

PORTLAND 2010

WMA Annual Meeting



**75 YEARS:
REFLECTING ON THE PAST,
ENVISIONING
THE FUTURE**

75th Annual Meeting of the Western Museums Association

OCTOBER 17–20, 2010

Doubletree Hotel Portland – Lloyd Center

FINAL PROGRAM



Western
Museums
Association

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Questions? Contact us.



Western
Museums
Association

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Cover Images:
Top: Portland circa 1890. Courtesy of oldoregonphotos.com.
Bottom: View of downtown Portland. Courtesy of travelportland.com.

Program concept and design: Nicole Trudeau



Welcome to Portland, Oregon, the City of Roses, a city both rich in history and known for its forward-thinking, progressive approach to city planning; a city that continues to reflect thoughtfully as it grows.



Japanese Garden, Washington Park

Once only a spot known as “the clearing,” Portland is now the third largest city in the Pacific Northwest, with more than 2 million residents in the greater metropolitan area. Portland’s successful and rapid growth has been achieved through careful planning, ensuring that park spaces and quality of life factors remain intact even in the face of construction and urbanization.

This commitment to growth and planning based on a foundation of values with roots as deep and as ancient as the tall evergreens of the nearby forests and as far-reaching and forward-looking as the ever-extending mass transit system makes “the Greenest City in the U.S.” the perfect setting to celebrate the Western Museums Association’s 75th anniversary.

Just like Portland, WMA has grown tremendously since its humble beginnings as a transient, unincorporated group of well-intentioned and dedicated museum professionals with a vision. Today, WMA is a cutting-edge, technologically savvy association primed for meeting the needs of museums in the 21st century. But also like the City of Roses, it is crucial that WMA grow strategically, always keeping our values at the forefront of thought.

The theme of this year’s Annual Meeting, “Reflecting on the Past, Envisioning the Future,” speaks directly to this need. Here in Portland, we will take a moment to pause in our forward momentum to catch our breath and gaze back at our legacy and see how far we’ve come, as well as to look to the future, preparing for the challenges that lie ahead—to celebrate the first successful 75 years and think ahead towards the next 75 years. And as

we do so, we will also reflect on the changes and growth throughout the museum field over the past 75 years and engage in “futurecasting,” envisioning future scenarios and how to achieve and prepare for them.

Over the next few days, together we will explore both the past and the future of museums in the West, asking probing questions and sharing strategies, looking to the past for guidance, then moving forward together. What have been the greatest successes and failures of museums in the past 75 years? Which lessons will be the most valuable for us to take forward into the future? How will our changing demographics, economy and climate affect museums and the roles they play in society?

And just as the City of Portland values quality of life, WMA values fun—in fact it is one of our stated core values. We know that you will enjoy reconnecting with colleagues and meeting new ones, while you hear fresh ideas and learn new skills, and we encourage you to take time together to explore Portland’s historical, cultural, natural and culinary offerings.

Welcome to the Annual Meeting. We hope that your experiences here will return you to your museums energized, inspired and with renewed passion for our field, ready to look ahead to planning for the coming years.

— Western Museums Association

Acknowledgments

Thank you to the following individuals, all of whom have been instrumental in the planning, development, and support of the annual meeting. Your generous gifts of time and resources have made this meeting possible.

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2010 Program Committee, taken at the Getty Center, Los Angeles.



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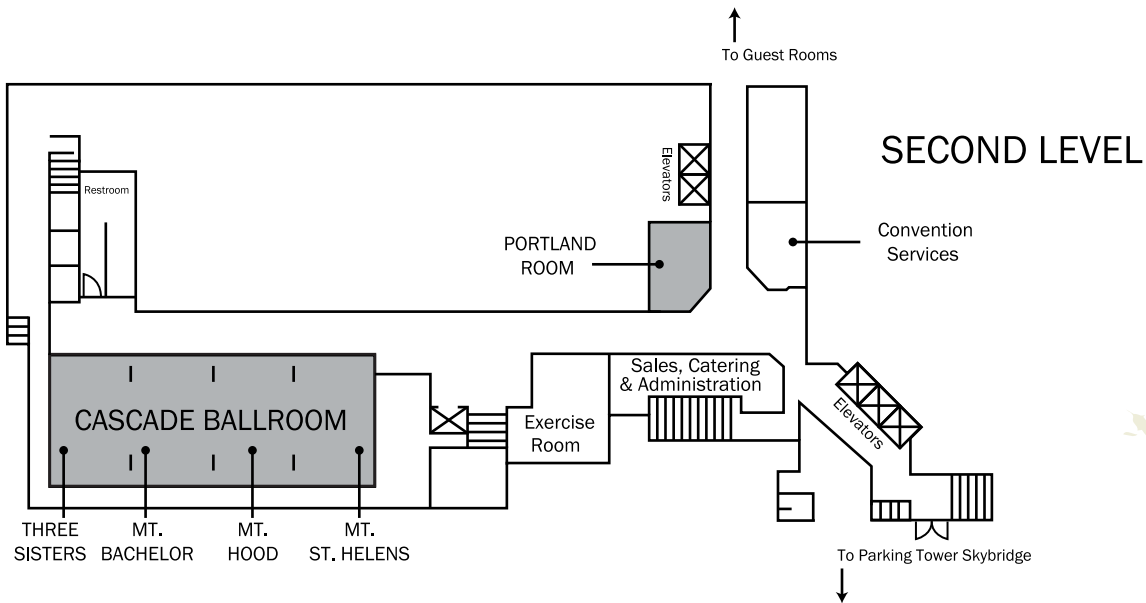
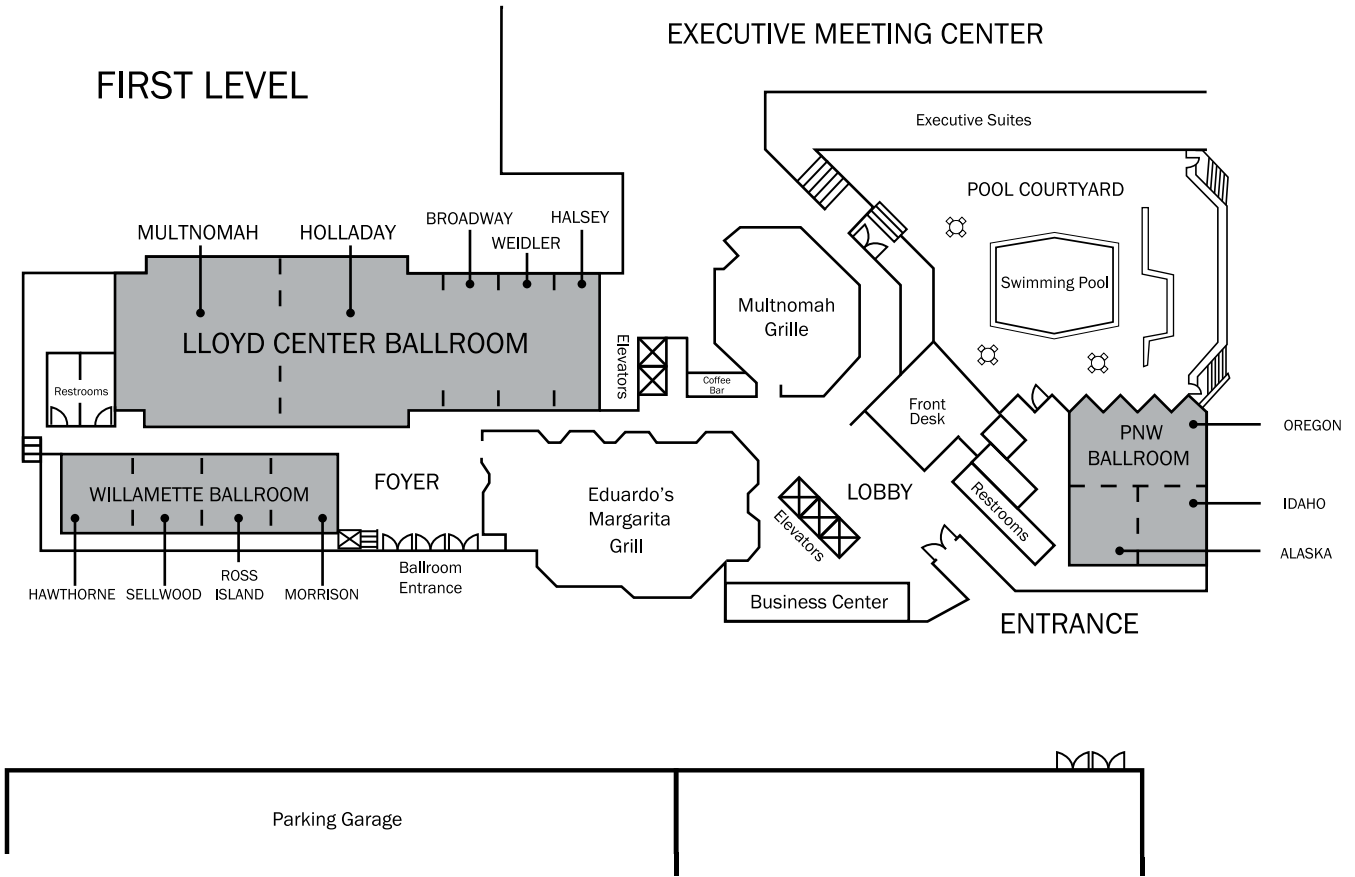
Ardiri Winery
Cupcake Jones
Silver Spoons Catering
Oakshire Brewing
Laurelwood Brewery
Staccato Gelato

WMA's Board of Directors feels fortunate to be able to continue the tradition of the Annual Meeting and, concurrently, celebrate 75 years in a picturesque venue – the City of Roses. This was made possible in no small part to the contributions of several generous WMA partners.

We encourage you to support our top Sponsors as listed above as well as those listed throughout this Final Program that have supported various events as Underwriters and with In-Kind Sponsorships and Donations. Please also visit the many vendors in our Exhibit Hall whenever you are not in session.

Thanks to all for the role you play in making this meeting so successful.

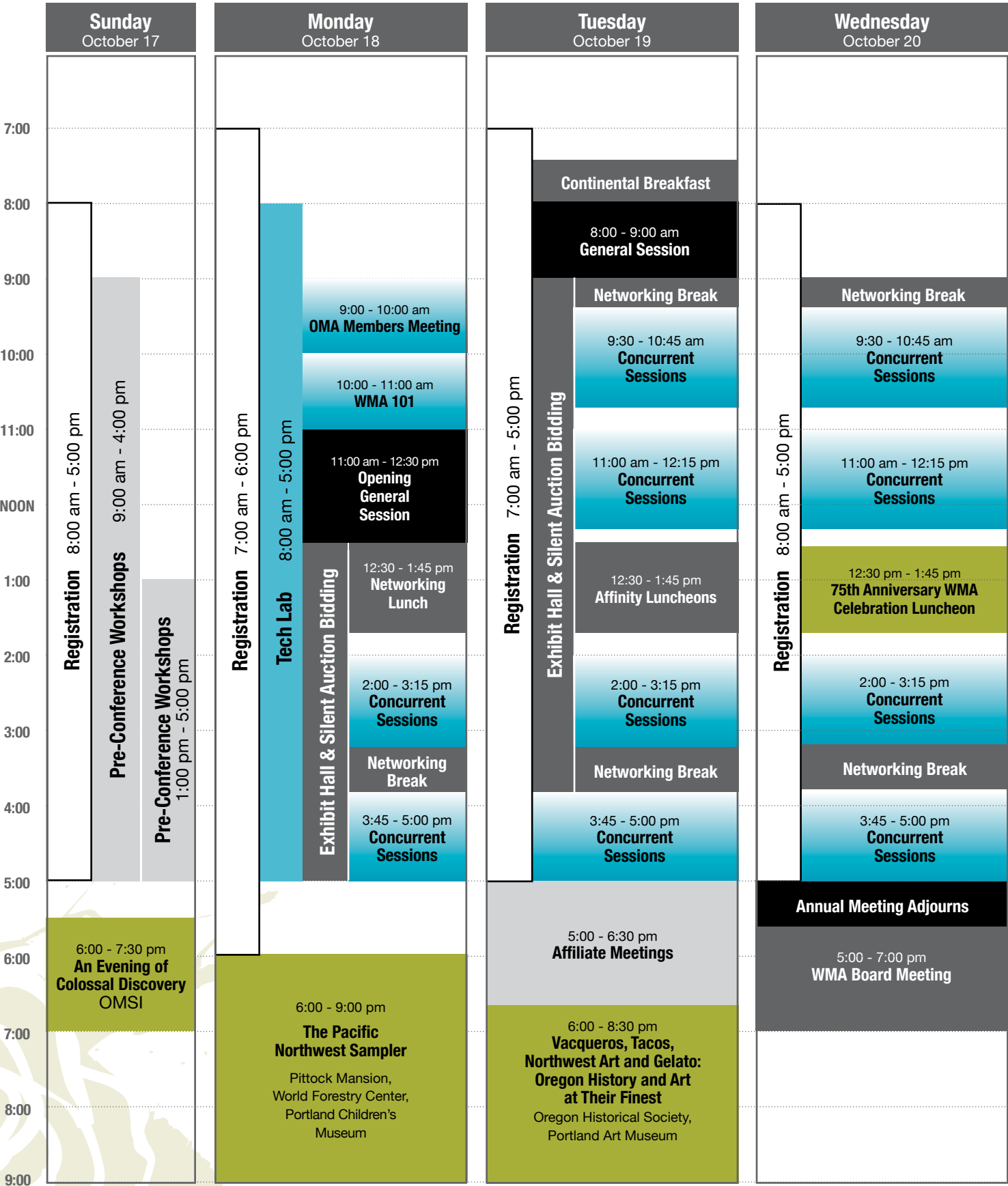
Meeting Floor Plan



1000 N.E. Multnomah Street • Portland, OR 97232
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Schedule at a Glance



TRACKS / FOCUS AREAS

Look for these keys throughout the program to tailor your experience!



Business

Does writing a grant proposal, managing a schedule, working within a budget, or selling an idea factor into your work life? Come and hear from colleagues in development, finance, and marketing as they share their museum stories.



Collection Care

Of special interest for curators, registrars, collection managers, art handlers and those charged with responsibility for the museum's collections. Take in a session that focuses on what's at the core of museums.



Futurecasting

Harnessing technology, showcasing innovations, understanding social media, managing digital assets, identifying trends, and forecasting what's next. Got your attention? Look at this session track!



Career Path, Leadership

For anyone in the museum profession wanting to explore issues related to professional development, management of human resources, unraveling roles and responsibilities, institutional governance, and getting ahead in your career.



Experience

Educators, designers, curators, evaluators, administrators and visitors all have their own perspective on the museum going experience. Hear some great case studies of recent past work and start charting the future of your museum's experience!

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PRECONFERENCE WORKSHOPS: 9:00 am – 4:00 pm

You must be pre-registered to participate in these workshops. Registration is now closed.



Art Handling Workshop

Location: Portland Art Museum

This all day workshop is geared towards museum and other professionals concerned with the safe handling of artworks and artifacts. Areas of focus will include: The basics of handling practices in regard to installations, packing, and storage; handling requirements of objects on loan with emphasis on technical and material requirements of each topical area; job descriptions; and educational opportunities. Training will also be presented on how to build and/or expand staff in any collection-based program. Organized by Packing, Art Handling & Crating Information Network and the Registrars Committee Western Region.

Moderators: **Brent Powell, Head of Preparation at the Asian Art Museum, San Francisco, California and Angela Linn, Collection Manager at the University of Alaska Museum of the North, Fairbanks, Alaska.**



Registration Desk Hours: 8:00 am – 5:00 pm

PRECONFERENCE WORKSHOPS: 9:00 am – 4:00 pm

You must be pre-registered to participate in these workshops. Registration is now closed.



CSI: Registrars

Location: Pittock Mansion

This all-day volunteer event hosted by Pittock Mansion—a beautiful historic home built between 1909 and 1914 in the West Hills of Portland—will feature hands-on registration and collections management projects, including inventorying, photographing and rehousing textiles with possible condition reporting as well. Sponsored by the Registrars Committee—Western Region with lunch provided. Participants will carpool from the conference hotel to the venue.

Coordinator: **Allyson Lazar, Independent, Santa Monica, California**



Creating an Emergency Preparedness and Response Plan for Collections

Location: Trustee Room, Portland Art Museum

The AAM reviews emergency and disaster plans as part of the accreditation process and specifies that plans need to address staff, visitors, structures, and collections; however the Heritage Health Index determined that 80% of collecting institutions do not have an emergency or disaster plan that includes collections, with staff trained to carry it out. This informative workshop will discuss practical measures to consider when developing an institution's emergency plan for collections, including how to prevent and prepare for an emergency and the components of a comprehensive response and recovery plan. Handouts are provided to assist participants in drafting a tailored Emergency Preparedness and Response Plan for their museum.

Moderator: **Balboa Art Conservation Center Staff, San Diego, California**

Presenter: **Kara West, Assistant Director for Field Services, Balboa Art Conservation Center, San Diego, California**

Registration Desk Hours: 8:00 am – 5:00 pm

PRECONFERENCE WORKSHOPS: 1:00 pm – 5:00 pm

You must be pre-registered to participate in these workshops. Registration is now closed.

3 Keys to a Successful Museum Store

Location: Oregon Historical Society

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 the Keys to a Successful Museum Store 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.

Moderator and Presenter: Andrew Andoniadis, Andoniadis Retail Services, Portland, Oregon

3 Make Your Mark: Strategies for Rebranding your Institution or Program
Location: Second Story Interactive Studios

“You never get a second chance to make a first impression.” Driven by a desire to make their first impression more impactful, the J. Paul Getty Museum’s Education Department recently endeavored to codify the broad range of graphic materials they produce. Guided by the Museum Design department, they developed a visual signature appropriate for their audiences and sympathetic to the institutional brand. This workshop will present the complexities and subsequent solutions that arose during this effort, from the perspective of designer and client, and offer tools any organization can use to develop and apply their brand. Participants are encouraged to bring along any materials they wish to discuss in depth during the Q&A portion of the presentation.

Presenters: Ami Davis, Education Specialist, J. Paul Getty Museum, Los Angeles, California
Nicole Trudeau, Senior Designer, J. Paul Getty Museum, Los Angeles, California

e Tools of the Imagination at Play
Location: Portland Children’s Museum

What makes a museum environment inviting and playful? How can we design spaces that spark imagination and creativity? This half-day workshop will focus on the intelligent use of materials—materials that engage children and adults to tell stories and create meaning from their experiences. Based in the Portland Children’s Museum and the Center for Children’s Learning, this workshop will engage participants through presentation, dialogue and hands-on activities that support rich museum environments layered with meaning, celebrate the image of strong, capable children and present materials in thoughtful and provoking ways.

Moderator: Ingrid Anderson, Director of Programs and Education, Portland Children’s Museum, Portland, Oregon

Presenter: Susan Mackay, Director, Center for Children’s Learning, Portland, Oregon



Children learning to love dentistry at the Portland Children’s Museum



PRECONFERENCE WORKSHOPS: 1:00 pm – 5:00 pm

You must be pre-registered to participate in these workshops. Registration is now closed.



Creating Strategies for Social Media

Location: Stevens Room, Portland Art Museum

Social media is transforming how nonprofits do their work and their relationships with audiences. Nonprofits that have embraced social media with a “1) listen, 2) fail, 3) learn from failure, 4) evolve” approach are seeing results. Strategic use of social media is helping to reach new people and bring added value to mission-driven work with measurable results. Social media can help nonprofits build a movement around a core advocacy issue, improve customer service or programs, reach new donors, or spread awareness of a nonprofit brand around the world. This workshop will help you develop an effective social media strategy for your museum using hands-on exercises with a focus on assessing your internal strengths and leveraging your existing assets.

Presenters: **James G. Leventhal, Deputy Director for Development, Contemporary Jewish Museum, San Francisco, California**
Stephanie Weaver, Visitor Experience Consultant, Experienceology, San Diego, California
Adam Reed Rozan, Marketing Manager, Oakland Museum of California, Oakland, California

EVENING EVENT

An Evening of Colossal Discovery

OMSI

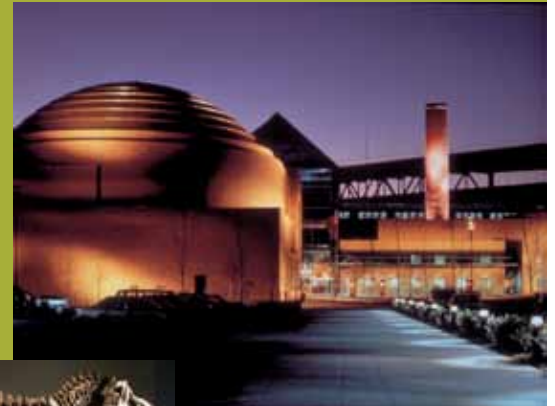
6:00 pm – 7:30 pm

You must be pre-registered to participate in this event. Please see the Registration Desk if you haven't already registered and wish to attend.

Meet at the Ballroom Entrance at 5:30 pm.

Spend an evening with SAMSON at the Oregon Museum of Science and Industry (OMSI). SAMSON is one of the most complete Tyrannosaurus Rex skeletons in existence. 56% of SAMSON's original fossilized bones, including the nearly complete skull, will be viewed. OMSI is ranked as one of the top science centers in the United States and has an international reputation for its innovative exhibits and educational programs. Travel to OMSI and back on the AHWT shuttle bus is included. Hors d'oeuvres will be served; cash bar available.

This event made possible by the generous In-Kind Sponsorship of the Oregon Museum of Science and Industry (OMSI) and America's Hub World Tours (AHWT).



Above: OMSI at night
Left: Samson on display

Registration Desk Hours: 7:00 am – 6:00 pm

Exhibit Hall Hours & Silent Auction Bidding:

12:30 pm – 5:00 pm

9:00 am – 10:00 am

Oregon Museums Association Members' Meeting and Forum

Location: Morrison

Join your fellow OMA members at our biannual business meeting and forum. Come explore current OMA issues, elect incoming Board officers, and share information about what's happening at your museum.

10:00 am – 10:45 am

WMA 101: An Introduction for Conference Newcomers

Location: Pacific Northwest Ballroom

This beginning session to the Annual Meeting is an opportunity for all delegates, new or experienced, to meet the WMA Board Members and other delegates. Learn about the new programming for this Annual Meeting, how to choose sessions that best fit your career path, learn about special, not-to-be missed events, how to participate in future meetings such as proposing a session for next year, writing an article for the westmuse blog or newsletter, and what other resources WMA offers.

11:00 am – 12:30 pm

Opening General Session

Location: Pacific Northwest Ballroom

Opening Remarks & Introductions

Aldona Jonaitis, WMA Board President

Annual Awards Presentations



Director's Chair Award Recipient:
Bruce B. Eldredge, Executive Director and CEO of the Buffalo Bill Historical Center in Cody, Wyoming

Bruce has had a distinguished career in the museum world, exemplifying the principles of the Director's Chair Award. He has made significant contributions not only to the museums of the Western Region—and throughout the nation—through his management and leadership skills, but he has also made a lasting impression on the Western Museums Association itself, both serving as a member of the Board from 2004 to 2009 and as the volunteer Chief Fiscal Officer.

Most of us came to know him during his tenure as CEO of the Northwest Museum of Arts and Culture in Spokane, WA (2001-2008) but before then he served as Director at Geneva Historical Society, Geneva, NY; The Schenectady Museum, Schenectady, NY; Frederic Remington Art Museum, Ogdensburg, NY; Muskegon Museum of Art, Muskegon, MI; Tucson Museum of Art, Tucson, AZ; Portsmouth Museums, Portsmouth, VA; Stark Museum of Art, Orange, TX and Hubbard Museum of the American West, Ruidoso Downs, NM. Currently, Bruce is also serving as President of Museums West.

The Western Museums Association has been privileged to have Bruce dedicate so much time and energy to our organization, and awarding him the Director's Chair is a small token of our appreciation.

The Charles Redd Center WMA Award for Exhibition Excellence:

Mission Mill Museum "Facing Statehood."

Accepting the award: Keni Sturgeon, Curator and Museum Director, Mission Mill Museum, Salem, Oregon

Tech Lab 8:00 am – 5:00 pm

Location: Mt. St. Helens

Want to learn more about social networking? Have specific questions about Facebook, Twitter, blogs, Flickr, YouTube, LinkedIn, podcasting, and other social media? Bring your laptop to this "wired" space and plug in. We'll have seasoned social media techies available all day to help you with your specific questions, and short presentations (10 minutes) at the beginning of each time slot on each of the top social media outlets. We'll also talk strategy: why museums are using social media and how it benefits them. This is your chance to get one-on-one help as well as talk specifics with others who have been successfully navigating the social media world.

Moderator: **Stephanie Weaver, Visitor Experience Consultant, Experienceology, San Diego, California**

Tech Lab Schedule of Events

8:30–11:00 am 10-minute presentations:

9:00 Facebook
9:30 Twitter
10:00 Blogs
10:30 LinkedIn

12:30–1:45 pm 10-minute presentations:

1:00 Social Media Strategy
1:30 Successful Online Promotion Strategies

2:00–3:15 pm 10-minute presentations:

2:00 Podcasting and Online Video
2:30 Going Mobile: Apps and Mobile Web Content

3:30–4:45pm 10-minute presentations:

3:30 Managing Digital Assets
4:00 Social Media Strategy

Sponsored by Experienceology

11:00 am – 12:30 pm (continued)

Welcome to Portland

Jeff Cogan, Chair, Multnomah County Commission

A Closer Look at Museum Visitors

Presented by Keynote Speaker, Dr. John H. Falk

Location: Pacific Northwest Ballroom

Museums say they exist to serve their visitors, but what do we really know about museum visitors? Dr. John H. Falk will discuss more than three decades of research attempting to answer the fundamental questions of why people visit museums, what they do once inside the museum and what meanings do they take away from their visit?

Dr. John H. Falk is known internationally for his expertise on free-choice learning; the learning that occurs in settings like science centers, museums, parks, and on the Internet. Dr. Falk has authored over one hundred scholarly articles and chapters in the areas of learning, biology and education, more than a dozen books, and helped to create several nationally important out-of-school educational curricula. Notable recent books include: *Identity and the Museum Visitor Experience* (2009); *Free-Choice Learning and the Environment* (2009, with Joe Heimlich and Susan Foutz); *Exemplary Science Programs: Informal Science Education* (2007, with Robert Yager); *In Principle, In Practice: Museums as Learning Institutions* (2007, with Lynn Dierking and Susan Foutz); *Thriving in the Knowledge Age: New Business Models For Museums and Other Cultural Institutions* (2006, with Beverly Sheppard); *Lessons Without Limit: How Free-Choice Learning is Transforming Education* (2002, with Lynn Dierking); and *Free-Choice Science Education: How People Learn Outside of School* (2001).

He is currently Sea Grant Professor of Free-Choice Learning at Oregon State University. Along with colleagues, Falk has created the first doctoral and masters program in the world in the areas of science and mathematics free-choice learning. Before joining the faculty at Oregon State University, he founded and directed the Institute for Learning Innovation where for twenty years he oversaw more than 200 consulting projects across a wide range of free-choice learning institutions. He also worked as an early child science educator at the University of Maryland and spent fourteen years at the Smithsonian Institution where he held a number of senior positions. Falk serves on the editorial boards of the journals *Science Education* and *Curator*, and has served on a variety of national and international advisory boards. Falk received a joint doctorate in Biology and Education from the University of California at Berkeley. He also earned MA and BA degrees in Zoology and a secondary teaching credential in Biology and Chemistry from the same institution. In 2006, Dr. Falk and Dr. Lynn Dierking were recognized by the American Association of Museums as one of the 100 most influential museum professionals of the past 100 years. In 2010 he was further recognized by the American Association of Museum's Education Committee with the John Cotton Dana Award for Leadership.

Among Falk's recent projects are a series of National Science Foundation and privately funded projects focused on understanding the role of identity-related motivations on the behavior and long-term learning of museum visitors.

12:30 pm – 1:45 pm

Networking Lunch in Exhibit Hall / Silent Auction Bidding Opens**Location: Lloyd Center Ballroom**

Who said there's no such thing as a free lunch? Join your colleagues in the Exhibit Hall where you can explore vendor offerings, begin bidding on silent auction items and enjoy food hosted by WMA.

Wanda Chin Professional Development Fund & Silent Auction

Since 1997, our Annual Meeting has featured a silent auction in the Exhibit Hall. The proceeds from the auction will fund the scholarship program of the Western Museums Association, helping to fund travel and participation in the Annual Meeting for professionals who might otherwise not be able to attend. This program is a vital component in our mission to reach all sectors of our constituency.

Please join WMA in congratulating this year's scholarship recipients:

Joseph Govednik, Student, JFK University/Volunteer, Lindsay Wildlife Museum/National Japanese American Historical Society, Concord, California

Rena Youngs, Student, University of Washington Museology MA program, Seattle, Washington

Sarah Asper-Smith, Student, University of the Arts Planning and Design MFA program, Philadelphia, Pennsylvania

Ron Thiesen, Development Director, Benton County Museum, Philomath, Oregon

Angela Hudson, Student, University of Washington Museum Studies/Intern, Frye Art Museum, Seattle, Washington

Adam Reed Rozan, Marketing Manager, Oakland Museum of California, Oakland, California

Marlow Hoffman, Past Communications Director, Salt Lake Art Center, Salt Lake City, Utah

Delegates may drop off donations for the silent auction at the Registration Desk. Bidding on silent auction items begins at 12:30 pm on Monday, October 18 and closes at 3:30 pm on Tuesday, October 19, 15 minutes prior to the Exhibit Hall Closing. The live auction will be held at the Portland Art Museum on Tuesday night.

2:00 pm – 3:15 pm
Concurrent Sessions



A1 What Got Me This Job: New Director Stories (Part I) - How I Got It **Location: Hawthorne**

Five new (within the last two years) Executive Directors of major museums will retrace their journey to their new post. The goal of the discussion will be to uncover how one best moves through a career. Each person's path has been different, but through questions about training, mentorship, and institutional experience we can perhaps distill insights appropriate for individuals on a career trajectory within the museum profession.

Moderator: **Julie Stein, Executive Director, Burke Museum, Seattle, Washington**

Presenters: **Christina Orr-Cahall, CEO and Director, Experience Museum Project /**

Science Fiction Museum, Seattle, Washington

Derrick Cartwright, Executive Director, Seattle Art Museum, Seattle, Washington

Jo-Anne Birnie Danzker, Executive Director, Frye Art Museum, Seattle, Washington

Mark Crawford, Executive Director / CEO, Bellevue Art Museum, Bellevue, Washington

Sylvia Wolf, Director, Henry Art Gallery, Seattle, Washington



A2 Selling Our Collections, New Perspectives on Old Controversies in Today's Economy

Location: Sellwood

The modern field of Collections Management was born largely from a succession of American collections controversies that began in the early 1970s. As a result of those agonizing debates, codes of ethics were rewritten, collections policies mandated, and collections professionals assumed greater responsibilities as stewards of objects held in the public trust. Already pushing the entrepreneurial limits of earned income, some museums are now considering selling collections to supplement operating funds. This session will explore the potential consequences of this controversial strategy, both positive and negative, and the changing values and professional standards of collections management it represents.

Moderator: **Douglas DeFors, Independent Registrar and Principal, CRS, Contract Registration Services, Sonoma County, California**

Presenters: **Jeffrey Mechanick, Assistant Director, Financial Standards and Accounting Board (FASB), Norwalk, Connecticut**

Mark S. Gold, Esq., Of Counsel, Parese & Sabin, LLP, Williamstown, Massachusetts

Robert Breunig, Director, Museum of Northern Arizona, Flagstaff, Arizona



A3 Corporate Heritage is Your Business

Location: Ross Island

Great companies have long recognized that heritage is a compelling part of their communication goals. The creation of corporate heritage experiences and trade events featuring historical content opens doors for customers, consumers, tourists and educators – and benefits the brand. Using a series of case studies and personal experience, we will discuss the role of museum professionals in corporate environments, the role of heritage in trade events, and examine how museums, science centers, brand attractions and corporations work together in a community to create destinations for the benefit of all.

Presenters: **Jerry Grieser, Director, Museum Services and Account Executive, Superior Exhibits & Design, Inc., Elk Grove Village, Illinois**

Jodelle French, Corporate Historian, Intel Corporation, Santa Clara, California

Tom Ancona, Creative Strategies and Design, Ancona + Associates, Portland, Oregon



A4 What Turns on Visitor Imagination

Location: Morrison

Can museums be both a temple of culture and a dream factory? As museums reach out to more diverse audiences and become increasingly a mass entertainment option, what challenges arise in creating engaging, expansive experiences - ones that excite the imagination and take visitors beyond the factual or mundane? What methods are proven to move a visitor past what s/he already knows into exploring new, unexpected places? Come, stretch your imagination and find out!

Moderator: **Paul Gabriel, Educational Consultant, San Francisco, California**

Presenters: **Lynn McRaney, Elizabeth F. Cheney Director of Education, Chicago History Museum, Chicago, Illinois**

Peggy Mohahan, Project Director, Geometry Playground, Exploratorium, San Francisco, California

Tina Keegan, Exhibits Director, Palo Alto Junior Museum and Zoo, Palo Alto, California

2:00 pm – 3:15 pm
Concurrent Sessions

B **A5 Museums Coming Back from the Brink** **Location: Halsey**

Across the nation and throughout the West, museums have closed or struggled with the threat of closure. Why do some museums survive and others not? Learn from experienced museum veterans how they have worked to make their museums succeed and what they have learned about what causes some museums to have to close. Our panel will discuss case studies of museums that have come back (MOCA) and others that have not (Fresno Met and Copia), among others. Session participants should come away with lessons learned and what pitfalls your museum can avoid in managing with the new museum realities.

Moderator: **Nikolai Sklaroff, Managing Director, Loop Capital Markets LLC, San Francisco, California**
Presenters: **Kurt Nystrom, Chief Financial Officer, The Mint Project, San Francisco, California**
Nikolai Weil, Chief Financial Officer, Museum of Contemporary Art, Los Angeles, California

3:15 pm – 3:45 pm
Networking Break, Lloyd Center Ballroom.

Coffee and tea provided by WMA.

3:45 pm – 5:00 pm
Concurrent Sessions

ca **B1 What Got Me This Job: New Director Stories (Part II) - What I Did in the First Six Months** **Location: Hawthorne**

The second half of this two-part session asks each new director what they did in the first six months of their job, and how those actions worked to promote their organization.

Moderator: **Julie Stein, Executive Director, Burke Museum, Seattle, Washington**

e **B2 Engaging the Public in Their Space: Public Art in Oregon** **Location: Sellwood**

The points of intersection between museums and public art go beyond curating and displaying collections. Public art programs face many of the same challenges as museums, including funding, sustainability and how to better engage audiences through community outreach and creating compelling experiences. This session will give museum professionals access to representatives from three different public art programs to share and discuss what museums and public art programs can learn from one another about addressing these issues.

Moderator: **Allyson Lazar, Independent, Santa Monica, California**
Presenters: **Mary Priestler, Public Art Manager, TriMet, Portland, Oregon**
Meagan Ativeh, Visual Arts Coordinator, Oregon Arts Commission, Salem, Oregon
Peggy Kendellen, Public Art Manager, Regional Arts and Culture Council, Portland, Oregon

F **B3 What's Now / What's Next**
Location: Ross Island

The session highlights four projects or programs permanent in scope that demonstrate the innovative work being produced by museums throughout the Western United States. Analysis of the process and problem solving that made the project a success will be the central goal of the session. The session is a result of entries submitted to the WMA and chosen with an eye toward creating a diverse selection of projects. All projects must have been completed between September 2009 and September 2010.

Moderator/Presenter: **Robert Checchi, Senior Designer,**
J. Paul Getty Museum, Los Angeles, California



New permanent collection galleries at the J. Paul Getty Museum, Los Angeles.

3:45 pm – 5:00 pm
Concurrent Sessions

B4 Inspiration, Accuracy and Passion: Docents & Curators **Location: Morrison**

There's more to volunteers than "volunteer management." The panelists - a docent who has served at major museums in London and New York, and the director of volunteers at a state art museum - will explore how museums could improve their ability to capitalize on the special knowledge that both docents and curators possess.

Moderator: **Margie Maynard, Director of Education and Public Programs, Sonoma Valley Art Museum, Sonoma, California**

Presenters: **Carol Mitchell, Professional and Volunteer Tour Guide (Docent), New York, New York and Los Angeles, California**
Magdalena Nieves, History Lab Curator and Volunteer Coordinator, Washington State Historical Society, Tacoma, Washington
Rosalind Bedell, Associate Director of Advancement and Volunteer Programs, Nevada Museum of Art, Reno, Nevada

B5 Building a Fundraising Plan that Works **Location: Halsey**

A strong development or fundraising plan is an essential tool by which to measure success and provide guidance for volunteers. It is not as difficult as it might sound to create one. There are some tried and true methods that are helpful, and really it's the anecdotal, the hands-on and unexpected experiences - the triumphs and the pitfalls - that round out the picture of this process. Join us as three fundraising professionals share their experiences with sound models as starting points.

Moderator: **James Leventhal, Deputy Director for Development, Contemporary Jewish Museum, San Francisco, California**

Presenters: **Bridget Keane, Regional Vice President, CCS Fundraising, San Francisco, California**
J.S. May, Director of Development, Portland Art Museum, Portland, Oregon
Ron Thiesen, Development Director, Benton County Museum, Philomath, Oregon

EVENING EVENT

The Pacific Northwest Sampler
Pittock Mansion, World Forestry Center,
Portland Children's Museum

6:00 pm - 9:00 pm

Meet at the Ballroom Entrance at 5:30 pm.

Join us for an entertaining and eclectic evening of beer, wine, and food from the great Pacific Northwest. Your tour begins at the breathtaking Pittock Mansion nestled high in the west hills of Portland. Travel through scenic Washington Park to the oh-so-woody World Forestry Center Discovery Museum to sample tasty local fare and beer. Be a kid again at the colorful Portland Children's Museum where the child in you will end the night with scrumptious cupcakes.

This event made possible by the generous In-Kind Sponsorship of Pittock Mansion, World Forestry Center, Portland Children's Museum and America's Hub World Tours (AHWT).

Support has also been provided in the form of donations from the following local businesses: Ardiri Winery, Cupcake Jones, Silver Spoons Catering, Oakshire Brewing and Laurelwood Brewery.

You must be pre-registered to participate in this event. Please see the Registration Desk if you haven't already registered and wish to attend.



Registration Desk Hours: 7:00 am – 5:00 pm

Exhibit Hall Hours & Silent Auction Bidding: 9:00 am – 3:45 pm

7:30 am – 8:00 am

Continental Breakfast, Lloyd Center Ballroom

Fuel up for the day with pastries, coffee, tea and juice - courtesy of WMA.

8:00 am – 9:00 am

General Session

**“Evolving Strategies to Embrace Your Mission”
with Keynote Speaker, Brian Ferriso**

Location: Pacific Northwest Ballroom



The recent, unprecedented economic contraction has challenged museums in ways never imagined. Moving forward, what are the new, mission-affirming strategies that can be implemented? Brian Ferriso was appointed The Marilyn H. and Dr. Robert B. Pamplin, Jr. Director of the Portland Art Museum in 2006. In this capacity, he oversees all aspects of the Museum, which has a \$12 million annual budget, and a full-time staff of 125. Accomplishments during his tenure include: the development of a new exhibition and publication program that has featured important works of art and scholarship on American photography, 18th- and 19th- century French art, and contemporary art; the creation of an endowment that allows free access for children 17 and under, and school tours, and an ongoing program of family free days and nights; and the acquisition of major works by Vincent van Gogh, Rembrandt van Rijn, Paul Gauguin, and Robert Rauschenberg, among others.

Previously, Ferriso was Executive Director, President and CEO of The Philbrook Museum of Art, Tulsa, OK. Prior to his appointment at Philbrook, he held various positions at the Milwaukee Art Museum, including Acting Director, Deputy Director, and Senior Director of Curatorial Affairs, and was the Assistant Director of the David and Alfred Smart Museum of Art at the University of Chicago. Additionally, Ferriso is a practicing artist, using training that he acquired while studying with Frank Mason of the Art Students

League in New York. Ferriso’s curatorial interest is in the area of architecture and contemporary art, having curated and coordinated shows on architecture, design, and European art.

Ferriso received a BA in economics from Bowdoin College, a MA in arts administration from New York University, and a MA in art history from the University of Chicago. He is a Trustee of the Association of Art Museum Directors, the American Federation of Arts, and the Cultural Advocacy Network, and a member of the American Association of Museums, and Young President’s Organization. He has also served as a Juror for the National Endowment of the Arts, and the American Institute of Architects National Honor Awards, and a member on AAM’s Accreditation Visiting Site Committee.

9:00 am – 9:30 am

Networking Break, Lloyd Center Ballroom.

Coffee and tea provided by WMA.

9:30 am–10:45 am

Concurrent Sessions

C0 Play Session: Hands-On Activity

Location: Lloyd Center Ballroom

This hands-on session is an opportunity for you to relax, explore and have fun! Take away an educational and creative product related to the past and looking to the future. No experience necessary. No pressure and no judging. Come play!

Moderator: **Drew Williams, Associate Curator of Education, Boise Art Museum, Boise, Idaho**

**C1 Who Can Fill Your Shoes?
Succession Planning for Healthy Transitions**

Location: Hawthorne

Staff changes can be challenging for both large and small museums. To maintain a healthy organization and services to the community, all departments and levels of management should be prepared with a succession plan for emergencies, short-term changes and long-term transitions. Panelists will share experiences with successful as well as difficult transitions and explore succession planning strategies including identifying, recruiting and cultivating potential successors. After the panel discussion, participants will be divided into small groups in which brainstorming and conversation will be encouraged and facilitated by presenters.

Moderator: **Terra Feast, Curator of Education, Boise Art Museum, Boise, Idaho**

Presenters: **Gretchen Dietrich, Executive Director, Utah Museum of Fine Arts, Salt Lake City, Utah
Melanie Fales, Executive Director, Boise Art Museum, Boise, Idaho**

9:30 am–10:45 am
Concurrent Sessions

- B** **C2 Grant Writing in 2010** **Location: Sellwood**
Join Tom Cope, Resource Development Officer for the Community Services Consortium (CSC) in Corvallis, Oregon in learning about the current issues in grant writing. Tom will present a fast-paced grant writing 101 session initially focusing on the need for local resources as a source of foundation leverage. He will then cover basic grant writing fundamentals. His presentation will be done in an interactive format and attendees are asked to bring questions.
Moderator: **Ron Thiesen, Development Director, Benton County Museum, Philomath, Oregon**
Presenter: **Tom Cope, CSC Resource Development Officer, Corvallis, Oregon**
- F** **C3 The Cosmic Serpent Informal Education Project: Envisioning Native Knowledge and Western Science Intertwined (Part I)** **Location: Ross Island**
Cosmic Serpent Informal Education Project explores commonalities between western and native science, taking into account that native cultures have, over millennia, developed ways of knowing that are highly adapted, interconnected, and enduring. Each knowledge system informs the practice of science and its role in society in a fundamental way, and the commonalities can provide a framework for developing mutually inclusive learning experiences in STEM (science, technology, engineering, and mathematics). Our innovative and collaborative approach explores commonalities between the two systems intertwining in the context of informal science education by working with tribal museums, traditional practitioners, science museums and scientists in conjunction with a NSF grant led by the Indigenous Education Institute and Berkeley Space Science Laboratory.
Moderator: **Nancy Maryboy, President and Executive Director, Indigenous Education Institute (New Mexico and Washington)**
Presenters: **Cheryl Hinton, Director/ Chief Curator, Barona Cultural Center & Museum, Lakeside, California**
Deana Dartt-Newton, Curator, Native American Ethnology, Burke Museum of Natural History & Culture University of Washington, Seattle, Washington
Victoria Coats, Manager of Exhibit Research & Development, Oregon Museum of Science and Industry, Portland, Oregon
- e** **C4 Visitor Satisfaction is Everyone's Business** **Location: Morrison**
Rooted in expectations, visitor satisfaction is a key to learning, repeat visits and good word of mouth. Unlike evaluation, which tends to be the focus of exhibit and/or education departments, visitor satisfaction should be the concern of every department at the institution. This panel of experts will help us understand 1) the breadth of the visitor experience, 2) the links between expectations, satisfaction and learning, and implications for shaping and marketing the experiences we offer, and 3) how an institution can use a focus on visitor satisfaction to unify all departments.
Moderator: **Wendy Meluch, Visitor Studies Consultant, Visitor Studies Services, Novato, California**
Presenters: **Gail Anderson, President, Gail Anderson & Associates, Novato, California**
John Falk, Sea Grant Professor in Free-Choice Learning, Oregon State University, Corvallis, Oregon
Stephanie Weaver, Visitor Experience Consultant, Experienceology, San Diego, California
- F** **C5 BYOT (Bring Your Own Technology): Mediating the Visitor Experience in the Cell Phone Age** **Location: Halsey**
Listen to examples of how institutions both large and small are using cell phones and other handheld personal devices to present content in innovative ways, provide wider access to museum holdings, and better engage the 21st-century visitor. Learn what to do—and what not to do—when creating your own technology plan and discuss how advances in social media and smart phone computing power are making museums look at mobile devices in a whole new way.
Moderator: **Lisa Sasaki, Director of Program Development, Japanese American National Museum, Los Angeles, California**
Presenters: **Kate Burns, Interactive Media Producer, Portland Art Museum, Portland, Oregon**
Dave Asheim, President, Guide by Cell, San Francisco, California
Sandra Jackson-Dumont, Kayla Skinner Deputy Director for Education + Public Programs/Adjunct Curator, Seattle Art Museum, Seattle, Washington

11:00 am – 12:15 pm
Concurrent Sessions



**D1 Reject the Ladder, Enter through the Side Door:
Alternative Paths to Museum Leadership**

Location: Hawthorne

Some of today's most innovative museum leaders have had significant educational, social, or professional experiences outside the subject areas of their institutions. How have these unconventional backgrounds shaped their contributions to the museum field and influenced their careers? What are the challenges that they encounter when attempting to bring fresh ideas to established organizations? Can an alternative approach – particularly with its inherent risks – coincide with tried-and-true museum practice? Three “next generation” museum professionals discuss their creative formation, the ways in which their world views directly inform their leadership, and the institutional results.

Moderator: **MiJin Hong, Director of Academic Affairs, The Getty Leadership Institute at Claremont Graduate University, Claremont, California**

Presenters: **Cassie Chinn, Deputy Executive Director, The Wing Luke Asian Museum, Seattle, Washington**
Daniel Lewis, Dibner Senior Curator of the History of Science and Technology, The Huntington Library Art Collections, and Botanical Gardens, San Marino, California
Sandra Jackson, Kayla Skinner Deputy Director of Education and Public Programs/Adjunct Curator, Seattle Art Museum, Seattle, Washington



D2 Museums and Contemporary Artists: A Blueprint for Success

Location: Sellwood

What can you do to save your sanity when your museum collaborates with a contemporary artist on a site-specific installation or exhibition of newly-created artworks? A contemporary art curator, chief preparator, and collections manager will share their particular perspectives on some of the problems and challenges they have faced, such as difficult personalities, authority struggles, inarticulate artistic plans, unmet deadlines and seemingly impossible installation requirements. In a panel format, they will discuss the solutions they found and the insights they gained for planning future artistic collaborations.

Moderator: **Cory Gooch, Collections Manager/Registrar, Frye Art Museum, Seattle, Washington**

Presenters: **Nicole Nathan, Principal, Claret Associates, Portland, Oregon**
Rock Hushka, Director of Curatorial Administration and Curator of Contemporary and Northwest Art, Tacoma Art Museum, Tacoma, Washington
Vincent Warner, Head Preparator, Bellevue Arts Museum, Bellevue, Washington



D3 The Cosmic Serpent Informal Education Project: Envisioning Native Knowledge and Western Science Intertwined (Part II) Part I continued.
Location: Ross Island



D4 Increasing Visitorship by Making Visitors Comfortable
Location: Morrison

In October 2009, participants at a WMA pre-conference workshop used a simple, novel method to assess visitor comfort and access at the Museum of Photographic Arts in San Diego. Through the process of playing the roles of visitors with physical disabilities and learning differences, participants were able to quickly and easily assess if visitors would be likely to feel welcome; easily read labels, find exhibitions and restrooms, and be able to rest when tired; feel accommodated neurocognitively as well as physically; and feel more inclined to return. During 2010, four more museums tested the method. In this session, MOPA staff will discuss changes they made as a result of the 2009 assessment; staff from the other museums will report on their 2010 results; and panelists and audience will discuss the potential usefulness of the method as a tool to increase visitorship and encourage visitor loyalty.

Moderator: **Steve Tokar, Consultant, San Francisco, California**

Presenters: **David Perry, Science Education Manager, Oregon Museum of Science & Industry, Portland, Oregon**
Mackenzie Massman, Head of Operations/Acting Assoc. Dir. of Visitor Services, Arizona State Museum, Tucson, Arizona
Sabrina Wurf, Membership Manager, Skirball Cultural Center, Los Angeles, California
Vivian Kung Haga, Deputy Director, Museum of Photographic Arts, San Diego, California



An engaged audience at the 2007 Annual Meeting in Oakland, California.

11:00 am – 12:15 pm
Concurrent Sessions

B D5 Museum Capital Campaigns in a Recession

Location: Halsey

Planning for a capital expansion during a recession comes with its own peculiar challenges. Join three directors, each at a different stage in the process and from very different types of museums, to hear their particular challenges and how they maintain momentum. A fundraising feasibility consultant (who worked with each of the institutions) joins the group to give the perspective of a professional fundraiser and the community they interviewed.

Moderator: **Julie Stein, Executive Director, Burke Museum, Seattle, Washington**

Presenters: **Eric Nelson, Executive Director, Nordic Heritage Museum, Seattle, Washington**

Julie Stein, Executive Director, Burke Museum, Seattle, Washington

Kate Roosevelt, Vice President, The Collins Group, Seattle, Washington

Leonard Garfield, Executive Director, Museum of History & Industry, Seattle, Washington

12:30 pm – 1:45 pm
AFFINITY LUNCHEONS

Directors Luncheon

Location: Three Sisters

Sponsored by THINK Jacobson & Roth.

Open to Directors, Deputy Directors, CEOs, CFOs and Trustees.

Featured Speaker: Dr. George Vogt, Executive Director of the Oregon Historical Society. Vogt, who formerly ran the Wisconsin Historical Society and the Hagley Museum and Library in Delaware, will speak about the Oregon Historical Society's efforts to find funding, including proposing a ballot measure to create a county heritage levy.

Registrars Committee Western Region Annual Business Meeting Luncheon

Location: Mt. Bachelor

Underwritten by Huntington T. Block Insurance Agency.

Open to RC-WR members, collections professionals and related vendors.

Storytellers and Supporters Luncheon

Location: Mt. Hood

Open to all who make museums the best place to work and play.

Presentation by Keni Sturgeon, 2010 recipient of the Charles Redd Center WMA Award for Exhibition Excellence for "Facing Statehood" at the Mission Mill Museum in Salem, Oregon. "Facing Statehood" was a collaborative project featuring partner organizations ranging from Native American tribes to State Parks. The exhibit commemorated Oregon's Sesquicentennial, highlighting the events--from prehistory to joining the Union--that led to Oregon's statehood.

Native American Museums Luncheon

Location: Mt. St. Helens

Enjoy meeting your colleagues from tribal museums and supporters of Native American concerns in our organization. All are welcome!

Featured Speaker: Bobbi Conner, CEO of the Tamastskilt Cultural Institute. Bobbi is of Cayuse, Umatilla and Nez Perce descent and is an enrolled member of the Confederated Tribes of the Umatilla Reservation. An author and winner of many national awards for her service to museums and tribal nations, Bobbi is also on the Board of Trustees of the National Museum of the American Indian and serves on the Board of Directors of the American Association of Museums. Come hear Bobbi speak and share what is going on in your museum.



A lively lunch session at the 2009 annual meeting in San Diego, California.

2:00 pm – 3:15 pm
Concurrent Sessions

F E1 Envisioning the Future: A Conversation with IMLS

Location: Hawthorne

Join IMLS program officers as they share information about funding opportunities for museums: grants that strengthen the ability of museums to serve the public more effectively, grants for conservation of collections, grants to provide professional development opportunities to staff, and programs for a variety of other museum activities. Information on the grant programs, how to write a competitive grant, and a road map to IMLS resources will be presented.

Moderator: **IMLS Program Staff, Institute of Museum and Library Services, Washington, D.C.**

2:00 pm – 3:15 pm Concurrent Sessions



E2 **NAGPRA: Native American Perspectives from Inside the Museum**

Location: Sellwood

Twenty years after the Native American Graves Protection and Repatriation Act became federal law, it continues to be a hot topic around museums. Members of this panel represent indigenous people dealing with NAGPRA on behalf of the museums they work for. Panelists will share challenges and successes of balancing their work and cultural identity. One issue for museums as well as claimants is the question of who has the right to speak for the culture. This session will explore what makes a successful NAGPRA program and why there continue to be conflicts between claimants and museums.

Moderator: **Malia Baron, Registrar, Bishop Museum, Honolulu, Hawaii**

Presenters: **Alyce Sadongei, Assistant Curator for Native American Relations, Arizona State Museum, Tucson, Arizona**
Michael Holloman, Director, Center for Plateau Studies, Northwest Museum of Arts & Culture, Spokane, Washington
Keola Awong, Anthropologist, Hawaii Volcanoes National Park, Hawaii National Park, Hawaii



E3 **Drama on the High Seas: A Case Study of the National Maritime Centre**

Location: Ross Island

After extensive planning and widespread consultation – and with more twists, turns, and characters than any soap opera – Canada's National Maritime Centre of the Pacific hasn't left the dock. Why? Join us as we review the plot, the characters, the challenges – and some rough seas. Our initial studies showed that a traditional museum model would not succeed, so we devised a different solution: the museum would be based on financially self-sustaining, long-term private/public partnerships in the maritime and local communities. We assembled a(n ever-changing) cast of characters to make it happen, including institutional partners, developers, educators, marine organizations, local and national stakeholders, historians, and support from three levels of government. And then there was a sudden change in course. Why?

Moderator: **Isaac Marshall, Principal, AldrichPears Associates Ltd, Vancouver, B.C., Canada**

Presenters: **Linda Cheu, Principal, AECOM, San Francisco, California**
Wesley Wenhardt, Director of Operations, Beaty Biodiversity Museum, Vancouver, B.C., Canada
Bruce Haden, Principal, Hotson Bakker Boniface Haden Architects, Vancouver, B.C., Canada
Larry R. Orr, Waterfront Project Manager, City of North Vancouver, North Vancouver, B.C., Canada



E4 **“Who’s Job is it Anyway?” Understanding the Design Process in Museums**

Location: Morrison

Often a museum professional will experience a major renovation or the design of a new facility only once in his/her career, and during the development of major exhibitions, many museum staff will find themselves working as exhibit developers, regardless of their professional discipline or regular duties. The approach to and preparation for these once-in-a-career projects can make or break the experience as well as the end result. This session will help you to understand the process, the roles, the expectation and dynamics of the design process from various perspectives, including both designers and museum personnel.

Moderator: **Jonathan Katz, CEO/Executive Producer, Cinnabar, Los Angeles, California**

Presenters: **Corbin Smith, Consultant, Los Angeles, California**
Darcie Fohrman, Principal, Darcie Fohrman Associates, Monterey, California
Simon Adlam, Director of Exhibits for the New Museum Project, Natural History Museum of Los Angeles County, Los Angeles, California
Zoltan Pali, Design Principal, Studio Pali Fekete Architects, Culver City, California



E5 **The Weirdest Place I Ever Found Money**

Location: Halsey

As the financial pressures mount on raising funds for capital projects and operations, museums throughout the west have had to get creative to find new sources of funding. Obscure government programs; creative fundraising and sponsorships; alliances and sponsorships from firms not normally associated with arts and culture; and lobbying for dollars. Hear about the new stones other museums are turning to find money for projects and programs. Attend this session and take home concrete ideas to your management and board that will more than pay for the cost of attending the entire conference!

Moderator: **Nikolai Sklaroff, Managing Director, Loop Capital Markets LLC, San Francisco, California**

Presenters: **Frederick Happy, Senior Vice President and Managing Director, CCS Fundraising, San Francisco, California**
Lisa Sasaki, Director, Program Development, Japanese American National Museum, Los Angeles, California
Patty Belmonte, Executive Director, Hands on Museum, Seattle, Washington
Tom Cashman, Executive Director, Foss Waterway Seaport, Tacoma, Washington

3:15 pm – 3:45 pm

Networking Break in Exhibit Hall / Silent Auction Bidding Closes

Coffee and tea provided by WMA.

3:45 pm – 5:00 pm

Concurrent Sessions



F1 Difficult Departures: Leaving an Executive Leadership Position
Location: Hawthorne

Departing an executive leadership position can be one of the most difficult experiences of one's museum career. Committed professionals may need to leave at a critical time for their institution due to many reasons: family, museum closure, conflict with a supervisor or trustees, or to pursue another opportunity. Three panelists reflect upon their museum departures and ranges of experience, discussing common questions and obstacles they encountered during their time of transition. Panelists will share insights on the most professional process of leaving a leadership position and suggest best practices and lessons learned to share with fellow colleagues.

Moderator: **Michael Hammond, Executive Director, Agua Caliente Cultural Museum, Palm Springs, California**

Presenters: **Arthur H. Wolf, Principal, Wolf Consulting, Las Vegas, Nevada**
David Porter, Executive Director, Leach Botanical Gardens, Portland, Oregon
Heather Ferrell, Consulting Deputy Director, Programs, National Museum of Qatar, Doha, Qatar



A panel discussion at the 2007 Annual Meeting in Oakland, California.



F2 StEPing Up for Museums

Location: Sellwood

Does your organization want to make improvements but you're not sure where to start? Would you like to be recognized in areas of collections, governance, programs, and management? AASLH's new Standards and Excellence Program (StEPs) program helps your organization assess its current policies and practices in a convenient, self-study format. The StEPs workbook guides you through the six program sections with self-assessment questions and Basic, Good, and Better performance indicators. With StEPs, your organization receives Bronze, Silver and Gold certificates as it makes valuable progress and there's no time limit on completion of the program. Join us, as museum professionals involved in the development and implementation of this exciting new program share how participating organizations can clearly identify their strengths and areas needing improvement, and begin taking StEPs for positive change.

Moderator: **Eric Taylor, Heritage Lead, 4Culture, Seattle, Washington**

Presenter: **Connie Nice, Museum Coordinator, The History Museum of Hood River County, Hood River, Oregon**



F3 Established and Emerging Educational Leaders:
A Roundtable of Ideas for the Next Generation

Location: Ross Island

Join the conversation as established and emerging educational leaders discuss qualities, skills, and knowledge necessary to navigate an unclear future for the field of museum education. Recent research on recession-driven job losses in museums (possibly in the tens of thousands nationwide) suggests museum educators are among the most severely impacted. Additionally, recent literature describes an identity crisis among museum educators and the need for new leadership orientation to address changing times. Brief presentations, followed by smaller roundtable discussions, address how strong leadership can ensure the future of our field and define next steps for developing and supporting tomorrow's leaders.

Moderator: **Mary Kay Cunningham, Interpretive Specialist, Dialogue Consulting, Portland, Oregon**

Presenters: **Lynn Dierking, Sea Grant Professor in Free-Choice Learning, Oregon State University, Corvallis, Oregon**
Scott Pattison, Research and Evaluation Associate, Oregon Museum of Science and Industry, Portland, Oregon
Susan Spero, Associate Professor of Museum Studies, John F Kennedy University, Berkeley, California
Tina Nolan, Associate Director of Partnerships, National-Louis University, Evanston, Illinois



F4 "Who's Job is it Anyway?"
Understanding the Design Process in Museums (Part II) Part I continued.

Location: Morrison

3:45 pm – 5:00 pm
Concurrent Sessions



F5 It's Alive or Has Been in the Past: Care and Transport of Live Collections and Endangered Species in Museum Objects

Location: Halsey

How do you care for live animals in collections and what issues arise when endangered or protected animals are incorporated into museum objects in exhibitions and/or permanent collections? What do museum staff need to know about the transport – international and domestic, customs restrictions, accession and deaccession, care, loans and gifts of these live and dead animals? Registrars from zoos or museums with live specimens, a transport expert and a Federal Fish and Wildlife official, all of whom have dealt with these matters, will participate in this lively discussion.

Moderator: **Ted Greenberg, Museum Consultant/Collection Management/Registration Specialist, Los Angeles, California**

Presenters: **Jan Mothershed, Animal Registrar, Oregon Zoo, Portland, Oregon**

Kim Powell, Manager, Gander and White Shipping Inc., San Francisco, California

Ray Hernandez, Inspector, U.S. Fish and Wildlife Service Office of Law Enforcement, Torrance, California

Tracy Johnson, Curator of Collections and Exhibitions, High Desert Museum, Bend, Oregon

5:00 pm – 6:30 pm
State Museum Associations Exchange

Location: Washington, Executive Meeting Center

This informal gathering is an opportunity for state museum associations in the West to discuss services they are providing for their members and what projects and issues the associations are currently facing. The agenda is designed to promote discussion and the sharing of ideas, with the goal of creating an improved dialogue and stronger network among state museum associations. Agenda items will include updates from state and national museum associations, surviving difficult times, and advocacy.

EVENING EVENT

Vaqueros, Tacos, Northwest Art and Gelato: Oregon History and Art at Their Finest

Oregon Historical Society, Portland Art Museum

6:00 pm - 8:30 pm

FREE transportation by light rail.

Depart on your own or meet at the Ballroom Entrance at 5:30 pm to depart in groups from the Lloyd Center MAX Station to Pioneer Square.

From 6:00 to 7:30, visit OHS to view *Arte en la Charrería*, an exhibition of Mexican cowboy craftsmanship and design, while feasting at our taco bar and drinking fine beer from a local brewery. Then, take a walk across the park block to PAM, where you will be treated to an exhibition of art by Lee Kelly, one of the premier sculptors of the Pacific Northwest, as well as tasty desserts, beer, and wine from 7:00 to 8:30.

This event made possible by the generous In-Kind Sponsorship of the Oregon Historical Society and the Portland Art Museum. Support has also been provided in the form of donations from Staccato Gelato.

You must be pre-registered to participate in this event. Please see the Registration Desk if you haven't already registered and wish to attend. Fee includes food and drink.



Registration Desk Hours: 8:00 am – 5:00 pm

9:00 am – 9:30 am

Networking Break, Lloyd Center Ballroom Foyer

Coffee and tea provided by WMA.

9:30 am – 10:45 am

Concurrent Sessions



G1 Keeping Your Audience in the Palm of Your Hand - Using PowerPoint
Location: Hawthorne

"I need to create a PowerPoint for my presentation." The use of Microsoft's premier presentation software is so ubiquitous that it has become synonymous with "slide deck". Join Microsoft's Eric Schmidt as he demonstrates how to perform tasks in the current iteration of the software, PowerPoint 2010. The session will focus on real scenarios drawn from presentations delivered during the WMA Portland conference.

Moderator: **Eric Schmidt, Technical Writer, Microsoft Corporation, Redmond, Washington**



Don't lose yourself in PowerPoint!



G2 A Review of Fine Art Insurance
Location: Sellwood

Refresh your knowledge on the basics of museum and exhibition insurance. Learn some of the current issues in dealing with your permanent collection coverage as well as exhibition insurance on a domestic and international level. This session is ideal for registrars, collection managers, directors and risk managers.

Moderator: **Jacqueline Cabrera, Associate Registrar for the Getty Villa, Malibu, California**

Presenters: **Sarah Barr, Assistant Vice President, San Francisco, Huntington T. Block Insurance Agency, San Francisco, California**
Victoria France, Managing Director, Fine Art Division, Robertson Taylor International Insurance Brokers, Sherman Oaks, California



G3 Locals vs. Tourists: Tourism and the Museum

Location: Ross Island

Is there truly a divide between local audiences and tourist audiences? Museums often plan with these two different audiences in mind - sometimes miscalculating the ratio of tourists to locals. In addition, in areas where there are distinct tourist seasons, museums may focus their programming to target either a tourist or a local audience. But what happens when the local/tourist ratio is off? And do museums really need to look at these two audiences as separate and distinct?

Moderator: **Arthur H. Wolf, Principal, WOLF Consulting, Las Vegas, Nevada**

Presenters: **Elizabeth Herridge, Independent Curator and Art Advisor, Las Vegas Springs Preserve, Las Vegas, Nevada**
Noelle Kahanu, Project Manager, Bishop Museum, Honolulu, Hawaii
Sandra Morrison, Executive Director, Park City Museum, Park City, Utah



G4 Museums as Gifts to Universities (Part I)

Location: Morrison

Ripped from the headlines: "Hammer Museum to UCLA" (1994); "University of Tulsa Celebrates Partnership with Gilcrease" (2008); "Pacific Northwest College of Art and Museum of Contemporary Craft Become One" (2008); "Loyola University, Chicago Getting The Cuneo Museum and Gardens as Gift" (2009); "Magnes Museum to Become Part of University of California Berkeley" (2010). What's the trend? With these and other specific examples in mind, this panel will explore the implications of troubled museums being "gifted" to institutions of higher education and the business model of university art museums. Being presented in partnership with the Association of Academic Museums and Galleries.

Moderator: **Carin Jacobs, Director, Center for the Arts, Religion and Education, Graduate Theological Union, Berkeley, California**

Presenters: **James Leventhal, Deputy Director for Development, Contemporary Jewish Museum, San Francisco, California**
Jill Hartz, Executive Director, Jordan Schnitzer Museum of Art, Eugene, Oregon
Tom Manley, President, Pacific Northwest College of Art, Portland, Oregon

11:00 am – 12:15 am Concurrent Sessions



H1 **Current Issues in Non-Profit Museum Governance: The Redesigned Tax Form 990**

Location: Hawthorne

Non-profit status plays a critical role in museum funding, and gives the IRS the ability to regulate Museum practices. In 2008, the IRS completely redesigned the Tax Form 990, the required financial report for non-profits. Compliance with new tax regulations impacts museums' resources and increases the work loads of many museum staff. However, the new regulations also present opportunities for museums to improve their performance. This session discusses how reevaluating governing practices can improve the effectiveness of museum programs and ease the burden of complying with federal tax regulations.

Moderator: **Jason B. Jones, Interim Membership Manager, Western Museums Association; Intern to the Director of Development, Buffalo Bill Historical Center, Cody, Wyoming**

Presenter: **Jim McCreight, President, Museum Trustee Association, Beaverton, Oregon
Bruce B. Eldredge, Executive Director and CEO, Buffalo Bill Historical Center, Cody, Wyoming**



H2 **Funding Opportunities from the National Endowment for the Humanities**

Location: Sellwood

Attendees will be introduced to the wide variety of NEH grants that could help museums, historic houses, historical societies, and other organizations to build endowments for humanities projects, the preservation of collections, and opportunities for individual scholars and educators. There will be an in-depth discussion of funding opportunities for public programs including long-term exhibits, traveling exhibits, websites, and educational and public programming, as well as advice on how to shape a successful NEH proposal.

Presenter: **Barbara Bays, Senior Program Officer, Division of Public Programs, National Endowment for the Humanities, Washington, D.C.**



H3 **Revisiting Interpretive Planning: A Holistic Approach to Crafting Your Visitor Experience**

Location: Ross Island

How much of interpretive planning is truly holistic in its approach to creating a quality visitor experience? Before visitors are able to absorb the benefits and messages of well-designed interpretation, they must have all earlier concerns addressed like finding amenities, navigating through the grounds, and having well-trained front-line staff to respond to their needs or questions. If we fail to look more broadly at our visitors' needs and how our infrastructure and services help or hinder visitation, interpretation is less likely to succeed. This panel will reflect on past models of interpretive planning and share ideas for creating information networks (or communication strategies), conducting visitor studies, and lessons learned from case studies where these ideas were applied. Moderator, panelists, and audience will be engaged in a discussion of successes and challenges faced in efforts to create future visitor experiences that reinforce the messages of the institution and respond to the intellectual and emotional needs of the visitor.

Moderator: **Jane DeMarco, Managing Director, Lan Su Chinese Garden, Portland, Oregon**



H4 **Museums at Universities: The College Audience (Part II)**

Location: Morrison

Following up on the explorations into troubled museums being gifted to Universities, this session will explore strategies and successful examples of engaging the college audience, in terms of supporting interdisciplinary curriculum in undergraduate learning; engaging faculty and students in the development of public programming; and the use of social media and other strategies around youth-oriented programming to encourage college-age audiences involvement at museums off campus. Being presented in partnership with the Association of Academic Museums and Galleries.

Moderator: **Jill Hartz, Executive Director, Jordan Schnitzer Museum of Art, Eugene, Oregon**

Presenters: **Carin Jacobs, Director, Center for the Arts, Religion and Education, Graduate Theological Union, Berkeley, California
Adam Reed Rozan, Marketing Manager, Oakland Museum of California, Oakland, California
Kristen Olson, Academic and Educational Technology Liaison, Cantor Arts Center at Stanford University, Stanford, California
Yoko Ott, Director, Open Satellite, Seattle, Washington**

12:30 pm – 1:45 pm

75TH ANNIVERSARY WMA CELEBRATION

Location: Pacific Northwest Ballroom

While all are welcome to join in the festivities, lunch will be served only to those who have pre-registered. Please see the Registration Desk if you would like to purchase a meal for this event no later than Monday, October 18th.

Please join us in celebrating 75 years of service to the museum community. Melissa Rosengard, former WMA Executive Director, and Sarah Kennington, past recipient of the Director's Chair Award, will be cooking up all kinds of fun for us! We will also conduct our Annual Business meeting, so come learn about WMA, how we function and what we are doing to work for you!

2:00 pm – 3:15 pm

Concurrent Sessions



i1 Sustainable Work Practices and Their Legal Implications Revisited

Location: Hawthorne

A year has passed since different work styles and reduced work hours resulting from the recession and their legal ramifications were considered in the panel Sustainable Work Practices in San Diego. This session will revisit this popular topic and see how museums are faring a year later. Have these changed work practices evolved? Is social networking more embedded in the workplace? Should we use employees or independent contractors? How do we make best use of volunteers and interns? The panel will cover these and other topics and the legal implications. Come join the conversation and bring your questions.

Moderator: **J Swofford, Volunteer Coordinator, Portland Art Museum, Portland, Oregon**

Presenters: **Clarence Belnavis, Attorney, Fisher and Phillips LLP, Portland, Oregon**

Valerie Nelson, Director, Human Resources, Autry National Center, Los Angeles, California



i2 Packing Conundrums (Part I)

Location: Sellwood

When collecting artworks or installing at a collector's home, often times the best pre-planning gives way to the need to adapt to the unexpected. Museum staff or commercial shippers are continually faced with adapting to these changes on the spot whether with use of materials for packing/installing or creating access routes that are not as easily transgressed. This session will present examples of what questions, considerations, materials and techniques can assist in being better prepared for the unexpected. This 3-hour session is a follow up to last year's successful presentation and will be adapted to build from network and survey comments following the presentation.

Moderator: **Brent Powell, PACIN Chair, Head of Preparation, Asian Art Museum, San Francisco, California**

Presenters: **Kim Powell, Branch Manager, Gander & White Shipping Inc., San Francisco, California**

Mike Hascall, Owner, Artech Fine Art Services, Renton, Washington

Sheryl Nakano, Independent Registrar, Nakano Logistics, Redondo Beach, California



i3 Forecasting the Future of Museums - California as a Case Study

Location: Ross Island

The Center for the Future of Museums and the California Association of Museums are jointly forecasting the future of museums, using California as a model. Why California? Because the challenges California faces—increasing minority populations, water shortages, shifts in industry and finance—are trends that will affect many areas of the country in coming decades. Join us for a lively dialogue responding to proposed recommendations for the museum field and the communities we serve.

Moderator: **Celeste DeWald, Executive Director, California Association of Museums, Santa Cruz, California**

Presenters: **Elizabeth Merritt, Founding Director, Center for the Future of Museums, American Association of Museums, Washington, D.C.**



i4 Exhibit Critique: Challenges When Exhibit-Making

Location: Morrison

This perennially popular session investigates current best practices and choices made in creating exhibitions. This year presenters examine and critique "Oregon, My Oregon," a long-term exhibit at the Oregon Historical Society. Three professionals bring their experience to bear in dialogue with the exhibit team and the audience.

Moderator: **Redmond Barnett, Head of Exhibits, Washington State Historical Society, Tacoma, Washington**

Presenters: **Marsha Matthews, Director of Public Services, Oregon Historical Society, Portland, Oregon**

Michael Barnes, Project Manager, Andre & Associates, Victoria, B.C., Canada

Lawrence Johnson, Museum Media, Inc., Portland, Oregon

Critiquers: **Alice Parman, Interpretive Planning Consultant, Eugene, Oregon**

Kitty Connolly, Associate Director of Education, Huntington Library, Art Collections and Botanical Gardens, San Marino, California

3:15 pm – 3:45 pm

Networking Break, Lloyd Center Ballroom Foyer

Coffee and tea provided by WMA.

3:45 pm – 5:00 pm

Concurrent Sessions

F J1 Forecasting the Future of Museums: Collections, Staff, Sustainability **Location: Hawthorne**

Preview the hand that fate may deal your museum! We've recruited local experts from other sectors to identify trends that may have a profound effect on collections, staffing and financial sustainability in museums. Blending these prescient glimpses of the future with the ancient art of Tarot, participants will work together to explore plausible futures and identify what steps their organizations can take now to prepare. After the session officially ends, join us at a local bar to continue futurecasting over beer.

Moderator: **Elizabeth Merritt, Founding Director, Center for the Future of Museums: AAM, Washington, D.C.**

Co-moderator: **Allyson Lazar, Independent, Santa Monica, California**

Co J2 Packing Conundrums (Part II) - Confronting the Unexpected when Dealing with Private Collectors **Location: Sellwood**
Part I continued.

B J3 National Heritage Areas: Linking Museums to the Greater Community
Location: Ross Island

This session will explore the national heritage area (NHA) program of the National Park Service and focus on challenges faced by communities seeking such designation. Panelists will speak about sources of support for this program and areas where opposition could delay or derail NHA designation. This session will also look at how the NHA program can foster closer ties between museums and the larger communities they could potentially serve.

Moderator: **Noelle Kahanu, Project Manager, Bernice Pauahi Bishop Museum, Honolulu, Hawaii**

Presenters: **Jane Beckwith, Topaz Museum, Delta, Utah**
Gretchen Luxenberg, Co-Coordinator, Regional Heritage Area Program, National Park Service, Seattle, Washington
Alice Norris, Mayor and Member, Willamette Falls Heritage Area Coalition, Oregon City, Oregon
Trisha Watson, Community Coordinator, Hawaii Capital Cultural Coalition, Honolulu, Hawaii



Vintage postcard of Willamette Falls.

F J4 Digital Audio Technology Demystified
Location: Morrison

The addition of sound recordings, audio-tours, and oral histories to exhibitions, educational programs, and museum collections is a powerful asset. From historical archives, art exhibitions, children's museums and beyond, the value of audio recordings is multidisciplinary. The technology involved in capture, processing, backup, and use of digital sound has evolved significantly over recent years, becoming more user-friendly and inexpensive. Conversely, the array of ever-growing options requires an understanding of compatibility. This session will present case studies, equipment recommendations and offer practical solutions. The session will include a live demonstration of creating a recording, processing through a computer program and outputting onto storage media. A goal of the session is to demonstrate the wide variety of choices for every budget.

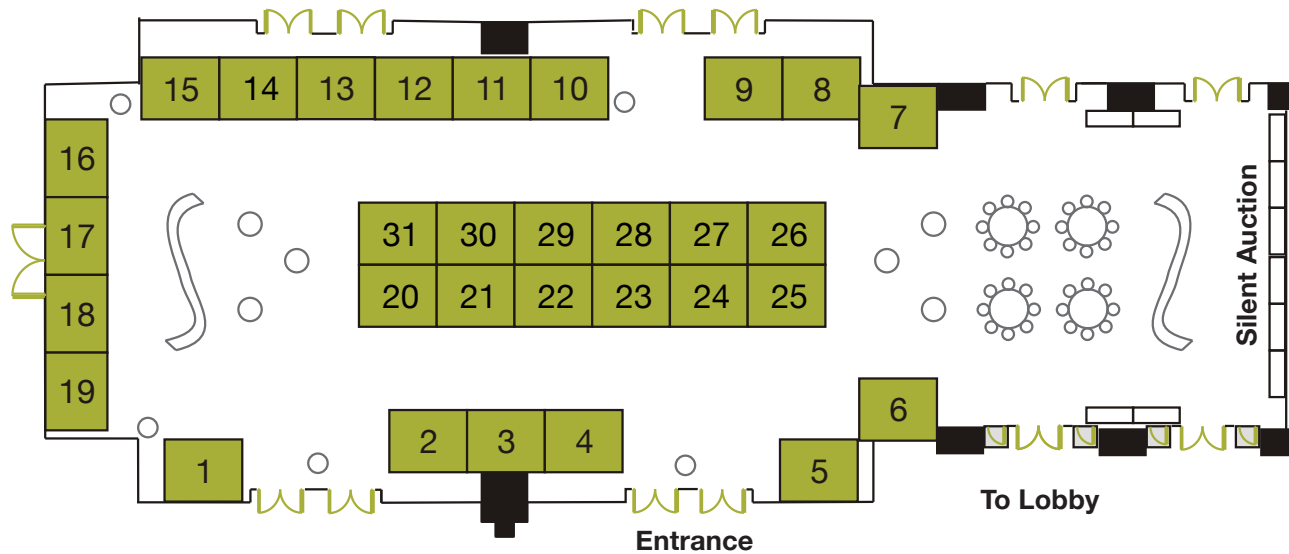
Moderator: **Adam Mikos, Associate Director of Programs and Events, Portland Children's Museum, Portland, Oregon**

Presenter: **Erik Jorgensen, Portland Children's Museum, Portland, Oregon**

5:00 pm
Annual Meeting Adjourns

5:00 pm – 7:00 pm
WMA Board Meeting

Location: Idaho



(in alphabetical order)

30 | **American Association of Museums**
www.aam-us.org

AAM is your resource, voice and community – stop by our booth to learn more about the valuable tools and resources you need to be successful in your career.

6 | **Andoniadis Retail Services**
www.MuseumStoreConsult.com

Museum store consulting focused on making stores more profitable and increasing visitor satisfaction. Services include reviews of finances and operations, and store layout and design.

2 | **Arcadia Publishing**
www.arcadiapublishing.com

Arcadia Publishing: leading local history publisher in the United States, with a catalog of more than 6,500 titles in print and hundreds of new titles released every year.

31 | **Artech, Inc**
www.artechseattle.com

Artwork logistics, fine art care, collection management and consulting.

8 | **Benefactor Travel by Hamilton Fitzjames**
www.benefactortravel.com

Benefactor Travel creates custom-designed travel programs for benefactors of cultural institutions, both large and small.

28 | **Body Worlds**
www.bodyworlds.com

Gunther von Hagens' *Body Worlds*. Original. Authentic. Inspiring. Vetted by ethicists and endorsed by museums, the only exhibition that uses donor bodies brings all-new exhibitions. Original, animal and specialty exhibitions available.

19 | **Bonhams & Butterfields**
Appraisers & Auctioneers
www.bonhams.com/usa

Bonhams, founded in 1793, is one of the world's oldest and largest auctioneers of fine art and antiques. Today, Bonhams offers more sales than any of its rivals, through two major sale-rooms in London: New Bond Street, and Knightsbridge, and a further five throughout the UK. Sales are also held in San Francisco, Los Angeles, Carmel, New York and Boston in the USA; Toronto, Canada; and France, Monaco, Hong Kong and Dubai. Bonhams has a worldwide network of offices and regional representatives in 25 countries offering sales advice and valuation services in 57 specialist areas.

27 | **Eos Lightmedia**
www.eoslightmedia.com

EOS LIGHTMEDIA creates immersive environments that attract and inspire audiences. We offer design, supply, install and programming services of lighting and media systems, including their control technology.

24 | **Gaylord Bros.**
www.gaylord.com

Gaylord is Your Trusted Source for everything your museum needs to reach new audiences while preserving and protecting your growing collections. Visit us online at gaylord.com.

23 | **Guide By Cell**
www.guidebycell.com

Guide by Cell provides cell phone audio, text messaging, and text donation services for museums and other cultural institutions.

1 | **Hawaii Museums Association
& Pacific Islands Museums Association**
www.hawaiimuseums.org

The Hawaii Museums Association (HMA) is a non-profit corporation dedicated to communication and cooperation among the staffs and supporters of Hawaii's museums.

The Pacific Islands Museums Association (PIMA) is a non-profit organization currently based in Port Vila, Vanuatu and is dedicated to facilitating the safeguarding and preservation of Oceania's heritage and heritage places.

20 | **Hollinger Metal Edge**
www.hollingermetaledeinc.com

Hollinger Metal Edge has been the leading supplier of archival storage products for government and institutional archives, historical societies, museums, libraries, universities, galleries and private collectors for over 60 years. With our extremely experienced management and staff, we are dedicated to quality, customer service, and competitive prices.

3 | **Institute of Museum & Library Services**
www.ims.gov

IMLS is the primary source of federal support for the nation's libraries and museums; its mission is to create strong libraries and museums that connect people to information and ideas.

5 | **iZone**
www.izoneimaging.com

A leader in digital high-pressure laminate (dHPL) manufacturing, bringing stunning graphic capabilities to an array of applications including signage, counter tops, vertical surfaces and murals.

4 | **LA Packing, Crating, and Transport /
Ashley Distributors**
www.lapacking.com / www.ashleydistribution.com

L.A. Packing, Crating and Transport the experts in all aspects of handling fine art and Ashley Distributors supplier of archival and packing materials.

21 | **Mad Systems**
www.madsystems.com

Mad Systems is a technology company that provides custom audiovisual design, system integration, and technology solutions for museums and attractions. Our AV systems are the best in the industry, and our professional engineering staff has experience with designing animatronic systems, custom devices such as flight simulators, and conducts industrial research and development in audiovisual technology.

19 | **MBA Design & Display Products Corp.**
www.MBA-Worldwide.com

mila-wall® - the modular wall panel system is ideal for changing exhibition spaces, multi-purpose areas and traveling exhibits. mila-wall® offers flexible design, ease of installation and efficient storage options. Designed and manufactured to endure the changing environment! We look forward to introducing you to our cost effective and sustainable panel solution.

16 | **Mediatrope Interactive**
www.mediatrope.com

Mediatrope Interactive Studio creates award-winning websites and interactives for museums. Our solutions make it easy to update your site, publish collections online, manage email marketing, and power e-commerce.

17 | **Pacific Studio, Inc.**
www.pacific-studio.com

Pacific Studio designs and fabricates exhibits for cultural institutions. We specialize in museum-quality display cases, metal fabrication, interactives, artifact mounts, murals, sculpting, casting and dioramas.

29 | **Philadelphia Insurance Companies**
www.phly.com

Philadelphia Insurance Companies (PHLY) specializes in comprehensive risk management, casualty and property insurance for museums. PHLY is a WMA preferred provider. See registration packet insert.

25 | **Quatrefoil Associates**
www.quatrefoil.com

Exhibit design, multimedia, interactives and fabrication for museums. Studios in Santa Monica, CA and Laurel MD.

22 | **Robertson Taylor International
Insurance Brokers**
www.robertson-taylor.com

Fine art and collections insurance. See advertisement, page 6.

18 | **Ship Art International**
www.shipart.com

Ship Art offers full service art handling and storage. Being ICEFAT members with locations in San Francisco and Denver, we are part of a world-wide team.

15 | **State Museums Association**

This year the WMA has invited State Museums Associations to share a booth so as to better reach the museums in their region. Current and potential members can meet up with colleagues and learn more about your association's activities. Participating states include Alaska, Arizona, California, Oregon, and Washington. A schedule will be posted at the booth and included in your registration packet.

26 | **Tour-Mate Systems**
www.tourmate.com

The best value for your interpretive dollar. Tour-Mate creates engaging content which can be provided to your visitors via a variety of delivery platforms.

9 | **U.S. Art Company**
www.usart.com

Fine Art Transportation Company.

7 | **Willis Fine Art, Jewelry & Specie**
www.willis.com

Specialist art and collections insurance broker, providing unique programs for over 500 prominent museums and universities. Offices in Washington DC, New York, Chicago and London.

Hotel Information

As a guest of the WMA 2010 Annual Meeting, you will enjoy **complimentary internet access** in your guest room as well as **complimentary parking** during your stay.

Doubletree Hotel Portland – Lloyd Center
1000 NE Multnomah Street
Portland, Oregon 97232
Tel: 503.281.6111
Fax: 503.284.8553

Check-In: 3:00 pm, Check-Out: 12:00 noon



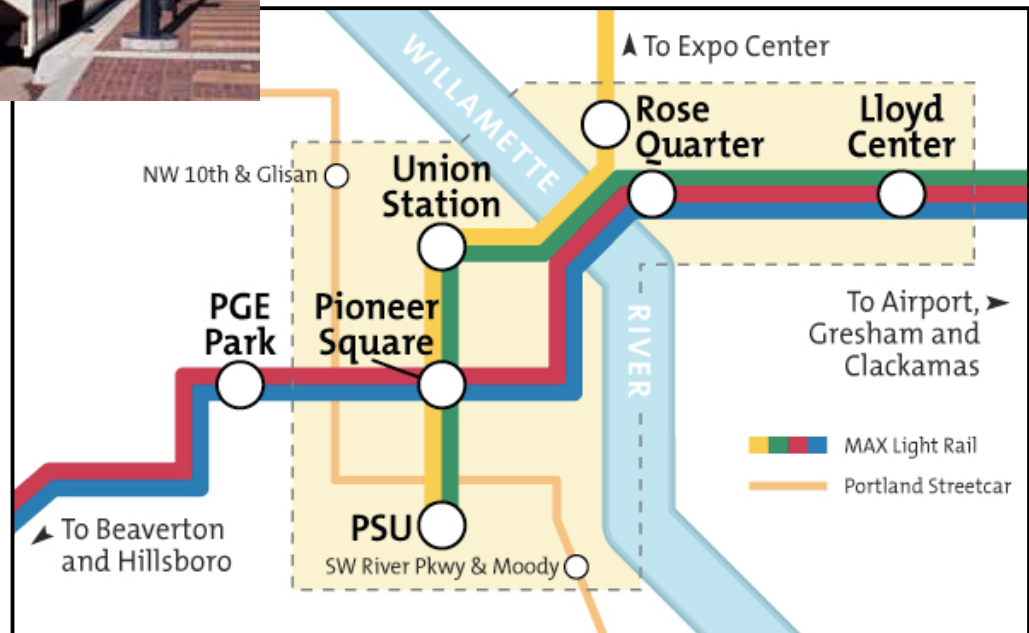
Travel Information



MAX Light Rail:

The station at the Doubletree lies within MAX's Fareless Square. (shaded area on the map).

Hop on and ride to downtown and attractions like the Portland Art Museum for free!



Return to PDX:

For a mere \$2.30, you can ride practically door-to-door from the Doubletree Hotel back to Portland International Airport. The ride takes approximately 25 minutes. Be sure to allow time to purchase your ticket at the transit station. **Visit TriMet.org for schedules for the red line.**

Refer to the departure times from the Rose Quarter Station (1 station prior) for your best estimation (Lloyd Center Station departure times not listed).

Area Information

Portland is an eclectic city, where sophisticated and alternative styles coexist peacefully. It is known for its friendliness, rich culture and variety of outdoor pursuits. A temperate climate and close proximity to both the Pacific Ocean and the Cascade Mountains are among the many reasons Portland has garnered high rankings on multiple “Most Livable City” lists.

Portland was built with walking in mind. The short blocks, combined with public art and old fashioned statuary, fountains, bridges and parks offer opportunities for leisure and contemplation for the casual stroller. Walking tours of the downtown area focusing on the best of the city’s art, architecture, urban parks and fountains are available. For the more adventuresome walker, **Forest Park** has over 70 miles of trails.

Nightlife in Portland is excellent and varied. This includes the world class performances of the internationally-known **Oregon Symphony**. Performing arts in the area offer ballet, Shakespeare, Broadway musicals, modern dance and much more. For daytime pursuits, the **Portland Saturday Market** is the largest continuously operating open-air crafts market in the United States. Or visit a must-see on many travel writer’s lists - **Powell’s City of Books**. Occupying an entire city block, it is the world’s largest independent bookstore.

See art up close at the **First Thursday art gallery walks** in Northwest Portland’s **Pearl District** or in Northeast Portland galleries during **Last Thursday walks** in the **Alberta Arts District** which seems to be a combination art gallery “hop” and neighborhood street fair all rolled into one. If nothing else, enjoy the swarming crowds and fun people watching. At either walk, you’ll have the opportunity to pick up some great local art.

For you oenophiles, Portland boasts many fine wineries within an hour’s drive. However, Portland is also the place to go to enjoy an abundance of good beer. Known by some as Beervana or the Motherland of Microbrews, there are at least **30 breweries** within Portland’s city limits - more than any other city in the world. Be sure to visit one of the many local pubs and brewhouses to see what the buzz is about. **Unleash your inner foodie** here - in a city that has become a hot culinary destination - and experience an amazingly textured range of global delights created with fresh, locally harvested ingredients. It’s not just the restaurants, emerging neighborhoods, markets, cooking schools, microbreweries and nearby wineries; it’s an attitude that Portlanders have for what ends up on their plates. Fresh ingredients are key — whether you’re talking microbrews or seafood. And anything caught, made or grown in the surrounding region is a source of tremendous local pride.

A splendid location, relaxed respectability, and an urban lifestyle that is unsurpassed for its livability makes Portland a city to visit and remember.

Please visit the [Second Story Interactive Online Map](http://secondstory.com/wma_map) for more ideas about attractions, shopping and dining in the area at:

http://secondstory.com/wma_map



Top: Famous Oregon Microbrew
Bottom: Powell's City of Books

OUR MISSION

The Western Museums Association challenges the diverse museum community of the West, empowering individuals to cultivate leadership and enable institutions to remain relevant in a dynamic world. We provide opportunities for learning and personal interaction to enhance the creative skills and enrich the lives of individuals who do museum work.

OUR CORE VALUES

In furthering our mission, these core values guide and sustain our work on behalf of our constituents:

Social Benefit

The Western Museums Association supports the work that institutions do for their communities, and we seek to inspire excellence in this service to the public.

Excellence

We challenge museums to strive, because we believe that all museums have the potential to have an extraordinary impact on the lives of others.

Leadership

We promote the professional development of all staff, volunteers, and trustees, and seek to enhance their positive change and growth, because we believe that all individuals have the potential to be leaders.

Collegiality

We provide opportunities for individuals to connect and develop life-long relationships, as they create a community of colleagues who support each other's institutional endeavors and personal well-being.

Fun

We believe that good humor facilitates learning and relationship building, and enjoyment in an association of colleagues helps build a community of talented, connected individuals who are energized about their profession.

Trust

We respect one another and trust in the integrity of our diverse museum community.

Inclusion

We encourage differences of opinions and perspectives, and unfamiliar ideas, for they enrich our association.

Sustainability

In seeking innovation, we take a measured and responsible approach to decisions and initiatives, as we appreciate that our actions today affect our future success and vitality.

The WMA is a 501 (c) (3) tax-exempt organization, incorporated in the state of California. Tax ID# 23-7312905

Priority Application Deadline for Fall 2011 is **February 15, 2011.**

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GENERAL INFORMATION

The Western Museums Association (WMA) is a nonprofit organization dedicated to serving museums, museum professionals, and related institutions and individuals by providing vision, enrichment, intellectual challenge and a forum for communication and interaction. The WMA celebrates its 75th year in 2010. As one of six regions in the United States, the Western Museums Association represents museum communities in **Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, Utah and Washington and the U.S. territories of American Samoa, Guam, and Mariana and also has international members from British Columbia and Mexico.** The WMA advocates, promotes and supports the role of museums in bettering and enriching the diverse and dynamic cultural life of the western United States. WMA participates on the Council of Regions, a group that collaborates with and advises the American Association of Museums on policy and field-wide initiatives.



In keeping with its mission statement, the Western Museums Association strives to provide cultural leadership and emphasizes involvement, collaboration and cooperation among museums and museum professionals. To this end the WMA works to:

1. Recognize and celebrate the natural and cultural diversity in the Western Region and to remain aware of and serve constituent's needs.
2. Present both progressive and traditional museum issues to all elements of the museum community through programs, which reach all sizes and types of museums, all museum professionals, trustees, volunteers, and the interested public.
3. Share its philosophy and concerns in formats and forums, which encourage cross-cultural communication, dialogue and the pioneer tradition -- involvement.
4. Champion and support western museums and western museum professionals and provide a balanced outlook in addressing institutional and individual concerns.
5. Monitor its constituency to determine the effectiveness of its programs.

General Information

Badges

Conference name badges must be worn for admission into all Annual Meeting functions, including sessions, the Exhibit Hall, evening events (pre-registration required) and meals. We appreciate your understanding that volunteers have been trained to deny access to any delegate not wearing their badge. Conference badges are not transferable. For your personal safety, when you are not in the hotel or at a conference event, please remove your name badge.

Business Center

The business center is open to Doubletree Hotel Lloyd Center guests 24 hours a day and is accessible by room key, featuring computers and printers. Fax, photocopying and audio/visual equipment rental are also available for a fee.

Food and Beverage

The Multnomah Grille inside the Doubletree Hotel - Lloyd Center is open daily from 6:00 am to 10:00 pm. Eduardo's Mexican Grill is open for lunch Monday through Friday. In addition, there are many restaurants and fast food options located within walking distance of the hotel, including:

- Stanford's Restaurant and Bar (NE 9th Ave and Multnomah St., adjacent to Lloyd Center Mall)
- Quiznos (NE 11th Ave and Holladay St.)
- Temptations Café (NE 11th Ave and Holladay St.)
- J Café (NE Holladay St and 6th Ave)
- Denny's (NE Hassalo St. and Grand Ave.)
- Burgerville (MLK and NE Hassalo St.)
- Red Robin (NE Grand Ave. and NE Multnomah St.)
- Subway (MLK and NE Multnomah St.)

There is a supermarket within walking distance of the hotel: Safeway (NE 11th Ave. and Broadway)

For more food and beverage options, please check with the Front Desk, or visit the online map created for the conference by Second Story at http://secondstory.com/wma_map/.



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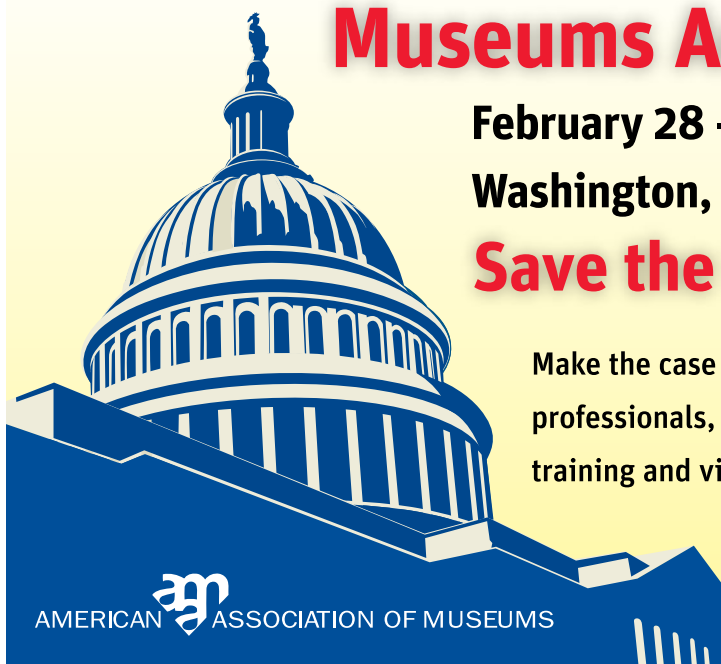
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Jeff.Minett@aon.com

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Museums Advocacy Day 2011

February 28 – March 1, 2011

Washington, DC

Save the Date!

Make the case for museums! Join with museum advocates, professionals, trustees and supporters for hands-on advocacy training and visits to Capitol Hill, coordinated by AAM.

For more information visit:

speakupformuseums.org

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 of 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 WMA.

Lost & Found

Lost and Found articles turned in to the WMA Registration Desk will be held there until the end of each day, when we will then turn it over to the Hotel's Housekeeping Department.

Medical Emergencies

If you are in need of immediate assistance, please dial 911 from any hotel phone. The 911 Operator will assist you and the phone will automatically inform the hotel's Security Department of the location of the caller.

Parking

The day rate for parking at the Doubletree Hotel - Lloyd Center is \$18 or \$22 for valet. However, WMA attendees who are staying at the hotel and booked through the special WMA room block have this fee waived. There is limited street parking.

Smoking

Smoking is not permitted at the Doubletree Hotel – Lloyd Center. Per Portland City Law, smoking is allowed when you are outside and at least 10 feet from any building ventilation units.

7TH ANNUAL SYMPOSIUM

BUILDING MUSEUMS®

2011

APRIL 10-12 | SAN FRANCISCO

Presented by **Mid-Atlantic Association of Museums**
in cooperation with **Western Museums Association** and:

- American Institute of Architects San Francisco Chapter
- Association of Children's Museums
- International Association of Museum Facility Administrators

VISION

IMPLEMENTATION

SUSTAINABILITY

Save the Date!

WMA goes Pacific in 2011

WMA will be joined by the Hawaii Museums Association and Pacific Islands Museums Association in co-hosting WMA's 2011 Annual Meeting, September 23-26, 2011.

This will be a unique opportunity for WMA and fellow museum professionals to meet and exchange ideas and best practices with colleagues near and far, and to see Hawaii in a whole different light!

See you in Hawaii!

WMA 2011 Program Committee Chairs

Adam Mikos
Associate Director of Programs and Events
Portland Children's Museum

Merritt Price
Design Manager
J. Paul Getty Museum

Additional support provided by the Hawaii Convention Center and the Hawaii Tourism Authority.



2011 WMA Annual Meeting
September 23 - 26th
Hawaii Convention Center
Honolulu, Hawaii



Western
Museums
Association

Submission forms are available now!

To submit a proposal or read the submission guidelines, please visit: <http://westmuse.wordpress.com/conferences/>