

Shake it Up

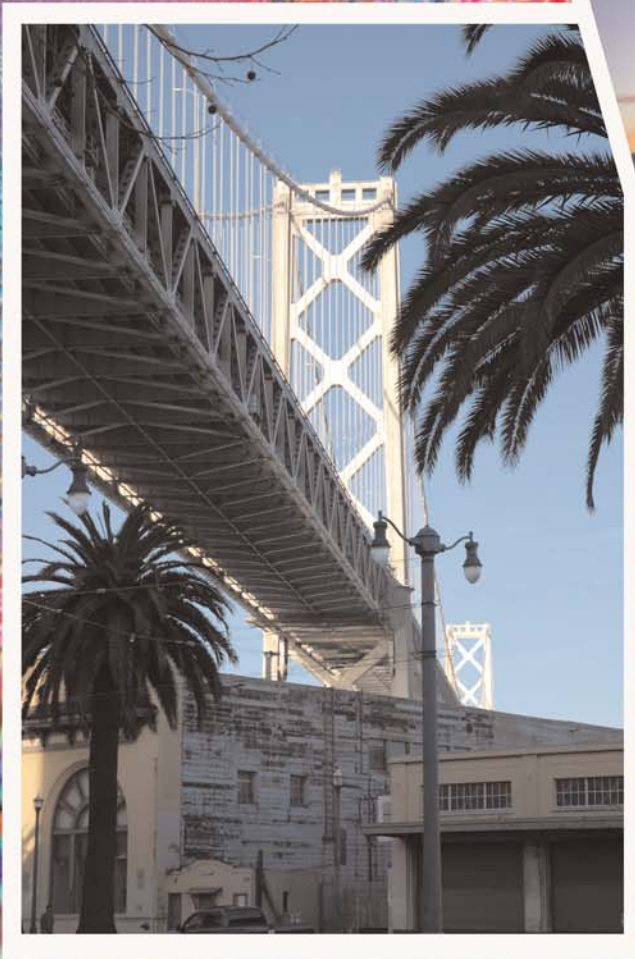
museums activate and innovate

oakland

california

october 10 - 14, 2007

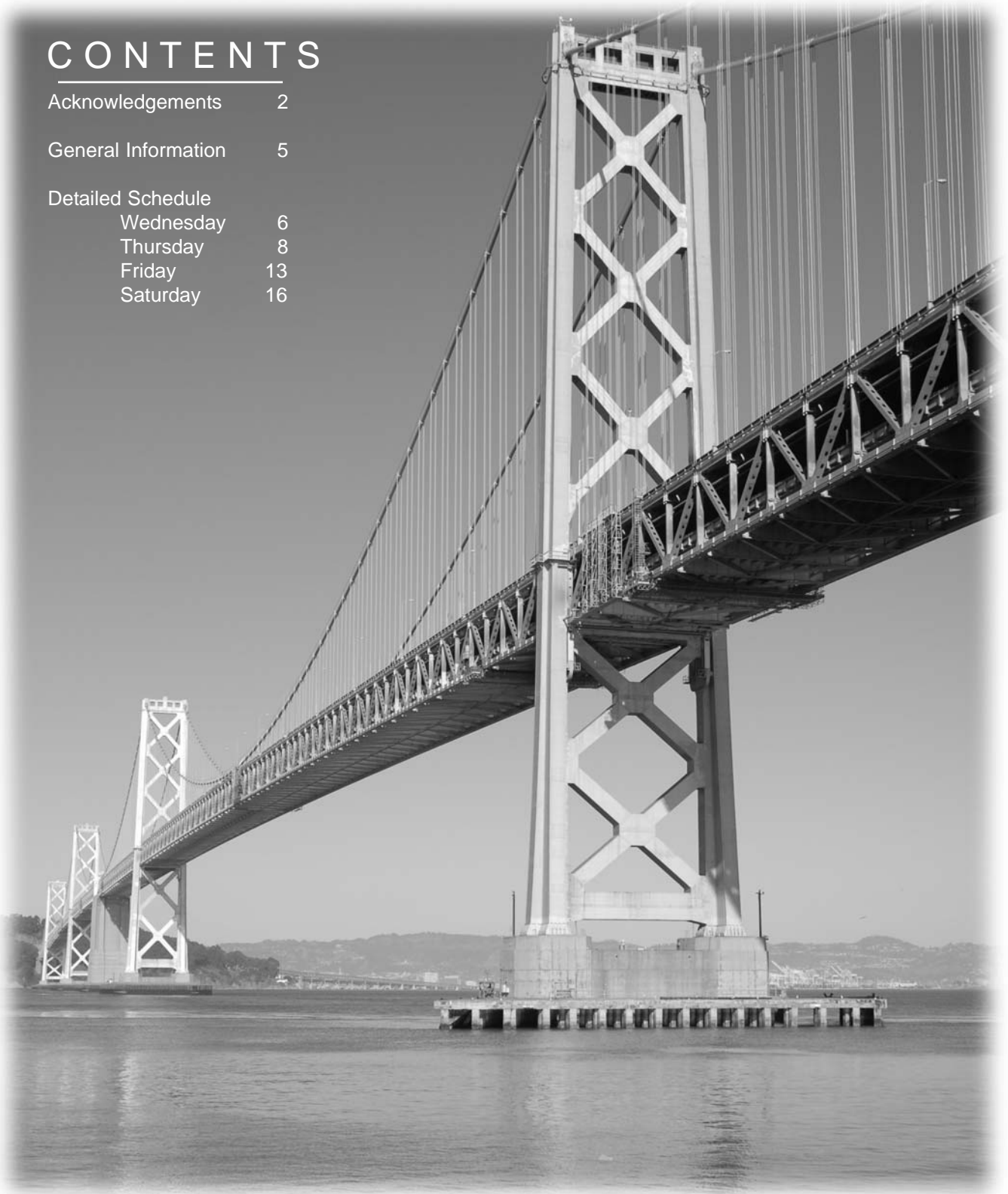
Western Museums Association Annual Meeting



final program

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WESTERN MUSEUMS ASSOCIATION

2960 San Pablo Avenue ♦ Berkeley, CA 94702 Ph: (510) 665-0700 ♦ Fax: (510) 665-9701 ♦ www.westmuse.org

WMA actively seeks to incorporate environmental sustainability and green practices in its operations, programming and activities. With this initiative, we inspire our members to institute similar methods in their own institutions.

This final program was printed in Canada by Hemlock.

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Shake it Up

museums activate and innovate

Welcome to Oakland, California, on the eastern side of the San Francisco Bay and bordering the infamous town of Berkeley. The area is renowned for social activism and newsworthy events - it's a place never lacking for attention from the rest of the nation. Communities here are known for alternative perspectives, quirkiness of character, and a laid-back mellowness sometimes mistaken for social detachment - in 1937 Gertrude Stein claimed of Oakland that "there is no there there." But when challenged, residents here speak up, act up and fire up with serious purpose to address issues and find solutions. The area has historically been in the vanguard of social movements like free speech, black power, and gay pride; lifestyle trends like organic foods, green living, and websurfing; and local innovations like the Segway, the Popsicle, the martini, the fortune cookie, and blue jeans. There is certainly a "there" here, and we are pleased that you will experience it.

Oakland is the ideal venue for us to convene and rally our own innovative and activist sides. In addition to sessions that teach the nuts and bolts and basics of our profession, presenters at this meeting explore the challenging questions: How resistant are we to change? Do we advocate for our professional role in our museums and assert ethical practices? Is our museum socially responsible, and how far can we or should we push agendas and personal views? Do we stick to traditional practices, tried and true, or do we explore the newest innovation and techniques? What can we say about censorship - not to mention self-censorship - when threatened by funders, media, or politicians? How do we make choices between social responsibility and responsible business practices?

We are also pleased to present a full day of extraordinary speakers and break out sessions on Disaster and Emergency Preparedness. During emergencies we are all tasked with the protection of artifacts and human life—the WMA wants to make sure all our members are knowledgeable and prepared.

Oakland is located a short distance across the Bay Bridge from San Francisco. In the fall, the Bay Area natural environment is at its most spectacular, with sunny days, bright skies, and green hillsides. World renowned museums serve their dynamic and diverse communities on both sides of the bay. Some we'll visit include, in Oakland, the Oakland Museum of California, and the Pardee Home Museum, and in San Francisco, the de Young Museum, San Francisco Museum of Modern Art, Museum of the African Diaspora, Yerba Buena Center, the Museum of Craft & Folk Art, the GLBT Historical Society, the Cartoon Art Museum, and the California Historical Society. Delegates may wish to extend their stay to visit others like the Berkeley Art Museum & Pacific Film Archives, Chabot Space and Science Center, Phoebe A. Hearst Museum of Anthropology, Judah L. Magnes Museum, African American Museum & Library of Oakland, Lawrence Hall of Science, the USS Potomac, the Exploratorium, the Asian Art Museum...the museum community in the Bay Area is extensive.

So welcome to Oakland...speak up, act up and fire up your inner radical this week and experience the there there.

PROGRAM COMMITTEE CO-CHAIRS

Greta Brunschwyler
Vice President, Audience Development
High Desert Museum

Yvonne Sharpe
Deputy Director
Craigdarroch Castle

HOST COMMITTEE CO-CHAIRS

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President, WMA Board of Directors
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David Porter, Executive Director, Clackamas Heritage Partners
Jim Demersman, Director, Hayward Area Historical Society
Melissa Rosengard

ACKNOWLEDGEMENTS

The following individuals have been instrumental in the planning, development and support of this conference.

Thank you to all for the generous gift of time and resources towards our 2007 annual meeting.

PROGRAM COMMITTEE

<p>Greta Brunschwylar Co-Chair Vice President, High Desert Museum</p> <p>Yvonne Sharpe Co-Chair Craighdarroch Castle</p> <p>Cassie Chinn, Program Director, Wing Luke Asian Museum</p> <p>Kippen de Alba Chu, Executive Director, Friends of Iolani Palace</p> <p>Jim Demersman, Executive Director, Hayward Area Historical Society</p> <p>Kate Eilertsen, Director, Museum of Craft and Folk Art</p> <p>Sam Gappmeyer, Director, Sun Valley Center for the Arts</p> <p>Kathleen Iwersen, Director of Development, Whatcom Museum of History & Art</p> <p>Carin Jacobs, Curator of Education, Judah L. Magnes Museum</p> <p>Bill Johnson, Director, Atomic Testing Museum</p> <p>Marilyn Jones, Director, Suquamish Museum</p> <p>Sarah Kennington, Registrar, UCLA Fowler Museum of Cultural History</p>	<p>Angela Linn, Ethnology Collections Manager, University of Alaska Museum of the North</p> <p>Rick Moss, Director, African American History & Library of Oakland</p> <p>Eric Nelson, Executive Director, Napa Valley Museum</p> <p>Nancy Owens Renner, Exhibit Developer, San Diego Natural History Museum</p> <p>Kua Patten, Director, Center for Museum Partnerships, Exploratorium</p> <p>Deborah Reeder, Director, St. George Art Museum</p> <p>Ritch Rodriguez, Education Coordinator, Barona Cultural Center & Museum</p> <p>Nikolai Sklaroff, Executive Director, J.P. Morgan Securities, J.P. Morgan Chase</p> <p>Nick Tuele, Vice President, Greater Victoria Sports Hall of Fame & Museum</p> <p>O'Jay Vanegas, Director of Education, Agua Caliente Cultural Museum</p> <p>Kurt Zwolfer, Education Specialist, Idaho State Historical Society</p>	
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HOST COMMITTEE

<p>Joe Brennan Co-Chair Director of Facilities, San Francisco Museum of Modern Art</p> <p>Lori Fogarty Co-Chair Executive Director, Oakland Museum of California</p> <p>Paul Boneberg, Director, GLBT Historical Society</p> <p>Shiree Dyson, Curator of Public Programs, Museum of the African Diaspora</p> <p>Kate Eilertsen, Director, Museum of Craft and Folk Art</p> <p>David Nikolai, Director, Pardee Home Museum</p> <p>Summerlea Kashar, Assistant Director, Cartoon Art Museum</p> <p>Darleen Plumtree, Director Membership and Programs, California Historical Society</p> <p>Kate Patterson, Public Relations and Marketing Coordinator, Contemporary Jewish Museum</p> <p>Mary Beth Smith, Marketing Director, Yerba Buena Center for the Arts</p>		
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The committee would also like to acknowledge the support and participation in event planning by: JFK University Museum Studies Department Marjorie Schwarzer, Chair; Kathleen and Chris Brown, Atelier Kathleen Brown; Robert David, Photographer and Golden Gate Bridge historian and documentarian; Lauren Ito, de Young Museum.

WMA STAFF

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Valerie Huaco, Media and Publications Manager

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ACKNOWLEDGEMENTS

Gold Sponsor

Preconference Workshop: Building & Renovating Museums

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California Alliance for Response

a collaboration of the California Governor's Office of Emergency Services, the Cultural Property Protection Group, the California Preservation Program, and the Heritage Emergency National Task Force

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Native American Luncheon

Agua Caliente Cultural Museum • California Indian Storytellers Association

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Rock-It Cargo, USA LLC ♦ Gaylord Bros. ♦ Registrars Committee - Western Region (RCWR)
National Association for Museum Exhibition (NAME) ♦ Western Museums Association (WMA)

INSTITUTIONAL HOSTS

Thank you to our colleagues at the following institutions whose support in hosting events has been critical to the success of this meeting:

California Historical Society ♦ Cartoon Art Museum ♦ Contemporary Jewish Museum ♦ Craft & Folk Art Museum ♦ Crucible ♦ de Young Museum ♦ GLBT Historical Society ♦ Museum of the African Diaspora ♦ Oakland Museum of California ♦ Pardee Home Museum ♦ San Francisco Museum of Modern Art ♦ Yerba Buena Center for the Arts

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Culver City, California

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2007 LA Business Council Architecture Award

2006 So Cal. Development Forum Community Enrichment Award



SPF:a
Studio Pali Fekete architects

8609 Washington Boulevard
Culver City, California 90232

www.spfa.com

GENERAL INFORMATION

WMA REGISTRATION DESK

Delegates should pick up their badge and final program at the registration desk located inside the Convention Center Exhibit Hall East on the first floor adjoining the Marriott Hotel. Registration is open during the following hours beginning October 10th: 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 - 11:30 am.

EXHIBIT HALL

Convention Center Exhibit Hall East on the first floor adjoining the Marriott Hotel - Opening Reception, Wednesday 5:00 pm - 6:15 pm; Thursday 10:15 am - 4:30 pm; Friday 10:15 am - 2:00 pm; Closing Reception, Friday 12:30 pm - 2:00 pm.

TICKET EXCHANGE

Delegates will not receive individual (loose) tickets for evening events and meals. Instead, for those delegates registered for optional events or meals, we have provided a small card listing each event for which the delegate has registered and paid for. This card is your ticket to events and should be inserted into the back side of the name badge (facing out), and must be shown at each event entry. There are no cancellations or refunds on events, so if a delegate decides to sell an event ticket to another delegate, the seller must first come to the registration desk to receive an individual loose ticket.

BADGES

Badges must be worn for admission to all conference events including sessions, the exhibit hall, meals and evening events. We appreciate your understanding that our volunteers are trained to deny access to any delegate not wearing their badge. Conference badges are not transferable.

SESSION ROOM LOCATIONS

The Opening General Session on Thursday morning and the Emergency Preparedness Day on Saturday take place in the Emelyn H. Jewett Ballroom, Marriott Hotel. The Exhibit Hall and conference registration are located in the Convention Center Exhibit Hall East. The breakout concurrent sessions, breakfasts and lunches are located either in the Jewett Ballroom, or breakout rooms directly above in the hotel. A floor plan is included in all registration bags.

PERFUMES / CELL PHONES

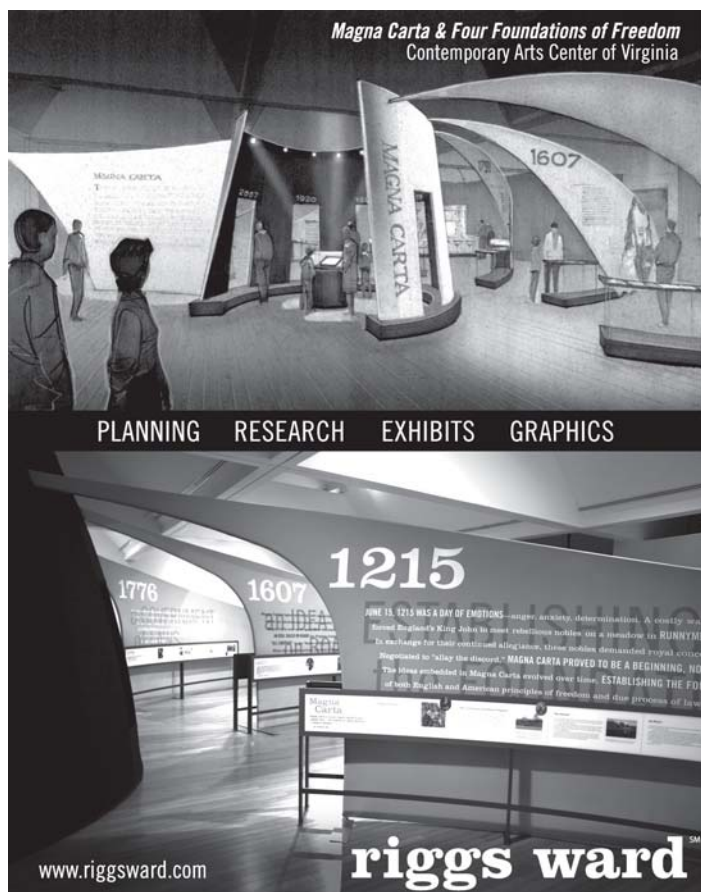
Cell phones must be on silent during presentations. Many of our delegates have environmental illness or multiple chemical sensitivities, please refrain from wearing strongly scented products to meetings.

SILENT AUCTION

Delegates may drop off donations for the silent auction at the registration desk. Bidding on silent auction items closes at 1:45 pm on Friday at the Exhibit Hall Closing Reception.

MESSAGE BOARD

Delegates may post messages, job opportunities and exchange tickets on a message board located in the registration area. There is no charge for this service, however we ask that you be mindful of the limitations on space to accommodate all posters. Commercial ads are not allowed on the board, nor is material of a commercial nature allowed on tables unless arranged in advance with the WMA.





OCTOBER 10

Wednesday

11:30 am - 5:00 pm
ANNUAL MEETING REGISTRATION OPEN
Oakland Convention Center / Exhibit Hall East

PRECONFERENCE WORKSHOPS *Pre-registration required for attendance*

PC1 **Earned Revenue: Keys To A Successful Museum Store**

Time: 9:00 am - 12:00 pm; Lunch on your own; Location: Oakland Marriott (*Oakland Room, 3rd Floor*)

In these days of accelerating costs and uncertain funding, museums need to call on all the resources available to maximize the profitability of their stores. The focus of this half-day workshop is on giving museum administrators, who are responsible for but not involved in the day-to-day operations of the store, a practical outline of components to be monitored and evaluated to assure the maximization of visitor satisfaction and revenue. Presenter: Andrew Andoniadis, Owner, Andoniadis Retail Services.

PC2 **Storage Stories: Creating New Spaces**

Sponsored by Registrar's Committee-Western Region

Time: 9:30 am - 4:00 pm; Lunch provided; transportation picks up from the Oakland Marriott on 10th Street near Broadway

This program covers storage materials, furniture, security, and funding considerations when adapting an old space for collections, or building a new space. Join the RC-WR for an informative discussion as well as an exclusive tour of two new storage facilities in the Oakland area! Moderator: Kristen Schmidt, Assistant Registrar, Tucson Museum of Art; Presenters: Carolyn Rissanen, Registrar, Oakland Museum of California; Leslie Freund, Collections Manager, Phoebe A. Hearst Museum of Anthropology.

PC3 **Building and Renovating Museums**

Sponsored by JP Morgan Securities, JP Morgan Chase

Scholarships Underwritten by JFK University, Museum Studies Department

Time: 8:00 am - 4:30 pm; Lunch provided; Location: de Young Museum (transportation is provided from the Oakland Marriott)

This workshop is a day long exploration of the process for building and renovating museums. Ideal for anyone exploring future construction or renovation of their museum building. The location features an extraordinary opportunity to view a new building (the de Young) and a building nearing completion (the California Academy of Sciences).

Welcome: Diane "Dede" Wilsey, President Board of Trustees, Fine Arts Museums.

If You Build it Will They Come? A panel discussion of feasibility and demand. New buildings and renovations require enormous investments, are they justified? How do you know if attendance will follow? Can museums afford them? Moderator: Patrick Kocielek, Curator and Hanna Chair of Diatom Studies, California Academy of Sciences; Speakers: Emily Sano, Director, Asian Art Museum; Brad Merriman, Vice President, Management Resources.

Succeeding by Design Can a stunning design guarantee success or can design be a distraction? This panel explores design issues every museum should consider when undertaking a new project. Moderator: John E. Buchanan Jr., Director, Fine Arts Museums; Speakers: Gordon Chong, Architect, Gordon H. Chong and Partners; Mitchell Schwarzer, Chair and Professor, Visual Studies, Professor, Visual Criticism, California College of the Arts; Dean Weldon, President & CEO, Academy Studios.

Paying for Museum Construction: Where Will the Dollars Come From? A discussion of capital campaigns, tax credits and financing. Moderator: Nikolai J. Sklaroff, Executive Director, J.P. Morgan Securities; Speakers: Ann Rowland, CFO, Los Angeles County Museum of Art; Alison Brown, CFO, California Academy of Sciences; Frederic J. "Rick" Happy, Senior Vice President & Managing Director, Community Counseling Service Co.

Herd the Kittens: Managing the Process With so many pieces to bring together, who manages the process and how do you make it all happen? Moderator: James Gilson, General Counsel, Natural History Museum of Los Angeles County; Speakers: Thaddeus Stauber, Attorney, Nixon Peabody; Don Young, President, D.R. Young Associates; Don Webb, President, Cordell Corporation.

PC4 **Exhibit Planners: Collaborate, Communicate, Create!**

Sponsored by National Association for Museum Exhibition

Time 1:00 pm - 4:30 pm; Lunch on your own; Location: Oakland Marriott (*Oakland Room, 3rd Floor*)

For exhibit planners to activate and innovate, we need to understand the fundamentals—how and why people learn, and effective tools for communication, collaboration, and creativity. Workshop attendees will assess the strengths of various frameworks for learning in museums and models for developing exhibits. We will break into smaller groups to practice skills of communication, collaboration, and creativity. Workshop outcomes focus on useful strategies, provocative conversation, and meaningful self-reflection. Co-presenters: Nancy Owens Renner, Exhibit Developer, San Diego Natural History Museum; Penny Jennings, Exhibit Developer, West Office Exhibition Design; Brianna Cutts, Project Director, The Sibbett Group.

PC5 Working Group for Museum Associations

Time 9:30 am - 4:00 pm; Lunch on your own; Location: Oakland Marriott

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. Chairs: Celeste DeWald, Executive Director, California Association of Museums; Gretchen Dietrich, Executive Director, Utah Museums Association.

5:00 pm - 6:15 pm

EXHIBIT HALL OPENING RECEPTION (*Oakland Convention Center / Exhibit Hall East*)

Open to all registered delegates

Spend your first evening in Oakland 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.

EVENING EVENT

Preregistration Only

EE1 WEDNESDAY OCTOBER 10

California Art & Culture at the Oakland Museum

6:30 pm - 9:30 pm

The motorcoach picks up delegates at Marriott Hotel on 10th Street near Broadway. The evening includes buffet meal and cash bar.

Join your colleagues the first night of the annual meeting at the **Oakland Museum of California**. At this evening event delegates enjoy two extraordinary exhibits "Dias de los Muertos" and a preview of the "California College of the Arts 100th Anniversary," salsa dance to the Rolando Morales Quintet, and enjoy the hydraulics motorbikes and car demonstrations.

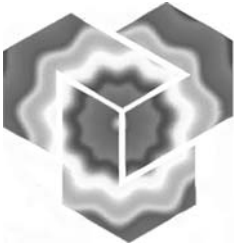
The Museum was opened to much acclaim in 1969, hailed as "thoughtfully revolutionary" and as "the most brilliant concept of an urban museum in America." The building and gardens have earned numerous awards for their unique design by acclaimed architect Kevin Roche and landscape architect Dan Kiley. The Oakland Museum of California provides unique collections, exhibitions, and educational opportunities designed to generate a broader and deeper understanding of and interest in California's environment, history, art and people.

Today the Oakland Museum is known for intense involvement with the diverse community of the East Bay and for tackling issues through creative programming and exhibitions. A recent exhibition brought families together in four low income neighborhoods to create art as a means of helping them bond with each other and their neighbors.

Organizers hoped that giving participants a voice and fostering their collaboration would compel them to tackle some of the city's most pressing issues together, "For a lot of families, it created hope ... hope for a better life, a better neighborhood, a better community, maybe it's an analogy for life: If I can do this with art and shape it and create it, I can do that with my life and change it and make it better."



Courtesy Oakland Museum



OCTOBER 11

Thursday

8:30 am - 4:30 pm
ANNUAL MEETING REGISTRATION OPEN
Oakland Convention Center / Exhibit Hall East

10:15 am - 4:30 pm
EXHIBIT HALL OPEN

7:30 am - 8:30 am **WMA 101: An Introduction for Conference Newcomers** (Rm 201, 2nd Floor Convention Ctr)
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. Chair: Ted Greenberg.

9:00 am - 10:30 am **OPENING GENERAL SESSION** (Jewett Ballroom, 1st Floor)

Annual Meeting Welcome David Porter, President, Board of Directors, Western Museums Association and Executive Director, Clackamas Heritage Partners.

Oakland Welcome Lori Fogarty, Executive Director, Oakland Museum of California; Joe Brennan, Director of Facilities, San Francisco Museum of Modern Art; The Honorable Ignacio de la Fuente, President, City Council, City of Oakland.

Guest Speaker Ford Bell, President & CEO, American Association of Museums.

Presentation of Annual Awards

Awards Committee Chair: Greta Brunschwyler, Vice President, High Desert Museum will present the following awards:

The Charles Redd Center WMA Award for Exhibition Excellence

Oakland Museum of California "Aftershock—Voices from the 1906 Earthquake and Fire." Accepting the award: Aimee Klask, Curator, Aftershock, Oakland Museum of California, and Lori Fogarty, Executive Director, Oakland Museum of California.

Director's Chair Award

Dr. Steven L. Olsen is the Associate Managing Director for Church History at the Church of Jesus Christ of Latter-day Saints in Salt Lake City. Most recently he served as Acting Director of the Museum of Church History and Art, part of the administrative department he now heads. In addition to his professional career, he has served the museum and historical communities as board President of the Western Museums Association and of the Utah Museums Association, on the board of the National Alliance of State Museums Associations, Utah State Office of Museum Services, Charles Redd Center for Western Studies at Brigham Young University, and Utah Humanities Council. He holds an adjunct faculty position in the Department of Anthropology at BYU and has published and presented widely in the fields of museum studies and Mormon studies. Steve has contributed immensely to the museum field, with specific efforts to ensure the health and viability of small museums and state museum associations across the country. Steve's career exemplifies the ideals of the WMA Director's Chair Award.



Keynote Speaker:

Wavy Gravy

"Something Good for a Change"

"Like the best of all clowns, Wavy Gravy will make as big a fool of himself as is necessary to make a wiser man of you. He is one of the better people on the earth." ~ Village Voice ~

"He is clearly a person who does his own inner spiritual work in a very persistent way and then matches it with his walk in the world." ~ James O'Dea, Executive Director, Seva ~

"He is an oral Combat Historian...the illegitimate son of Harpo Marx and Mother Theresa, conceived one starry night on a whoopee cushion." ~ Paul Krasner ~

"Some people tell me I'm a saint, I tell them I'm Saint Misbehavin'." ~ Wavy Gravy ~

Wavy Gravy—nee Hugh Romney — has been a life long activist for peace and personal empowerment. A major cultural icon of 60s Berkeley hippie culture, Wavy stood on stage in front of nearly half a million very tired and wet Woodstock refugees and announced "what we have in mind is breakfast in bed for 400,000."

Wavy Gravy Marc Margolis, Double M Music Management

Wavy's clown persona grew out of his political activism. Constantly being arrested at demonstrations, he decided he would be less likely to be busted if he dressed as a clown. "Clowns are safe," as he put it. Wavy became the official clown of the Grateful Dead. Wavy has fought political apathy and is a master of using humor and irony to engage his audience—in 1975 he campaigned for the Birthday Party on behalf of "Nobody for President" ("Nobody's Perfect, Nobody Keeps All Promises, Nobody Should Have That Much Power"). The group figured if a majority of people voted for Nobody, i.e. "none of the above" rather than "the lesser of two evils," it might force a situation where Americans would have to find someone competent to lead them. The Campaign intent was to raise awareness and get people to register and vote.

Wavy is the subject of a 2007 film *Saint Misbehavin': The Life and Times of Wavy Gravy*, and is the author of *The Hog Farm and Friends* (1974) and *Something Good For A Change: Random Notes On Peace Thru Living* (1992).

Over the last 25 years, Wavy has continued to impact the world. He founded Camp Winnarainbow nearly 25 years ago, a summer program where kids and adults learn skills such as juggling, unicycling, tightrope walking, and trapeze, as well as music and art. Thanks to royalties from the Ben & Jerry's Wavy Gravy ice cream flavor and grants from the Grateful Dead's Rex Foundation, Winnarainbow is able to provide camp scholarships for homeless children from the Bay Area and Native American kids from a reservation in South Dakota. That assures what Wavy calls "a little diverse miniworld." Wavy is also an active board member of Seva, a nonprofit organization that addresses blindness in third world and developing nations.

Having passed his 70th year full steam ahead, still in the guise of an eternal hippie clown, occasionally walking a fish on a leash, Wavy Gravy shares each day with a little grace, a lot of humor and a major dose of goodness.

10:30 am - 11:15 am EXHIBIT HALL BREAK (*Convention Center / Exhibit Hall East*)

Wavy Gravy will join us in the exhibit hall to sign his book *Something Good For A Change: Random Notes On Peace Thru Living*. A limited number of copies of the book as well as some of Wavy's artwork will be available for purchase.

11:15 am - 12:45 pm CONCURRENT SESSIONS

A1 Winning with Words: Presentations for Politicians (*Salon C, Jewett Ballroom, 1st Floor*)

Create proposals and presentations that will influence and "wow!" elected officials. Whether you are asking for governmental support, zoning changes or other requests from your local, regional or national officials, your presentation should be well crafted and considerate of the audience to whom you are presenting. Learn tactics and approaches, and strategies to mine data to utilize solid statistics to strengthen your case. Speakers include an activist museum director, an elected official from the city of Oakland, a federal agency representative, and a museum association lobbyist in Washington DC. Moderator/Presenter: MJ Koreiva, Board Member, Oregon Museums Association; Presenters: John Russo, Oakland City Attorney; Eileen Goldspiel, Assistant Director, Government & Media Relations, American Association of Museums; Kristen Overbeck Laise, Director, Heritage Health Index, Heritage Preservation.

A2 Roundtable Discussion for Educators: No Child Left Behind, Can Museum Education Affect Student Test Scores? (*Rm 201, 2nd Floor Convention Ctr*)

Participants are given the opportunity to discuss strategies for museum and school partnerships that can advance learning in the face of No Child Left Behind. Since this 2002 legislation, museums are reporting a decline in school group visitation because of the pressure schools are under to raise test scores, considering it a diversion from academic preparation. Share examples of programs that have successfully bridged museum education and formal education to benefit standardized testing scores. Facilitator: Lexie Smith Kliebe, Project Manager, California Exhibition Resources Alliance; Presenter: Susan Hoffman, Art Educator, The Huntington Library, Art Collection, and Botanical Gardens.

A3 An Eye on Design (*Salon F, Jewett Ballroom, 1st Floor*)

What's new in the world of design? Designers from a range of specialties shake up preconceptions about museum design. Each panelist presents at least three images illustrating a design trend—either inside or outside of museums—and a discussion of how it might enliven or enrich the museum experience. Audience participation, questions and comments encouraged. Moderator: Penny Jennings, Exhibit Developer, West Office Exhibition Design; Presenters: Jim Spadaccini, Creative Director, Ideum; Darcie Fohrman, Principle, Darcie Fohrman Associates; Brianna Cutts, Project Director, The Sibbett Group; Cheryl Downes McCoy, Exhibit Developer, West Office Exhibition Design; Maxwell Cameron, Planning Principle, Lehrman Cameron Studio.

A4 Repatriation Issues (*Rm 202, 2nd Floor Convention Ctr*)

This session will provide information on the resources of the NAGPRA program, including grants, to successfully repatriate Native American human remains and cultural items. As well, a case study dealing with the return of human remains and funerary items to tribal communities will be presented. Finally, the potential of the repatriation of sacred objects as a restorative process is described. The presenters ensure time for questions and dialogue. Moderator: Nick Tuele, Consultant; Presenters: Dr. Gerald Conaty, Director, Curators, Glenbow Museum; Leonard Forsman, Chairman, Suquamish Tribe; Michelle Joan Wilkinson, Grants Officer, NAGPRA Program/Dept of the Interior, National Park Service.

A5 Shake Up Your Museum with Grant Opportunities from the Institute of Museum and Library Services (*Rm 203, 2nd Floor Convention Ctr*)

Join IMLS Program Officers for information on grant opportunities: Museums for America, National Leadership Grants, 21st Century Museum Professionals, Museum Grants for African American History and Culture, and Native American Museum Program, as well as participation in the Conservation Assessment Program and the Museum Assessment Program. Presenter: Sandra Narva, Senior Program Officer, Institute of Museum and Library Services.

A6 The Morning After: Will They Still Respect Our Mission? (*Rm 204, 2nd Floor Convention Ctr*)

Many institutions have joined the social circuit, reaching out to young adults with late night events featuring live music. Once you've got the attention of the "singles" crowd, how do you engage them in your mission? Experts from natural history and art institutions discuss the benefits and challenges of their outreach programs for a shared regional audience, and explore the potential for institutional collaboration on engaging interest through multi-disciplinary programming. Moderator: LouAnne Greenwald, Director, Exhibits, Public Programs, Natural History Museum of Los Angeles County; Presenters: Karl Hutterer, Executive Director, Santa Barbara Museum of Natural History; Laurel Kishy, Performing Arts Manager, The J. Paul Getty Museum.

12:45 pm - 1:55 pm AFFINITY GROUP LUNCHESES *preregistration required*

LU1 Registrars Committee-Western Region Annual Business Meeting & Luncheon (*Oakland Room*)

LU2 Curators/Exhibit Designers/Evaluators/Educators Luncheon (*California Room*)

Presentation by the 2007 recipient of the WMA /Charles Redd Award for Exhibition Excellence, Oakland Museum of California, for "Aftershock—Voices from the 1906 Earthquake and Fire."Presenter: Aimee Klask, Curator, Aftershock, Oakland Museum of California

LU3 Directors Forum Luncheon Generously sponsored by **GuidePORT™ by Sennheiser**

(*A.J. Topper's - 21st Floor*)

Communication, the Web and Social Networking

Featured Speaker: **Jeff Goodby**

Jeffrey Goodby, founder and co-chairman of Goodby, Silverstein & Partners, San Francisco, is an icon of great creative work and a pioneer within the advertising industry. He is best known for award winning television ads, including the Budweiser Lizards and the Got Milk? Campaign. Winner of numerous awards, he was the recipient of San Francisco Advertising Club's Howard Gossage Award for best copywriter four times; Adweek Magazine has called him America's best television copywriter; and he has been chosen three times as Adweek's Creative Director of the Year. Goodby attended Harvard University where he wrote for The Harvard Lampoon. After graduation and armed with a degree in English, he worked as a newspaper reporter in Boston. His work was published in TIME, Mother Jones, and Harvard Magazine. Goodby has delivered the AICP address at the Museum of Modern Art in New York, where his work is in the permanent collection. In his spare time, he has served as a trustee of Art Center College of Design in Pasadena, and as a board member of San Francisco Magazine and the Salvador Dali Museum in St. Petersburg, Florida. Luncheon Chair: Bruce Eldredge, CEO, Northwest Museum of Arts & Culture



Courtesy Goodby, Silverstein & Partners

2:00 pm - 3:30 pm CONCURRENT SESSIONS

B1 Curating Sacred and Sensitive Objects (*Salon F, Jewett Ballroom, 1st Floor*)

Despite their sensitive nature, objects of war, disaster and religion have outstanding research and educational potential. War trophies and disaster salvage may be primary evidence of historical turning points and cultural movements—yet represent human suffering and loss. Religious objects are both sacred and important to art history and cultural heritage. Panelists explore new approaches to appropriately and ethically using these special objects and interacting with the people and cultures most closely associated with them. Moderator/Presenter: Steve Henrikson, Curator of Collections, Alaska State Museum; Presenters: David Shayt, Curator, Division of Work and Industry, National Museum of American History, Smithsonian Institution; Jean MacDougall, Collections Manager, de Saisset Museum, Santa Clara University.

B2 Playing Up Visitor Experience (*Salon C, Jewett Ballroom, 1st Floor*)

What's the opposite of museum fatigue? Researchers have called it "meaning-making" "engagement" or "flow," but how do we plan for these? Could "play" be common ground for how all types of museums can more effectively engage all groups of their visitors—not just kids? Springboarding off what recent brain research suggests about the overlap between play and effective learning, three panelists offer their definitions of play, and discuss the implications for planning, design, and use of exhibitions. Moderator/Presenter: Paul Gabriel, Educational Consultant; Presenters: Daniel Spock, Director of History Center Museum; Minnesota Historical Society; Joanna Fisher, Director of Exhibits, Discovery Gateway Museum; Joshua Gutwill, Senior Researcher, Exploratorium.

B3 Taste Matters (Outside the Cafe): Cultural Food Programming in Museums (*Salon G, Jewett Ballroom*)

Food is a universal theme, and a critical part of our collective cultural narrative. Food can serve as material culture, as intergenerational dialogue, as livelihood, and as ritual, bringing groups together or tearing societies apart. This panel explores cultural food programming in museums of all disciplines, highlighting regional and identity based museums. Some program models feature actual tastings, while others simply use culinary contexts as a lens through which we view ourselves and others. Moderator: Betty Teller, freelance food writer/columnist; Presenters: Patricia Watts, Chief Curator, Sonoma County Museum; Deborah Clearwaters, Director of Public Programs, Asian Art Museum; Carin Jacobs, Curator of Education and Public Programs, Judah L. Magnes Museum.

B4 A Solid Foundation: Best Practices in Governance (Salon B, Jewett Ballroom, 1st Floor)

Engaged, active, and appropriate governance is the best foundation to see your institution through potential earth-shaking issues. What are best governing practices? How does an institution assess, mobilize for change, and design and build better governance? Come hear from two museums (a state institution administered by a university, and a local county institution with a Joint Powers Authority board of advisors) that have gone through assessing and strengthening governance, and an attorney who is a professional non-profit governance advisor. Moderator/Presenter: Linda T. Deck, Director, Bradbury Science Center; Presenters: Gene Takagi, Attorney, Attorney for Non-Profits; Carola Rupert Enriquez, Director, Kern County Museum.

B5 Art Rentals and Sales: New Source of Revenue or a Liability? (Rm 201, 2nd Floor Convention Ctr)

Art museums are now renting out and selling art to their rental sales gallery patrons. How do museums manage these ventures? Are these art rental sales galleries a separate organization within the museum structure, staff or volunteer run, on or off site? Museums with such programs examine the implications in relation to mission, curatorial oversight, potential for outreach into the community and as an additional revenue stream. Moderator: Rosalind Bedell, Human Resources and Volunteer Manager, Nevada Museum of Art; Presenters: Mary Ellen Landes, Gallery Manager, The Collectors' Gallery, Oakland Museum of California; Marion Parmenter, Director, San Francisco Museum of Modern Art Artists Gallery; Andrea Voinot, Operations Supervisor, San Francisco Museum of Modern Art Artists Gallery; Paula Carroll, Co-Chair, Art Rental and Sales Gallery Committee, Art Museum Council, Los Angeles County Museum of Art.

3:30 pm - 4:00 pm EXHIBIT HALL BREAK

4:00 pm - 5:30 pm CONCURRENT SESSIONS

C1 Censorship in Museums: Does Integrity Matter and Should We Care? (Salon B, Jewett Ballroom, 1st Floor)

Do censorship and self-censorship promote, hinder or strengthen museum's integrity? Do curators and artists have an obligation to test the limits of fundamental civil liberties? Is self-censorship ever justified? Are museums appropriate forums for engaging in civic debates? Has the time come for museums to move beyond education and entertainment to actively pursue a sociopolitical relevant agenda? What should the role of museum be in the post 9/11 world? Moderator: Hanna Regev, Museum and Art Consultant; Presenters: Scott Shields, Chief Curator, Crocker Art Museum; Jacquelin Pilar, Curator, Fresno Art Museum; Enrique Chagoya, Artist and Associate Professor of Art History, Stanford University; David Greene, Executive Director, The First Amendment Project.

C2 To Sell or Not to Sell Art, That is the Question (Rm 201, 2nd Floor Convention Ctr)

Under what circumstances, if any, should art museums sell art? Panelists will discuss various points of view from that of the IRS and nonprofit community, to the accreditation factor, and the development and fundraising aspect. Partake in the dialogue and discussion about what is acceptable in the realm of art sales for nonprofit art museums. Should art sales be activated in museums or deactivated? Moderator/Presenter: Deborah Reeder, Director, St. George Art Museum; Presenters: Kate Eilertsen, Director, Museum of Craft and Folk Art.

C3 Beyond the Walls: How to Deliver Your Museum's Programs Into Thin Air (Salon G, Jewett Ballroom, 1st Floor)

Would you like to expand your educational offerings beyond the museum walls? Partnering with public media such as National Public Radio (NPR) can reach and engage hundreds of thousands of listeners across a broad cultural and geographical spectrum, people going about their everyday lives. Learn from a case study about how a team can successfully initiate, research, write, and produce an innovative radio series that delivers quality programming "into thin air." Moderator/Presenter: Kristin Fletcher, Program Manager, Idaho Museum of Natural History; Presenters: Jerry Miller, General Manager, KISU, Idaho State University; Erin Gray, Independent Radio Producer.

C4 Shaking Up Museums with Middle Schoolers (Salon F, Jewett Ballroom, 1st Floor)

This session shares two museums' youth programs specifically developed for middle schoolers. At a turning point in their lives, this audience needs to develop relationships with adult role models outside of their families. Panelists, including middle schoolers, discuss institutional and staff commitment to middle school programming, sharing challenges and practical scenarios to help prepare museum educators to better serve this audience. Moderator: Irene N. Rodríguez, Education Program Manager, Palm Springs Art Museum; Presenters: Brian Hames,

Aspen Historical Society, Atomic Testing Museum, British Columbia Exhibit Design Museum of Mining, British Columbia Sports Hall of Fame and Museum, Canadian Sustainability Coal Discovery Centre, Cincinnati History Museum, Columbia Gorge Interpretive Centre, Connecticut State Historical Center, Detroit Historical Museum, Dr. Seiberling Naturealm Visitor Center, Forest Discovery Centre, Fort Vancouver Center at Mount Saint Helens, Fort Apache Heritage Park, Frobisher Bay Interpretive Centre, Grand Ronde Tribal Museum/Interpretive Centre, Grand Staircase-Escalante National Monument, Hong Kong Museum History, H.K. Macmillan Space Centre, Indiana State Museum, Jackson Hole Historical Museum Studies Society and Museum, Jamtlands Lans Museum, Kluane Cultural Centre, Kluu laanas Cultural Interpretation Complex, Lake Louis Visitor Reception Centre, Makah Cultural Center, Maritime Museum of British Columbia, Michigan Historical Museum, Midland Center for the Arts, Morris Thompson Cultural and Visitor Center, Museum at Campbell River, Museum of Northern British Columbia, Museum of South Texas, New Mexico State University, NASA Starship Gallery, Natural History Museum of Los Angeles County, The Time Mirror Hall of Native American Cultures, Nordiska Museet, North Pacific Cannery, Old State House Museum, Oregon Historical Society "Oregon M. Oregon", Pemmung (Angmarlik) Visitor Centre, Royal British Columbia Museum, Permanent Galleries, Ontario Museum, Earth Sciences Galleries, Sidley Axtell Centre, Sir Alexander Galt, Tamastslit Cultural Institute, The First Division Museum at Cantigny, U.S. Maritime Museum, Vancouver Maritime Museum, World Forestry Center, Zibiwing Center of Anishinabe Culture

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Youth Educator/Summer of Service Coordinator, Children's Discovery Museum of San Jose; Amy Billstrom, Natural Sciences Program Coordinator, Oakland Museum of California.

C5 Not Shaken or Stirred: Legal Issues In Accounting (Salon C, Jewett Ballroom, 1st Floor)

Have accounting questions? This session focuses on the most current, non-collection oriented legal issues in accounting such as grants accounting, executive compensation, endowments and the Pension Protection act of 2006, and other new issues that these experts see on the horizon. Moderator: Carolyn Hojaboom, CPA, MNPL, Partner, Moss Adams LLP; Presenters: Leslie Richardson, Director of NFP Tax, Moss Adams LLP; Presenter: Gene Takagi, Attorney, Attorney for Non-Profits.

EVENING EVENT

EE2 THURSDAY OCTOBER 11

Yerba Buena Neighborhood Cultural District

6:00 pm - 9:30 pm

Delegates will be directed by volunteers to BART (Bay Area Rapid Transit) and will be docent-style led to the first venue; tickets and maps provided. The evening includes buffet meals at different venues and cash bars.

A night in the Yerba Buena Gardens neighborhood. This redevelopment district has been a success studied by planners from around the world. In the late 80s the city began to convert the decrepit South of Market area with the building of the Moscone Convention Center and a public garden atop the underground pavilions. Residential and retail elements were planned but the genius was the inclusion of cultural institutions. At this evening event, delegates visit the Yerba Buena Center for the Arts, the San Francisco Museum of Modern Art, the Craft and Folk Art Museum, The Contemporary Jewish Museum, the California Historical Society, the Museum of the African Diaspora, and the Cartoon Art Museum. Join our merry walk among these proud institutions as they host us to a taste of the lively Yerba Buena Museum District. We will nibble and sip our way from one site to another experiencing a wide range of subject matter and exhibition styles.



Courtesy San Francisco Museum of Modern Art

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OCTOBER 12

Friday

8:30 am - 4:30 pm
ANNUAL MEETING REGISTRATION OPEN
Oakland Convention Center / Exhibit Hall East

10:15 am - 2:00 pm
EXHIBIT HALL OPEN

9:00 am - 10:30 am CONCURRENT SESSIONS

D1 The Worst Label of All Time & How to Do Better (*Salon C, Jewett Ballroom, 1st Floor*)

Written words in museums can send unintended messages. This session begins by deconstructing possibly the worst object label of all time, and analyzes why it's so dreadful. Please bring examples of great or terrible labels to the session! A discussion of who our visitors are and what they really need will help us to explore creative ways we can better hear our visitors and address their needs with respect and intelligence. Presenter: Gretchen Dietrich, Executive Director, Utah Museums Association.

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D2 The Development Office as Incubator (*Salon F, Jewett Ballroom, 1st Floor*)

Increased institutional acknowledgment and understanding for comprehensive development work is a necessary component to sustain museums in the 21st century. Good development shops are often where sound institutional initiatives and programs are nurtured. Presenters explore the challenges, opportunities and best practices in development work today, including: a holistic approach to development in the museum; leading from behind in the not-for-profit sphere; and mentorship to inspire tomorrow's development professionals. Moderator/Presenter: James G. Leventhal, Director of Development, Judah L. Magnes Museum; Presenters: Lori Fogarty, Executive Director, Oakland Museum of California; Lynne LaMarca Heinrich, Senior Consultant, Arts and Culture Practice Group Leader, Marts & Lundy; W. John "J" Mullineaux, Director of Development, San Francisco Museum of Modern Art.

D3 Engaging and Sustaining Diverse Audiences in Museums (*Salon B, Jewett Ballroom, 1st Floor*)

How can museums promote a sense of belonging and ownership among audiences less inclined to visit them? How can museums integrate and sustainably fund community engagement initiatives? Presenters explore different museums that have attempted to increase accessibility and community involvement by building institutional commitment, creating relevant programming, involving community advisory committees, and partnering with ethnic media. Moderator: Veronica Garcia-Luis, Research Associate, Exploratorium; Presenters: Jenni Martin, Director of Education, Children's Discovery Museum of San Jose; Barbara Henry, Curator of Education, Oakland Museum of California; Cassie Chin, Program Director, Wing Luke Asian Museum; Donna Wong, Public Programs Coordinator, Exploratorium.

D4 Field Trip Chaperones: Moving from Escort to Educator (*Salon G, Jewett Ballroom, 1st Floor*)

Field trips present as many challenges as opportunities for informal learning centers. Can chaperones be better utilized to meet these challenges? Researchers and practitioners share their field trip research findings and pilot programs for involving chaperones in student learning. Hear what's happening at a children's museum, a zoo, and a science center and learn about other resources for field trip information. Moderator: Wendy Meluch, Principal, Visitor Studies Services; Presenters: Elee Wood, Public Scholar of Museums, Families, and Learning, IUPIU School of Education; Katie Remine, School Programs Supervisor, Woodland Park Zoo; Etta Heber, Director of Programs, Chabot Space & Science Center; Elsa Bailey, Principal and Director, Elsa Bailey Consulting; Diane Quinn, Director of Education, Burke Museum of Natural History and Culture.

D5 Roundtable Discussion for Registrars: The Cost of Collections Care (*Rm 201, 2nd Floor Convention Ctr*)

In this time of budget cuts and reduced federal funding, collections staff are being asked to pay their own way, while maintaining best practices in collections care. Revenue-earning activities such as heavy exhibition schedules, loans and traveling exhibitions, rights and reproductions, and writing grant proposals often include activities that can compromise collections care or take time from collections care activities. Come hear how three museums have found ways to balance these directives while generating income for their institutions. Moderator: Angela Linn, Collections Manager of Ethnology & History, University of Alaska Museum of the North; Presenters: Elaine Hughes, Collections Manager, Museum of Northern Arizona; Holly Young, Curator of Collections, Pueblo Grande Museum.

D6 How to Turn Assessments into Dollars (*Rm 202, 2nd Floor Convention Ctr*)

Assessment program grants are simple to apply for, but what are the strategies for responding to the results? How can your museum utilize your assessment to leverage further funding and project support? How can the assessment assist your long range planning? Program officers will discuss the Conservation Assessment Program and the Museum Assessment Program, and a museum representative provides an example of a successful use of the assessment results. Kristen Overbeck Laise, Vice President, Collections Care Programs, Heritage Preservation; Presenters: Jeffrey Buchheit, Assistant Director, Museum Assessment Program, American Association of Museums; Kelli Pickard, Museum Director, Log Cabin Village.

10:30 am - 11:00 am EXHIBIT HALL BREAK

11:00 am - 12:30 pm CONCURRENT SESSIONS

E1 Homeschoolers and Museums (*Salon G, Jewett Ballroom, 1st Floor*)

The number of homeschoolers in this country is growing every year. Many of these independent learners use museums as part of their curriculum, yet many museum educators are wary of homeschool groups. Mixed age groups, the need for non-traditional teaching methods, and lack of experience with the homeschool community frightens many museums professionals away from this potentially valuable audience. This panel

explores some recent research on homeschoolers and their frequent museum visitation and looks carefully at several institutions that have implemented programs to target the homeschool market. Moderator/Presenter: Kurt Zwolfer, Education Specialist, Idaho Historical Museum; Presenters: Melinda Adams, Administrative Assistant, Dept of Museum Studies, John F Kennedy University; Stacia Fletcher, School Programs Assistant Manager, Monterey Bay Aquarium.

E2 **Exhibit Critique: Challenges When Exhibit-Making** (*Salon C, Jewett Ballroom, 1st Floor*)

This perennially popular session investigates current best practices and choices made in creating exhibitions. This year presenters examine and critique the American art portion of the reinstallation of the permanent collection at the de Young Museum in San Francisco. Three museum professionals bring their experience to bear in dialogue with the exhibit team and the audience. Moderator: Redmond J. Barnett, Head of Exhibits, Washington State Historical Society; Presenters: Timothy Burgard, Curator-in-Charge, American Art, Fine Arts Museums of San Francisco; Elisabeth Cornu, Objects Conservator, Fine Arts Museums of San Francisco; Karen Kosasa, Director, Museum Studies Graduate Certificate Program, University of Hawai'i at Manoa; Barbara Johns, Curator and Museum Consultant; Heather Ferrell, Director, Salina Art Center.

E3 **The Shake Out on the Emerging Web 2.0** (*Salon B, Jewett Ballroom, 1st Floor*)

The new online social software, often called the Web 2.0, is shaking-up how we design and utilize museums' online presence in service to their missions. This session presents a wide-range of Web 2.0 models currently used by museums and others. Panelists discuss how smaller institutions can take advantage of preexisting tools, and describe both the challenge and ease of producing a Web 2.0 project. Moderator: Susan Spero, Associate Professor, Museum Studies Department, John F. Kennedy University; Jim Spadaccini, Founder/Owner, Ideum; Jonathan Lathigee, IT Administrator, Art Gallery of Greater Victoria; Tim Svenonius, Production Manager, Interactive Educational Technologies, San Francisco Museum of Modern Art.

E4 **The Art of Storytelling** (*Salon F, Jewett Ballroom, 1st Floor*)

Museums and other educational institutions are constantly searching for innovative ways to present information and programs to their audiences. Presenters demonstrate how performance art (storytelling) can add and enrich educational programming for museums and schools. This panel discussion highlights the successful partnership of the Agua Caliente Cultural Museum and the California Indian Storytelling Association. Also showcased are the performance talents of Jaime Myrick who interprets the work of women in history and Susie Moore who interprets California Indian culture. Moderator: O'Jay Vanegas, Director of Education, Agua Caliente Cultural Museum; Presenters: Jaime Myrick, Storyteller, Historical Productions; Lauren Teixeira, Executive Director, California Indian Storytelling Association; Susie Moore, Storyteller, California Indian Storytelling Association; Susanne Guerra, Advisor, California Indian Storytelling Association.

E5 **Avoiding the NIMBY Freight Train: Developing Good Neighbor Relations With Collaborative Planning** (*Rm 201, 2nd Floor Convention Ctr*)

Whether your museum is small or large, urban, suburban or rural, it's likely that your community is comprised of neighborhood associations or other community organizations. How important is it to make sure that you've cultivated these groups before your project or program is announced? What are your procedures for good neighbor relations, and strategies to ensure that the neighborhood speaks positively on your behalf, and not against your project? How would you respond to a neighborhood rising up against your expansion plans, or a change in your use permit? Moderator: Jim Demersman, Director, Hayward Area Historical Society; Pamela Mays McDonald, Principal, Cultural Cross Currents; Richard Patenaude, Principal Planner, City of Hayward; Harold P. Smith, Attorney, Dhillon & Smith.

12:30 pm - 1:40 pm AFFINITY GROUP LUNCHES *preregistration required*

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

LU5 **Native American Lunch** (*A.J.Topper's - 21st Floor*)

Generously sponsored by **Agua Caliente Cultural Museum & the California Indian Storytellers Association**

Chair: O'Jay Vanegas, Director of Education, Agua Caliente Cultural Museum

12:30 pm - 2:00 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.

2:15 pm - 3:45 pm CONCURRENT SESSIONS

F1 **Wise Up: Learning Differences and Museum Learning** (*Salon F, Jewett Ballroom, 1st Floor*)

Studies of the brain show differences in how individuals perceive and process information. Museum visitors with acute learning differences can help museum professionals by identifying barriers to optimal learning. Hear about the research that supports this premise, then listen to experts and people with right-brain learning differences critique a local museum. All museum visitors engage in right brain tasks with every visit—wayfinding, connecting discrete details with big concepts, understanding symbolic meaning, and figuring out how to act in novel situations..

Moderator/Presenter: Paul Gabriel, Educational Consultant; Presenters: Kathryn Stewart, Executive Director and Founder, Orion Academy; Students from Orion Academy.

F2 **Innovative Conservation** (*Rm 201, 2nd Floor Convention Ctr*)

Small museum professionals, and anyone on a limited budget, can preserve objects quickly and inexpensively...without an enormous budget or a vast amount of time. Presenters demystify preservation and show how to determine where to spend limited resources. Through practical tips, easy-to-find supplies/suppliers lists, and great anecdotes, presenters provide invaluable, innovative take-home knowledge to better leverage staff time and budget dollars. Moderator: Jody Ochoa, Museum Director, Idaho Historical Museum; Presenters: Don Williams, Senior Conservator, Smithsonian Institution, Smithsonian Center for Materials Research and Education; Beverly Perkins, Conservator; Jean Tetreault, Senior

F3 So Many Shades of Green!! How Has “Go Green” Enhanced Education? *(Salon B, Jewett Ballroom, 1st Flr)*

With the proliferation of green buildings, exhibits, and education programs, museums are playing an increasingly prominent role in public conversations on green sustainability. In addition to sharing one of their institutions' best practices in sustainability, presenters focus on what their institutions have learned from the "going green" process. Panelists and participants discuss how museums define the complex topic of sustainability, the role of advocacy in sustainability education, and assessment. Moderator: Patrick Kociolek, Curator and Hanna Chair of Diatom Studies, California Academy of Sciences; Presenters: Lorie Topinka, Chair of Teacher and Student Services, California Academy of Sciences; Shelia Bowman, Seafood Watch Outreach Coordinator, Monterey Bay Aquarium; Dr. Glenn Sutter, Curator of Life Sciences, Royal Saskatchewan Museum.

F4 What Makes a Genuine Experience? The Debate Over Authenticity in Museums *(Salon G, Jewett Ballroom)*

Consumer research shows that people are hungry for authenticity in their leisure experiences. Museums are uniquely suited to provide authenticity because our collections are real, not reproductions, yet we create fabricated immersion environments to showcase our artifacts. Join this lively debate between collections, interpretation, and design as we seek to discover the authentic. What makes an authentic experience? What is acceptably fake? Where do we draw the line? Moderator/Presenter: Stephanie Weaver, Principal, Experienceology; Presenters: Mary Kay Cunningham, Interpretive Specialist, Dialogue Interpretive Consulting; Barbara Henry, Chief Curator of Education, Oakland Museum of California; Andrew Merriell, Principal, Andrew Merriell & Associates.

F5 What Keeps Directors Awake at Night? *(Salon C, Jewett Ballroom, 1st Floor)*

Fundraising? Board Commitment? Staff Management? Public Relations? The Next Exhibition? What are the challenges that keep the leaders of our Museums awake at night? In 2006, Compass Point, a non profit service, published a paper called "Daring to Lead" which said the average length of time for a Director to stay in her/his job was three years. Why is that? Presenters explore what exactly the issues are from a variety of perspectives. Moderator: Kate Eilertsen, Director, Museum of Craft and Folk Art; Presenters: Marjorie L. Schwarzer, Chair, Professor, Department of Museum Studies, John F. Kennedy University; Kenneth J. Foster, Executive Director, Yerba Buena Center for the Arts; Jeanne Bell, Executive Director, Compass Point.

4:00 pm - 5:00 pm CONCURRENT SESSIONS

G1 Resume Review *(Salon G, Jewett Ballroom, 1st Floor)*

This roundtable is for emerging professionals looking to refresh their resume presentation, and to get advice from experienced leaders in the field.

G2 CEO/Executive Director Career Consultations *(Salon C, Jewett Ballroom, 1st Floor)*

Join a national search firm to discuss the current environment on CEO/Executive Director searches and profiles. Faciliator: Jay Berger, Managing Partner, Morris & Berger. *Open to CEO/Executive Directors and senior staff only.*

EVENING EVENT

EE3 FRIDAY OCTOBER 12

Architecture in the Park: de Young Museum & Conservatory of Flowers

5:30 pm - 9:30 pm

The motorcoach picks up delegates at Marriott Hotel on 10th Street near Broadway. Box dinner provided at beginning of journey..

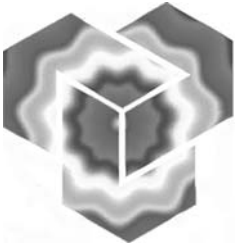
Our first stop is to view in transit the renovated Conservatory of Flowers ordered in the 1870's from England by James Lick, shipped around the Horn and delivered to his San Jose home. Lick was very ill at the end and it sat in its crates until San Francisco secured it from his widow for installation in Golden Gate Park as you see it today. Renovation to repair decades of neglect and some serious storm damage were completed three years ago.

Next, we visit the de Young Museum, in its present location since the Mid Winter Fair of 1894. In one form it morphed into another by accretion and remodeling until in 1989, when it was damaged by the Loma Prieta Earthquake to the extent that it was prudent to start all over again. The site was cleared and the magnificent Herzog & de Meuron designed creation was built and opened in October of 2005. Delegates join the Friday night program for a stirring tour of this instant landmark. The featured exhibit will be "Nan Kempner: American Chic."

Across the park, delegates will get a glimpse of the magnificent new California Academy of Sciences designed by Renzo Piano and built to the Platinum LEEDS building standard (opening to the public in 2009).



Courtesy de Young Museum



OCTOBER 13

Saturday

8:30 am - 11:30 am
ANNUAL MEETING REGISTRATION OPEN
Oakland Marriott City Center / Exhibit Hall East

8:30 am - 10:00 am BREAKFAST (*Salon D/E, Jewett Ballroom, 1st Floor*)

BR5 Western Museums Association Breakfast & Business Meeting
Open to all delegates

Board of Directors Annual Reports; Guest Speaker: Beth Merritt, Director, Advancement and Excellence, American Association of Museums.

Disaster & Emergency Preparedness

This day is sponsored by the **California Alliance for Response**: a collaboration of the California Governor's Office of Emergency Services, the Cultural Property Protection Group, the California Preservation Program and the Heritage Emergency National Task Force.

10:15 am - 12:30 pm GENERAL SESSION (*Salon A/B/C, Jewett Ballroom, 1st Floor*)

David Porter, President, Western Museums Association; Melissa Rosengard, Executive Director; Western Museums Association

Lawrence L. Reger, President, Heritage Preservation

Planning, Mitigation Response and Recovery: Why Museums Need to Make Their Plan a Priority

Barbara Roberts, Conservator. Roberts is a top expert in Emergency Planning, Mitigation, Response and Recovery, and is actively engaged in training programs, working to assist in the training of Civil Affairs personnel in the US armed forces.

Preparation for Infectious Diseases

Cindy Lambdin, Director, Readiness Operations Planning & Exercises, Center for Infectious Disease Preparedness, University of California, Berkeley.

Facilities and Risk Management: Putting it in Context

Beth Merritt, Director, Advancement and Excellence, American Association of Museums.

A Preparedness Case Study: Flames Lick Griffith Observatory

Mark Pine, Deputy Director, Griffith Observatory

12:30 pm - 2:00 pm LUNCH / PANELS (*Salon A/B/C, Jewett Ballroom, 1st Floor*)

A panel of first responders to include Oakland/San Francisco police and fire department personnel. Moderator: Wilbur Faulk, Executive Vice President, Cultural Property Protection Group.

Mitigating Violence and Terrorism Events in Your Museum

Erroll Southers, Associate Director for Educational Programs, Center for Risk and Economic Analysis of Terrorism Events, University of Southern California.

2:15 pm - 3:45 pm CONCURRENT SESSIONS

H1 Crisis Management: Communicating with the Media and Your Constituents When Disaster Strikes (*Salon A/B/C, Jewett Ballroom, 1st Floor*)

How should museum personal communicate with their constituents (staff, members, public, funders, media) after a disaster? How is the message complicated when there is major loss of the collection, building, or even worst, loss of life (staff, visitors)? Speaker/facilitator: Larry Kamer, Partner, Director of Western Region, Fleishman-Hillard International Communications; Devereaux Smith, Managing Partner, KCG Consulting.

H2 School Group Issues & Challenges During an Emergency: What to Plan For? (*Salon A/B/C, Jewett Ballroom, 1st Floor*)

How can museums manage school groups left in their care? What are the rules that govern custody of children during emergencies? This roundtable panel explores the issue of children left in the museum's care during a disaster. Moderator: Midge Bowman, Director, Frye Art Museum; Speakers: Gail Bereola, Presiding Judge of the Juvenile Court, Superior Court, County of Alameda.

H3 Collections / Conservation Issues in Emergencies & Disasters (Salon H, Jewett Ballroom, 1st Floor)

During an emergency, how does the staff work effectively with first responders? How can you assess the most pressing conservation needs and mitigate loss? Speaker/facilitator: Barbara Roberts conservator, private practice.

3:45 pm - 4:00 pm Dessert Break (Salon A/B/C, Jewett Ballroom, 1st Floor)

4:00 pm - 4:45 pm GENERAL SESSION (Salon A/B/C, Jewett Ballroom, 1st Floor)

Creating Local & Regional Museum Networks for Response

How can the West develop a network of emergency preparedness teams? How can the Western Museums Associations and State Museum Associations facilitate this network and tie into a national responder network including NIMS (National Incident Management System)? Speaker: Paul Jacks, Deputy Director, California Governor's Office of Emergency Services.

EVENING EVENT

EE4 SATURDAY OCTOBER 13 (Tickets to this event will be available at registration until Saturday at 12:00 noon)

Burn, Baby, Burn: Pardee and Pyrotechnics

5:30 pm – 10:00 pm

The motorcoach picks up delegates at Marriott Hotel on 10th Street near Broadway. The evening includes buffet meal and cash bar.

Oakland is a hotbed of political activism wrapped up in cultural cool. It's no wonder that the city is incubator to progressive ideas and home to an enormous arts community. The first stop on this trip is the **Pardee Home Museum**, an extraordinary architectural and historical treasure and centerpiece of Oakland's Preservation Park. This state landmark, built in 1868, was the family residence of Oakland Mayor Enoch Pardee and his son Oakland Mayor and California Governor George Pardee. Dubbed the "Earthquake Governor" in 1906, George was the co-founder of California's progressive party and one of the country's most important early conservationists along with his mentor Teddy Roosevelt.

Delegates then board buses for the short trip to **The Crucible**, an arts education center that fosters the collaboration of art, industry and community. Through training in the fine and industrial arts, The Crucible promotes creative expression, reuse of materials and innovative design while serving as an accessible arts venue for the public. Many Crucible artists are key participants in the annual Burning Man festival in Nevada. Delegates will enjoy demonstrations of contemporary industrial arts, blacksmithing, welding, frameworking and torch arts, and a DJ will finish the evening.



Fire Arch courtesy The Crucible



Pardee Home Museum Melissa Rosengard



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Anchorage, Alaska

The Western Museums Association Annual Meeting
Co-sponsored by Museums Alaska

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