

WMA ANNUAL MEETING
• Western Museums Association •
OCTOBER 21-24, 2012

RESTORE & REJUVENATE:

Our Natural and Cultural Resources

→ *Palm Springs, California*



Stephen H. Willard, American, 1894-1965, Palms Near San Jacinto at Town Entrance (detail), 1943, Photograph © Collection Palm Springs Art Museum, gift of Dr. Beatrice Willard

77th Annual

CONTENTS

Welcome.....	3
Acknowledgments.....	4
Special Thanks.....	5
Key Information.....	8
Schedule At-A-Glance.....	9
Program Key.....	14
Saturday, October 20.....	15
Sunday, October 21.....	16
Monday, October 22.....	19
Tuesday October 23.....	25
Wednesday, October 24.....	31
Exhibitors.....	36
About WMA.....	38
Area Information.....	39

Sessions





Welcome to Palm Springs, California, a place that, for generations, has restored and revitalized people's bodies and spirits. From the days of its original inhabitants – the Agua Caliente Band of the Cahuilla Indians – through the glamour days of the mid-twentieth century to today's bustling artistic scene, Palm Springs has evolved with the times, while always preserving its unique character as a warm and welcoming place.

Here in Palm Springs, you will experience remarkable natural beauty in the stark landscapes of the desert floor, the rugged slopes of the San Jacinto Mountains, and the stunning water-fed canyons where humans first settled. You'll be able to learn about the history and culture of the Agua Caliente, who continue to play a critical role in the town. You can luxuriate in a hot mineral spring or enjoy a gourmet meal. And all around, you will see incredibly preserved examples of the unique Desert Modernism architecture of the post-World War II era, when Hollywood's elite made this town its playground.

It's no wonder that the theme of WMA's 2012 Annual Meeting is **RESTORE and REJUVENATE: Our Cultural and Natural Resources**. Over the years, so many have come for a "Taking of the Waters" in Palm Springs! Starting with the first tuberculosis sanatoriums built in the place the Cahuilla called "Se-Khi" (boiling water), millions have come to this desert community for the chance to stop what they are doing. So that they can heal. So that they can reflect. So that they can then go back to their daily lives, revitalized and reenergized.

In convening the 77th Annual Meeting, WMA continues a rich tradition of amazing, and at times, provocative programs. In Palm Springs we will **RESTORE and REJUVENATE** by asking probing questions, sharing strategies, and by reaching out to professionals throughout the region. WMA knows its most valuable resource is our attendees! So, we have provided many opportunities for attendees to learn *from each other*. In addition to numerous social functions, we have planned several small group discussion events for you to let your ideas flow. We know that you will enjoy reconnecting with old colleagues and meeting new ones.

And just as Palm Springs values fun, so does WMA—in fact it is one of our stated core values!

So, enjoy the program. Enjoy each other. Enjoy Palm Springs. We hope that your experiences here will return you to your museums restored and rejuvenated with renewed passion for our field.

—Western Museums Association



ACKNOWLEDGMENTS

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

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SPECIAL THANKS

WMA wishes to recognize the many colleagues who contributed their valuable time, energy, and expertise to the success of this conference.

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



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Agua Caliente Band of Cahuilla Indians
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Children's Discovery Museum of the Desert
The Desert Institute
Hi-Desert Nature Museum
Joshua Tree National Park
Palm Springs Air Museum
Palm Springs Art Museum
Palm Springs Art Museum in Palm Desert
Palm Springs Historical Society
Sunnylands Center & Gardens
The Living Desert





SUNNYLANDS
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www.sunnylands.org

KEY INFORMATION

The Hilton Palm Springs- Annual Meeting Headquarters

400 East Tahquitz Canyon Way
Palm Springs, California

The Spa Hotel-Overflow Hotel

100 N. Indian Canyon Drive
Palm Springs, California

Transportation

Scheduled buses for tours and special events will pick-up guests at the Hilton Palm Springs. Please consult the Program for shuttle times and arrive at the pick up location fifteen minutes prior to departure. Buses will return participants to the Hilton.

Registration/Volunteer Desk

The registration desk is located in the Plaza Foyer of the Hilton Palm Springs. The desk will be staffed during the following times:

- **Sunday**, October 21 2 pm – 6 pm
- **Monday**, October 22 7:30 am – 5 pm
- **Tuesday**, October 23 7:30 am – 6 pm
- **Wednesday**, October 24 7:30 am – 6 pm

Exhibit Hall Schedule

Please visit our Exhibit Hall in Horizon Ballroom. Exhibits will be open during the following times:

- **Monday**, October 22 10:30 am – 4 pm
- **Tuesday**, October 23 9 am – 4:15 pm

Tickets

If you registered for a pre-conference tour or workshop, evening event, and/or off-site event, your tickets are located in your registration packet. Please present your ticket before boarding buses or entering an event.

Guests

Non-registered guests are not allowed to attend conference sessions or workshops, but may purchase tickets to attend special social events. Please check with the registration desk for availability.

Name Badges

Name badges must be worn at all times, as only registered attendees are allowed to attend sessions and workshops. Children under the age of 10 are not permitted in the conference area.

Program Changes

In the event of changes to the Program, an Addendum will be available at the Registration Desk.

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.

Have a QR Code reader?

WMA's Facebook Page



WMA's Twitter Feed



Connect with WMA!

Post pics on our FaceBook Wall

On Twitter, use **#wma2012** and **@westmuse**



facebook.com/westmuse

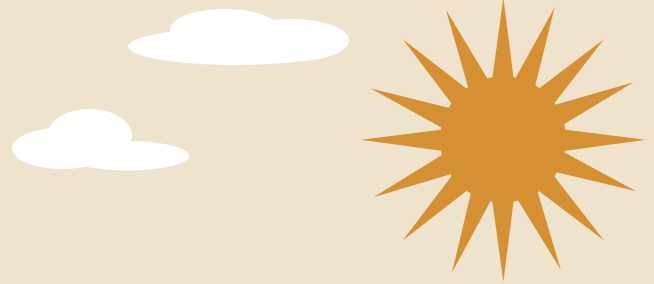


twitter.com/westmuse

SCHEDULE AT-A-GLANCE

Saturday, October 20	
9 am – 8:30 pm	Pre-Conference Tours & Workshops Page 15
Sunday, October 21	
7:30 am – 11 am	Pre-Conference Tour Page 16
9 am – 5 pm	Pre-Conference Workshops Page 16
2 pm – 6 pm	Registration Desk Open
6:30 pm – 8 pm	Evening Event: Opening Reception, <i>Hilton Palm Springs</i>
Monday, October 22	
8:30 am – 10 am	General Session & Keynote, <i>Annenberg Theater, the Palm Springs Art Museum</i>
10:30 am – 11:45 am	Concurrent Sessions Page 19
11:45 am – 12:45 pm	Exhibit Hall Networking Lunch, <i>Horizon Ballroom</i>
12:45 pm – 2 pm	Concurrent Sessions Page 21
2 pm – 2:30 pm	Exhibit Hall Refreshment Break, <i>Horizon Ballroom</i>
2:30 pm – 3:45 pm	Concurrent Sessions Page 22
4 pm – 8:30 pm	Evening Event: Sunnylands Center & Gardens/Children’s Discovery Museum of the Desert
Tuesday, October 23	
7:45 am – 8:45 am	Affinity Breakfast – Indigenous Peoples, <i>Poolside</i>
7:45 am – 8:45 am	Affinity Breakfast – Storytellers, <i>Tapestry</i>
9 am – 10:15 am	Concurrent Sessions Page 25
10:15 am – 11 am	Exhibit Hall Networking/Coffee Break, <i>Horizon Ballroom</i>
11 am – 12:15 pm	Concurrent Sessions Page 26
12:30 pm – 1 pm	Topic Tables, <i>Poolside</i>
1 pm – 1:45 pm	Exhibit Hall Ice Cream Social, <i>Horizon Ballroom</i>
2 pm – 3:15 pm	Concurrent Sessions Page 28
3:15 pm – 4:15 pm	Exhibit Hall Closing Reception, <i>Plaza Ballrooms</i>
5:30 pm – 9:30 pm	Evening Event: Cabot’s Pueblo Museum/Palm Springs Air Museum
Wednesday, October 24	
9 am – 10:30 am	General Session & Keynote, <i>Annenberg Theater, the Palm Springs Art Museum</i>
11 am – 12:15 pm	Concurrent Sessions Page 31
12:30 pm – 1:30 pm	Luncheon – Directors, <i>Poolside</i>
12:30 pm – 1:30 pm	Luncheon – Registrars, <i>Tapestry</i>
12:30 pm – 1:30 pm	Bring Your Own Topic, <i>Poolside</i>
1:45 pm – 3 pm	Concurrent Sessions Page 32
3:30 pm – 4:45 pm	Concurrent Sessions Page 34
5:30 pm – 9 pm	Evening Event: The Palm Springs Historical Society/Agua Caliente Cultural Museum/ Palm Springs Art Museum

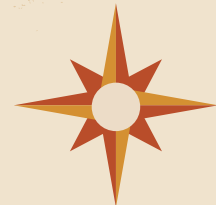
DOWNTOWN PALM SPRINGS



MAP LEGEND

- 1) **HILTON PALM SPRINGS** 400 East Tahquitz Way
- 2) **SPA HOTEL** 100 N. Indian Canyon Drive
- 3) **SPA RESORT CASINO** 401 East Amado Road
- 4) **PALM SPRINGS ART MUSEUM** 101 North Museum Drive
- 5) **AGUA CALIENTE CULTURAL MUSEUM** 219 South Palm Canyon Drive
- 6) **PALM SPRINGS HISTORICAL SOCIETY** 221 South Palm Canyon Drive

NORTH



(Map not to scale)

Palm Springs Art Museum Welcomes Western Museums Association Delegates



art | *new* | now!

Visit our new location
Palm Springs Art Museum in Palm Desert



photograph by Scott Galaba, 2007, courtesy
City of Palm Desert



72-567 Highway 111, Palm Desert, CA 92260
760-346-5600

WMA delegates receive free admission to both museum locations
and a 20% discount in the Museum Store in Palm Springs during the meeting.

PALM SPRINGS
ART MUSEUM

101 Museum Drive, Palm Springs, CA 92262
760-322-4800
psmuseum.org

TUES | WED | FRI | SAT | SUN 10 a.m.-5 p.m.
THURS 12-8 p.m.





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WHEN YOUR MUSEUM NEEDS LEGAL ANSWERS OR ASSISTANCE

- General ongoing museum administration issues*
- Donation acceptance requirements & donor issues*
- Legal Ownership & Protective Statute issues*
- De-accessioning – sale requirements & certification requirements*
- Trust compliance*
- Trust and Corporate nonprofit compliance*
- Loans*
- Exhibitions – as exhibitor or when accepting exhibitions*
- Insurance – review of coverage & negotiation; claims*
- Risk Management for the Board & Staff – preventative administrative procedures*
- Fund Raising – including silent auctions and live fundraising auctions – requirements, donor tax benefit misunderstandings & preventative measures*

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PROGRAM KEY

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



Business:

Do any of these sound like a day in your life: writing a grant proposal, managing a schedule, setting up a business plan, working within a budget, pitching a proposal, or figuring out an ad campaign? If so, come hear colleagues in development, finance, and marketing share best practices.



Careerpath/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.



Collection Care

Calling all curators, registrars, conservators, collection managers, and art handlers! These sessions and workshops focus on what you need to know to safeguard your museum's collections now and for years to come.



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!



Future casting

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!



Indigenous

These sessions provide a platform for indigenous and non-indigenous museum staff to explore issues from diverse perspectives, to learn about innovative projects, and to deepen practice-transforming sensitivities.



WMA 2012 PROGRAM

Saturday, October 20

9 am – 4 pm

Pre-Conference Workshop

CSI: Registrar

This event requires pre-registration.

Based on annual events organized by the registrars' committees in the Mid-Atlantic and Mountain-Plains regions, and the Reinforcement Crew at AAM, the CSI: Registrar event has registrars, conservators and other collections professionals share their skills with an institution in the conference's host city, providing a day's worth of volunteer labor for collections-based projects, such as general cleaning, inventory of collections, condition reporting, re-housing of collections, moving collections and numbering collections. This is an all-day event and provides a great opportunity to chat with your colleagues and share experiences while using your skills to help out a museum in need!

Cabot's Pueblo Museum

9 am – 12 pm

Pre-Conference Tour

Desert Modern Architecture

This event requires pre-registration. Motorcoaches depart from the Hilton at 9 am.

Since the 1930s when Hollywood stars and wealthy architecture patrons began building houses in Palm Springs, this area has become world-renowned for work by midcentury architects Richard Neutra, Albert Frey, John Lautner, E. Stewart Williams, and Donald Wexler. Currently practicing architects have continued this extraordinary tradition. Join Sidney Williams, Curator of Architecture and Design at Palm Springs Art Museum, and Patrick McGrew, architect and architectural historian, for a fascinating tour of some fine examples.

9 am – 8:30 pm

Pre-Conference Tour

Joshua Tree National Park and Pioneertown

This event requires pre-registration. Motorcoaches depart from the Hilton at 9 am.

Discover the spectacular desert landscapes and colorful history of the high desert. Start your day with brunch at the Hi-Desert Nature Museum where you can tour their new exhibit, "Ride 'em Cowboy! The West in Popular Culture." Then it's off to Joshua Tree National Park for a ranger-guided tour of historic Keys Ranch, followed by tours of the Wall Street Mill mining site, Equinox Native American site and Barker Dam. Finish your day at Pioneertown, built in the 1940s as a set for western movies. Walk scenic Mane Street and even see a wild west shootout! Enjoy a mesquite BBQ dinner and live musical entertainment at legendary Pappy & Harriet's. (Cash bar available at Pappy & Harriet's)



Sunday, October 21

8 am – 12 pm

Pre-Conference Workshop
Keys To A Successful Museum Store

Plaza Ballroom C

This event requires pre-registration.

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 necessarily 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. Workshop conducted by Andrew Andoniadis, Andoniadis Retail Services, who has been a museum store consultant for twenty years working with over 250 museums throughout the United States.

9 am – 4 pm

Pre-Conference Workshop
Cockled, Frayed, and Friable: A Conservator's View to the Art of Condition Reporting

Sunnylands

This event requires pre-registration.

Sharpen your condition reporting skills in this technical workshop led by conservators working with a variety of materials from paper to organic artifacts to outdoor sculpture. The workshop will cover condition definitions and tools for accurate assessments, proper handling of various objects and materials, and new technologies for photo documentation in condition reporting. The conservator's view to condition report writing will be invaluable to registrars, collections managers, art couriers, and any museum professional handling art and historical objects.

9 am – 4 pm

Pre-Conference Workshop
Disaster Recovery for Collections: The First 24 – 48 Hours After an Emergency

Plaza Ballroom B

This event requires pre-registration.

Disaster response requires quick action and immediate decisions, while recovery takes expertise and time. Join this workshop and get a jump start on your preparation and training! Participants will learn recovery methods from experienced senior conservators, practice skills through a wet recovery drill, and discover their planning weaknesses. This workshop is part of the acclaimed workshop curriculum of the Balboa Art Conservation Center, whose highly trained staff has been teaching workshops throughout the West since 2000.

10 am – 4 pm

Pre-Conference Workshop
Building Success: How to Organize and Implement a Winning Construction Project

Plaza Ballroom A

This event requires pre-registration.

Are you planning a construction project? Stephen Farneth, Architectural Resources Group, and Laurie Sowd, The Huntington Library, will provide a framework and tools for managing a high-quality, cost-effective project. Through presentations, individual work, small team discussions, Q&A, and a notebook of information to take home, we will focus on:

- Planning—articulating needs, assembling the team
- Designing—setting priorities, designing to the budget, understanding what you're getting
- Building—controlling quality, schedule and costs
- Occupying—commissioning, maintenance and use

- 1 pm – 3 pm** **Pre-Conference Workshop** **Palm Springs Art Museum**
A Gathering of California MAP-Quest Participants
Registration by invitation only.
 In this workshop, California MAP-Quest participants will share information and exchange ideas about issues encountered during the MAP process. This will be an opportunity to supplement virtual exchanges provided by through California MAP-Quest, a partnership between AAM and CAM whose purpose is to foster mutual support for California museums participating in the MAP process.
- 1 pm – 5 pm** **Pre-Conference Workshop**
Experiencing Palm Springs: A Walking Tour of Midcenturyland
This event requires pre-registration. Tour starts from the Hilton Lobby.
 Join Andy Sacher, former Disney Imagineer Concept Architect and Educational Game Designer, and Stephanie Weaver, visitor experience consultant, and see Palm Springs as a venue, narrative experience, and urban environment. We'll include historically significant architecture, galleries, retail, hotels, restaurants, and at least one museum. You'll see how to build experiences from a narrative environment perspective, allowing you to rethink your museum's exhibitions and visitor experience as a whole.
- 1 pm – 5 pm** **Pre-Conference Workshop** **Plaza Ballroom C**
Merchandising Museum Memories
This event requires pre-registration.
 We want our visitors to spend money in the museum store and buy tangible memories of their visit. Artful display, lighting, and signage entice shoppers. Two resourceful museum managers put into practice ideas shared by Andrew Andoniadis, museum store consultant. They will reveal before and after results and offer insight on merchandising, customer service, registers and lighting. Attendees will help draft a vendor resource guide during a round-table discussion following the presentation.
- 2 pm – 6 pm** **Registration Desk Open** **Hilton Palm Springs**
- 3 pm – 5 pm** **Pre-Conference Workshop** **Palm Springs Art Museum**
Excellence in Every Museum: Applying Standards To Your Museum
No Fee and open to all.
 Museum standards can be met by museums of all sizes and disciplines. Get an overview of National Standards and find out how applying standards to your museum's operations can help you to showcase your achievements and high levels of service and professionalism. Uncover ways in which you and your museum's staff are already achieving excellence and creating best practices in the field. Find out more about self-assessment programs like MAP and StEPs and the pathways to Accreditation.

6:30 pm – 8 pm

Evening Event: Opening Reception

Hilton Palm Springs

FREE! At the Hilton Palm Springs

Join your fellow WMA Attendees for a poolside Opening Reception at the Hilton.

There will be hosted beer, light hors'oeuvres, cash bar, and dancing!



8:30 am – 10 am

General Session & Keynote

Annenberg Theater, Palm Springs Art Museum

Opening Remarks and Introductions by Dr. Julie K. Stein, WMA President

Welcome to Palm Springs by Jeff Grubbe, Chairman of Tribal Council, Agua Caliente Band of Cahuilla Indians

Welcome performance by Agua Caliente Hot Water Bird Singers

Presentation of the WMA Director’s Chair Award to Katherine Hough, Chief Curator at the Palm Springs Art Museum

Katherine Hough began her career in 1975 as Registrar at the Palm Springs Desert Museum. In 1979 she became Curator of Art, and since 2002 serves as Chief Curator. During her 37-year career at the Palm Springs Art Museum, she has expanded the permanent art collection and exhibition programs. Hough was President of WMA from 2000-2002 and currently is a board member and co-chair of the Host Committee for the 2012 Palm Springs meeting.

Keynote by W. Richard West Jr., Founding Director and Director Emeritus, National Museum of the American Indian. Interim Director, The Textile Museum

W. Richard West Jr., Founding Director and Director Emeritus of the National Museum of the American Indian, Interim Director of the Textile Museum, and President and CEO-Designate, Autry National Center, retired at the end of 2007 from the position of founding director of the Smithsonian’s National Museum of the American Indian. West has devoted his professional life and much of his personal life to working with American Indians on cultural, educational, legal, and governmental issues. As director of the National Museum of the American Indian from 1990 through 2007, West was responsible for guiding the successful opening of the three facilities that comprise the National Museum of the American Indian. He served as chair of the board for the American Association of Museums from 1998-2000. West also was a member-at-large (2004 – 2007) and Vice President (2007 – 2010) of the International Council of Museums.



Sponsored by Sunnylands Center & Gardens



10:30 am – 11:45 am

Concurrent Sessions

cl The Keys to Making a Great Presentation

Palm Canyon A

Are you called on to present to your board, donors, or senior level staff? Strong presentation skills can benefit your institution and your career. This session will reveal key skills and components of delivering a great presentation. You’ll learn how to make a good impression, overcome stage anxiety, create and use great visuals, read and engage your audience, project confidence with voice and body language, and more. There will be an interactive exercise during the session and a lively question and answer period will be encouraged.

Moderator: Merritt Price, *Design Manager, The J. Paul Getty Museum*

Presenters: Neil Stevenson, *Design Director + Associate Partner, IDEO*
 Carma Spence, *Online Leverage Coach, DragonWyze Solutions*
 Domonique Fruchtman, *Technical Trainer and Distinguished Toastmaster*

fc e **What's Now/What's Next 2012: Showcasing the New and Notable of the West's Most Innovative Projects and Programs** **Palm Canyon B**

This session highlights four projects 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. This session is a result of selected projects and submitted entries. Projects were chosen with an eye toward creating a diverse selection of topics. All projects were completed between January 2011 and September 2012.

Moderator: Robert Checchi, *Senior Designer, J. Paul Getty Museum*

b **Leading Museum Transformations** **Plaza A**

Museums are experiencing dynamic shifts in how they do business, attract visitors, and create relevance. Join three museum directors who are leading their museums through significant, widespread, risky cultural change. They're rethinking organizational structure, brand, gallery design, wayfinding, curatorial practice—even their restaurants. This Q & A panel will allow ample time for group discussion and we'll seek questions in advance via the WestMuse Facebook page.

Moderator: Stephanie Weaver, *Visitor Experience Consultant, Experienceology*

Presenters: Graham Beal, *Executive Director, Detroit Institute of Arts*

Jay Xu, *Director, Asian Art Museum*

Lori Fogarty, *Director and CEO, Oakland Museum of California*

b **Major Gift and Planned Giving Fundraising: Sibling Rivalry or Partners from Birth** **Plaza B**

Can major gift fundraising include a planned giving objective or are they separate conversations? Learn how to coordinate these divisions to develop a more donor-centric approach. Speakers will offer ideas on how thinking outside of the traditional fundraising box can result in greater teamwork and larger gifts. This program will be useful for small organizations with limited staff and is also appropriate for gift officers with minimal experience in planned giving.

Presenters: Louise Gregory, *Director of Leadership and Planned Gifts, Exploratorium*

Carol Pollock, *Planned Giving Consultant*

fc e **A Call To Action: Museums and Communities Working Together On Things That Matter** **Plaza C**

Critical community issues offer museums avenues for collaboration, creativity and impact. Learn how Arizona State Museum used an exhibit, programming, and a digital comic book to discuss diabetes through the lens of Native American culture; the California Historical Society partnered with artists and advocacy groups to develop programs for an exhibition on homelessness; and how the Jordan Schnitzer Museum of Art promoted community advocacy and education regarding ecology and sustainability through an art exhibit and programming.

Moderator: Margaret Kadoyama, *Principal, Margaret Kadoyama Consulting*

Presenters: Lisa Falk, *Director of Education, Arizona State Museum, University of Arizona*

Lisa Eriksen, *Principal, Lisa Eriksen Consulting*

Kurt Neugebauer, *Need Title*

11:45 am – 12:45 pm

Exhibit Hall Networking Luncheon **Horizon Ballroom, Hilton**

Join your colleagues in the Exhibit Hall where you can explore vendor offerings and enjoy lunch - courtesy of WMA. Make sure to start bidding on the fabulous items in the silent auction - generously donated by our members. All proceeds benefit the Wanda Chin Professional Development Support Fund to help our colleagues attend our Annual Meeting.

12:45 pm – 2 pm

Concurrent Sessions**b Implementing Organizational Dashboards** **Palm Canyon A**

Building on the 2011 Performance Dashboard session, this panel will share firsthand successes and failures in implementing institutional dashboards. Building a dashboard starts with people, not data. What are the political issues you face in setting up a dashboard? How do you determine what stories are most compelling to communicate? What are the challenges of maintaining a dashboard and keeping it meaningful and interesting to your audience and data contributors?

Moderator: Hally Swift, *Director of Finance, Burke Museum*

Presenters: Nancy J. Lee, *Independent Consultant*
Damien Francaviglia, *Director of Business Planning and IT, Oregon Museum of Science and Industry*

e i Working with Tribal Members to Interpret Native American Themes in the National Park Service **Palm Canyon B**

In recent years the National Park Service has made a concerted effort to broaden its interpretation of American Indian cultures at NPS sites; their traditional connections with the land, their difficult interactions with Euro-Americans, and their contemporary culture. This presentation will highlight interpretive planning, exhibit, landscape, and building projects that involve indigenous *community* themes, motifs, and stories.

Moderator: Mary Lou Herlihy, *Interpretive Media Specialist, National Park Service, Pacific West Region*

Presenters: Charles Davis A.I.A., *Partner, EDX: Edquist Davis Exhibits*
Johnpaul Jones, *Partner, Jones & Jones Architects + Landscape Architects + Planners*
Marc Blackburn, *Interpretive Specialist, National Park Service*
Julie Sayigh, *Associate, EDX: Edquist Davis Exhibits*
Mark Wagner, *Hudson Bay District Interpreter, Glacier National Park*

el ic Post-Mortem: Let's Make Our Next Exhibition Project More Successful **Plaza A**

Rarely do we take (or have) the time to learn from the mistakes of past collaborative exhibition projects. Here's an opportunity. Presenters will each identify a specific recurring pitfall that likely affects many of us. Then we'll explore solutions. Bring your frustrations to this session, and leave with a toolkit you can use to step up your own collaborative process.

Moderator: Ken Luftig Viste, *Content Strategist and Interpretive Planner/Organizational Coach, Independent*

Presenters: Lisa Sasaki, *Director of Audience and Civic Engagement, Oakland Museum of California*
Alice Parman, *Museum Consultant, Organizational Coach, Independent*
Daniel Quan, *Principal, Daniel Quan Design*
Steve Y. Wong, *Independent Curator*

e Moving from One Language **Plaza B**

What is the infrastructure needed to move from one to two languages within education, exhibition design, marketing and development? Panelists will discuss their stages of bilingual initiatives and its importance for their audience development: identified audience needs, institution's priorities, implemented procedures, and what additional steps are needed to advance their work.

Moderator: Cecilia Garibay, *Principal, Garibay Group*

Presenters: Heather Nielsen, *Head of Community and Family Programs, Palm Springs Art Museum*
Nicole Trudeau, *Senior Designer, J. Paul Getty Museum*
Ami Tseng, *Director of Marketing and Brand, Asian Art Museum*

fe e The Contemporary Landscape: Museums and The Environment **Plaza C**

What is the role of museums and science centers in communicating the science of environmental change? How do they address the environmental issues of their region? This panel looks at museums as cultural brokers in collaborative efforts around understandings of climate and other environmental change. Panelists will introduce innovative exhibits and programming that present mechanisms through which the museum sector can act as change-agents in fostering a new form of public awareness around environmental change, education and action.

Moderator: Julie Decker, *Chief Curator, Anchorage Museum*

Presenters: Courtney Gilbert, *Curator of Visual Arts, Sun Valley Center for the Arts*
 Barbara Matilsky, *Curator of Art, Whatcom Museum*
 Katherine Hough, *Chief Curator, Palm Springs Art Museum*

2 pm – 2:30 pm



Exhibit Hall Refreshment Break **Horizon Ballroom, Hilton**

Enjoy healthy snacks, perusing Exhibitor's booths, and networking with peers - courtesy of WMA.

Sponsored by McMurray Stern  Design Build • Storage Solutions • Records Management

2:30 pm – 3:45 pm

Concurrent Sessions **Plaza C**

cl fe Museum Studies Programs: From the Inside Out

Quickly developing as the primary educational tool for current and future museum professionals, Museum Studies programs serve a crucial role in the advancement of our field. Considering the weight of such a charge, how are Museum Studies programs evolving? What kind of planning is laying the foundation for these programs? How has the museum field responded? Do graduates feel prepared to enter the field?

Moderator: Adam Mikos, *Curator of Exhibitions and Collections, Washington County Museum*

Presenters: Karen Kosasa, *Director and Professor, Museum Studies Graduate Certificate Program, The University of Hawai'i*
 Edward Luby, *Program Director and Professor, Museum Studies Program, San Francisco State University*
 Susan Spero, *Professor, Museum Studies, John F Kennedy University*
 Paula Birnbaum, *Director of the Art History and Arts Management Program and Associate Professor, Department of Art + Architecture, University of San Francisco*
 Vanessa Jorion, *Education and Programs Coordinator and Director, Art in the Village USC Fisher Museum of Art*
 Carin Jacobs, *Director, Center for the Arts, Religion and Education/ Doug Adams Gallery Visiting Associate Professor of Museum Studies, Graduate Theological Union*

cl e High School Students Developing Exhibits in Museums **Plaza B**

Two museums reveal their core value of creating "real world" museum experiences for high school students treated as adjunct staff. The Raymond M. Alf Museum *Hall of Life* opened with assistance from high school students doing field collecting, specimen prep, research, installation, and changing exhibits. At the Frye Museum *I wish I knew who I was before I was me* was a teen-curated exhibition, sound installation, and youth-empowerment tool that taught curatorial skills and demonstrated a shift in authority and voice in the museum's main galleries.

Moderator: Lori Jacobson, *Director, THINK Jacobson & Roth*

Presenters: Dr. Don Lofgren, *Director, Raymond M. Alf Museum of Paleontology*
 Annisa Herrero, *Student, The Webb Schools*
 Jill Rullkoetter, *Senior Deputy Director, Frye Art Museum*

e **Creating Cultural Resources: Restoring and Rehabilitating Modern Buildings**

Plaza A

The Palm Springs area is widely recognized for its concentration of modern architecture. In recent years with the tremendous growth in cultural tourism, there has been significant interest in restoring and rehabilitating 1960s buildings and adapting them to new uses. Two fine examples are Sunnylands Center & Gardens (The Annenberg Estate, designed by A. Quincy Jones) and the Palm Springs Art Museum's Architecture and Design Center, Edwards Harris Pavilion. The panel will discuss how these projects will impact the community's cultural life and expand educational opportunities.

Moderator: Sidney Williams, *Curator of Architecture and Design, Palm Springs Art Museum*

Presenters: Leo Marmol, FAIA, *Principal, Marmol Radziner Architects*
 Janice Lyle, *Ph.D., Sunnylands Center & Gardens,*
The Annenberg Retreat at Sunnylands
 John Berley, *Associate, Frederick Fisher & Partners, Architects*

b **Museum Associations Exchange – Statewide Concerns and Responses**

Palm Canyon B

A gathering of state associations to highlight specific issues faced by the museum community and how these challenges are being addressed on a statewide level. This session is the first of an annual standing session dedicated to the exchange of information between museum service providers, and will include the Western representative for the National Alliance of State Museum Associations, a representative from the American Association of Museums, and the Vice President - Programs from WMA.

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

Presenters: Heather Bouchey, *Vice-President, Oregon Museums Association*
 Monica Shah, *Treasurer, Museums Alaska*
 Carrie Snow, *Treasurer, Utah Museum Association*
 Ruth White, *Executive Assistant, Utah Museum Association*
 Janice Klein, *President Elect, Museum Association of Arizona*
 Kippen de Alba Chu, *Vice President, Programs, Western Museums Association*
 Tarisi Vunidilo, *Secretary General, Pacific Islands Museums Association*
 Jill Connors-Joyner, *Assistant Director, Museum Assessment Program,*
American Association of Museums

e **i** **Sharing our Pacific Cultures – A PIMA (Pacific Islands Museum Association) and PAA (Pacific Arts Association) Collaboration**

Palm Canyon A

This PIMA and PAA collaborative session aims to highlight current Pacific research that links with international Pacific and Maori museum collections. This is a unique opportunity to showcase selected young researchers and future academics who are selected to share their research and projects they are currently doing for the benefit of Pacific people. Pacific collections in metropolitan museums and academic institutions in the United States deserve to be studied and academically debated and discussed.

Moderator: Tarisi Vunidilo, *Secretary-General, Pacific Islands Museum Association*

Presenters: Ashley Meredith, *MA, Ph.D. Student, University of South Florida*
 Meredith Ferguson, *MA Student, Tufts University*
 Marion Cadora, *MA Student, University of Hawaii*

4 pm - 8:30 pm

Evening Event

Sunnylands

Sunnylands Center & Gardens/Children's Discovery Museum of the Desert

This event requires a pre-paid ticket. Please see the registration desk for details. Motorcoaches depart from the Hilton at 4 pm.

Explore the new Sunnylands Center with its welcoming great room, exhibitions, film, and interactive media stations. Learn about the Annenbergs and the famous people who visited them, Midcentury Modern architecture, art collecting, and the sustainability ethic driving this project. Wander through the new Gardens inspired by Impressionist paintings for an experience of arid-landscape plants different from traditional desert garden design. Then, take your "explorations" further by hopping on the motor coach to the Children's Discovery Museum! Reconnect with your inner child while discovering the best of hands-on, family learning. Explore the over 60 exhibits and enjoy decadent desserts and coffees. Find out why the Museum's motto is: "Sometimes Fun is how things get done!" or "Learning is Serious Fun!"

Sponsored by MATT Construction



Photo by Mark Davidson, copyright The Annenberg Foundation Trust at Sunnylands



Sunnylands Center & Gardens



Children's Discovery Museum of the Desert

CULTIVATING *the Spirit*

**The Barona Cultural Center & Museum
celebrates the Western Museums Association
and the Annual Meeting in Palm Springs, 2012.**

Please join us in exploring
the living cultures of Southern California's
native populations.



EXHIBITION HIGHLIGHT

Rock of Ages

Contemporary music traditions
on the Barona Reservation.

Open Noon-5pm • Tue-Fri
10am-4pm Sat • Closed Sun and Mon



1095 Barona Road, Lakeside, CA 92040
(619) 443-7003, ext .219
www.baronamuseum.org



7:45 am – 8:45 am **Affinity Breakfast–Indigenous Peoples** **Poolside, Hilton**
This event requires pre-registration.
 Enjoy meeting you colleagues from tribal museums and supporters of Native American concerns in our organization. Moraino Patencio, J.D., member of the Agua Caliente Band of Cahuilla Indians will speak on the history of the Agua Caliente and his clan.

7:45 am – 8:45 am **Affinity Breakfast–Storytellers** **Tapestry, Hilton**
This event requires pre-registration.
 Charles Redd Center for Western Studies Award for Exhibition Excellence presented to the Utah State University Museum of Anthropology for the exhibition: *Through the Looking Glass: Obsidian, Travel, and Trade in the Ancient Great Basin*. Award accepted and presentation by Elizabeth Sutton, Deputy Director / Curator.

Sponsored by John F. Kennedy University



9 am – 10:15 am **Concurrent Sessions**

b cl Strategic Planning as a Tool for Museum Development **Palm Canyon A**
 Many museums undertake strategic planning, yet the full value of strategic planning is often overlooked. Through the right process, strategic planning has the power to instigate institutional change at a powerful level manifested through redefining the organizational structure, reshaping the role of the museum as a 21st century institution, or even rebuilding an organization’s business model. The panelists in this session will share their diverse experiences to envision a strategic planning process that can trigger significant change critical for survival in today’s complex environment- well beyond the traditional strategic plan.

Moderator: Steven L. Olsen, *Senior Curator, LDS Church History Department*

Presenters: Sarah George, *Executive Director, Natural History Museum of Utah*
 Kurt Graham, *Director, Church History Museum*
 Gail Anderson, *President, Gail Anderson and Associates*

e Relinquishing the Reins: Loosening Curatorial Control in College Museums and Galleries **Palm Canyon B**
 This session will explore how college-based museums and galleries cede curatorial control to those not on the museum staff (students, faculty, and artists), and how these projects may operate differently from those generated in-house. Comments will reflect on curatorial voice, subverting the expert/novice paradigm, and the unique missions of academic museums. Presenters from museums of various disciplines will share lessons related to audience development and buy-in of stakeholders as a result of these collaborative projects.

Moderator: Carin Jacobs, *Director, Doug Adams Gallery, Graduate Theological Union*

Presenters: Kris Anderson, *Director, Jacob Lawrence Gallery, University of Washington*
 Ann Craig, *Associate Director of Public Programs, Education and Exhibitions, Museum of Natural and Cultural History, University of Oregon*

e Connecting to Nature through Art: The Power of Exhibitions **Plaza A**
 Engagement with the natural world is innate for some, a chance occurrence for others, and an unfamiliar experience for many. Presenters will share goals and outcomes of exhibitions that used contemporary art as a means of overcoming the disconnection from nature and lead attendees through a short activity that will show the power of exhibits to inspire. Participants will gain a set of tools that can be used in institutions of any size or discipline to connect visitors with the natural world.

Moderator: Adrienne McGraw, *Director, Exhibit Envoy*

Presenters: Julia Pennington Cronin, *Curator of Collections and Exhibits, Turtle Bay Exploration Park*
 Suzanne Tan, *Director, Berkeley Art Center*

cl **Berkeley Meets Boise: Developing Museum Professionals Across the Urban-Rural and Small-Large Institution Divide**

Plaza B

Museum professionals emerging from urban areas typically have many opportunities as students and interns, yet upon graduation may find themselves working in relatively remote cultural outposts. Conversely, professionals from more remote areas may find it difficult to secure resources and training opportunities. These scenarios provide challenges for early-career professionals and their mentors. Join us for a conversation about how universities and institutions might better help professionals overcome gaps in their formal training and other challenges presented by location.

Moderator: Dr. Leslie Madsen-Brooks, *Assistant Professor of History, Boise State University*

Presenters: Susan Spero, *Professor of Museum Studies, John F. Kennedy University*
 Sarah Phillips, *Curatorial Registrar, Idaho State Historical Museum*
 Autumn King, *Visitor and Community Engagement Manager, Chabot Space and Science Center*
 Kristen Olson, *Academic and Educational Technology Liaison, Cantor Arts Center*

b cl **Risk and Reward: Learning from Success and Failure**

Plaza C

Join us for a fishbowl-style participatory discussion that will explore what museum organizations and professionals can gain from taking organizational and professional risks, and what we learn from risk-taking. The moderators will guide the discussion, but hope you will direct it, so come prepared to jump in! Some guiding questions: How does your organization define risk? What are the risks of taking, or not taking, risks? How do you foster a risk-friendly culture?

Moderator: Margaret Middleton, *Exhibit Designer, Children's Discovery Museum of San Jose*


Presenters: Stacy Gohman, *Museum Consultant, Independent*
 Lisa Ellsworth, *Art Educator, Children's Discovery Museum of San Jose*

10:15 am - 11 am

Exhibit Hall Networking/Coffee Break

Horizon Ballroom, Hilton

Boost your mental and physical energy during this Networking/Coffee Break in the Exhibit Hall. Stimulate your mind with chats with corporate partners and colleagues as you stimulate your senses with coffee and tea - courtesy of WMA.

Sponsored by iZone Imaging 

11 am - 12:15 pm

Concurrent Sessions

b e **Affordable Gallery Lighting in the 21st Century: A Case Study**

Palm Canyon A

Documenting and analyzing efforts by three San Diego museums to upgrade the quality of their gallery lighting in a challenging financial climate. Combined, their projects totaled nearly \$200,000 to implement, yet, by strategic use of grants, rebates, and incentives, no cash outlay whatsoever was required by the institutions. Besides lowering energy and maintenance costs, the new systems have additional benefits: reducing the cumulative impact of lighting on displayed objects and subtly but significantly improving visitor experience.

Moderator: John B. Hogan, *Operations Manager, Museum of Photographic Arts*

Presenters: Travis Nixon, *Principal, Nixon Lighting Design*
 Janet Ruggles, *Executive Director, Balboa Art Conservation Center*

e **An Update on the Connecting to Collections initiative in the Western States**

Plaza C

Since its introduction through a national summit in 2007, the Institute of Museum and Library Services *Connecting to Collections* initiative has developed a bookshelf, organized a series of forums, developed an online community, and funded statewide planning and implementation grants to raise public awareness of the importance of caring for our treasures - underscoring the fact that these collections are essential to the American story. Join representatives leading statewide efforts to learn more about program development in the western states.

Moderator: Connie Bodner, *Ph.D., Senior Program Officer, Office of Museum Services, Institute of Museum and Library Services*

Presenters: Kara West, *Assistant Director for Field Services, Balboa Art Conservation Center*
 Keni Sturgeon, *Curator & Museum Director, Willamette Heritage Center*
 Janice Klein, *President Elect, Museum Association of Arizona*
 Eric Taylor, *Heritage Lead, 4Culture*

b **i** **Sustaining Indigenous Culture in Planning & Design – Emerging Gifts**

Plaza A

Many Indigenous cultural facilities are being planned in the Western U.S. How do you build support in both Native and non-Native communities to develop such facilities to sustain Indigenous cultures? This session will deal with two Native communities who have used creative ways—including web-sites, publications, songs and dance events, storytelling and film festivals, food classes, art programs, temporary collections & exhibits, and Life ways ceremonies—to plan and develop facilities to sustain their cultures.

Moderator: Johnpaul Jones, *Partner, Jones & Jones Architects + Landscape Architects + Planners*

Presenters: Mildred “Millie” Browne, *Chairwoman, Agua Caliente Tribal Cultural Museum*
 Michael Hammond, *Director, Agua Caliente Tribal Cultural Museum*
 Lynn Brittner, *Director, Southern Ute Tribal Cultural Center & Museum*

e **Exploring Sustainability in Exhibit Design**

Plaza B

As “green” initiatives begin to flourish in museums, what does “green” exhibition design mean to different institutions? Missions, cultures, visitors, and design problems vary between zoos/aquariums, art/history, and science/children’s museums. What can we learn from each other? Join 3 designers from different kinds of institutions to learn about successes, challenges, and “shades of green”. Ask questions, and participate in a discussion about the future of “green” design in our field.

Moderator: Jonathan Katz, *Executive Producer, Cinnabar*

Presenters: Tim McNeil, *Director, UC Davis Design Museum,*
 Matt Suplee, *Exhibit Designer, Oregon Museum of Science and Industry*

e **Text in Context: The Role of Words in Museums**

Palm Canyon B

How would you like to double the amount of exhibit text your visitors read? Studies show that there are ways to do this. Come to this practical, research-based analysis of the role of text in an exhibition. We’ll consider the needs and habits of the brain and the factors that determine what visitors will read. Real-world examples will show you how to put theory into practice. Afterward, join us for lunch at our Topic Table.

Moderator: Paul Gabriel, *Educational Consultant/Educational Therapist, Independent*

Presenters: Clare Kunny, *Manager, Public Education & Teaching Programs, The J. Paul Getty Museum*
 Tanya Bredehoft, *Principal, Artefact Design*
 Kathy Talley-Jones, *Writer and Interpretive Planner, Natural History Museum of Los Angeles County*
 Chris Keledijian, *Museum Editor, The J. Paul Getty Museum*

12:30 pm – 1 pm

Topic Tables

Poolside, Hilton

Bring your questions and join the discussion at one of these topic-specific tables:

Career Path: Alice Parman, *Museum Consultant*

Collections Management and Registration: Clare Haggarty, *Civic Art Collections Manager, LA County Arts Commission*

Creating a WMA Conference Session Proposal 101: Steve Comba, *Assistant Director, Pomona College Museum of Art*

Digital Assets Management: James Pepper Henry, *Director, Anchorage Museum*

Docent Programs: Ann Craig, *Associate Director, Public Programs, Exhibitions and Education, University of Oregon Museum of Natural and Cultural History*

Exhibition Design: Tim McNeil, *Director, UC Davis Design Museum*

Exhibit Text in Context: Follow up: Paul Gabriel, *Educational Consultant/Learning Specialist; Maria L. Gilbert, Senior Writer/Editor, J. Paul Getty Museum*

Fundraising: James Leventhal, *Deputy Director for Development, Contemporary Jewish Museum*

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

Pacific Stories from Pacific Museums: Tarisi Vunidilo, *Secretary-General, Pacific Islands Museum Association*

Regional and Local Networking: Ginger Ridgway, *Chairwoman of the Desert Cities Museum Association*

Small Museums: Janice Klein, *Museum Association of Arizona, President Elect*

Technology: Kristen Olson, *Academic & Educational Technology Liaison, Cantor Arts Center, Stanford University*

Teen Programs: Emily Culhan, *Education Programs Manager, Palm Springs Art Museum*

Volunteers: Deidre Araujo, *Manager, Volunteer Services, Exploratorium, San Francisco*

1 pm – 1:45 pm

Exhibit Hall Ice Cream Social

Horizon Ballroom, Hilton

We all scream for ice cream! Come to the Exhibit Hall for cool conversation, to visit our corporate partners, and enjoy tasty treats - courtesy of WMA.

2 pm – 3:15 pm

Concurrent Sessions

Palm Canyon A

b cl Fundraising 101

If you've been thrust into the fundraising role and want to hone your skills, this session is for you. Join four experienced fundraisers for hands-on exploration and discussion: how to overcome your fears and actually ask for money; how to keep new donors involved with your organization; how to cope with budget cuts, project postponement, and other fundraising setbacks; and the unique role of board members in fundraising.

Moderator: Louise Yokoi, *Development Associate, San Francisco Museum of Modern Art*

Presenters: Alice Parman, *Interpretive Planner/Organizational Coach, Independent*
Michael Hammond, *Executive Director, Agua Caliente Cultural Museum*
Jane Saltonstall, *Board Member, Palm Springs Art Museum*

fc **The Joy of Discovery: Sharing Research with the Public** **Palm Canyon B**

Museums around the country are searching for ways to connect their research and collections to the community and engage their audiences in the process of discovery. Representatives of four natural/cultural history museums will describe the design process, community and institutional goals, and benefits and risks at their institutions.

Moderator: Julie Stein, *Executive Director, Burke Museum of Natural History and Culture*

Presenters: Moya Waters, *Associate Director, UBC Museum of Anthropology*
Janet MacDonald, *Learning and Visitor Experience Manager, Royal BC Museum*
Karen Wise, *Vice President, Education and Exhibits,*
Natural History Museum of Los Angeles County
Sarah George, *Executive Director, Natural History Museum of Utah, Rio Tinto Center*

e **Gearing Up for New Audiences: Preparing Your Site, Staff, and Volunteers for K-2 Field Trips** **Plaza A**

Engaging young students, kindergarten through early elementary, in a history museum environment can be challenging and some museums choose to focus their field trip programs on older students. However, there is a demand for off-campus cultural enrichment from K-2 teachers and the use of interactive, hands-on, and standards-based programs have been proven effective in providing rewarding museum experiences for young learners. Panelists from the Petersen Automotive Museum, the Autry National Center, and teachers in the Los Angeles Unified School District will present the case for K-2 standards-based, interpretive field trips and dialogue with the audience about the challenges and benefits of these programs.

Moderator: Clayton Drescher, *Education Manager, Petersen Automotive Museum*

Presenters: Jennifer Simpson, *School & Tour Services Coordinator, Petersen Automotive Museum*
Lorianne Salazar, *Children & Family Programs Coordinator,*
Petersen Automotive Museum
Grace Tran, *Kindergarten/First Grade Teacher, Aspire Titan Academy*
Anneli Aurelio, *Museum Teacher, The Autry National Center*

e **Partnering for Maximum Program Impact: A Case Study** **Plaza B**

In these times of tight budgets and overburdened staff, partnerships can help museums achieve more. Three leading outreach organizations from across Alaska recently joined forces to create and deliver dynamic climate change programming using stationary and traveling spherical display systems. We believe this model will be of great interest to other institutions seeking to maximize their impact despite limited staff and budgetary resources. We will discuss successes, challenges, and lessons learned from this complex partnership.

Moderator: Monica Garcia, *Director of Education and Public Programs,*
The Anchorage Museum

Presenters: Dr. Laura Conner, *Research Assistant Professor, University of Alaska Fairbanks*
Marnie Olcott, *CEO, The Challenger Learning Center of Alaska*

e **Sunnylands, the Evolution of a Landmark** **Plaza C**

How does the collection of a historic modernist estate cope with the transition from a home to a seismically renovated retreat opening its doors to the public? This hands-on perspective discusses strategies and illustrates methods and materials used for packing, protecting, moving and installing the collection. Unique methods and materials-usage developed for this project helped to make the process safer, more efficient and less stressful than most projects of its kind.

Moderator: Michaelleen Gallagher, *Director of Education and Environmental Programs,*
The Annenberg Retreat at Sunnylands

Presenters: Anne Rowe, *Director of Collections and Exhibitions,*
The Annenberg Retreat at Sunnylands
Wendell Eckholm, *Owner, Art Works San Diego*
T. Ashley McGrew, *Consultant, Art and Object – Integrated Preservation Systems*

3:15 pm – 4:15 pm

Exhibit Hall Closing Reception

Horizon Ballroom, Hilton

Join your colleagues for light refreshments, and a last visit with our corporate partners. The Exhibit Hall Closing Reception is your last chance to bid on silent auction items. All proceeds go to the Wanda Chin Professional Development Fund to help our colleagues attend our Annual Meeting.

5:30 pm – 9:30 pm

Evening Event

Cabot's Pueblo Museum / Palm Springs Air Museum

This event requires a pre-paid ticket. Please see the registration desk for details. Motorcoaches depart from the Hilton at 4 pm.

Experience the magic of the 35-room Hopi-inspired adobe masterpiece, constructed of found objects during the 1940s and 1950s. Cabot's Pueblo Museum, possibly the first "green museum," was recently added to the National Register of Historic Places. Explore the pueblo with wine and appetizers as you enjoy the best views in the valley. Then, continue on to the Palm Springs Air Museum – an amazing oasis for those thirsty for a unique adventure. Home to one of the world's largest collections of flyable WWII aircraft, and unlike other Museums, our air-conditioned hangars have no ropes to keep you from interacting with our exhibits! Come for the history, stay for the fun and allow your imagination to soar, at the Palm Springs Air Museum.



Cabot's Pueblo Museum



Palm Springs Air Museum

9 am - 10:30 am

General Session & Keynote

Annenberg Theater, Palm Springs Art Museum

Welcome by Julie K. Stein, President, WMA

WMA Business Meeting

Keynote by Nik Honeysett, Head of Administration, J. Paul Getty Museum



Nik Honeysett administrates the Getty's two campuses in Brentwood and Malibu. Formerly, he managed the Getty's Web Group and before moving to Los Angeles, he was Head of Production at Cogapp, a UK-based consultancy specializing in interactive and online multimedia for the cultural sector in Europe and the USA. He is a former chair of the American Association of Museum's Media and Technology Standing Professional Committee and currently sits on AAM's Board of Directors. His hobbies include writing short summary paragraphs about his career and referring to himself in the third person. Blog: musematic.net / midea.nmc.org / <http://twitter.com/#!/nhoneysett>

Sponsored by Berus Law Group



11 am - 12:15 pm



Concurrent Sessions

DAISY and Universal Access: Technology that Puts Visitors in Control

Palm Canyon A

The popularity of audio guides shows many visitors prefer hearing to reading exhibition text. Digital devices offer more options and control, from increased channels of content to random access. Come learn what's still missing: full use of DAISY, the international standard for digitized text. DAISY allows visitors to customize the voice that reads to them: its pace, tone, pitch, and gender. What are the implications for audio guides, websites—and critically, visitor comfort?

Moderator: Paul Gabriel, *Educational Consultant/Learning Specialist, Independent*

Presenters: Charles M. Castillo, *Director of Human Resources and Administration, Fine Arts Museums of San Francisco*
Varju Luceno, *Director of Communications, DAISY Consortium*



Innovation Now: Curate Your Own Membership, NexGen and YBCA:You

Palm Canyon B

This session will look at three innovative initiatives: *Curate Your Own* membership, *NexGen*, and *YBCA:You* that blur the lines between membership, audience engagement, and public programming. Panelists will discuss the programs that were developed to meet the unique needs and strategic goals of their museums. Speakers will outline how their institutions approached funding, planning, and collaboration to overcome fear of change and launch new types of initiatives successfully.

Moderator: Louise Yokoi, *Development Associate, San Francisco Museum of Modern Art*

Presenters: Kate Johnson, *Audience Engagement and Membership Manager, UC Berkeley Art Museum and Pacific Film Archive*
Karen Satzman, *Director of Youth and Family Programs, Los Angeles County Museum of Art*
Emily Lakin, *Development Manager, Yerba Buena Center for the Arts*

e **Pacific Standard Time in Retrospect: The Getty's Impact on Southern California's History (Double session; continues after lunch until 3 PM) Plaza A**

Pacific Standard Time was an unprecedented collaboration, initiated by the Getty Foundation and the Getty Research Institute, that brought together more than sixty cultural institutions from across Southern California for six months beginning last October. Intended to tell the story of the birth of the L.A. art scene, it also created a juggernaut of cooperation and challenges for museums, galleries and artists well beyond the expectations of those involved. This session presents an overview and discussion of the planning, responses, challenges, and successes of the program.

Moderator: Joan Weinstein, *Deputy Director, Getty Foundation, J. Paul Getty Trust*

Presenters: Daniell Cornell, *Deputy Director for Art and Senior Curator at the Palm Springs Art Museum*
 Rebecca McGrew, *Senior Curator, Pomona College Museum of Art*
 Kevin Marshall, *Head of Preparations, J. Paul Getty Museum*

e i **Pacific Navigation: Our Ocean, Our History, Our Lives! Plaza C**

This session highlights the effectiveness of navigation exhibitions in Pacific and USA based museums. Navigation and sailing is an important part of the culture and tradition of Pacific people and other indigenous cultures around the world. Most museums have canoes of varying sizes in their collections, as well as canoe models in their exhibition spaces. This session hopes to explore how museum navigational collections, canoe revival and associated exhibitions connect with their host communities and museum visitors.

Moderator: Soonalofa Sina Apoe Malietoa, *Director and CEO, Samoa National Museum*

Presenters: Anthony Ramirez, *Curator, Guam National Museum*
 Marcellin Abong, *Director, Vanuatu Cultural Centre*
 Tevita Moce, *Athlete/Researcher/Geologist, Tamalpais Outrigger Canoe Club*
 Tom Cashman, *Director, Foss Waterway Seaport*

12:30 pm – 1:30 pm

Luncheon-Directors

Poolside, Hilton

This event requires pre-registration.

Open to Directors, Deputy Directors, CEOs, CFOs and Trustees. Sarah George, Executive Director, Natural History Museum of Utah, will discuss her recently completed museum building project—a case study “green” design.

Sponsored by Willis Fine Art, Jewlery, and Specie



12:30 pm – 1:30 pm

Luncheon-Registrars

Tapestry, Hilton

This event requires pre-registration.

Open to RCWR members, collection professionals and related vendors. The RCWR Annual Business Meeting Luncheon is Underwritten by Huntington T. Block Insurance Agency.

12:30 pm – 1:30 pm

Bring Your Own Topic

Poolside, Hilton

You pick the topic, we'll give you a place to meet! Sign up to lead or join a discussion by Tuesday at 5 pm at the Registration Desk. Meet new people, and let your ideas flow.

1:45 pm – 3 pm

Concurrent Sessions**c Successful Development Models for University and Public Museums****Palm Canyon A**

Three experienced development professionals at university and public museums share successful strategies for raising revenue and other resources integral to the fulfillment of their institutions' missions and goals. Participants will offer specific examples of effective identification, cultivation, and ongoing engagement of donors; models for annual and campaign fundraising; how to create a strong brand; and ways of working collaboratively with staff and stakeholders. Examples presented are offered as models throughout the museum development field.

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

Presenters: Greg Polzin, Director, Fundraising & Development, Palm Springs Art Museum
Melissa Rosengard, Director of Institutional Advancement,
Chabot Space & Science Center
Deidre Sandvick, Director of Development for the Arts, University of Oregon

b cl Art Fairs and Museums: Competitors or Allies?**Palm Canyon B**

Art fairs are emerging all over the country and they are drawing record attendance. A new dynamic and enthusiastic buzz is being created by the public for art fairs. Does this enthusiasm carry over to the museum or is attention being drawn away from museums? What can Museums learn from Art Fairs to bring in greater and more enthusiastic attendance to the institution? How can museums and art fairs have symbiotic relationship that is beneficial to both?

Moderator: Deborah Schwartz, Public Art Coordinator, City of Palm Desert

Presenters: Jane Glassman, Executive Director of Fine Art Dealers Association—creator
and owner of LA Art Show for 17 years
Amy Scott, Marilyn B. and Calvin B. Gross Curator of Visual Arts,
Autry National Center
Joe Davidson, Artist

Pacific Standard Time in Retrospect: The Getty's Impact on Southern California's History (Double session; continued from pg 27)**Plaza A**

Pacific Standard Time was an unprecedented collaboration, initiated by the Getty Foundation and the Getty Research Institute, that brought together more than sixty cultural institutions from across Southern California for six months beginning last October. Intended to tell the story of the birth of the L.A. art scene, it also created a juggernaut of cooperation and challenges for museums, galleries and artists well beyond the expectations of those involved. This session presents an overview and discussion of the planning, responses, challenges, and successes of the program.

Moderator: Joan Weinstein, Deputy Director, Getty Foundation

Presenters: Daniell Cornell, Deputy Director for Art and Senior Curator
at the Palm Springs Art Museum
Rebecca McGrew, Senior Curator, Pomona College Museum of Art
Kevin Marshall, Head of Preparations, J. Paul Getty Museum
William Turner, Principal, William Turner Gallery
Larry Bell, Artist

e **Creating a Place: Engaging a Diverse Audience** **Plaza C**

Community programs are a cornerstone of museum outreach. How do you plan and implement community programs designed to reach diverse audiences while staying true to your museum's mission? How do you create programs that are relevant and personal for a large number of visitors? Learn about culturally specific programs, art centered programs, and programs designed for children. Panelists will discuss the goals of each event as well as the challenges and successes of managing them.

Moderator: Emily Culhan, *Education Programs Manager, Palm Springs Art Museum*

Presenters: Alicia Vogl Saenz, *Senior Educator Coordinator, Los Angeles County Museum of Art*
Antonio Chavarria, *Curator of Ethnology, Museum of Indian Arts and Cultural/Laboratory of Anthropology*
Gloria Maldonado, *Educator*

3:30 pm – 4:45 pm

Concurrent Sessions

b cl **Building an Extraordinary Board: One Board Member at a Time** **Palm Canyon A**

Developing an effective board doesn't happen overnight. Executive directors and senior staff who have the ability to identify board strengths and weaknesses as they relate to their museum's current needs know that recruitment of good board members is a continual and evolving process. Three experienced museum professionals talk about their successes and challenges to building boards that are the best for the long-term health of their museums.

Moderator: Louise Yokoi, *Development Associate, San Francisco Museum of Modern Art*

Presenters: Suzanne Tan, *Director, Berkeley Art Center*
Kate Eilertsen, *Executive Director, Sonoma Valley Museum of Art*
Cynthia Harnisch Breunig, *President and CEO, Girl Scouts of San Geronimo*

b **Much More Than a Gift Shop: Vital Tips, Tools & Resources for Museum Retail** **Palm Canyon B**

It is our contention that Museum Stores are much more than gift stores – we are “Museum Stores” – unique educational and earned income resources for our institutions. Using the Best Practices or “knowledge standards” of the Museum Store Association (MSA), we aim to introduce the WMA audience charged with operating a museum store or retail counter to a number of key resources, tools, and benchmarks for the greater management of their (potentially) revenue generating museum store site.

Moderator: Miriam Works, *Principal, Works Consulting*

Presenters: Stuart Hata, *Director of Retail Operations, Fine Arts Museums of San Francisco*
Jim DeMersman, *Executive Director, Museum on Main*
Carrie Santell, *Assistant Store Manager, USS Hornet Museum*

e **Exhibit Critique: Sunnylands Center & Gardens** **Plaza A**

This perennially popular session investigates current best practices and choices made in creating exhibitions—this year, Sunnylands Center & Gardens at The Annenberg Retreat at Sunnylands. This visitor center, gardens, and exhibition gallery – designed to a LEED Gold level – offers a novel way for visitors to learn about the estate and the world leaders who visited it. Professionals bring their experience to bear in dialogue with the exhibit team and the audience.

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

Presenters: Janice Lyle, *Ph.D., Director, Sunnylands Center & Gardens, The Annenberg Retreat at Sunnylands*
Noel Ratch, *Director, Reynolds-Alberta Museum*
Kitty Connolly, *Manager, Strategic Initiatives, The Huntington Library, Art Collections and Botanical Gardens*

e Attracting Young and Diverse Volunteers – Rejuvenating the Volunteer Force!

Plaza C

Does your museum attract volunteers who are older, retired, white or mostly women or does it break this pervasive model and attract a more diverse group of volunteers? Does the type of museum you are define the volunteer who is attracted to your institution? How can we widen our volunteer base and recruit younger volunteers, male volunteers and volunteers from racially diverse backgrounds while at the same time covering our volunteer needs as a museum?

Moderator: Rosalind Bedell, Associate Director of Advancement and Volunteer Programs, Nevada Museum of Art

Presenters: Rosalind Henning, Manager of Volunteer Services, California Academy of Sciences
 J Swofford, Volunteer Coordinator, Portland Art Museum
 Mikki Heydorff, Volunteer Programs Manager, Huntington Library, Art Collections and Botanical Gardens

5:30 pm – 9:00 pm

Evening Event

The Palm Springs Historical Society / Agua Caliente Cultural Museum / Palm Springs Art Museum

This event requires a pre-paid ticket. Please see the registration desk for details.

Experience fine hors d’oeuvres at the Palm Springs Historical Society and the Agua Caliente Cultural Museum located within walking distance of the Hilton Hotel. Learn about the earliest inhabitants of the land that is now Palm Springs by viewing ACCM’s exhibition entitled “Visions of the Indian Canyons.” Step across the Village Green to Palm Springs Historical Society’s McCallum Adobe Museum, the oldest building in the city, to catch a glimpse of historical exhibits ranging from the pioneers who settled here in the 1880s to the glamorous Hollywood celebrity playground days. Afterwards, the Palm Springs Art Museum comes alive with the spirit and traditions of Day of the Dead/Día de los muertos. Enjoy the music of Mariachi Azteca de Oro, and a traditional Day of the Dead dinner. The museum will be decorated with altar installations, papel picado, and marigold flowers to celebrate this time of remembrance. Numerous galleries will be open this evening to view the museum’s diverse permanent collection exhibitions. During dinner at the Palm Springs Art Museum there will be a live auction benefitting the Wanda Chin Professional Development Fund.

Sponsored by Palm Springs Art Museum and Contemporary Art Council



Palm Springs Historical Society



Agua Caliente Cultural Museum



Palm Springs Art Museum

Photograph by David Glomb

EXHIBITORS

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Arcadia Publishing

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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.

Artech Fine Arts

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ArtWorks San Diego

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Pacific Studio, Inc.

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Smithsonian Affiliates are partners in a bold effort to share America's artistic, scientific, and historic heritage. Experience the landmark moments of space flight, the mystery of gems, the beauty of nature, the passion of art, and the march of history - all at your doorstep. We are creating the network that makes you part of the Smithsonian family. Find out how to bring the Smithsonian to your community!

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Edris House, 1954, E. Stewart Williams, architect, photograph by Patrick McGrew

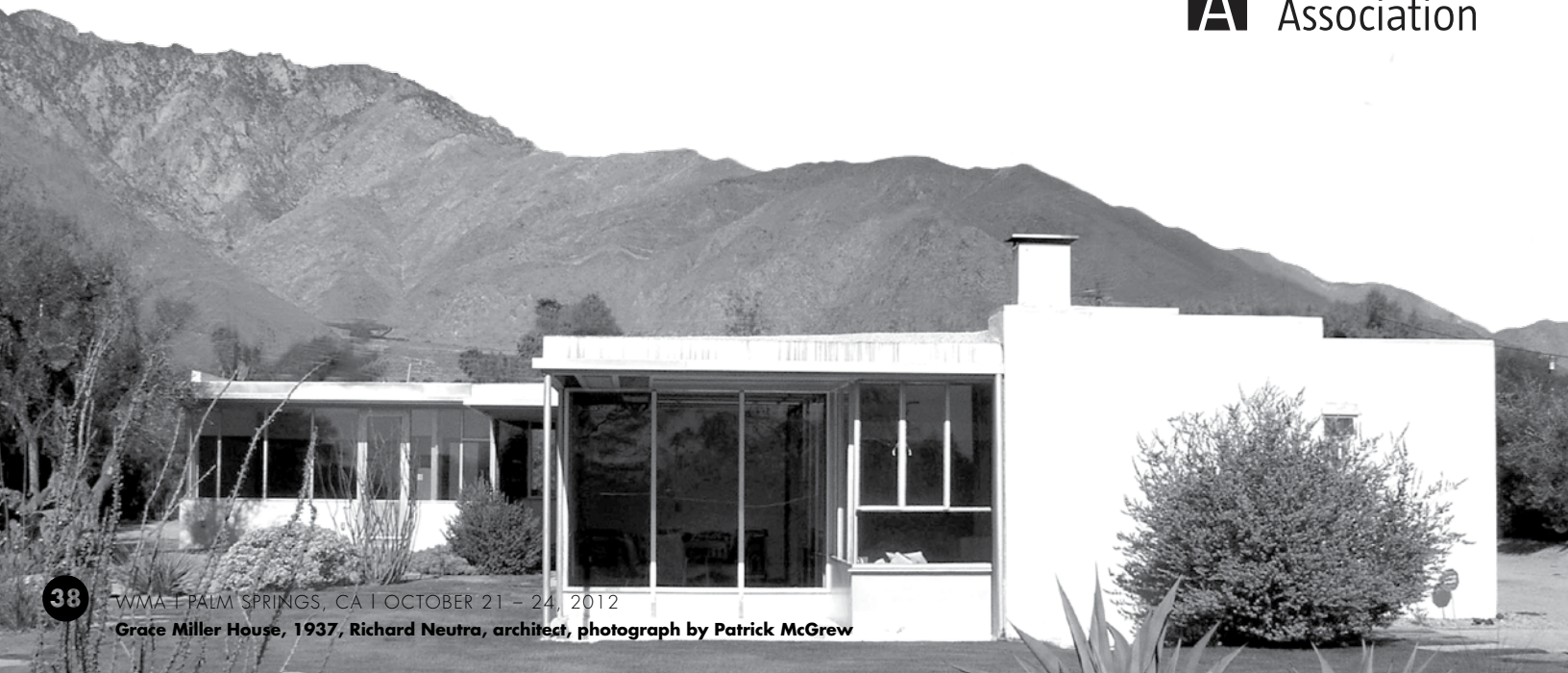
ABOUT WMA

Our Mission: The Western Museums Association (WMA) 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.

Who We Are: 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. WMA celebrated its 75th year in 2010. As one of six U.S. regions, WMA represents museum communities in Alaska, Arizona, California, Hawai'i, Idaho, Nevada, Oregon, Utah and Washington; in the U.S. territories of American Samoa, Guam, and Mariana; and also has international members from British Columbia and Mexico. WMA advocates, promotes and supports the role of museums in bettering and enriching the diverse and dynamic cultural life of the western U.S. 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, WMA strives to provide cultural leadership and emphasizes involvement, collaboration and cooperation among museums and museum professionals. To this end 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.



ABOUT PALM SPRINGS

Location

Palm Springs, California lies on the western edge of the Coachella Valley in Riverside County. Located approximately 110 miles southeast of Los Angeles and 140 miles northeast of San Diego. To the east, are the smaller cities of Cathedral City, Rancho Mirage, Desert Hot Springs, Thousand Palms, Palm Desert, Indian Wells, La Quinta, Bermuda Dunes and Indio. The permanent year-round Palm Springs population is 45,000.

Geography and Climate

At 487 feet above sea level, Palm Springs is sheltered by the Little San Bernardino Mountains to the north, the Santa Rosa Mountains on the south, and the San Jacinto Mountains to the west with its towering 10,831 foot Mt. San Jacinto, site of the Palm Springs Aerial Tramway. Geography gives Palm Springs its famed warm, dry climate. Known for 354 days of sunshine and less than 5.2 inches of rain, winter temperatures average in the 70s with nights in the mid- 40s. The dry desert heat of summer pushes daytime temperatures into the 100s enjoyed by sun lovers.

Transportation

Palm Springs International Airport, just two miles from downtown, handles direct flights throughout the U.S. and Canada. Ontario International Airport is just over an hour northwest. Within approximately a two-hour drive are the Los Angeles International Airport, Orange County-John Wayne Airport and San Diego-Lindberg Field. There are many rental car agencies, taxis and shuttles within Palm Springs.

Palm Springs Aerial Tramway

Climb aboard the world's largest rotating tramcar to experience a breathtaking journey up the sheer cliffs of Chino Canyon. A 10-minute ride at the 2,643 ft. Valley Station and rise to the Mountain Station at 8,516 ft. Once you arrive to the top, enjoy panoramic views of Palm Springs and the entire Coachella Valley. Explore over 54 miles of hiking trails and picnic areas of the Mt. San Jacinto State Park.

Indian Canyons and Tahquitz Canyon

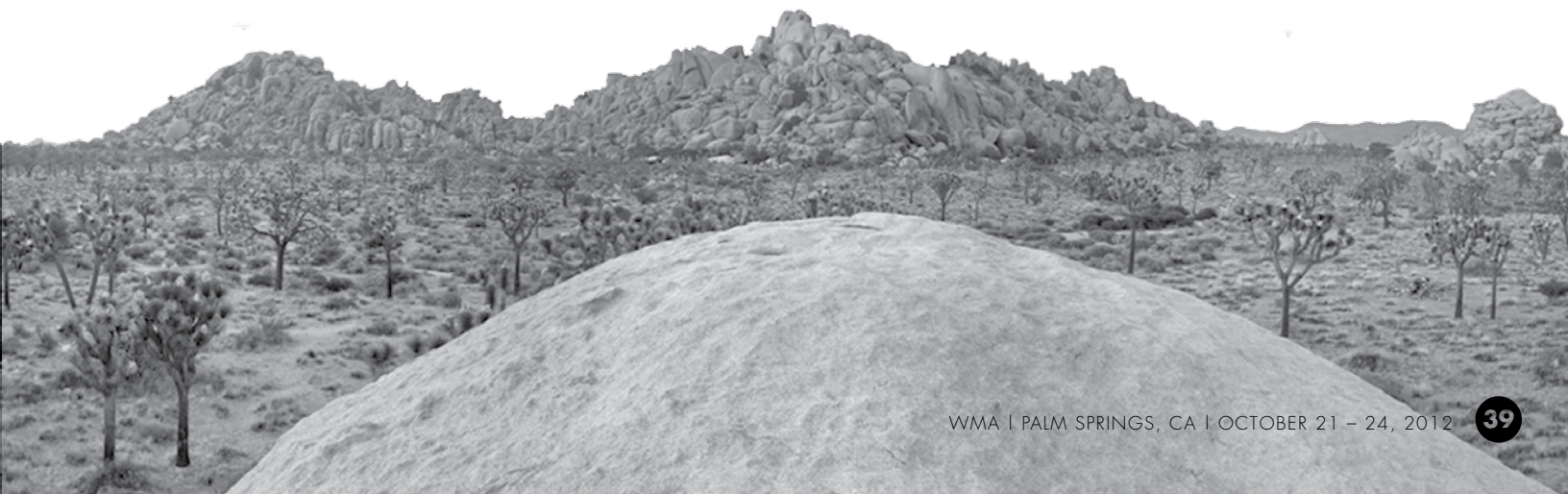
More than 100 miles of trails available along streams, ancient palm groves and stunning canyons offering stunning views and outdoor adventure. Centuries ago, ancestors of the Agua Caliente Band of Cahuilla Indians settled in the Palm Springs area and developed extensive and complex communities in Palm, Murray, Andreas, Tahquitz and Chino Canyons.

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