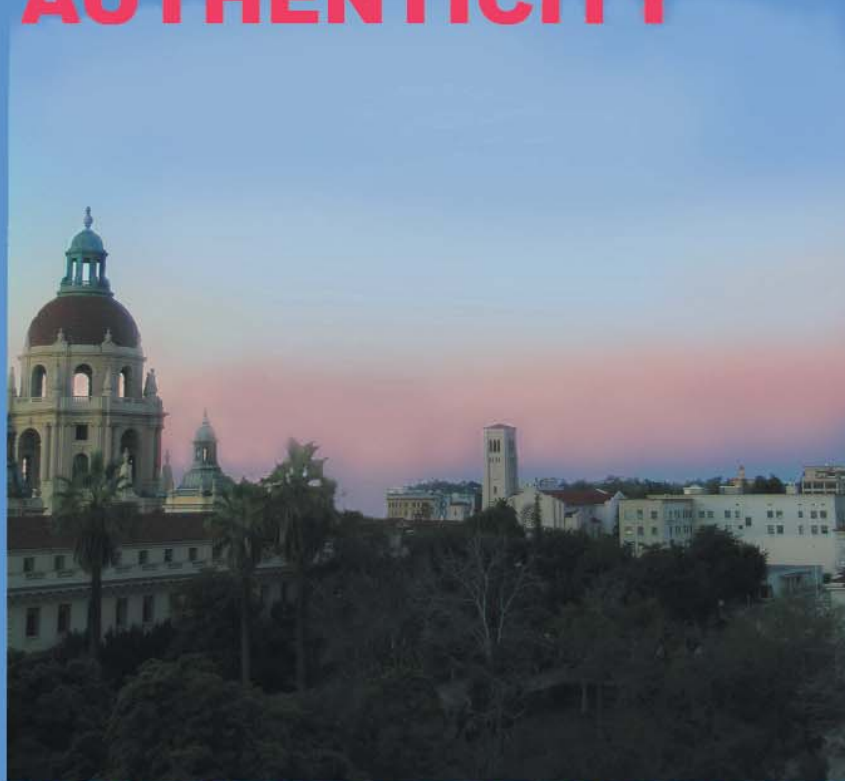


**INTEGRITY**  
**MISSION**  
*A Rose By Any Other Name*  
**AUTHENTICITY**



**WESTERN MUSEUMS ASSOCIATION**



**Annual Meeting**  
**Pasadena & Los Angeles, California**  
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# INTEGRITY MISSION AUTHENTICITY

## A Rose By Any Other Name

Welcome to the “Rose City” of Pasadena and the entertainment capital of Los Angeles. This annual meeting of the Western Museums Association explores how museums are ever more donning the guise of the entertainment industry, educational institutions, and community service organizations. How does the museum maintain its sweetness — its integrity, mission, and authenticity — in an environment increasingly challenging the core values of our profession?

How does our museum community address pressures to entertain our visitors, increase our revenues, brand our institutions, seek funding from non-traditional sources, exploit our collections, all while maintaining relevance, exceptional scholarship, and ethical standards? Should we build ever more significant buildings when we have trouble operating them? Does increasing public programming come at the expense of collections care and research? Can we preserve our institutional mission and be good cultural stewards, or do we find riches in the newest forms of edutainment formulas? Or, can our institutions grow and thrive, borrowing best practices from successful experiences in the corporate, entertainment, and non-profit worlds? Can we distill the best of new initiatives and old methods to find “correct” practices?

Find out from an impressive array of your museum colleagues and experts from the worlds of business, entertainment and education as they present new ways to view, tackle and tame the issues facing your institution.

Pre-conference workshops, panel discussions, and solo presentations will be featured at the 2005 Annual Meeting of the Western Museums Association in Pasadena and Los Angeles, California. We can't promise a gawk at a famous star, but we can guarantee that the region is home to extraordinary museums including the Huntington Library, Art Collections, and Botanical Gardens, Norton Simon Museum of Art, Gamble House, Pacific Asia Museum, Getty Museum, California Science Center, Japanese American National Museum, Museum of Contemporary Art, Los Angeles County Museum of Art, and Los Angeles County Museum of Natural History, to name only a few. The area also features exciting performance venues like the Hollywood Bowl, and Frank Gehry's Walt Disney Concert Hall, renowned restaurants, and research and educational institutions like JPL (Jet Propulsion Labs), Cal Tech, and California Institute of the Arts.

Most importantly, the interaction with your peers and experience you gain from this meeting will help in the professional goals of your own institution. ***A Rose by Any Other Name: Integrity, Mission, Authenticity.*** We welcome you to this annual meeting and hope you'll return to your museum with the confidence to remain a rose...and it does smell sweet.

### PROGRAM COMMITTEE CHAIRS

#### **Bruce Eldredge**

CEO, Northwest Museum of Arts & Culture

#### **Laurie Sowd**

Operations Director, Huntington Library, Art Collections & Botanical Gardens

### HOST COMMITTEE CHAIRS

#### **William Harris**

Senior Vice President of Development & Marketing, California Science Center Foundation

#### **Joan Marshall**

Executive Director, Pacific Asia Museum



## WESTERN MUSEUMS ASSOCIATION

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## 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 2005 annual meeting.

### PROGRAM COMMITTEE

**Bruce Eldredge**            **Co-Chair**  
CEO, Northwest Museum of Arts &  
Culture

**Laurie Sowd**            **Co-Chair**  
Operations Director, Huntington Library,  
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Linda Deck, Director, Idaho Museum of  
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Joel Hiller, Community Heritage Group

Cheryl Hinton, Director/Curator, Barona  
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Lori Jacobson, Director, Think Jacobson  
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Charmaine Jefferson, Director, California  
African American Museum

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

Hartman Lomawaima, Director, Arizona  
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Barbara Mackay, Director, Fourth Ward  
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Jody Ochoa, Registrar, Idaho Historical  
Museum

Stacey Otte, Director, Catalina Island  
Museum

Yvonne Sharpe, Operations Manager,  
Craigdarroch Castle

Eunice Valentine, Executive Director,  
Lindsay Wildlife Museum

Elida Zelaya, Program & Membership  
Director, Western Museums Association

### HOST COMMITTEE

**William Harris**            **Co-Chair**  
Senior Vice President of Development &  
Marketing, California Science Center  
Foundation

**Joan Marshall**            **Co-Chair**  
Executive Director, Pacific Asia Museum

Charmaine Jefferson, Director, California  
African American Museum

Ted Bosley, James N. Gamble Director,  
Gamble House

Laurie Sowd, Operations Director,  
Huntington Library, Art Collections and  
Botanical Gardens

Carol Komatsuka, Vice President,  
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National Museum

Thom Rhue  
Museum of Contemporary Art

Michelle Deziel, Assistant Curator,  
Norton Simon Museum of Art

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Norton Simon Museum

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 African American Museum

California Science Center

Gamble House

Huntington Library, Art Collections and Botanical Gardens

Japanese American National Museum

Jet Propulsion Laboratory

Museum of Contemporary Art

Norton Simon Museum of Art

Pacific Asia Museum

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The Western Museums Association would also like to extend appreciation to the following organizations for their contributions in organizing this conference: California Association of Museums (CAM); National Association for Museum Exhibition (NAME); Registrars Committee-Western Region (RC-WR).

In addition, we thank the individuals and organizations who have contributed funds and donated items to the silent and live auctions to benefit our scholarship program, the Wanda Chin Professional Development Support Fund. Also contributing scholarship funding for this conference are Atelier 4, underwriters of a Registrars Committee-Western Region (RC-WR) scholarship award, and the Registrars Committee-Western Region (RC-WR).

Finally, we give our thoughts to our friend Anthony Idarola, known to us as Commander Tony, Flight Director of the Challenger Learning Center at Chabot Space and Science Center. His creativity graced our annual meeting program covers for the last four years, and includes this year's rose logo. Tony's humor, incredible kindness, and friendship will be greatly missed.

# DETAILED CONFERENCE SCHEDULE

## GENERAL INFORMATION

### WMA REGISTRATION DESK

Delegates should pick up their badge and final program at the registration desk located outside the Fountain Ballroom of the Westin Pasadena, located on the second floor. Registration is open during the following hours beginning September 28th: Wednesday 10:30 am - 5:00 pm; Thursday 8:30 am - 4:30 pm; Friday 8:30 am - 4:30 pm; Saturday 8:30 am - 12:30 pm.

### EXHIBIT HALL

Fountain Ballroom, Westin Pasadena - Opening Reception, Wednesday 5:00 pm - 6:15 pm; Thursday 10:15 am - 4:15 pm; Friday 10:15 am - 4:45 pm; Closing Reception, Friday 3:45 pm - 4:45 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 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 ticket.

### BADGES

Badges must be worn for admission to all conference events including sessions, the exhibit hall, meals and evening events. Conference badges are not transferable.

## Win a free registration to our 2006 Annual Meeting in Boise, Idaho

String a business card from each of our exhibitors on a cord (provided in your registration bag) and bring the completed necklace to the Registration Desk to be certified by Saturday morning (*must have a minimum of 35 cards from the total of 42 booths and tables*).

We'll enter your business card in a drawing and you can keep the necklace as a record of your visits to the booths and tables of our valued corporate exhibitors. If you show us a creative use of the stringed cards, we'll enter you twice.



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### SESSION ROOM LOCATIONS

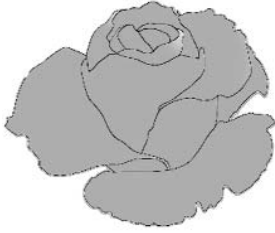
The Opening General Session on Thursday morning takes place at the First Congregational Church, directly across the street from the Westin (out the front main entrance). The Exhibit Hall, and conference registration is located in the Fountain Ballroom area, and the breakout sessions are located around the Westin Pasadena in rooms listed in the program.

### SILENT & LIVE AUCTION

Delegates may drop off donations for the silent and live auctions at the registration desk. Bidding on silent auction items closes at 4:30 pm on Friday at the Exhibit Hall Closing Reception. The live auction takes place Thursday Night at the California Science Center's Big Lab.

### 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.



# SEPTEMBER 28 Wednesday

10:30 am - 5:00 pm  
ANNUAL MEETING REGISTRATION OPEN  
Westin Pasadena

## PRECONFERENCE ACTIVITIES

*Pre-registration required*

### PC1 **Being Green: Lessons in Sustainable Design and Operations**

Time: 10:00 am - 4:00 pm Includes lunch and resource materials

Location: The Audubon Center at Debs Park, 4700 Griffin Avenue, Los Angeles (Transportation not provided; The Green Line light transit runs from downtown Pasadena to a stop near the workshop location, registrants will be provided with travel instructions.)

Museums must be both good cultural and environmental stewards. Diverse staff of small to large museums are called upon to design exhibits and building operations plans incorporating "green" materials and systems. This workshop, at the new Audubon Center at Debs Park, a LEED Platinum-rated building on 282-acres and the first building in L.A. to be entirely powered "off the grid," focuses on practical information for exhibit designers/developers, educators, fundraisers, administrators and facilities managers. Content includes the materials, resources, and how to implement green design and operations; how to ensure institution-wide thinking; teaching tools — educating yourself and your public. Workshop Leader: Lori Jacobson, Director, THINK Jacobson & Roth; Presenters: Darryl Ramos-Young, Education Director, Audubon Center at Debs Park; Tim McNeil, Sr. Designer, J. Paul Getty Museum; Christian Lachel, Creative Director, Creative Development, BRC Imagination Arts; Kathleen and Christopher Brown, Principals, ATELIER Kathleen Brown; Chris Imhoff, Curriculum and Program Design Manager, TreePeople; Evelyne Slavin, Environmental Action Center Director, Natural Resources Defense Council.

### PC2 **Accountability, Auditing and Automation**

*Sponsor: Registrar's Committee-Western Region (RC-WR)*

Time: 9:00 am - 4:00 pm Lunch on your own; Location: Westin Pasadena, San Marino

As registrars, collection managers, keepers of collections, we are held accountable for the safety, location, and whereabouts of the objects in our care. Whether on exhibition, in storage, or out on loan to another institution, the staffs of our museums must know proper methods to enable us to keep tabs on our objects. Experienced professionals in museums and business address how we are held accountable for these objects. Methods of auditing from inside the museum and outside companies are discussed along with automated systems being used today, barcoding and radio frequency identification (RFID). Representatives talk about these systems and how they have helped transform inventory practices from painstaking procedures into an easier method for knowing the locations of our objects in our collections and reporting back to our directors and board committees. Workshop Leader/Presenter: Ted A. Greenberg, Head Registrar, Los Angeles County Museum of Art; Presenters: Kittu Longstreth-Brown, Registrar (retired); Amy Walsh, Art Historian; Beverly Herman, Head Archivist, Dreamworks; Susanne Lambert, Collections Manager/Registrar, Nora Eccles Harrison Museum of Art; Tom McCloskey, Applied Security Logistics.

### PC3 **Graphic Design for the Non-Designer**

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

Time: 8:00 am - 12:00 pm Lunch on your own Location: Westin Pasadena, Plaza One

Learn how to give order to information, form to ideas, and expression and feeling to artifacts through design. Using the basic principles of design this session explores the fundamentals of design, starting with the design brief, through to the production process. This session not only addresses technical issues, but also focuses on how to communicate visually. Attendees are encouraged to bring examples from their museum (brochures, logos, photos) to share in the brainstorming portion of the session. Presenters: Beth Redmond-Jones, Director of Exhibits, Aquarium of the Pacific; Mary Beth Trautwein, Designer, The J. Paul Getty Museum.

### PC4 **Working Group for Museum Associations**

*Sponsor: Utah Office of Museum Services*

Time: 10:00 am - 4:00 pm Includes lunch Location: Westin Pasadena, Plaza Two

This workshop provides a much-needed opportunity for museum membership associations in the west to discuss services they are providing their constituents and what projects and issues their associations are facing for the coming year. The informal roundtable format is designed to promote discussion and the sharing of ideas, with the goal of creating improved dialogue and a stronger network among museum associations on a state, provincial, or disciplinary level. Topics to be discussed include updates from each association, marketing your museum association to membership, and advocacy. Workshop Leaders: Heather Ferrell, Director, Salina Art Center; Dan Burke, Director, Utah Office of Museum Services; Presenters: To be announced.

### PC5 **Fundraising Strategies: A Grab-bag of Ideas and Tools**

*Sponsor: California Association of Museums; Corporate Sponsor: Wells Fargo Historical Services; Hosted by: Pasadena Museum of California Art*

Time: 10:00 am - 4:00 pm Includes lunch Location: Pasadena Museum of California Art (1 block from the Westin)

This workshop provides "one-stop shopping" for a variety of fundraising strategies, including membership, sponsorships, major gifts, planned giving, and special events. Especially pertinent to small and mid-sized museums with limited development staff members who need to cover all the bases, resources and tools needed to make museum fundraising efforts more effective are provided in this workshop. The presenters, representing institutions that vary in size and discipline, discuss development efforts that have been effective for their institutions. Participants have an opportunity to request in advance specific subjects for presenters to address. Workshop Leader: Stephen Becker, Executive Director, California Historical Society; Presenters: Beverly Grova, Director of Development & Government Relations, National Steinbeck Center; Jill Rode, Development Director, Santa Barbara Zoological Gardens; Gina Tan, Director of Membership and Annual Fund, Fine Arts Museums of San Francisco.

PC6

### Experienceology 101: Furthering Your Mission Through Memorable Experiences

Sponsor: *The San Diego Evaluators' Group*

Time: 9:00 am - 4:00 pm includes lunch; Location: Pacific Asia Museum (1 block from the Westin)

Competition for museum audiences continues to grow, as does visitors' expectations of what leisure destinations have to offer. This workshop offers an approach to meeting those expectations using real-world examples from consumer science, leisure research, branding, and the hospitality industry. Best practices from successful for-profit businesses can improve return visitation, lengthen stay times, increase per capita spending, and generate new memberships. Participants apply concepts learned in the morning using the Pacific Asia Museum as a laboratory, and then present their findings to the group. As each institution is different, participants draft a take-home plan tailored to their needs. Workshop leader: Stephanie Weaver, Principal, Big Brain Activity; Presenters: Jeri Deneen, President, Deneen Powell Atelier; Benjamin Kidwell-Lein, President, Associates in Media Engineering.

PCT1

### PRECONFERENCE TOUR: Mission: Exploration. A Workshop at NASA's Jet Propulsion Laboratory

Time: 1:00 pm - 4:00 pm Includes light snack; Location: Motorcoaches pick up delegates on Walnut (north end of the Westin through the glass doors). Private transportation not allowed into facility. All registrants must have submitted a security form in advance and must present a government-issued photo I.D. (driver's license or passport) to enter the facility; foreign nationals must bring a bring green card, visa, and passport. NASA's Jet Propulsion Laboratory (JPL), a world leader in space exploration, is a resource for educators and exhibitors wishing to highlight space, Earth, technology, innovation, and the people who make it all happen. Delegates take a "back-lot" tour of mission control, the spacecraft assembly facility, and the Mars yard; learn about the education and public outreach programs and products; discuss how you might use these resources at your institutions. Spacecraft built and operated at JPL have explored every planet in our solar system except Pluto, showing us the great diversity and complexity of planetary systems. JPL also contributes to understanding of our home planet Earth, as a leader in physical oceanography, seismological studies, and atmospheric chemistry. Workshop Leader: Anita M. Sohus, Informal Education Lead, Jet Propulsion Laboratory.

5:00 pm - 6:15 pm

### EXHIBIT HALL OPENING RECEPTION

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

Spend your first evening in Pasadena 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. Start collecting our exhibitors' business cards to enter your name in a drawing to win a free registration to our 2006 Annual Meeting in Boise, Idaho. See page 2 for more details.

Make sure to visit and view the auction tables inside the exhibit hall and start bidding on the fabulous items in the silent and live auctions that have been generously donated by our members. All proceeds benefit the Wanda Chin Professional Development Support Fund to help our colleagues travel to our annual meeting.

EE1 EVENING EVENT

*Preregistration only*

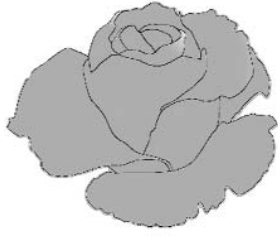
## Party in Motion! Pasadena Museums

6:30 pm - 10:15 pm Ticket must be presented for this event when boarding bus and at each venue; The evening includes dinner and cash bar. Some walking - wear comfortable shoes, flats (no heels) are required to tour the Gamble House; Delegates walk to the first venue and motorcoaches pick up delegates at the Pacific Asia Museum to travel to the next venue. Delegates that choose to return to the hotel early may walk a short distance from the last venue.



The party begins at **Pacific Asia Museum's** historic Chinese imperial style palace constructed in 1924. Visitors enjoy cocktails in the courtyard garden and view the museum's noted collection of Chinese ceramics, Buddhist art and a traveling exhibition of contemporary Korean ceramics. Delegates board the motorcoach to the historic **Gamble House**, a landmark Arts and Crafts building contracted for David and Mary Gamble in 1908 as their winter home. It was designed by the Greene and Greene brothers and includes many of the original furnishings and Tiffany windows. Our last stop is the **Norton Simon Museum**, which houses one of the great private collections in the country. Recently renovated and reinstalled by architect Frank Gehry, the collection includes European, American and South Asian art.





# SEPTEMBER 29 Thursday

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

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

7:30 am - 8:30 am **WMA 101: An Introduction for Conference Newcomers**

This session is for those new to conferences, or just new to WMA. Members of the WMA board will 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.

9:00 am - 10:30 am **OPENING GENERAL SESSION** (First Congregational Church - across the street from the Westin Pasadena)

Generously sponsored by SENNHEISER - GUIDEPART

### Annual Meeting Welcome

Melissa Rosengard, Executive Director, Western Museums Association; Greta Brunschwyler, Executive Director, Nevada State Museum and Historical Archives & President, Board of Directors, Western Museums Association.

### Pasadena Welcome

Joan Marshall, Executive Director, Pacific Asian Museum; the Honorable Bill Bogaard, Mayor of Pasadena

### Guest Speaker

Jeffrey Rudolph, CEO California Science Center & Chair, Board of Directors, American Association of Museums.

### Presentation of Annual Awards

Awards Committee Chair: Wanda Chin, Exhibits and Design Director, University of Alaska Museum of the North will present **The Charles Redd Center WMA Award for Exhibition Excellence** and the **Director's Chair Award**.

### The Charles Redd Center WMA Award for Exhibition Excellence

Awardee: **San Diego Natural History Museum**, for the exhibition "Earth, Wind, & WILDFIRE"



Honorable Mention: **Tacoma Art Museum**, "Lewis and Clark Territory: Contemporary Artists Revisit Place, Race, and Memory"

### Director's Chair Award

**Nora E. Wagner** has been in the museum profession in the San Francisco Bay Area since 1995. Shortly after the inauguration of The Mexican Museum in San Francisco she was hired as Director of Education there and continued in that position for 16 years. Born and raised in Mexico City, Mexico, she brought to her position a bilingual and bicultural emphasis in the development of school, public and docent training programs in Mexican and Chicano art and culture. In May, 1991, she took her current position of Program Director at the Blackhawk Museum, Danville, Ca, an affiliate of the Smithsonian Institution since 2000.

She was a founding board member and subsequent chair of Cultural Connections (a consortium of museum educators of Northern California), chair of Arts Providers (a SF group dedicated to promoting art education in the classroom), NAAM (National Association of Automobile Museums),

NAAE (National Association of Art Educators) and ArtTable. She is a past president of the Western Museums Association and served as the chair of the Council of Regions American Association of Museums.

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### KEYNOTE

### "Integrity, Mission, Authenticity: Three Director's Perspectives"

Three prominent directors from the area will discuss their perspectives on the values promoted in our annual meeting and the current climate of the museum field. Featured Speakers: **Jeffrey Rudolph**, President & CEO, California Science Center; **Irene Hirano**, Executive Director, Japanese American National Museum; **Steven Koblik**, President, Huntington Library, Art Collections & Botanical Gardens; Moderated by: **Steven High**, Director, Nevada Museum of Art.

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

Join us in the Westin's Fountain Ballroom for morning refreshments, and to meet our valued friends and colleagues who provide services to our field. Generously sponsored by MOSS ADAMS LLP

11:15 am - 12:45 pm CONCURRENT SESSIONS

**A1 Come to the Dark Side....What is Authenticity in Museums?** (Plaza One)

Theme park and casino design and concepts increasingly influence museum projects. An art critic, cultural anthropologist, and experiential designer present different perspectives on this issue. Are there "best of" principles museums can garner and apply from these edutainment approaches, and do so while maintaining integrity? Why should this be the approach and for whom? How do blockbuster exhibitions based on themed attraction concepts impact public expectations of museums? How do museums "compete" with the incredible financial resources of corporate organizers behind some of these exhibitions? Moderator: Nicholas Tuele, Principal, The Art of Art Consulting; Presenters: Terri Castaneda, Assistant Professor and Director, Anthropology Museum, California State University, Sacramento; Christopher Knight, Art Critic, Los Angeles Times; Bob Rogers, Principal, BRC Imagination Arts.

**A2 Beating the Competition: The Advantages of Cooperative Summer Camps** (San Pasqual)

Want to break into the competitive summer camp market? Creative partnerships between museums and within museum departments make our camps stand out from the rest. Panelists explore how institutions with different missions, staff resources and administrative structures work together to create successful collaborative camps. Panelists discuss the nuts and bolts of logistics - like advertising, transportation, and fee collection - to create camp themes and activities that flow smoothly between locations and museum departments. Moderator: Kurt Zwolfer, Education Specialist, Idaho Historical Museum; Presenters: Melanie Fales, Curator of Education, Boise Art Museum; Lisa Falk, Director of Education, Arizona State Museum; Lorelei Sells, Youth and Family Program Coordinator, Natural History Museum of Los Angeles County.

**A3 How to Go About Finding a Qualified Appraiser** (Altadena)

From simple to complex questions on the internet and lively discussions from museum colleagues, the question of how you find a qualified appraiser is prevalent. When looking to evaluate collections, dealing with questions from donors on tax issues, or just being able to help your donors in finding a qualified appraiser, who can you call? This session provides a perspective from three different areas of expertise. The panelists represent an independent professional appraiser, an auction house, and an IRS Appraisal Services staff member. Moderator: Ted A. Greenberg, Head Registrar, Los Angeles County Museum of Art; Presenters: Joseph Bothwell, Appraiser, Art Appraisal Services, Internal Revenue Service; Sara Conklin, Certified Residential Contents Appraiser; Allison Whiting, Senior Vice President, Director of Museum Services, Christie's.

**A4 Tax-Exempt Bond Financing for Museums** (Los Feliz)

During expansion projects, how can museums manage their short term cash needs to cover construction costs, which may be very out-of-sync with the longer term inflow of contributions from a capital campaign? What financing instruments are available to museums to most effectively manage their resources? This session, appropriate to directors, CFOs, and trustees, explores the financial and legal implications of tax-exempt financing and the potential of bond instruments in planning expansion projects. Moderator/Presenter: Thaddeus J. Stauber, Attorney, Sidley Austin Brown & Wood LLP; Presenters: Nikolai J. Sklaroff, Director, Public Finance Department, Citigroup Global Markets Inc.; Melanie Murakami, Partner, Sidley Austin Brown & Wood LLP.

**A5 Corporate Sponsorships: Can We Make it All Roses?** (Plaza Two)

The corporate world and museum world are like suitors with different languages and cultures. For courtship to proceed at all, someone has to translate. Panelists focus on enhancing translation and communication between development staff and other museum professionals involved in successful corporate courtship, and focus on the integrity, clear communication and "good balance" required when obtaining corporate gifts today. Moderator: Bernadette Powell, Corporate and Foundation Relations Manager, Chabot Space & Science Center; Presenters: Stacey Silver, Director Corporate Giving, San Francisco Museum of Modern Art; Kathleen Iwersen, Director of Development, Whatcom Museum of History & Art; John S. Morrison, Development Director, Museum of Glass: International Center for Contemporary Art.

12:45 pm - 2:00 pm AFFINITY GROUP LUNCHESES

**LU1 Registrars Committee -Western Region Annual Business Meeting & Luncheon** (San Marino) *Preregistration only*

**LU2 Directors' Forum Luncheon** (Madera) *Preregistration only*

Generously sponsored by HENDERSON PHILLIPS FINE ARTS INSURANCE

Chair: **David Porter**, Executive Director, End of the Oregon Trail Interpretive Center; Guest speaker: **Philip Nowlen**, Head, Getty Leadership Institute

2:00 pm - 3:30 pm CONCURRENT SESSIONS

**B1 Board Governance: Introduction to Roles, Responsibilities & Rules** (Plaza One)

This session prepares staff and board members for effective communication on the board and successful recruitment of new board members based on a solid understanding of the three Rs: *roles, responsibilities, and rules*. Resources for educating and recruiting, boundaries of influence, by-laws, committees, models, and other basics will be presented, shared, and discussed. How do you reenergize long-term board members and integrate them with new arrivals? How do you diversify boards beyond tokenism? How do you keep support flowing? These are some of the questions that will be addressed. This session is intended for those new to the field, non-profits, or board management regardless of museum size or type.

Moderator: Grace Wolfe, Director, Boise Basin Museum; Presenters: Barry Newcomb, Vice-President, Board of Trustees, Maritime Museum of British Columbia Society; Kathleen Brown, Principal, ATELIER Kathleen Brown.

## **B2 Growing Partnerships and Collaborations with Mexico** (Plaza Two)

There are numerous cultural organizations throughout the northwestern states of Mexico, especially in Baja California, working on exciting and innovative exhibits, projects, and programs. During this session, several key representatives from museums and cultural organizations in Baja California share their projects and programs currently taking place in Mexico and those developed as partnerships with U.S. and other foreign cultural institutions. Panelists discuss what it takes to develop successful transborder partnerships with museums resulting in collaborative efforts in areas such as research, educational programming, exhibits, marketing, and development. Moderator: Pedro Ochoa, Cultural Attaché, Consulate General of Mexico; Presenters: Angel Norzagaray, Director, Universidad Autonoma de Baja California (UABC); Alejandro Rodríguez, Director, Instituto Municipal de Arte y Cultura of Tijuana (IMAC); Teresa Vicencio Álvarez, General Director, Centro Cultural Tijuana (CECUT).

## **B3 Leafing Through History** (Altadena)

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

## **B4 Integrated Pest Management: Everyone's Responsibility** (San Pasqual)

From art museums to historic houses, from libraries to natural history museums, one of the biggest threats to collections and exhibitions is pest attack. Integrated Pest Management (IPM) is a pro-active approach to controlling pests in your institution and is a program that involves everyone: staff, volunteers, and the public. In this introductory session, we share some of the basic steps necessary to implement an IPM program in your facility, keeping budget constraints in mind. Moderator: Vicki Gambill, Chief Registrar, Natural History Museum of Los Angeles County; Presenters: Tania Collas, Conservator, Natural History Museum of Los Angeles County; Richard Sims, Director, Sharlot Hall Museum; Jim Harmon, C.O.O., Urban Entomology Associates.

## **B5 A Hero By Any Other Name** (Los Feliz)

Every community has authentic heroes – its leaders, museum founders or employees. Heroes make mistakes and learn from them and treat "I can" as a real message. Rather than rely on Hollywood/fantasy/cartoon characters as heroes, which are sweet and enticing to the eye but empty of value, we need to find 'real' heroes. Presenters give structure to this new, reality-based definition that has motivational value and can be incorporated into museum exhibits, programming, and brochures. Moderator/Presenter: Alyse Cadez, Education Technician, Nez Perce National Historical Park; Presenters: Alexandra Harris, Assistant Curator, Barona Cultural Center & Museum; Mike Dedman, Education Specialist, Whitman Mission National Historical Site.

### 3:30 pm - 4:00 pm EXHIBIT HALL ICE CREAM BREAK

Join us in the Westin's Fountain Ballroom for a sweet afternoon treat, and to meet our valued friends and colleagues who provide services to our field. Generously sponsored by SPF: architects

### 4:00 pm - 5:30 pm CONCURRENT SESSIONS

## **C1 The Art of Converting Museum Visitors into Members** (Plaza Two)

What motivates a museum visitor to become a member? What strategies are museums employing to entice membership? What is the role of the front-line staff member or volunteer? Three presenters share the successful strategies and tools they use at their institutions. Presenters explore incentive programs, staff and volunteer training, communicating the benefits of membership, and providing a commission or bonus to staff members. Moderator/Presenter: Gina Tan, Director of Membership and Annual Fund, Fine Arts Museums of San Francisco; Presenters: Robert Crouch, Membership Manager, Museum of Contemporary Art; Paul Hammond, Director of Public Programming, California State Railroad Museum; Evangeline J. Higginbotham, Executive Director, The Sacramento Museum of History, Science, Space, and Technology.

## **C2 Firestorms: The Museum as a Community Healing Space in the Face of Disaster** (Altadena)

Disasters transform our world: wildfires are all-consuming disasters that destroy precious heritage. During and after such events, museums have found themselves to be a safe civic space for the community to reconnect, to examine, and to heal. Several western museums provide an authentic perspective for recovery and a safe space for the documentation of community response through exhibitions and interviews. These museums affirm collectively that we can restore community integrity in the midst of any transforming disaster. Moderator: Greg Evans, Executive Director, Maritime Museum of British Columbia; Presenters: Nancy Owens Renner, Curator, Exhibit Developer, San Diego Natural History Museum; Cheryl Hinton, Director/Curator, Barona Cultural Center and Museum; Fern Helfand, Associate Professor, Fine Arts, University of British Columbia, Okanagan.

## **C3 Make it Useful, Please! Successful Collaborations Among Teachers and Museums** (Los Feliz)

How can museums' professional development programs for teachers effectively support K-12 classroom instruction? The answer lies in collaboration. Panelists explore this concept with the Pasadena Unified School District Deputy Superintendent and Museum Educators from anthropological, art, and botanical institutions, and discover how treating teachers as authentic partners can result in truly useful programs. Participants are encouraged to investigate implementing this approach within their organizations. Moderator/Presenter: Jennifer Olson, Educational Assistant, Norton Simon Museum; Presenters: Kathy Duba, Deputy Superintendent of Schools, Pasadena Unified School District; Martha Kirouac, Botanical Educator - Special Projects, The Huntington Library, Art Collections, and Botanical Gardens; Lisa Falk, Director of Education, Arizona State Museum, University of Arizona.

**C4 Reinventing and Reinterpreting the 21st-Century Museum: How Three Los Angeles Museums are Developing New Ways to Connect to Audiences** (Plaza One)

Museum leaders who are actively shaping and creating new paradigms through the exhibitions they develop reveal the issues behind recent ground breaking projects including "LA: light / motion / dreams," the "LACMALab" concept, and "Body Worlds: The Anatomical Exhibition of Real Human Bodies." Hear the unique challenges each institution faced and what they learned along the way. Presenters engage the audience in a discussion about how these projects informed their exhibition program and institutional missions. Moderator: Carla Roth, Director, THINK Jacobson & Roth; Presenters: Diane Perlov, Senior Vice-President for Exhibits, California Science Center; Bob Sain, Director, LACMALab, Los Angeles County Museum of Art; Vanda Vitali, Vice President, Exhibits and Public Programs, Natural History Museum of Los Angeles County.

**C5 Guns and Roses: Firearms in the Museum** (San Pasqual)

Firearms are increasingly under scrutiny in our society. Some museums have deaccessioned their firearms collections because they perceived a public antipathy toward that type of artifact. Is the firearm a tool or does it have a larger social context? How do we use these artifacts to interpret history and important historical events? How do we use these artifacts in an ethical manner? Are there beneficial aspects to including firearms in an exhibit? What are some of the pitfalls of using firearms in exhibits? Join the panel to discuss these sensitive issues. Moderator: Kenneth J. Swanson, Administrator, Museum and Historic Sites, Idaho State Historical Society; Presenters: Robert Boyd, Curator, Western History, The High Desert Museum; Sean Pitts, Curator, East Ely Railroad Museum; Barbara S. McCurtis, Director, Command Museum, Marine Corps Recruit Depot.

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EE2 EVENING EVENT

*Preregistration only*

**An Evening in L.A.'s Exposition Park**

Generously sponsored by EXHIBIT WORKS

6:00 pm - 10:00 pm Ticket must be presented for this event; Motorcoaches pick up delegates on Walnut (north end of the Westin through the glass doors). The evening includes buffet dinner, cash bar and the annual live auction to benefit the Western Museums Association scholarship program.

Delegates board the motorcoaches to the **California Science Center** and the **California African American Museum**. At the California African American Museum, a newly renovated facility next door to CSC, delegates experience an exciting series of exhibits and programs, which has

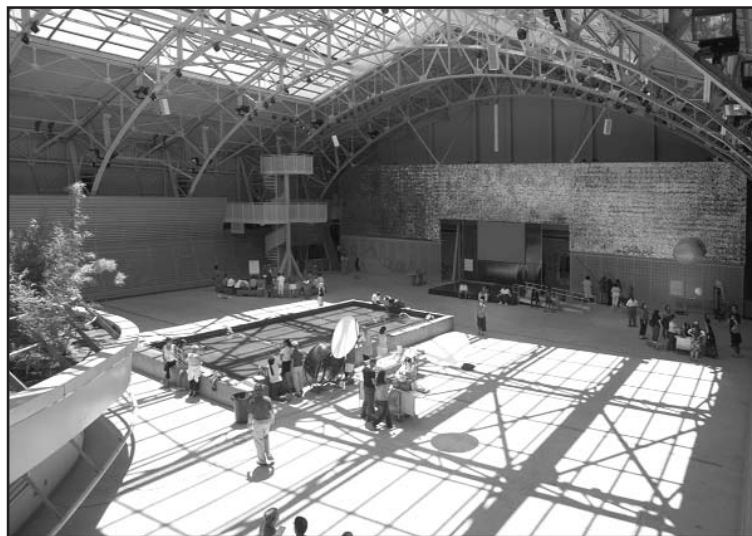


Photo of The Big Lab courtesy California Science Center

reinvigorated the museum's constituency and popularity. Delegates view *Latin Jazz: La Combinación Perfecta*, developed by Sites (Smithsonian Institution), a colorful and innovative exhibition that tells the story of the development of Latin jazz through musical exchange between the U.S. and countries of the Spanish-speaking Caribbean.

At CSC, delegates experience The Big Lab, the Science Center's 35,000 square foot atrium containing four huge exhibits for science inquiry. Included are the Wind Wall with more than 100,000 independent reflective squares designed to explore wind currents; Mega Tower, a 30 foot tower used for classic drop experiments in physics; Water Works, a 20 foot by 60 foot pool used for wave and buoyancy experiments; and the 8,400 square foot Exploration Grove bamboo forest with flow stream and ecological pond to explore ecological systems. The only facility of its kind in the world, The Big Lab is used for facilitated student field trips and teacher training programs.



# SEPTEMBER 30

# Friday

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

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

7:15 am - 8:45 am      AFFINITY GROUP BREAKFAST      *Preregistration only*

**BR1 Governor Schwarzenegger, the State Capitol, and Museums: California Association of Museums Legislative Update Breakfast** (Madera)

The California Association of Museums eye-opening breakfast to learn about state legislative advocacy and recent initiatives that affect museums. Discussed are key bills involving California nonprofits, and CAM's ongoing effort to obtain state funding for California museums. Speakers field questions and some advocacy efforts of other state museum associations are featured as well. Speakers: Stephen Becker, Executive Director, California Historical Society; Laura Esparza, Laura Esparza & Associates; Kathryn Lynch, Lynch & Associates.

9:00 am - 10:30 am      CONCURRENT SESSIONS

**D1 Displaying and Containing Controversy: Practical Strategies** (Plaza One)

This session explores three cases of successful media campaigns that transformed controversial exhibitions into productive opportunities for education and dialogue: "Numb and Number," "What's Going On? California and the Vietnam Era," and "Body Worlds: The Anatomical Exhibition of Real Human Bodies." Panelists provide insight and information used to minimize future debacles when developing difficult exhibitions, by anticipating conflicts and devising appropriate strategies to diffuse them. Moderator: Hanna Regev, Museum and Gallery Consultant, Toomey Tourell Gallery; Presenters: Clinton Fein, Artist, Toomey Tourell Gallery, Barbara Henry, Chief Curator of Education, Oakland Museum of California; Shell Amega, Vice President, Communications, California Science Center.

**D2 Numbers, Numbers, Numbers: Using Financial Information to Tell Our Stories** (Altadena)

Numbers – we're dealing with them all the time. The budget is the ever-present driver of activity and decisions, and they can be boring as heck and difficult to interpret. But, it is possible to use them to tell meaningful stories that reveal and clarify our institutional culture, values, and mission. Panelists illustrate ways to use financial data to embrace trustees, staff and donors, rather than daunt them. Moderator/Presenter: Alison Sowden, Vice President for Financial Affairs, The Huntington Library, Art Collections, and Botanical Gardens; Presenter: Ed Prohaska, Chief Financial Officer, Monterey Bay Aquarium.

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### D3 **Within These Walls: Three Approaches to Onsite Schools** (Plaza Two)

Three institutions examine how they incorporate on-site schools of varied sizes and with widely diverse student populations into their missions. This panel explores the issues, trends, and pitfalls of building and sustaining a partnership with an elementary school, a magnet high school, and an alternative high school for at-risk youth into their day-to-day ability to provide the public with a meaningful visitor experience.

Moderator/Presenter: Richard Doran, Director of Education, Hollywood Entertainment Museum; Presenters: Tracy Anderson, Education Director, Museum of Northern Arizona; Jacques Bordeaux, Director, Science Center School Project, California Science Center.

### D4 **Now Presenting...Your Museum as an Economic Amenity** (Los Feliz)

Does casting your museum as a supporter of the economic landscape of a region threaten or support the institution? Might this new orientation suggest or even demand a change in organization or governance? What are the benefits or challenges to fundraising, community presence, mission and goals? Hear from three institutions exploring this role, how they've done it, and what it has meant to their staffs, boards, audiences, and image. Moderator: Linda Deck, Director, Idaho Museum of Natural History; Presenters: Evangeline J. Higginbotham, Executive Director, The Sacramento Museum of History, Science, Space, and Technology.; David de la Torre, Managing Director, Hawaii State Art Museum Art in Public Places Program, Hawaii State Foundation on Culture and the Arts; Ann Hanniball, Associate Director for Community Relations, Utah Museum of Natural History.

### D5 **Roundtable Raps: Discussions for New, Mid, & Extremely Experienced Professionals** (San Pasqual)

Join your colleagues at moderated roundtable discussions to discuss issues, brainstorm solutions, and learn from each others' experience and perspectives. For this first year, the roundtables include one exclusively for Directors to share their "warstories" and three, open to all delegates, organized by discipline - Exhibits, Visitor Services, and Collections Management. Focus on one topic or circulate between roundtables to gain insights. The choice is yours! Each moderator will encourage participation from attendees but also have specific discussion-starters prepared. Facilitators: Steven High (Director), Vicki Gambill (Collections), Brianna Cutts (Exhibits), Ken Swanson (Visitor Services)

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

Join us in the Westin's Fountain Ballroom for morning refreshments, and to meet our valued friends and colleagues who provide services to our field. Generously sponsored by ECONOMIC RESEARCH ASSOCIATES

11:15 am - 12:45 pm CONCURRENT SESSIONS

### E1 **Wayfinding, Image, and Guest Experience** (Plaza Two)

Museums are not theme parks, but to achieve positive visitor experiences, museums can learn from their entertainment competition. Mission and authentic exhibits have value only if visitors circulate freely, stay longer, and return more often. Entertainment places provide positive experiences throughout their facilities - not just in the exhibitions. Through a spirited tutorial in wayfinding, presenters demonstrate how the best museums, zoos, and attractions welcome, orient, direct and support great guest experiences with effective wayfinding, signage and graphics. After an overview by each presenter, each will interview the other and challenge assumptions and statements. Presenters: Wayne Hunt, Principal, Hunt Design Associates; Merritt Price, Manager of Exhibit Design Manager, J.Paul Getty Museum.

### E2 **Architecture and Landscape: What They Say About Our Mission and Values** (Los Feliz)

Many museums are building - new construction, restoration, renovation, remodel. The focus is on functionality, design and maintainability of the structure. But, is as much attention paid to what's outside the building as what's inside it? What is the relationship between the landscape and the architecture? What does the intersection of the two tell our visitors about our mission and values? Presenters discuss this fascinating opportunity to maximize the impact of architecture and landscape. Moderator: Mimi Gardner Gates, The Illsley Ball Nordstrom Director, Seattle Art Museum; Presenters: Frederick Fisher, Principal, Frederick Fisher and Partners Architects; Nancy Goslee Power, Principal, Nancy Goslee Power and Associates, Inc.

### E3 **Presents on the Web: Putting Your Museum Gift Store Online** (San Pasqual)

As earned revenue becomes more important, museum stores are being urged to jump into the world of e-commerce. Learn what it takes to have a successful online presence, from implementation and set-up, to maintenance and staffing. A panel of museum store specialists discuss outsourced vs. in-house servers, staffing for set-up, fulfillment, maintenance, using volunteers, and the bottom line benefits to expect from an online store. Moderator: Maria Kwong, Director of Retail and Visitor Services, Japanese American National Museum; Presenters: Vicky Murakami-Tsuda, Web Editor, Japanese American National Museum; Carol Norcross, Coordinator Museum Shops, Los Angeles County Museum of Art; Christi Medlyn, Store Manager, Museum of Glass.

### E4 **A Balancing Act: Ethics, the Law and Collections Management** (Plaza One)

Maintaining institutional integrity while furthering the museum's mission of collecting and preserving cultural property can prove challenging. This panel discusses how legal and moral considerations can be balanced to build and deaccession museum collections with due diligence and ethical practice. Following a practical review of laws and treaties, case studies examine how relationships with trustees, academic arguments, and other pressures can impact decision making in acquisition and repatriation. Moderator: Sarah Kennington, Chief Registrar, UCLA Fowler Museum of Cultural History; Presenters: Stephen Vollmer, Curator, Tucson Museum of Art; Grant W. Hughes, Director, Curatorial Services Branch, Royal British Columbia Museum; Christine Steiner, Attorney, The Law Office of Christine Steiner.

### E5 **Keep Your Rose Blooming with IMLS Funding** (Altadena)

Learn new information and continue the ongoing dialogue about new and exciting granting opportunities for the museum community, such as: Museums for America, grants which strengthen the ability of museums to serve the public more effectively by supporting high-priority activities that advance the institution's mission and strategic goals; National Leadership Grants, which are being reorganized to better serve museums; the

new 21st Century Museum Professionals; and the new Native American Museum Program. An opportunity to discuss or ask questions about these or other updated IMLS programs, including Conservation Assessment Program, Museum Assessment Program, and Conservation Project Support, will also be provided. Presenters: Robert Trio, Program Specialist, Institute of Museum and Library Services; Sandra Narva, Senior Program Officer, Institute of Museum and Library Services.

12:45 pm - 2:00 pm      AFFINITY LUNCHESES

**LU3 Curators/Exhibit Designers/Evaluators/Educators Luncheon** (Madera) *Preregistration only*

Wanda Chin, Exhibits and Design Director, University of Alaska Museum of the North  
Presentation by the co-curators of "Earth, Wind, & Wildfire" the 2005 recipient of the WMA /Charles Redd Award for Exhibition Excellence.  
Presenters: Nancy Owens Renner, Exhibit Developer San Diego Natural History Museum; Anne S. Fege, Botany Research Associate, San Diego Natural History Museum.

**LU4 Development & Membership (DAM)/Public Relations & Marketing Luncheon** (San Gabriel) *Preregistration only*

Chairs: Stacy Lieberman, Director of External Affairs, Skirball Cultural Center; William Harris, Senior Vice President of Development & Marketing, California Science Center Foundation

2:15 pm - 3:45 pm      CONCURRENT SESSIONS

**F1 Panning for Gold: The Importance of Donor Research** (Los Feliz)

Museums of all sizes are constantly looking for ways to creatively uncover new and increased sources of funding from their membership. Few do in-depth donor research to fully understand their true capacity to give. Panelists discuss the free-to-paid tools that any museum can use to identify members that are capable of making larger gifts, internal and external privacy issues regarding donor information, and strategies that can be used to increase contributed income opportunities through effective research. Moderator/Presenter: William Harris, Senior Vice President of Development & Marketing, California Science Center Foundation; Presenters: Bruce D. Thibodeau, President, Arts Consulting Group, Inc; Debra Westenberg, Director, Development Research, Los Angeles County Museum of Art.

**F2 A Two Rose Corsage: Museum Partnering With Libraries** (Plaza Two)

Museums and libraries are public service institutions dedicated to enriching the educational, social, and cultural lives of our communities. Panelists discuss how three museums connect the rich resources of their own collections and those of libraries to create innovative learning resources for schools and the public. Museum Educators learn the advantages of developing dynamic partnerships with libraries to help people of all ages sustain a lifelong spirit of inquiry. Moderator: Terry Dickey, Coordinator of Education, University of Alaska Museum of the North; Robin Davis, LearnAlaska Teacher Liaison, University of Alaska Museum of the North; Robert Voelker-Morris, Project Coordinator - Don Hunter Archive, University of Oregon Museum of Natural and Cultural History; Alyce Sadongei, Assistant Curator for Native American Relations, Arizona State Museum.

**F3 Casinos and Community: How Gaming Contributes to the Growth of Tribal Community Cultural Centers and Museums** (San Pasqual)

Since the 1990s, tribal casinos have had a significant impact on their communities, and not always the way people expected. Most gaming tribes today either have, or have plans for, some kind of cultural center or museum. This session addresses how gaming tribes have been able to create new cultural centers and museums that not only serve the local tribe, but also have become important resources for non-tribal local, regional, and national museums, cultural centers, and fine arts institutions. Moderator: Javier Guerrero, Director of Curatorial Programs, San Diego Museum of Man; Presenters: Rhonda Welch-Scalco, Chairwoman, Barona Band of Mission Indians; Anya Montiel, Curator of Collections, Tohono O'odham Nation Cultural Center & Museum.

**F4 Leadership from the Middle: Mid-Managers as Leaders** (Plaza One)

Leadership occurs at every level - not only from the top. As mid-managers, how do we discover our own potential as leaders, and what opportunities to learn or express these skills are found within our institutions. During this session, explore what leadership is and how leadership skills can be improved. Panelists share their experiences with leadership, institution recognition, and professional development, followed by an open dialogue with the audience. Moderator: Michael Hammond, Executive Director, Agua Caliente Cultural Museum; Presenters: Xavier C. Cortéz, Art Education Program Manager, Palm Springs Desert Museum; Heather Ferrell, Director, Salina Art Center; MiJin Hong, Senior Program Specialist, The Getty Leadership Institute.

**F5 Preparing for the Worst: Earthquake Mitigation for Objects on Exhibition and in Storage** (Altadena)

We're in Southern California, the land that shakes, rattles, and rolls! Panelists discuss various methods that can be instituted to protect collections on display or in storage during an earthquake, the natural disaster that nearly every institution in the west must adequately prepare for. These methods include sophisticated earthquake tables for large works, to simple installation mounts, methods for stable and adequate pedestals and inexpensive storage solutions. The time and the costs to implement these protective measures are addressed by the panelists who represent a cross section of conservators from art and natural history museums and a professional mountmaker. Moderator/Presenter: Tania Collas, Conservator, Natural History Museum of Los Angeles County; Denise Fordham, Principal and Chief Mount Maker, Fordham and Associates; John Hix, Head of Objects Conservation, Los Angeles County Museum of Art.

3:45 pm - 4:45 pm

EXHIBIT HALL & SILENT AUCTION CLOSING RECEPTION

Join your colleagues for light refreshments and a last visit with our corporate partners. Make sure you've collected business cards from each booth and exhibitor table to enter our drawing for a free registration to the 2006 Annual Meeting in Boise, Idaho. While you spend these last minutes in the hall, don't miss this last chance to bid on your favorite silent auction item. Winning items must be paid for and picked up immediately following the close of auction at 4:30 pm. Payment can be made by check, cash or major credit card.

EE3

EVENING EVENT

Preregistration only

## Downtown Los Angeles

5:30 pm - 9:30 pm

Ticket must be presented for this event; Motorcoaches pick up delegates on Walnut (north end of the Westin through the glass doors). The evening includes buffet dinner, and cash bar.



Photo by Norman Sugimoto; courtesy Japanese American National Museum

Delegates explore two internationally renowned museums, the **Japanese American National Museum (JANM)** and the **Museum of Contemporary Art (MOCA)**. At MOCA, delegates experience the only LA museum devoted exclusively to contemporary art from 1940-present. Featured is *Basquiat*, a retrospective exhibition of approximately 125 works of art highlighting the career of Brooklyn artist Jean-Michel Basquiat. Rising to fame in the 1980s, Basquiat used imagery related to street experience in his work: large city buildings, police cars, skeletal figures, and masklike faces, later creating large, multi-paneled works that incorporate text and collage. JANM's permanent collection promotes the continual exploration of the meaning and value of ethnicity in our country through programs that preserve individual dignity, strengthen communities, and increase respect among all people. Through sharing the story of Japanese Americans, JANM honors our nation's diversity and strives through remembrance to better guard against the prejudice that threatens liberty and equality in a democratic society. At JANM, delegates are among the first to experience the newly opened National Center for the Preservation of Democracy.

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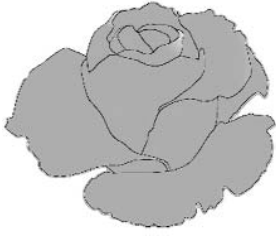
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# OCTOBER 1

# Saturday

8:30 am - 12:30 pm  
ANNUAL MEETING REGISTRATION OPEN

7:15 am - 8:45 am

AFFINITY GROUP BREAKFAST

*Preregistration only*

**BR2 Native American & Museum Collaboration Breakfast** (Madera)

Generously sponsored by BARONA CULTURAL CENTER & MUSEUM, THE BARONA BAND OF INDIANS  
Chair: Cheryl Hinton, Director/Curator, Barona Cultural Center & Museum; Blessing: Beverly Means, Barona Cultural Center & Museum.

9:00 am - 10:30 am

CONCURRENT SESSIONS

**G1 Being Green: Lessons in Sustainable Design and Operations** (San Marino)

PART 1

As educational community service organizations, museums must be both good cultural and environmental stewards. Diverse staff of small-to-large museums are called upon to design exhibits and building operations plans incorporating "green" materials and systems. Part one of this double session is addressed to a broad cross-section of museum, nature center, and cultural facility staff members, but holds particular interest for leadership. Presenters focus on the "why" of designing, building and operating green, and explore the documented benefits of green design. Presenters discuss cultural values that influenced their decision, address the costs and benefits that had a role in their decisions to "go green," and give insight on working with municipal entities that have made commitments to sustainable principles. Moderator: Kathleen Brown, Principal, ATELIER Kathleen Brown; Presenters: Francis Béland, Executive Director, Las Vegas Springs Preserve; Vincent Moses, Executive Director, Riverside Municipal Museum.

**G2 The Odorless Rose: Coming Face to Face with the 'Invisible' Disabilities in Museums** (Plaza One)

When museums open their doors as widely as possible, how can their exhibits connect with visitors who have a diversity of literacy levels and cultural backgrounds? How can museums creatively deliver abstract, complex meaning in clear, engaging, non-text formats? One group of visitors may hold a critical key to solving this puzzle. The problems faced by persons with learning disabilities and attention issues are the same as those faced by the typical adult museum visitor - reading and attention is sporadic despite average to high intelligence. In this session, a panel of non-museum professionals (some with dyslexia or ADHD) critique an exhibition in the Pasadena area and engage in dialogue with museum professionals on the accessibility of the exhibit. Take the time to stop and smell this unusual rose and learn how museum exhibits can be made to be more meaningful and accessible to all visitors. Moderator/Presenter: Paul Gabriel, Educational Consultant/Learning Strategist; Presenters: TBD - from the local dyslexic/ADHD/ADD community.

**G3 Engaging Multiple Histories and Communities: Case Studies in Hawai'i** (Plaza Two)

Panelists from a large cultural/natural history museum, a royal palace, and a national war memorial in Hawai'i describe efforts to juggle institutional objectives to appeal to tourists and local visitors. Their inclusion of exhibit information on controversial issues or previously unheard stories important to the different ethnic communities in the islands (e.g., Native Hawaiian and Japanese-American) speaks to larger national issues on the ethical responsibility of representing multiple points of view. Karen K. Kosasa, Director, Museum Studies Certificate Program, University of Hawai'i at Manoa; Presenters: Noelle M. K. Y. Kahanu, Project Manager, Bishop Museum; Deborah F. Dunn, Executive Director, Iolani Palace; Daniel A. Martinez, Historian, USS Arizona Memorial.

**G4 Roses are Red, Violets are Blue, When I'm a Courier, What Do I Do? Overseeing Special Shipments** (San Pasqual)

Contrary to popular opinion, being a courier is much more than a free vacation! You are responsible for a precious, irreplaceable object, and don't have the luxury of a practice run. The travel itself can last for days, from cross-country trucking to intercontinental air travel, including a pothole-studded pass through customs. Panelists discuss the things all couriers must know and tips for training future couriers at your museum. Moderator:

Is your museum boxed in by limited time or money?



*Family, Northwest California, circa 1900. Photographer unknown, courtesy Peter Palmquist, from CERA's "Precious Cargo" exhibition.*

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SATURDAY

Janae Huber, Collections Manager, Art in Public Places Program, Washington State Arts Commission; Presenters: Nicholas Dorman, Chief Conservator, Seattle Art Museum; Martha West, Branch Manager, Seattle Office, Masterpiece International Shipping; Steven Kern, Curator of European Art, San Diego Museum of Art.

10:45 am - 12:15 pm CONCURRENT SESSIONS

**H1 Being Green: Lessons in Sustainable Design and Operations** (San Marino)

PART 2

As educational community service organizations, museums must be both good cultural and environmental stewards. Diverse staff of small-to-large museums are called upon to design exhibits and building operations plans incorporating 'green' materials and systems. Part two of this double session provides practical information for exhibit designers and developers, educators, fundraisers, administrators and facilities managers. Presenters discuss materials, resources, and how to implement green design and operations, and address important teaching tools to educate yourself and your public. Moderator: Lori Jacobson, Director, THINK Jacobson & Roth; Presenters: Tim McNeil, Sr. Designer, J. Paul Getty Museum; Christian Lachel, Creative Director, Creative Development, BRC Imagination Arts; Chris Imhoff, Curriculum and Program Design Manager, TreePeople.

**H2 What If There are Five Sides to the Story? Interpreting Multiple Viewpoints With Integrity** (Plaza One)

The public relies on museums to tell authentic stories including those dealing with controversial topics and contested history. Sometimes this expectation is expressed as "telling both sides of the story." What if there are more than two sides? Panelists explore the ways that four very different museums have interpreted multiple viewpoints in their exhibits and programs, with examples of how they address difficult questions for the benefit of their audiences. Moderator: Arthur H. Wolf, Principal, WOLF Consulting; Presenters: Bruce Bernstein, Assistant Director for Cultural Resources, National Museum of the American Indian; Sojin Kim, Curator, Japanese American National Museum; William G. Johnson, Director, Atomic Testing Museum; Forrest Rodgers, President, The High Desert Museum.

**H3 Training Wild Roses: Insuring Volunteers Communicate the Museum's Message** (Plaza Two)

How does a museum insure volunteers communicate the museum's message and not their own variation of it to the public? Panelists in this interactive session address volunteer communication issues including volunteer and security interactions, communicating in emergencies, volunteer attitudes toward visitors, docent presentation of information to the public, aligning fundraising volunteers' aspirations with museums' mission and resources, and keeping disaffected volunteers sweet. Moderator: Rosalind Bedell, Volunteer Manager, Nevada Museum of Art; Presenters: Brian Hogarth, Director of Education, Asian Art Museum.

12:15 pm - 1:30 pm LUNCHEON (Fountain Ballroom One)

*Preregistration only*

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

Chair: **David Porter**, Executive Director, End of the Oregon Trail Interpretive Center;

Officers of the Western Museums Association report on the programs and plans of our organization, and then we welcome Eileen Goldspiel, Assistant Director of Government & Public Affairs, American Association of Museums for a lively and informative session on advocacy.

1:30 pm - 3:00 pm CONCURRENT SESSIONS

**I1 Expansion and Renovation: Challenges for the Expanding Museum** (Plaza One)

Many museums are planning major additions and/or renovations to their existing facilities. Such activities present difficulties for the ongoing operations of the institution. The panelists, all of whom have recently emerged successfully from a construction project, offer information on what those museums might expect and what problems might arise. Panelists discuss the various options museums have when undergoing such projects: to stay open, to shut down, or to move operations elsewhere. Moderator: Wanda Chin, Exhibits and Design Director, University of Alaska Museum of the North; Ray Geiser, Exhibits Manager, Nevada State Museum; Gary Selinger, Special Projects Manager, University of Alaska Museum of the North; Larry Schoonover, Director of Exhibits and Programs, Northwest Museum of Arts & Culture.

**I2 Exhibition Critique: Challenges When Exhibit-Making** (Plaza Two)

Presenters in this annual critique session examine choices made in the exhibit "The African American Journey West" at the California African American Museum in Exposition Park, Los Angeles. A curator, an exhibit designer, and a museum-studies educator, none involved in the making of the exhibit, bring their outside experiences to bear in dialogue with the exhibit team and the audience. (The exhibit can be viewed prior to this session at the evening event on Thursday night during the conference, or on your own). Moderator: Redmond J. Barnett, Head of Exhibits, Washington State Historical Society; Presenters: Barbara Johns, Curator & Museum Consultant; James Sims, Principal, Threshold Studio; Karen Keiko Kosasa, Director, Museum Studies Certificate Program, Department of American Studies, University of Hawai'i at Manoa; Respondents: Evelyn Carter, Curator of Education, California African American Museum; Susan Dworski, Principal, The Blue One; Eduardo Carrasquillo, Installation Supervisor, California African American Museum.

**I3 Revisiting The Case of the Vanishing Van Gogh: Conducting a Collections Theft Exercise** (San Marino)

A well-planned response to collections theft increases the likelihood of recovering the object and preserving the institution's credibility. This session provides a simple tool for preparing and practicing that response. In a table-top exercise (a format equally useful for other aspects of your emergency response program), we bring together experts in law enforcement, insurance, collections management, security, and PR. The discussion brings to the surface issues that arise when collections are stolen. Moderator/Presenter: Laurie Sowd, Operations Director, The Huntington Library, Art Collections, and Botanical Gardens; Presenters: Don Hrycyk, Detective, Art Theft Detail, Los Angeles Police Department; Chris Calarco, Agent, Federal Bureau of Investigation; Robert Salmon, Managing Director, Willis Fine Art, Jewelry & Specie; Heather Ferrell, Director, Salina Art Center; Carrie Snow, Registrar, Museum of Church History; Stacy Lieberman, Director of External Affairs, Skirball Cultural Center.

## A Sunset Garden Dinner & Dance at the Huntington

4:00 pm - 9:00 pm

Ticket must be presented for this event; Motorcoaches pick up delegates on Walnut (north end of the Westin through the glass doors). The evening includes dinner and cash bar.



Delegates close our 2005 Annual Meeting at the uniquely spectacular **Huntington Library, Art Collections and Botanical Gardens** in San Marino. The Huntington is truly a jewel. The evening features a champagne tour of the botanical gardens, including the popular Children's Garden, a view of the galleries and the famous Blue Boy portrait. The Huntington Library, Art Collections, and Botanical Gardens is a collections-based research and educational institution established in 1919 by Henry E. and Arabella Huntington. Huntington, a key figure in the development of Southern California in the early 20th century, was also an active collector of rare books and manuscripts, art, and plants. By the time he established the institution, he and his wife had amassed an extensive collection focusing on British and American history, literature, and art, as well as rare and spectacular plant specimens with 150,000 acres of botanical gardens. Guests enjoy dinner and dancing under the stars of this magnificent estate.

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