



ANNUAL REPORT 2014



Western
Museums
Association

About the Western Museums Association

Providing professional development to museum professionals since 1935

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


The WMA sustains itself through memberships, the Annual Meeting, and partnerships.

Mission Statement

The Western Museums Association provides opportunities for learning and personal interaction to enhance the creative skills and enrich the lives of individuals who do museum work.



EMPOWERING individuals to **CULTIVATE** leadership and enabling institutions to remain relevant in a dynamic world



“This was my first WMA Annual Meeting. I had a great time meeting new people and getting new ideas for our museum.”

—WMA 2014 Annual Meeting Attendee

“The sessions I attended were all very thought-provoking, and it was very easy to connect with colleagues.”

—WMA 2014 Annual Meeting Attendee

Western Museums Associations 2014 Annual Meeting in Las Vegas

The Western Museums Association (WMA) proudly welcomed 490 museum professionals to Las Vegas for the convening of the 2014 Annual Meeting on October 5-8. Las Vegas is a city known for rebirth and originality, and the meeting's theme of **Expect the Unexpected** embodied the thought-provoking sessions, lively discussions, and connections made.

WMA's tradition of innovative programming continued in 2014 with 43 Sessions, 10 Pre-Conference Workshops and Tours, 2 Evening Events, 4 Affinity Gatherings, a Poster Session, the second installment of WestMusings, and the unexpected Afternoon at Springs Preserve. A special thank you goes to the Volunteers, Exhibitors, and our Sponsors. All of these elements equaled one amazing Annual Meeting!



490
MUSEUM PROFESSIONALS
WERE WELCOMED AT THE
2014 ANNUAL MEETING
IN LAS VEGAS

THIS YEAR'S ATTENDEES
HELPED RAISE OVER
\$7000
FOR THE 2015
SCHOLARSHIP PROGRAM

43
SESSIONS

10
PRE-CONFERENCE
WORKSHOPS

Thirteen Wanda Chin Scholarship recipients were in attendance—congrats to them. This year, attendees' generosity helped raise over \$7000 for the 2015 Scholarship Program. Stay tuned for upcoming blog posts from the scholarship recipients!

The 2014 Annual Meeting started out with an unexpected bang as Oscar Goodman, Former Mayor of Las Vegas, made a grand entrance to the General Session complete with showgirls, martinis, and music to welcome attendees. He certainly set a rejuvenating tone for the rest of the conference.



The Charles Redd Award for Exhibition Excellence and Director's Chair Award are both important aspects of WMA's programming. This year, the Oakland Museum of California (OMCA) was presented the Redd Award for their provocative *Above Below: Stories for Our Changing Bay* exhibit. Senior Curator Louise Pubols accepted the Charles Redd Award on behalf of the OMCA and later discussed the exhibit at the Storytellers and Supporters Luncheon.





Jim Tharp, Trustee of the Telluride Historical Museum and former WMA Board and Executive Committee member, received the Director's Chair Award. Jim was integral in the transition of WMA from a Board-managed organization back to being a sustainable and professional staff-managed association. Kippen de Alba Chu, WMA President, describes Jim as, "The right person at the right time for difficult decisions. Through his leadership, we're in the best position."

2
EVENING EVENTS

4
AFFINITY GATHERINGS

Mark Hall-Patton's thought provoking keynote address challenged attendees to be aware of themselves and their actions as museum professionals, to always be conscious of ethics, and to let visitors see the "real" at museums. He left off with an inspiring thought, "Museums are cool. Museums are neat. Museums are worth going to," and we couldn't agree more.



WestMusings | 10 Minute Museum Talks closed the WMA 2014 Annual Meeting at the Springs Preserve. WestMusings is an unconference program of short, engaging presentations by forward-thinking museum leaders, and the video are now available on WMA's website and YouTube channel. This year's WestMusings offered poignant narratives about their origin stories and how each of their beliefs, likes, and desires connect them to the pulse of museums. WestMusings 2014 speakers:

- Sven Haakanson, *Curator of North American Anthropology, Burke Museum of Natural History and Culture, Associate Professor of Anthropology, University of Washington*
- Michael Wall, *Vice President of Research and Public Programs, San Diego Natural History Museum*
- Wendy Meluch, *Visitor Studies Consultant, Visitor Studies Services*
- Paul Gabriel, *Educational Consultant/Educational Therapist*



Watch WestMusings 2014 Videos:
www.westmuse.org/articles/westmusings2014




“We were looking to elevate our company’s exposure on the west coast and I think we succeeded.”

–WMA 2014 Annual Meeting Attendee

“It was so refreshing to be surrounded by such optimism and professionalism.”

–WMA 2014 Annual Meeting Attendee



“I always learn something new, and the networks are priceless.”

–WMA 2014 Annual Meeting Attendee

“I love WMA. It is always fun and I learn a lot.”

–WMA 2014 Annual Meeting Attendee

For the 2014-2017 term, the WMA Board of Directors welcomed 7 distinguished museum professionals:

- Eowyn Bates, *Senior Director of Development and Membership, San Diego Natural History Museum, San Diego, CA*
- Clare Haggarty, *Civic Art Collections Manager, Los Angeles County Arts Commission, Los Angeles, CA*
- Angela Linn, *Collections Manager of Ethnology and History, University of Alaska Museum of the North, Fairbanks, AK*
- Carla Roth, *Principal, Think ROTH Projects, Los Angeles, CA*
- Keni S. Sturgeon, *Director, Science & Education, Pacific Science Center, Seattle, WA*
- Dana Whitelaw, *President, High Desert Museum, Bend, OR*
- Louise Yokoi, *Independent Museum Professional, Berkeley, CA*

A Special Thanks to Our 2014 Annual Meeting Sponsors



JOHN F. KENNEDY UNIVERSITY
TRANSFORMING LIVES, CHANGING THE WORLD



Westlake
Reed
Leskosky

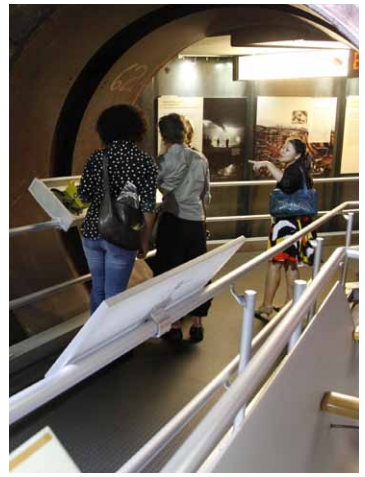


WMA by the Numbers in 2014

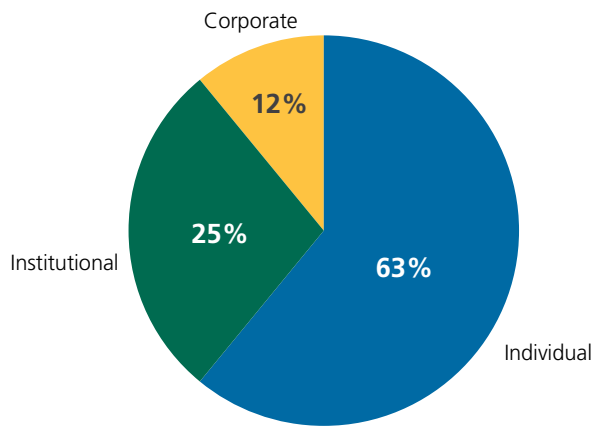


4789
SOCIAL MEDIA
CONNECTIONS

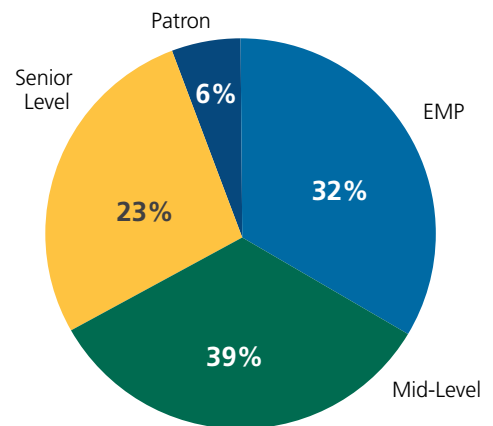
800
TOTAL MEMBERS
INCLUDES ASSOCIATE MEMBERS



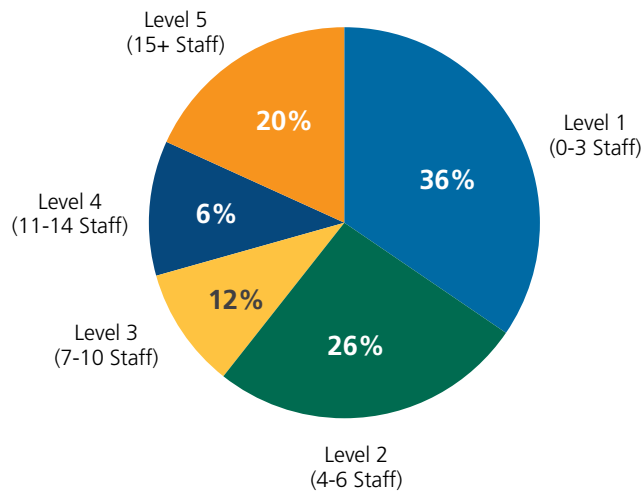
MEMBERSHIP: All Levels



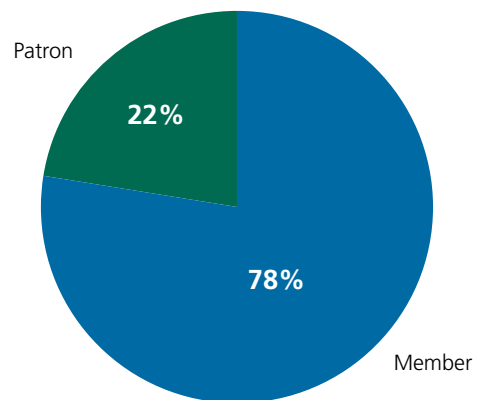
MEMBERSHIP: Individual



MEMBERSHIP: Institutional



MEMBERSHIP: Corporate



WMA by the Numbers in 2014



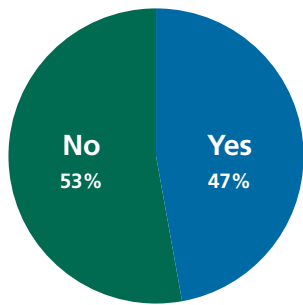
16%
INCREASE IN TOTAL NET
ASSETS SINCE 2012

10%
ANNUAL MEETING
ATTENDANCE INCREASE
SINCE 2012

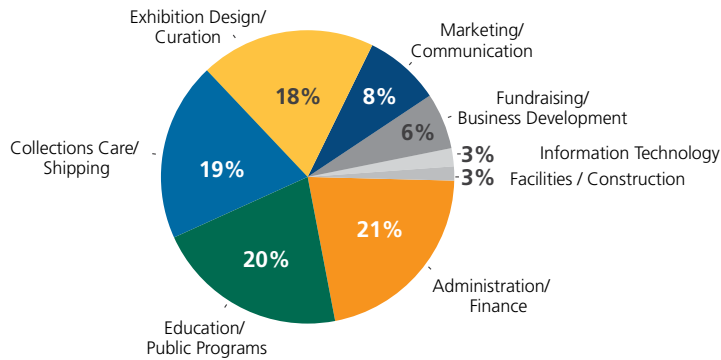
OVER \$7,000
RAISED FOR THE 2015
SCHOLARSHIP PROGRAM

47%
FIRST TIME
ATTENDEES

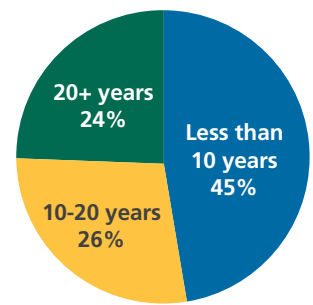
ATTENDEES: First Time



ATTENDEES: Work Area



ATTENDEES: Career Stage

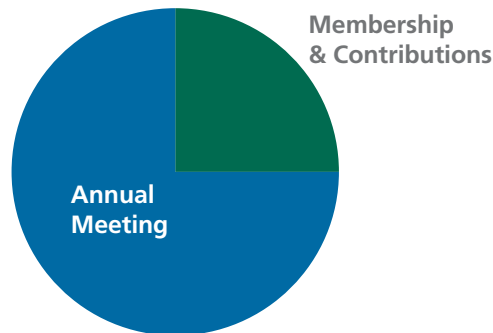


WMA Financials

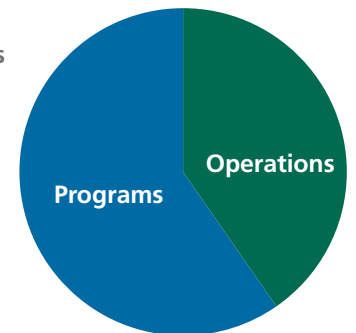
STATEMENT OF FINANCIAL POSITION

	2012	2013	2014
TOTAL ASSETS	\$155,154	\$165,068	\$180,939
TOTAL LIABILITIES	\$935	\$3,105	\$3,891
TOTAL NET ASSETS	\$154,219	\$161,963	\$177,048

REVENUE



EXPENSES



WMA Board of Directors



OFFICERS

President:

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

Vice President, Membership and Development:

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

Vice President, Programs:

Kurt Graham, *Church History Museum*

Treasurer:

Scot Jaffe, *Director of Exhibitions and Collections, San Diego Museum of Art*

Secretary:

Micah Parzen, *CEO, San Diego Museum of Man*

Immediate Past President:

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

MEMBERS

Eowyn Bates, *Senior Director of Development and Membership, San Diego Natural History Museum*

W. James Burns, *Executive Director, University of Arizona Museum of Art*

Jacqueline Cabrera, *Associate Registrar for the Villa, J. Paul Getty Museum*

Steve Comba, *Associate Director/Registrar, Pomona College Museum of Art*

Victoria France, *Managing Director Fine Art Division, Robertson Taylor International Insurance Brokers*

Ted A. Greenberg, *Museum Consultant/Collection Management/Registration Specialist*

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

Michael Hammond, *Executive Director, Agua Caliente Cultural Museum*

Cheryl Hinton, *Director Emeritus/Curator of Collections, Barona Cultural Center & Museum*

Katherine Hough, *Chief Curator, Palm Springs Art Museum*

Marilyn G. Jones, *Traditional Heritage Specialist*

Jonathan Katz, *CEO, Cinnabar Inc*

James G. Leventhal, *Director for Development, Exploratorium*

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

Adam Mikos, *Consultant, LooseKnitCollective*

James Pepper Henry, *Director/CEO, Heard Museum of Native Cultures and Art*

Carla Roth, *Principal, Think ROTH Projects*

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

Jill Rullkoetter, *Senior Deputy Director, Frye Art Museum*

Nikolai J. Sklaroff, *Director, Public Finance West Region, Wells Fargo Securities*

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

Moya Waters, *Associate Director, Museum of Anthropology at the University of British Columbia*

Wesley A. Wenhardt, *Executive Director, Foss Waterway Seaport*

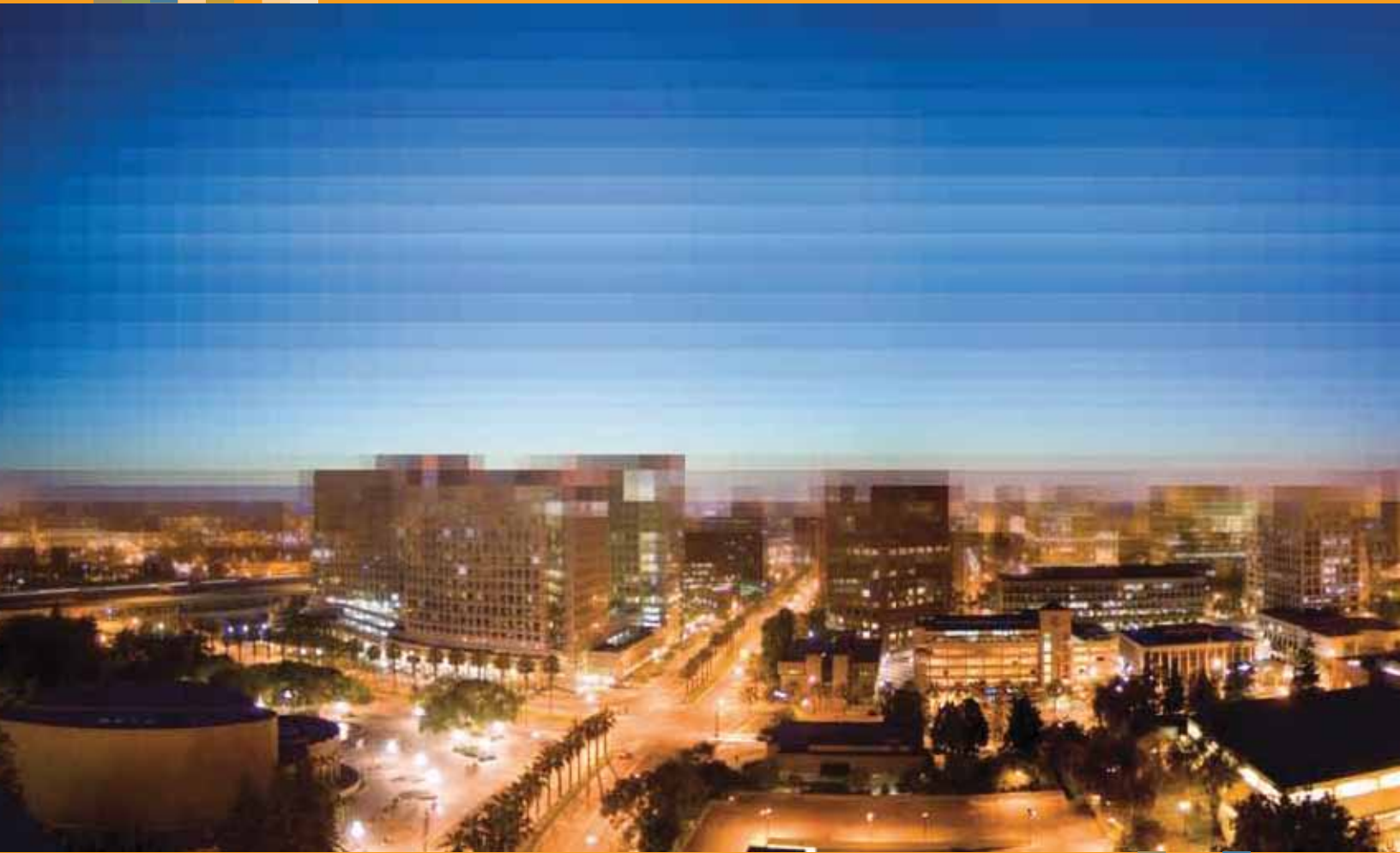
Dana Whitelaw, *President, High Desert Museum*

Louise Yokoi, *Independent Museum Professional*

WMA STAFF

Jason B. Jones, *Executive Director*

Lauren Valone, *Program Coordinator*



WESTERN MUSEUMS ASSOCIATION'S
2015 ANNUAL MEETING

SAN JOSE

OCTOBER 24—27, 2015