



*A Rising Tide: Sustainable Practices,  
Green & Beyond*

Western Museums Association  
Annual Meeting 2009

**San Diego, California  
October 25-29, 2009**

# *A Rising Tide: Sustainable Practices, Green and Beyond*

Like a rising tide, the feared consequences of climate change have made sustainability the social movement of our time. But sustainable practices don't just apply to the environment. All museums face the challenges of sustaining collections, audience, relevance, financial strength, staff and volunteers, donors and members, the board, and, ultimately, sustaining their very future. Whatever the challenge, sustainability requires balancing the needs and demands of the present with those of the future, and the choices can be difficult.

Gathering at ocean's edge in sunny San Diego, we'll explore how museums across the West are embracing the opportunities and challenges of sustainability in all its forms. How are museums assuring that expanding collections continue to be preserved, accessible and interpreted in the future? What strategies are being employed for cultivating tomorrow's audiences? How are museums assuring that they remain relevant, and for whom? Is a large endowment the answer? What is the role of new media, the web and technology? What are the best practices for sustaining a vibrant work force?

The good news is that a rising tide lifts all boats. We all benefit when we share and learn together - come get lifted with your colleagues in San Diego!

## PROGRAM COMMITTEE CO-CHAIRS

Rosalind Bedell  
Human Resources and Volunteer Director  
Nevada Museum of Art

Ed Prohaska  
Chief Financial Officer  
Monterey Bay Aquarium

## HOST COMMITTEE CO-CHAIRS

Duke Windsor  
Director of Exhibits/Lead Exhibits Designer  
USS Midway Museum

David Lang  
Executive Director  
Balboa Park Cultural Partnership



A special thank you to the Barona Band of Mission Indians for their early support of events and transportation at the meeting.



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# DEADLINES

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4/30	Tax Month Break - Special Registration
7/31	Early Bird Registration
10/12	Pre-registration Closes

Dear Colleague,

I am glad you are considering attending the WMA annual meeting in San Diego. Despite the turbulence of the times, or perhaps because of it, it is even more important to have the time to gather, share, inspire, and learn together. The planners of this meeting - the Program and Host Committees, and the WMA Board - have been diligent and creative in their efforts to build the most value-packed meeting possible in order to help you to justify support from your institutions:

- ♦Tax Month Break - April 1 - 30, we offer a significantly reduced registration rate of \$250 that will allow access to 46 sessions, 5 resource clinics, 6 workshops, and several evening events and affinity receptions, not to mention countless opportunities and informal spaces to network.
- ♦A half day of sessions, demonstrations, and museum visits in Balboa Park, the largest urban cultural park in the U.S., home to 15 museums, numerous art galleries, beautiful gardens, and the Tony Award-winning The Globe Theatre.
- ♦Access to WMA corporate members who provide valuable products and services for you and your institution.
- ♦Special media presentations of new and notable projects, cutting edge research from the field, and hands-on art experiences.
- ♦And all this in an oasis of California's second largest city and the United States' eighth largest, with a tropical setting on the beach, so that at the end of a long day of sessions and networking, you can unwind, relax, and prepare your plan for the next day.

As stated in the meeting's theme, sustainable doesn't just apply to the environment; we need to develop our personal, professional, and institutional sustainability. My goal for this professional gathering is to provide you, and through you, your institution, a safe harbor in which to face the challenges and the uncertainties of the future with innovative thinking, an anchorage within which to seek knowledge and inspiration from your colleagues, and a haven to gather the strength to steer the most sustainable course.

I look forward to seeing you in San Diego.

P. S. Each year we hold a drawing for a registration to the next year's meeting. This year the way to enter is to think of the most alternatives to the word *sustainable*. List the alternatives on the back of your business card and drop it in the box at Registration to enter the drawing.

Elida Zelaya, Executive Director  
Western Museums Association

## SATURDAY

October 24

### Helping Hands Brigade

9:00 am - 4:00 pm      *Offsite; Sponsored by the Registrars Committee-Western Region (RC-WR)*  
*No fee      Lunch and transportation provided.*

Based on an established annual event organized by registrars committees in the Mid-Atlantic and Mountain-Plains regions, and now in its second year as the Reinforcement Crew at the American Association of Museums Annual Meeting. For the second time WMA presents the volunteer event in which registrars, conservators, and other collections professionals share their skills with an institution in the host city, providing a day's worth of volunteer labor for collections-based projects - such as general cleaning, inventory, condition reporting, re-housing, moving, or numbering collections. This all day event provides a great opportunity to meet with your colleagues and share experiences while using your skills for a museum in need! Materials and supplies will be provided by the host venue, however, if you have your own gloves, pencils, or collections kits, feel free to bring them along! Meet in lobby at 8:45 am to use provided transportation. Limited to 15 volunteers.

## SUNDAY

October 25

### Exhibit Hall Set-up

2:00 pm - 5:00 pm

### San Diego Zoo or Wild Animal Park

10:00 am - 5:00 pm      *Transportation on your own*



Courtesy San Diego Zoo

Arrive in San Diego early to visit either one of the fabulous outdoor and exotic experiences of the city; where else but the Wild Animal Park can you meet the newest African elephant (born in March)? Get a bird's eye view of the San Diego Zoo on the Skyfari! The Zoo and Park generously offer free admission to WMA Annual Meeting delegates; significant others' admission is not waived. Children, ages 3-11, are free throughout the month of October. Please go to Guest Relations window at either location in order to receive a complimentary admission ticket. The parking fee at the Wild Animal Park has not been waived.

## PRECONFERENCE WORKSHOPS

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

### WrkShp1 Getting Comfortable with Visitor Comfort

*1:00 pm - 5:30 pm; Offsite - Museum of Photographic Arts ; Fee: \$45; Snack and transportation provided*

Visitor comfort is known to aid learning, promote mental and emotional receptivity, and increase the likelihood of a return visit; yet in many museums, comfort is not a priority. In this pre-conference workshop at the Museum of Photographic Arts in San Diego's Balboa Park, participants will explore practical, economical, and simple ways that museums can help make visitors comfortable by accommodating their physical, psychological, neurological, and social needs. Participants will work together to assess public areas of the host museum in terms of comfort and accommodation and suggest potential improvements. Most critically, they will collaborate with the host museum staff to examine potential economic, institutional, and cultural barriers to making those improvements and create potential strategies for addressing and overcoming those barriers. Meet in hotel lobby at 12:30 pm to use provided transportation. Moderator: Steve Tokar, Principal, Steve Tokar Productions; Presenters: Paul Gabriel, Educational Consultant/Learning Specialist, Independent; Patterson Williams, Manager of School and Teacher Programs/Master Teacher for Asian and Textile Art, Denver Art Museum; Stephanie Weaver, Principal, Experienceology; Beth Katz, Registered Nurse, Independent.

### WrkShp 2 State Museums Association Exchange

*1:15 pm - 5:30 pm Rousseau East No fee*

This informal gathering is an opportunity for state museum associations in the West to discuss services they are providing to their members and what projects and issues the associations are currently facing. The agenda is designed to promote discussion and the sharing of ideas, with the goal of creating an improved dialogue and stronger network among state museums associations. Agenda items will include updates from state and national museum associations, surviving difficult times, and advocacy. Suggestions for other agenda items should be emailed directly to the Workshop Chair, Celeste DeWald, Executive Director, California Association of Museums, [cam@calmuseums.org](mailto:cam@calmuseums.org).

### WrkShp 3 Navigating New Media In Collections without Going Adrift

*Sponsored by the Registrars Committee, Western Region*

*9:00 am - 1:00 pm Rousseau East Fee: \$20 RC-WR member; \$35 non-RC-WR member*

Time-based media such as video art, sound sculptures, oral histories, and other recorded media have been entering our museums' collections and exhibitions for decades. The care and management of these works continues to challenge registrars and collection preservationists around the world as media changes are tied to the continuous advancement of technology. How do we preserve these works without compromising the artists' intent? How do we, or should we, apply museum collection standards onto this migrating medium? Join your fellow registrars, collection managers, conservators, and media technical managers in an open dialogue as we discuss current issues, preservation advancements, and other challenging museum practices surrounding time-based works. Moderator: Jacqueline Cabrera, Associate Registrar for the Getty Villa, The J. Paul Getty Museum; Presenters: Laura Graziano, Associate Registrar, Exhibitions, Los Angeles County Museum of Art; and TBA.

### WMA Board Meeting

*5:00 pm - 7:00 pm Rousseau Center WMA Staff and Board members only*

Monday

October 26

ANNUAL MEETING REGISTRATION OPEN  
Catamaran Hotel, Kon Tiki Ballroom Foyer  
8:00 am - 5:00 pm

EXHIBIT HALL OPEN  
10:30 am - 5:00 pm

## OPENING GENERAL SESSION

9:00 am - 10:30 am

Annual Meeting Welcome - Aldona Jonaitis, President, Board of Directors, Western Museums Association and Director Emeritus, University of Alaska Museum of the North.

San Diego Welcome - Cheryl Hinton, Vice President, Board of Directors, Western Museums Association, and Executive Director, Barona Cultural Center and Museum.

Presentation of 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: David Porter, Immediate Past President, Board of Directors, Western Museums Association, and Executive Director, Clackamas Heritage Partners.

Keynote Speaker - Bob Welch Why does history matter? Is your job important? Do *you* matter? Do



you need to laugh with someone genuine and look around the room and see others nodding their heads in understanding when you do? Listen to this year's keynote and feel the WMA family gather close to support each other, as he reminds us why history and each of us has a role. Columnist, author, and professor of journalism, Bob Welch is a famed storyteller. He has written nearly 2,000 columns for The Register-Guard, Oregon's second-largest newspaper while publishing more than a dozen books on topics from World War II to parenting. Welch's publications include seven of the popular "Chicken Soup for the Soul" series, and articles in the Los Angeles Times, Reader's Digest, Sports Illustrated and Runner's World.

WMA of Course (WMA 101)

10:30 am - 11:00 am

course *pronunciation*: \ˈkoʊrs\ *noun*. 1a. *Onward movement in a particular direction, progress*; 2. *The direction of continuing movement*; *Idiom: of course* - 1. *In the natural or expected order of things; naturally*. 2. *Without any doubt; certainly*.

Formerly known as *WMA 101 An Introduction for Conference Newcomers*, this beginning session to the annual meeting is an opportunity for all delegates, new or experienced, to meet the WMA staff, board

members and other delegates. As you mingle, learn about special, not-to-be missed events at this meeting, how to participate in future meetings (such as proposing a session for next year, writing an article for the newsletter, blogging with us, or taking an internship), and what other resources WMA offers. Be able to answer "done anything interesting lately?" with an intriguing "Yes, WMA of Course." Without a doubt this session and this annual meeting will help you set your course.

## EXHIBIT HALL BREAK

*10:30 am - 11:00 am*

Get a cup of joe or a steaming cup of tea, and a morning snack, then visit with our corporate members, who represent a vast array of services and resources for you and your institution. Also preview auction items and begin to plan your bidding strategy!

## CONCURRENT SESSIONS

*11:00 am - 12:20 pm*

A1 Metrics Of Success: How to Measure & Account for On-line Social Engagement for Museums

What are meaningful qualitative and quantitative metrics to measure the success of connecting with audiences on-line in the current rapidly expanding and evolving technical environment, with vast opportunity and possible pitfalls? The goal of this session is to provide tools and talking points for museums to help secure and justify investment in new media or "Web 2.0" projects that develop the museum's on-line community through social networking sites like Facebook or twitter; creating on-line programming in Second Life; or getting involved in ARGs ("Alternate Realty Games") as fun, educational modules. This panel will explore the connection between sincere, social, on-line engagement and mission-driven value assessment. Moderator: James Leventhal, Director of Development & Marketing, Judah L. Magnes Museum; Presenters: Stephanie Almeida, Membership Coordinator, Boise Art Museum; Tim Hart, Head of Institutional Research, J. Paul Getty Trust; John Maccabee, Founder & Principal, City Mystery: A Gaming Company.

A2 How Green Design Can Save the World

You've changed your light bulbs to CFLs. You've started re-cycling your trash. You've turned your thermostats down. (Uh...you have, haven't you?) Now what? Expand your understanding of "being green" beyond the materials we choose and the energy we use. What does it mean to live in a truly sustainable world? Change the way you think about sustainability and green design by joining this eclectic group of designers as they explore the revolutionary "Cradle To Cradle" and "Permaculture" design philosophies that mimic natural systems to promote community, abundance and mutual prosperity. Moderator: Matthew Soalri, Director, Project Development, Educational Experiences, BRC Imagination Arts; Presenters: Larry Santoyo, Director, Earthflow Design Works; Tim McNeil, Assistant Professor, Design Program/Director, UC Davis Design Museum, University of California, Davis; Carol Tang, Director, Visitor Interpretive Programs, California Academy of Sciences.

### A3 Tried & True: Museum Education Practices That Work!

Educators! Don't reinvent the wheel! Instead, revisit museum education practices that have proven successful! This interactive session offers tools and examples from presenters' experiences in a variety of museums. Learn about tried and true techniques that can be modified to fit your organizations' program and leave with information and materials that you can readily use! (Some themes for this session adapted from *The Museum Educator's Manual: Educators Share Successful Techniques*, coauthored by Nancy Cutler, and others.) Moderator: Nancy Cutler, Museum Education Consultant; Presenters: Keni Sturgeon, Curator, Mission Mill Museum; Marni Gittleman, Special Projects and Advisor, Skirball Cultural Center.

### A4 Strategic Plans - Friend or Foe?

Will your strategic plan lead you to unreachable dreams or be fitted to your museum and hold you on a steady financial course? A nonprofit business leader and a successful historical society director share their diverse perspectives on crafting, adapting, and using an effective strategic plan. Moderator: LaRue Barnes, Director, Ilanka Cultural Center; Presenters: David Nicandri, Society Director, Washington State Historical Society; Dennis McMillian, President/CEO, The Foraker Group; Kathleen Brown, Executive Director, Museum of the African Diaspora.

## EXHIBIT HALL LUNCH RECEPTION

*12:20 pm - 1:35 pm*

Grumble-rumble...is that your stomach growling or are you just inspired to do more networking, meet with our corporate members, and get energized for the afternoon sessions? Do it all! Join us in the exhibit hall for a scrumptious, complimentary lunch.

## CONCURRENT SESSIONS

*1:35 pm - 2:55 pm*

### B1 Balboa Park Cultural Partnership: Joining Forces for Sustainability

Speakers will discuss the formation and strategic planning of the BPCP and describe its activities including the Balboa Park Learning Institute, business services, advocacy, sustainability, marketing, public relations, governance, parking and on-line collaborative. Also hear the lessons learned and discover future opportunities. Moderator: Michael Hager, President, San Diego Natural History Museum, President, Balboa Park Cultural Partnership; Presenters: Mari Lyn Salvador, Executive Director, San Diego Museum of Man; George Brooks-Goyner, CFO/ COO, San Diego Natural History Museum; Gail Anderson, Principal, Gail Anderson & Associates.

### B2 Learning Brains, Learning Bodies: Cognitive Science Informs Museum Practice

Learning research offers great promise to museum practitioners whose goal is to facilitate learning. Cognitive scientists and museum practitioners will illustrate how neuroscience and psychology can inform the creation of meaningful, memorable museum experiences. The science of learning provides reasoned principles for whole-body experiential learning, the power of metaphor and imagination, the



role of emotion, curiosity-driven inquiry, and socially mediated learning. The discussion will address challenges and opportunities specific to learning in museums. Moderator: Andrea Chiba, Associate Professor of Cognitive Science, University of California, San Diego; Presenters: Rafael Nunez, Associate Professor of Cognitive Science, University of California, San Diego; Daniel Spock, Director, Minnesota History Center Museum.

**B3 Corporate Collections and Museums: Working, Learning, and Sharing Together**  
What are the real differences and similarities between managing nonprofit collections and corporate collections? What special considerations apply to corporate collections? What are the greatest challenges in managing these collections? Are there opportunities for partnership between corporate collections and museums to strengthen the mission of museums? Learn about the world of corporate collections and how it relates to museums. Moderator: Allyson Lazar, Museum Consultant/Contract Registrar, Presenters: Juan Colato, Curator, Wells Fargo Historical Services; Allan Peterson, Curator, Wells Fargo Historical Services; Lella Smith, Director, Disney Animation Research Library; Michele Quinn, Curatorial Advisor, Michele C. Quinn Fine Art Advisory.

**B4 On Board with Innovation**  
Hear from museum grantees of the Innovation Fund, a joint program from The Irvine Foundation and emcArts. Although this program is for museums with large budgets, the inspirational vision and organizational change that these grantees experienced is possible at any size institution. Come explore your organization's capacity to innovate and head toward organizational change. Moderator: TBA.

**C1 They're Doing What?! Developing Programs that Defy Boundaries**  
Many organizations have begun to expand their programming, presenting exhibitions and programs that fall outside of their original "specialty" and blur the lines between traditional museum types. What happens when natural history museums partner with artists or botanic gardens present contemporary art? Join a panel of speakers who will discuss how their programs are changing the way audiences view them and if diversification is a viable solution for increasing audiences, finding funding, and advancing an institution's mission. Moderator: Lisa Sasaki, Director, Program Development, Japanese American National Museum, Presenters: Kim Manajek, Exhibits Manager, Denver Botanic Gardens; Adrienne Lee, Manager, Education Initiatives & Partnerships, Natural History Museum of Los Angeles County; Ben Garcia, Associate Director of Education, Skirball Cultural Center.

**C2 Courierier Collections: Sustaining Museums' Standards in Turbulent Times**  
Do you know how to be a good courier? Have you received proper training/guidance? Does your institution have a courier policy in writing? Do you have a training program in place? Does your institution follow and implement the Registrars' Code of Ethics for Couriers? How does a courier trip involving NAG-PRA objects differ? Hear the panelists speak about the various aspects and realities of courierier collections around the world. We'll address elements of personal safety while courierier and disseminate helpful tips for receiving couriers at your institution. As institutional budgets continue to shrink, we will need to collaborate, strategize and be prepared to communicate our needs and strengthen our abilities to sustain museum standards. Moderator: Melissa De Bie, Registrar; Presenters: Amy Wright, Senior Assistant Registrar, Los Angeles County Museum of Art; Maeve Shivnan, Shipping Agent, Rock-It Cargo, Intl.

### C3 Bold Visions Breed Success: Breaking Barriers to Achieve Capital Campaign Success

In the life of any institution, a capital campaign is an extraordinary undertaking. Using the experience of the Crocker Art Museum's \$100 million campaign as a launching point for discussion, participants will focus on the challenges and opportunities that a major capital campaign present. Key topics to be covered will include timing, vision, leadership, cultivation and planning. We'll also discuss ways to strengthen other aspects of operations in the process, and discuss how to address obstacles that inevitably arise along the way. Moderator: Bridget Keane, Assistant Vice President, CCA Fund Raising; Presenter; Lial Jones, Director, Crocker Art Museum.

C4 Sustaining Communities: Regional Organizations for Museum Professionals  
Regional non-profit organizations play a vital role in rejuvenating museum professionals. They offer consistent opportunities to network, problem solve across institutions, and step away from day-to-day tasks to ponder big-picture issues. But how do these volunteer organizations with limited budgets sustain themselves? Join board members from 501(c) 3 organizations Balboa Park Educators Council, Cultural Connections, and Museum Educators of Southern California in this participatory discussion about forming, growing, and sustaining regional professional development organizations. Moderator: Jennifer Olson, Independent Museum Educator, Programs Co-Chair, Museum Educators of Southern California; Presenters: Jeanne Hoel, Manager of School Programs, Museum of Contemporary Art; Julie Lawrence, Museum Art School Manager, San Diego Museum of Art Representative, Balboa Park Educators Council; Mandy Smith, Board Member & Program Committee, Cultural Connections, Account Manager, Antenna Audio/Discovery Communications.

#### TechLab

4:25 pm - 5:45 pm

Who are those energetic people gathered in that cozy corner with fired up laptops? Why that's TechLab! TechLab began in a little cranny at the 2008 annual meeting in Alaska. This year we encourage people with common interests, something to share, or technology questions - How or where should I blog? Do you twitter? What online museums do you visit? - to experience this informal gathering. Inspire or be inspired at the TechLab.

#### Affinity Receptions

4:25 pm - 5:45 pm Fee: \$25

These affinity receptions provide an opportunity to meet and network with colleagues that share the same position or professional interest as you. Receptions are open to all delegates unless stated otherwise. Victuals and libations included. Pre-registration is required.

AR1 Native American

AR2 Development & Marketing, PR, and Membership

AR3 Small Museums

# Evening Event

*You must pre-register for evening events: tickets are not available on site. The deadline for preregistration is October 12, 2009.*

EE1 An Evening at the Jewel by the Sea:  
La Jolla and the Museum of Contemporary  
Art San Diego

*6:00 pm - 9:00 pm Fee: \$45 includes motorcoach  
transportation and plentiful hors d'oeuvres. Cash bar  
also available.*

It is widely believed that La Jolla is derived from la joya, the Spanish word for jewel, however the name actually comes from a word meaning hidden cave or hollow in the language of the Kumeyaay - Diegueño, the Native American tribe of the region. All agree that this seaside community is a gem of Southern California .

This evening is your opportunity to experience the Museum of Contemporary Art San Diego and its beautiful oceanfront location. The Museum's building originally was philanthropist Ellen Browning Scripps' home, designed by Irving Gill in 1915; its most recent expansion was designed by architect Robert Venturi. Tour the galleries, enjoy hors d'oeuvres and a no-host bar, and check out the Museum's X Store's unique merchandise, followed by a nighttime stroll through the La Jolla village to nearby Athenaeum Music and Arts Library.



Photo courtesy Museum of Contemporary Art, San Diego.

## Tuesday

## October 27

ANNUAL MEETING REGISTRATION OPEN

Catamaran Hotel, Kon Tiki Ballroom Foyer

7:45 am - 4:00 pm

EXHIBIT HALL OPEN

10:20 am - 5:30 pm

### GENERAL SESSION

*8:00 am - 9:00 am*

Culture Wars in the Gulf

There's a race going on between the Gulf states to build the biggest and best museums in the world. Miranda Carroll was working at the Museum of Islamic Art in Qatar for its opening. She will recount what's happening in the region, who's building what, and what is likely to happen next. Miranda joined



Photo courtesy of the Museum of Islamic Art

the Qatar Museums Authority (QMA), based in Doha, Qatar, in early October 2008 as a three-month consultant as Director of Media Relations for the Museum of Islamic Art (MIA). In December, Executive Director of the QMA, Roger Mandle, and MIA Director, Oliver Watson, appointed Miranda Acting Director of the MIA in the Director's absence. Miranda currently is Director of PR and Marketing at the Santa Monica Museum of Art.

## CONCURRENT SESSIONS

*9:00 am - 10:20 am*

D1 Sustainable Work Practices: Keeping the Staff Afloat

In difficult economic times how do you keep the staff sustained and on board? This session looks at alternative staffing models including part time work, job sharing, working from home, as well as the problem of burn out. In addition, staff spends time texting, on the internet and cell phones. Should this multi-tasking be incorporated into the work day? When and how much is acceptable? Are these ways of working models for the future? Moderator: Rosalind Bedell, Human Resources and Volunteer Director, Nevada Museum of Art; Presenters: Valerie Nelson, Director, Human Resources, Autry National Center; James Leventhal, Director of Development & Marketing, Judah L. Magnes Museum; Christopher Hoffman, Attorney, Fisher & Phillips LLP.

D2 The Packer's Conundrum - Confronting the Unexpected at the Collector's Home

When collecting artworks or installing at a collector's home often times the best pre-planning gives way to the need to adapt to the unexpected. Museum staff or commercial shippers are continually faced with adapting to these changes on the spot whether with use of materials for packing/installing or creating access routes that are not as easily transgressed. This session will present examples of what questions, considerations, materials and techniques can assist in being better prepared for the unexpected.

Moderator: Brent Powell, Head of Preparation & PACIN-PIC Chair, Asian Art Museum; Presenters: Mike Hascall, Managing Director, Artech Fine Art Services; Ashley McGrew, Lead Preparator, J. Paul Getty Museum; Sheryl Nakano, Director, Nakano Logistics; Kim Powell, Branch Manager, Gander & White Shipping Inc.

**D3 College Students in Museums: Paperless Collaborations, Two Case Studies**  
Share the process to success with sustainable, green, low cost, low staff maintenance, education programs that benefit museums, students and their colleges. First, North County Higher Education Alliance, San Diego North County Colleges and Mingei International Museum program where students develop academic and artistic curriculum-based reactions to exhibits presented at a lecture series. Second, the San Diego Museum of Man's lecture series for college students, college pass program, and downloadable lesson plans. Moderator: Jennifer Garey, President/CEO, Arts & Antiquities, Inc.; Presenters: Cyndi Eischen, Director of Education and Interpretation, San Diego Museum of Man; Alison Rossi, Director of Education, Mingei International Museum; Deborah Small, Visual and Performing Arts Department, California State University, San Marcos.

**D4 Successful Building Project Planning and Management in Uncertain Times**  
A successful capital project requires discipline in planning, budgeting and execution, particularly in a time of scarce resources. This session will provide tools for managing capital projects of any size - from a new building to a new roof. We'll cover finance, fundraising, stakeholder engagement, project management, scope development and project cost management; the tools you'll need to guide the process and lead your stakeholders to a successful completion within your means. Moderator: Walter Crimm, Vice President, Cultural Design Group, Ewing Cole; Presenters: Carole Wharton, President, L. Carole Wharton, LLC; Ed Prohaska, Chief Financial Officer, Monterey Bay Aquarium.

**D5 Evaluation 101 - Yes You Can**  
Evaluation is your key to sustainability in a challenging marketplace. It can help your facility meet its mission, improve the visitor experience, enhance funding prospects and guide institutional planning. Learn about the phases of exhibit and program evaluation, and take home ideas and tools that you can use at your institution. Presenters share their experience and expertise from three perspectives: academic research and training, in-house evaluation, and consulting. Moderator: Wendy Meluch, Evaluation Consultant, Visitor Studies Services; Presenters: Shawn Rowe, Marine Education Learning Specialist/Assistant Professor, Oregon Sea Grant Extension, Hatfield Marine Science Visitor Center, OSU; Kathryn Owen, Education Research Supervisor, Woodland Park Zoo.

## EXHIBIT HALL POWER BREAK

*10:20 am - 10:50 am*

Boost your mental and physical energy during this power break in the exhibit hall. Stimulate your mind with chats with corporate members and colleagues as you stimulate your senses with light refreshments and a few stretches.

## CONCURRENT SESSIONS

*10:55 am - 12:15 pm*

E1 Catch the Wave of Succession Planning: Ensuring Institutional Sustainability  
Succession planning - outlining the transition process and grooming successors for key positions - can ensure a museum's future with more stable transitions and the continued momentum of museum projects. Representatives from three different museums will discuss how they have implemented succession plans at different levels in their institution, and how succession planning has played a role in preparing for and managing transitions at their museum. Moderator: Jeanette Woodburn, Development Associate, Director's Circle, San Francisco Museum of Modern Art; Presenters: Karen Graham Wade, Director, Workman and Temple Family Homestead Museum; Dan Dunn, Director, Blackhawk Museum.

E2 When Natural Disasters Hit - Safeguarding Culture through Sharing Resources  
The Coachella Valley Emergency Preparedness Network was formed to create a regional repository of supplies for emergencies and disasters impacting collections. Our geographic area is prone to flooding, earthquakes, and fires which can damage collections and hamper access to outside resources. Members will share access to these materials and provide assistance with personnel and expertise. Through cooperation we can protect the cultural heritage of the varied collections in our communities. Moderator: Ginger Ridgway, Curator/Director of Programs, Agua Caliente Cultural Museum; Presenters: Barbara Maron, Vice Chairman, Board of Directors, Cabot's Pueblo Museum; Barbara Keedy Eastes, Vice President, Palm Desert Historical Society; Mario Juarez, Representative, Palm Springs Air Museum.

E3 Conservation Project Design: A Team Approach to Creative Programming  
With competing demands in economically trying times, museums find it difficult to advance key mandates such as conservation, education, research. A case study of the treatment, technical and art historical study, and exhibition and related publication of the Mission San Luis Rey's painting The Last Judgment will be presented by a conservator, curator, art historian, and grant writer. Discussion will focus on how museums can sustain a confluence of programming through thoughtfully developed projects that result in multifaceted outcomes. Moderator: Kara West, Assistant Director for Field Services, Balboa Art Conservation Center; Presenters: Hal Fischer, Development Officer, Balboa Art Conservation Center; Bradford Claybourn, Curator, Mission San Luis Rey Museum; Elizabeth Court, Chief Conservator of Paintings, Balboa Art Conservation Center.

E4 How Free, Shared, Online Tools Can Contribute to Your Museum  
From collections to exhibitions to visitor services, come learn about free, shared online tools that are available to museums. The session will provide an overview of the range of tools available, as well as discussing some specific tools and how they have already been used to help museums better meet their missions without blowing their budgets! Moderator: Allyson Lazar, Museum Consultant/Contract Registrar; Presenters: Lynn Bethke, Collections Manager, Central Washington University Museum of Culture and Environment; Bob Ketner, Virtual Community Manager, Tech Museum of Innovation; Rob Stephenson, Curator, The Tech Virtual, Tech Museum of Innovation; Sharon Leon, Director of Public Projects/Director of Omeka, Center for History & New Media, George Mason University.

E5 Teaching Sustainability to Your Visitors: If Grocery Stores Can Do It, Why not Museums?!

As we continue global efforts to "Go Green" and promote sustainability there is a new breed of Museums who strive to educate and energize visitors by setting an example. Hear about ways the California

Academy of Sciences, the UC Davis Design Museum, and Roseville Utility Exploration Center have taken efforts to reduce their carbon footprint and are educating visitors through their LEED Platinum certified buildings, educational displays and engaging exhibits. Moderator: Emily Rubin, Marketing Coordinator, Antenna Audio; Presenters: Jessica Lagala, Account Manager, Antenna Audio; Aaron Pope, Manager of Sustainability Programs, California Academy of Sciences; Bob Garrison, Supervisor, Roseville Utility Exploration Center.

## AFFINITY RECEPTIONS

12:20 - 1:40 pm Fee: \$25

These affinity receptions provide an opportunity to meet and network with colleagues that share the same position or professional interest as you. Receptions are open to all delegates unless otherwise specified. Victuals and libations included. Pre registration is required.

AR4 - Directors Reception

Open only to Executive and Deputy Directors, CEO/CFO, Museum Trustees

AR5 - Registrars Committee Reception

Annual Meeting, Open to all delegates

AR6 - Curators/Educators/Evaluators/Exhibit Designers Reception

Program by recipient of WMA/Charles Redd Award for Exhibition Excellence

## CONCURRENT SESSIONS

1:45 pm - 3:05 pm

F1 Board and Staff Roles - A Simulation

Board members have a different perspective on their museums than staff. This simulation helps understand this perspective and where our ideas about Board roles come from, whether you are a board member or a staff member. Draws from legal role definitions, imported concepts of board member roles, to the group dynamics found of the board room. Well suited for those new to museums and a good chance for senior staff to better understand board relationships. Facilitator: Richard Beckerman, President, Museum/Nonprofit Consulting Services.

F2 New and Notable & Poster Session

Showcasing the best of the west's work, this session features newly built projects that are permanent in scope or programs and projects that are unique. The *What to Watch for in the Year to Come* segment will have room for up-and-coming projects. Participants also will get an eye-full of images for projects completed in the past 2 years. The speaker and multi-media format will be enriched by the Poster Session presentations of work in development.

F3 Express Yourself: Come Play! Sustainable Education with Mask Making

Artists experiment with materials and images in order to express themselves or ideas through their art-work. Be inspired by the WMA experience and become the artist during this hands on mask-making ses-

sion. Decide what 'face' you want to show the WMA world. Create a mask to wear to the masquerade cocktail party on the USS Midway Wednesday night! If you miss the session, attend the resource clinic on creative education, H4, or go to the exhibit hall where materials will be available for your exploration. No experience necessary. No pressure or judgement. Facilitator: Melanie Fales, Executive Director, Boise Art Museum.

#### F4 IMLS Connections Lab: Services to Help You Achieve Sustainability

The traditional IMLS session has been abandoned for an interactive lab of roundtables with IMLS grant staff, grantees, and reviewers; join us for all or part of this double session for a dynamic presentation and conversation about grant opportunities, special initiatives, and new research within the museum field. The format will allow participants to move from topic to topic at their leisure, at anytime during the double session. This session will include several concurrent discussions:

- ♦Meet with IMLS grant staff who can answer questions and tell you about how to put together effective requests;
- ♦Learn from current IMLS grantees by sharing the excitement of their projects and their tips on how they crafted their applications; and
- ♦Interact with recent reviewers and understand what they're looking for when they read your applications.

Presenter: Office of Museums Staff, Institute of Museum and Library Services, TBA.

#### F5 Art Theft, Fraud and Forgery: Current issues and Preventative Resources

“Just the facts. Ma’am.” What can you do to avoid forgeries? What’s going on in the theft prevention world? Specialists dealing with the issue of art theft, fraud and forgery on a daily basis will discuss current issues, case studies, and preventative resources available to museums professionals who are responsible for the stewardship of their institutions collections. Moderator: Jacqueline Cabrera, Associate Registrar for the Getty Villa, J. Paul Getty Museum; Presenters: Christopher Calarco, Art Theft Agent, Federal Bureau of Investigation; Jessica Darraby, Attorney, Darraby Law; Neil Lieberman, Claims Adjuster, Lieberman & Associates.

## CONCURRENT SESSIONS

*3:10 pm - 4:30 pm*

#### G1 It Doesn't Have to be Your Worst Nightmare: Insurance Claim Walkthrough

Do you know what happens when you make an insurance claim? Are we really prepared for the times we have to use our insurance policies? What should you expect? What do you do...or not do? Are claims different for permanent collections and loans? Learn the differences between insurance brokers, agents, and adjusters. Will your policy be canceled or the rates go up? Listen to leading insurance professionals and collections staff give advice and recount specific claim examples so you can be prepared. Moderator: Noelle McClure, Assistant Registrar, Portland Art Museum; Presenters: Melissa De Bie, Registrar; Victoria France, Managing Director, Fine Art Division, Robertson Taylor International Insurance Brokers; Neil Lieberman, Lieberman and Associates.

#### G2 Museum Mission and Audience: Tools & Tips from Collaborations with Latino Communities

What are the implications and opportunities for museums to serve Latinos who comprise a significant majority of the US population? What lessons and opportunities are available to museums based on other



case studies and recent/current work by museums? The panel will focus on the issue of museums sustaining their mission through advocacy, curatorial exhibitions and programming/outreach. Moderator: Elizabeth Morin, Director, Youth Arts and Education, City of Los Angeles Department of Cultural Affairs, Regional Chair, Museum Educators of Southern California; Presenters: Lisa Sasaki, Director, Program Development, Japanese American National Museum; Jennifer Hammond, Program Manager - Education Outreach, Experience Music Project/Science Fiction Museum; Lorraine Yglesias, Diversity & Partnership Marketing, Monterey Bay Aquarium.

G3 Weathering the Storm: Foundations Respond to the Financial Crisis  
Join representatives from leading philanthropic organizations and museum professionals for a discussion on how foundations are responding to the economic downturn, how this affects grant-making and resource allocation, and, finally, how museums and non-profits can best leverage opportunities offered by foundations, corporations, and other granting agencies. Moderator: Lisa Sasaki, Director, Program Development, Japanese American National Museum; Presenters: John McGuirk, Program Director, The James Irvine Foundation; Representatives from The Weingart Foundation, Los Angeles and Creative Work Fund, San Francisco TBA.

G4 Leave No Child Inside: Connecting the Disconnected  
Every museum program that seeks to foster stewardship of the natural world has seen the dramatic shift in children's connection to nature. Students are indifferent or even terrified of "real nature." Children are coming to programs without the basic knowledge and comfort that was once expected. Their sense of place, of connection to their own environment, is missing. To educate, we must first reconnect students and re-ignite their innate sense of curiosity. Members of the panel will share their own experiences in programs, guided by new federal legislation, that reconnect students to nature. Moderator: Elaine Gibson, School & Teacher Services Specialist, Santa Barbara Museum of Natural History; Presenters: Tiffany Saheh, Youth Representative, Sierra Club CA; Mel MacInnis, Local & Inner City Outings Manager, Sierra Club San Diego.

## RESOURCE CLINICS

Resource Clinics offer delegates an opportunity for brainstorming, immersion learning, or direct advice from industry experts in one-on-one, small group, or hands-on formats.

*5:45 pm - 7:45 pm*

- H1 Resource Clinic: Career Planning & Resume Review Facilitator: Sue Marentis, Transition Consultant, DBM
- H2 Resource Clinic: New Directors Facilitator: Heather Ferrell, Executive Director, Salt Lake Art Center
- H3 Resource Clinic: Evaluation Facilitator: Wendy Meluch, Evaluation Consultant, Visitor Studies Services
- H4 Resource Clinic: Creative Education Facilitator: Melanie Fales, Executive Director, Boise Art Museum
- H5 Resource Clinic: Grant Writing Facilitator: Norma Gurba, AV Grantwriting and Consulting

## EXHIBIT HALL CLOSING RECEPTION & AUCTION

4:30 - 5:30 pm

Need to finish that conversation about a service contract? Need to pick up a present for those at home? This reception is your last chance to chat with exhibitors at their booths. The auction bid sheets also are filling up, so place that bid - you know you want that item! All proceeds go to the Wanda Chin Professional Development Fund to support those museums professionals who would otherwise not be able to attend the WMA annual meeting. Want to donate an item for auction? Please visit [http://www.westmuse.org/auction\\_donations.html](http://www.westmuse.org/auction_donations.html).

## Evening Events



Our Lady of the Rosary



Ken Cinema



Bahia Belle

Tonight is set aside for networking with your colleagues and enjoying the many facets of San Diego. As you emerge from the resource clinics, connect with colleagues you want more time to talk with. Plan to meet in the Catamaran's Morays Lounge or Atoll Restaurant. Book a Luau or cruise on the Bahia Belle through the concierge. Take in an art house flick at Ken Cinema in the nearby Kensington neighborhood or a play at The Old Globe theater in Balboa Park. Head to Little Italy to visit Our Lady of the Rosary Parish's baroque interior before dinner at Ponce's Mexican Restaurant, or head straight to Petco Park, home of the Padres. Or just stroll out the front door and take a walk along the Pacific Beach Boardwalk near Crystal Pier, stopping at one of the many beachfront restaurants.

This is your night! Museum folk are sure to be lingering in the bar and by the pool, so take advantage of the lovely surroundings to join a new group and enlarge your circle of friends.

For more ideas with contact information, check out the Top 10 Faves on the WMA website or the dining and exploring ideas included in your registration materials.

Wednesday

October 28

ANNUAL MEETING REGISTRATION OPEN

Catamaran Hotel, Kon Tiki Ballroom Foyer

8:00 am - 11:00 pm

## CONCURRENT SESSIONS

8:30 am - 9:50 am

I1 Director/Board Relations: Management vs. Governance

This session will address the tension which often exists between the Board, Board President, and the Museum Director and staff over "management" of the museum vs. "governance". Where is the line drawn between the two? How can conflict be avoided? An interactive discussion with panel and audience. Moderator: Jim McCreight, President, Museum Trustee Association; Presenters: Derrick Cartwright, Director, San Diego Museum of Art; Pam Bruder, Trustee Emeritus, San Diego Natural History Museum; Maureen King, Immediate Past Chair, Board, Mingei International Museum.

I2 Caring for the Weird: The Legacy of the Cabinet of Curiosities in the 21st Century

The roots of the modern museum can be traced to the fascinating and specialized collections of 16th century, Cabinets of Curiosities. Today, art and history collections are often seen as the prevailing focus for institutions -- but what about those wonderful and less "typical" collections within institutions that continue the legacy of the Cabinet of Curiosities? What kinds of challenges are faced in the care of these varied and unusual collections? In terms of insurance, how do you assess value on the uncategorizable and irreplaceable? What kinds of databases complement their collections? Learn incredible new things and listen to these collection caretakers regale you with stories from the sublime to the absurd.

Moderator/Presenter: Ellen Leigh, Curator, Atomic Testing Museum; Presenters: Chris Mathieson, Executive Director, Vancouver Police Museum; Karen Green, Curator of Collections, The Atomic Testing Museum.

I3 Strategies for Retaining Audiences During Hard and Changing Times

In what ways can museums of all sizes sustain audiences, especially during hard economic times or while undergoing other institutional change? Educators share strategies for building and sustaining audiences with lean budgets, across traditional program divisions, and during gallery closures. Key approaches include fostering multi-year community partnerships, reaching out to new audiences, and thoughtfully placing teaching staff. Audience members will be asked to brainstorm ways they can develop and strengthen audiences at their own institutions during uncertain times. Moderator: Elizabeth Gerber, Manager, School and Teacher Programs, Los Angeles County Museum of Art; Presenters: Karen Satzman, Manager, Art Classes and Family Programs, Los Angeles County Museum of Art; Stacey Shelnut-Hendrick, Director of Education, Crocker Art Museum; Renee M. Baldocci, Director, Public Programs, Fine Arts Museums of San Francisco.

I4 Chart Your Course: How to Find Grants for Small Museums

Governmental agencies and private foundations can and do provide funds for a wide variety of projects for small museums. This session will provide information on how to identify appropriate programs as well as how to match a small museum's needs to grantors' guidelines. Specific information on "small museum

friendly" grants available from national, state and local agencies and foundations will also be provided. Moderator: Janice Klein, EightSixSix Consulting; Presenters; Eric Taylor, Heritage Program Lead, 4Culture; Jill Connors-Joyner, Assistant Director, Museum Assessment Program, American Association of Museums; Anne Wallace, Grants Writer, Desert Caballeros Western Museum.

#### 15 Creating a Kid's Website on a Green Shoestring

Save a tree and teach a child about the natural world - all on a shoestring budget! The Burke Museum Communications Office produced and launched a "green" Web site just for kids ages 6 to 12 geared to introducing them to the world of natural history in an informal and fun setting with 0 budget, using existing staff - and you can too! The model followed by the Burke Museum can be replicated by any mid- to small-sized museum on a tight budget with a little "in-green-uity!" Learn the ins and outs of creating a fun and playful site for online learning in a green world. Moderator: MaryAnn Barron Wagner, Director of Communications, Burke Museum of Natural History; Presenter: Cassy Jarvis, Web Services Manager, Burke Museum of Natural History.

## CONCURRENT SESSIONS

*9:55 am - 11:15 am*

#### J1 Volunteer Management - It's More Than Keeping Them Busy

This panel will explore ways museums can maximize the effectiveness of volunteers. Once recruited and trained, it is not enough just to keep them busy. As more organizations compete for volunteers, how can museums maintain volunteer commitment levels and, at the same time, employ their skills to assure an institution's long-term sustainability? Panelists will discuss various methods to accomplish these goals including new communication and assessment approaches and ways to identify and utilize volunteer talents. Moderator: Steven Dugan, Volunteer Coordinator, Workman and Temple Family Homestead Museum; Presenters: Karen Graham Wade, Director, Workman and Temple Family Homestead Museum; Mary Miller, Volunteer/Internship Coordinator, Educational Programs Associate, The Oregon Historical Society; JRC, Co-Owner, The Trunk Space.

#### J2 Smoke & Leaks, Tar & Bees: Protecting Your Collections

How does the disaster plan work when instead of a major earthquake or hurricane, the crisis is a broken water pipe or boiling roof tar dripping into an exhibit? Just a few steps could make a difference. Join with your colleagues to share networking strategies and inexpensive prevention measures, insurance tips, supplies and resources that work for every disaster. When the time comes, lessen the damage and be prepared with quick and practical solutions. This session will be useful for those just beginning the planning process and for those who already have disaster plans in place. The format will be short presentations with plenty of time to pass around materials and discuss experiences. Moderator: Paula Liken, Leader, Task Force for Disaster Preparedness, Museum Association of Arizona; Louis Goldich, Museum Consultant and Independent Registrar, Louis Goldich and Associates; Irene Zenev, Executive Director, Benton County Historical Society & Museum.

#### J3 The Buffalo in the Room: Talking about the Tough Stuff at Native Museums

From disease and death to land loss and forced subjugation, native museums often have the daunting task of exploring difficult issues and events. Too often, as museum planners and exhibit designers, we

talk around these subjects without fully confronting them. Three museum professionals from the National Museum of the American Indian in Washington, D.C. and Bishop Museum and 'Iolani Palace in Honolulu, Hawai'i will share their efforts to shed light on these dark chapters. What problems did they encounter? How did they work with community members? And how did museum visitors respond? Moderator: Noelle Kahanu, Project Manager, Bishop Museum; Presenters: Karen Kosasa, Director, Museum Studies Graduate Certificate Program, Department of American Studies, University of Hawai'i at Manoa; Kippen De Alba Chu, Executive Director, Iolani Palace; Paul Chaat Smith, Curator, National Museum of the American Indian.

#### J4 Getting Comfortable with Visitor Comfort

Why does visitor comfort matter? Among other reasons, in this tough economy we need to do everything we can to welcome visitors and support their experience so that they want to return, become members, and support the museum financially. This session offers practical and simple visitor comfort tools to apply at your museum, using the results from our pre-conference workshop at the Museum of Photographic Arts in San Diego as a starting point. Experts in design, visitor experience, and physical and learning disabilities will deconstruct what we learned from our host museum and how it might be more broadly applied to museums in general, while museum staff weigh in on the workshop results and share what they learned. Panelists and attendees will suggest and critique practical, economical, and simple ways in which all museums might increase visitor comfort-physically, psychologically, neurologically, and socially. Moderator: Steve Tokar, Principal, Steve Tokar Productions; Presenters: Paul Gabriel, Educational Consultant/Learning Specialist, Independent; Patterson Williams, Manager of School and Teacher Programs/Master Teacher for Asian and Textile Art, Denver Art Museum; Stephanie Weaver, Principal, Experienceology; Vivian Kung Haga, Deputy Director, Museum of Photographic Arts.

#### J5 Survival Strategies for Consultants

As a consultant/contractor, how do you sustain the client relationship? How do you sustain a livable wage? What kind of challenges are consultants facing in hard economic times? What legal liabilities do consultants face with their clients? This dialogue is a continuation of this topic presented, with great discussion and interest, from last year's meeting in Anchorage. The three returning panelists will revisit some topics and then delve deeper into the subject matter and engage the audience to participate. Questions and discussions will create an interactive discourse on the subject. Moderator: Ted Greenberg, Museum Consultant, Collection Management/Registration Specialist; Presenters: Gail Anderson, Principal, Gail Anderson & Associates; Mo Shannon, Collection Manager/Registrar, Mo Shannon Arts Management; Alice Parman, Interpretive Planner.

### Western Museums Association Business Meeting & Luncheon

11:20 am - 12:45 pm Fee:\$25

Find out more about WMA, hear from staff and board members for a brief report on finances communications and technology projects and plans for the future. Then be awed by Elizabeth Merritt, Founder and Director of the American Association of Museum's Center for the Future of Museums as she describes the reason the Center now exists and the role it will play in the museum field.

## OFFSITE SESSIONS

Balboa Park

*1:00 pm - 6:00 pm Open to all delegates; the Balboa Park Cultural Partnership is generously extending free admittance to all WMA delegates for these sessions. For a list of participating institutions check [www.westmuse.org](http://www.westmuse.org).*

Inspired to think creatively by the economic crisis and the day-to-day realities of what that means for the operations of museums in our host city, the annual meeting planning team realized that we could meet everyone's needs by moving the conference offsite for a half-day. Sessions, committee meetings, and demonstration tours all will take place in Balboa Park. When you register please make sure to help us estimate transportation needs and costs by marking the appropriate box for the Offsite meeting.

### K1 Exhibition Critique: Challenges When Exhibit-Making

This perennially popular session investigates current best practices and choices made in creating exhibitions. This year presenters examine and critique "Fossil Mysteries" at the San Diego Museum of Natural History - an exhibition that breaks new ground in art as well as science. Three museum professionals bring their experience to bear in dialogue with the exhibit team and the audience. Moderator: Redmond Barnett, Head of Exhibits, Washington State Historical Society; Presenters: Julie Stein, Director, Burke Museum of Natural History; Susan Lafferty, Director of Education, Huntington Library, Art Collections, & Botanical Gardens; Greta Brunschwyler, Vice President - Programs, High Desert Museum; Nancy Owens Renner, Exhibit Developer, San Diego Museum of Natural History; Tim Murray, Exhibits Director, San Diego Museum of Natural History; Jim Stone, Vice President for Public Programs, San Diego Museum of Natural History; Paul Gabriel, Educational Consultant/Learning Specialist, Independent.

### K2 Tours of Balboa Art Conservation Center

Balboa Art Conservation Center welcomes participants to tour the conservation labs and learn more about the Center. Guests will have the opportunity to meet staff conservators who will discuss examinations and treatments for works on paper and paintings in progress. Stations will be set up to present collection care procedures and best practices. Tours will be offered at 1:30, 2:30, 3:30, and 4:30 p.m. The tour is free, and pre-registration will be available at the registration desk at the Catamaran.

### Program Committees, Host Committees & WMA Board Meeting

*4:00 pm - 5:00pm 2009 and 2010 Program and Host Committee members, WMA Board members only*

# Evening Event

You must pre-register for evening events: tickets are not available on site. The deadline for preregistration is October 12, 2009.



USS Midway, San Diego

## EE2 The USS Midway Masquerade

6:00 pm - 9:30 pm Fee: \$45 includes motorcoach transportation and plentiful hors d'oeuvres. Cash bar also available.

Have you ever partied on a Naval aircraft carrier? Ever stood on a historical flight deck, sipping cocktails while watching the sunset over an ocean peninsula? Have you experienced an actual 360-degree fighter pilot simulator? Well, now you can.

Come dine and dance in a spacious hangar aboard the naval historical museum USS Midway where you and your colleagues can experience the atmosphere of an heroic vessel that spanned a career of over fifty years. One of the longest running carriers in the US Navy, now a museum, the Midway has over 45 exhibits including attack aircraft that flew off of the carrier during WWII, Vietnam, Korea, and the first Gulf War. Be inspired by this history as we close the annual meeting with a Masquerade Cocktail Party. A buffet and cash bar will keep you energized as you try to guess who's behind the masks and dance the night away. Don't have a mask to bring? Make sure to attend the Come Play! Creative Education sessions or the exhibit hall to make your own mask. An array of meticulously restored aircraft and helicopters both in Midway's hangar bay and on the flight deck will be on exhibit. Dress as an aviator, and you'll feel comfortable climbing into the SH-3 Seaking or the H-46 Sea Knight helicopters or scaling the ladder of the T-2 Buckeye and imagining what it would be like to be catapulted off of the carrier going from 0 to 150 miles an hour in just three short seconds.

## POSTCONFERENCE WORKSHOPS

WrkShp 4                      Design 101 for Troubled Times  
*9:00 am - 1:00 pm              Fee: \$40      Transportation included*

You will learn how to successfully apply solid design principles to your exhibits with the most frugal use of your resources in lean economic times. When should you design in-house and when should you contract out while still being able to create powerful exhibits? We will review both the San Diego Maritime and USS Midway Museum as two very different examples of working effectively with small budgets. Hands-on activities will explore design principles to guide all of your design decisions. Learn how effective design is based on concrete principles that all your staff can apply. Meet in hotel lobby at 8:45 am to use provided transportation. Moderator: Megg Sohn, Megg Sohn Design, SDEEG Steering Committee; Presenters: Maggie Platt, Exhibit Designer, San Diego Maritime Museum; Bob Allen, Owner, Express Signs; Duke Windsor, Exhibits Director, USS Midway.

WrkShp 5                      Your Website On a Stick  
*9:00 am - 1:00 pm              Fee: \$35      USB thumb drive included.*

Participants will work with SimpleCMS or another flexible and robust content management system to build their own custom website that they or anyone else in their museum can modify at anytime. All will leave with a USB thumb drive (the stick) containing their very own website ready to be shared with the world. Willingness to experiment and minimal computer savvy required - just the ability to cut, paste, save, and dream. Must have laptop. Presenter: Ned Zimmerman-Bence, Principal, CreativeMatter.net LLC

WrkShp 6                      Designing and Implementing Effective Training Documentation  
 for Staff and Volunteers  
*9:00 am - 1:00 pm              Fee: \$35      Morning refreshments provided.*

This workshop will discuss the importance of developing, designing, writing and implementing effective training documentation for staff and volunteer job duties. Expectations, policies and procedures, forms and agreements and reference materials will also be addressed. It will also focus on the importance of on-the-job-training and follow-up checks for quality assurance. A hands-on activity will enable participants to apply the concepts to a specific program or task at their own institutions. Moderator: Stephanie Almeida, Membership Coordinator, Boise Art Museum; Susan Denness, Education Specialist, Docent Program, J. Paul Getty Museum.

### OLD TOWN

To visit on your own catch the Old Town Trolley. It will take you to Old Town State Historic Park's historic sites, museums, and houses. Points of interest include the Wells Fargo Museum, a scale model of 19th century Old Town housed in the Robinson-Rose House, (one-time lodge of the Freemasons and home of San Diego's first newspaper,) restaurants, and shops. Don't miss the El Agave Restaraunt and Tequileria, the Tequila Museum.



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

**REGISTRATION** - Register online at [www.westmuse.org](http://www.westmuse.org). Checks are preferred in order to reduce service charges. Registration includes access to the general sessions, all concurrent sessions, resource clinics, exhibit hall/refreshment breaks, and offsite sessions in Balboa Park. Workshops, affinity receptions, and evening events require pre-registration and additional fees as specified.

Our best registration rate is for the month of April, the Tax Month Break rate, \$250 for general attendees. Please go to the annual meeting registration link on [www.westmuse.org](http://www.westmuse.org) for registration options and details. If you do not have access to the internet, please call the WMA office (510.665.0700) and leave a message with your name, telephone number, and fax number or mailing address so that we can send you a registration form.

Registration materials, including a final program and delegate badge, must be picked up onsite at the Catamaran Hotel, Kon Tiki Ballroom foyer.

**NEW! CORPORATE PARTICIPANTS** - Are able to register, reserve, and make payments for sponsorship, advertising, donation, or exhibiting packages entirely online this year.

Exhibit Hall Hours:	Exhibit Hall Set-up	
	Sunday, Oct. 25	2:00 pm - 5:00 pm
	Monday, Oct. 26	8:00 am - 10:00 am
	Monday, Oct. 26	
	Exhibit Hall Open	10:30 am - 5:00 pm
	Morning Break	10:30 am - 11:00 am (in Exhibit Hall)
	Lunch Reception	12:20 pm - 1:35 pm (in Exhibit Hall)
	Tuesday, Oct. 27	
	Exhibit Hall Open	10:00 am - 5:30 pm
	Morning Break	10:20 am - 10:50 am (in Exhibit Hall)
	Exhibit Hall Closing Reception	4:30 pm - 5:30 pm
	Exhibit Hall Tear-down	5:30 pm - 8:00 pm

### **ALL CANCELLATIONS AND REFUNDS**

All cancellation or refund requests to the WMA office must be in writing (email acceptable). WMA is not responsible for notifications sent and not received. Refunds may not be processed until after the annual meeting and may take up to 30 days.

Cancellation/refund request received on or before September 1 = Refund of total meeting fees minus a

20% transaction charge (80% refund of total)

Cancellation/refund request received between September 1 - 15 = Refund only of delegate or corporate participant registration, workshop, affinity reception, or evening event fees minus a 20% transaction charge (80% refund of registration and event fees)

No refunds after September 15.

### **FINANCIAL ASSISTANCE & AUCTION**

Members of WMA are encouraged to apply for a scholarship from the Wanda Chin Professional Development Support Fund (application postmark deadline June 1); this fund financially assists individuals who otherwise could not attend the WMA annual meeting.

Or maybe you wish to help someone else attend the annual meeting? Donations to the auction or direct contributions to the Wanda Chin Fund are accepted year-round. All proceeds from the auction benefit the Fund. To contribute please check the box on your online registration form and indicate the amount you wish to contribute. To donate items or for information on applying for financial assistance, please go to [www.westmuse.org/wanda\\_description.html](http://www.westmuse.org/wanda_description.html).

### **GOING WHERE & GETTING THERE**

#### **ANNUAL MEETING HOTEL**

The meeting hotel is the Catamaran Hotel, 3999 Mission Blvd., San Diego, CA 92109. Tel.: (800) 422-8386 US reservations, (800) 233-8172 Canada. A link is offered via the WMA homepage and the online registration form. Reference the Western Museums Association to receive the group rate of \$149 single/double plus applicable taxes. To receive the group rate, make reservations prior to Friday, September 18; however, the room block is often full well before that date.

Very Important: By contractual agreement with the conference hotel, the WMA will incur financial penalties for any guest rooms that are unused cancelled after certain dates. We appreciate your staying at the meeting hotel and your care and accuracy with your exact arrival/departure dates. If you must cancel, please do so at your earliest convenience to make your room available to other delegates and to help us protect the valuable financial resources of the WMA.

#### **TRANSPORTATION**

The Online Transit Information System lets you find out how to get around San Diego using the Metropolitan Transit System's buses, trolleys, or trains. <http://www.sdcommute.com/Services/>

Fly in to the San Diego International Airport.

## **CLIMATE**

October has plenty of sunshine, but there may be days with partly cloudy skies, brisk winds, and even fog. The normal temperature range is 74 high to 61 low. The key to comfort in San Diego is wearing layers of clothing including a wind breaker, to peel on or off as needed. Comfortable walking shoes are appropriate footwear.

## **SCHEDULE**

This preliminary schedule and those at [www.westmuse.org](http://www.westmuse.org) are subject to change; a final program with updates and addenda will be available at the meeting.

## **Registration Rates**

All registration must be made through <http://www.westmuse.org/>

### **April 1 - April 30: Tax Month Break**

All registrants, including non-members\* \$250

### **May 1 - July 31:**

Full-time student (w/ id) \$145

WMA Member – Single Day \$185

Presenter/Moderator/Program or Host Committee Member \$265

WMA Member Early Bird \$295

Non-member Early Bird (incl. individual membership) \$370

### **August 1 – October 12:**

Full-time student (w/ id) \$145

WMA Member – Single Day \$185

Presenter/Moderator/Program or Host Committee Member \$265

WMA Member Early Bird \$365

Non-member Early Bird (incl. individual membership) \$440

Deadline to register online: October 12, 2009. After this date all registrations must take place on-site.

\*Non-members, this rate does not include a WMA membership. If you become a member while registering online, please still check 'non-member' as registration type so that our records are accurate.



# WESTERN MUSEUMS ASSOCIATION

2960 San Pablo Avenue, Berkeley, CA 94702

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Early Bird Date of

**JULY 31**

for the lowest  
registration rate!!