



**WESTERN MUSEUMS ASSOCIATION**

**2018 ANNUAL MEETING**

**OCTOBER 21-24**

**INSPIRE**

**TACOMA, WA FINAL PROGRAM**



## Dear Friends and Colleagues,

Welcome to Tacoma, WA, for the Western Museums Association's (WMA) 2018 Annual Meeting. Our host city has been through some incredible changes in the past decade, most notably the redevelopment of the downtown core, anchored by the Tacoma Museum District, which features six museums offering a wide selection of cultural and artistic experiences. This renewed Tacoma shows why it's nickname is the City of Destiny.

With INSPIRE as the theme for the Annual Meeting, content will focus on the ways museums inspire action, change, and unity. Sessions, programs, and informal discussions will center on questions such as: How can museums inspire communities to take action? How can museums be agents of social change and justice? How can museums increase diversity in their exhibits, programming, and staff/boards? How can we make museums more inclusive places?

Through multidisciplinary learning, WMA's Annual Meetings further our professional discourse by providing a constructive environment for various perspectives to be shared and discussed. Six session tracks are offered which provide cross-disciplinary learning opportunities for all museum professionals regardless of specialty. There is no solitary 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.

Numerous opportunities for networking will occur during the Annual Meeting, especially at the Evening Events. The first night will include a free Shippers' Party for all attendees at the Tacoma Art Museum, which recently expanded with the addition of a newly acquired glass art collection. The following nights feature three more stunning museums: Museum of Glass, Washington State History Museum, and Foss Waterway Seaport Maritime Museum. We are excited to share these unique and memorable museums with you.

Throughout WMA 2018, 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 INSPIRE your work over the coming year.

– **Western Museums Association**

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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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- Dafna Zilafro, *Vice President of Marketing, MATT Construction*

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

**2018 ANNUAL MEETING HOST COMMITTEE**

- Co-chair: Jennifer Kilmer, *Director, Washington State Historical Society*
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- Co-chair: Jennifer Ortiz, *State Museum Specialist, Utah Division of Arts and Museums*
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- Moya Waters, *Associate Director, Museum of Anthropology, University of British Columbia*
- Ariel Weintraub, *Associate Director, Institutional Giving, Oakland Museum of California*

**WMA STAFF**

- Jason B. Jones, *Executive Director*
- Johanna Berliner, *Communications Intern*

## ANNUAL MEETING SPONSORS

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



THE SIBBETT GROUP



DLR Group | Westlake Reed Leskosky



### INSTITUTIONAL SUPPORT

Children's Museum of Tacoma  
 Foss Waterway Seaport Maritime Museum  
 LeMay–America's Car Museum  
 Museum of Glass  
 Suquamish Tribal Museum and Cultural Center  
 Tacoma Art Museum  
 Volver Trust  
 Washington State Historical Society

## WMA 2018 SCHEDULE AT A GLANCE

### SUNDAY, OCTOBER 21

8:00 AM–6:30 PM	Registration Desk Open	pg. 10
9:00 AM–4:00 PM	Pre-Conference Tours and Workshops	pg. 14–15
4:00 PM–5:00 PM	Speed Networking (Free)	pg. 16
5:00 PM–6:30 PM	Opening Reception (Free)	pg. 16
7:00 PM–9:30 PM	Shippers' Party at the Tacoma Art Museum (Free)	pg. 16

### MONDAY, OCTOBER 22

8:15 AM–9:00 AM	Morning Coffee	pg. 17
9:00 AM–10:30 AM	Opening General Session and Keynote	pg. 17
11:00 AM–12:15 PM	Concurrent Sessions	pg. 18–19
12:15 PM–1:15 PM	Exhibit Hall Networking Lunch	pg. 19
1:30 PM–2:45 PM	Concurrent Sessions	pg. 20–21
2:45 PM–3:30 PM	Exhibit Hall Refreshment Break & Book Signing	pg. 21
3:30 PM–4:45 PM	Concurrent Sessions	pg. 22–25
5:00 PM–6:00 PM	Directors' and Trustees' Reception	pg. 25
5:00 PM–6:00 PM	Happy Hours	pg. 25
7:00 PM–9:30 PM	Evening Event: Museum of Glass	pg. 25

### TUESDAY, OCTOBER 23

8:00 AM–8:30 AM	Morning Coffee	pg. 28
8:30 AM–9:45 AM	General Session	pg. 28
10:15 AM–11:30 AM	Concurrent Sessions	pg. 28–29
11:45 AM–1:00 PM	Affinity Luncheons	pg. 29
1:15 PM–2:30 PM	Concurrent Sessions	pg. 30–31
2:30 PM–3:15 PM	Exhibit Hall Coffee Break and Poster Session	pg. 32
3:15 PM–4:30 PM	Concurrent Sessions	pg. 33–34
4:30 PM–5:30 PM	Exhibit Hall Closing Reception (Free)	pg. 35
7:00 PM–9:30 PM	Evening Event: Washington State History Museum	pg. 35

### WEDNESDAY, OCTOBER 24

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3:30 PM–4:30 PM	Game Show Showdown	pg. 43
4:30 PM–5:30 PM	JFKU Reception	pg. 43
7:00 PM–10:00 PM	Evening Event: Foss Waterway Seaport	pg. 43

Schedule and sessions are subject to change.



Olson Kundig



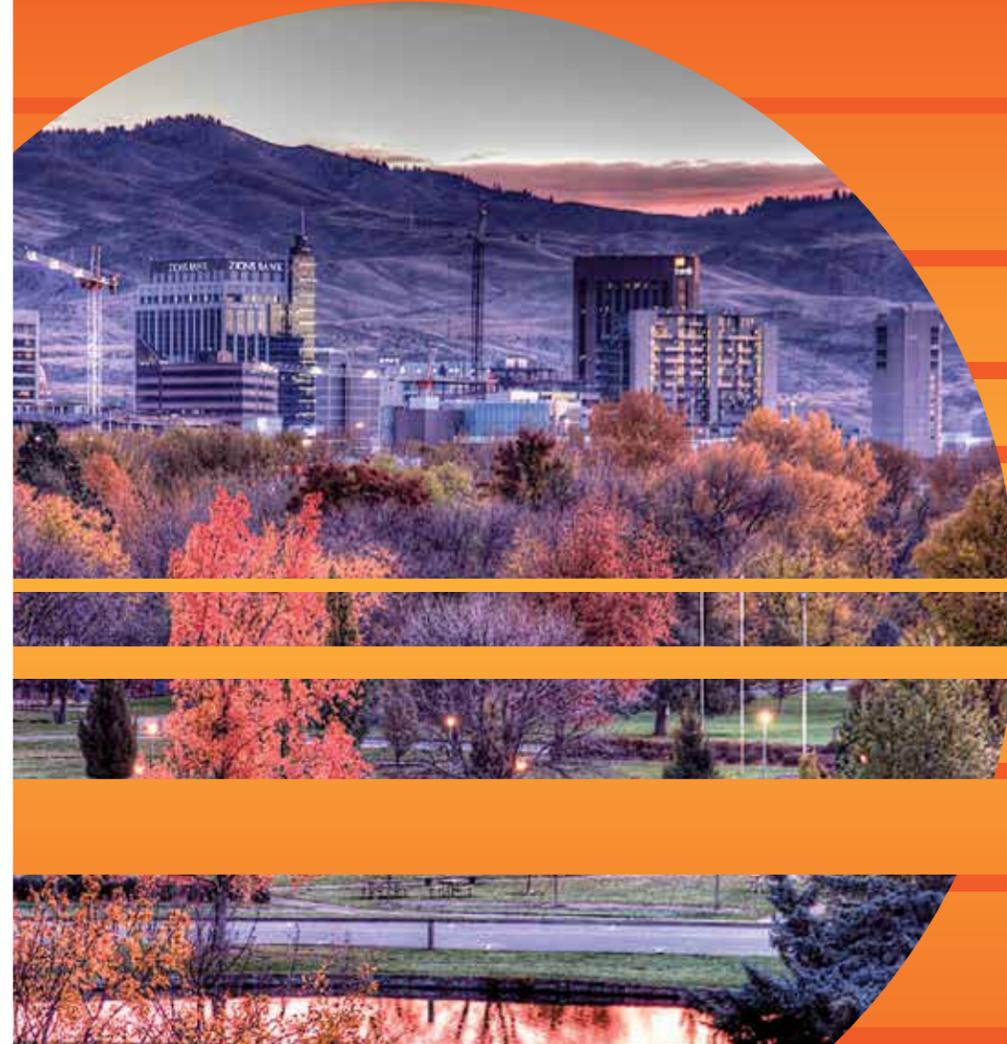
Flight Plan: The Birds of Sunnylands  
Images of a bird sanctuary in the California desert

CLOSING JUNE 2, 2019



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2019 WESTERN MUSEUMS  
ASSOCIATION  
ANNUAL MEETING



OCTOBER 21-24

ENGAGE

WMA 2019

**HOTEL MURANO**

2018 Annual Meeting Headquarters  
1320 Broadway  
Tacoma, WA 98402

**ANNUAL MEETING ACTIVITIES**

Annual Meeting activities will be held in the Hotel Murano's Bicentennial Pavilion, located off the courtyard on the fourth floor, and on the hotel's first and third floors.

**TRANSPORTATION**

Scheduled buses departing from Hotel Murano will transport attendees to and from tours and special evening events. Please consult the program for shuttle times and arrive at the pick-up location fifteen minutes prior to departure.

**REGISTRATION/VOLUNTEER DESK**

The Registration Desk is in the Hotel Murano's Bicentennial Pavilion, located off the courtyard on the fourth floor.

The desk will be staffed during the following times:

<b>Sunday, October 21</b>	<b>8:00 AM–6:30 PM</b>
<b>Monday, October 22</b>	<b>8:00 AM–6:00 PM</b>
<b>Tuesday, October 23</b>	<b>8:00 AM–6:00 PM</b>
<b>Wednesday, October 24</b>	<b>8:00 AM–6:00 PM</b>

**EXHIBIT HALL SCHEDULE**

Please visit our Exhibit Hall in the Hotel Murano's Bicentennial Pavilion. The Exhibit Hall will be open during the following times:

<b>Sunday, October 21</b>	<b>5pm - 6:30pm</b>
<b>Monday, October 22</b>	<b>10:30 - 4:45pm</b>
<b>Tuesday October 23</b>	<b>9:45am - 5:30pm</b>

**TICKETS**

If you registered for an Evening Event or Affinity Luncheon 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 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 into sessions and workshops.

**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 Desk 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 at the WMA Registration Desk will be held until the end of each day, when items will then be turned over to the hotel's front desk.

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.



**PROFESSIONAL DEVELOPMENT**

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.



**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 **#wma2018**

Post pictures on our Facebook Wall

Tweet us **@westmuse**

Tag us on Instagram **@westmuse.pics**



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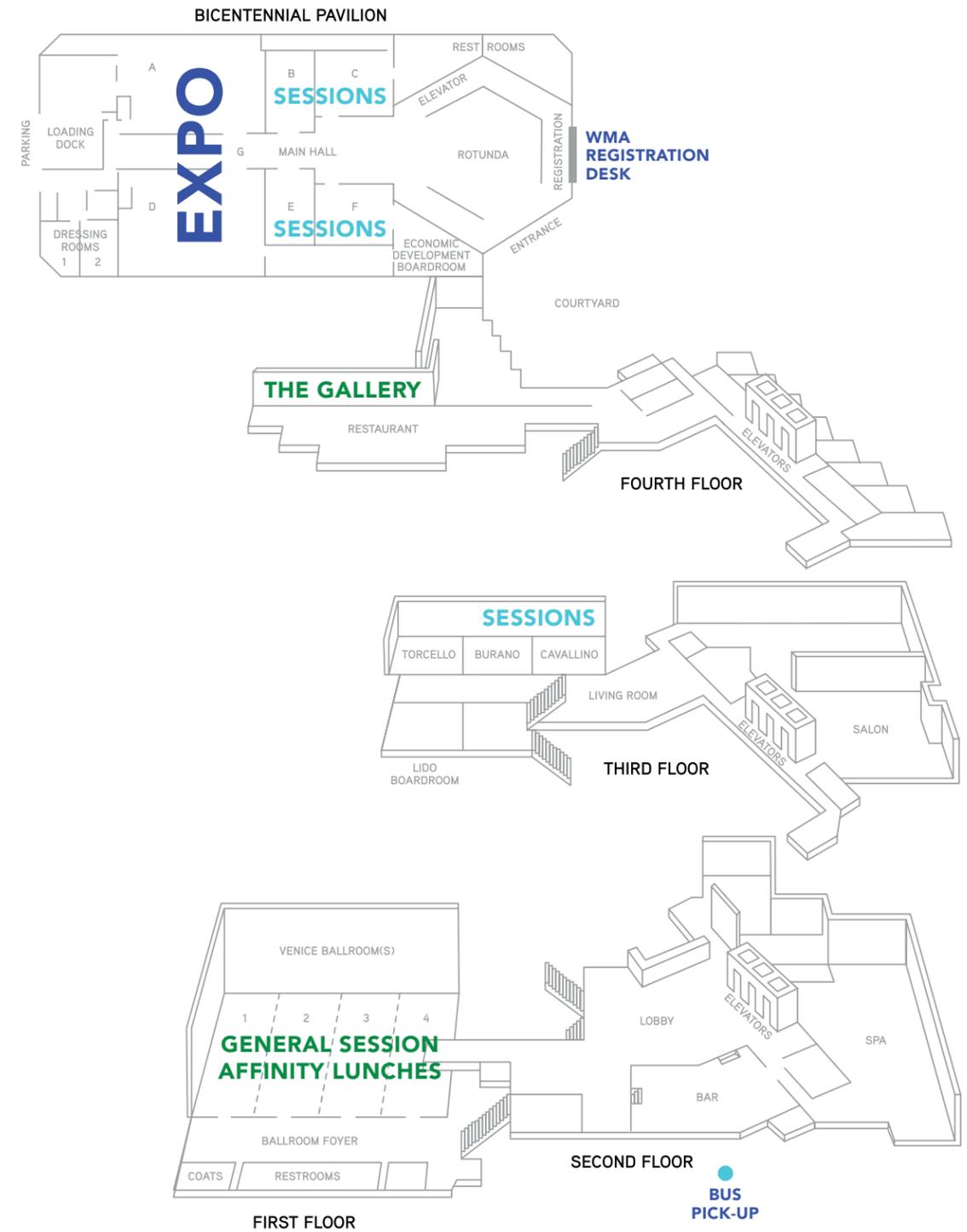
 Dramatic “life-size” mythical creatures

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**PRE-CONFERENCE TOURS**

Pre-Conference Tours are not included in the Annual Meeting registration fee and require pre-registration. Buses will pick up attendees outside the Murano’s main lobby entrance. Please arrive 15 minutes prior to the below scheduled departures

**9:15 AM–3:30 PM**

**Suquamish Tribal Museum Tour**

Explore the Port Madison Indian Reservation and visit historic sites connected to Chief Seattle. Learn about the tribe at the Suquamish Museum with a guided tour of *Ancient Shores ~ Changing Tides* walking you through 10,000 years of history. Plus view the installation *Deconstructing Curtis: Romanticism vs Reality*, which examines Edward Curtis’s famous photographs of Native Americans in the Puget Sound juxtaposed with historical Suquamish images of the same era. Finally, enjoy a traditional seafood lunch at the House of Awakened Culture, featuring a traditional storyteller and cultural song and dance presentation.



**9:45 AM–1:15 PM**

**LeMay–America’s Car Museum Tour**

LeMay–America’s Car Museum (ACM) is an international destination for families and auto enthusiasts to celebrate America’s love affair with the automobile and learn how it shaped our society. The 165,000-square-foot museum has been recognized as one of MSN’s 10 Best Automotive Museums worldwide. ACM serves as an educational center for students of all ages, featuring rotating exhibits displaying 300 vehicles that tell stories of over 100 years of automotive history. Join us for a guided tour with time to explore on your own and get lunch at the museum’s cafe (pay your own way).



**11:00 AM–2:00 PM**

**Puget Sound Boat Tour**

Join us aboard the motor yacht, My Girl, for a narrated two-hour brunch cruise on Puget Sound. Learn about Tacoma as a deep water port and railway terminus as you cruise much of Tacoma’s 46 miles of waterfront. Our cruise begins on the historic Thea Foss Waterway an important connector of the vibrant Museum District. We will continue onto Commencement Bay, view the working waterfront (current and historic) and Vashon Island, and pass beneath the Tacoma Narrows Bridge – all with majestic Mount Rainier in the background.



**PRE-CONFERENCE WORKSHOPS**

Pre-Conference Workshops are not included in the Annual Meeting registration fee and require pre-registration. All venues are walking distance to the Murano Hotel and no transportation will be provided.

**9:00 AM–4:00 PM**

**The Empathetic Museum: Beyond Playing Nice**

Location: Tacoma Art Museum

To deeply connect with its community, an institution must have an inner core commitment to empathy. This practical workshop will immerse participants in the five characteristics of an empathetic museum and engage them in an honest assessment of their own institutional practices. Attendees will gain insights into planning for and effecting change in their museums and communities.

Presenters:

Janeen Bryant, *Community Engagement Specialist and Museum Consultant*  
Stacey Mann, *Interpretive Strategist and Exhibition Developer*

**9:00 AM–4:00 PM**

**Small Museum Legal Tool Kit**

Location: Tacoma Art Museum

This workshop, designed for small museums and foundations intending to create a museum, will equip managers and administrators without legal counsel with the information and tools they need to make informed decisions affecting daily operations. Topics covered will include institutional governance, donations and gifts, employment law and intellectual property basics, and an overview of pertinent recent court cases.

Presenters:

Barron Oda, *Co-chair of the American Bar Association Museums and the Arts Law Committee*  
Michelle Q. Pham, *Attorney, Helsell Fetterman LLP*  
Adam Eisenberg, *Professor, University of Washington Museology Graduate Program*

**9:00 AM–1:00 PM**

**The Art of Intervention: Ally Skills Workshop**

Location: Children’s Museum of Tacoma

As museums adapt to an increasingly diverse society, they need methods for taking action against both individual and systemic biases. Rather than expect those who are targeted to effect change in isolation, the Ally Skills Workshop provides techniques for staff, management, and board members to join in shaping a more equitable and inclusive museum culture.

Presenter:

Dr. Sheila Addison, *President, Margin to Center Consulting*

**9:00 AM–1:00 PM**

**Grant Writing Workshop: How to Inspire Funding for Your Museum** Location: Museum of Glass  
**\$75** (includes all materials)

This active writing workshop will teach participants to prepare competitive proposals for exhibitions and general operating support grants. Learn how to describe projects with language that INSPIRES funding. Attendees will write a Letter of Inquiry, create a Logic Model, write a Goal and Objectives, and prepare an Evaluation Plan. We will give and receive constructive feedback. You can bring a proposal in progress or a previous grant application to work on.

Presenters:

Ariel Weintraub, *Associate Director, Institutional Giving, Oakland Museum of California*  
Pomai Toledo, *Director of Development and Communications, Iolani Palace*

10:00 AM–4:00 PM

**WMA BOARD MEETING**

INVITATION ONLY

Location: Economic Development Room

2:00 PM–4:00 PM

**STATE ASSOCIATION EXCHANGE**

INVITATION ONLY

Location: Lido Boardroom

4:00 PM–5:00 PM

**SPEED NETWORKING**

FREE!

Location: Hotel Murano's Bicentennial Pavilion

Kick off your conference experience with a lively hour of Speed Networking! Bring plenty of business cards, your sense of humor, and comfortable shoes. All are encouraged to join us for a friendly, timed-interval business-card exchange social hour. Want to keep the conversation going? Following the structured program, we will save time for mingling before continuing on to the Opening Reception.



5:00 PM–6:30 PM

**OPENING RECEPTION**

FREE!

Location: Hotel Murano's Bicentennial Pavilion

Join your fellow Annual Meeting attendees for an Opening Reception in the Exhibit Hall. Start your first evening in Tacoma enjoying appetizers, drinks, and conversing with colleagues and our corporate members.



7:00 PM–9:30 PM

**SHIPPERS' PARTY**

FREE!

Location: Tacoma Art Museum

The greatly anticipated annual Shippers' Party is an official event and open to all attendees! Light snacks and drinks will keep your energy high as you network and enjoy the galleries of the Tacoma Art Museum.

*Sponsored by domestic and international shippers.*



8:15 AM–9:00 AM

**MORNING COFFEE**

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

Location: Venice Ballroom (1st floor of hotel)

9:00 AM–10:30 AM

**OPENING GENERAL SESSION & KEYNOTE**

FREE!

Location: Venice Ballroom (1st floor of hotel)

Join us as we welcome attendees to Tacoma, present the Charles Redd Center Award for Exhibition Excellence, the WMA Leadership Award to an extraordinary individual with a lifetime of achievement in the field, and the new WMA Impact Award to a mid-career professional, and get inspired by the keynote speaker.



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

**Local Welcome** Connie McCloud, *Culture Director, Puyallup Tribe*

**WMA President's Address** Lisa Sasaki, *Director, Smithsonian Asian Pacific American Center*

**Awards Presentation** Louise Yokoi, *Principal, Anchor & Seed Philanthropic Consulting*  
Michael Fiegenschuh, *Architect, Mithun*

**Keynote Address** Stephanie Johnson-Cunningham, *Co-founder and Creative Director, Museum Hue*

As the Co-founder and Creative Director of Museum Hue, an organization dedicated to the advancement of people of color through the arts, Stephanie utilizes museums and other cultural entities as a medium for discussions on power and privilege as it relates to the arts sector. Her keynote speech will focus on how her infatuation and frustration with the museum field inspired the formation of Museum Hue and how it continues to motivate her to work to increase dialogue around museum representation and access.

*Sponsored by MATT Construction*

CONCURRENT SESSIONS: 11:00 AM-12:15 PM



**Beyond the Plexiglas® Ceiling: Women’s Roles in Exhibition Preparation and Installation**

Location: Pavilion E



Exhibition preparation and installation has been traditionally dominated by men. Women in this field are presented with unique challenges—and opportunities—for career development and advancement. How do women avoid marginalization in the field to find motivation and support in an area where they have been underrepresented? This facilitated discussion run by experienced, diverse female museum professionals provides resources for networking and descriptions of real-life situations. **#bravespace**

*Moderator:* SueSan Chan, *Exhibit Designer/Project Manager, Washington State Historical Society*

*Presenters:*

Elizabeth K. Mauro, *Owner, Art Installation, LLC*

Claire Johnson, *Owner, Art Exhibition Services*

Lynette Martin, *Exhibition Designer/Lead Preparator, Museum of Glass*

Alexa Anderson, *Co-founder, Level It*

Gwen Whiting, *Lead Curator, Washington State Historical Society*



**When Museums and Communities Connect**

Location: Pavilion B

What potential outcomes and impacts might occur when museums connect deeply with their communities? Assessing such transformative change is challenging. How, for example, can you quantify levels of trust? How will museum leadership, staff, and community members know when their efforts to connect have been achieved? What are the indicators? This session aims to address these questions and more, as speakers from three organizations committed to community involvement share their stories and perspectives. **#DEAI**

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

*Presenters:*

Cassie Chinn, *Deputy Executive Director, Wing Luke Museum of the Asian Pacific American Experience*

Joanne Jones-Rizzi, *Vice President of STEM Equity and Education, Science Museum of Minnesota*

Lorie Millward, *Vice President of Design and Programming, Thanksgiving Point Institute*



**Measuring Museum Social Impact**

Location: Torcello/Burano

While many museums are able to evaluate the economic impact they have on their communities, they struggle to showcase social impact. Come and learn more about what social impact is and hear from different organizations currently undergoing evaluations.

*Moderator:* Tanya Andrews Durand, *Executive Director, Children’s Museum of Tacoma*

*Presenters:*

Emily Johnson, *Museum Services Specialist, Utah Division of Arts and Museums*

Johanna Jones, *Associate Director of Evaluation and Visitor Insights, Oakland Museum of California*

Alyssa Tongue, *Learning Experiences Director, Children’s Museum of Tacoma*



**Super Powers of Small Museums: Agility, Resourcefulness, and So Much More**

Location: Pavilion C



Often small museums—those run totally by volunteers or just a handful of staff—are encouraged to emulate their larger relatives. The truth, however, is that small museums can be the sites of innovation that institutions of all sizes should find inspiring. Join a panel of leaders from small museums as they demonstrate the super powers of their organizations, like grassroots community collaborations and programming that reflects the changing needs of their audience. **#trending**

*Moderator:* Dulce Kersting-Lark, *Executive Director, Latah County Historical Society*

*Presenters:*

Amanda Biemann, *Curator of Collections and Exhibitions, Basque Museum and Cultural Center*

Harriet Weber, *Board of Directors, Quincy Valley Historical Society*

Jody Crago, *Museum Administrator, Chandler Museum*



**Repatriation Stories That Inspire**

Location: Pavilion F



Come hear inspiring stories of Native American items repatriated from museums to their original communities, the consequences of returning sacred items when the community is not united in the effort, and lessons learned from both.

*Moderator:* Janet Smoak, *Director, Suquamish Tribal Museum and Cultural Center*

*Presenters:*

James Pepper Henry, *Director, American Indian Cultural Center and Museum*

Lydia Sigo, *Curator/Archivist, Suquamish Museum and Tribal Cultural Center*

Laura Phillips, *Archaeological Collections Manager, Burke Museum of Natural History and Culture*

Sarah Phillips, *Curator of Collections, Idaho State Historical Society*

12:15 PM-1:15 PM

**EXHIBIT HALL NETWORKING LUNCH**

Location: Hotel Murano’s Bicentennial Pavilion

Join your colleagues in the Exhibit Hall where you can explore vendor offerings and enjoy lunch courtesy of the 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 future Annual Meetings.

*Sponsored by the University of San Francisco Museum Studies Program*



MONDAY, OCTOBER 22

CONCURRENT SESSIONS: 1:30 PM–2:45 PM



### See Through the Museum: What It Takes to Turn an Institution Inside Out

Location: Pavilion E



Both the Natural History Museum of Los Angeles County and the Burke Museum of Natural History and Culture have provided visitors unprecedented transparency and access to the activities and collections of a working research museum. This session will delve into the process of turning a museum inside out—the vision, persistence, and risks required, lessons learned, and how our museums are preparing for radical change that will affect nearly every aspect of our work.

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

*Presenters:*

Gretchen Baker, Vice President of Exhibitions, Natural History Museum of Los Angeles County  
Eldon Tam, Project Director, Burke Museum of Natural History and Culture  
Kate Fernandez, Director of Interpretation, Burke Museum of Natural History and Culture  
Aisling Farrell, Collections Manager, Rancho La Brea, Natural History Museum of Los Angeles



### Turning Controversy into Learning Opportunities

Location: Torcello/Burano

Controversial topics can inspire fear, curiosity, and awe. The “Fat Man” and “Little Boy” atomic bombs. Mine-detecting marine mammals. The head from a statue of Saddam Hussein. These are not your typical collections objects or exhibit subjects. This session will demonstrate how leadership, exhibit teams, and education staff can take artifacts and material that could be seen as too controversial and effectively turn them into learning opportunities for their visitors. **#bravespace**

*Moderator:* Justin Spielmann, Education Coordinator, Flying Heritage and Combat Armor Museum

*Presenters:*

Erik Flint, Director, Lewis Army Museum  
Valerie Johnson, Director of Education, U.S. Naval Undersea Museum  
Rebecca Harmsen, Volunteer Services Specialist, Museum of Flight



### Languages of Inclusion: Works in Progress

Location: Pavilion B

Cutting-edge language practices go far beyond translation and bilingual exhibit text. Choice of language in exhibits, programs, and processes can help museums become more inclusive. Gender-neutral terminology, nonverbal interfaces, and other tools offer opportunities for expanding audiences and diversifying perspectives. Presenters working with science centers, art museums, and Alaska Native communities will describe new approaches and lead audience discussion. **#DEAI**

*Moderator:* Redmond J. Barnett, Historian/Museum Consultant, Tacoma, Washington

*Presenters:*

Angela Linn, Senior Collections Manager, Ethnology and History, University of Alaska Museum of the North  
Amparo Leyman Pino, Yellow Cow Consulting  
Mac Buff, Manager of Family and Elementary Initiatives, Tacoma Art Museum



### The Power of Mentorship and Coaching: Finding the Next Generation of Museum Leaders

Location: Pavilion C

Often we hear about the looming succession crisis—the demographic bomb that is awaiting us—and the need to address it for our continued success. This session will discuss these issues and share examples and exercises on how mentorship—as well as coaching and other tools—can be key to building our ranks and finding the leadership we need for the future of our organizations.

*Moderator:* Noel Ratch, Director, Reynolds-Alberta Museum

*Presenters:*

Kristine Clark, Museum Studies MA Student, Arizona State University  
Kippen de Alba Chu, Executive Director, Iolani Palace  
Maureen Devery, Senior Manager of Science Interpretation, Pacific Science Center



### Inspiring Future Generations at the Wanapum Heritage Center

Location: Pavilion F

The Wanapum Band of Priest Rapids values museums as a place to protect, preserve, and perpetuate their culture, traditions, and identity as they walk in two worlds. Voices of those from the past and those in the present speak to future generations. This session examines the collaborative effort between the Wanapum and the Grant County Public Utility District to tell the story of the Wanapum people in a living heritage center through exhibits and architectural design.

*Moderator:* Angela Neller, Curator, Wanapum Heritage Center

*Presenters:*

Angela Buck, Past Director, Wanapum Heritage Center  
Dustann Jones, Senior Associate Architect, Mithun  
Bianca Message, President, André & Associates Interpretation and Design

2:45 PM–3:30 PM

### EXHIBIT HALL REFRESHMENT BREAK & BOOK SIGNING

Location: Hotel Murano's Bicentennial Pavilion

Enjoy coffee and tea while perusing exhibitors' booths, bidding on silent auction items, and networking with peers. Book signings by:

Margaret Kadoyama, Principal, Margaret Kadoyama Consulting  
Walter Echo-Hawk, author, attorney, legal scholar

MONDAY, OCTOBER 22

CONCURRENT SESSIONS: 3:30 PM–4:45 PM



### Getting the Most BANG for Your Exhibit Design BUCK

Location: Pavilion E



Excited about your upcoming exhibit, building, or site project? Seeking innovation and creativity, but unsure how to find the perfect team? This panel of designers will offer a variety of insights and strategies for making the most of your design dollars. Bring your questions on topics such as writing an effective RFP, choosing a designer, care and feeding of your project team, roles and responsibilities, and establishing fees. **#nutsandbolts**

*Moderator:* Shannon Voirol, Director of Exhibit Planning, History Colorado

*Presenters:*

Charles F. Davis, Owner and Principal, EDX Exhibits

Jill Randerson, Principal, Jill Randerson Exhibit Management

Alissa Rupp, FAIA, LEED BD+C, Principal, MIG Portico

Michael Fiegenschuh, Architect, Mithun



### Museum After Hours: Successful Adult Programming

Location: Pavilion B

As adults-only after-hours programs gain in popularity, this session offers an opportunity to hear from several museum professionals about the innovative ways they are engaging adult audiences and to learn from their past successes and failures. There will be a short panel discussion followed by a break out into smaller groups to address your specific questions and get feedback about your institution's 21+ programs. **#trending**

*Moderator:* Molly Wilmoth, Lead Program Manager, Washington State Historical Society

*Presenters:*

Allison Campbell, Event and Volunteer Coordinator, Fort Nisqually Living History Museum

Sonali Shivdasani, Event Planner, Oregon Museum of Science and Industry

Julie Decker, Museum Director/CEO, Anchorage Museum



### Can We Curate Intangible Cultural Heritage in Collections Management Systems?

Location: Pavilion C

Online collections management systems have the unprecedented ability to curate information from web-based sources beyond museum walls, ranging from video, photo, oral history, and library archives to content contributed by users themselves. Presenters will share how intangible cultural heritage, like performances, stories, language, relationships, and cultural values, can be documented and integrated into our collection systems, allowing users to understand our collections and the people they represent in new ways. **#diggingdeeper**

*Moderator:* Angela Linn, Senior Collections Manager, Ethnology and History, University of Alaska Museum of the North

*Presenters:*

Nancy Bruegeman, Collections Manager, University of British Columbia Museum of Anthropology

Michael Wynne, Digital Applications Librarian, Center for Digital Scholarship and Curation, Washington State University Libraries



### Undoing Institutional Racism: An Ongoing Project

Location: Pavilion F

For decades museum professionals at conferences have lamented the lack of equity and inclusion in our field, but little has subsequently changed inside our organizations. Talk is not enough. Action is required. Join this session for workshop-style activities involving actionable next steps to becoming a better white ally and gatekeeper in your institution. If you attended this session last year in Edmonton, return to check in and set your intentions for the next year. **#bravespace**

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

*Presenters:*

Veronica Alvarez, Director of School and Teacher Programs, Los Angeles County Museum of Art

Lisa Sasaki, Director, Smithsonian Asian Pacific American Center

Ariel Weintraub, Associate Director, Institutional Giving, Oakland Museum of California

## CONNECT WITH WMA!

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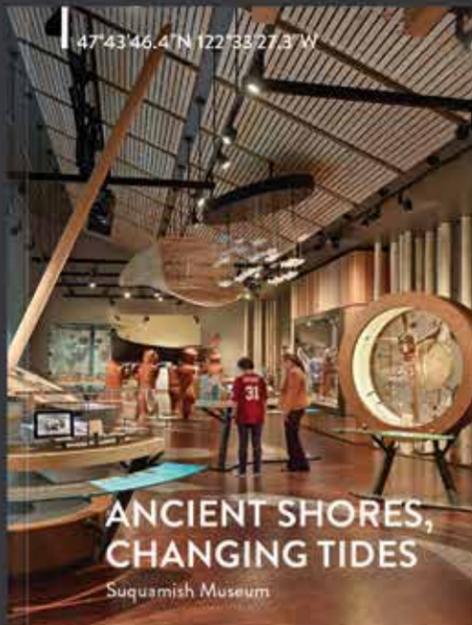
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At Storyline Studio, we've been telling stories all over the West for the past 15 years. We believe that at the heart of every design is a story. Our goal is to bring that story to life, creating an intimate and emotional connection with an audience.



MONDAY, OCTOBER 22

5:30 PM-6:30 PM

**DIRECTORS' & TRUSTEES' RECEPTION**

\$30 / Join your fellow directors and trustees in this special reception.

Location: The Gallery (4th floor of hotel)

5:30 PM-6:30 PM

**HAPPY HOURS**

Pay Your Own Way

Get to know colleagues working in these areas over drinks.

**Children's Museums Happy Hour**

Location: Children's Museum of Tacoma

**Development & Marketing Happy Hour**

Location: 7 Seas Brewing

**Emerging Museum Professional Happy Hour**

Location: The Camp Bar

**National Association of Museum Exhibition Happy Hour**

Location: Swiss Restaurant and Pub

**Small Museums Happy Hour**

Location: Dunagan Brewing

**Washington Museums Association Happy Hour**

Location: Hotel Murano Lobby Bar

**EVENING EVENT**

**A NIGHT AT MUSEUM OF GLASS**

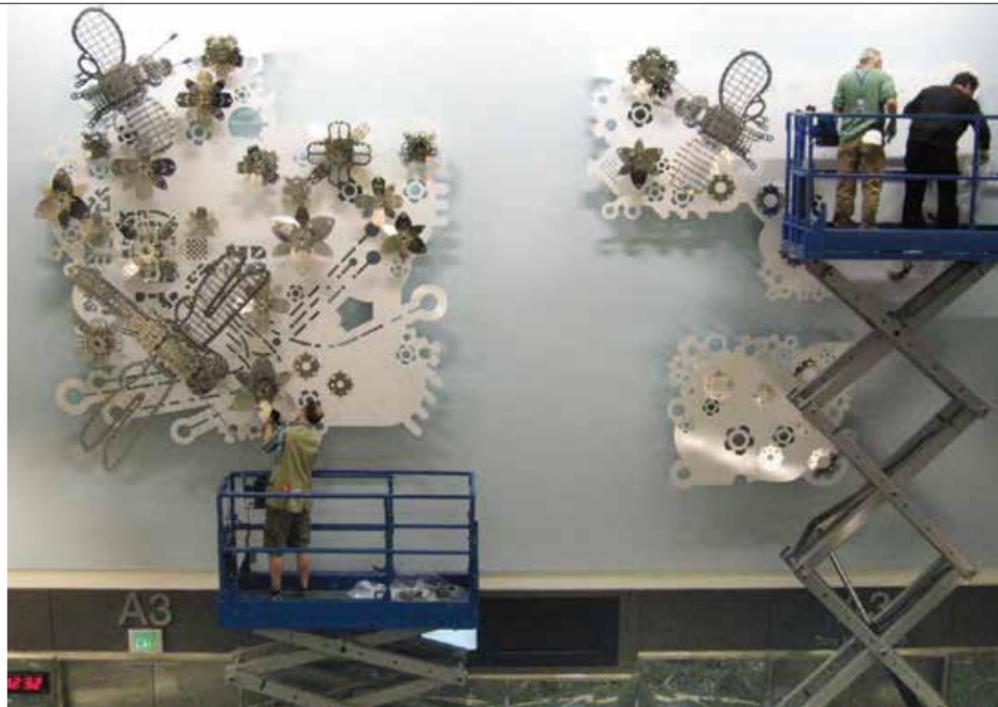
7:00 PM-9:30 PM

\$50 (includes dinner and beverages)

Please join us for an exciting experience at one of Tacoma's most beloved institutions. Museum of Glass is the premier West Coast location for the creation and presentation of glass. The museum's unique Hot Shop, exhibitions, and its marina and mountain vistas combine to give visitors from around the world the sense and spirit of the Northwest studio-glass movement. You'll start the evening by walking across the Chihuly Bridge of Glass, surrounded by blown glass from the famed son of Tacoma. Experience the newly opened *Preston Singletary: Raven and the Box of Daylight* exhibition with the artist in attendance, immerse yourself in a live glassblowing demonstration with our renowned Hot Shop team, and enjoy delightful food and drinks while mingling with your peers.

Museum of Glass is within walking distance of the Hotel Murano.





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 Contact us at: 415.422.6656 or [museum@usfca.edu](mailto:museum@usfca.edu)

## Building for Art and Life



National Museum of African American  
 History and Culture  
 Washington, D.C.

Museum of the Bible  
 Washington, D.C.

International Spy Museum  
 Washington, D.C.

National Museum  
 of the American Indian  
 Washington, D.C.

Glenstone  
 Potomac, MD

LACMA Building for the  
 Permanent Collection  
 Los Angeles, CA [UPCOMING]

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 Springfield, MA*

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

8:00 AM–8:30 AM

**MORNING COFFEE**

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

Location: Venice Ballroom (1st floor of hotel)

Sponsored by Art Work Fine Art Services, Seattle

8:30 AM–9:45 AM

**GENERAL SESSION**

**DECONSTRUCTION/REBUILDING: MUSEUMS OF TOMORROW**

Location: Venice Ballroom (1st floor of hotel)

Join us as we set up a day of digging deep into what museums can be in the future with a General Session panel discussion on ways to deconstruct our organizations to build more culturally relevant museums—from governance, to visitor services, and collection management. Come hear from museum leaders sharing their approaches to institutional change.



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

**WMA Business** Lisa Sasaki, Director, Smithsonian Asian Pacific American Center

**Invitation to Boise** Janet Gallimore, Executive Director, Idaho State Historical Society

**PANEL DISCUSSION**

**Moderator** James Pepper Henry, Executive Director, American Indian Cultural Center and Museum

**Presenters**

Tanya Andrews Durand, Executive Director, Children’s Museum of Tacoma

Jim Enote, CEO, Colorado Plateau Foundation

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

**CONCURRENT SESSIONS: 10:15 AM–11:30 AM**



**A Critical Eye on Museum Studies**

Location: Pavilion C

Based upon a recently completed survey of Museum Studies programs, alumni, and professionals, the panel will discuss: 1) Are Museum Studies programs changing and adapting to the needs of those seeking employment in the field?; 2) What challenges are facing programs such as the disparity between program costs and salaries in the field?; 3) Are the programs focused on skills training or life-long learning? Bring your perspective and join in the conversation.

**Moderator:** Karen Marshall, Instructor, University of Washington Professional and Continuing Education

**Presenters:**

Richard Toon, PhD, Research Professor, Director Museums and Museum Studies, Arizona State University

Wilson O’Donnell, Associate Director, Museology Graduate Program, University of Washington

Susan Spero, Chair, John F. Kennedy University Museum Studies



**Museums, Social Justice, and Civic Engagement in the Land of Enchantment**

Location: Pavilion E

Through exhibits and programs the Las Cruces Museum System, the National Hispanic Cultural Center Art Museum, and the University of New Mexico Art Museum have encouraged museumgoers to think about social justice and the role civic engagement plays in achieving it. Panelists will discuss the complexities of exploring challenging subject matter in museums such as race relations, migration, and police violence; why it’s critical that we do so; and ways to navigate these challenges. **#bravespace**

**Moderator:** Jennifer Robles, PhD, Museum Manager (Exhibits), Las Cruces Museum System

**Presenters:**

Kymberly Pinder, PhD, Professor of Art History/Dean, College of Fine Art, University of New Mexico

Jadira Gurulé, Curator, National Hispanic Cultural Center Art Museum



**Acting Out: Programming Living History**

Location: Torcello/Burano

Has your institution staged living history performances within your exhibit spaces? If not, here’s your chance to learn how it’s done for maximum effect and to the delight of your visitors. Starting with a live, interpretative performance, this session will offer strategies and take-home resources for programming memorable, immersive experiences.

**Moderator:** Gwen Whiting, Lead Curator, Washington State Historical Society

**Presenters:**

Molly Wilmoth, Lead Program Manager, Washington State Historical Society

Lane Sample, Education and Outreach Coordinator, Fort Nisqually Living History Museum

Mac Buff, Manager of Family and Elementary Initiatives, Tacoma Art Museum

Living history performance by Dana Repp, portraying Leticia Work Huggins



**Exploring the Ways in Which Indigenous Museums and Cultural Centers Inspire Us**

Location: Pavilion B

All across the continent indigenous people and tribes have sparked a renaissance within Indian country by sharing their stories, celebrating their traditions, and developing dynamic and immersive destinations that serve their people and inspire the world. Please join the discussion about the new programs and partnerships emerging from this exciting cultural landscape.

**Moderator:** Gena Timberman, Principal, Luksi Group

**Presenters:**

James Pepper Henry, Executive Director, American Indian Cultural Center and Museum

Charlene Krise, Director, Squaxin Island Research Center and Museum

Angela Buck, Past Director, Wanapum Heritage Center

Lydia Sigo, Curator/Archivist, Suquamish Tribal Cultural Center and Museum



**Writing Your Fund-Raising Plan**

Location: Pavilion F

Every successful fund-raising campaign starts with an effective plan. In this hands-on interactive session, you’ll learn how to devise one for your institution. **#nutsandbolts**

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

**Presenter:**

Stacy Raskusin, Director of Development, Contemporary Jewish Museum



## TUESDAY, OCTOBER 23

11:45 AM–1:00 PM

### AFFINITY LUNCHEONS

These events require pre-registration.

#### INDIGENOUS LUNCHEON

Fee: \$40

Enjoy meeting your colleagues from tribal museums and supporters of indigenous peoples' concerns. All are welcome! Guest speaker Walter R. Echo-Hawk, author, attorney, and board chair, Association of Tribal Archives, Libraries, and Museums (ATALM), will discuss his new book, *The Sea of Grass: A Family Tale from the American Heartland*, and be available to answer questions. Sponsored Barona Band of Mission Indians

Location: Venice Ballroom #4 (1st floor of hotel)

#### STORYTELLERS' AND SUPPORTERS' LUNCHEON

Fee: \$40

Especially for curators, development officers, editors, 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 The Sibbett Group

Location: Venice Ballroom #3 (1st floor of hotel)

#### REGISTRARS COMMITTEE WESTERN REGION

Fee: \$20

The Registrars Committee Western Region (RC-WR) Annual Business Meeting Luncheon is open to RC-WR members, collection professionals, and related vendors. Underwritten by US Art Company

Location: Venice Ballroom #2 (1st floor of hotel)

#### DIRECTORS' LUNCHEON

Fee: \$45

This luncheon is open to Directors, Deputy Directors, CEOs, CFOs, and Trustees. Guest speaker Tanya Durand, Executive Director, Children's Museum of Tacoma, will discuss the museum's innovative work, including their "Pay As You Will" admission, running a daycare on site, and opening up a secondary facility at Joint Base Lewis-McChord. Sponsored by NetX

Location: Venice Ballroom #1 (1st floor of hotel)

## CONCURRENT SESSIONS: 1:15 PM–2:30 PM



### Join the MASS Action Movement

Location: Pavilion F

The MASS Action (Museums as Sites for Social Action) movement is dedicated to the idea that our institutions must serve as sites for social engagement and action. Critical to success, however, are empathetic museum leaders deeply committed to working with their local communities, particularly in the pursuit of social justice. Please join us to learn about the MASS Action Tool Kit and how it is being utilized regionally.

**Moderator:** Adam Patterson, Corporate Relations Officer, Oregon Museum of Science and Industry

**Presenters:**

Aletheia Wittman, New Burke Exhibits Coordinator  
Chieko T. Phillips, Heritage Support Specialist, 4Culture



### Building Racial Equity in Docent Programs: Collaborative Efforts to Better Reflect Our Communities

Location: Pavilion E

Docents have a huge impact on visitor experience and must be deeply involved with building equity in our institutions. The question is how. Staff and docents from the Portland Art Museum and the Seattle Art Museum will share their efforts to infuse equity into all aspects of the docent program, from leadership to training, with a focus on race. Learn about initiatives to align this work with staff equity and inclusion teams to build shared values and better reflect our communities. #DEAI

**Moderator:** Anna Allegro, Manager of School and Educator Programs, Seattle Art Museum

**Presenters:**

Sarah Lampen, Manager of Docent and Access Programs, Portland Art Museum  
TBD-Docent, Seattle Art Museum  
TBD-Docent, Portland Art Museum



### Lessons Learned from Deaccessioning

Location: Pavilion B

Deaccessioning, permanently removing objects from an institutional collection, is critical to healthy museum operations. And there are strict moral and ethical guidelines that all accredited museums must follow. But what happens when things go awry? Opportunities abound to learn from session proposers on their experiences with deaccessioning: the good, the bad, and sometimes the ugly. #diggingdeeper

**Moderator:** Jennifer Ortiz, Manager of Museum Services, Utah Division of Arts and Museums

**Presenters:**

Noel Ratch, Director, Reynolds-Alberta Museum  
Sarah Phillips, Curatorial Registrar/Collections Manager, Idaho Historical Society  
Elaine Hughes, Collections Director, Museum of Northern Arizona



### Guidelines for Collaboration between Museums and Native Communities

Location: Pavilion C

Though museums and Native communities have been collaborating for some time, there has been little information available to guide them through the process, until now. Join this round-table discussion and critique to learn about Museum + Community: Guidelines for Collaboration, a new online resource, which offers practical information for Native communities and museums that wish to develop collaborative projects centered on collections. #DEAI

**Moderator:** Brian Vallo, Director, Indian Arts Research Center, School for Advanced Research

**Presenters:**

Cynthia Chavez Lamar, Assistant Director of Collections, National Museum of the American Indian  
Jim Enote, CEO, Colorado Plateau Foundation



### Key Strategies for Leveraging Your Membership Program

Location: Torcello/Burano

The members of our museums are our nearest and dearest—frequent visitors who enable and experience our mission. They can also be an underutilized resource. In this session, learn how three institutions streamlined their programs and put in place strategies to engage, retain, and leverage their membership for expanded individual giving.

**Moderator:** Jeanette Woodburn, Director of Development and Communications at ShareWell

**Presenters:**

Courtney Davis, Membership Manager, Burke Museum of Natural History and Culture  
Pomai Toledo, Director of Development and Communications, Iolani Palace  
Jacqueline Rais, Director of Individual Giving, San Francisco Museum of Modern Art

2:30 PM–3:15 PM

**EXHIBIT HALL COFFEE BREAK & POSTER SESSION**

Location: Hotel Murano’s Bicentennial Pavilion

The Poster Session provides opportunities for individuals to present their research, ideas, or programs through illustrated and informative posters, and they want your feedback. Come explore projects and initiatives from around the region in an informal setting.

*Sponsored by Ship Art International*

2:30 PM–3:15 PM

**POSTER SESSIONS**

Location: Hotel Murano’s Bicentennial Pavilion

**That Special Amount of Freedom: Models for Working with Undergraduate Students in Museums**

Lynn Bethk, *Collections Manager, Museum of Culture & Environment, Central Washington University*  
 J. Hope Amason, *CONFIRM, Museum of Culture & Environment, Central Washington University*

**Eliminating Barriers, Opening Doors**

Amanda Hashagen, *Path with Art, Program Director*

**The Invisible Guide at Your Side**

Judy Rand, *Director, Rand & Associates, LLC*

**What was Left Behind: An Inventory of Japanese Personal Belongings at the Panama Hotel, Seattle**

Katie Wilson, *Senior Museum Specialist / Historian, Environmental Science Associates*

**Gender Equity in the Museum Workplace**

Karen Marshall, *Steering Committee Member, Gender Equity in Museums Movement*

**Inspiring Action through the Emotional Journey of an Exhibition**

Suzanne Perin, *post-doctoral researcher, University of Alaska Fairbanks*  
 Joe Bartley, *Senior Exhibit Designer, Oregon Museum of Science and Industry*

**Curiosity Catalysts- Prototyping Interpreter Models for the New Burke**

Aletheia Wittman, *Exhibits Coordinator, Burke Museum of Natural History and Culture*  
 Emelia Harris, *Volunteer Manager, Burke Museum of Natural History and Culture*

**Access for All: Reaching Underrepresented Visitors in Our Communities**

Kelly Garrett, *Visitor Services Manager, Children’s Creativity Museum*

**Psychology, Social Media, and the Modern Museum**

Kate Tallman, *Curatorial Assistant, University of Alaska Fairbanks Museum of the North*

**Empowering Interns: A Model for Building Community, Inspiring Action, and Fostering Professional Development in Emerging Professionals**

Maureen Weinhardt, *Education Manager, Children’s Creativity Museum*

**Integrating Humanities at the Science Center: Can it be Done?**

Carolina Chambers, *Portal to the Public Project Coordinator, Pacific Science Center*  
 Chris Cadenhead, *Evaluation Specialist, Pacific Science Center*

**Cowboy Poetry Student Program**

Natalie Olson, *Curator of Education, Desert Caballeros Western Museum*

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



**Using Collection Objects and Primary Sources to Engage Audiences**

Location: Pavilion E



Curators, educators, and archivists are developing more sophisticated ways of engaging visitors. One method is bringing people into direct contact with objects—paintings, ephemera, manuscripts, and others. This session will report findings of a large national survey of such practices, explore two case studies at different-sized museum (one with college students, one with fourth graders), and suggest broader steps to proven practices.

*Moderator:* Redmond J. Barnett, *Historian/Museum Consultant, Tacoma, Washington*

*Presenters:*

Holly Stewart, *Program Manager, Job Carr Cabin Museum*

Susan Spero, *Chair, John F. Kennedy University Museum Studies*



**A Lifetime of Learning: Engagement Programs for Older Adults**

Location: Torcello/Burano

How can your museum meet the social, emotional, creative, and intellectual needs of older adults? Educators from three museums—the Los Angeles County Museum of Art, the Museum of Photographic Arts in San Diego, and the University of Alaska Museum of the North in Fairbanks—will present diverse models of programming designed to accommodate this growing audience. From art programs for individuals with memory loss to collections-based classes, discover ideas for engagement! **#trending**

*Moderator:* Karen Satzman, *Director, Youth and Family Programs, Los Angeles County Museum of Art*

*Presenters:*

Jennifer Arseneau, *Education and Public Programs Manager, University of Alaska Museum of the North*  
 Kevin Linde, *Adult Programs Manager, Museum of Photographic Arts*



**Advocating at the State and Local Levels**

Location: Pavilion B



Every year hundreds of museum professionals visit their federal elected officials in Washington, DC, as part of AAM’s Museum Advocacy Day. But just as important is the advocacy work done at the state level. This session looks at ways in which museums, museum associations, and advocacy organizations can work together to make state and local elected officials aware of, and responsive to, the needs of museums in their state. **#nutsandbolts**

*Moderator:* Bob Beatty, *President, The Lyndhurst Group*

*Presenters:*

Catherine “Rusty” Foley, *Executive Director, Arizona Citizens for the Arts*

Jayceen Craven-Walker, *Consultant, Jayceen Craven Walker Consulting*

Susan Rohrer, *Statewide Heritage Outreach Director, Washington State Historical Society*



## TUESDAY, OCTOBER 23

4:30 PM–5:30 PM

### EXHIBIT HALL CLOSING RECEPTION

FREE!

Location: Hotel Murano's Bicentennial Pavilion

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 future Annual Meetings.



5:30 PM–6:30 PM

### WMA LEADERSHIP RECEPTION

Invitation Only Location:  
Venice Ballroom #4 (first floor of hotel)

WMA Board, Program Committee, Host Committee, and 2018 Sponsors gather for drink, food, and conversation.



### Burnout Busters: Self-Care for the Museum Professional

Location: Pavilion C

In an age of burnout and overstimulation, how can you inspire others if you haven't taken care of your own needs? Yes, your work is important, but so are you! In this participatory session, learn tips and tricks for self-care. **#trending**

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

*Presenters:*

Greg Owen, Yoga Instructor, Studio G

Hillary Ryan, Advisor, Ryan Communications



### New Tools for Dismantling Colonial Practices in Museums

Location: Pavilion F

How do we decolonize an institution when the tools available are also products of colonized thinking? Audre Lorde wrote about undoing racism, "The master's tools will never dismantle the master's house."

This quote will be the jumping-off point for a discussion among colleagues working to decolonize museums in California, Arizona, and Hawaii who have ideas about the new tools needed. **#diggingdeeper**



*Presenters:*

Noelle M.K.Y. Kahanu, Assistant Specialist, Public Humanities and Native Hawaiian Programs, University of Hawai'i at Manoa

Martina Dawley, Assistant Curator for American Indian Relations, Arizona State Museum

Ben Garcia, Deputy Director, San Diego Museum of Man

### EVENING EVENT

### FESTIVITIES AT THE WASHINGTON STATE HISTORY MUSEUM

7:00 PM–9:30 PM

\$50 (includes buffet dinner and beverages)

Join in an evening at the Washington State History Museum and experience art, artifacts, and activities specially planned for WMA attendees. You'll see 13,000-year-old handcrafted Clovis points, Jacob Lawrence paintings depicting the immigration of Washington's first African American settler, a selection of work from contemporary Native American artists, and much more. Get crafty at a "maker station" in conjunction with the exhibition *Make/Do: A History of Creative Re-Use* and be amazed by the art of misdirection as you explore *Sleight of Hand: Magic and Spiritualism in the Early 20th Century*. Oh, and indulge in Washington wines, craft brews, and a mouthwatering buffet dinner.

The Washington State History Museum is within walking distance of the Hotel Murano.





# DESIGN

## MUSEUM EXHIBITION SPECIALISTS

Our continued success relies on strengthening our outside partnerships, promoting accountability, and increasing our flexibility to respond quickly to new opportunities and challenges.

# BUILD

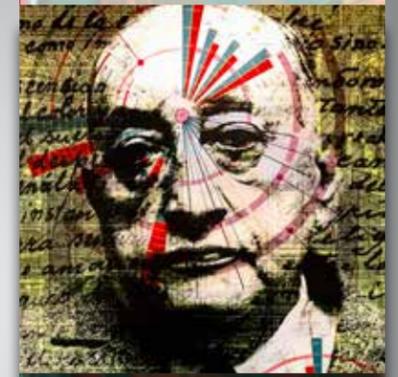
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8:30 AM–9:00 AM

**MORNING COFFEE**

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

Location: Hotel Murano's Bicentennial Pavilion

**CONCURRENT SESSIONS: 9:00 AM–10:15 AM**



**Trending Now: Exodus from the Museum Field**

Location: Pavilion E

It's been reported that people are leaving the field in droves. Why is this happening and what can be done to stop it? What accounts for staff dissatisfactions? How can the heritage industry compete against the for-profit world? Are there incentives beyond the financial that will nurture dedicated employees? This session will look at ways that we can better engage our own workforce by borrowing ideas from the private sector and will feature a panel of speakers that have their feet in both the mission- and margin-driven worlds.

*Moderator:* Seth Margolis, Director, William A. Hessel Education Department, The Museum of Flight

*Presenters:*

Katie Buckingham, Curator, Museum of Glass

Taylor Felt, Design and Production Manager, ARTECH

Michelle Bufano, Executive Director, Chihuly Garden and Glass

Michael Fiegenschuh, Architect, Mithun



**Exhibit Critique: Tacoma Art Museum**

Location: Pavilion B

This perennially popular session investigates current best practices and choices made in creating exhibitions—this year, with the Tacoma Art Museum (TAM). The critique will be of the temporary exhibition *Immigrant Artists and the American West*, which draws from TAM's Haub Family Collection of Western American Art, its Northwest Art Collection, and select loans. The exhibition is a celebration of diverse immigrant experiences and hopes to inspire connections and further dialogue about the profound impact immigration has had on the lives of people in our community and the broader Western region both historically and today.

*Moderator:* Keni S. Sturgeon, Vice President, Science Engagement and Outreach, Pacific Science Center

*Presenters:*

Faith Brower, Haub Curator of Western American Art, Tacoma Art Museum

Irene Rodríguez, Executive Director, Cabot's Pueblo Museum

Anne Rowe, Director of Collections and Exhibitions, Sunnylands Center and Gardens

Molly Wilmoth, Lead Program Manager, Washington State History Museum

Christina Westpheling, Interim Director of Education, Tacoma Art Museum



**Museums and Indigenous Communities: Inclusivity through Collaboration**

Location: Pavilion C



Inclusive museum programming can only result from collaborative planning and integrating a diversity of voices. This session will present detailed descriptions of projects initiated by museums in partnership with Alaska Native community organizations and artists. Presenters will share strategies to encourage others in the field to plan, implement, and review interactions with their own diverse communities. A collaborator involved with three of the endeavors will present the indigenous artist and community perspective.

*Moderator:* Monica Shah, Director of Collections and Chief Conservator, Anchorage Museum

*Presenters:*

Dawn Biddison, Museum Specialist, Smithsonian Arctic Studies Center at the Anchorage Museum

Angela Demma, von der Heydt Museum Interpretation Specialist, Anchorage Museum

S. Hollis Mickey, Director of Learning and Engagement, Anchorage Museum

Melissa Shaginoff, Curator of Contemporary Indigenous Art and Culture, Anchorage Museum



**Mobile Devices, Public Spaces, and Freedom of Panorama: Rights and Responsibilities**

Location: Pavilion F

With smartphones in the pockets of a majority of museum visitors, the potential for infringing activity to occur in galleries and on museum grounds is higher than it ever has been. "Freedom of panorama" is an exception to copyright infringement, but its application is limited in the United States. This session explains what freedom of panorama is, how it applies to museums, and what staff need to know about rights and responsibilities. Prior copyright experience is not required to enjoy and benefit from this session. **#diggingdeeper**

*Moderator:* Barron Oda, Co-chair, American Bar Association Museums and the Arts Law Committee

*Presenters:*

Michelle Q. Pham, Attorney, Hessel Fetterman LLP

Jasen Emmons, Artistic Director, Museum of Pop Culture



WEDNESDAY, OCTOBER 24

CONCURRENT SESSIONS: 10:45 AM–12:00 NOON



### Beyond Sight: Tactile Tours for Low- or No-Vision Visitors

Location: Pavilion E

Tactile tours are a great way to open exhibitions and collections to a whole new audience. This session will describe the successes and learning opportunities for three different tactile tours offered by the Seattle Art Museum, Museum of Flight (Seattle, WA), and Museum of Glass (Tacoma, WA). It will provide best practices for tour format and length, suggestions for outreach to low-vision groups, and an activity to practice writing visual descriptions for art and artifacts. **#nutsandbolts**

**Moderator:** Katie Buckingham, Curator, Museum of Glass

**Presenters:**

Donnelly Wilburn, Advisor to the Art Beyond Sight Committee, Seattle Art Museum

Andrea Smith-Clarke, Docent and Art Beyond Sight Co-chair, Seattle Art Museum

J. Andrew Henley, PhD, Curator of Education and Community Engagement, Museum of Glass

Sean Mobley, Docent Services Specialist, The Museum of Flight

Rebecca Engelhardt, Collections/Exhibitions Manager, Museum of Glass



### Fund-Raising and Donor Recognition in Children's Museums

Location: Pavilion B

Children's museums have a unique visitor base: young families. They buy memberships and use them often but may not be willing or have the means to give beyond that. The staff of these museums, and their leaders, have forged creative strategies to appeal for additional support from their key audience. Attendees will explore innovative ways to fund a capital campaign, renovate a gallery, look for program sponsorship, and acknowledge annual donors. Learn to say "Please give!" and "Thanks!" in ways that transform mere visitors into patron partners.

**Moderator:** Alissa Rupp FAIA, Principal, MIG | Portico

**Presenters:**

Allison CraigSundine, Exhibit Designer, MIG | Portico

Putter Bert, President/CEO, KidsQuest Children's Museum

Jennie Griek, Development Director, Children's Museum of Tacoma

Marilee Jennings, CEO, Children's Discovery Museum



### Learning to Lead from the Middle

Location: Pavilion C

Are you looking for inspiration and ideas on how to positively impact your institution from the middle? Tired of asking for advice and mentorship about starting new initiatives only to be given the institutional runaround? Feel a little like the light inside is dying? Look no further than this session! Get inspired by fellow mid-level or mid-career professionals doing great work and garner real-world advice from higher ups about being a leader when you're not THE leader.

**Moderator:** Dana Whitelaw, Executive Director, High Desert Museum

**Presenters:**

Kristen Mihalko, Senior Manager, Programs and Special Events, Balboa Park Cultural Partnership

Mac Buff, Manager of Family and Elementary Initiatives, Tacoma Art Museum

Chieko Phllips, Heritage Support Specialist, 4Culture



### Restoring the Ancestral Foundation through Repatriation and Reconciliation

Location: Pavilion F

Indigenous advocates from Hawai'i and Oklahoma will provide their perspectives as cultural practitioners, attorneys, administrators, and activists on the importance of approaching repatriation as both a fundamental museum process and an ultimate act of shared humanity. Presenters will highlight two successful repatriations of ancestral remains from Germany and chiefly adornments from New Zealand where engaging with museum professions was not based on a legal framework (for example, the Native American Graves Protection and Repatriation Act) but on issues of justice, restitution, and, ultimately, reconciliation.

**Moderator:** Noelle M.K.Y. Kahanu, Assistant Specialist, Public Humanities and Native Hawaiian Programs, University of Hawai'i at Manoa

**Presenters:**

Edward Ayau, Hawaiian Repatriation and Reburial Specialist, Hawaiian Community

Kamana'opono M. Crabbe PhD, Ka Pouhana (Chief Executive Officer), Office of Hawaiian Affairs

Walter Echo-Hawk, Author, Attorney, Legal Scholar

12:00 PM–1:00 PM

### LUNCH ON YOUR OWN

Location: Hotel Murano's Bicentennial Pavilion

1:00 pm–1:45 pm

### AFTERNOON REFUEL

Get refueled with coffee and snacks for the final afternoon of the Annual Meeting.

Location: Hotel Murano's Bicentennial Pavilion

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



### Can Museum Memberships Evolve with the Times?

Location: Pavilion E

Many museums rely on the sale of memberships to support their general operating budgets. Yet research shows that each generation has different values, meaning our membership models need to be dynamic and responsive. A panel of museum consultants and directors will discuss what the future may be for this funding stream. The discussion will also include advice on how to begin modernizing your membership structure today.

**Moderator:** Dulce Kersting-Lark, *Executive Director, Latah County Historical Society*

**Presenters:**

Freya Liggett, *Museum Manager, Moses Lake Museum and Art Center*

Steven Screen, *Consultant, The Better Fundraising Co.*

Jessica Monahan, *Program Manager, California Association of Museums*



### Reinvention through Renovation

Location: Pavilion B

Arm yourself with the confidence to undertake a structural renovation. This session will review the reimagining of three institutions: Nora Eccles Harrison Museum of Art, Utah Museum of Fine Arts, and the Heard Museum, Grand Gallery. As a round-table discussion, the story of all three museums will be shared through unique perspectives on how major construction projects led them to reinvent processes, reevaluate best practices, rethink object storage, and generate alternative ways to engage the public.

**Moderator:** Dan Clevenger, *AIA, Architect I Culture + Performing Arts Leader, DLR Group*

**Presenters:**

Christina Samore, *Registrar, Utah Museum of Fine Arts*

Katie Lee-Koven, *Executive Director and Chief Curator, Nora Eccles Harrison Museum of Art*

Zaira Arredondo, *Registrar, Nora Eccles Harrison Museum of Art*



### Communicating the Collection

Communications and collections professionals discuss the challenges and opportunities they encounter when working together and how their collaborations can help advance museum goals, engage and educate the public, and build audiences. Presenters will share experiences, explore common hurdles, and brainstorm with audience members about strategies to take back to their own institutions.

**Moderator:** Mindy Wilson, *Director of Marketing and Communications, Utah Museum of Fine Arts*

**Presenters:**

Robyn Haynie, *Conservator, Utah Museum of Fine Arts*

Theresa Bakker, *Marketing and Communications Manager, University of Alaska Museum of the North*

Dawn Merritt, *Public Relations and Marketing Director, Neon Museum*



### Program Strategies for Early Learners: Three Museums, Three Models

Location: Pavilion F

Join an interdisciplinary panel of museums and dive into a session devoted to early learners and strategies to work with these youngest visitors (and their families) in a variety of settings and subjects. Each institution will share successes in their content area, and participants will walk away with a set of new strategies and tools to use with their own early learners.

**Moderator:** Clare Tally-Foos, *Onsite and Outreach Educator, The Museum of Flight*

**Presenters:**

Sondra Snyder, *Education and Youth Program Manager, Museum of History and Industry*

Julia Miller, *Director of Learning and Public Programming, Bellevue Arts Museum*

## WEDNESDAY, OCTOBER 24

3:00 pm–3:30 pm

### COFFEE KLATCH

Museum Selfie Discussion: What do you think of selfies in museums?

Do you love or hate them? Do you take them yourself?

Join colleagues discussing the impact selfies and Instagram culture is having on museums.

Location: Hotel Murano's  
Bicentennial Pavilion

3:30 pm–4:30 pm

### GAME SHOW SHOWDOWN

How well do you know museums? Come to the Game Show Showdown and find out how much you know compared to our contestants, who will compete for fortune and glory!

**GAME SHOW HOST:** Seth Margolis, *Director, William A. Hessel Education Department, The Museum of Flight*

Location: Pavilion Room D

4:30 pm–5:30 pm

### JOHN F. KENNEDY UNIVERSITY MUSEUM STUDIES PROGRAM RECEPTION

Celebrate the legacy and transformation of the JFKU Museum Studies program.

Location: Hotel Murano's  
Bicentennial Pavilion

### EVENING EVENT

## SUNSET CELEBRATION AT THE FOSS WATERWAY SEAPORT MARITIME MUSEUM

7:00 PM–10:00 PM

\$50 (includes beverages and heavy hors d'oeuvres)

Come explore our Puget Sound's extraordinary maritime heritage at The Foss Waterway Seaport! Enjoy an evening in a 118-year-old wooden wheat warehouse (listed on the National Registry of Historic Places) originally built to accommodate cargo "arriving by rail and departing by sail." Discover *Rum Running on Puget Sound* or take a selfie with a roving pirate! Experience *First on the Waterways: The Puyallup People*, a blessing and performance by the Canoe Family of the Puyallup Tribe. Enjoy Pacific Northwest-inspired appetizers while listening to sea shanties.

Buses leaving from the Hotel Murano starting at 6:45pm  
or  
Water taxi from the Museum of Glass starting at 6:45pm



### 3DS - THREE DIMENSIONAL SERVICES

3DS is a full-service Exhibit Production firm in Vancouver, BC, with specialized expertise in Fabrication, Technical Design, Interactivity, AV/Multimedia Integration, and Exhibit Installations. From multi-gallery environments to one-off models, we work with designers and museum teams across North America to create places that educate and inspire.

### ARAKAWA HANGING SYSTEMS

More than 30 years ago, Arakawa pioneered the original gripper technology and it has only gotten better from there. Our hanging systems are trusted by retailers, galleries and museums worldwide. No matter what you're displaying you want the audience to pay attention to your work not the hardware.

### ART WORK FINE ART SERVICES

Art Work Fine Art Services is known throughout the Pacific Northwest for providing expertise and value to our partners and customers in the public and private sector. We offer a complete line of art- and artifact-related services, including packing, handling, installation, climate-controlled transportation, and storage.

### CREO EXHIBITS

Our broad array of fabrication capabilities uniquely position CREO to serve museums, cultural centers, interpretive centers, zoos and aquariums and other environments where the public comes to be educated and entertained. We have a passion for story-telling and a collaborative spirit that produces remarkable results. Whether it's an interactive exhibit at a children's museum, or an elegantly displayed collection of artifacts, CREO has the skill set and the multi-discipline expertise to deliver a wide variety of Exhibit products with the highest level of craftsmanship.

### DELTA DESIGNS LTD.

Delta Designs Ltd. specializes in the design and professional manufacture of high-quality museum storage equipment. We now offer the full complement of collection storage, including cabinets, mobile systems, art racks, and open shelving. Our products meet the highest standards of conservation practices. Delta Designs Ltd. is the most trusted name collection storage.

### ENHANCED VISITOR EXPERIENCE LLC

Enhanced Visitor Experience is a U.S. Patented, innovative membership-based mobile application designed to enhance a visitor's experience at museums and other attraction-based organizations throughout the United States and Canada. It is a way for museums to generate new revenue, gain visibility, attract new visitors and expand exhibit information.

### EOS LIGHTMEDIA

Eos Lightmedia is an award-winning lighting and media design firm with international experience in museums, science centers, themed attractions, presentation centers, and public art installations. We are recognized for our creative lighting projects and offer services including the design, supply, installation, and programming of lighting, projection, and control systems.

### GOODEYE PHOTOSHARE

GoodEye, using museum archival images, provides a cloud-based green screen selfie station/photo booth. Visitors text or email their photos to GoodEye, almost immediately, a ready to share reply text/email embeds them in your museum's image. No phone apps, equipment or personnel required. Demonstrations in booth 31.

### 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.

### GUESTX

We live in a world of self-driving cars and 3D printing, technologies that have pushed beyond previous boundaries. Wouldn't it be great to have a ticketing system that's just as advanced, just as futuristic as we imagine it could be? Well, the answer is you can, enter GUESTX!

### 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.

### HUSTLE

Hustle's one-to-one messaging platform lets you build relationships to drive engagement. Hustle works because people prefer to have real conversations with real people. Conversations create relationships. Relationships drive action. Use Hustle to turn advocates into donors, one-time donors into sustainers, and supporters into attendees.

### LOGIC EXHIBIT SYSTEM

Modular, reconfigurable, reusable, environmentally responsible; these words are the foundation of our design philosophy. Logic Exhibit System and the Storyteller Reusable Graphic system are a direct reflection of that philosophy. Our flexible systems of museum quality walls, cases and graphic panels allow museums to engage with their communities more easily, more often.

### MBA DESIGN & DISPLAY PRODUCTS CORP.

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

### MERLAN EXHIBITS

Merlan Exhibits portfolio of exhibits offers a variety of permanent & traveling showcased globally in Science Centers, Art Galleries and Museums for educational & entertainment benefits. Please visit our website at [www.merlanexhibits.com](http://www.merlanexhibits.com) or contact us at [info@merlanexhibits.com](mailto:info@merlanexhibits.com) for more information. Available now: Divine Michelangelo!

### MID-AMERICA ARTS ALLIANCE

ExhibitsUSA and NEH on the Road are traveling exhibition programs managed by Mid-America Arts Alliance, a nonprofit regional arts organization based in the heartland. Our mission is to strengthen communities and improve lives through extraordinary cultural experiences.

### MINOTAUR MAZES

Immersive Traveling Exhibitions—Step into a unique learning environment. Earn your wings in *Amazing Butterflies!* Build and launch aircraft in *Mission Aerospace!* Solve full-body challenges in *Mazes and Brain Games!* Brave the New World in *American Adventure!* Live Large in *Dinosaur Revolution!* Celebrating thirty years of all-ages engagement!

### NETX

NetX is a leading Digital Asset Management platform deployed at many museums, including MoMA, SFMOMA, The Metropolitan Museum of Art, and the National Gallery of Art. With a clean, modern design, scalable components, and a history of innovation, look to NetX to provide solutions for your Digital Asset Management needs.

### UNIVERSITY OF OKLAHOMA

OU's Extended Campus offers a 100% online Master of Art in Museum Studies. Learn more about curation, collections, archiving, and exhibit development taught by faculty across the nation. Get a degree that matters from a large public research institution and graduate sooner than you think! Call 405-325-3266 for more information.

### PACIFIC STUDIO

Pacific Studio creates exhibits for museums, interpretive centers, visitor centers, and public spaces. Our clients include groups like Yellowstone National Park, the Church History Museum, MOHAI, and the Bill and Melinda Gates Foundation Visitor Center. If you have a project you would like to discuss, please call Marc Burns at 206-737-9788.

### QUATREFOIL

Quatrefoil combines artistic and technical excellence in designing visitor experiences in history, culture, and science. We develop, test, and employ engagement methods designed to educate, inspire, and involve visitors. We'll work with you to forge powerful connections with your audiences and create memorable experiences that extend beyond the museum visit.

### RE:DISCOVERY SOFTWARE, INC.

With a Proficio museum and archival collections management system you will find your daily tasks are simplified, whether it's data entry, updating, searching, reporting, or researching. You can also use Proficio for the Web to share the collection online! Your system will be supported and upgraded. Fixed quote conversions and Cloud hosting are available.

### SPLIT ROCK STUDIOS

We are Split Rock Studios, a nationally recognized design/build firm. We look at every project as a chance to collaborate, push creative boundaries, and develop exhibits that are unique and inspiring. With design and build services all under one roof, we offer fine-tuned design, efficient fabrication, and precise installation.

### TRU VUE

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## EXHIBITOR DESCRIPTIONS

### **WILLIS TOWERS WATSON**

Willis Towers Watson is the largest broker in the world dealing specifically with the insurance of Fine Art, Jewelry and Specie risks. The Willis Towers Watson Museum team is one of the leading specialist brokers in the USA for Museum Collections and Exhibition Insurance.

### **UNIVERSAL SERVICES ASSOCIATES, INC.**

USA is a full-service, award-winning, exhibit fabrication firm specializing in museums and interactive projects. We provide complete project support, include partnering and management of the design/build process, engineering, prototyping, fabrication, installation, and maintenance. Our focus is delivering outstanding projects that enable visitors to learn, engage, and enjoy.

### **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 U.S. shuttle network. With all of our services, safety and security are top priorities. [www.usart.com](http://www.usart.com)

### **WORKSHOP 3D**

WORKSHOP 3D creates augmented reality experiences that dazzle and amaze visitors, provide enhanced delivery of content, and create a memorable connection with viewers beyond what is possible with conventional displays. Our team will take your project from inception to completion with our expertise in conceptualization, design, development, implementation, and deployment

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# FUNDING AND AWARD OPPORTUNITIES FROM THE CHARLES REDD CENTER FOR WESTERN STUDIES AT BRIGHAM YOUNG UNIVERSITY

The Charles Redd Center for Western Studies at Brigham Young University is an interdisciplinary research center that funds and promotes the study of the Intermountain West through grants, awards, fellowships, public programming events, and publications.

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#### ***Public Programming Award***

Any organization that is planning a conference, museum exhibit, lecture series, or similar public program is eligible to apply. The proposed program should illuminate some aspect of the American experience in Idaho, Montana, Nevada, Arizona, New Mexico, Utah, Wyoming, or Colorado. The amount of the award will be determined by the needs indicated in the application, up to \$3,000.

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This award is available to individuals who are not connected to a college or university and who are interested in researching or writing on some aspect of the American experience in Idaho, Montana, Nevada, Arizona, New Mexico, Utah, Wyoming, or Colorado. The amount of the award will be determined by the research needs indicated in the application, up to a maximum of \$1,500.

Other grants, awards, and fellowships are available for faculty and students from any institution who are pursuing research and projects relevant to the Intermountain West. For more information or inquiries, visit [reddcenter.byu.edu](http://reddcenter.byu.edu) or contact the Redd Center at [red\\_center@byu.edu](mailto:red_center@byu.edu).

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**ABOUT DOWNTOWN TACOMA**

Downtown Tacoma is a relatively small area of the city overall, but in the past decade it has grown to include some of the best restaurants, landmarks, and things to do in town and is well known for its historic buildings—most constructed at the end of the 19th century. Downtown T-Town began a process of renewal and revitalization in the 1990s. Today, there are several major museums, a range of dining spots, theaters, and public artwork galore.

Tacoma is the hometown of famed glass artist Dale Chihuly, and the Museum District boasts the Museum of Glass, where you can admire artists’ whimsical masterpieces and see the West Coast’s largest hot shop. Other museums in the district include the Children’s Museum of Tacoma, the Foss Waterway Seaport Heritage Museum, LeMay–America’s Car Museum, the Tacoma Art Museum, and the Washington State History Museum.

The Theater District is also found downtown, in the area of 9th and Broadway. The Pantages Theater, the Rialto, and Theater on the Square—all accessible from the rest of town via Link Light Rail—put on shows from classical music performances to jazz and blues to world-class plays. Near the Theater District, Antique Row is the best place in town to go antiques as there are about 20 antique stores all within a couple of blocks of each other.

The University of Washington’s Tacoma campus is also located in the heart of downtown, across from Union Station. The campus is attractive and has a bookstore open to the public. It’s also the location of the bulk of Tacoma’s ghost signs (signs painted onto historical buildings that are often a hundred or more years old).

**CLIMATE**

The average high temperature in Tacoma in October is 60° F and the average low is 44° F. We recommend dressing in layers and consider having a raincoat or umbrella handy.

**GETTING TO TACOMA & TRANSPORTATION**

The closest airport to the Annual Meeting Hotel is Sea-Tac International Airport (SEA), which is 18 miles north of Tacoma.

Below are transportation options for traveling from the airport to downtown Tacoma.

- Shuttle or town-car service
- Lyft and Uber

**Amtrak**

Several times each day, the Amtrak Cascades winds from Seattle to Portland and vice versa. If you have the time, it’s a lovely way to see Washington. If you are coming from points south of Portland, the Coast Starlight is a route originating in Los Angeles.

**Link Light Rail**

Tacoma’s downtown has a free light rail service. Trains run every 10 to 12 minutes and travel from the Tacoma Dome Station to 9th and Broadway.



**ABOUT THE WESTERN MUSEUMS ASSOCIATION**

The Western Museums Association (WMA) is a nonprofit, membership organization dedicated to serving museums, museum professionals, as well as related organizations and individuals, by providing vision, enrichment, intellectual challenge, and a forum for communication and interaction. The WMA is primarily composed of members from across the Western states of Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, Utah, and Washington, the Western Canadian provinces of Alberta and British Columbia, and the Pacific Islands.

**OUR MISSION**

Transforming the museum field through collaboration

**OUR VISION**

Dynamic museums connecting with thriving communities

**SUPPORTING STATEMENT**

The 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, the WMA ensures museum professionals are inspired to create meaningful experiences that individual visitors value.

**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  
 PO Box 4738  
 Tulsa, OK 74159  
 P: 707.433.4701  
 wma@westmuse.org



Unity Center at the California Museum  
Designer / West Office Exhibit Design  
Photo by Robert Gurewicz courtesy of California Museum

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Group of eight scrolls by Zhang Daqian (Chinese, 1899-1983), Landscape, ink and color on paper, (5 of 8 shown) Sold for \$2,920,000 | June 2017



Tiffany Studios, New York, 'Venetian' desk lamp, circa 1910, 20" h x 13" w Sold for \$102,000 | Feb 2018



Jean-Michel Basquiat (American 1960-1988) Untitled, 1982, oil stick on paper, 14" x 11" Sold for \$497,750 | May 21, 2017



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# MW19: Boston

## April 2-6, 2019



[mw19.mwconf.org](http://mw19.mwconf.org)

MW conferences are the largest international gatherings of innovators in the cultural sector.

Network and learn with expert practitioners in workshops, discussions, tours, presentations, the vendor hall, the MWX exhibition, and more.

## ASSOCIATION OF CHILDREN'S MUSEUMS

ACM is a community of more than 300 member museums all over the world, sharing the same vision: a world that honors all children. We're on our way to make this vision our reality.

### Let's go!

#### Strategic Roadmap



Join us next year in Denver from May 8-11 for InterActivity 2019: *FearLESS*

Learn more at [www.ChildrensMuseums.org](http://www.ChildrensMuseums.org)

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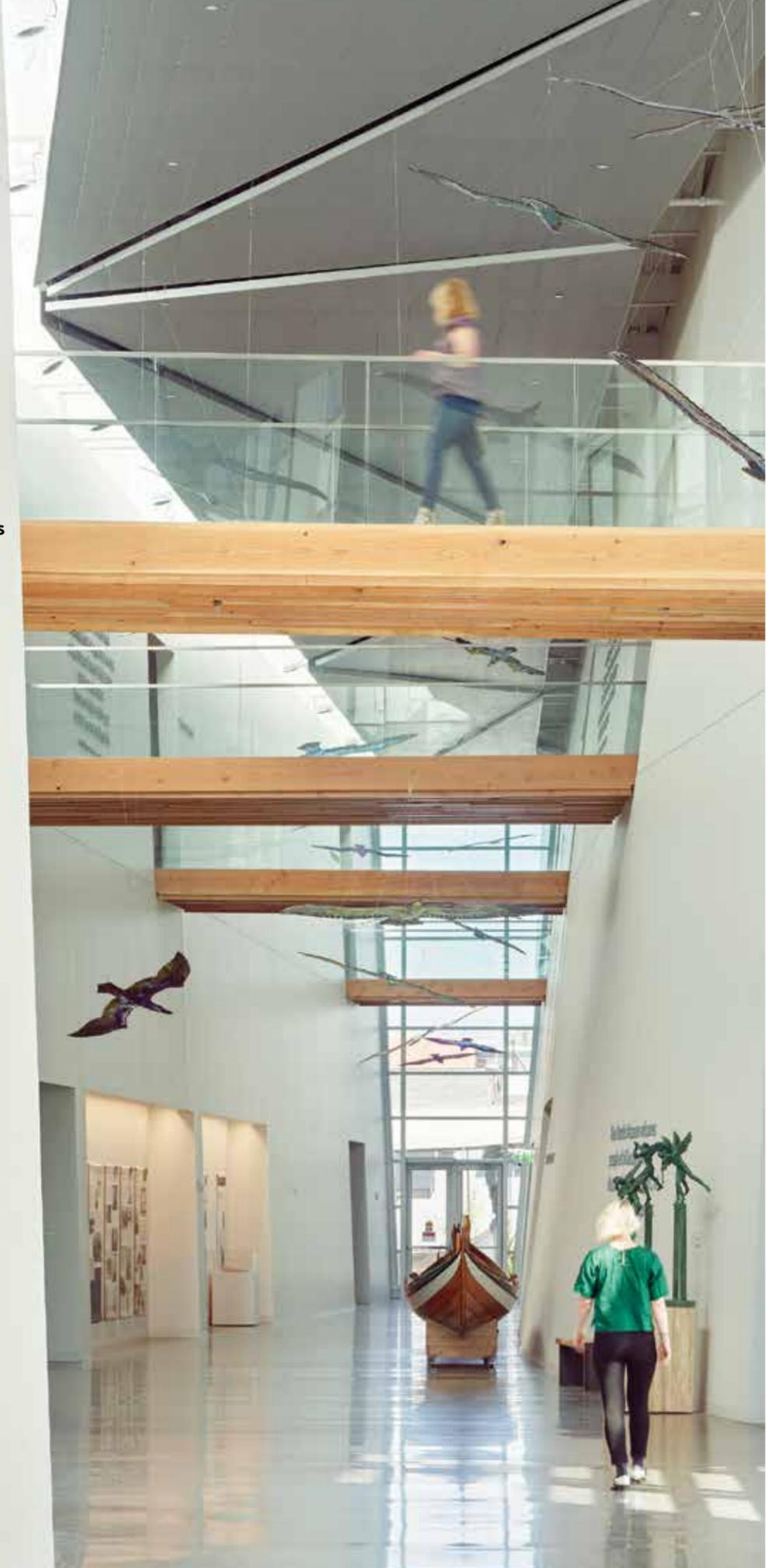
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**ARCHITECTURE**  
**INTERIOR DESIGN**  
**LANDSCAPE ARCHITECTURE**  
**URBAN DESIGN & PLANNING**

- Nordic Museum**  
Seattle, WA  
NOW OPEN 2018
- Mariposa Grove of Giant Sequoias Welcome and Arrival Center**  
Yosemite National Park, CA  
NOW OPEN 2018
- Louisiana Children's Museum at City Park**  
New Orleans, LA  
OPENING 2019
- Wanapum Heritage Center**  
Mattawa, WA
- Suquamish Museum**  
Suquamish, WA
- Sustainability Treehouse and Interpretive Center**  
Mount Hope, WV



The Nordic Museum celebrates the cultures of Denmark, Finland, Iceland, Norway and Sweden.



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**Academy Museum of Motion Pictures**  
**Design Architect:** Renzo Piano Building Workshop (RBPW)  
**Executive Architect:** Gensler  
Opening 2019 in Los Angeles, CA