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Western Museums Association's

# 2016 ANNUAL MEETING

# CHANGE

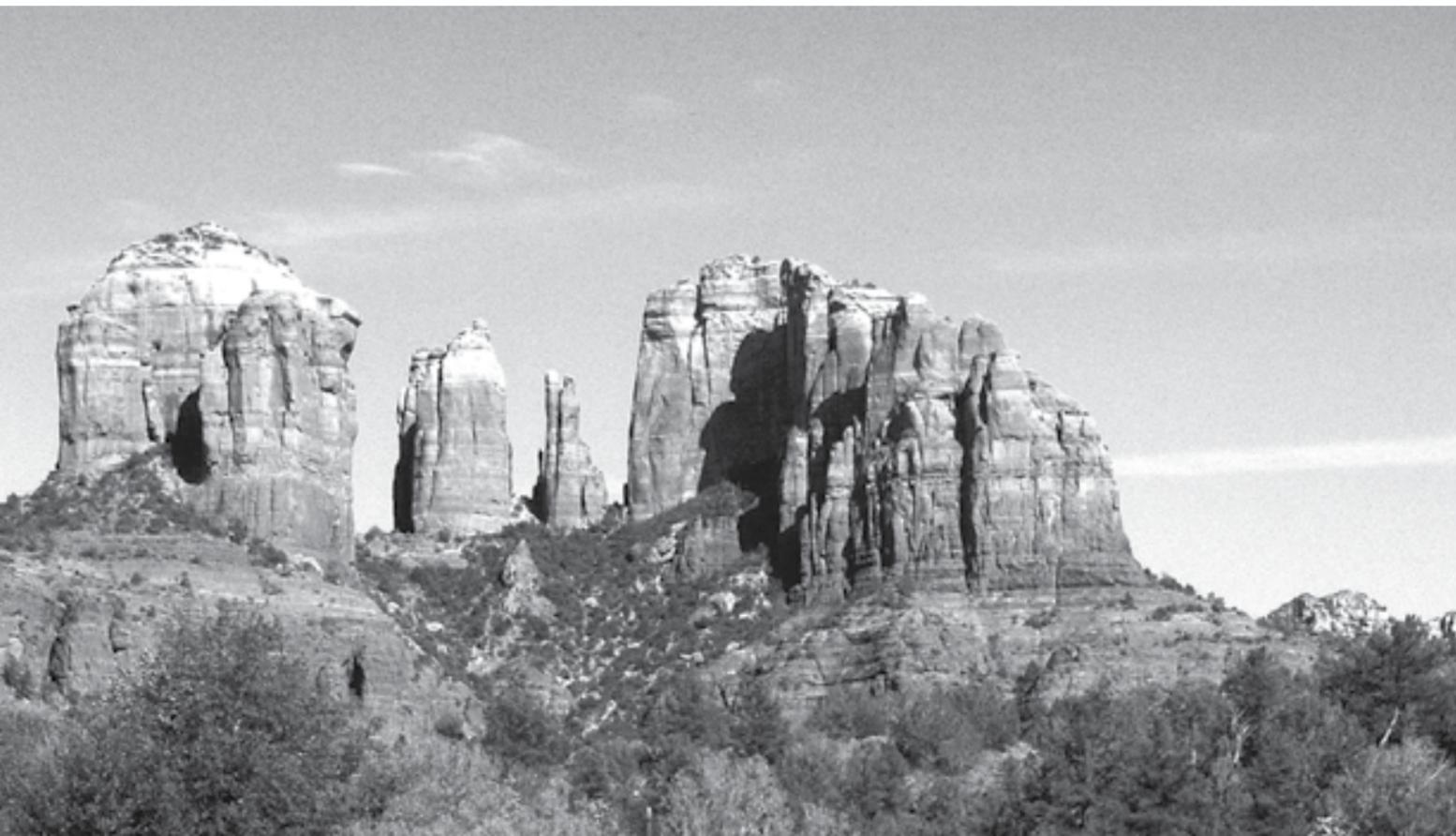
PHOENIX, ARIZONA  
SEPTEMBER 25-28, 2016

in partnership with the  
Museum Association of Arizona

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## *Dear Friends and Colleagues,*

Welcome to Phoenix, Arizona, for the Western Museum Association's (WMA) 2016 Annual Meeting in partnership with the Museum Association of Arizona (MAA). Since WMA's last convening here, the city of Phoenix has grown at a remarkable pace. Today, Phoenix is one of the most populous cities in the United States, with a vibrant city center and abundant art and cultural attractions. Together through the 2016 Annual Meeting theme of **CHANGE** we will explore the shifting museum landscape and how the field can adapt to rise anew. To WMA, this year's theme is especially relevant as it reflects our new mission to transform the museum field through collaboration.

With our MAA colleagues, you will experience the remarkable natural beauty of the Valley of the Sun. Surrounded by rugged mountain chains, Phoenix offers ample opportunities for experiencing the Western landscape. The city is home to more than 40,000 acres of desert and mountain parks and preserves - all just minutes from downtown. Phoenix is also the cosmopolitan heart of Arizona, with a thriving cultural scene, historic neighborhoods, museums, and a diverse arts community. Now is an exciting time to be in Phoenix, as it is experiencing an unprecedented period of dynamic growth.

Through multidisciplinary learning, WMA's Annual Meetings further our professional discourse by providing a constructive environment for various perspectives to be shared and discussed. Nine session tracks are offered, which provide cross-disciplinary learning opportunities for all museum professionals, regardless of specialty. 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. Participating in areas outside your specialty, promotes integration of ideas from multiple disciplines, fosters the acquisition of knowledge, and provides insight on how to apply that knowledge - all of which advance our collective understanding of the field and our work.

Throughout WMA 2016, you will find many opportunities to learn from each other in sessions, at social events, and in impromptu hallway conversations. WMA's Annual Meeting is an approachable size and 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.

Enjoy this opportunity to connect with colleagues and engage in memorable conversations that will bring inspiration to your work over the course of the coming year. We trust that your experiences here will expand your capabilities and **CHANGE** the way you think about museums.

—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.

### WMA Board of Directors



#### OFFICERS

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*At-Large Director:* Richard Toon, *Museum and Museums Studies, Arizona State University Museum*

*At-Large Director:* Kathleen Bartosh, *Museum Director and Cultural Programs Coordinator, Cocopah Museum and Cultural Center*

*At-Large Director:* Brenda Abney, *Museum Manager, Tempe History Museum*

## SPECIAL THANKS

The WMA wishes to recognize the many colleagues who contributed their valuable time, energy, and expertise to the success of the 2016 Annual Meeting.

### 2016 Annual Meeting Host Committee

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### Institutional Support

Arizona Science Center  
Chandler Museum  
Children's Museum of Phoenix  
Desert Botanical Garden  
Heard Museum  
Phoenix Art Museum  
Mesa Art Center

### 2016 Annual Meeting Program Committee

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Kate Skelly,  
*Communications & Program Coordinator*

### MAA Staff

Janice Klein,  
*Executive Director*

## ANNUAL MEETING SPONSORS

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



## SCHEDULE AT-A-GLANCE

### Sunday, September 25

8:00 am–6:30 pm	Registration Desk Open	
9:00 am–5:00 pm	Pre-Conference Workshops	pg. 14
9:00 am–3:00 pm	Pre-Conference Tours	pg. 13
5:00 pm–6:30 pm	Opening Reception (Free)	pg. 16
6:45 pm – 8:00 pm	Welcome to Arizona Pre-Party (Free)	pg. 16
8:00 pm–10:00 pm	Shipper's Party at the Arizona Science Center (Free)	pg. 16

### Monday, September 26

8:00 am–8:45 am	Morning Coffee	pg. 17
9:00 am–10:45 am	Opening General Session & Keynote	pg. 17
11:15 am–12:30 pm	Concurrent Sessions	pg. 18
12:30 noon–1:45 pm	Exhibit Hall Networking Lunch	pg. 19
2:00 pm–3:15 pm	Concurrent Sessions	pg. 20
3:15 pm–4:00 pm	Exhibit Hall Networking & Refreshment Break	pg. 21
4:00 pm–5:15 pm	Concurrent Sessions	pg. 22
5:30 pm–6:30 pm	Trustee / Directors Reception	pg. 23
7:00 pm–10:00 pm	Evening Event: Desert Botanical Gardens	pg. 23

### Tuesday, September 27

7:30 am–8:45 am	Affinity Breakfasts	pg. 24
9:00 am–10:15 am	Concurrent Sessions	pg. 24
10:15 am–11:00 am	Exhibit Hall Coffee Break & Poster Session	pg. 26
11:00 am–12:15 pm	Concurrent Sessions	pg. 28
12:30–1:45 pm	Affinity Lunches	pg. 28
2:00 pm–3:15 pm	Concurrent Sessions	pg. 28
3:15 pm–4:15 pm	Exhibit Hall Closing Reception (Free)	pg. 34
7:00 pm–10:00 pm	Evening Event: Phoenix Art Museum	pg. 34

### Wednesday, September 28

8:00 am–8:45 am	Morning Coffee	pg. 35
9:00 am–10:45 am	Closing General Session & Keynote	pg. 35
11:15 am–12:30 pm	Concurrent Sessions	pg. 35
12:30 pm–1:30 pm	Lunch On Your Own	
1:45 pm–3:00 pm	Concurrent Sessions	pg. 37
3:15 pm–3:45 pm	Coffee Klatch	pg. 38
4:00 pm–5:15 pm	WestMusings 2016	pg. 39
7:00 pm–10:00 pm	Evening Event: The Heard Museum	pg. 39

Schedule and sessions are subject to change

## KEY INFORMATION

### The Hyatt Regency Phoenix — 2016 Annual Meeting Headquarters

122 North Second Street  
Phoenix, Arizona, USA, 85004.

#### Annual Meeting Activities

The WMA 2016 Annual Meeting will be held in the Hyatt's Meeting Center on the Second Floor—sessions will take place in meetings rooms just off of the Atrium, where the Exhibit Hall is located.

#### Transportation

Scheduled buses for tours and special events will pick-up guests at the Hyatt Regency Phoenix. 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 Hyatt.

#### Registration/Volunteer Desk

The registration desk is located on the Second Floor of the Hyatt Regency Phoenix.

The desk will be staffed during the following times:

Sunday, September 25	8:00 am–6:30 pm
Monday, September 26	8:00 am–6:00 pm
Tuesday, September 27	8:00 am–6:00 pm
Wednesday, September 28	8:00 am–6:00 pm

#### Exhibit Hall Schedule

Please visit our Exhibit Hall in the second floor Atrium of the Hyatt Regency Phoenix. Exhibits will be open during the following times:

Sunday, September 25	5:00 pm–7:00 pm
Monday, September 26	12:00 noon–4:30 pm
Tuesday, September 27	9:45 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.

#### Guests

Non-registered guests are not allowed to attend Annual Meeting sessions or workshops, but may purchase tickets to attend special social events. Please check with the registration desk for availability.

#### 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.

#### 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.

## PROGRAM KEY

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

**Business**  
 Do any of these sound like a day in your life: writing a grant proposal, managing a schedule, setting up a business plan, working within a budget, pitching a proposal, or figuring out an ad campaign? If so, come hear colleagues in development, finance, and marketing share best practices.

**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**  
 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.

**Indigenous**  
 These sessions provide a platform for indigenous and non-indigenous museum staff to explore issues from diverse perspectives, to learn about innovative projects, and to deepen practice-transforming sensitivities.

**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.

**Small Museums**  
 These sessions are especially relevant for professionals working at small museums where resources are limited and staff must fulfill multiple roles.

**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!

**Trustee**  
 From launching a Capital Campaign to searching for a new Executive Director, these sessions, developed in cooperation with the Museum Trustee Association, offer museum trustees the opportunity to learn from and network with other museum leaders.

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

## Connect with WMA!

Use **#wma2016**

Post pictures on our Facebook Wall

Tweet us **@westmuse**



facebook.com/westmuse



twitter.com/westmuse

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Congratulations to Wanapum Heritage Center for winning the 2016 WaMA Award of Excellence. Mithun designs museums for people, place and mission.



**Louisiana Children's Museum at City Park**  
New Orleans, LA OPEN 2018

**Nordic Heritage Museum**  
Seattle, WA OPEN 2018

**Sustainability Treehouse and Interpretive Center**  
Mount Hope, WV

**Mariposa Grove of Giant Sequoias Welcome and Arrival Center**  
Yosemite National Park, CA

**Squamish Museum**  
Squamish, WA

**Wanapum Heritage Center**  
Mattawa, WA

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**ANNUAL MEETING 2017**

**SEPTEMBER 20 - 23**  
Chateau Lacombe Hotel  
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## PRE-CONFERENCE TOURS

Pre-Conference Workshops Tours are not included in the Annual Meeting registration fee and require pre-registration. Buses will pick up attendees outside the Hyatt's side lobby entrance on Monroe St. Please arrive 15 minutes prior to the below scheduled departures

**9:00 AM—2:00 PM**

### Taliesin West - A Frank Lloyd Wright Tour

The Frank Lloyd Wright Foundation invites you to a special version of their guest experience at Taliesin West. Following a brief presentation about the Preservation Master Plan for the property, guests will be treated to an experience that is both immersive and powerful. Guests are fully welcomed into every room and space—nothing on the tour is behind ropes or behind glass. The tour visits the Cabaret Theater, Garden Room, Wright's living quarters, and reception office, which are filled with surprise, majestic views and intimate interior details that recognize Wright's keen observation of the landscape and incorporate the natural environment into Wright's spaces. The tour inspires visitors with innovative principles, beauty, technological experiments, and an unparalleled body of work of Frank Lloyd Wright at his laboratory for modern architecture in Scottsdale, where a community still lives, works, and studies today.



Photo © Andrew Pielage

**9:30 AM—1:30 PM**

### Huhugam Ki Museum Tour

With a tour of the Huhugam Ki Museum, learn about the Salt River Pima-Maricopa Indian Community's approach to maintenance, collecting and display of historic, educational and culturally relevant material. Participants of this behind-the-scenes tour will visit the museum's exhibit space, collections system, archives and the nearby historic repository which was created out of need rather than design. Afterward, enjoy box lunches on site of the handmade adobe building with visits from the traditional ways and an opportunity for further conversation with the staff on how museum paradigm fits into a tribal cultural foundation.



## PRE-CONFERENCE WORKSHOPS

Pre-Conference Workshops are not included in the Annual Meeting registration fee and require pre-registration. All workshop locations are walking distance from the Hyatt. Attendees are responsible for getting to the workshop locations by the start times indicate below.

**9:00AM—4:00PM**

### Design Day—Exhibit Design Workshop

*Location:* The Children's Museum of Phoenix

Design an exhibit in this two-part hands-on interactive workshop. Working in small groups with actual architectural plans and raw content, participants plan and script a museum exhibit in the morning and develop a working scale model in the afternoon. Attendees learn about story development, visitor flow, space planning, and exhibit component design.

*Moderator:* Wayne Hunt, *Principal, Hunt Design*

*Presenter:* Jennifer Bressler, *Principal, Hunt Design*

Heather Lindquist, *Exhibit Content Developer, Harvest Moon Studio*

**9:00AM—1:00PM**

### Take Charge of Leadership Change & Transition—From Planning to Successful Implementation

*Location:* Arizona Science Center

Change is coming – are you ready? This workshop offers Board members and museum executives a step-by-step process to both prepare for an eventual leadership succession, and manage a current transition. Explore how good governance practices, leadership transition tools, stakeholder engagement, and strategic communication can ensure organizational sustainability, mitigate risk, and effectively leverage a transition into a strategic opportunity. This workshop includes discussions, case studies, and a transition preparedness assessment process.

*Moderator:* Rebekah Lambert, *Vice President, Arts Consulting Group, Inc.*

*Presenter:* Kathryn R. Martin, *Owner, Kathryn Martin Consulting*

**9:00AM—1:00PM**

### Materials for Storage and Soft Packing

*Location:* Arizona Science Center

Choosing appropriate materials for storage containers, supports, and soft packing can be confusing for collection managers and curators. Which foams are good? Is buffered paper better than acid-free? Why do some plastics turn yellow? Where do I buy good materials? In this session, presenters discuss commonly used materials for packing and storage, demonstrate techniques for testing materials, and provide examples of various types of storage supports that utilize these materials. Participants will make a sample worksheet with examples of materials commonly found for storage and soft packing.

*Moderator:* Nancy Odegaard, *Conservator, Head of Preservation, Arizona State Museum, University of Arizona*

*Presenter:* Marilen Pool, *Project Conservator, Arizona State Museum, University of Arizona*

Gina Watkinson, *Laboratory Coordinator, Arizona State Museum, University of Arizona*



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**WMA MEETINGS**  
**INVITATION ONLY**

Location: Ellis

1:00 PM - 2:00 PM

**NEW BOARD MEMBER ORIENTATION**

2:00 PM - 4:00 PM

**BOARD MEETING**

Location: Board Room

2:00 PM - 3:30 PM

**STATE ASSOCIATION EXCHANGE**  
**INVITATION ONLY**

Location: Board Room

4:00 PM-5:00 PM  
**SPEED NETWORKING**  
**FREE!**

Location: Second Floor Atrium

Kick off your conference with a lively hour of Speed Networking! Bring plenty of business cards, your sense of humor, and comfortable shoes. Everyone is encouraged to join us for a friendly, timed-interval business card exchange social hour. This people-rotating format brokers brief individual introductions between everyone in the room. Want to keep the conversation going? Following the structured program, we will save time for refreshments and mingling. This fast-paced event will be moderated by Steve Comba, Anne Rowe, and Niki Cuccinotto.

5:00 PM-6:30 PM  
**OPENING RECEPTION**  
**FREE!**

Location: Second Floor Atrium

Join your fellow WMA 2016 attendees for an opening Reception in the Exhibit Hall. Start your first evening in Phoenix enjoying appetizers, drinks, and conversing with colleagues and our corporate members.

Sponsored by Acme Scenic & Display 



6:45 PM-8:00 PM  
**WELCOME TO ARIZONA PRE-PARTY**  
**FREE!**

Location: Heritage Square

The Museum Association of Arizona invites you to get a taste of the Southwest with your colleagues from the Grand Canyon State at historic Heritage Square, just steps from the Arizona Science Center. Enjoy a buffet of food made from traditional Tohono O'odham ingredients and a cash bar featuring local craft beer. Tours of the Rosson House, a fully restored Queen Anne Victorian historic home, will be available.

Sponsored by APS 



8:00 PM-10:00 PM  
**SHIPPER'S PARTY**  
**FREE!**

Location: Arizona Science Center

The greatly anticipated annual Shipper's Party is now an official event and open to all attendees! Light snacks and drinks will keep your energy high as you network, as you enjoy the galleries of the Arizona Science Center.

Sponsored by domestic and international shippers.



8:00 AM–8:45 AM

**MORNING COFFEE**

Location: Regency Ballroom Foyer (first floor)

Join your fellow WMA 2016 attendees for coffee, while connecting with new colleagues and seeing familiar faces.



Sponsored by Westlake Reed Leskosky

9:00 AM–10:45 AM

**OPENING GENERAL SESSION & KEYNOTE**

Location: Regency Ballroom (first floor)

Join us as we welcome attendees to Phoenix, present awards (WMA's Charles Redd Center Award for Exhibition Excellence, WMA's Director's Chair Award, and MAA's Roger Lidman Distinguished Service Award), report on WMA business, and get inspired by the Keynote speaker.

**OPENING REMARKS** Jason B. Jones, Executive Director, Western Museums Association

Bill Peterson, President, Museum Association of Arizona

**LOCAL WELCOME** Royce Manuel, Cultural Historian, Morning Star Leaders

**WMA PRESIDENT'S WELCOME** Kippen de Alba Chu, President, Western Museums Association

**AAM SPOTLIGHT** Laura Lott, President, American Alliance of Museums

**WMA AWARDS PRESENTATION** Redmond Barnett, WMA Immediate Past President

**MAA AWARDS PRESENTATION** Jody Crago, Museum Administrator, Chandler Museum

**KEYNOTE ADDRESS** Honorable Diane J. Humetewa, United States District Judge for the District of Arizona



The Honorable Diane J. Humetewa is the first woman of Native American descent to serve as a United States District Judge. Prior to her confirmation, she served as Special Advisor to the President and Special Counsel in the Office of General Counsel at Arizona State University and as a Professor of Practice at ASU's Sandra Day O'Connor College of Law, as well as Deputy Counsel for the United States Senate Committee on Indian Affairs. Judge Humetewa is a member of the Hopi Tribe, has served as an Appellate Court Judge for the Hopi Tribe Appellate Court, and is a former Board member of the Heard Museum in Phoenix.



Sponsored by MATT Construction

**CONCURRENT SESSIONS 11:15 AM–12:30 PM**

**A1–SP14 Find/Create/Organize: An Archive for a Small Museum**

Location: Phoenix West Room



For most small museums caring for archival materials, documents, photographs, letters and journals poses a special challenge. Limited resources generally make it impossible to obtain the kind of specialized knowledge that a trained archivist can provide. This session brings together museum professionals who found creative solutions to identify the archival materials in their collections, properly organize them, and use them to engage their communities.

Moderator: Berlin Loa, Projects Coordinator, Special Collections, California Polytechnic State University

Presenters: Neal Hitch, Executive Director, Imperial Valley Desert Museum

Nadia Arambula, Registrar, Phoenix Airport Museum

Steve Hoza, Archivist/Conservator, Salt River Pima-Maricopa Indian Community/Huhugam Ki Museum

**A2–SP29 CREATE at Arizona Science Center: A Case Study in Adaptive Reuse and Radical Reinvention**

Location: Phoenix East Room



Over five years ago, Arizona Science Center set out with an ambitious goal: to establish a world-class facility dedicated to innovation and education. After community meetings, design charrettes, architectural refinements, construction revisions, and program development, CREATE was completed in 2015. Hear from the science center staff and architects who brought this idea to life and who see this project as a new way museums can lead meaningful and lasting change in their communities.

Moderator: Kristin Priscella, Chief Strategy Officer, Arizona Science Center

Presenters: Peter Rutti, Studio Director and Principal, Westlake Reed Leskosky

**A3–SP33 Search Process Revealed: Perspectives from 3 Recent Director Candidates**

Location: Ellis West Room



Selecting the ideal Director is the most important responsibility of a museum board. What are Search Committees looking for? What are Director candidates expecting from their future Board employers? Three recent Director candidates share their experiences and offer insights and tips about what to expect from Search Committee interviews and the job transition ahead.

Moderator: Mary Baily Wieler, Trustee, Walters Art Museum / President, Museum Trustee Association

Presenters: Sandra Harris, Executive Director, Desert Caballeros Western Museum

David M. Roche, Director and CEO, Heard Museum

Samuel Ireland, Executive Director, Tucson Museum of Contemporary Art

**A4–SP36 Fast & Furious: Quick & Easy Marketing Ideas**

Location: Ellis East Room



How can the public find your excellent educational programming, your engaging member activities or even the front door to your museum in this cluttered marketplace? In this exciting, fun, and fast-paced format, see how various museums have implemented 30 easy-to-create, nuts and bolts initiatives to further marketing, programming, and education projects while engaging museum guests. Explore a wide range of opportunities to better connect with audiences through short presentations of successful programs. **#NUTSANDBOLTS**

Moderator: Brenda Hengel, Marketing & PR Manager, The Mob Museum

Presenters: Charlotte Patterson, Marketing Manager, Oakland Museum of California



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### A5—NEW! Museums and Race 2016: Transformation and Justice

Location: Cowboy Artist Room



It's time to challenge and transform the institutional policies and systems that perpetuate structural racism and oppression in museums. Coming to understand and recognize entrenched racism is a difficult and potentially contentious undertaking—but also a necessary step if America's museums are to serve its diverse citizenry. What is structural racism? How are museums exhibiting it? How do we begin to approach this topic, and take effective action? Who are our allies in this? **#TRENDING**

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

Presenters: Ben Garcia, *Deputy Director, San Diego Museum of Man*  
 Noelle M.K.Y. Kahanu, *Assistant Specialist, Public Humanities & Native Hawaiian Programs, Department of American Studies University of Hawai'i at Manoa*

12:30 NOON—1:45 PM

### EXHIBIT HALL NETWORKING LUNCH

Location: Second Floor Atrium

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 WMA and MAA silent auctions that were generously donated by our members. All proceeds benefit the Wanda Chin scholarship funds to help colleagues attend the Annual Meetings.



## CONCURRENT SESSIONS: 2:00 PM—3:15 PM

B1—SP5

### Picking Up the Slack: How Museum Summer Camps Are Changing Educational Priorities

Location: Phoenix West Room



Museums are changing educational priorities and how they address the needs of their diverse communities through summer art camps. Museums have become preferred locations where students can continue their education, maintain their health, and explore cultural and self-awareness. Furthermore, summer camps serve as revenue streams during the slower summer months bringing in additional, needed income. Panelists discuss art, science, and technology summer camps and share strategies to enhance or revamp your museum's summer program! **#TRENDING**

Moderator: Nalini Elias, *Education Programs Coordinator, Museum of Latin American Art*

Presenters: Gabrielle Sjoberg, *Public Programs Coordinator, Education & Exhibits Department, Natural History Museum Los Angeles County*

Katherine Coogan, *Education Project Manager, The Walt Disney Family Museum.*

Joseph Benesh, *Director, Phoenix Center for the Arts*

B2—SP37

### Education Collections: Fact or Friction

Location: Phoenix East Room



Do you have non-collection objects that are used for education or other purposes, but that are undocumented or from unknown sources? Is there also disagreement as to who should have responsibility for them or questions about why they deserve any attention? In this session, find out how other institutions have dealt with the challenge of defining an education collection and learn the importance of developing written policies and procedures to document and protect these holdings.

Moderator: Annie Burbidge Ream, *Curator of Education, Utah Museum of Fine Arts*

Presenters: Elaine Hughes, *Collections Director, Museum of Northern Arizona*

Kathrine Young, *Collections Manager, Puget Sound Navy Museum*

B3—SP9

### Is Your Museum Ready for a Capital Campaign and Project?

Location: Ellis West Room



This panel, organized by The Museum Trustee Association, is designed to guide Trustees and Staff through the steps of planning and implementing a successful Capital Campaign. Through examples and anecdotal stories of Mingei International's experience, attendees will learn strategies to engage even the most reluctant board member in embracing your organization's mission and doing the "Ask".

Moderator: Leland W. Peterson, *Past Board Chairman and Current Trustee, Heard Museum*

Presenters: Maureen P. King, *Past Board Chairman and Capital Campaign Chairperson*

Mingei International Museum / Board Chairman, *Museum Trustee Association*

Rob Sidner, *Director, Mingei International Museum*

Jennifer Luce, *Architect and Founder, Luce et Studio*



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**B4—SP73 We Are the Change: Mentors and Peers** *Location: Ellis East Room*



It is one of the mantras of professional development that you must have a mentor to succeed. But is that still true? This session examines how mentoring has changed in the last 10 years and whether peer support relationships are now as, or more, important to professional success. Following the panelists' presentations, attendees will engage in an open "fishbowl" conversation.

*Moderator: Niki Cuccinotto, Museum Guide and Curriculum Coordinator, Musical Instrument Museum*

*Presenters: Annie Larkin, Associate Curator of Public Programs, Amerind Foundation  
Jeffery Morris, Museum Curator, i.d.e.a. Museum  
Erika Katayama, Director of Exhibits, San Diego Museum of Man*

**B5—SP84 Following the Road to Results: Successful Strategies for Audience Development** *Location: Cowboy Artist Room*



Museums are constantly looking for ways to increase and diversify their audiences. But what are the most effective ways to build these audiences? In 2014, the Wallace Foundation published *The Road to Results: Effective Practices for Building Arts Audiences*, which explored 9 practices that contribute to successful audience-building initiatives. Using this "road to results," institutions of various types and size discuss their audience development journeys and provide concrete strategies for participants to use back at their institutions.

*Moderator: Lisa Sasaki, Director, Audience & Civic Engagement Center, Oakland Museum of California*

*Presenters: W. James Burns, Director, University of Arizona Museum of Art and Center for Creative Photography.  
Keni S. Sturgeon, Director, Science & Education, Pacific Science Center*

**3:15 PM–4:00 PM**

**EXHIBIT HALL NETWORKING & REFRESHMENT BREAK** *Location: Second Floor Atrium*

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

**BID ON AN AUCTION ITEM TODAY!**

All proceeds benefit the Wanda Chin scholarship and the Museum Association of Arizona scholarship funds to help colleagues attend the Annual Meetings. Bid for these auction items in the exhibit Hall on the 2nd floor from the opening Reception on September 25 through the exhibit Hall Closing Reception on September 27."



**CONCURRENT SESSIONS 4:00 PM–5:15 PM**

**C1—SP17 Unmasking the Loan Arranger** *Location: Phoenix West Room*



Often registrars and collection managers enter the field with little hands-on training in how to process an outgoing loan. At museums facing staff cuts, more non-collection-trained personnel have to assume responsibility for processing loans. This session will present best practices for lending works. Panelists discuss evaluating loan requests, negotiating loan agreements, arranging appropriate insurance coverage during the loan, selecting suitable packing and transportation methods, preparing necessary documents, and establishing rules for handling borrowed works. **#NUTSANDBOLTS**

*Moderator: Amber K. King, Registrar, Museum of Northern Arizona*

*Presenters: Tim McShane, Collections Manager, Esplanade Museum  
Laura Wenzel, Registrar, Phoenix Art Museum*

**C2—SP74 When Academic Museums Teach 21st Century Skills** *Location: Phoenix East Room*



Learn how three different academic art museums develop meaningful and effective educational opportunities for students and faculty that create and disseminate knowledge while also preparing them to be world citizens. This session demonstrates the benefits of museums changing their educational approaches through expanding their models, letting go of traditional roles as "authorities" and allowing others to play a significant role in the research, curatorial, and programmatic aspects of museums.

*Moderator: Katie Lee-Koven, Executive Director and Chief Curator, Nora Eccles Harrison Museum of Art, Utah State University*

*Presenters: Jill Hartz, Executive Director, Jordan Schnitzer Museum of Art, University of Oregon  
Heather Lineberry, Associate Director and Senior Curator, Arizona State University Art Museum*

**C3—SP62 Board Communication: Reports that Work** *Location: Ellis West Room*



We all have to report regularly to our Board of Directors, but is the information we're sharing meaningful and helpful? Join us as we delve into the world of managing up to our Board of Directors. In this session, hear museum staff share their stories and examples of communication tools that work as well as a board member's perspective on what they want and need to hear. **#TRENDING**

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

*Presenters: Dana Whitelaw, Executive Director, High Desert Museum  
W. James Burns, Director, University of Arizona Museum of Art  
Lee Peterson, Past Chairman of the Board, Heard Museum  
Janice Klein, Executive Director, Museum Association of Arizona*

C4—SP78

## The Community Curator: Bridging the Gap Between the Museum and the Public

Location: Ellis East Room



The relatively new role of Community (or Community Engagement) Curator is still being defined as museums struggle to identify how best to incorporate diverse audiences into their exhibits and programming. This session presents multiple views of how Community Curators position themselves to act as a conduit between the public and museum, developing interpretative materials, bringing external views to the museum's attention, or building partnerships between the museum and community groups. Presenters will examine how museums can best interpret curatorial expertise and make space for community voice.

Moderator: Celina Coleman, Children's Education Manager, Desert Botanical Garden

Presenters: Christian Adame, Assistant Education Director, Phoenix Art Museum

Marcus Monenerkit, Heard Museum, Community Engagement Curator

Carrie Tovar, Curator of Art, College of Public Service and Community Solutions, Arizona State University

C5—SP80

## Building or Re-envisioning a Social Media Plan

Location: Cowboy Artist Room



As museum marketers, high quality content is easy to come by, but how do you even begin to digest, process, and plug it into an effective social media marketing strategy that results in more influence, followers, and relevance? Whether you are starting from scratch, activating a new platform, or re-vamping your channels, this session will offer valuable insights for building a sustainable social media strategy.

Moderator: Georgina Goodlander, Visual Arts Director, Idaho Falls Arts

Presenters: Charlotte Patterson, Marketing Manager, Oakland Museum of California

Misha Ray, Digital Marketing Manager, The Mob Museum

5:30 PM—6:30 PM

## TRUSTEE & DIRECTOR'S RECEPTION

Location: Sundance

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

Join your fellow trustee and directors at this special reception supported by the Museum trustee Association.



7:00—10:00 PM

## EVENING EVENT: DESERT BOTANICAL GARDENS

This event requires pre-registration; check registration desk for availability. Buses will pick up attendees at 7:00 pm outside the Hyatt's side lobby entrance on Monroe Street. Please arrive 15 minutes prior to departure."



Ottosen Entry Garden Photo by: Adam Rodriguez

Enjoy an evening in the Sonoran Desert surrounded by both exotic and native cacti and succulents as you stroll the trails of the Desert Botanical Garden. A walk along the central Desert Discovery Loop Trail will take you through some of the Garden's newest designs, including the recently completed Sam and Betty Kitchell Family Heritage Garden which features the Garden's oldest specimens and highlights some of our most fascinating examples from over 76 years of collection and conservation.

Garden Docents will be on hand as you arrive to guide you and answer questions about the Garden's outstanding plant collections and interpretive displays about deserts and arid land plants. Afterwards, enjoy a delicious sit-down dinner under the stars as you engage with colleagues and listen to live music.

This event is generously underwritten by the Desert Botanical Gardens



TUESDAY, SEPTEMBER 27

7:30—8:45 AM

## AFFINITY BREAKFASTS

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

### Indigenous Breakfast

Location: Curtis A

Enjoy meeting your colleagues from tribal museums and supporters of Native American concerns. All are welcome! Guest speaker Jaclyn M. Roessel, Public Programs and Education Director, Heard Museum, will discuss Arizona tribal concerns and be available to answer questions.



Sponsored by WOLF Consulting

### Storytellers and Supporters Breakfast

Location: Curtis B

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.

THE SIBBETT GROUP

Sponsored by The Sibbett Group

## CONCURRENT SESSIONS: 9:00 AM—10:15 AM

D1—SP53

## Using a Wiki to Revolutionize Your Museum

Location: Phoenix West Room



Want to use technology as a driving force for community outreach? Staff members of the Chandler Museum discuss how embracing the wiki, a simple yet popular web technology, has revolutionized their operations. The wiki increases accessibility to the museum's education, collections, and exhibits and has become the museum's leading community outreach endeavor. ChandlerpediA, the website produced by this small, local history museum, is a model that any institution can adopt regardless of budget or technological know-how.

Moderator: Janice Klein, Executive Director, Museum Association of Arizona

Presenters: Jody A. Crago, Museum Administrator, Chandler Museum

Tiffani Egnor, Curator of Education, Chandler Museum

Nate Meyers, Curator of Collections, Chandler Museum

Dan Lee, Assistant Library Manager for the Chandler Public Library

D2—SP42

## Decolonizing the San Diego Museum of Man: a Case Study of Indigenous Voice and Authority in the Reimagined Museum

Location: Phoenix East Room



Undoing the legacy of colonialism in museums is complicated but essential work. Decolonizing challenges a fundamental assumption: that museums are neutral and beneficent stewards of biological and cultural material. The San Diego Museum of Man is moving toward an institutional position of decolonization, and grappling with implications across our functions. Join representatives from the board, staff and a Kumeyaay partner organization for a discussion of this initiative and its impact.

Moderator: Ben Garcia, Deputy Director, San Diego Museum of Man

Presenters: Michael Connolly Miskwish, Project Director, Naka Shin

George Ramirez, Chair, Board of Trustees, San Diego Museum of Man

Kelly Hyberger, Director of Collections, San Diego Museum of Man

Lael Hoff, Collections Manager, San Diego Museum of Man

**D3—SP6** **It Takes A Village: Building a Culture of Philanthropy**

Location: Ellis West Room



In many museums, fundraising is the job of a small, dedicated team but what could happen if fundraising was EVERYONE's job? In this session, join James G. Leventhal, Niki Ciccotelli Stewart, and Neal V. Hitch to explore how building a culture of giving has changed their museums, built capacity, and enriched the lives of donors and staff. Participants discuss strategies to build this culture at both large and small institutions.

Moderator: James G. Leventhal, *Director of Development, San Jose Museum of Art*

Presenters: Niki Ciccotelli Stewart, *Chief Engagement Officer, Crystal Bridges Museum of American Art*  
Neal V. Hitch, *Executive Director, Imperial Valley Desert Museum*

**D4—SP55** **Managing Time-Based Media: Best Practices for Small Staffs (or, What Do I Do With That Old VHS Tape?)**

Location: Ellis East Room



Time-based media (TBM) artworks consist of video, film, slide, audio and software components. Contemporary artists increasingly make and use TBM. Museums add examples to their permanent collections while struggling to fit TBM into established processes and workflows. In this session, registrars discuss best practices for large and small museums, and an archivist and vendor explores procedures and processes to digitize analog media and to keep it backed up, safe and accessible.

Moderator: Pat Evans, *Registrar, Scottsdale Museum of Contemporary Art*

Presenters: Linda Leckart, *Associate Registrar, Media Arts, San Francisco Museum of Modern Art*  
Bob Nichol, *Founder and Owner, Ping Pong Media*  
Robin-Elise Call, *Collections Manager, Utah Museum of Fine Arts*

**D5—SP82** **A New Era of Guest Experience**

Location: Cowboy Artist Room



With the museum audience changing, museums will need to learn new ways to engage guests in order to improve guest experience. Guest experience is more than a smile and greeting, it involves a complete understanding of your museum's guests and their needs. Museums have the opportunity to change the way their team members interact with guests and each other. This session focuses on ideas all museums can implement to improve their guest experience.

Moderator: Kristen Mihalko, *Manager, Programs & Communication, Learning Institute, Balboa Park Cultural Partnership*

Presenters: Alison Hendrickson, *Visitor Services Manager, San Diego History Center*  
Catherine Lee, *Education and Public Programs Associate, San Diego Museum of Man*

**D6—SP41** **Museum as Sanctuary: Reflections from an Inclusive Collaborative Museum-Community Program with Refugee Populations**

Location: Gilbert Room



This session focuses on collaborative practices between an art museum and a community partner. Inspired by the Hopi value of caring for others, the Tucson Museum of Art and The Hopi Foundation's Owl & Panther Project have positioned the museum as a sanctuary for local refugee populations by encouraging self-expression, empowerment, confidence, and curatorial practice. Presenters share experiences from working with a variety of diverse learners in the innovative Museum as Sanctuary partnership.

Moderator: Marianna Pegno, *Associate Curator of Education, Tucson Museum of Art*

Presenters: Morgan Wells, *Curator of Education, Tucson Museum of Art*  
Marge Pellegrino, *Program Manager, The Hopi Foundation's Owl & Panther Project*

10:15 AM—11:00 AM

**EXHIBIT HALL COFFEE BREAK & POSTER SESSION**

Location: Second Floor Atrium

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.

The perennially popular Poster Session. It's time to discuss! The 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 the Barona Band of Mission Indians

**CONCURRENT SESSIONS: 11:00 AM—12:15 PM**

**E1—SP20** **Planning for the Unplannable: Physical Security Challenges in Museums**

Location: Phoenix West Room



This session examines security challenges in our society that currently impact museums. Learn how to assess the vulnerabilities of your museum regardless of its size, as well as how to employ strategies to improve your museum's security posture. Come away with practical solutions to museum security challenges, and an introduction to active shooter training that focuses on museum safety. **#TRENDING**

Moderator: Danelle Eaton, *Managing Director, Puget Sound Navy Museum*

Presenters: Lindy Doshier, *Director, Navy Museums Northwest*  
Jeffrey Barta, *Deputy Director for the Museum System Office, Naval History and Heritage Command*

**E2—SP34** **Museums Collaborate with Homeless and Foster Youth**

Location: Phoenix East Room



In 2013, more than 1 million children in the U.S. public school system were homeless, a historic high for the nation (National Center for Homeless Education). What can museums do to provide a positive impact in the lives of homeless and foster youth? What challenges and opportunities do programs for and with this community provide? And what is the role of our institutions in providing visibility and advocacy for this critical and largely hidden social issue? Panelists present practical tools for museum professionals in providing outreach to the homeless and foster youth population and in collaborating with and learning from them.

Moderator: Marjorie Schwarzer, *Director of Administration, Museum Studies, University of San Francisco*

Presenters: Ray Bussolari, *Photographer and Curator, Foster Youth Museum*  
Alicia Sutton, *Executive Director, Free Arts for Abused Children of Arizona*  
Jamie Evans, *Co-Director, Foster Youth Museum*

**E3—SPNEW3** **Moving on And Moving in: Strategies for Ensuring a Smooth Transition in Museum Leadership.** *Location: Ellis West Room*



Leadership change is inevitable. Its success level is highly dependent on strategies and actions employed by board, staff, and out-going and in-coming museum directors. For Board members and directors, this session explores suggestions for successful transition strategies, including the critical steps to take and the pitfalls to avoid as a new leader is introduced, engaged, and integrated into your organization and community.

*Moderator: Carrie M Heinonen, CEO and the Robert Breunig Director, Museum of Northern Arizona*

*Presenters: Rebekah Lambert, Vice President, Arts Consulting Group  
Dr. Robert Breunig, President Emeritus, Museum of Northern Arizona*

**E4—SP76** **In Between Groundwork and Growth: Four O'odham Museums Balancing Community Needs and Ancestral Collections** *Location: Ellis East Room*



As a local part of a relatively young Native American museum movement, our four museums are still pouring the groundwork (preparing continuity) while coming to terms with the forces of growth (unavoidable change). This session reviews examples of operational establishment among closely related museums at the helm of the oldest local traditions to be preserved. Presenters provide insight into how we prioritize traditional collections building amidst community demands for growth in innovative exhibitions and cultural programming.

**#DIGGINGDEEPER.**

*Moderator: Michael Reinschmidt, Museum Administrator, Tohono O'odham Nation Cultural Center & Museum*

*Presenters: Elaine Peters, Museum Director, Ak-Chin Him-Dak Eco Museum  
Gary Owens, Museum Director, Huhugam-Ki Museum  
Shirley Jackson, Museum Director, Huhugam Heritage Center*

**E5—SP61** **Asking the Right Questions in Evaluations to Promote Change** *Location: Cowboy Artist Room*



In this hands-on mini workshop session meant for any sized institution, attendees learn best practices for conducting effective, accurate surveys. Learn how to identify poor survey practices so you can avoid them. Discuss the pros and cons of the different methods of administering surveys and practice developing effective evaluation questions.

*Moderator: Stephen Ashton, Ph.D., Director of Audience Research and Development, Thanksgiving Point Institute*

*Presenters: Kari Nelson, Curator of Education, Museum of Peoples and Cultures at Brigham Young University*

**E6—SP31** **Bringing the Audience-Integrated Marketing Communications 101 and Beyond** *Location: Gilbert Room*



Marketing messages haunt our every waking moment in a never-ending stream of information via broadcast, print, and the web. Today, more than ever, there is a need to reach visitors in creative, life-enriching ways, to break through the cacophony and engage diverse audiences. This session explores integrated marketing communication strategies that weave traditional marketing and public relations, such as broadcasting and print, with social media avenues, internal and external events, and partnership opportunities to create a tapestry of community enrichment.

*Moderator: Dawn Barraclough, Public Relations, Springs Preserve*

*Presenters: Brenda Hengel, PR & Marketing Manager, The Mob Museum  
Ashleigh Matview, Public Information Coordinator, Springs Preserve  
Misha Ray, Digital Marketing Manager, The Mob Museum*

**12:30 PM–1:45 PM**  
**AFFINITY LUNCHES**

*These event requires pre-registration; check registration desk for availability.*

**Registrar's Committee Western Region**

*Location: Curtis A*

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

**FEE: \$40**



*Sponsored by ArtWorks San Diego*

**Trustee & Director's Luncheon**

*Location: Curtis B*

This luncheon is open to Trustees, Directors, Deputy Directors, CEOs, and CFOs. Paula Gangopadhyay, Deputy Director for Museums, Institute of Museum and Library Services will present the agency's new funding priorities and a discussion will follow.

**FEE: \$60**



*Sponsored by Pacific Studio*

**CONCURRENT SESSIONS: 2:00 PM—3:15 PM**

**F1—SP4** **Trends in Museum Education: Embracing Change, Effecting Change** *Location: Phoenix West Room*



What changes are museums making to broaden our communities and ways we define success? Join three museum education professionals as we discuss case studies toward inclusion in the field. Representing a cross-section of museum types, speakers will share creative approaches for identifying and programming with underserved youth. Through small, guided group activities, attendees will brainstorm strategies for changes they hope to make at their own museums, continuing with an online platform to share their efforts.

*Moderator: Courtney Allen, Botanical Education Manager, The Huntington Library, Art Collections, and Botanical Gardens*

*Presenters: Katherine Krieger, Education Outreach Manager, Autry National Center of the American West  
Holly Gillette, Education Coordinator, Los Angeles County Museum of Art*

**F2—SP25** **Transforming (Changing) Your Museum Through HR** *Location: Phoenix East Room*



Museums are full of people who lead, create, build, curate, steward, and serve. Yet, to what extent do museums strategically invest in managing those human resources, and to what end? Composed of a CEO of a large museum (and recovering employment attorney), an Executive Director from a state museum, (employing both union and non-union employees), an Executive Director from a smaller, private museum and an HR expert (with considerable museum experience), this panel discusses HR as a key—but often neglected—success factor for any museum. Come join us for a lively discussion about how a focus on and commitment to HR can transform your institution too.

*Moderator: Julie K. Stein, Ph.D, Executive Director, Burke Museum of Natural History and Culture*

*Presenters: Leslie Jones, Independent HR consultant  
Micah Parzen, Ph.D., J.D., CEO/President, San Diego Museum of Man  
Dana Whitelaw, Ph.D., Executive Director, High Desert Museum*

## BID ON AN AUCTION ITEM TODAY!

Bid on the unique items in the silent auction that were generously donated by our members! All proceeds benefit the Wanda Chin scholarship and the Museum Association of Arizona scholarship funds to help colleagues attend the Annual Meetings."

**SILENT AUCTION:** Bid for these auction items in the Second Floor Atrium from the Opening Reception on September 25, through the Exhibit Hall Closing Reception on September 27.

**LIVE AUCTION:** Join us at the evening event at the Phoenix Art Museum on September 27 and bid on fabulous items.



# WOLF Consulting

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**F3—SP49**

## Grant-writing for Museum Professionals

Location: Ellis West Room

In this interactive writing workshop, you will practice writing about your projects through an active writing session. All museum professionals are welcome to learn the basics of grant proposal writing and receive practical instruction on how to approach funders. Everyone can benefit from writing practice, whether you are in a curatorial, programmatic, collections, executive or development position. No preparation is required, just bring something to write with and be ready for some creative thinking. #nutsandbolts

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

Presenters: Morgan Bishop, *Philanthropic Advisor, Grants Management, Arizona Community Foundation*

**F4—SP58**

## Rethinking Physical Collections Access

Location: Ellis East Room

This session introduces three approaches to physical collections access for the public that highlight strategic collections planning. As museums are pressed to demonstrate relevance to their communities, they are increasingly turning inward to their permanent collections, re-evaluating how to make them more accessible. Come learn how physical access to collections for the public is changing.

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

Presenters: Diane Dittimore, *Associate Curator of Ethnological Collections, Arizona State Museum*

Martina Dawley, *Curator of Native Relations, Arizona State Museum*

Rachael Faust, *Manager of the Artist Initiative, SFMOMA*

Georgina Goodlander, *Former Deputy Chief of Media and Technology, Smithsonian American Art Museum*

**F5—SP65**

## Moving Forward: Reflecting on the Past to Better Understand Ways to Create Meaningful Relationships between Museums and Indigenous Communities

Location: Cowboy Artist Room

Museums have an opportunity to acknowledge and address practices and issues that, in the past and present, have led to mistrust and hesitancy for indigenous groups to work with institutions. But, how do we get there? How does a museum build and repair relationships with indigenous communities to create meaningful and impactful partnerships, exhibitions and programs? In this session, three speakers present their thesis research on cultural competency, community engagement, and repatriation as well as offer suggestions for ways to build and repair relationships.

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

Presenters: Marina Vlnar, *Private Contractor/Facilitator, Indigenous Collaboration Initiative*

Barbara Mumby, *Senior Program Officer, San Francisco Arts Commission*

Teresa Valencia, *Curator, The Friends of Iolani Palace*

**F6—SP27**

## Building The Broad & Other Capital Project Tales

Location: Gilbert Room

This session is a dynamic, participation-based conversation with those who've been in the trenches of museum construction projects, whether ground-up new buildings or expansions performed during operating museum hours. Learn from those who have been there how to best prepare and spearhead a successful building project.

Moderator: Rich Cherry, *Deputy Director, The Broad*

Presenters: Roger Fricke, *SVP Preconstruction, MATT Construction*

Doug Robertson, *Principal, House & Robertson Architects*

Don Webb, *Principal, Cordell Corporation*

## POSTER SESSION

It's time to discuss! Back for its fourth 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.

### Collective Wisdom: Libraries, Archives, and Museums Conference Exchange Cohort

Gina Watkinson, *Arizona State Museum, University of Arizona.*

### Roles and Responsibilities of Digital Engagement Managers in Art Museums

Julian Miller, *Emerging Museum Professional*

### Taking Museums to a New Dimension: 3D Printing and Scanning of Archaeological Artifacts

Tasia Williams, *Graduate Student, University of Washington*

### Creating Coalitions

Kristine Leier, *MA Student, Museum Studies, Arizona State University*

Katy Grebing, *MA Student, Museum Studies, Arizona State University*

### The Exhibit Creation Experience from Concept to Implementation to Evaluation

John Bello, *Graduate Student, Arizona State University*

### Applying Instructional Design Theories to Exhibition Design

Jacque Johnson, *Museum Exhibits Manager, Brigham Young University Museum of Peoples and Cultures*

### Looted Artifacts are Coming to a Museum Near You: Navigating the Government's Largest Collection of Looted Artifacts and their Future in Museum Management

Diana Barg, *Museum Collections Manager, Bureau of Land Management*

Courtney Ewert, *Collections Technician, Brigham Young University, Ready or Not*

### U.S. Federal Indian Boarding Schools: A History Re-told Through Digital Storytelling

Sara Guzman, *Museum Archivist, The Heard Museum*

### The Impact of Socially Conscious Art Exhibitions: A Case Study of Art AIDS America

Kacey Lewis, *Graduate Student, University of Washington Museology Program*

### Abortion? Abortion! Abortion: Destigmatizing Abortion through Storytelling

Sarah Vilendrer, *Masters Candidate, University of Washington Museology Graduate Program*

### Creative Healing for Invisible Victims: How Museums Can Reach Out to Children of Incarcerated Parents

Lillianna Maria Torres, *Graduate Student, John F. Kennedy University*

### Protecting with Policies and Procedures: Evaluating International Travel and Acquisition of Collections at University Museums

Stephanie Abo Lambert, *Student, Brigham Young University*

Spencer Lambert, *Student, Brigham Young University*

### How Much Does a Library Card Cost? When Users are Disconnected from Donors at Free Institutions

Kelsey Picken, *Ph.D. Cultural and Museum Studies Student, Claremont Graduate University*

### Recently Refurnished: The Implications on Collections when Historic House Museums are Reinterpreted

Alannah DeBusk, *Museum Studies Graduate Student, John F. Kennedy University*



museum  
exhibitions

3:15 PM–4:15 PM

**EXHIBIT HALL CLOSING RECEPTION**

Location: Second Floor Atrium

**FREE**

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 WMA and MAA scholarship funds to help colleagues attend the Annual Meetings.

7:00–10:00 PM

**EVENING EVENT: PHOENIX ART MUSEUM**

*This event requires pre-registration; check registration desk for availability. Buses will pick up attendees at 7:00 pm outside the Hyatt's side lobby entrance on Monroe Street. Please arrive 15 minutes prior to departure.*

Enjoy food stations, a no host bar, and docent-led tours throughout the museum's galleries including: old Masters to 19th century paintings and sculptures in the Museum's European Collection, world-class modern and contemporary works, Remington bronzes and oils depicting life in the American West, and a special exhibition in the Ellman Fashion Design Gallery.



# Celebrating all the reasons we're proud to call Arizona home

We believe that life in Arizona is worth celebrating. That's why we have a long-standing history of supporting the arts and the diverse cultures across our state—from festivals and performances to exhibits, local events and more. We are proud to support the Western Museums Association in its mission to transform the museum field through collaboration.

[aps.com](http://aps.com)



8:00 AM–8:45 AM

**MORNING COFFEE**

Join your fellow WMA 2016 attendees for coffee, while connecting with new colleagues and seeing familiar faces.

Location: Regency Ballroom (1st floor)



Sponsored by Think ROTH Projects

9:00 AM–10:45 AM

**CLOSING GENERAL SESSION & KEYNOTE**

Location: Regency Ballroom (1st floor)

Join us as we setup the final day of the 2016 Annual Meeting with an inspiring by the Keynote speaker.

**OPENING REMARKS** Jason B. Jones, Executive Director, Western Museums Association

**THANKS FOR COMING TO ARIZONA**, Bill Peterson, President, Museum Association of Arizona

**WMA BUSINESS REPORTS** Kippen de Alba Chu, President, Western Museums Association

**NEW PRESIDENT'S ADDRESS** Lisa Sasaki, New President, Western Museums Association

**CHANGE IN MUSEUMS** Amada Cruz, Executive Director, Phoenix Art Museum

**KEYNOTE ADDRESS** Gregory Hinton



Gregory Hinton is the creator and producer of Out West™, a historic national program series dedicated to illuminating the history and culture of the Lesbian, Gay Bisexual, and Transgender (LGBT) communities in the American West. Partnering with major western museums, libraries and universities, Out West programming – lectures, films, plays, and gallery exhibitions – is now presented nationally. In 2015, Hinton co-founded “Out West in the Rockies,” a dedicated LGBT western archive at the University of Wyoming’s American Heritage Center in Laramie.

Sponsored by University of San Francisco’s Museum Studies program



**CONCURRENT SESSIONS 11:15 AM–12:30 PM**

**G2–SP32 Transforming Community Through Culture: Creative Community Fellows**

Location: Phoenix East Room



How can entrepreneurial thinking inspire innovation in the cultural sector and what can museums learn from this approach? Explore the possibilities in this interactive session focused on the National Arts Strategies’ Creative Community Fellows program and leave with new ideas about how museums can use innovation processes and collaboration to be more nimble and responsive to community needs.

Moderator: Taylor Craig, Program & Engagement Manager, National Arts Strategies

Presenters: Nicolas de la Fuente, Community Garden Program Coordinator, Desert Botanical Garden  
Christopher Taylor, Western Drawing Project  
Sarah Sullivan, Co-Artistic Director, Rising Youth Theatre  
Sarah Gonzales, Co-director and Co-founder, Spoken Futures, Inc.

**G3–SP46 Changing Minds by Including LGBT Voices in Museum Programs**

Location: Ellis West Room



How can museums develop community programming that addresses the serious issue of LGBT youth suicide? Cultural shifts in American culture are more welcoming and inclusive of those that identify as LGBT, but youth rates of self-harm, suicide and bullying of LGBT youth in schools are still gravely problematic. Learn how a small university museum partnered with an LGBT community center to develop a youth program, called Mapping Q that celebrates youth voices and identities.

Moderator: Chelsea Farrar, Assistant Curator of Education, University of Arizona

Presenters: Sarah Bahnon, Suicide Prevention Specialist, Southern Arizona AIDS Foundation (SAAF)

**G4–SP67 Fundraisers Unite–Conversations for Success**

Location: Ellis East Room



Are you looking for valuable strategies and tools for successful fundraising? Join in small group conversations with museum fundraising professionals and attendees to get successful tips, helpful strategies and tools, and peer support for your fundraising challenges. At the start of the session, attendees will choose their preferred topic of discussion from a list of topics including: Holistic Fundraising, My Title is Development and \_\_\_\_\_, Leveraging Volunteers/Committees, Prioritizing Revenue Streams, and I’m a One-Person Devo Department.

**#DIGGINGDEEPER**

Moderator: Louise Yokoi, Principal, Anchor & Seed Philanthropic Consulting

Presenters: Jeanette Woodburn, Director of Library Advancement, Pepperdine University  
Eowyn Bates, Vice President of Institutional Advancement, San Diego Natural History Museum  
Sonja Lunde, Deputy Director of Planning & Program, Utah Museum of Fine Arts  
Pomai Toledo, Development Officer, Iolani Palace

**G5–SP68 Cleaning House: Keeping Your Collection Spick and Span**

Location: Cowboy Artist Room



Pollen, mildew, and dust bunnies, oh my! If you look after a collection, then you’ve had to deal with these contaminants but may have been afraid to talk about them. Well, no more sweeping it under the rug! This session focuses on a key method for preventive conservation: cleaning and housekeeping. Presenters approach this topic from three diverse perspectives: cleaning storage spaces, cleaning objects, and creating maintenance plans for historic homes or house collections. **#NUTSANDBOLTS**

Moderator: Rachael Faust, Manager of the Artist Initiative, SFMOMA

Presenters: Betsy Bruemmer, Collections Manager, Museum of History and Industry  
Ken Middlebrook, Curator of Collections, History San Jose  
Robyn Haynie, Conservator, Utah Museum of Fine Art

**G1–SP22 Westinar 2016: Learning Without Borders**

Location: Phoenix West Room



Museums typically use the language of wonder and curiosity to describe their purpose, sometimes to the exclusion of formal education. But are “learning” and “meaning-making” actually exclusive of one another? Are we missing opportunities to contribute to, and benefit from, critical conversations about the educational needs of the communities we belong to? Join this Westinar that crosses boundaries of interpretation, leadership, and community engagement, as presenters from museums, K-12 schools, business, funders, and public libraries dive into a dialogue about who and what we are here for.

Moderator: Paul Gabriel, Educational Consultant/Educational Therapist

Presenters: Tiffani Egnor, Curator of Education, Chandler Museum  
Lori Rubino-Hare, Professional Development Coordinator, Northern Arizona University Center for Science Teaching and Learning  
Kathy Husser, Adult Services Coordinator, Phoenix Public Library  
Greg Lehman, Chairman, ASU Art Museum Board  
Alison Stoltman, Educational Specialist, Arizona Museum of Natural History

12:30 PM–1:30 PM

**EMP LUNCH**

Location: Networks Bar and Grill (hotel lobby)

Lunch with other EMPs and the speakers from this morning’s Westinars session to continue the conversation of the place of museums in formal education. (pay your own way).

## CONCURRENT SESSIONS: 1:45 PM—3:00 PM

### H1—SP30 Why Love and Happiness Mean Serious Business for Museums

Location: Phoenix West Room



As museums continue our pursuit of relevance, boundaries blur between art, history, anthropology and daily life. Is it any wonder then, that the very subjective experiences of love and happiness have found expression in our institutions, our exhibitions, and our programming? Featuring institutional, artistic, and advocacy perspectives, this session explores the transformative power of love and happiness in the museum setting.

**#TRENDING**

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

Presenters: Micah Parzen, *CEO, Museum of Man*

Tony Butler, *Executive Director, Derby Museums Trust*

Selene Foster, *North American Ambassador/Curator, Museum of Broken Relationships*

### H2—SP38 Visitor Photography Policies: Have We Changed Our Thinking (or Do We Still Need To?)

Location: Phoenix East Room



The explosion in social media activity, coupled with the ubiquitous presence of smart phones and the rise of “selfies” is requiring museums to change how they think about visitor photography. This session focuses on some of the issues that need to be considered in creating visitor photography policies that recognize the benefits of photography by the general public and how they need to be balanced with legal and collections care concerns.

Moderator: Stephanie Johnson, *Curator, National Mining Hall of Fame and Museum*

Presenters: Krystal Boehlert, *Metadata Specialist, J. Paul Getty Museum*

Pat Evans, *Registrar, Scottsdale Museum of Contemporary Art*

Heather Sutherland, *Assistant Security Manager, Phoenix Art Museum*

### H3—SP39 Social Responsibility and Museums: A Case Study from Alberta, Canada

Location: Ellis West Room



This session examines how the Alberta Museums Association (AMA) and its member museums are responding to challenges facing the museum sector through embracing community engagement, sustainability, and social responsibility. The session, presented by AMA staff and member institutions, focuses on initiatives that support museums working towards developing new audiences, maintaining relevance, and increasing sustainability. Participants are challenged to approach a problem differently and evaluate their processes through a “Change Letter” activity.

Moderator: Kelly McKinley *Director, OMCA Lab*

Presenters: Katrina Peredun, *Communications Lead, Alberta Museums Association*

Lauren Wheeler, *Program Lead, Alberta Museums Association*

Tim McShane, *Collections Manager, Esplanade Arts & Heritage Centre*



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### H4—SP63 Exhibit Critique: The Children’s Museum of Phoenix

Location: Ellis East Room



This perennially popular session investigates current best practices and choices made in creating exhibitions—this year, the Children’s Museum of Phoenix. Two professionals, the exhibit team, and the audience explore whether or how other museums might borrow from the museum’s emphasis on informal interactive learning, avoidance of interpretive signage, and an exhibit development process involving community members.

Moderator: Redmond J. Barnett, *Historian and Museum Consultant*

Presenters: Kate Wells, *CEO, Children’s Museum of Phoenix*

Ann Morton, *Artist, Educator, Design Consultant*

John Bomhoff, *founding Board Member of the Phoenix Children’s Museum*

Keni Sturgeon, *Director, Science & Education, Pacific Science Center*

Lorie Millward, *Curator of Curiosity, Museum of Natural Curiosity, Thanksgiving Point*

Ben Garcia, *Deputy Director, Museum of Man*

### H5—SP79 Changing the Government Funding Dynamic: Alternative Revenue Sources

Location: Cowboy Artist Room



As traditional sources of government funding, including direct federal grants, re-granting through NEA and NEH, and state appropriations, continue to stay flat (at best), museums are turning to alternative revenue sources that require local, rather than national support, such as Lodgers Tax, tax increment financing districts, income tax check-offs, and municipal, county, state, and higher education bonds. This session examines the ways that museums and museum coalitions can work with local governments and their communities to create and implement these types of funding.

Moderator: Janice Klein, *Executive Director, Museum Association of Arizona*

Presenters: Lisa Anderson, *President and CEO, Mesa Historical Museum*

Deb Twersky, *Funding Programs Manager, 4Culture*

Celeste DeWald, *Executive Director, California Association of Museums*

3:15 PM—3:45 PM

### COFFEE KLATCH/ REFRESHMENT BREAK

Location: Regency Ballroom Foyer (1st floor)

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



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4:00–5:15 PM

## WESTMUSINGS | 10 MINUTE MUSEUM TALKS

FREE

*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.

Noelle Kahanu *Assistant Specialist, Public Humanities & Native Hawaiian Programs Department of American Studies, University of Hawai'i at Manoa*

Jaelyn M. Roessel, *Public Programs and Education Director, Heard Museums*

Niki Ciccotelli Stewart, *Chief Engagement Officer, Crystal Bridges Museum of America Art*

Dave Stroud, *Director of Interactive Exhibits, Thanksgiving Point Institute*

Location: Regency Ballroom (1st floor)



*WestMusings is sponsored by Arthemis Fine Art Services with underwriting by Solstream Media*

5:30-6:30 PM

## #DRINKINGABOUTMUSEUMS

Location: Networks Bar and Grill (hotel lobby)

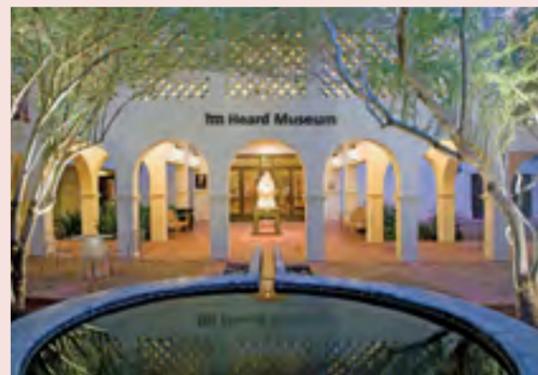
Led by the Greater Phoenix emerging Museum Professionals, this informal event will discuss the WestMusing talks, encourage sharing your experiences during the conference, and mix in a bit of networking time. (pay your own way).

7:00–10:00 PM

## EVENING EVENT: THE HEARD MUSEUM

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

Join the Heard Museum for an exclusive evening of art, cultural expression, and history. Enjoy Southwest/Native inspired appetizers and beverages in the scenic Central Courtyard, along with an exhilarating Hoop Dance performance and live music by Native American artists. Discover the Heard's world-renowned galleries curated in partnership with Native peoples exhibiting the rich, unique cultures of the Southwest. In the museum you will be treated to a private guided tour of the signature exhibit, Home, which features the Heard's most prized masterpieces, sweeping landscapes, poetry, and personal recollections in an unforgettable journey through the Southwest and the vibrant arts and cultures of Native people. Inspired to add to your own collection? Be sure to stop by the Heard Museum Shops for one-of-a-kind handmade art works from jewelry to rugs, pottery, and katsina dolls. Buses will pick up attendees at 7:00 pm outside the Hyatt's side lobby entrance on Monroe Street. Please arrive 15 minutes prior to departure.



## EXHIBITORS

### Acme Scenic & Display

The experienced team at Acme Scenic & Display approaches the fabrication and installation of fine exhibits for museums, visitor centers, and the great outdoors with much enthusiasm. Working collaboratively with design firms, architects, general contractors, and facility staff results in predictable project outcomes and compelling exhibition experiences for all 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.

### Artemis Fine Art Services

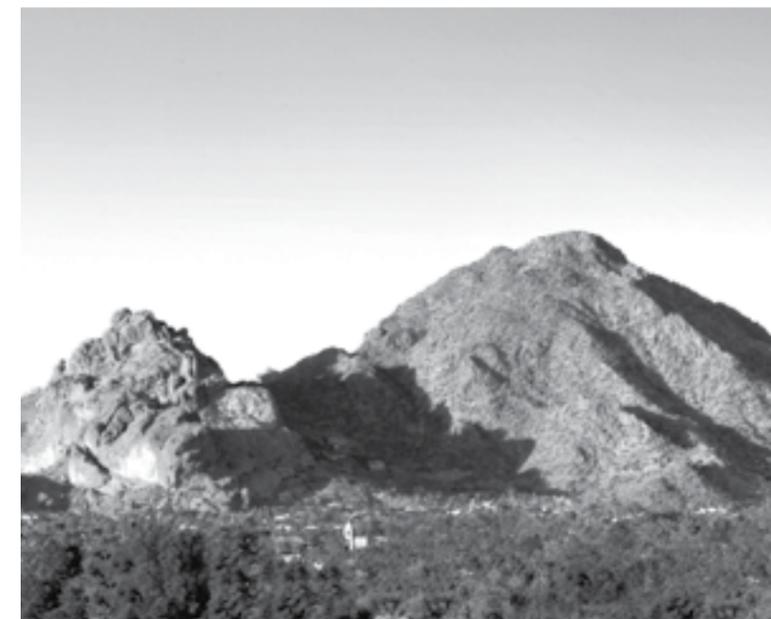
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### Balboa Park Learning Institute

Balboa Park Learning Institute is a professional education and learning community for staff and volunteers in arts, science, and cultural organizations. The Online Learning Portal is an accessible, easy to use, and cost effective learning platform for the professional development for arts and culture organizations, and non-profits. Register at [onlinelearning.bpcp.org](http://onlinelearning.bpcp.org).



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Creative Edge has created more than 10,000 specialty projects worldwide for venues such as children's hospitals, museums, and public art installations. They work with premium architectural materials such as granite, marble, glass, ceramics and quartz; metals such as brass, bronze and stainless steel, as well as vinyl resilient floor coverings.

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## 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 Concepts has successfully fabricated exhibits for the Computer History Museum, B.B. King Museum and Delta Interpretive Center and Navy Seal Museum.

## GRETEL

GRETEL powers interactive, immersive, and intuitive art experiences that allow institutions to truly shine. With the thoughtful integration of proximity technology, visitors unlock contextually relevant content that elegantly augments their experience - encouraging deeper exploration, discovery, engagement and sharing. And, GRETEL provides the technology and intelligence every step of the way.

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GuestCurator Traveling Exhibitions, located in Santa Fe, New Mexico, offers a wide variety of museum quality exhibits in art, history, science, popular culture, and other areas of interest to the visual arts community. Exhibitions have been organized by museums, organizations and individuals to appeal to a diverse audience.

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## LGA

Established in 1986, LGA is a community of peers whose core purpose is to create happiness in the world through its work. Our work seamlessly integrates culture, nature and the built environment to educate and build community.

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Mad Systems is an award-winning technology company that provides customized interactive experiences for museums, visitor centers, theme parks, universities and corporate headquarters around the world. We design, engineer and develop reliable turnkey systems and specialize in innovative and unique solutions from high tech state-of-the-art exhibits to electro-mechanical hands on experiences.

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Museum Travel Alliance (MTA) is a consortium of museums whose patrons and members are passionate about cultural travel. MTA provides museums with the opportunity to offer their constituents high-end cultural travel programming, all organized at no cost to member institutions. Visit us at [MuseumTravelAlliance.com](http://MuseumTravelAlliance.com).

## Odyssey Merchant Services

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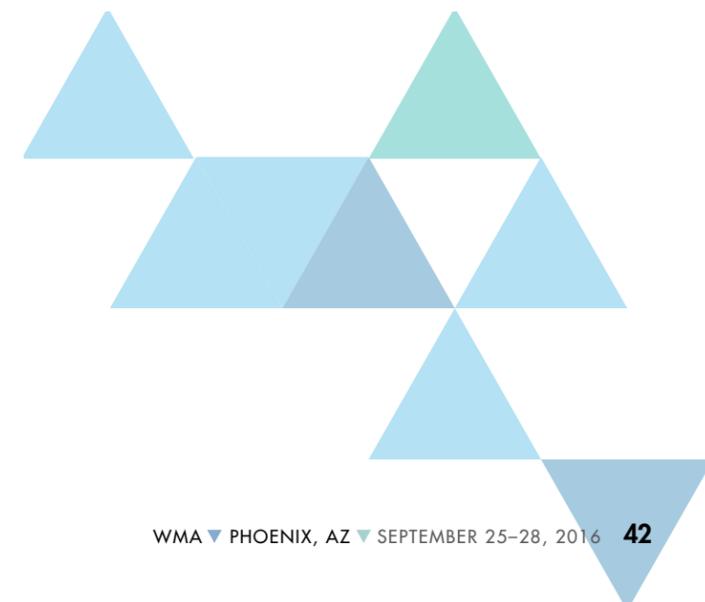
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### OUR MISSION

Transforming the museum field through collaboration

### OUR VISION

Dynamic museums connecting with thriving communities

### SUPPORTING STATEMENT

WMA believes museums must be essential to the communities they serve and that their impact contributes to why their communities thrive. By sparking the generation of ideas that continually refresh the museum field, WMA ensures museum professionals are inspired to create meaningful experiences that individual visitors value.

### WHO WE ARE

The Western Museums Association (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, among others.

WMA advocates, promotes, and supports the role of museums in bettering and enriching the diverse and dynamic cultural life.



### CONTACT

Western Museums Association  
PO Box 4738  
Tulsa, OK, 74159  
P: 707.433.4701  
wma@westmuse.org

### 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.

#### 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.



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## TRAVELING EXHIBITIONS

A graphic for traveling exhibitions with a green and blue background. It features a dinosaur skull in the top right, a Triceratops head in the middle, and a portrait of Charles Darwin in the bottom right. The text 'from DINOSAURS' is in the top left, 'to Dragons' is in the middle right, and 'to DARWIN' is in the bottom left. White lines connect the text to the corresponding images.

from **DINOSAURS**

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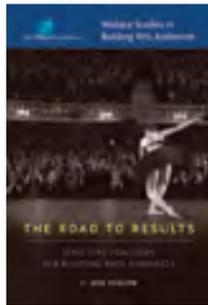
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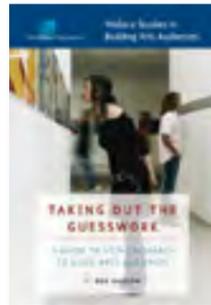
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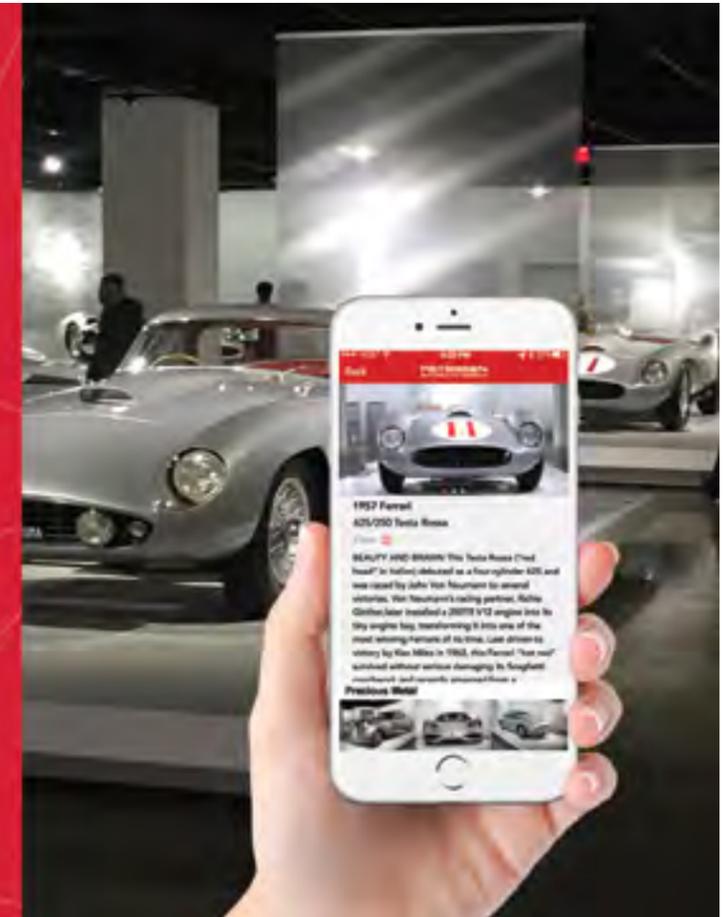
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