



Western
Museums
Association



WMA 80TH ANNUAL MEETING

SAN JOSE

LISTEN • LEARN • LEAD

OCTOBER 24-27, 2015 The Fairmont Hotel | San Jose, California

westmuse.org



Image courtesy of History San Jose (Photographer Gene Vennum).

Contents

Welcome	3
Acknowledgments	4
Special Thanks	5
Schedule At-A-Glance	7
Key Information	8
Program Key	9
Saturday, October 24	13
Sunday, October 25	18
Monday, October 26	25
Tuesday, October 27	SESSIONS 35
Exhibitors	42
About	45
Area Information	46

Dear Friends and Colleagues,

Welcome to San Jose, California, for the Western Museums Association's (WMA) 80th Anniversary celebration at the 2015 Annual Meeting. WMA last convened here in 1990, and much has changed in this city, especially its residents' global impact. The Annual Meeting theme, **Listen • Learn • Lead**, explores the very foundation of our profession and how museums interact with the public. For WMA, the theme reminds us to focus on serving and leading our members, attendees, and ultimately the museum community. One thing is certain, there is much to discover by *listening, learning, and leading* in our respective communities.

San Jose, the "capital of Silicon Valley," is known for innovation. Truly an international location, it is California's third largest city and the tenth largest city in the United States. With the city's growth, its demographics are rapidly changing. According to recent census data, 39 percent of residents were born in another country and 12 percent have entered the United States since 2000. These demographic shifts are driving cultural transformation and spurring the city's next reinvention. San Jose's museums are at the heart of this process as they serve the burgeoning new communities by *listening* to their needs, *learning* about topics that are relevant to their constituencies, and *leading* the way for dialogue and understanding.

Through multidisciplinary learning opportunities, WMA's Annual Meetings further professional discourse by providing a safe environment for various perspectives to be shared and discussed. Each educational session comprises multiple examples, intentions, and outcomes representative of the Western museum community. There is no singular experience when working with museums, and by exploring shared and new knowledge, we can better guide our institutions into the future. Try attending a session outside your primary discipline for a more comprehensive experience! You may be surprised at how this diverse information can add value to your established skill sets.

Throughout WMA 2015 in San Jose, you will find many opportunities to learn from each other in sessions, at social events, and in friendly hallway conversations. WMA's Annual Meeting is an approachable size; it is full of museum professionals who want to foster mutual growth and understanding. While we know that you will enjoy reconnecting with known colleagues, we encourage you to expand your network and meet new ones. Then take those inspired moments to guide advancements in the museum and cultural sectors!

Enjoy sharing knowledge. Enjoy fun events. Enjoy San Jose. Your experiences here will expand your capabilities and hopefully renew your passion for our shared profession.

—Western Museums Association

ACKNOWLEDGMENTS

Thank you to the following individuals, who have all been instrumental in the planning, development, and support of this Annual Meeting. Your generous gifts of time and resources have made this Annual Meeting possible.

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SPECIAL THANKS

The WMA wishes to recognize the many colleagues who contributed their valuable time, energy, and expertise to the success of the 2015 Annual Meeting.

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Institutional Support

Children's Discovery Museum*

Computer History Museum*

De Saisset Museum*

History San José*

Institute of Contemporary Art*

Los Altos History Museum*

Movimiento de Arte y Cultura

Latino Americana (MACLA)*

New Museum Los Gatos*

San Jose Museum of Art*

San Jose Museum of Quilts & Textiles*

Silicon Valley Creates

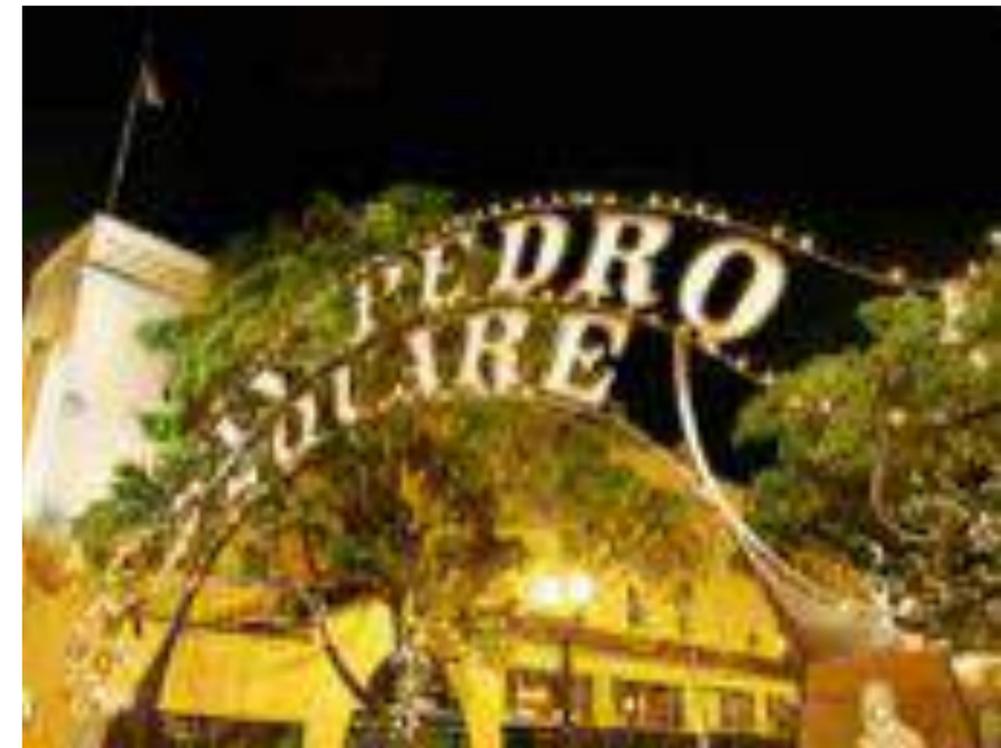
The Tech Museum of Innovation *

*Receive complimentary admission with your WMA 2015 attendee badge.

WMA Staff

Jason B. Jones,
Executive Director

Lauren Valone,
Program Coordinator



ANNUAL MEETING SPONSORS

Thanks to all for the role you play in making this meeting so successful.



SCHEDULE AT-A-GLANCE

SATURDAY, OCTOBER 24

8:00 am–7:00 pm	Registration Desk Open	pg. 8
9:00 am–4:30 pm	Pre-Conference Workshops	pg. 14
9:15 am–4:30 pm	Pre-Conference Tours	pg. 13
5:00 pm–6:30 pm	Opening Reception (Free)	pg. 15
6:45 pm–9:00 pm	1 st Street Culture Crawl	pg. 15

SUNDAY, OCTOBER 25

8:00 am–9:00 am	Morning Coffee at the Fairmont	pg. 18
9:30 am–11:15 am	General Session & Keynote	pg. 18
12:00 noon–1:15 pm	Exhibit Hall Networking Lunch	pg. 18
1:15 pm–2:30 pm	Concurrent Sessions	pg. 19
2:30 pm–3:15 pm	Exhibit Hall Networking & Refreshment Break	pg. 20
3:15 pm–4:30 pm	Concurrent Sessions	pg. 21
6:00 pm–9:30 pm	Evening Event: Museum Impossible: The San Jose Museum of Art and The Tech Museum of Innovation	pg. 22

MONDAY, OCTOBER 26

8:30 am–9:45 am	Concurrent Sessions	pg. 25
9:45 am–10:30 am	Exhibit Hall Coffee Break & Poster Session	pg. 27
10:30 am–11:45 am	Concurrent Sessions	pg. 28
12:00 noon–1:15 pm	Affinity Lunches	pg. 29
1:30 pm–2:45 pm	Concurrent Sessions	pg. 30
2:45 pm–4:00 pm	Exhibit Hall Closing Reception (Free)	pg. 31
6:00 pm–10:00 pm	Evening Event: San Jose Stories: Children's Discovery Museum and History San Jose	pg. 32

TUESDAY, OCTOBER 27

8:30 am–9:45 am	Concurrent Sessions	pg. 35
9:45 am–10:30 am	Refreshment Break	pg. 36
10:30 am–11:45 am	Concurrent Sessions	pg. 36
12:00 noon–1:15 pm	Affinity Lunches	pg. 38
1:30 pm–2:45 pm	Concurrent Sessions	pg. 38
3:15 pm–4:30 pm	Concurrent Sessions	pg. 40
5:30 pm–10:00 pm	Evening Event: A Night in Nerdvana: The Computer History Museum	pg. 41
8:30 pm	WestMusings 2015	pg. 41

KEY INFORMATION

2015 Annual Meeting Headquarters— The Fairmont San Jose

170 S Market St.
San Jose, CA 95113

2015 Annual Meeting Location

The WMA 2015 Annual Meeting will be held in the Fairmont's Meeting Center on the Second Floor. Sessions will take place on the Banquet Level of the South Tower. The Exhibit Hall is located on the Banquet Level of the Main Building in the Regency Ballroom.

Transportation

Scheduled buses for tours and special events will pick-up attendees in front of the main entrance of the Fairmont San Jose on Market Street. Please consult the Program for shuttle times, and arrive at the pick-up location fifteen minutes prior to departure. Buses will return participants to the Fairmont.

Registration/Volunteer Desk

The registration desk is located on the Second Floor of the Main Building in the Fairmont. The desk will be staffed during the following times:

Saturday, October 24, 2015	8:00 am–7:00 pm
Sunday, October 25, 2015	8:00 am–6:00 pm
Monday, October 26, 2015	8:00 am–6:00 pm
Tuesday, October 27, 2015	8:00 am–4:00 pm

Exhibit Hall Schedule

Please visit our Exhibit Hall in the Regency Ballroom in the Main Building of the Fairmont. Exhibits will be open during the following times:

Saturday, October 24, 2015	5:00 pm–6:30 pm
Sunday, October 25, 2015	12:00 pm–3:30 pm
Monday, October 26, 2015	9:30 am–4:00 pm

Tickets

If you registered for an Evening Event or Affinity Lunch hosted by the WMA, your tickets are located in your registration packet. Please present your ticket before boarding buses or entering an event.

Name Badges

Name badges must be worn at all times, as only registered attendees are allowed to attend sessions and workshops. Children under the age of 10 are not permitted in the conference area.

Non-registered guests may, however, purchase tickets to attend special social events. Please check with the registration desk for availability.

Program Changes

In the event of changes to the program, an addendum will be available at the Registration Desk.

Message Board

Attendees may post messages, job opportunities, and exchange tickets on a message board located in the Registration area. There is no charge for this service; however, we ask that you be mindful of the limitations of space to accommodate all notes. Commercial ads are not allowed on the board, nor is material of a commercial nature allowed on tables unless arranged in advance with the WMA.

Lost & Found

Lost and found articles turned in to the WMA Registration Desk will be held there until the end of each day, when items will then be turned over to the hotel's front desk.

WMA 2015 App

Download the WMA 2015 App to see additional San Jose information, schedules, and more. Look for "WMA 2015" in the iPhone App Store or Google Play.

PROGRAM KEY

Look for these keys throughout the program to tailor your experience!



BUSINESS

Business

Do any of these sound like a day in your life: recruiting and training staff, setting up a business plan, working within a budget, pitching a proposal, or figuring out an ad campaign? If so, come hear colleagues in administration, HR, finance, and marketing share best practices.



COLLECTIONS

Collections

Calling all registrars, conservators, collection managers, curators, and art handlers! These sessions and workshops focus on what you need to know to safeguard your museum's collections now and for years to come.



COMMUNITY
ENGAGEMENT

Community Engagement

Engaging your museum's community is essential for remaining relevant, offering new and meaningful experiences, and reaching wider audiences. These sessions provide insight into the process of developing community partnerships, community-based initiatives, and enhancing your mission through outreach.



LEADERSHIP

Leadership/Careerpath

For anyone in the museum field wanting to explore issues related to professional development, management of human resources, unraveling roles and responsibilities, institutional governance, and getting ahead in your career.



TECHNOLOGY

Technology

Harnessing technology, showcasing innovations, understanding social media, managing digital assets, identifying trends, and forecasting what's next. Got your attention? Look at this educational track!



VISITOR
EXPERIENCE

Visitor Experience

Educators, designers, curators, evaluators, administrators, and visitors all have their own perspectives on the museum-going experience. Hear some great case studies of recent past work and start charting the future of your museum's experience!



DEVELOPMENT

Development

Writing a grant? Wondering how to take your donors to the next level? Development and fundraising are essential to all museums, and yet can take very different forms. These sessions focus on advancing relationships and securing future finances.

Connect with WMA!



facebook.com/westmuse

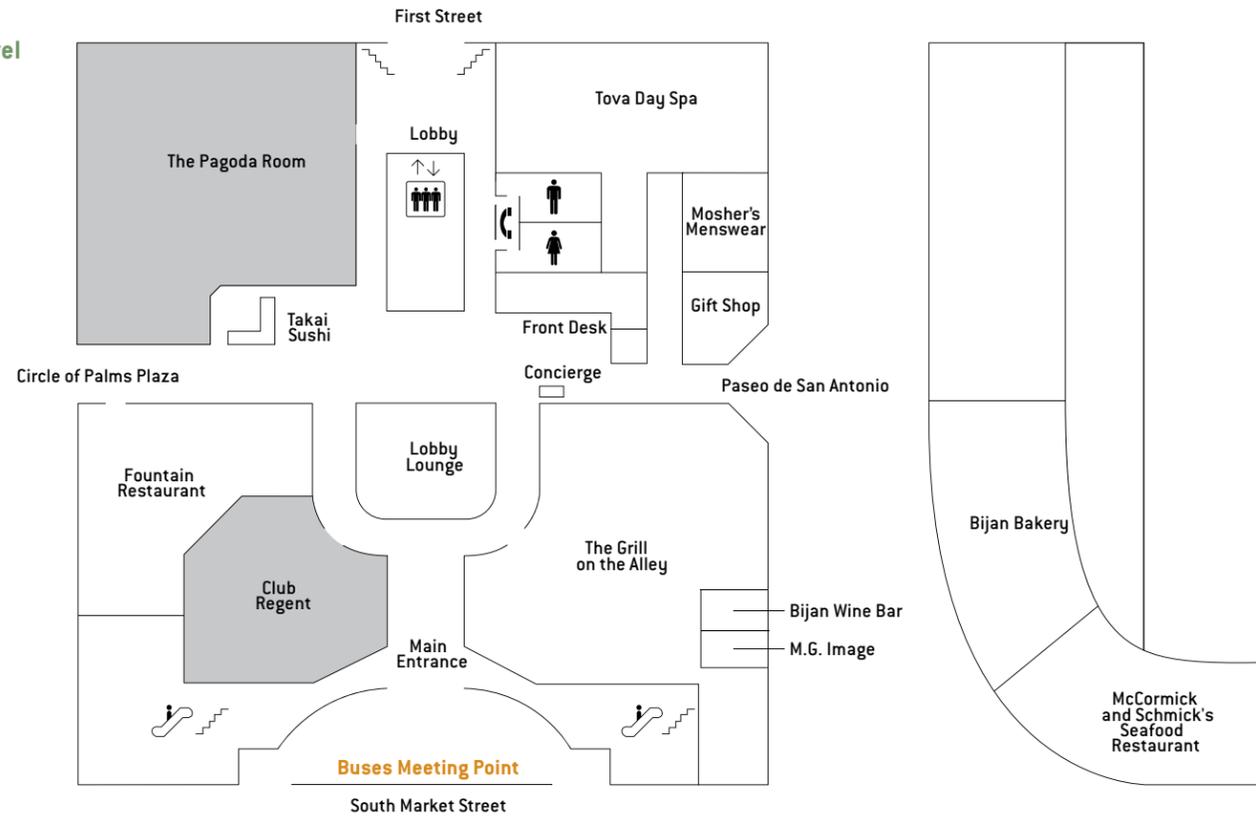
Post pics on our Facebook Wall
On Twitter, use **#wma2015** and **@westmuse**



twitter.com/westmuse

FLOOR PLAN

Lobby Level



Banquet Level 2nd Floor



SATURDAY, OCTOBER 24

PRE-CONFERENCE TOURS

Pre-Conference Tours are not included in the 2015 Annual Meeting registration fee and require pre-registration.

9:15 AM–2:45 PM

Fun in the Sun at Runnymede Sculpture Farm

Discover site-specific sculptures in the Silicon Valley sun at the picturesque Runnymede Farm. The grounds have been in the Rosekrans family since 1930 and were initially used as a home for hunter and jumper horses; the Farm is still privately owned and not open to the public. The vast landscape is dotted with more than 160 outdoor, large-scale sculptures, which were acquired from only living artists. Attendees choose their own adventure during this leisurely hike through artworks by an international array of artists dating from 1985 through the mid-1990s.



Image courtesy of the Runnymede Sculpture Farm.

9:30 AM–2:30 PM

Sports and Culture at the 49ers Museum

Visit one of professional football's newest, cutting-edge museums: the 49ers Museum presented by Sony. Attendees will receive an insider's look at how Levi's® Stadium has created the ultimate fan experience through innovation and technology during a comprehensive stadium tour. Next stop is the Museum, where visitors have the opportunity to learn from a special tour and self-guided exploration. The eleven unique gallery and exhibit spaces showcase the latest multi-media platforms and interactives. A no-host lunch will be at the delicious Michael Mina's Bourbon Steak & Bourbon Pub in the stadium.



Image courtesy of the 49ers Museum.

1:00 PM–4:30 PM

Private Tour of the Splendid Heritage Collection

Immerse yourself in historic Native American art and artifacts—primarily from the Plains Indians and focused on the warrior culture. This special tour of the Splendid Heritage Collection offers a unique opportunity to visit a well-known private collection in its unique setting. The collection's curator, Clinton Nagy, will have some of the best items available for on display, will discuss highlights, and answer questions during this exclusive behind-the-scenes tour. The Splendid Heritage Collection represents one of the finest compendiums of objects and will place attendees at the intersection of culture and art. So, don't miss out!



Image courtesy of the Splendid Heritage Collection.

PRE-CONFERENCE WORKSHOPS

Pre-Conference Workshops are not included in the 2015 Annual Meeting registration fee and require pre-registration.

9:00 AM—4:00 PM

CSI: Registrars

Location: Lick Observatory

CSI: Registrars (Collections Services Initiative) pairs registrars, conservators, and other collections professionals with an institution in the Annual Meeting's host city. This year's CSI: Registrars takes you to the Lick Observatory on the summit of Mount Hamilton just outside San Jose. Working with the Lick Observatory Historical Collections Project, attendees rehouse and catalog a collection of extraordinary photographic glass plates. The plates are a series of the finest early wide-field photographs of the Milky Way dating back to the mid 1890s.

12:30 PM—4:30 PM

Using Design Thinking to Develop Visitor-Centered Experiences

Location: San Jose Museum of Quilts & Textiles

Design thinking is a human-centered process for problem solving and innovation. In this workshop, participants are introduced to design thinking through a hands-on, highly interactive experience. Attendees learn how to apply selected tools and methods of the design thinking framework to museums, including empathy interviewing, problem definition, rapid prototyping, and user testing. The workshop is appropriate for staff at all organizational levels who develop, design, or manage visitor-facing digital or analog programs, products, or experiences.

Presenters: Dana Mitroff Silvers, *Principal and Founder, Designing Insights*
Liz McDermott, *Managing Editor, Web & Communications, Getty Research Institute*

1:00 PM—4:00 PM

Tips and Tricks to Ramping Up Your Career at Any Level

Location: Movimiento de Arte y Cultura Latino Americana (MACLA)

Rev up your networking engine as you hear from the ecstatic and engaging discussion and learn how to sparkle on paper with advice from a human resources professional. Fun, interactive activities help you determine what you want to achieve at WMA 2015. Then dive into "speed networking" and meet seasoned professionals to get the momentum you need to build new connections at WMA and beyond. Bring your questions, ideas, creativity, and, of course, your A-Game!

Moderators: Patty Pforte, *Vice President, BAEMP and Programs and Docent Coordinator, California Historical Society*
Sarah Groh, *President, BAEMP and Contact Center Coordinator, California Academy of Sciences*

Presenters: Ayanna Reed, *Director, Human Resources, Oakland Museum of California*
Wendy Meluch, *Principal, Visitor Studies Services*
Michelle Powers, *Director of Development, History San Jose*
Catherine Nueva España, *Managing Director, MEDIATE Art Group*
Dorothy Bayern, *AmeriCorps VISTA, ASTC Community STEM Initiative, Exploratorium*



Image courtesy of History San José.

WMA MEETINGS

Location: Atherton Room

Invitation Only

1:00 PM—2:00 PM

New Board Member Orientation

2:00 PM—4:00 PM

Board Meeting

OPENING RECEPTION

5:00 PM—6:30 PM

FREE!

Location: Regency Ballroom

Join your fellow WMA 2015 attendees for an Opening Reception in the Exhibit Hall. Spend your first evening in San Jose enjoying appetizers, drinks, and conversing with colleagues and our corporate members.

Sponsored by University of San Francisco's
Museum Studies program



1ST STREET CULTURE CRAWL

6:45 PM—9:00 PM

FREE!

Get to know Downtown San Jose's most eclectic and artistic neighborhood, The South First Area (SoFA), while searching for clues in a treasure hunt. Network and connect with your peers while meandering through this rich cultural and culinary district. Attendees gather in groups or individually at the WMA 2015 Registration Desk, where they receive a map of the treasure hunt within the SoFA district. Individually or in groups, attendees then search through the thirteen institutions and businesses while looking for clues. Be the first three to complete the treasure hunt and win a prize. Get off the SoFA and do the crawl!

MORNING COFFEE AND WALK TO THE TECH MUSEUM OF INNOVATION

8:00 AM - 9:00 AM

Location: Registration Desk

Join your fellow WMA 2015 attendees at the Fairmont Hotel for coffee, while connecting with new colleagues and seeing familiar faces. Then stroll as a group across Plaza de Cesar Chavez to The Tech's New Venture Hall for the General Session & Keynote.

THE SIBBETT GROUP
Sponsored by the Sibbett Group

GENERAL SESSION & KEYNOTE

9:30 AM - 11:15 AM

Location: The Tech Museum of Innovation, New Venture Hall

Join us as we welcome attendees to San Jose, present the Charles Redd Award for Exhibition Excellence and the Director's Chair Award, report on WMA business, and get inspired by the Keynote speaker.

Opening Remarks Jason B. Jones, Executive Director, Western Museums Association

Local Welcome Andrew Galvan, *Leader of Prayer, The Ohlone Indian Tribe, Inc.*

Vincent D. Medina, Jr., *Language Instructor at The Muwekma Ohlone Indian Tribe of the San Francisco Bay Area*

WMA Business Reports Kippen de Alba Chu, WMA President

Presentation of the Charles Redd Award for Exhibit Excellence *c̄asnaʔəm, the city before the city*



Presentation of the WMA Director's Chair Award Dr. Julie K. Stein, *Executive Director, Burke Museum*

Julie K. Stein was appointed in 2005 as Executive Director of The Burke—the Washington State Museum of natural history and cultural heritage at the University of Washington. Stein remains a Professor in the Department of Anthropology, has excavated archaeological sites on the San Juan Islands since 1983, and continues to give public lectures about their age and meaning. Dr. Stein has been an invaluable leader to WMA, and has served as a Treasurer and President.

Keynote John Hollar, *President and Chief Executive Officer of the Computer History Museum*



John C. Hollar is the President and Chief Executive Officer of the Computer History Museum, and directs the it's strategic planning as well as is responsible for establishing it as the world's leading institution of computing's history. Hollar's career spans global media production, law and public policy, and his production teams have won multiple prestigious awards. John Hollar is a cultural groundbreaker not only in Silicon Valley, but also the world.



Sponsored by MATT Construction

EXHIBIT HALL NETWORKING LUNCH

12:00 NOON - 1:15 PM

FREE!

Location: Regency Ballroom

Join your colleagues in the Exhibit Hall where you can explore vendor offerings and enjoy lunch courtesy of WMA. Make sure to start bidding on the fabulous items in the silent auction that were generously donated by our members. All proceeds benefit the Wanda Chin Scholarship funds to help colleagues attend the Annual Meetings.



Sponsored by John F. Kennedy University

SUNDAY CONCURRENT SESSIONS: 1:15 PM - 2:30 PM



Turning Outward: Museums and Libraries as Sites for Community Innovation and Revitalization

Location: Atherton Room

Would you like your museum to be an anchor in your community? Explore the roles of museums and libraries in community revitalization through "turning outward," a comprehensive approach to civic change centered on our communities instead of ourselves. Hear about the Children's Museum of Pittsburgh's creative place-making efforts, the Northwest African American Museum's role as a vital gathering place, and the Oakland Public Library's redefinition of library services inside, outside, and online. Learn about the skills and attributes that are critical in sustaining effective community revitalization.

Moderator: Margaret Kadoyama, *Principal, Margaret Kadoyama Consulting*

Presenters: Chris Siefert, *Deputy Director, Children's Museum of Pittsburgh*
Leilani Lewis, *Director of Marketing and Communications, Northwest African American Museum*
Gerry Garzón, *Library Director, Oakland Public Library*



Data Management 101

Location: Belvedere Room

Cataloguing is a crucial function in collecting institutions. Data standards are increasingly important as museums move from hard copy to digital records. Have you inherited generations of diverse naming standards? Are you instituting a system of data management and want to make sure you do it correctly for generations to come? Share data management nightmares and dreams on social media before, during, and after using #wma2015datadream. This instructional and interactive session covers best practices for developing data standards for your collection, instituting interdepartmental collaboration for data consistency, establishing controlled vocabulary, creating universally understandable data, quality control, enforcing procedures, and more. Participants will have an opportunity to learn from colleagues as well as discuss their own collection data needs. #NUTSANDBOLTS

Moderator: Clare Haggarty, *Civic Art Collections Manager, Los Angeles County Arts Commission*

Presenters: Marla Misunas, *Collections Information Manager, San Francisco Museum of Modern Art*
Jessica Willumson, *Warehouse Administrator, Art Crating Los Angeles, LLC*
Melanie Coffee, *Collections Manager, Las Vegas Natural History Museum*



New Museum Professional Development at All Career Stages and Contexts

Location: Fairfield Room

In an increasingly competitive job market, professional development—for learning, self-renewal, and career advancement—is more important than ever. In this session hear from three distinct perspectives (individual, institutional, and interpersonal) about the importance and changing role of professional development for museum staff. How are generational dynamics shifting what museum professionals want and need in career development resources, and how can we respond as institutions and individuals?

Moderator: Karen Kienzle, *Director, Palo Alto Art Center*

Presenters: Kippen de Alba Chu, *Executive Director, Iolani Palace*
Susan Spero, *Professor, John F. Kennedy University*
Emily Lacroix, *Director of Volunteer Engagement, Palo Alto Art Center*
Emma Martell, *Education Manager, Lincoln Park Zoo*



Image courtesy of History San José.



The Art of Science: Using Art and Emotion to Foster an Environmental Consciousness

Location: Glen Ellen Room

Do you wonder how to use art to connect visitors to nature in science and natural history museums? If so, join us for a scientifically artistic discussion about how museums facilitate emotional and aesthetic connections between people and nature through art. Let's discuss how to create spaces that allow for aesthetically rooted, transformative experiences with nature, especially in urban environments where immersive experiences in nature can be hard to find.

Moderator: David Bloom, *VertNet Coordinator, Museum of Vertebrate Zoology, University of California, Berkeley*

Presenters: Katharine Baldwin-Corriveau, *Co-Founder, Instrumentl*
 Dana Whitelaw, PhD, *President, High Desert Museum*
 Chris O'Connor, *Family and Schools Program Producer, Royal British Columbia Museum*
 Christine Lashaw, *Experience Developer, Oakland Museum of California*



Successful Corporate Fundraising, Silicon Valley Style

Location: Cupertino Room

With many large companies and a sizable concentration of high-tech workers, Silicon Valley has a unique and sometimes difficult development environment for successful corporate relations. A diverse panel shares successes and lessons learned in relationship-based fundraising, including how to recruit high-level executives as board members, best practices for attracting corporate sponsors, and ways to demonstrate impact and ensure that marketing benefits are delivered and promises are kept to corporate sponsors.

Moderator: Maria Pappas, *Vice President, Development, The Tech Museum of Innovation*

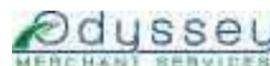
Presenters: Patricia Narciso, MA, *CFRE, Director of Development and Marketing, Children's Discovery Museum*
 Connie Martinez, *Chief Executive Officer, SV Creates*
 Cathy Kimball, *Executive Director, San Jose Institute of Contemporary Art*
 Lauren Weston, *VP of Development, Hiller Aviation Museum*

EXHIBIT HALL NETWORKING & REFRESHMENT BREAK

2:30 PM–3:15 PM

Location: Regency Ballroom

Enjoy coffee and tea while perusing exhibitors' booths, bidding on auction items, and networking with peers, courtesy of WMA.



Sponsored by Odyssey Merchant Services

SUNDAY CONCURRENT SESSIONS: 3:15 PM–4:30 PM



Moves Management: Fundraising at its Core

Location: Belvedere Room

Every organization wants to turn prospects into donors and keep their current donors giving. So, where to begin? At the core of many successful fundraising programs is a moves management system to move donors to higher levels. It doesn't have to be complicated or require an expensive database, but rather it is a thoughtful and strategic plan to help build stronger relationships and greater giving. This session provides real-world examples of how moves management has resulted in major and planned gifts.

Moderator: Eowyn Bates, *Vice President of Institutional Advancement, San Diego Natural History Museum*

Presenters: Sandy Um, *Director of Development, University of Arizona, Arizona State Museum*
 Dick King, *Co-Founder and Director of Sponsorships, The Tech Awards, The Tech Museum of Innovation*



Using Analytics to Guide Your Museum Strategies

Location: Cupertino Room

Having a web presence—websites and social media—has become a necessity for museums. Likewise, it is just as important to ensure that those efforts are effective and correlate to both vision and mission. However, is your museum's online presence strategic? Analyzing web metrics and behaviors can and should inform not only online plans but also marketing, tours, membership, and community development. This discussion-based session delves into data, how we interpret it, and how it can then be used to strategically advance museum programming. **#TRENDING**

Moderator: Lauren Valone, *Digital Media Specialist, Museum of History and Industry*

Presenters: Becky Escamilla, *Associate Director, Information Technology, Oakland Museum of California*
 Lauren Frieband, *Assistant Director of Marketing, Lawrence Hall of Science*
 Maren Dougherty, *Director of Communications and Marketing, Autry National Center of the American West*



In This Together: Strategies for Aligning Programs and Education Standards

Location: Atherton Room

Field-wide education standards such as Common Core, NGSS, and other art and science state-based standards have institution-wide implications for institutions. There are a number of ways that museums are integrating standards into specific education programs, but it is important to explore the larger ramifications and opportunities for education-museum alignment. This session includes examples of and opportunities for connecting educational experiences to formalized standards. Brainstorming with colleagues, participants will propose ideas for implementing similar approaches in their own institutions.

Moderator: Keni Sturgeon, *Director, Science and Education, Pacific Science Center*

Presenters: Jacob Clark Blickenstaff, *Washington State LASER Program Director, Pacific Science Center*
 Catherine Allgor, PhD, *Nadine and Robert A. Skotheim Director of Education, Huntington Library, Art Collections, and Botanical Gardens*
 Jeanne Hoel, *Associate Director of Education, School & Teacher Programs, Museum of Contemporary Art, Los Angeles*
 Lorie Millward, *Curator of Curiosity and Director of Education, Thanksgiving Point*
 Maia Kolbeck, *Student and Teacher Programs Coordinator, Aquarium of the Bay and bay.org*



Hanging Mirrors: Reflections on Women of Color, Leadership, and Representation within Museums

Location: Fairfield Room

Why is it so important for people to see themselves reflected and properly represented in an institution? Learn what representation is and why it should matter to you and your museum. Listen to women of color in positions of authority discuss how their experiences influence their leadership and actively promote representation. Come away with ideas and resources that allow you to begin your own journey towards equal representation within your own institution. **#DIGGINGDEEPER**

Moderator: Brenda Salguero, *Director of Education, Hayward Area Historical Society*

Presenters: Patty Pforte, *Programs and Docent Coordinator, California Historical Society*

L. Autumn King, *Director of Marketing and Communications, The Crucible*

Rosanna Sharpe, *Executive Director, Northwest African American Museum*

Gabriela Martinez, *Curator of Education, Museum of Latin American Art*

Lisa Sasaki, *Director of Audience and Civic Engagement, Oakland Museum of California*



Understanding Image Copyrights

Location: Glen Ellen Room

In an era of advanced technology, where image sharing is just a click away, does a museum have the right to reproduce any image for educational purposes? What are the possible copyright issues that arise from allowing guests to photograph artifacts within the gallery space? From membership managers to registrars, all museum workers need to be informed of proper copyright practices to maintain the integrity of your institution. All attendees receive an outline of such practices and a bibliography to better understand these issues. **#NUTSANDBOLTS**

Moderator: Sriba Kwadjovie, *Senior Intellectual Property Associate, San Francisco Museum of Modern Art*

Presenters: Mark G. Tratos, *Shareholder, Greenberg Traurig, LLP*

Nathan Kerr, *Collections Access Specialist, Oakland Museum of California*

EVENING EVENT

MUSEUM IMPOSSIBLE: THE SAN JOSE MUSEUM OF ART AND THE TECH MUSEUM OF INNOVATION

6:00 PM–9:30 PM

This event requires pre-registration; check registration desk for availability.



Lace up your shoe phones and get your double agent on for a night of clandestine fun at the San Jose Museum of Art (SJMA) and The Tech Museum of Innovation. Enjoy drinks (shaken, not stirred) and edibles (pre-tasted for poison) as we start the night at SJMA, which provides surprising and playful perspectives on the artists of our time. Work your way through its exhibition *Covert Operations: Investigating the Known Unknowns*, featuring artists' explorations of subjects such as classified surveillance, terrorist profiling, and drone strikes. Then you'll infiltrate The Tech, Silicon Valley's hub for hands-on science education and technological innovation. There, we'll put you through the paces of online security training in *Cyber Detectives*—cracking code and shoring up firewalls for the good guys. It will be a great night to mingle with other

circles of intelligence, but stay alert for moles and sleeper agents! Curious about all the secrets in store? We'd tell you, but then we'd have to...well, you know. You may want to come prepared in your favorite spy gear.

There will not be a bus for this event. The San Jose Museum of Art is located across from the Fairmont on the other side of the Circle of Palms Plaza. The Tech Museum of Innovation is located a block south of the art museum on Market Street.

The Tech Museum of Innovation welcomes the Western Museums Association



The Tech
Museum of Innovation

Downtown San Jose | Open Daily | thetech.org

MONDAY CONCURRENT SESSIONS: 8:30 AM–9:45 AM



Building Bridges: Arts and Cultural Organizations Engaging with the Military Community

Location: Belvedere Room

“Military” and “arts” are not words that are frequently linked, but in many innovative programs throughout the West, arts and culture organizations are engaging with the military community and diving into deep and meaningful work about the impact of war on individuals, families, and communities. Join this session and learn about the strides being made with this not-so-odd coupling. **#TRENDING**

Moderator: Hillary Ryan, Associate Director of Communications, Museum of Glass

Presenters: Flo Lentz, Program Manager, 4Culture
Greg Owen, Hot Shop Heroes Program Manager, Museum of Glass
Felicia Kelley, Senior Program Officer, California Humanities



Preparing for Disasters: Get a Plan in Place before You Need It

Location: Glen Ellen Room

Having a comprehensive and up-to-date emergency plan in place is basic risk management and collections stewardship, and yet 78% of museums and 92% of historical societies do not have one. Learn more about the essential components of emergency preparedness and disaster-recovery plans and how to customize them for your museum.

Moderator: Martha Sharma, Accreditation Program Officer, American Alliance of Museums

Presenters: Cory Gooch, Head of Collections, Frye Art Museum
Mary Morganti, Director of Library & Archives, California Historical Society (retired)
Larry Patague, Network Administrator, Oakland Museum of California



Leading from the Position You Are In

Location: Fairfield Room

How can all museum professionals (emerging and veterans alike) serve as true leaders in their organizations, regardless of their respective positions? While the action of “taking the lead” better prepares us to evolve into traditional leadership roles, that may not be the most important reason to do it. Join us to discuss what it might look like to flatten organizational hierarchies, lead from the middle, cultivate learning organizations, as well as seek and promote opportunities (not necessarily titles) for leadership. **#DIGGINGDEEPER**

Moderator: Mary Kay Cunningham, Visitor Experience Specialist, Dialogue

Presenters: Lorie Millward, Curator of Curiosity and Director of Education, Thanksgiving Point
Carmia Feldman, Assistant Director, UC Davis Arboretum and Public Garden
Randy Roberts, Deputy Director, Jan Shrem and Maria Manetti Shrem Museum of Art

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Image courtesy of History San José.



Engagement Strategies for Next Generation Audiences Location: Cupertino Room

Museum audiences are changing, and engagement strategies are transforming as a result. In this session, hear about successful marketing and engagement strategies from Silicon Valley arts organizations involved in a unique peer-focused grant program. Learn about recent arts-participation research and its impact for the field, pick up tips from case studies, and leave with tools to help you get started to effectively reach your target audience.

Moderator: Josh Russell, VP, Silicon Valley Market Manager, Bank of America

Presenters: Rebecca Barbee, Operations and Marketing Manager, Palo Alto Art Center
 Peter Allen, Managing Director, Teatro Vision
 Lisa Mallette, Executive Artistic Director, City Lights Theater Company

BID ON AN AUCTION ITEM TODAY!

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SILENT AUCTION: Bid for these auction items in the Regency Ballroom from the Opening Reception on October 24, through the Exhibit Hall Closing Reception on October 26.

LIVE AUCTION: Join us at the Museum Impossible Evening Event at the The Tech Museum of Innovation on October 25 and bid on fabulous items.



EXHIBIT HALL COFFEE BREAK & POSTER SESSION

9:45 AM–10:30 AM

Location: Regency Ballroom

Boost your mental and physical energy during this Networking Coffee Break in the Exhibit Hall. Stimulate your mind by chatting with corporate members and colleagues while you stimulate your senses with coffee and tea, courtesy of WMA.

POSTER SESSION

It's time to discuss! Back for its third year, the popular Poster Session provides opportunities for individuals to present their research, ideas, or programs through illustrated and informative posters, and participants want your feedback. Come explore projects and initiatives from around the region in an informal setting.



Sponsored by Barona Band of Mission Indians

STRENGTHENING COMMUNITY PARTNERSHIPS IN PURSUIT OF EDUCATIONAL EQUITY

Dorothy Bayern, AmeriCorps VISTA, ASTC Community STEM Initiative, Exploratorium

MUSEUMS WITHOUT WALLS: THE INTERSECTION OF ART MUSEUMS AND PUBLIC ART

Rachael Dickson, Museum Studies Graduate Student, John F. Kennedy University

THE MOST EFFECTIVE WAYS TO PROVIDE MUSEUM PROGRAMS FOR CHILDREN ON THE AUTISM SPECTRUM

April Frost, Museum Studies Graduate Student, John F. Kennedy University

TRANSLATING THEORY INTO PRACTICE: DIGITAL PRESERVATION PLANNING IN MUSEUMS

Emma James, Museum Studies Graduate Student, San Francisco State University

RECOLLECTION: LIFE THROUGH ART

Harriet Lynn, Producer/Artistic Director, Heritage Theatre Artists' Consortium

PUBLIC USERS, PRIVATE KNOWLEDGE: CROWDSOURCING AND THE CHANGING ROLE OF MUSEUM EXPERTISE

Maya Makker, Educator, Community Programs, Computer History Museum

A NEW MUSEUM, A NEW EXHIBIT CONCEPT: USING THE META APPROACH TO EXPLAIN AND EXPAND THE COOS HISTORY MUSEUM'S COLLABORATIVE EXHIBIT MODEL

Michelle Nash, Assistant Collections Manager, Coos History Museum & Maritime Collections

LESSONS LEARNED FROM NEW MODELS FOR OUTREACH PROGRAMMING

Lisa Newton, Associate Research & Evaluation Specialist, Lawrence Hall of Science

MONDAY CONCURRENT SESSIONS: 10:30 AM–11:45 AM



The Morning After: Educating and Engaging Beyond the Party

Location: Cupertino Room

Nightlife events are the new lifeblood of museums and cultural institutions. While young adults flock to the party, museums hope they come away with educational experiences and a relationship with the institution that goes beyond membership. Learn about four highly successful programs and brainstorm ideas and solutions along with panelists. Discuss best practices on how to integrate core museum values into the merrymaking, and evaluate long-term success.

Moderator: Gravity Goldberg, Associate Director of Public Programs, The Contemporary Jewish Museum

Presenters: Philip Nadasdy, Manager of Public Programs, Seattle Art Museum
Sean Carson, Program Manager, Berkeley Art Museum and Pacific Film Archive
Peter Arko, NightLife Program Manager, California Academy of Sciences



Grant Writing for All of Us

Location: Belvedere Room

More and more, museums need all of their staff members to be part of fundraising efforts. This practicum explains the basics of articulating need, goals, objectives, and evaluation, while providing instruction on how to approach funders. Through an active writing session, participants will learn the fundamentals of preparing proposals that will help you win those big grants for your institution! Whether you are in a curatorial, programming, collections, executive, or development position, writing practice can be a benefit to all of us.

Moderator: Ariel Weintraub, Institutional Giving Manager, Oakland Museum of California

Presenter: Frances N. Phillips, Program Director, Arts and The Creative Work Fund, Walter and Elise Haas Fund



Food as Discovery: Curating Culinary Experiences for Mission Alignment

Location: Children's Discovery Museum

This case study articulates how to guide transformation of museum assets and amenities to advance programmatic vision—and in this case, a delicious experience. Through a field trip to FoodShed, Children's Discovery Museum of San Jose's new cafe, an interactive panel discussion, and a guided tasting, attendees learn how the institution turned the amenity of food service into an instrument of mission fulfillment, increasing visitor enjoyment, engagement, and stronger revenue stream. *Session meets at the Children's Discovery Museum of San Jose's cafe (15 minute walk from Fairmont): 180 Woz Way, San Jose, CA 95110. #TRENDING*

Moderator: Marilee Jennings, Executive Director, Children's Discovery Museum of San Jose

Presenters: Karen Karp, President, Karen Karp & Partners
Frederick J. Ferrer, CEO, The Health Trust
Dan Amend, President, Toeniskoetter Construction



Achieving Access with High Tech and High Touch

Location: Glen Ellen Room

This year marks the twenty-fifth anniversary of the Americans with Disabilities Act. While many museums are working to improve access for people with physical and cognitive disabilities, most are still struggling to offer opportunities for learning, social engagement, and creativity—or worse doing nothing. How do we provide access for all on limited budgets? Presenters discuss how technology, collaborative strategies, and programs can be used and developed to serve visitors with physical-access challenges, memory loss, and other developmental and intellectual disabilities.

Moderator: Lisa Eriksen, Principal, Lisa Eriksen Consulting

Presenters: Rebecca Bradley, Manager of Access Programs, Fine Arts Museums of San Francisco
Cedith Copenhaver, Docent Program Manager, Oakland Museum of California
Keni Sturgeon, Director, Science and Education, Pacific Science Center



Defining Leadership Across Generational Divides

Location: Fairfield Room

Strong leaders must be cultivated at various stages in their careers to ensure that museums remain a vital part of our society. Leaders have diverse generational and personal perspectives about leadership that are stronger than their institutional and cultural perspectives, often times resulting in divides and stereotypes. Join this discussion-based session on generational characteristics, how to create better relations between leaders of various generations, and tips for “managing up” in a way that builds bridges.

Moderator: James Burns, Director, University of Arizona Museum of Art

Presenters: Kippen de Alba Chu, Executive Director, Iolani Palace
James Leventhal, Director of Development, The Exploratorium
Laura Fry, Haub Curator of Western American Art, Tacoma Art Museum
Alexa Beaman, Director of Experience, Guidekick
Julie Stein, Executive Director, Burke Museum
Redmond J. Barnett, Head of Exhibits, Washington State Historical Society

AFFINITY LUNCHEONS

12:00 NOON–1:15 PM

These events require pre-registration; check registration desk for availability.

STORYTELLERS AND SUPPORTERS LUNCHEON

Location: Hillsborough Room

Especially for curators, development officers, educators, evaluators, exhibit designers, and all who make possible the engaging stories that museums tell, but open to all. The recipient of the Charles Redd Award for Exhibit Excellence will present on the winning exhibition.



Sponsored by Think ROTH Projects

INDIGENOUS PEOPLES LUNCHEON

Location: Atherton Room

Enjoy meeting your colleagues from tribal museums and supporters of Native American concerns. All are welcome! Guest speakers Andrew Galvan, Curator, Old Mission Dolores, San Francisco, and Vincent D. Medina, Jr., Assistant Curator, Old Mission Dolores, San Francisco, discuss how they have revolutionized the way in which the story of a California Mission is told.

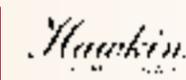


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**A NIGHT IN NERDVANA:
THE COMPUTER HISTORY MUSEUM
TUESDAY, OCTOBER 27**

WestMusings | Ten Minute Museum Talks feature the most innovative topics in museums today. Modeled after TED Talks, *WestMusings* is a program of short, engaging presentations by unique voices—intended to inspire others in the field.



WestMusings is sponsored by Wells Fargo and Hawkins Delafield & Wood LLP with underwriting by Solstream Media and Box



Image courtesy of History San José (Photographer Gene Vennum).

MONDAY CONCURRENT SESSIONS: 1:30 PM–2:45 PM



COLLECTIONS

Dust: Our Dirty Little Secret

Location: Cupertino Room

Dust. It inspired Duchamp, moves housekeepers to action, and, arguably, adds a certain amount of “character” to old things. Every museum has it. But those dust bunnies are far from charming. They are rabid and hell-bent on destroying your museum’s collection. We discuss dust and the damage it causes, as well as the non-traditional ways it enters the museum and how to prevent and manage this universal problem. Don’t sweep it under the rug!

Moderator: Rebekah Monahan, *Registrar, Woodbury Art Museum*

Presenters: Melissa Hempel, *Director/Curator, Woodbury Art Museum*
Tawni Shuler, *Professor of Visual Arts, Practicing Artist, Sheridan College*



DEVELOPMENT

Whose Program Is It Anyway? Effective Development Collaboration Within and Across Museums

Location: Glen Ellen Room

Learn how four diverse museums formed multifaceted partnerships—both internally and with external museum affiliates—in order to create high-quality programming that visitors want to attend and donors want to support. Learn about specific ways to support effective collaboration techniques between museum staff members, access community resources, take safe risks, and embrace trial and error approaches to harness deeper audience and donor engagement.

Moderator: Irina Zeylikovich, *Foundation and Government Relations Manager, Bay Area Discovery Museum*

Presenters: Danni Pascuma, *Public Programs Manager, Bay Area Discovery Museum*
Nancy Sackson, *Director of Development and Marketing, Marine Mammal Center*
Rehana Abbas, *Senior Director of Individual Giving, San Francisco Museum of Modern Art*
Linda Larkin, *Director, Individual Giving, Oakland Museum of California*



TECHNOLOGY

Strategies for Developing, Introducing, and Maintaining Low-Cost New Media Exhibits

Location: Fairfield Room

Museums increasingly create, enable, and support visitor experiences in and outside their buildings that involve complex new software and media components. These range from interactive data visualizations or scientific devices delivering digital multilingual content on the museum floor to many types of time-based media artworks. Case studies provide practical strategies for developing and supporting high-quality experiences with limited staffing and budgets. **#TRENDING**

Moderator: Bill Meyer, *Principal, Inquireables*

Presenters: Darrell Porcello, *Chief Technology Officer, Lawrence Hall of Science, UC Berkeley*
Carol M. Tang, PhD, *Executive Director, Children’s Creativity Museum*
Becky Escamilla, *Associate Director, Information Technology, Oakland Museum of California*

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LIVE AUCTION: Join us at the Museum Impossible Evening Event at the The Tech Museum of Innovation on October 25 and bid on fabulous items.



BUSINESS

A New Face Forward: Presenting Museum Expansions, Shifting Identities, and Changing Missions to the Public

Location: Belvedere Room

When a museum experiences a transformation or accepts a new collection, institutional identity and mission can shift drastically. How can museums establish a core focus while embracing changes? Using recent expansion and construction projects at the Tacoma Art Museum and the Foss Waterway Seaport in Tacoma as examples, speakers address how new ideas, new collections, and new architecture can aid in shifting and re-defining a museum’s mission and goals.

Moderator: Dana Whitelaw, PhD, *President, High Desert Museum*

Presenters: Laura Fry, *Haub Curator of Western American Art, Tacoma Art Museum*
Wesley A. Wenhardt, *Executive Director, Foss Waterway Seaport*
Kevin Kudo-King, *Principal/Owner, Olson Kundig*

EXHIBIT HALL CLOSING RECEPTION

2:45 PM–4:00 PM
FREE!

Location: Regency Ballroom

Join your colleagues for light refreshments and a last visit with our corporate members. The Exhibit Hall Closing Reception is your last chance to bid on silent auction items. All proceeds benefit the Wanda Chin Scholarship funds to help colleagues attend the Annual Meetings.



Sponsored by Sunnylands Center & Gardens



Image courtesy of History San Jose.

WMA LEADERSHIP RECEPTION

4:30 PM–5:30 PM *Invitation Only*

Location: Atherton Room

WMA Board, Program Committee, Host Committee, and 2015 Sponsors gather for drink, food, and conversation.



Sponsored by Cinnabar

EVENING EVENT

SAN JOSE STORIES: CHILDREN'S DISCOVERY MUSEUM & HISTORY SAN JOSE



6:00 PM–10:00 PM

This event requires pre-registration; check registration desk for availability.

Get in touch with your inner child and explore San Jose's stories in this Evening Event at the Children's Discovery Museum and History San Jose. Celebrate the Children's Discovery Museum's 25 years of inspiring curiosity as you investigate, create, and play throughout the over 150 interactive exhibits and programs. Then, head to History Park for a trip back in time! Operate a hand car, ride a historic trolley, "fill up" with your favorite beverage at a 1930's gas station, and print a souvenir on an 1890s press. Discover the transformative past of a trailblazing city in this cultural campus.

Buses will pick attendees up at 6:00 pm at the Fairmont outside of the main lobby entrance on Market St. Please arrive 15 minutes prior to departure.



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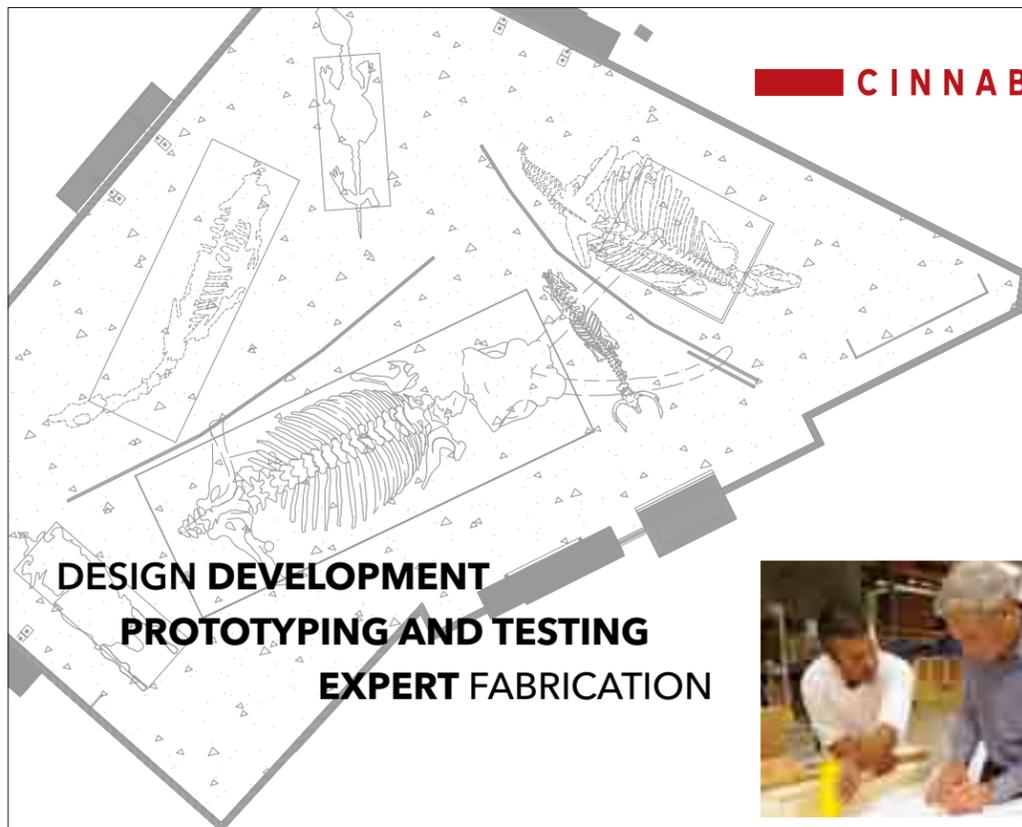
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TUESDAY, OCTOBER 27

TUESDAY CONCURRENT SESSIONS: 8:30 AM–9:45 AM



Case Studies in Program Evaluation: Gathering and Analyzing Data to Shape Change

Location: Fairfield Room

Join this session to learn about advanced practices in program evaluation. Three teams, each consisting of an outside evaluator and an inside museum representative, present case studies to show how their institutions exemplify an evaluation mindset. Teams address such evaluation topics as empowering staff to evaluate, evaluating with cultural competency, and designing research-focused studies. All case studies stress how program evaluation supports institutional decision making to shape change.

Moderator: Susan Spero, Professor, John F. Kennedy University

Presenters: Wendy Meluch, Principal, Visitor Studies Services
Lauren Silver, Vice President of Education, Computer History Museum
Erin Gong, Evaluation and Visitor Studies Consultant
Scott Burg, Senior Researcher, Rockman et Al
Michelle Maghari, Director of Visitor Services, Crocker Art Museum
Noelle M.K.Y. Kahanu, Assistant Specialist, American Studies Department, University of Hawai'i at Manoa



The Challenges of Leadership: Working with Governing Bodies

Location: Cupertino Room

Once museum professionals become upper-level administrators, they might imagine they finally have autonomy as well as authority. In truth, a director always must report to some other governing body, which can limit independent action however brilliantly conceived. The challenge is to make the relationship with a governing body positive and collegial, especially in terms of areas of responsibility. In this session, speakers share their experiences working with boards of trustees, college administrators, and governmental agencies.

Moderator: Aldona Jonaitis, Director, University of Alaska Museum of the North

Presenters: Julie Stein, Executive Director, Burke Museum
James Pepper Henry, Executive Director, Gilcrease Museum
James Tharp, Trustee, Telluride Historical Museum and Past President, Museum of Moab



Outdoor Exhibits: Low on Overhead, High on Impact

Location: Glen Ellen Room

Taking interpretive stories to the streets requires a succinct voice and sturdy implementation. Not all stories translate to an outdoor setting, but for those that do, the impact can be powerful, far-reaching, and cost-effective. In this session, planners and designers working in National Parks, on busy urban waterfronts, and museums share their outdoor exhibit development process. Case studies focus on story, media selection, interactivity, and fabrication strategies.

Moderator: Mary Lou Herlihy, Interpretive Media Specialist, National Park Service, Pacific West Regional Office

Presenters: Lyn Henley, Interpretive Planner and Designer, Henley Company
Dan Hodapp, Urban Designer, Port of San Francisco
J. J. Rivera, Director of Exhibits and Facilities, Portland Children's Museum



Managing Unmanaged Collections

Location: Belvedere Room

Many museum collections house artifacts that lack proper identification, accession numbers, and registration documentation. Knowing where to start to rectify the situation can be extremely daunting. Too often these collections remain undocumented, effectively hidden from the community, inaccessible for research, and unable to benefit their institution's exhibitions and programming needs. Join this session to learn about successful strategies for managing undocumented collections. Sample inventory tracking documents, volunteer training guides, and processing checklists will be available for attendees.

Moderator: Kelly Williams, Director of Collections, San Diego Museum of Man

Presenters: Erika Katayama, Registrar, Mingei International Museum
Melinda McCrary, Executive Director, Richmond Museum of History
Kelly Revak, Archivist, San Diego Museum of Man

REFRESHMENT BREAK

9:45 AM–10:30 AM
FREE!

Location: South Tower Foyer

Enjoy coffee and tea while networking with peers, courtesy of WMA.

TUESDAY CONCURRENT SESSIONS 10:30 AM–11:45 AM



Grant Opportunities from the Institute of Museum and Library Services

Location: Fairfield Room

As the primary source of federal support for the nation's museums, the Institute of Museum and Library Services (IMLS) provides grant funds that assist museums of all types and sizes in their work to be effective and sustainable organizations. IMLS support is available for projects including but not limited to exhibits and programs, collections care and conservation, professional development, and research. This session offers information on grant opportunities and tips for preparing competitive applications. #NUTSANDBOLTS

Moderator: Mark Feitl, Museum Program Specialist, Institute of Museum and Library Services

Presenters: Laura Martin, Senior Advisor, Arizona Science Center
Jenni Martin, Director of Education and Strategic Initiatives, Children's Discovery Museum of San Jose



Westinars: How Free is Free-Choice Learning?

Location: Atherton Room

A growing consensus in neurology and psychology indicates that most decision making is determined subconsciously, and not a matter of conscious free will. The conscious self—our “I”—is less in command and rather makes up stories afterwards about how it feels with little or no relation to what motivates subconscious actions. What are the implications for museums when designing for conscious learners, the relationship with the free-choice learning “I,” as well as explaining and tracking free-choice visitor behavior and engagement? Join this pilot Westinar for an in-depth discussion in a format that incites respectful but vigorous conversation and debate. #DIGGINGDEEPER

Moderator: Paul Gabriel, Independent Educational Consultant

Presenters: Susan Spero, Professor, John F. Kennedy University
Randy Roberts, Deputy Director, Jan Shrem and Maria Manetti Shrem Museum of Art
Elizabeth Rood, Director of Education, Bay Area Discovery Museum, and Director, Center for Childhood Creativity



Image courtesy of History San José.



Art and Environment: Cultural Participation in Hybrid Spaces

Location: Cupertino Room

Such hybrid sites as the Seattle Art Museum's Olympic Sculpture Park and others are both public park space and in-depth learning ground for pertinent issues relating to art and environment. The bike rider passing through the park is as valued as the participant of a focused art activity. These sites act as cultural intersections where rigorous and impactful programming for multigenerational audiences fosters social, collaborative, and creative experiences. Learn how you can develop such catalyzing cultural spaces within your community.

Moderator: Sarah Thomas Bloom, Manager of Multigenerational Learning, Teen, Family and Community Programs, Seattle Art Museum

Presenters: Philip Nadasdy, Manager of Public Programs, Seattle Art Museum
Julie Decker, Director and CEO, Anchorage Museum
Shawn Lani, Director of Studio for Public Spaces, The Exploratorium
Sibley Simon, Chairperson, Evergreen Cemetery, Santa Cruz Museum of Art & History



Long-Term Thinking about Collections Stewardship

Location: Belvedere Room

Museums are society's guardians of cultural material for the benefit of present and future generations. They are tasked with storing and caring for collections in perpetuity—a challenge for sustainable facility and cost planning. As public perception of museums' value trends away from collections and research toward exhibits and education, the cost of storage remains, growing even as available funding shrinks. This panel examines strategic and innovative approaches to long-term collections storage planning. #DIGGINGDEEPER

Moderator: Katie Oman, Director, AMS Planning & Research

Presenters: Jill Sterrett, Director of Collections and Conservation, San Francisco Museum of Modern Art
Ted Greenberg, Museum Consultant/Collection Management/Registration Specialist



Collaboration on the Menu: How to Bring Cross-Disciplinary Partnerships to the Table

Location: Glen Ellen Room

The San Jose Museum of Art's 2013 exhibition *Around the Table* was the catalyst for an ambitious, six-month program collaboration among forty-three organizations in the Bay Area. Partners included museums, performing arts, farming associations, food activists, social-service organizations, and cultural centers reflecting the diversity of Silicon Valley. Hear about the challenges, successes, lessons, and ongoing impact of this collaboration from participating organizations.

Moderator: Sherrill Ingalls, Director of Marketing and Communications, San Jose Museum of Art

Presenters: Robin Treen, Special Projects Coordinator, San Jose Museum of Art
Peter Allen, Managing Director, Teatro Vision
Amie Frisch, Co-founder and Former Executive Director, Veggielution, and Board Member, Emma Prusch Farm Park Foundation
Kelly Sicut, Director, Lucas Artists Residency Program, Montalvo Arts Center

AFFINITY LUNCHEONS

12:00 NOON–1:15 PM

This event requires pre-registration; check registration desk for availability.

DIRECTOR'S LUNCHEON

Location: Hillsborough Room

This luncheon is open to Directors, Deputy Directors, CEOs, CFOs, and Trustees. Dr. Joyce Osland, Lucas Professor of Global Leadership and Executive Director of the Global Leadership Advancement Center, San Jose State University discusses effective internal and external collaboration strategies for both leaders and their organizations.



Sponsored by Pacific Studio

REGISTRARS COMMITTEE WESTERN REGION LUNCHEON

Location: Piedmont Room

The Registrars Committee Western Region (RCWR) Annual Business Meeting Luncheon is open to RCWR members, collection professionals, and related vendors.



Sponsored by Robertson Taylor International Insurance Brokers



Underwritten by Athowe Fine Arts Services and Cooke's Crating and Fine Arts Transportation

TUESDAY CONCURRENT SESSIONS 1:30 PM–2:45 PM



Using Fundraising Data to Increase Giving

Location: Cupertino Room

Data mining and management are essential implements in your fundraising toolbox that enable you to focus, refocus, and strategize. Most museums use a development database to track donations and other basic information, but what else can you add to develop a better understanding of the participation and passions of your constituents? How can you use this knowledge to increase giving and engagement? This is an introductory session on managing and utilizing development data for museums of all sizes. #NUTSANDBOLTS

Moderator: Eowyn Bates, Vice President of Institutional Advancement, San Diego Natural History Museum

Presenters: Sarah Kimmerle, Individual Giving Manager, Oakland Museum of California
Jen Villafane, Project Assistant, Fine Arts Museums of San Francisco



Exhibit Critique: The Tech Museum of Innovation

Location: Atherton Room

This perennially popular session investigates current best practices and choices made in creating exhibitions. This year the focus is on San Jose's The Tech Museum of Innovation. The session will contrast two approaches to visitor experience: the Tech Awards Gallery (curator-centered, with texts and artifacts about innovation) and the Social Robots area (participant-centered, a facilitated exhibit/program hybrid in which visitors practice innovation by building robots collaboratively). Three professionals, the exhibit team, and the audience will explore these radically different approaches.

Moderator: Redmond J. Barnett, Head of Exhibits, Washington State Historical Society

Presenters: Michelle Maranowski, PhD, Curator and Exhibit Developer, The Tech Museum of Innovation
Irene N. Rodriguez, Associate Director of Education, Palm Springs Art Museum
Noel Ratch, Director, Reynolds-Alberta Museum
Dan Streebman, Interactive Exhibit Developer, The Tech Museum of Innovation
Keni Sturgeon, Director, Science and Education, Pacific Science Center



Coming to Your Senses: Engaging Visitors on Multisensory Levels

Location: Belvedere Room

Museums are experiential places. How do the spatial and architectural characteristics of an institution aid in engaging visitors on a deeper, more sensory level? This session explores how the thoughtful use of light, color, and space can help visitors achieve a heightened state of awareness—particularly in the exhibition galleries of a museum—and thus have a more meaningful and memorable experience.

Moderator: Dr. Rita R. Wright, Director, Springville Museum of Art
Jill Rullkoetter, Senior Deputy Director, Frye Art Museum
Michael Fiegenschuh, AIA, Architect, Mithun



Workplace Culture Matters

Location: Fairfield Room

Workplace culture matters. No—it REALLY matters. Join leaders from two established and one start-up museum as they make the case. Panelists explore why the relationship between a museum's internal values and its external offerings is so important, how meaningful investments in a values-based culture lead to tangible results, and specific examples of initiatives that you might want to try—or draw upon for inspiration—in your own museum.

Moderator: Gail Anderson, President, Gail Anderson & Associates

Presenters: Micah D. Parzen, CEO, San Diego Museum of Man
Lori Fogarty, Director and CEO, Oakland Museum of California
Laura Callen, Founder and Director, Adoption Museum Project



Building Trusting Relationships between Board Members and Senior Staff

Location: Glen Ellen Room

Healthy senior staff/board relations are crucial to the long-term sustainability of a museum. A collaborative culture focused on strategic issues and mission leads to engaged board members who make a positive impact on the institution. This session examines the tension that often occurs between board members, directors, and museum staff when questions arise as to roles in governance versus management of the museum. Directors, board members, and senior staff learn how to better understand their respective roles and how to work together toward common institutional goals and mission.

Moderator: Mary Baily Wieler, President, Museum Trustee Association

Presenters: Leland W. Peterson, Chairman, Heard Museum
Jennifer Simmons, Executive Director, The Center for Excellence in Nonprofits



TUESDAY, OCTOBER 27

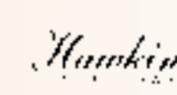
A Night in Nerdvana: The Computer History Museum

WestMusings | Ten Minute Museum Talks features the most innovative topics in museums today. Modeled after TED Talks, *WestMusings* is an unconference program of short, engaging presentations by forward-thinking thought leaders.

Speakers:

Susan Edwards, Associate Director for Digital Content, Hammer Museum
Laura Fry, Haub Curator of Western American Art, Tacoma Art Museum
Scott Manning Stevens, Citizen of the Akwesasne Mohawk Nation and Associate Professor of Native American Studies, Director, Native American Studies Program, Syracuse University
Maria Mortati, Museum Exhibit Developer & Designer

WestMusings is sponsored by Wells Fargo and Hawkins Delafield & Wood LLP with underwriting by Solstream Media and Box



TUESDAY CONCURRENT SESSIONS 3:15 PM–4:30 PM



A Friend in High Places: How to Partner With Your Legislator

Location: Belvedere Room

Legislative advocacy plays a critical role in fighting against an uncertain future for our cultural institutions—whether the issues are funding, harmful regulations, and/or relationship building. Nothing exerts a more powerful influence on elected officials than hearing directly from their constituents. But how can museums effectively tell their stories to legislators to bring about significant benefit? Bring your questions to this session and learn firsthand from a legislator, former legislative staff, and legislative advocates about what compels elected officials to become champions for museums.

Moderator: Pamela Zielske, *Advocacy Coordinator, California Association of Museums*

Presenters: Assemblymember Nora Campos, *California State Assembly*

Kippen de Alba Chu, *Executive Director, Iolani Palace*

Gail Ravnitzky Silberglid, *Vice President of Government Relations and Advocacy, American Alliance of Museums*



Museum Exhibits That Make Visitors Think About Themselves and Others

Location: Fairfield Room

How does your museum help visitors challenge and shift their understanding of the world? Learn from science, photography, art, and cultural exhibits intent on making visitors pause and adjust their thinking about identity and how they perceive and interact with others. Attendees will participate in exhibit-related activities and discuss what they learned about their own biases, identity constructs, perceptions, as well as how museums can engage visitors in questioning accepted notions.

Moderator: Lisa Falk, *Director of Community Engagement and Partnerships, Arizona State Museum, University of Arizona*

Presenters: Hugh E. McDonald, *Senior Science Writer/Project Director, The Exploratorium*

Clement Hanami, *Vice President of Operations and Art Director, Japanese American National Museum*

Carlos Ortega, *Curator of Collections, Museum of Latin American Art*



Museums as Agents of Community Action and Social Responsibility

Location: Glen Ellen Room

How can museum educators motivate people to take action in their community beyond their own needs? This session discusses programming that inspires empathy and cooperation, both in and out of the museum. Discover how to help visitors address sometimes weighty subjects such as homelessness, at-risk youth, and environmental stewardship in engaging, interactive and age-appropriate ways.

Moderator: Jenny Gillett, *Assistant Educator, Skirball Cultural Center*

Presenters: Nina Silver, *Manager of Noah's Ark Programs, Skirball Cultural Center*

Alison Young, *Citizen Science Engagement Coordinator, California Academy of Sciences*

Eli Presser, *Technical Coordinator, Performing Arts Program, Natural History Museum of Los Angeles County*



Curating and Caring for the Conceptual

Location: Cupertino Room

There is a telephone on the gallery wall. Is it an artwork? Apparently so, because the label instructs you to answer if it rings. When you do, you find yourself speaking to the artist, the renowned Yoko Ono, calling in from wherever she happens to be in the world. Through the perspectives of a curator, archivist, conservator, and artist, this panel explores the challenges of exhibiting, collecting, and caring for such conceptual art.

Moderator: Beth Dungan, PhD, *Independent Scholar*

Presenters: Stephanie Cannizzo, MA, *Curator, Berkeley Art Museum and Pacific Film Archive*

Jill Sterrett, MA, *Director of Collections and Conservation, San Francisco Museum of Modern Art*

Jennifer Brandon, MFA, *Visiting Professor, Department of Art, Mills College*



EVENING EVENT & WESTMUSINGS

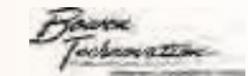
A NIGHT IN NERDVANA: THE COMPUTER HISTORY MUSEUM

5:30 PM–10:00 PM

This event requires pre-registration; check registration desk for availability.



Get your geek on at the Computer History Museum, home to the world's largest collection of computer-related artifacts and archives. Explore *Revolution* and discover why computing history is more than 2,000 years old. Let a telepresence robot take you on a virtual tour. Experience demonstrations of the four-ton Babbage Difference Engine No. 2, play Spacewar! on a restored DEC PDP-1, and learn just how noisy a fully operational IBM 1401 mainframe system can be. See why Silicon Valley is the powerhouse of technology and how computers have changed the way we work, play, and live. Pocket protector not required.



Evening Event Sponsored by Bowen Technovation and Exhibit Concepts



Cap off your stay in San Jose with an evening at the Computer History Museum, including the third annual *WestMusings | Ten Minute Museum Talks*.

WestMusings | Ten Minute Museum Talks features the most innovative topics in museums today. Modeled after TED Talks, *WestMusings* is a program of short, engaging presentations by unique voices—intended to inspire others in the field.

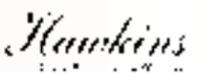
Susan Edwards, *Associate Director for Digital Content, Hammer Museum*

Laura Fry, *Haub Curator of Western American Art, Tacoma Art Museum*

Scott Manning Stevens, *Associate Professor of Native American Studies, Director, Native American Studies Program, Syracuse University*

Maria Mortati, *Museum Exhibit Developer & Designer*

Buses will pick attendees up at 5:15 pm at the Fairmont outside of the main lobby entrance on Market St. Please arrive 15 minutes prior to departure.



WestMusings is sponsored by Wells Fargo and Hawkins Delafield & Wood LLP with underwriting by Solstream Media and Box

EXHIBITORS

ACME Scenic & Display

At Acme Scenic, the *Interpretive Projects Group* is passionate about the fabrication and installation of interpretive exhibits for museums and visitor centers. Working closely with independent interpretive design firms, architects, prime contractors, and facility staff, ensures project outcomes that showcase the subject matter; resulting in compelling exhibits that engage visitors.

American Alliance of Museums

The American Alliance of Museums is working to unite the entire field and speak with a strong voice to make the case that museums are essential. Learn more about the tiered approach that makes our membership and excellence programs more affordable, accessible and relevant to every museum.

Art Display Essentials

10-31 Inc./Art Display Essentials has created a suite of products and services that are useful for museums and museum fabrication companies. We are also the US partners for Absolute Museum & Gallery Products out of the UK. Absolute is a world leader in the design of products for museums and art galleries. These include hanging systems, barriers to restrict access, and a complete collection of information-based products.

Arts Consulting Group

The leading provider of hands-on interim management, executive search, revenue enhancement consulting, facilities & program planning, and organizational development services for the arts and culture industry. With offices in Los Angeles, San Diego, Portland, Seattle, Denver, and others, consultants are located in other communities throughout North America to best serve the needs of our clients.

Blackbaud

Serving the worldwide philanthropic community for more than 30 years, Blackbaud is proud to work with 2400 leading museums, gardens, and similar organizations. Blackbaud solutions Altru®, Raiser's Edge NXT™, and Financial Edge NXT™ help arts and cultural organizations meet development, membership, finance, ticketing/admissions and box office needs. Learn more at www.blackbaud.com/arts-culture.

Collector Systems

Collector Systems is the ideal cloud-based collection management solution for museum, historic, and private collections. Easily upload and store all images, documents, and object information. Add Chenhall's Nomenclature. The Gallery feature showcases your collection on your public site. Bank level security, backup, and system redundancy allow for workflow efficiency and continuity. Collector Systems: the technology you need, the people you trust.

Donning Company Publishers

With nearly forty years of experience and two thousand published titles, the Donning Company can ensure your publishing experience is enjoyable and successful. We know our customers are unique with separate goals so we customize our services. Donning is a turnkey company offering a range of services from one source.

Duncan Design Inc.

Duncan Design is a design and fabrication theming company. For the past 40 years we have served the amusement, museum, and retail industries. We provide our clients with interpretive signage, sculptures, murals, and dioramas. Let us assist you in creating your next exhibit.

Exhibit Concepts, Inc.

Since its establishment in 1978, Exhibit Concepts, Inc. has cultivated an outstanding reputation for producing, installing, and maintaining exhibitry of the highest quality for interpretive facilities, museums, and visitor centers throughout the United States. Exhibit Concepts, Inc. is a certified Women's Business Enterprise (WBE).

Exhibit Envoy

Over 25 years of bringing engaging stories to communities throughout California, Exhibit Envoy features traveling exhibits of all shapes, sizes, and prices that explore art, culture, history, and natural history. Visit us in the Exhibit Hall and learn more about these affordable and easy to install exhibits.

Exhibits that Challenge the Mind

From original nineteenth century posters to 1960's billboards, we provide pre-assembled collections of high quality exhibition material, ready to drop into your museum space.

Gallery Systems

Gallery Systems helps our clients become more efficient and streamline their daily workflows. We provide fully integrated solutions for collections management, web publishing, conservation and digital asset management. Gallery Systems has over 30 years of experience and serves more than 800 clients worldwide, from private collections and museums, to corporate and university archives.

Gizmo Art Production, Inc.

Gizmo Art Production helps artists, museums, and companies realize their visions. Gizmo's services have expanded beyond fabrication and installation to include exhibit and interactive design, prototyping, project management and the handling, transportation and storage of fine art works.

Gyroscope, Inc.

Gyroscope is a group of design thinkers and creative problem solvers. We offer multi-disciplinary and integrated design for museums, science centers, and innovative learning environments.

Hollinger Metal Edge

Hollinger Metal Edge has been the leading supplier of archival storage products for government and institutional archives, historical societies, museums, libraries, universities, galleries, and private collections for over 60 years. With our extremely experienced management and staff, we are dedicated to quality, customer service, and competitive prices.

Left Coast Press

Now celebrating our tenth anniversary, Left Coast Press, Inc. is well known for publishing a wide range of groundbreaking, reasonably priced resources in a targeted set of fields, including museum studies, anthropology, archaeology, and qualitative research. Our museum studies titles address both the practical and intellectual sides of the field.

MBA Design & Display Products Corp.

mila-wall® is a modular wall panel system ideal for changing exhibition spaces, multi-purpose areas, and traveling exhibits. mila-wall® offers flexible design, easy installation, and efficient storage options. MBA offers a cost effective & sustainable panel solution.

Mad Systems

Mad Systems is an award-winning technology company specializing in audiovisual systems and interactive exhibits for museums and visitor centers. Mad provides a full range of solutions to the many challenges of audiovisual presentations including everything from interactive computer systems to display solutions to create long-lasting and easy to maintain technology.

MasterPak

Unique & archival materials for packing, shipping and storing of fine art. Products include: Archival Tubes, Tissues, Boards, Softwrap® Tyvek® / Nomex®, Hardwrap® Tyvek®, Ethafoam®, Cellu-Cushion®, Volara®, Dartek®, Marvelseal®, Glassine, Masterpak® Art Shipping Boxes, Oz Clips, PEM2® Data Loggers® and more. We offer the best everyday prices. Everything available in small or large quantities. We ship within 24 hours.

Museum Anywhere by InfiCare Technologies

Museum App Like No Other! With iBeacon Technology, Facebook/Twitter integration, Push Notifications, Museum info, News, Tickets, Maps, Live Directions, Events, Exhibitions, Gallery artifacts to enhance visitor experience, build lasting relationships and help in marketing, fundraising and other activities. We integrate with several Collection/Membership/Ticket systems. Our other products: LiveMediaHub, E-Membership cards and Collection-On-The-Web.

Mutual of America

Mutual of America has specialized in providing a wide variety of pension and retirement-related products, programs and services since 1945. Other services include such products as variable universal life insurance, and group life and disability insurance.

Pacific Studio

Pacific Studio creates high-quality, engaging exhibits for museums, visitor centers, and public spaces. Our skilled artisans specialize in state-of-the-art, custom exhibit fabrication. We are creative problem solvers who provide exceptional service for each and every client. Please call 206-783-5226 to discuss your next project.

O'Neil Printing

For over a century, O'Neil Printing has introduced new ways to make ideas jump off the printed page. As a commercial printer, we innovate, think ahead, and rethink, helping to energize your organization and provide key, integrated solutions.

Robertson Taylor International Insurance Brokers

Serving Museums, Universities, Exhibitions, Collectors, Galleries and Dealers worldwide. Fine Art Insurance specialists with more than 25 years individual experience and expertise. Competitive rates, broadest coverages for all types of collections. Full range of insurance services including Collections, Business Packages, D&O, Auto, Workers Compensation, Liability, Special Events, Life and Benefits. Contact: Victoria France 818-815-2617.

San Francisco State University, Museum Studies Program

San Francisco State University (SFSU) began offering Museology classes in 1974, one of the first universities in to do so, and officially inaugurated its Master of Arts degree program in Museum Studies in 1987. The MA in Museum Studies is unique to SFSU, and is the only one of its kind in a public university in the state of California.

Ship Art International

Ship Art has over 25 years experience providing full service museum quality art handling and storage to museums, private collectors and artists around the world. With warehouses in San Francisco and Denver, our staff consists of a team of responsible and friendly professionals trained to provide all aspects of fine art handling services, including packing, crating, exhibit coordination, domestic and international shipping, planeside supervision, registration, climate controlled storage, and installation. A proud member of ICEFAT, Ship Art serves the art community employing the highest standards.

Tour-Mate Systems

Tour-Mate creates audio and multimedia tours for museums, art galleries, historic sites, parks, gardens, and temporary exhibitions. Offering a wide range of interpretive platforms ranging from handheld tour systems, to environmentally friendly stationary systems, to cutting-edge mobile Apps and multimedia platforms, Tour-Mate can tailor an interpretive system to meet your needs.

U.S Art Company

U.S. Art Company is one of the premier fine art handling companies in the country specializing in museum quality transportation, crating, installation, storage, international customs services, and exhibition coordination. U.S. Art offers the most extensive US shuttle network. With all of our services, safety and security are top priorities. www.usart.com

University of San Francisco

USF offers over 60 master's, doctoral, and credential programs that foster intellectual and professional growth for nurses, lawyers, teachers, activists, scientists, environmentalists, financial analysts, and more. At WMA 2015 we'll highlight two programs in particular—our Master of Nonprofit Administration and Master of Arts in Museum Studies.

zetcom

zetcom offers robust, secure web-based software designed to meet the specific requirements of the modern museum. Working with 900+ clients in 27 countries, zetcom is committed to building quality software and fully supporting the cultural community worldwide. Clients include the Louvre Museum, Wallace Collection, State Museums, Berlin and many more.

ABOUT THE WESTERN MUSEUMS ASSOCIATION

Providing professional development to museum professionals since 1935



Image courtesy of History San José.

OUR MISSION

The Western Museums Association (WMA) challenges the diverse museum community of the West, empowering individuals to cultivate leadership and enabling institutions to remain relevant in a dynamic world. We provide opportunities for learning and personal interaction to enhance the creative skills and enrich the lives of individuals who do museum work.

WHO WE ARE

The WMA is a nonprofit, membership organization dedicated to serving museums, museum professionals, as well as the related organizations and individuals, by providing vision, enrichment, intellectual challenge, and a forum for communication and interaction. The WMA is primarily comprised of members across the Western states of Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, Utah, and Washington, the Western provinces of Alberta and British Columbia, and the Pacific Islands. WMA advocates, promotes, and supports the role of museums in enriching the diverse and dynamic cultural life of western North America.

OUR CORE VALUES

Social Benefit

The WMA supports the work that institutions do for their communities, and we seek to inspire excellence in this service to the public.

Excellence

We challenge museums to strive, because we believe that all museums have the potential to have an extraordinary impact on the lives of others.

Leadership

We promote the professional development of all staff, volunteers, and trustees and seek to enhance their positive change and growth, because we believe that all individuals have the potential to be leaders.

Collegiality

We provide opportunities for individuals to connect and develop lifelong relationships, as they create a community of colleagues who support each other's institutional endeavors and personal well-being.

Fun

We believe that good humor facilitates learning and relationship building, and enjoyment in an association of colleagues helps build a community of talented, connected individuals who are energized about their profession.

Trust

We respect one another and trust in the integrity of our diverse museum community.

Inclusion

We encourage differences of opinions and perspectives, and unfamiliar ideas, for they enrich our association.

Sustainability

In seeking innovation, we take a measured and responsible approach to decisions and initiatives, as we appreciate that our actions today affect our future success and vitality.

CONTACT



Western
Museums
Association

Western Museums Association
PO Box 7042
Tacoma, WA 98417
P: 707.433.4701
wma@westmuse.org

EXHIBITS THAT CHALLENGE THE MIND



HOW DO OUR EXHIBITS CHALLENGE THE MIND?

Exhibits that Challenge the Mind offers an assortment of thought provoking exhibits that challenge the viewer's traditional concept of thinking about objects by giving an alternative vantage point. That new perspective may be the result of an alternative context or backstory that will awaken your viewer's preconceived thoughts and create a hunger to learn.

ECM provides exhibits in a number of formats, from preselected framed art shipped crated to your museum or our curator's work with your museum staff in the background to allow your staff to mold the exhibit to your specific needs by adding or removing images, changing text panels and/or expanding the number of related ephemera.

Please visit our website, at ecm2.org, for examples of how your reaction to a well-known work of art changes when you know its backstory.





Great Leaders / Great Builders / Great People

Visit www.mattconstruction.com Talk 562.903.2277



Photo by Elizabeth Daniels

Anything is possible.

The Broad
Architect: **Diller Scofidio + Renfro**
Executive Architect: **Gensler**