



# Frontier Without Limits:

**HIGH DESERT RENDEZVOUS**



**WESTERN MUSEUMS ASSOCIATION**

2006 Annual Meeting Boise, Idaho October 11-15, 2006

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*Cover and inside cover images courtesy of Boise Convention & Visitors Bureau*



## WESTERN MUSEUMS ASSOCIATION

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*All mailed registrations should be sent to: WMA, P.O. Box 8367, Emeryville, California 94662*

# Frontier Without Limits:

## HIGH DESERT RENDEZVOUS

Western Museums Association      Annual Meeting      Boise, Idaho      October 11-15, 2006

Join us in dynamic Boise, at the verge of the Great Basin and Rocky Mountains, as the Western Museums Association celebrates its own, modern version of the famous western tradition of rendezvous. In the early 1800s, trappers, Native Americans, merchants, missionaries, and explorers would gather to trade, exchange information, and kick up their heels. In Boise we will create our own extraordinary confluence of cultures, specialties, institutions, and resources, our own unique trading fair, and come away richer for the experience.

Through sharing, we will relocate the keen, leading edge of our profession, whether in visitor studies, architecture, technology, exhibit design, or management. We will compare our efforts to those of our colleagues, and gain perspective. We'll examine, again, the fabric of our personal commitment, and seek wisdom to fuel its renewal. Current knowledge represents the ultimate frontier for museum professionals. With change accelerating, it is an inquiry without end, toward a destiny never quite manifest, an ever-retreating sunset, a frontier without limits.

*And did you know?*

There's more to Idaho than great potatoes! Situated where the high desert meets the western edge of the Rocky Mountains, Boise is a thriving metropolitan area and the capital city of Idaho. Boise is rich in history, recreational opportunities, public art and museums, and cultural events. The "City of Trees" offers an array of museums for visitors including the Basque Museum & Cultural Center, Idaho Botanical Garden, Boise Art Museum, Idaho Historical Museum and Old Idaho Penitentiary State Historic Site, Idaho Black History Museum, The Discovery Center of Idaho, Zoo Boise, Idaho Military History Museum, Museum of Mining and Geology, and the World Center for Birds of Prey.

Flowing through downtown, the Boise River offers opportunities for biking or a casual stroll along the Boise Greenbelt's tree-lined trails that follow the river. The metro area also features the historic Egyptian Theatre, a restored Art Deco movie palace, the Basque Cultural Block, the Idaho Anne Frank Human Rights Memorial, and charming antique shops, cafés, and fine dining. Outside the city, take a drive to the Ste. Chapelle and Koenig wineries, where tours and tastings are offered daily, or hike the majestic and scenic foothills on one of the numerous trails that border the city.

Join us in Boise, Idaho, in 2006 and discover why the friendly people, growing cultural community, and scenic beauty of Idaho make it such an irresistible place to visit!

### PROGRAM COMMITTEE CO-CHAIRS

**Dan Crandall**

Executive Director  
Latah County Historical Society

**Sarah Kennington**

Registrar  
UCLA Fowler Museum of Cultural History

### HOST COMMITTEE CO-CHAIRS

**Patty Miller**

Executive Director  
Basque Museum & Cultural Center

**Jody Ochoa**

Museum Program Manager  
Idaho Historical Museum



**WESTERN MUSEUMS ASSOCIATION**

President, WMA Board of Directors  
Vice President, Programs, WMA Board of Directors  
WMA Executive Director

Greta Brunschwyl, Director, Nevada State Museum & Historical Society  
Heather Ferrell, Director, Salina Arts Center  
Melissa Rosengard

GENERAL INFORMATION *Go to [www.westmuse.org](http://www.westmuse.org) for additional information, and updates.*

**ANNUAL MEETING REGISTRATION** - *register online at [www.westmuse.org](http://www.westmuse.org) or use the form on pages 19 and 20 for payment by check.* **Basic Registration** includes access to the opening general session, all concurrent sessions, and the exhibit hall/refreshment breaks. Registration may be completed online or by mail (no faxed registrations), and must be received in the WMA office by Wednesday, September 27 (early bird discount is valid only through July 15.) Basic registration may be available onsite only if the conference is not sold out, however **registration for any evening events, meals, and pre-conference workshops will not be available onsite, no exceptions; registration for these activities must be completed by September 27.**

### **SCHEDULE**

This preliminary schedule is subject to change; a final program with updates is included in the delegate registration packets at the conference. Sessions identified by 101 are particularly relevant to new professionals and small museum staff who need basic training, or those who wish to refresh their skills.

### **ONSITE**

Registration materials, including a final program and delegate badge, should be picked up onsite at the Grove Hotel Grand Ballroom. Registration is open during the following hours beginning October 11: Wednesday 11:30 am - 5:00 pm; Thursday 8:30 am - 4:30 pm; Friday 8:30 am - 4:30 pm; Saturday 8:30 am - 12:15 pm. Transfers of basic registrations, including name badges, are forbidden during the conference – only a complete transfer of registration may be made prior to the conference by contacting the WMA office. **Exhibit Hall Hours:** Opening Reception, Wednesday 5:00 pm - 6:15 pm; Thursday 10:15 am - 4:15 pm; Friday 10:15 am - 4:45 pm (closing reception, Friday 3:30 pm - 4:45 pm.)

### **CONFERENCE MENTORS**

Delegates may request a mentor (indicate on the registration form). Your assigned mentor will contact you prior to the annual meeting and will meet with you onsite to help make your experience at the meeting as meaningful as possible.

### **CANCELLATIONS AND REFUNDS**

Conference registration and evening event refunds will be given if a **written** cancellation notice is received on or prior to September 12. A 20% cancellation fee will be deducted from the refund. Between September 13 - September 27, only basic registration fees will be refunded (less a 20% cancellation fee) if notice is given in writing. After September 27, WMA guarantees events with payments to vendors, and for this reason, no refunds will be given for any reason for cancellations received by the WMA office after September 27. WMA is not responsible for notifications sent and not received.

### **SILENT & LIVE AUCTIONS / FINANCIAL ASSISTANCE**

Proceeds from the silent and live auction benefit the WMA Wanda Chin Professional Development Support Fund. This fund financially assists individuals who otherwise could not attend our annual meetings. Delegates are encouraged to donate items using the form on our website. To donate or for information on applying for financial assistance, please go to [www.westmuse.org/wanda\\_description.htm](http://www.westmuse.org/wanda_description.htm).

### **CLIMATE**

In October, the average daytime temperature in Boise is 50<sup>o</sup> - 64<sup>o</sup>, but at night can dip into the 30s. The 2 skies can range from clear and sunny to cloudy, and typically it is too early in the season for rain or snow.

## GETTING THERE

Boise is most accessible from Boise Airport (BOI) and is serviced by most major airlines including Alaska, Continental, Delta, Frontier, Horizon, Northwest, United, and Southwest Airlines. The Grove Hotel has a free shuttle service between the airport and hotel. At airport baggage claim call for the shuttle by using the Grove Hotel airport phone or phone the hotel operator directly at (208) 333-8000.



*Downtown Boise photo credit: Boise Convention & Visitors Bureau*

## ANNUAL MEETING HOTEL

The conference hotel is the **Grove Hotel**, 245 South Capitol Blvd, Boise, (208) 333-8000. For reservations call (888) 961-5000 and reference the **Western Museums Association**. The conference rate is \$120 single/double plus applicable taxes. All sessions, lunches and the exhibit hall will take place at the Grove Hotel. **Reservations at the group rate must be made prior to Monday, September 4; however, rooms may be gone before that date.** Reservations at the group rate will be honored

only until the room block is full, so early reservations are encouraged to ensure a room. After September 4, any remaining rooms in our block are released to the general public and reservations are subject to room availability, most likely with much higher rates. **At past meetings, the room block has filled well before the posted deadline, so make your reservation early.**

Members of the WMA Site Selection Committee chose the Grove Hotel based on important criteria of what our members want in accommodations. The selection committee visited several major hotels in Boise, and only the Grove Hotel met our stringent requirements for sufficient meeting space, affordability, excellent service from the staff and management, comfortable guest rooms, and a business center. The Grove also features a pool and a 14,000 sq ft Gold's Gym fitness facility, and valet and self parking. The Grove is in the center of downtown, close to shopping, and central to restaurants and nightlife.

**Very Important:** *By contractual arrangement with the conference hotel, the WMA will incur financial penalties for any guest rooms that are cancelled after certain dates, so **please**, when making your reservation, we greatly appreciate your care and accuracy with your exact arrival and departure dates. If you find you need to cancel all or any of your dates, please do so at your earliest opportunity to make your room available to other delegates. Taking care with your hotel reservation helps us protect the valuable financial resources of the association.*

## BLOOD DRIVE

The American Red Cross in Idaho is challenged with collecting approximately 239 units of blood each business day in order to meet patients' needs. One donation can be used to treat several patients so the Western Museums Association is holding a blood drive Wednesday, October 11, on day one of our annual meeting. We need a minimum of 30 people to sign up in advance. Please email [elida@westmuse.org](mailto:elida@westmuse.org) to indicate your interest in donating or recruiting donors or check off your interest on the registration form.

# OCTOBER 11

# Wednesday

11:30 am - 5:00 pm  
ANNUAL MEETING REGISTRATION OPEN  
Grove Hotel Grand Ballroom

## PRECONFERENCE ACTIVITIES

*Pre-registration required. An additional surcharge of \$50 will be charged to preconference workshop/tour attendees not registered for the annual meeting.*

### PC1 **Yee Haw, Down and Dirty Evaluation 101**

*Sponsor: National Association of Museum Exhibition (NAME)*

Time 9:00 am - 4:30 pm; Fee: \$25, lunch on your own; Location: Boise Art Museum, 2 blocks from Grove Hotel. Regardless of the type of museum, evaluation is increasingly recognized as an important – if not crucial – component of the exhibition development process. But for many institutions, especially those doing exhibits on the cheap, hiring an outside evaluator is cost prohibitive. Join us for a full-day, hands-on workshop that will help bring those skills in-house. Spend the morning learning about the different types of evaluation with examples from past exhibitions, how to create simple evaluation instruments, and how to conduct interviews. Then spend the afternoon collecting data and preparing a quick and dirty analysis. Each participant will receive reference materials and reading list. Workshop Chair/Presenter: Beth Redmond-Jones, Director of Exhibits, Aquarium of the Pacific; Presenter: Katherine Whitney, Katherine Whitney & Associates.

### PC2 **Engaging Our Visitors in a Dialogue: Training Our Interpreters**

*Sponsor: Education Committee (EdCom)*

Time: 9:00 am - 4:00 pm; Fee: \$50, lunch on your own; Location: Grove Hotel  
This interactive workshop explores techniques for training volunteer and paid interpreters to initiate message-based conversations that personalize the visitor experience and increase the educational value of the visit. With interpretive specialist and author of *Interpreters Training Manual for Museums* (AAM 2004), participants explore the impact of current research on learning theory and conversation in museums. Group discussion and hands-on activities provide opportunities to apply ideas and materials to guide the ongoing development of site-specific training exercises. Workshop Chair: Mary Kay Cunningham, Interpretive Specialist, Dialogue Interpretive Consulting.

### PC3 **Helping Hands Brigade**

*Sponsor: Registrars Committee - Western Region (RCWR)*

Time: 9:30 am - 4:00 pm; Fee: \$15, includes lunch; Location: Idaho Military History Museum (transportation provided from Grove Hotel)  
The Helping Hands Brigade enables registrars, conservators and other collections professionals to share their skills with an institution in the conference's host city, providing a day's worth of volunteer labor. This workshop is an established annual event at other regional meetings (Mid-Atlantic Museums Association and Mountain-Plains Museums Association) and is a way for the field to contribute resources to museums in need. Collections-based projects are at the discretion of the host institution but could include inventory, condition reporting, re-housing of collections, cleaning, moving collections and numbering collections. Workshop Chair: Kristen Schmidt, Assistant Registrar, Tucson Museum of Art; Host: Gary Keith, Curator, Idaho Military History Museum.

### PC4 **Rootin', Tootin' and Shootin': Firearms and How They Work**

*Sponsored by Curators Committee (CurCom)*

Time: 9:30 am - 4:30 am; Fee: \$45, includes lunch; Location: Blacks Creek Public Range (transportation provided from Grove Hotel)

This workshop focuses on the history and use of firearms both on the American frontier and by its armed forces. This

is a demonstration of many types of firearms, from flintlock to the automatic firearms. Participants see how these artifacts work, ask questions about them, and in most cases fire them. This session is especially useful to curators and educators, in the form of "hands on history," to be able to operate artifacts that are normally seen but not heard, and provides an understanding and respect for historic firearms and how they were used. Workshop Chair: Kenneth J. Swanson, Administrator, Idaho Historical Museum/Historic Sites.

### PC5 Working Group for Museum Associations

*Sponsor: Utah Office of Museum Services*

Time 9:30 am - 4:00 pm; Fee: \$10, includes lunch; Location: Idaho Historical Museum, 2 blocks from the Grove. This workshop is an opportunity for state museum associations in the west to discuss services they are providing their members and what projects and issues their associations are facing for the coming year. The workshop format is designed to promote discussion and the sharing of ideas, with the goal of creating an improved dialogue and stronger network among state museum associations. Topics to be discussed include updates from state and national museum associations, strategic planning, and advocacy. Workshop Chairs: Dan E. Burke, Director, Utah Office of Museum Services; Roger Lidman, Director, Pueblo Grande Museum.

### PC6 Tour of the Basque Museum

Time 3:00 pm - 4:00 pm; Fee: \$5; Location: Basque Museum and Cultural Center/Jacobs-Uberuaga Boarding House. This brief tour is intended as an orientation for delegates attending the Friday session "Exhibition Critique: Challenges When Exhibit-Making." Meet at the front door of the Museum.

5:00 pm - 6:15 pm

### EXHIBIT HALL OPENING RECEPTION

*Open to all registered delegates; Included in basic registration.*

Spend your first evening in Boise meeting with colleagues and enjoying hosted hors d'oeuvres and beverages. Meet our corporate partners and learn about the latest products and services available to the museum community.

### EE1 EVENING EVENT

*preregistration required*

## An Historic Icebreaker: Boise Bar & Brothel Tour

6:30 pm - 10:15 pm Fee: \$45 includes motorcoach transportation, buffet meal. Cash bar. The Rose Room on Union Block is the final venue and a short walk from the Grove Hotel for those wanting to depart earlier than scheduled.

Join us for an evening of fun and enjoy an historic tour through downtown Boise. This "ice breaker" event includes the Idaho Historic Preservation Council's infamous Bar & Brothel tour where visitors ride the Boise Tour Train and enjoy spirited banter about the city's colorful past. The tour stops at two bars where visitors can wet their whistles while treated to a quick talk on the tawdry history of each establishment. The 1-hour tour returns to the Rose Room in the historic Union Block (tours start at 6:30 and 7:30). Back at the Rose Room, delegates enjoy a buffet meal and conversation. The annual live-auction will be held with our own legend Michael Hammond along with a beer tasting featuring four local microbrew pubs and British Columbia Museums Association legend and expert brew master Greg Evans.



*The City of Trees photo credit: Boise Convention & Visitors Bureau*

# OCTOBER 12

# Thursday

8:30 am - 4:30 pm  
ANNUAL MEETING REGISTRATION OPEN

10:15 am - 4:15 pm  
EXHIBIT HALL OPEN

7:30 am - 8:30 am

## **WMA 101: An Introduction for Conference Newcomers**

For delegates new to conferences, or just new to WMA. Members of the WMA board introduce you to the annual meeting and the association, and discuss ways to get involved. This informal meeting also offers an opportunity for WMA mentors and mentees to meet (*see the registration form on page 19 for more information.*)

9:00 am - 10:30 am

## **OPENING GENERAL SESSION**

The opening General Session takes place at Boise's historic Egyptian Theater (one block from the Grove Hotel)

**Annual Meeting Welcome** Greta Brunschwiler, President, Board of Directors, Western Museums Association and Executive Director, Nevada State Museum and Historical Archives

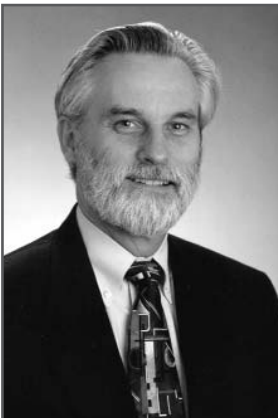
**Boise Welcome** Jody Ochoa, Museum Program Manager, Idaho Historical Museum; Patty Miller, Executive Director, Basque Museum & Cultural Center; The Honorable David H. Bieter, Mayor of Boise

**Guest Speaker** Edward H. Able, President and CEO, American Association of Museums

**Presentation of Annual Awards** This is an opportunity to honor our colleagues! Please join us at the Opening General Session to confer **The Charles Redd Center WMA Award for Exhibition Excellence** on an institution whose exhibit on a western subject exemplifies the very best practices, and the **Director's Chair Award** on an extraordinary individual with a lifetime of achievement in the field. Awards Committee Chair: Wanda Chin, Exhibition and Design Director, University of Alaska Museum of the North & Immediate Past President, Board of Directors, Western Museums Association.

**Keynote Address** *"Waves of Creative Destruction: Technology Past, Present and Future"*

**Dr. Peter Bishop**, Associate Professor of Strategic Foresight and Coordinator of the Graduate Program in Futures Studies, University of Houston



"While most forecasters look at incremental change, our specialty is in the long term, the unexpected, the truly novel turns of events. We tend to be thinking about five years and beyond. In that time, you can look at things that are truly transformative." (Bishop in "Futurist Newsmakers" *The Futurist*, Mar/Apr 06).

Dr. Bishop specializes in techniques for long term forecasting and planning. He delivers keynote addresses and conducts seminars on the future for business, government and not-for-profit organizations, and facilitates groups in developing scenarios, visions and strategic plans for the future. His clients include corporations, nonprofits, and government agencies including IBM, NASA Johnson Space Center, Nestle USA, Tetra Pak, Shell Pipeline Corporation, Defense and Central Intelligence Agencies, the Lawrence Livermore National Laboratory, W.K. Kellogg Foundation, California Environmental Protection Agency, and the Center for Houston's Future. Dr. Bishop has also been a frequent speaker at the Texas Association of Museums annual meeting. He is a founding board member of the new Association of Professional Futurists, and he is President of his own firm, Strategic Foresight and Development,



which offers education and training in futures thinking and techniques. Dr. Bishop started teaching at Georgia Southern College in 1973 where he specialized in social problems and political sociology, taught graduate level futures studies at the University of Houston Clear Lake campus since 1982, and has been at the University of Houston since 2005. He has a doctoral degree in sociology from Michigan State University, and a bachelor's degree in philosophy from St. Louis University where he also studied mathematics and physics. He grew up in St. Louis, Missouri where he was a member of the Society of Jesus (Jesuits) for seven years.

10:30 am - 11:15 am EXHIBIT HALL BREAK

11:15 am - 12:45 pm CONCURRENT SESSIONS

### **A1 Exhibiting War**

As public institutions, museums can have a controversial role during war time. With the inherent difficulty of confronting issues like patriotism and propaganda, it's tempting for a museum to shy away from sensitive subjects until a conflict has ended. Using the current war as our springboard, presenters take a critical look at a museum's obligations during war. The panel discusses different ways in which their institutions have stepped into the fray and open a dialogue on how a museum can best serve the public during trying times. Moderator: Kathleen Keys, Assistant Professor of Art, Boise State University; Presenters: Cassie Chinn, Program Director, Wing Luke Asian Museum; Barbara McCurtis, Director, Marine Corps Recruit Depot Command Museum; Michael McConnell, Regional Director, American Friends Service Committee, AFSC Eyes Wide Open Project.

### **A2 Moving Without Limits: The Large and Unusual**

A primary aspect of the missions of our institutions is the care and safety of our collections. This session focuses on the moving of objects from gallery to gallery or storage, with a concentration on the heavy, oversized, unusual and even living specimens. Presenters address these situations when staffing, budgets and space are limited. For institutions that are midsized or small, this is even more of a challenge. Panelists representing a historical museum, a zoo and a commercial art shipping company, ensures that a repertoire of scenarios is presented to help attendees understand how to make this daunting task work smoothly and easily. Moderator: Ted A. Greenberg, Head Registrar, Los Angeles County Museum of Art; Presenters: Joe Toluse, Curator, Idaho Historical Museum; Corinne Pickett, Registrar, Zoo Boise; Mike Hascall, Director of Operations, Artech Fine Art Services.

### **A3 The Sky's the Limit...Developing the Perfect Fundraiser**

Have you ever been involved in planning for a fund-raiser and were just positive it would be great, only to have it bomb and your museum is left holding boxes and boxes of an unwanted product or too many unsold tickets? It really doesn't have to be that way. How can a Twinkie Fest, Mercedes Raffle, and annual calendar of your most prominent socialites...naked, be profitable for your institution? Join presenters as they discuss the planning steps and market research needed to achieve a successful fundraiser and examine some very different and profitable case studies. Moderator: Jody Hawley Ochoa, Museum Program Manager, Idaho Historical Museum; Presenters: Erin Kennedy, Development Director, Boise Art Museum; Joyce M. Cameron, Director of Development & Communications, Northwest Museum of Arts & Culture; Betty Murphy, President, Ketchum/Sun Valley Historical Society Heritage & Ski Museum.

### **A4 Volunteer Trails: A Bump in the Road or A Parting of the Ways?**

Volunteers are invaluable to museums and supportive of their institution, but a few, from mailers to major donors, present problems requiring corrective action or even dismissal. There are also those who because of age or illness can no longer help even though they may want to. Experiences, sensitive steps for remediation and best practices to apply to these difficult situations are discussed in this interactive session. Moderator: Rosalind Bedell, Human Resources and Volunteer Manager, Nevada Museum of Art; Presenters: Rosalind Henning, Manager of Volunteer Services, California Academy of Sciences; Paula Rampe, Manager of Volunteer Services, Asian Art Museum; Melanie Fales, Curator of Education, Boise Art Museum.

## A5 **Balancing Controversy & Perspective: Facing a Challenging History**

This case study explores the challenges of exhibiting a history wrought with controversy and cultural sensitivities. How can we interpret an honest and balanced history when so many differing perspectives bring the history itself into question? Using the example of the Smoki Museum's recent exhibition on the Smoki People, presenters consider how to address and respect, while avoiding the dangers of, controversy when interpreting history. Moderator/Presenter: John Tannous, Director, Smoki Museum of American Indian Art & Culture; Presenter: Donald K. Nelson, Native American Programs Coordinator, Yavapai College.

12:45 pm - 1:55 pm

AFFINITY GROUP LUNCHESES

*preregistration required*

### LU1 **Registrars Committee-Western Region Annual Business Meeting & Luncheon**

Fee: \$25

*Open to all delegates*

### LU2 **Directors Forum Luncheon**

*“Advocating for Your Institution”* **Presenters:** Edward H. Able, President & CEO, American Association of Museums and Eileen Goldspiel, Assistant Director, Government & Media Relations, American Association of Museums will discuss *Advocating for Your Institution* with a panel of western directors; additional speakers to be announced.

Fee: \$25

*Open to Directors, Trustees, and senior staff only*

2:00 pm - 3:30 pm

CONCURRENT SESSIONS

## B1 **Thinking the Unthinkable: Museums As a Post-Civilization Resource**

Recent natural disasters have exposed the thin veneer of civilization that separates most humans today from hunger, thirst, and abandonment. What can museums, and the knowledge they contain, teach people about alternative ways of living on our planet? How should museums respond to burgeoning interest in aboriginal skills and technologies? These questions are addressed by two museum directors who are also archaeologists, and by a theorist of the anti-civilization movement. Moderator: Alice Parman, Interpretive Planner, Alice Parman, Ph.D.; Presenters: Sven Haakanson, Executive Director, Alutiiq Museum & Archaeological Repository; Michael Hammond, Executive Director, Agua Caliente Cultural Museum; John Zerzan, Independent Scholar.

## B2 **Wayfinding Without Limits**

The best museums, both large and small, provide positive guest experiences throughout their facilities - not just at the exhibits. Join this graduate level seminar in wayfinding and signage for museum environments. Presenters demonstrate how the best museums welcome, orient, direct and support great guest experiences with effective signage. Topics featured are the differences between active and passive wayfinding; stairways, right angle turns and other evils; the myth of map directories. Also includes simple audience participation exercises. Moderator/Presenter: Wayne Hunt, Founding Principal, Hunt Design Associates; Presenter: Wayne Smith, Senior Manager, Exhibit Projects, The Tech Museum of Innovation.

## B3 **Protecting Native Legacy**

Increasingly, some Native American cultural centers have developed policies that encourage tribal members to bring family treasures to their museums for "safe keeping". Because of the illegal trafficking of Indian artifacts, museums that can offer this service help reduce the loss of a tribe's cultural heritage to the marketplace. Presenters identify common risks to the native community, the responsibilities, benefits, and limits an institution faces in providing these services and the applicability of these concepts to other community based museums. Helping tribes safeguard their cultural heritage insures cultural diversity that leads to a frontier without limits. Moderator/Presenter: Bob Chenoweth, Curator, Nez Perce National Historical Park; Presenters: Marilyn Jones, Director, Suquamish Museum; Randall Melton, Registrar & Collection Curator, Tamastalikt Cultural Institute.

## **B4 No More Business as Usual: Helping Directors and Their Boards Add Value to Their Work Together**

A presentation and panel discussion of Harvard University professor Richard Chait's research on nonprofit boards which suggests that trustees are "part-time amateurs who oversee full-time professionals." Trustees' frequent lack of clarity about their roles may divert attention away from their real work which is to help management focus on what is most important to the future of the institution. Moderator: Midge Bowman, Executive Director, Frye Art Museum; Presenters: Tim Close, Director, Boise Art Museum; Jim Tharp, Trustee, Museum of Moab; Heather Ferrell, Director, Salina Art Center.

## **B5 New Frontier: Family Fun in the Museum**

The evolving educational frontier is presenting new opportunities for museums to enhance lifestyle and experiences for our family visitors. Presenters discuss the diverse demographic landscape of families, their needs, and the challenges and impacts this presents museum-wide, and impart how museum educators can develop, sustain, and market their family programs. Presenters highlight the breadth of the family audience demographic, including the homeschooler perspective, to best develop an optimal museum educational experience. Moderator: Irene N. Rodríguez, Education Program Manager, Palm Springs Art Museum; Presenters: Kathryn Blake, Curator for Education, Phoenix Art Museum; Barb Carlson, Education Specialist, Zoo Boise; Melinda Adams, Homeschool Advocate.

3:30 pm - 4:00 pm

EXHIBIT HALL BREAK

4:00 pm - 5:00 pm

CONCURRENT SESSIONS

## **C1 The Pony Express: What You Need to Know to Be A Good Art Courier**

Do you know how to be a good art courier? Have you received proper training or guidance? Does your institution have a courier policy in writing? Do they have a training program in place? Do you follow the Registrar's Code of Ethics for Couriers? Hear panelists address some of these questions and more. Learn about the various aspects and realities of couriering artwork for your institution around the world. Presenters provide the dos and don'ts of couriering artwork. Moderator: Jacqueline Cabrera, Associate Registrar for the Villa, The J. Paul Getty Museum at the Getty Villa; Presenters: Autumn Beck, Shipping Agent, Masterpiece International, Inc.; Elizabeth Morrison, Associate Curator, Manuscripts Department, The J. Paul Getty Museum; Nicholas Dorman, Chief Conservator, Seattle Art Museum.

## **C2 How to Avoid a Shootout at the IRS Corral**

The kinder-gentler IRS is getting tough – bringing the sheriff to town to tame the "wild" not-for-profit tax frontier. In this session, listen and learn as a not-for-profit tax consultant "shoots from the hip" on issues including unrelated business income (UBIT), intermediate sanctions, IRS enforcement and congressional reform. The goal is to help your museum avoid its own shootout at the I-R-S corral by "cleaning up" its tax issues. Presenter: Leslie Richardson, Nonprofit Tax Director, Moss Adams LLP.

## **C3 Teachers Night Out**

Do you need a way to reenergize your local teacher base? Forget about another round of mass mailings and try a little flattery instead. Join presenters as they discuss the nuts and bolts of putting together a successful teacher appreciation night and find out how a little wining and dining can bring educators back into your institution. Moderator: Kurt Zwolfer, Education Specialist, Idaho Historical Museum; Presenter: Carri Campbell, Assistant Curator of Education, Tacoma Art Museum.

## **C4 Don't Get Into a Food Fight with your Caterer (They Have All the Food)**

Developing a good working relationship with your caterer is vital to an institution's events and rental program.

Presenters give sound advice for large and small institutions on how to develop and maintain this relationship. The focus is to create a win-win dynamic where both parties stand to gain, and provide direction for institutions whether they have exclusive caterers or approved lists. Includes a discussion about the the documentation a good relationship is built upon. Moderator: Joe Brennan, Director of Facilities, San Francisco Museum of Modern Art; Presenter: Samantha Brett, Marketing and Events Manager, Boise Art Museum.

4:00 pm - 5:30 pm

### C5 Leafing Through History

Join three nationally-prominent authors to discuss how grappling with the past informs future directions for museums. Presenters read excerpts from their recently published books of museum theory and history and answer your questions about some of the pioneers, leading thinkers, and key moments that define our field. Moderator: Wanda Chin, Exhibition and Design Director, University of Alaska Museum of the North; Presenters: Marjorie Schwarzer, Chair, Department of Museum Studies, John F. Kennedy University; Gail Anderson, President, Gail Anderson and Associates; Elaine Heumann Gurian, Consultant/Museum Advisor.

EE2

EVENING EVENT

*preregistration required*

## Flowers, Cells and Rocks: A Night at the the Botanical Garden, Old Pen and Museum of Mining

6:00 pm - 10:00 pm      Fee: \$45 *includes motorcoach transportation, buffet meals. Cash bar.*

Opened in 1872, this is the site of Idaho's Territorial Prison, which later became the Idaho State Penitentiary in 1890 until it closed for that purpose in 1973. The Idaho Botanical Garden occupies space formerly known as "Two Yard," where the inmates grew vegetables, played baseball, attended school, and worked at carpentry and machine shops. Delegates explore the stunning garden environments as they sample appetizers and local microbrews. A steel door located in the prison wall allows visitors easy access from the Garden to the Old Pen and delegates can tour the cell houses, Maximum Security, and "Siberia," the name given to the solitary confinement area. The Idaho Museum of Mining and Geology, located just outside the entrance to the Old Pen, will also be open during the evening.

A special site drink of "Squawky" will be offered to all attendees. This drink is a recipe of fermented fruit and sugar developed by inmates formerly incarcerated in the facility (only one per person for reasons we won't elaborate on here...).

The evening entertainment features Muzzie and Billy Braun, brothers that are icons of Idaho music for over 30 years, playing a blend of humor, storytelling and music.



*Old Pen and Idaho Botanical Gardens photo credit: Boise Convention & Visitors Bureau*

# OCTOBER 13

# Friday

8:30 am - 4:30 pm  
ANNUAL MEETING REGISTRATION OPEN

10:15 am - 4:45 pm  
EXHIBIT HALL OPEN

BR1 7:15 am AFFINITY GROUP BREAKFAST

*preregistration required*

## **Native American & Museum Collaboration Breakfast**

Fee: \$ 20

*Open to all delegates*

9:00 am - 10:30 am CONCURRENT SESSIONS

### **D1 How Effective Is It? NAGPRA 16 Years Later**

It has been 16 years since the passage of NAGPRA (Native American Graves Protection and Repatriation Act). This landmark legislation has simultaneously impacted museum and native communities in both positive as well as negative ways. Presenters examine NAGPRA legislation through the experiences of people from cultural institutions with distinct regional identities and different roles in the repatriation process including a National Park Service visitor's center in Hawai'i and a Native museum and archaeological repository in Alaska. Moderator: Ka'ulani Akamine, Intern, Nanaikapono Community-School Museum; Presenters: Keola Awong, Park Anthropologist, Hawaii Volcanoes National Park Service; Sven Haakanson, Executive Director, Alutiiq Museum.

### **D2 ROUNDTABLE (A) Support Organizations: Resuscitate or Pull the Plug? ROUNDTABLE (B) Mentoring: What, Why, & How Can It Help the Museum and You**

Rendezvous with your colleagues at these round-up discussions. In (A) find out what to do and how far to go with volunteer organizations that are floundering. In (B) exchange information, trade solutions, and explore other professionals' experience and perspectives. Facilitators: (A) Jody Ochoa, Museum Program Manager, Idaho Historical Museum; (B) Heather Ferrell, Director, Salina Art Center.

### **D3 Exhibit Critique: Challenges When Exhibit-Making**

This perennially popular session is a demonstration of current best practices and choices made in exhibition. This year presenters examine and critique the recent interpretation of the Jacobs-Uberuaga boarding house, the oldest brick structure in Boise and part of the Basque Museum and Cultural Center. Three museum professionals bring their experiences to bear in dialogue with the exhibit team and the audience. Moderator: Redmond J. Barnett, Head of Exhibits, Washington State Historical Society; Presenters: Robert Boyd, Western History Curator, High Desert Museum; Cassie Chinn, Program Director, Wing Luke Asian Museum; Barbara Johns, Curator and Museum Consultant; Respondent: Patty Miller, Director, Basque Museum and Cultural Center. (Delegates may join a one hour tour to preview the museum on Wednesday afternoon - see page 5.)

### **D4 Water With Limits: Xeriscaping for Museums**

Water battles are a ubiquitous struggle in western states and are frequently covered in the national media. Limited water resources is an enduring reality. The need for wise usage and innovative solutions are a critical issue for all western inhabitants, and institutions of science and culture have a civic responsibility and unique opportunity to lead in these water conservation efforts. Xeriscaping is landscaping with native and other drought-tolerant plants and offers an attractive water-wise solution, as well as educational opportunities for western museums. Panelists discuss xeriscape philosophy, design, implementation, and interpretation. Moderator: David Mead, Exhibits Manager, Idaho Museum of Natural History; Presenters: Roger Rosentreter, Idaho State Botanist, U.S. Bureau of Land Management; Ann DeBolt, Botanist, U.S. Forest Service Rocky Mountain Research Station.

## D5 **Museums, Universities, and the Bridge Between Town and Gown**

The needs of academic audiences are very distinct from school tours or adult visitors. How can museums serve and engage academic audiences when they are not located on a college or university campus? How can academic audiences use museums as a catalyst for new research and pedagogy? Using audience development models from diverse disciplines, presenters provide concrete models for involving college faculty and students in museum programming. Moderator: Carin Jacobs, Curator of Education, Judah L. Magnes Museum. Presenters: Diane Durston, Curator of Education, Portland Art Museum; Christine Goodheart, Executive Director, University-Community Partnerships, Educational Partnerships and Learning Technologies, University of Washington; Inez Wolins, Senior Director of Education and Visitor Experience, Autry National Center.

10:30 am - 11:15 am EXHIBIT HALL BREAK

11:15 am - 12:45 pm CONCURRENT SESSIONS

## E1 **Making the Most of Internships: Employment for the Next Generation**

Is your intern employable? As an intern supervisor in a specialized field, what is your obligation to the future generation of curators, directors, and other museum professionals? As an intern, what can you do to ensure that your internship leads to future employment? Hear from museum professionals, interns, and mentors who have hired interns and benefited from internships, and learn how to leverage internships for meaningful training and career advancement. Moderator: Terra Feast, Associate Curator of Education, Boise Art Museum; Presenters: Susan Spero, Adjunct Faculty, Museum Studies, John F. Kennedy University; Marsha Rooney, Curator of History, Northwest Museum of Arts and Culture; Stephanie Coakley, Museum Educator, Tucson Museum of Art.

## E2 **Report From the Trenches: Financing a New Museum**

Throughout the West, museums large and small are being built, renovated and expanded – but how are they being paid for? Experienced museum officials share insider views on the financing tools and strategies they used to build and expand their facilities. Learn what best practices and pitfalls they discovered. Strategies applicable to smaller and less wealthy institutions are also explored. Delegates should come away from this session with practical knowledge on financing a new museum project. Moderator: Nikolai J. Sklaroff, Director, Citigroup Global Markets; Presenters: Victor Marquez, President, Board of Trustees, The Mexican Museum of San Francisco; Robert Cundall, Deputy Director, Finance & Operations, Seattle Art Museum; Ann Rowland, Chief Financial Officer, Los Angeles County Museum of Art; Alison Brown, Business Operations Director & Chief Financial Officer, California Academy of Sciences.

## E3 **Top Ten Tips for Developing Learning Spaces**

Exhibition development is much like riding white water in an open raft, but by observing these ten tips the trek can be a lot less treacherous. So before you run the gauntlet of learning space development, glean survival strategies from an experienced pack of panelists. Presenters guide delegates through the major perils that plague collaborative exhibit development, from building budgets to installation – and help you get through alive! Moderator: Stephanie Lile, Project Manager and Education Specialist for Schools and Teachers, J. Paul Getty Museum at the Getty Villa; Presenters: Carla Collette, Education Curator, Point Defiance Zoo and Aquarium; Viviane Meerbergen, Project Specialist, J. Paul Getty Museum; Andy Kramer, President, West Office Exhibition Design.

## E4 **From the Back Room to the Front Lines —The Changing Role of Curators**

How do you define a curator's job? Their traditional role has evolved as museums have become increasingly accountable to the needs of the public. The primacy of education, exhibit planning, fundraising, and writing for non-professional audiences brings new opportunities, but in contrast, time and money for scholarly research shrinks. These changes may influence the depth and complexity of exhibits, the use of museum collections, sources of support, and curatorial training. Curators from very three different types of museums discuss their similar challenges in balancing scholarship with the changing expectations of their job and function in the institution. The audience is invited to

discuss how these issues influence their museums. Moderator: Barbara Adams, Curator of Natural History, Nevada State Museum and Historical Society; Presenters: Kristen Poole, Artistic Director, Sun Valley Center for the Arts; Carol Mayer, Curator of Africa/Pacific, Museum of Anthropology, University of British Columbia.

### E5 **Without Limits: Museum Marketing in the 21st Century**

Museums of all sizes should think big in terms of marketing, no matter how small their budget. Presenters explore three distinct marketing approaches used to promote museum exhibitions and programs: a cross-promotional campaign, a traditional print campaign, and an e-marketing campaign, and provide campaign timelines, strategies and a follow-up analysis of each approach. Moderator: Malena Satre, Director of Communications, Nevada Museum of Art; Presenters: Ami Tseng, Marketing Manager, Asian Art Museum; Stacy Lieberman, Director of External Affairs, Skirball Cultural Center.

12:45 pm - 1:55 pm

AFFINITY GROUP LUNCHES

*preregistration required*

#### LU3 **Curators/Exhibit Designers/Evaluators/Educators Luncheon**

Presentation by the 2006 recipient of the WMA /Charles Redd Award for Exhibition Excellence

Fee: \$ 25 *Open to all delegates*

#### LU4 **Development & Membership (DAM)/Public Relations & Marketing Luncheon**

Fee: \$ 25 *Open to all delegates*

2:00 pm - 3:30 pm

CONCURRENT SESSIONS

### F1 **Virtual Territories: Enticing Internet Audiences**

Web-based resources are an increasing standard and opportunity to attract and engage previously underserved audiences. Their thoughtful development can result in unusual partnerships and unique educational programming to bring new audiences through the doors. Museums of diverse sizes and disciplines talk about their innovative approaches including a partnership with techies to develop educational, web-based, clue-gathering adventures resulting in midnight museum events along with other educational internet applications. Moderator: Melanie Fales, Curator of Education, Boise Art Museum; Presenters: Jeff Bodell, Web Design Instructor, Meridian Technology Charter High School; Tana Johnson, Producer and Instructional Designer, Interactive Educational Technologies, San Francisco Museum of Modern Art; Marc Blackburn, Interpretive Specialist, Nez Perce National Historical Park.

### F2 **Advocacy vs. Lobbying: Working Within the Limits (How to Lobby Legally For Your Museum)**

Following her "Wammy" award-winning presentation at last year's WMA annual meeting luncheon, legislative and policy guru Eileen Goldspiel returns to offer practical advice to museum professionals who feel uncomfortable about talking to politicians and public policy makers. Learn how to build relationships with lawmakers, avoid trouble with the IRS, and make sense of the political process. Get a lobbyist's perspective on how to be an effective advocate for your institution. Presenter: Eileen Goldspiel, Assistant Director, Government & Media Relations, American Association of Museums.

### F3 **Science, Intelligent Design, & Faith-based Stories: Avoiding the Barbed Wire**

The debate raging between Darwinism and creationism has entered the museum arena. What, if anything, should science-based museums say about intelligent design? Are faith-based museums obligated to present evolution? How many and whose creation stories are museums responsible for telling? What is the role of the museum's mission in defining the necessity to present alternative views? Presenters explore how a museum's core mission serves to negotiate this controversy, guide exhibition content, and fundraising. Moderator: TBD; Presenters: Karl Hutterer, Executive Director, Santa Barbara Museum of Natural History; Gail Anderson, President, Gail Anderson and Associates; Linda Deck, Director, Idaho Natural History Museum.

#### F4 A Model for Change and Transformation

Assess the risks and rewards of large-scale organizational transformations, and explore strategies to align staff, volunteers, governing boards and stakeholders around a new museum vision or strategic initiative. Delegates learn the SSST (Sense, Shape, Shift & Track) model for implementing organizational change, and practice its application to one of their own institution's challenges: building attendance, stabilizing finances, improving professional competencies and staff/volunteer morale, or maintaining program vitality. Moderator: Forrest B. Rodgers, President, High Desert Museum; Presenters: Robin Antonson, Manager of Human Resources & Volunteer Programs, High Desert Museum; Margaret Heater, Vice Chair, Board of Trustees, and Volunteer, Living History Interpreter, High Desert Museum; Carmen West, Volunteer Organization Chair, High Desert Museum.

#### F5 Moving Your Museum Toward Tomorrow with Funding From IMLS

Join colleagues from the field's federal funding agency, the Institute of Museum and Library Services, to learn about new grant opportunities and updates to grant programs: *Museums for America*, grants which strengthen the ability of museums to serve the public more effectively by supporting high-priority activities that advance the institution's mission and strategic goals, *National Leadership Grants*, *Conservation Project Support Program*, the *21st Century Museum Professionals*, the *Native American Museum Program* and the *Partnership for a Nation of Learners*. Updates and significant changes to the *Conservation Assessment Program*, and *Museum Assessment Program* are discussed, as well as plans for the new program addressing African American history and culture. Presenters: IMLS staff, to be announced.

3:30 pm

#### EXHIBIT HALL & SILENT AUCTION CLOSING RECEPTION

Join your colleagues to make a last visit with our corporate partners and don't forget to record a final bid on your favorite silent auction items. Please donate items to this fundraising cause to help raise money for professional development - go to [www.westmuse.org](http://www.westmuse.org) to donate to this great cause.

EE3

#### EVENING EVENT

*preregistration required*

## Dinner at the Basque Block

5:30 pm - 9:30 pm

Fee: \$45 *includes dinner. Cash bar.*

The Basque Block is located in the heart of this capitol city. An historic and cultural area that has been enhanced by a plaza-like streetscape, the area is home to the country's only Basque Museum and also features a cultural facility, historic home, historic hotel with a full handball court, pub and eatery, market and restaurant. Delegates are welcomed by the Basque community for an evening of good food, fun and entertainment provided by Txantaangorriak (Robin Red Breast), a group of local button accordionists and tambourine players, ages 5-40+, who will engage the crowd with their musical charm. After dinner, guests are treated to a performance by members of the Oinkari Basque Dancers. Formed in 1960, the dance troupe has traveled throughout the U.S. and abroad featuring traditional and choreographed dances from the Basque Country. They have also represented the State of Idaho as its ambassadors at world fairs, folk festivals, and literally hundreds of governmental and business gatherings as entertainment.



*Basque community celebration photo credit: Boise Convention & Visitors Bureau*



# OCTOBER 14

# Saturday

8:30 am - 12:30 pm

ANNUAL MEETING REGISTRATION OPEN

9:30 am - 11:00 am      CONCURRENT SESSIONS

## G1      **ROUNDTABLE (C) Small Museums—How To Keep Them Healthy**

Share, brainstorm and discuss tried and true to innovative strategies to address small museum issues. Bring samples of innovative or cost-effective marketing, programming, or other materials to this audience participatory roundtable rendezvous. Facilitator: Kay Clayton, Education Curator, Stahl Center Museums of Culture/La Sierra University Museums

## G2      **Accrediting Tribal Museums: Issues and Prospects**

Accreditation indicates a museum's achievement of professional standards in all operations. The rapid growth of tribal museums during the last 15 years, especially in the western United States, has spurred a review by tribal museum administrators of accreditation's costs, benefits, and potential problems due to some unique features of these museums. Tribal museum directors and accreditation program staff discuss these issues, yet much of the discussion is of broader interest to administrators of non-tribal small museums and many museums operated by parent organizations, including alternatives to accreditation. Moderator: James D. Nason, Emeritus Curator of Pacific and American Ethnology, Burke Museum; Presenters: Roberta Conner, Director, Tamastslikt Cultural Institute; Carol Leone, Director, Museum at Warm Springs; Beth Merritt, Director, Museum Advancement and Excellence, American Association of Museums.

## G3      **Museum Rentals: The Museum as Community Meeting Space**

Rentals earn income and enable museums to reach a new public. How can your institution become a top venue for meetings, weddings and other community rendezvous'? Presenters discuss these and other issues including conflict with the Museum's mission, and the practical concerns of designing and managing a rental program; staffing; security; type of event; catering and event suppliers; pricing levels and income generation potential. Moderator: Rosalind Bedell, Human Resources and Volunteer Manager, Nevada Museum of Art; Presenters: Samantha Brett, Events and Marketing, Boise Art Museum; Dan Dunn, Executive Director, Blackhawk Museum; Sibyl Graham, Facility Rental Manager, Fine Art Museums of San Francisco.

## G4      **Rendezvous With Your Audience: Techniques in Visitor Surveying**

A successful exchange relies on meeting people at the same place and time. Pioneers knew this, and so do museum professionals. Come learn some new techniques to rendezvous with audiences and discover their content knowledge, topic interest, naïve notions, and preferences in information presentation. Presenters share a brief overview of evaluation and the latest successful front end, formative and summative techniques for audiences of different ages, language preferences and interests. Moderator/Presenter: Linda T. Deck, Director, Idaho Museum of Natural History; Presenters: Mary Jo Sutton, Director of Exhibitions, Bay Area Discovery Museum; Wendy S. Meluch, Evaluation Consultant and Principal, Visitor Studies Services.

11:15 am - 12:45 pm      CONCURRENT SESSIONS

## H1      **Hands-On Minds-On Learning**

PART 1

In this first part of the session, a learning specialist and persons with dyslexia/ADHD introduce the "invisible disabilities" and what they uncover about how reading, focusing and learning can be sheltered and sustained – with benefit to all. In open dialogue format, a museum educational specialist explores the application of these findings to museum learning. Join us after lunch for part two when delegates gather at the Idaho Historical Museum with

panelists to evaluate "Lewis and Clark: The Journey in Idaho." Participants share their critiques and constructive insights, and in the process take home an innovative method for sharpening the planning and evaluation of all parts of exhibitions and their educational programming. Moderator: Paul Gabriel, Educational Consultant; Presenters: Adults with LD (learning differences) and ADHD (attention deficit hyperactivity disorder) from the Boise area.

## **H2 Construction Barriers: Installing Your Permanent Collection in a Construction Zone**

Installing or reinstalling your permanent collection into a new or newly renovated building can be a daunting task. Your installation teams might have schedules prepared, equipment ready, collection database reports printed, and staff allocated for the project, but what do you do when the building isn't ready for you and you must install? Are you prepared to deal with the building contractor, electricians, architects, HVAC installers, carpenters etc? Presenters discuss their experiences of installing art in spaces that aren't quite completed when they move in and other unforeseen barriers. In sharing their experiences they provide tips on how to keep your projects on schedule. Moderator: Jacqueline Cabrera, Associate Registrar for the Villa, The J. Paul Getty Museum at the Getty Villa; Presenters: Kevin Marshall, Lead Preparator, The J. Paul Getty Museum at the Getty Villa; Susanne Lambert, Collections Manager/Registrar, The Nora Eccles Harrison Museum of Art; Greg Bayne, Exhibition Preparator, The Huntington Library and Art Gallery; Michael Holloman, Director for the Center of Plateau Cultural Studies, Northwest Museum of Arts & Culture.

## **H3 Creative Fundraising for the Small Museum**

Fundraising is critical to the survival of non-profits at all levels. Idaho, as with other states, has a majority of small museums that struggle for survival. Small museums are trapped with supporting small-scale, localized events that create a minimal return for the effort. It is important that these museums broaden their fundraising efforts and look at those efforts as being "without limits." Innovative ideas and activities are presented, with adaptability to all museums. Moderator: Joyce M. Cameron, Director of Development & Communications, Northwest Museum of Arts and Culture; Presenters: Mary Reed, Representative, Idaho Association of Museums; Jim DeMersman, Executive Director, Hayward Area Historical Society; Lyle Wirtanen, Director, The Historical Museum at St. Gertrude.

## **H4 Enhancing Museums Exhibitions: The Pros & Cons of Technology**

Is sophisticated technology the key to great exhibitions? In this session presenters with alternative viewpoints explore the application of technology in museum exhibitions. Delegates learn some of the latest ideas and rationale for applying technology in museum exhibitions, as well as alternatives to the use of technology in exhibitions, including the value of investment in people, rather than technology, as a means to enhance a visitor's experience in the museum. Moderator: Andy Merriell, Principal, Andrew Merriell & Associates; Presenters: Eli Kuslanksy, Managing Partner, unified\_field; Yvonne Sharpe, Operations Manager, Craigdarroch Castle; Donna Lawrence, Donna Lawrence Productions.

12:45 pm - 2:15 pm

LUNCHEON

*preregistration required*

LU5 **Western Museums Association Annual Luncheon & Business Meeting**

Fee: \$25 *Open to all delegates*



**Keynote Address "The Essential Museum"**

**Elaine Heumann Gurian**

Elaine Heumann Gurian is a consultant/advisor to a number of museums and visitor centers that are beginning, building or reinventing themselves. She is the 2004 recipient of the Distinguished Service to Museums Award presented by the American Association of Museums. Over the past thirty five years, Ms. Gurian has served museums as Acting Director of the Cranbrook Institute of Science, Deputy Director of the United States Holocaust Memorial Museum, Deputy Director for Public Program Planning for the National Museum of the American Indian, Deputy Assistant Secretary for Museums at the Smithsonian, Director of the Exhibit Center at the Boston Children's Museum, and Director of Education at the Institute of Contemporary Art in Boston. Gurian is published and lectures widely and has held many elected positions within the museum community. She is the author of

*Institutional Trauma: Major Change in Museums & Its Effect on Staff* and most recently *Civilizing the Museum: The Collected Works of Elaine Heumann Gurian* published in the Spring of 2006.

2:30 pm - 4:00pm

CONCURRENT SESSIONS

**11 Hands-On Minds-On Learning**

**PART 2**

In part 1 of this session, a learning specialist and persons with dyslexia/ADHD introduced the "invisible disabilities" and what they uncover about how reading, focusing and learning can be sheltered and sustained – with benefit to all. Armed with this new-found sense of neurological best practices, in Part 2, presenters and delegates gather at the Idaho Historical Museum to evaluate "Lewis and Clark: The Journey in Idaho." Participants share their critiques and constructive insights and, in the process take home an innovative method for sharpening the planning and evaluation of all parts of exhibitions and their educational programming. Moderator: Paul Gabriel, Educational Consultant; Presenters: Adults with LD (learning differences) and ADHD (attention deficit hyperactivity disorder) from the Boise area.

**12 Community Building and the Creation of Cultural Centers**

Founding a cultural center or community-based museum can be both a daunting and thrilling exercise in community engagement. As community building is vital to the long-term success and sustainability of museums, the process of creating cultural centers offers valuable lessons for museum professionals. Presenters share their experiences of how and why their cultural centers were established, what challenges they faced and what their organizations contribute to their communities today. Moderator: Marianne Forssblad, Executive Director, Nordic Heritage Museum; Presenters: Sharon Briggs, Executive Director, Four Rivers Cultural Center and Museum; Janera Solomon, Consultant, J.A. Solomon & Partners; Roberta Conner, Director, Tamastslíkt Cultural Institute.

**13 Disaster Planning**

In 2003, the Heritage Preservation National Task Force organized the first "Alliance for Response" forums designed to bring cultural property caretakers together with First Responders *before* an emergency. Presenters on this panel participated in these forums held this year in California. When a hospital, a school and a museum are facing disaster, how will your emergency responders prioritize their response, and what should you know about the response procedures in place in your community? Delegates learn critical information about disaster scenarios and this session is especially relevant to those considering developing or revising an emergency preparedness plan for their institution. Moderator/Presenter: Joe Brennan, Director of Facilities, San Francisco Museum of Modern Art; Presenter: Wilbur Faulk, Executive Vice President, Cultural Property Protection Group.

## "A Taste of Idaho": Museums at the Park

6:00 pm - 9:00 pm      Fee: \$45  
*includes shuttle transportation, buffet meals. Cash bar.*

Join your colleagues for the last night of the annual meeting. Tonight's progressive experience includes four of Boise's finest cultural institutions: The Discovery Center of Idaho, the Boise Art Museum, the Idaho Black History Museum, and the Idaho Historical Museum. Throughout the evening guests are treated to a "Taste of Idaho" featuring the freshest Idaho ingredients in food and beverage selections, including agricultural samplings and locally brewed beers and Idaho wines.



*Idaho Historical Museum photo credit: Western Museums Association*

At the Discovery Center of Idaho, delegates are served appetizers by resident mad scientists. The Discovery Center of Idaho is a hands-on science facility with exhibits and educational programs that offer authentic, sensory experiences making the sciences, math and technology tangible. Delegates this evening are encouraged to try out a variety of scientific tasks.



*Idaho Black History Museum photo credit: Western Museums Association*

At the Idaho Black History Museum delegates can view the former St. Paul Baptist Church Building, built in 1921. One of the oldest buildings constructed by Idaho African Americans, the St. Paul congregation moved to a new church in 1993, and the historic church was donated to a preservation committee to restore the building for its current use as a museum.

At the Idaho Historical Museum guests are greeted by a couple of ornery looking old-time cowpokes – complete with spurs and six guns. Wander through the exhibit areas and make sure to see the antique bar (manned, of course, by a mustachioed bartender) which is set in an area reminiscent of an old saloon. The vintage player piano is in full swing when the cowpokes mosey into the bar and decide to stage a robbery.

At the Boise Art Museum, delegates view the permanent collection focusing on 20th century American art with a long-standing emphasis on artists of the Pacific Northwest, American Realism and ceramics. The featured exhibition this evening is "Frank Lloyd Wright and the House Beautiful." Entertainment includes a local Jazz Trio and delegates that stay a little later can dance the evening away to a local DJ.

**REGISTRATION** - You may also register online at [www.westmuse.org](http://www.westmuse.org). To register with a credit card - Do not use this form – please go to [www.westmuse.org](http://www.westmuse.org) and follow the links for online secure registration. To register with a check – please use this form and mail with payment to: WMA, P.O. Box 8367, Emeryville, California 94662. Registration forms must be received in the WMA office no later than September 27, 2006, to allow time for processing. Submittal of this form confirms the registrant has read and agrees with the cancellation policy on page 2.

Name \_\_\_\_\_

First Name Badge Preference \_\_\_\_\_

Job Title \_\_\_\_\_

Institution/Affiliation \_\_\_\_\_

Mailing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_ E-mail \_\_\_\_\_

- I would like an annual meeting mentor - see page 2 for more information
- I'm a seasoned museum professional with WMA and would like to be an annual meeting mentor.

**Step # 1: DELEGATE REGISTRATION**

**EARLY BIRD REGISTRATION (POSTMARKED BY JULY 15 - NO EXCEPTIONS)**

“**Basic Registration only**” includes all general and concurrent sessions, and exhibit hall breaks, but does not include any evening events, breakfasts or lunches; an “a la carte” list of events is on the reverse of this form. The “**Complete Package**” includes registration as well as four evening events (EE1, EE2 EE3, and EE4), and the Annual Meeting Luncheon (LU5).

WMA MEMBER *Check box to indicate desired annual meeting registration*  
 Basic Registration only  \$240 or Complete Package  \$445  
 Institutional members may take advantage of the member’s rate for any staff & volunteers

NON-MEMBER Complete Package  \$520  
 Basic Registration only  \$315 or  
 Includes a one year individual membership in WMA

**REGISTRATION (AFTER JULY 15)**  
 WMA MEMBER Complete Package  \$515  
 Basic Registration only  \$310 or  
 Institutional members may take advantage of the member’s rate for any staff & volunteers

NON-MEMBER Complete Package  \$590  
 Basic Registration only  \$385 or  
 Includes a one year individual membership in WMA

**OTHER REGISTRATION**  
 FULL-TIME STUDENT Complete Package  \$345  
 Basic Registration only  \$140 or  
 Must provide proof of current student status. Includes a one year individual membership in WMA.

SINGLE DAY MEMBER Registration only  \$165  
 Must be a WMA member to register single day / Indicate day of attendance \_\_\_\_Thursday \_\_\_\_Friday \_\_\_\_Saturday  
 Single day attendees may register for events (see next page) only on their registered day.

SESSION PRESENTER/MODERATOR Complete Package  \$420  
 Basic Registration only  \$215 or  
 HOST/PROGRAM COMMITTEE MEMBER

# REGISTRATION (con't)

So we may plan for suitable session space, please circle which sessions you are most likely to attend:

THURSDAY			FRIDAY			SATURDAY		
A1	B1	C1	D1	E1	F1	G1	H1	I1
A2	B2	C2	D2	E2	F2	G2	H2	I2
A3	B3	C3	D3	E3	F3	G3	H3	I3
A4	B4	C4	D4	E4	F4	G4	H4	
A5	B5	C5	D5	E5	F5			

## Step # 2: PRECONFERENCE ACTIVITY FEES

Wednesday, October 11	check box to indicate registration for event
Boise Red Cross Blood Drive ( <i>tentative</i> 11:00 am - 4:30 pm)	<input type="checkbox"/> Yes, count me in!
Yee Haw, Down and Dirty Evaluation 101 (NAME)	PC1 <input type="checkbox"/> \$25
Engaging Our Visitors in a Dialogue: Training Our Interpreters (EdCom)	PC2 <input type="checkbox"/> \$50
Helping Hands Brigade (RCWR)	PC3 <input type="checkbox"/> \$15
Rootin' Tootin' and Shootin': Firearms and How They Work	PC4 <input type="checkbox"/> \$45
Working Group for Museum Associations	PC5 <input type="checkbox"/> \$10
Tour of the Basque Museum	PC6 <input type="checkbox"/> \$ 5
<i>If not registered for meeting on page 19 must add</i>	<input type="checkbox"/> \$50

## Step # 3: AFFINITY MEALS & EVENING EVENT FEES

Please indicate:  I request vegetarian or other special meals - please specify \_\_\_\_\_  
 I request wheelchair/mobility accessible transportation for evening events

Events marked with an \* are included in the "Complete Package" on the previous page.

Wednesday, October 11			
* An Historic Icebreaker: Boise Tour	EE1	<input type="checkbox"/>	\$45
Thursday October 12			
RC-WR Luncheon	LU1	<input type="checkbox"/>	\$25
Director's Forum Luncheon	LU2	<input type="checkbox"/>	\$25
* Evening at the Botanical Garden, Old Pen, and Museum of Mining	EE2	<input type="checkbox"/>	\$45
Friday, October 13			
Native American & Museum Collaboration Breakfast	BR1	<input type="checkbox"/>	\$20
Curators/Exhibit Designers/Educators/Evaluators Luncheon	LU3	<input type="checkbox"/>	\$25
Development & Membership/PR & Marketing Luncheon	LU4	<input type="checkbox"/>	\$25
* Dinner at the Basque Block	EE3	<input type="checkbox"/>	\$45
Saturday, October 14			
* WMA Annual General Business Meeting & Luncheon	LU5	<input type="checkbox"/>	\$25
*Taste of Idaho: Museums at the Park	EE4	<input type="checkbox"/>	\$45

**Total amount due from steps# 1-3** \$ \_\_\_\_\_

**PAY BY CHECK:** Mail check and both pages of this form to: **WMA, P.O. Box 8367, Emeryville, California 94662.**  
 Thank you! Paying by check helps us greatly to save on credit card merchant fees.

**PAY BY CREDIT CARD:** Do not use this form - register and pay online at [www.westmuse.org](http://www.westmuse.org) only.

For office use only: Check No: ..... Amt Rcvd ..... Amt Due:..... Reg #:.....



The whole of the museum is greater than the sum of its parts

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Nikolai J. Sklaroff

Toll-free: 1 800 227 4809

Direct: 1 415 951 1710

Fax: 1 415 951 1748

email: [nikolai.j.sklaroff@citigroup.com](mailto:nikolai.j.sklaroff@citigroup.com)

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WESTERN MUSEUMS ASSOCIATION  
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All mailed registrations should be sent to:  
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Non-Profit Org

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BLAINE, WA

Don't forget to  
register by the  
Early Bird Date of  
**JULY 15**  
for the lowest  
registration rate!!