of Art, Philadelphia, PA; Ginger Ertz, Educational Outreach Coordinator & Museum Educator, Tang Teaching Museum and Art Gallery at Skidmore College, Saratoga, NY; Anne-Marie McIntyre, Studio Artist, Freelance Educator & Teaching Artist, New York, NY

### 12. INVIGORATING YOUR CAREER: ADVICE FOR THE MID-CAREER PROFESSIONAL

Mid-career can be a time for self-questioning and reappraisal as well as a time of opportunity. Are we in a job that we love or is it time to think about new possibilities? How can we balance work and personal commitments more effectively? Can we invigorate our museum by invigorating ourselves? What is the job market for positions above the entry level but below the director level? Join in this networking roundtable conversation facilitated by successful mid-career professionals representing their experiences at art and history museums for an exchange of insights and advice that can assist you in your quest for career growth.

**Chair:** Rhonda Newton, Program Coordinator, Pennsylvania Heritage Society, Harrisburg, PA

**Speakers:** Heidi Hinish, Head, Department of Teacher, School and Family Programs, National Gallery of Art, Washington, DC; Stephen Perkins, Executive Director, Bennington Museum, Bennington, VT

### 13. THE ACCESS EXPERIMENT: OPENING MUSEUM STORAGE TO THE PUBLIC

Many museums are lifting the veil from the "behind-the-scenes" world of museum collections storage for a number of reasons, including providing access to researchers, accommodating visits by museum studies classes, and providing privileged access to high-level donors. Hear from museum registrars and a museum security specialist how providing such access benefits a museum, as well as poses a number of significant challenges.

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

**Speakers:** Derya Golpinar, Collections Manager/Registrar, the Lower East Side Tenement Museum, New York, NY; Julie Choma, Collections Manager, Philip and Muriel Berman Museum of Art at Ursinus College, Collegeville, PA; Jeremy Warner, Security and Facilities Manager, Palmer Museum of Art, Pennsylvania State University, University Park, PA

### 14 & 18. ANNUAL MAAM EXHIBIT REVIEW (DOUBLE SESSION)

The Children's Museum at Saratoga, located in the heart of downtown Saratoga Springs, provides visitors with the opportunity to explore Saratoga's landmarks from a child's perspective. Families can serve up burgers in Happy's Diner, make a deposit in the Adirondack Trust Bank, and stage a production at the Little Theater. Join Deb Wool, Professor Museum Studies, Wesley College; Michelle Smith, Executive Director of The Children's Museum at Saratoga; designers; educators; and graduate students in a lively interactive review of the hands-on exhibits at the Children's Museum.

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

### 15. A CONVERSATION ON MUSEUM SUSTAINABILITY

Join in on a discussion on the sustainability of museums in today's tough economic climate. Panelists from the Pennsylvania Historical and Museum Commission, the National Trust, AAM, and a small upstate New York museum will provide short presentations on their institutions' current situation and share some insights on what they are doing to become more sustainable. A facilitated conversation will follow during which you will be encouraged to share ideas while coping in these challenging times.

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



Brookside Museum/Saratoga County Historical Society, Ballston Spa



Saratoga Springs History Museum



The Tang Teaching Museum and Art Gallery at Skidmore College

# MAAM LEADERSHIP LUNCHEON – THE NEW NORMAL (BY INVITATION ONLY) MONDAY, OCTOBER 19 NOON – 1:30 PM

Join a dynamic, insightful discussion about the New Normal – what is unchanged, what has changed, and expectations for the future – both from the student and senior museum management points of view.

For CEOs and directors, this might include changes to budget, staffing, exhibits, programs, fundraising, internships, operations and/or managing the public's expectations. For students and aspiring museum professionals, this might include how to plan for the future, when or if to go to graduate school, what kinds of non-museum jobs to

accept while waiting for a museum position to open up, and how you want to impact/change museums.

Challenging times often lead to some of the best and most creative solutions to our problems. This lunch is designed to actively engage museum directors/CEOs as well as students and emerging museum professionals in strategizing on how best to survive and thrive.

**Co-Chair:** Wendy Luke, Principal, Luke Weil & Associates; Gretchen Sorin, Distinguished Professor and Director, Cooperstown Graduate Program; and Susi Kerr, Senior Museum Educator, The Tang Teaching Museum and Art Gallery at Skidmore College

Sponsored by MAAM

## session descriptions

**Speakers:** David Young, Executive director, Cliveden of the National Trust, Philadelphia, PA; Elizabeth Merritt, Founding Director, Center for the Future of Museums, American Association of Museums, Washington, DC; Joy Houle, Executive Director, Brookside Museum/Saratoga county Historical Society, Ballston Spa, NY

### 16. TRANSLATING A NEW BUILDING PROJECT INTO AN OPPORTUNITY FOR COMMUNITY ENGAGEMENT

Learn strategies for engaging your community in your institution's building program. A public relations consultant, an architect, and staff from the Bronx Museum and the Queens Botanical Garden share the challenges and successes of involving their communities in the planning process for their recent building projects. Discover how to find common ground among diverse constituencies that can inform architecture and master planning efforts and through this effort make a mark on the larger cultural map, raising profile and increasing visitorship, programming, collections, and funding.

**Chair:** Joan Krevlin, Partner, BKSK Architects, New York, NY

**Speakers:** Holly Block, Executive Director, Bronx Museum of the Arts, Bronx, NY; Jennifer Ward-Souder, Director of Capital Projects/Assistant Director, Queens Botanical Garden, Flushing, NY; Anne Edgar, President, Anne Edgar Associates, New York, NY

### 17. BUILDING ARTS PARTICIPATION: ENGAGING NEW AND DIVERSE AUDIENCES

Join Donna Walker-Kuhn, author of *Invitation to the Party: Building Bridges to the Arts, Culture and the Community* as she provides an overview of her toolkit for building audiences. Hear what lessons Montclair Art Museum staff learned through its NJ State Council for the Arts Building Arts Participation Diversity Initiative and discover how the Queens Museum of Art has become a vibrant and active catalyst for engagement within the most diverse county in the nation. The session will conclude with an interactive activity.

**Chair:** Gary Schneider, Director of Education, Montclair Art Museum, Montclair, NJ

**Speakers:** Donna Walker-Kuhn, President, Walker International Communications, Brooklyn, NY; Lauren Brandt Schloss, Director of Education, Queens Museum of Art, Queens, NY

### 19 & 22. WHEN THE GOING GETS TOUGH . . . .TIPS FOR THRIVING IN CHALLENGING TIMES (DOUBLE SESSION)

Many of our museums live life "on the edge" in the best of times, but will current economic challenges push us to the brink? Although economic forecasts continue to predict doom and gloom, there is hope! For over 200 years, museums have served the public, preserved and shared collections, and collaborated on numerous initiatives. Join a strategic planning consultant, a museum executive, a museum consultant, and the principal of a graphics and exhibit design firm as they describe their first-hand survival strategies. Through an "open mike" segment attendees will have an opportunity to share their ideas and valuable input on effective survival tips.

**Chair:** Kathleen Wagner, Consultant, Schultz & Williams, Philadelphia, PA

**Speakers:** Stephanie Ratcliffe, Executive Director, The Wild Center, Tupper Lake, NY; Alan Friedman, Consultant, New York, NY; Ellie Byrom Haley, Founder and Principal, Gecko Group, West Chester, PA

#### POSTER SESSION

### 20A. CREATING EXHIBITS THAT SPEAK TO TODAY'S CHILDREN

Learn how several family exhibits, which provide an opportunity for active learning through memorable and engaging interactive components, have explored ways to make myths and classic stories relevant to young children today. A team of exhibition developers and designers will discuss how to communicate universal themes through family exhibits and how you can apply aspects of family exhibits beyond a children's museum setting.

**Presenter:** Kristen Lilley, Art Director, Children's Museum of Manhattan, New York, NY

#### POSTER SESSION

### 20B. FROM BASEMENT TO MUSEUM EXHIBITION: HOW CONSERVATION OF AN ICONIC OBJECT IMPROVED A MUSEUM'S INSTITUTIONAL PROFILE

The conservation and exhibition of a rare c. 1800 *Support Our Constitution* flag owned by the Masonic Library and Museum of Pennsylvania not only resurrected a forgotten object kept in the museum's basement collections storage but also resulted in a professional collaboration with other institutions and an opportunity for enhanced fundraising and higher



The Hyde Collection, Glens Falls

community profile. This preservation initiative is presented as a model project demonstrating the power of conservation and collections care.

**Presenter:** *John Orr, Visitor Services Manager, Masonic Library and Museum of Pennsylvania, Philadelphia, PA*

#### POSTER SESSION

### 20C. WITH A LITTLE HELP FROM OUR FRIENDS: COLLABORATING IN A DOWN ECONOMY

Using their ground-breaking *Degas & Music* exhibition and Season of Degas events (100 events and 40 upstate institutions) as a model, staff from The Hyde Collection, located in Glens Falls, a small upstate New York city, will describe how to develop communitywide events that increase your museum's fund-raising potential, visibility, and benefit the wider cultural and economic community.

**Presenter:** *David Setford, Executive Director, The Hyde Collection, Glens Falls, NY*

#### POSTER SESSION

### 20D. DISCOVERING THE WESTERN FRONTIER: A REGIONAL HERITAGE SYMPOSIUM AT THE EDGE OF COLONIAL NEW YORK

Historic sites, museums, and regional organizations have collaborated to bring the latest scholarship on early Mohawk Valley history to the general public in three highly successful biennial symposiums. Learn from their experiences how to cross-promote interrelated stories and build a new understanding of a region's past.

**Presenter:** *Rachel Bliven, Interim Executive Director and Regional Heritage Interpretation Coordinator, Mohawk Valley Heritage Area, Canajoharie, NY*

#### POSTER SESSION

### 20E. DIY: PRESERVATION ON A SHOESTRING

Small institutions more so than ever are scrambling to find funds to underwrite their critical preservation projects. Find out how a small house museum was able to rehouse different types of collections for just \$100 in supplies. Learn how you can create custom housings on a shoestring budget.

**Presenter:** *Megan Harris, Archivist, Betsy Ross House, Philadelphia, PA*

#### POSTER SESSION

### 20F. TEACH YOUR CHILDREN: PROGRAMMING FOR AN UNINTENDED AUDIENCE

When The Museum at Bethel Woods (located on the site of the 1969 Woodstock festival) opened in June 2008, its target audience was identified as teens through adults. Learn how this new museum created its educational programs from scratch and how it developed successful programming for other visitor demographics. Discover how The Museum at Bethel Woods made "inappropriate" content accessible (and appropriate) for young audiences.

**Presenter:** *Margaret Hughes, Museum Education Manager, The Museum at Bethel Woods, Liberty, NY*

### 21. INVIGORATING MUSEUMS THROUGH CREATIVE DRAMATICS AND VIDEO PRODUCTIONS

Discover how museum theater programs and video productions can enliven your museum. Staff from the National Baseball Hall of Fame and Museum and from the Stepping Stones Museum for Children join Emmy Award-winning director and producer Karyl Evans to discuss how costumed interpreters, theater performances, and video productions provide interactive and exciting experiences for family and youth visitors.

**Chair:** *Stephen Light, Manager of Museum Programs, National Baseball Hall of Fame and Museum, Cooperstown, NY*

**Speakers:** *Hyla Crane, Director of Education, Stepping Stones Museum for Children, Norwalk, CT; Karyl Evans, Producer/Director, Karyl Evans Productions, LLC, North Haven, CT*

### 23. DEACCESSION: ONE STATE'S RESPONSE

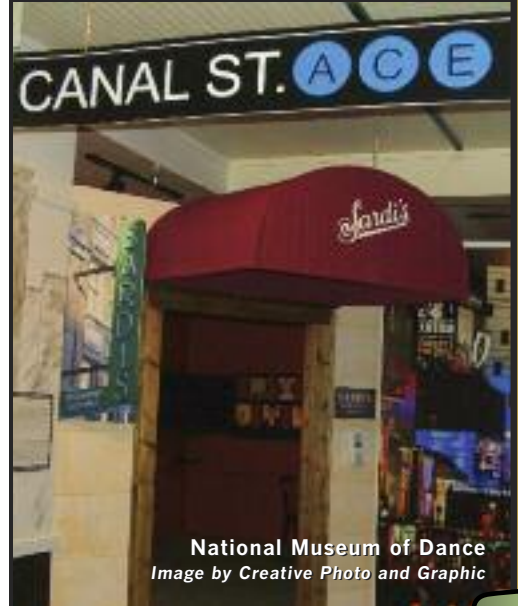
New York has seen its share of headline-grabbing deaccessioning and near misses—from the New York Public Library, the National Warplane Museum, the Albright-Knox Art Gallery, and Fort Ticonderoga to the National Academy. In response to these efforts to monetize collections, the state's key regulators, legislators, and the field are taking a hard look at the issue of deaccessioning's effect on the public trust. Attend this session for an update on where the conversation stands and join in the discussion.

**Chair:** *Anne Ackerson, Director, Museum Association of New York, Troy, NY*

**Speakers:** *Nicholas Westbrook, Director Emeritus, Fort Ticonderoga/MANY Board VP, Ticonderoga, NY; Assemblyman Richard Brodsky, New York State Assembly, Elmsford, NY*



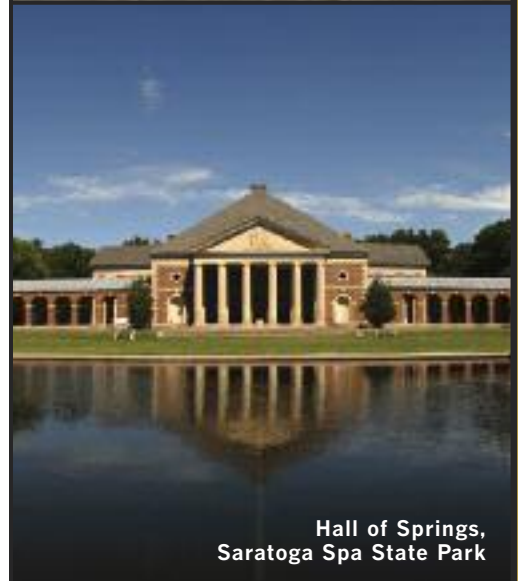
Fort Ticonderoga



National Museum of Dance  
Image by Creative Photo and Graphic



Sanford Court Barns, Saratoga Springs  
Image by Mike Kane



Hall of Springs,  
Saratoga Spa State Park

**Alisha Ferrin**  
Assistant Registrar  
RUBIN MUSEUM OF ART  
New York, NY

**Ryan Mahoney**  
Collections Manager  
FASNY MUSEUM OF FIREFIGHTING  
Hudson, NY

**Stacy Adamson**  
Johns Hopkins University Museums Studies  
Masters/Taubman Museum of Art/Walters  
Art Museum  
Germantown, WI

**Daniel Winklebleck**  
Cooperstown Graduate Program  
Cooperstown, NY

**Laura Igoe**  
Collections Care and Management Assistant  
AMERICAN PHILOSOPHICAL SOCIETY MUSEUM  
Philadelphia, PA

**Kayla Rakowski**  
New York University's MA in Museum Studies  
Brooklyn, NY

## 24. IMLS UPDATE: FUNDING, RESOURCES, AND TRENDS

IMLS Program Officers share information about funding opportunities for museums: grants that strengthen the ability of museums to serve the public more effectively, grants for conservation of collections, grants to provide staff with professional development opportunities, and programs for a variety of other museum activities. Information on grant programs, how to write a competitive grant, and a road map to IMLS resources will also be presented.

**Speakers:** Mark Feitl, Program Specialist, and Christine Henry, Senior Program Officer, Office of Museum Services, Institute of Museum and Library Services, Washington, DC

## 25. CONNECTING WITH COMMUNITY: BEST PRACTICES OUTSIDE THE MUSEUM FIELD

Museums act as beacons and catalysts for communities. Some museums even self identify as "community-based" in their founding principles. Join graduates of the Bank Street College Museum Leadership Program as they reveal the findings of a recent research project that looks outside the museum field to libraries, the performing arts, and faith-based organizations for inspiration on how to engage communities. Panelists will share the strategies of these non-profits and what we can learn from their experiences, successes, and failures.

**Chair:** Karen Kwarciak, Curator of Education, Morris Museum, Morristown, NJ

**Speakers:** William Crow, Associate Museum Educator, Teacher Programs and Offsite School Programs, Metropolitan Museum of Art, New York, NY; Lola Pyne, Manager of Interactive Media, Library of Congress Experience, Library of Congress, Washington, DC



New York State Military Museum and Veterans Research Center



Children's Museum at Saratoga



National Bottle Museum, Ballston Spa

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—Cassie Anderson, Exhibits Department Manager, The Wildlife Experience, Parker, Colorado

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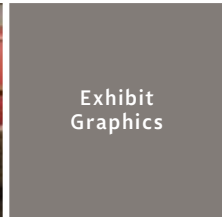
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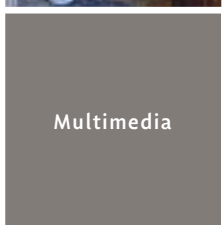
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