

WMA's 2013 Annual Meeting

IN PARTNERSHIP WITH UTAH MUSEUMS ASSOCIATION

Drive On!

MUSEUMS AND THE FUTURE

Salt Lake City, Utah

Oct. 9th-12th

78TH ANNUAL

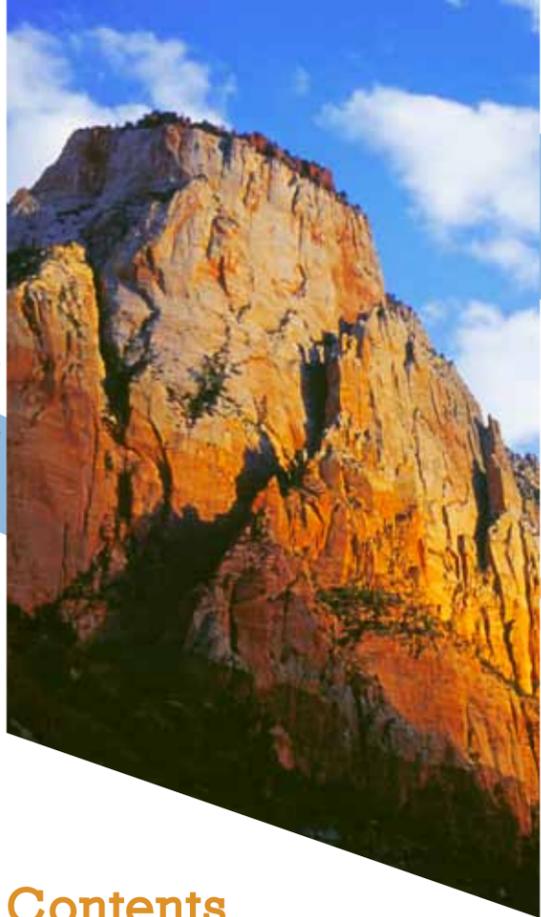


Western
Museums
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Sessions

Dear Friends and Colleagues,

Welcome to Salt Lake City, Utah, a place that has always been known as both an environmental and spiritual mecca. However, this city continues to offer so much more. From the days of its original Shoshone, Ute, and Paiute inhabitants, to the construction of the Transcontinental Railroad, various mining operations throughout the years, hosting the 2002 Winter Olympics, and the emerging artistic and performance scene, Salt Lake City has evolved with the times, while always preserving its unique character as a warm and welcoming place.

Here in Salt Lake City, you will experience the remarkable natural beauty of the Great Salt Lake, the rugged slopes of the Wasatch Mountain Range, and the ancient Lake Bonneville watershed and Salt Flats. The city has always been at a crossroads of the United States, and its interesting history and culture have led to current make-up of this distinctive metropolitan area.

And all around, you will see continued juxtapositions of the old and new—preserved examples of the pioneer lifestyle among current city life, ancient and modern monuments, an array of contemporary and historical architecture, changing and new populations, and green initiatives—all within one of the largest cities in the Western US. It's no wonder that the theme of Western Museum Association's (WMA) 78th Annual Meeting is **Drive On! Museums and the Future**.

In convening the 78th Annual Meeting, the WMA has partnered with the Utah Museums Association to provide unprecedented access to the museum thought-leaders from across the state and throughout the West. Together, both organizations continue a rich tradition of amazing and, at times, provocative programs. In Salt Lake City we will Drive On and look to the future by asking questions, sharing perspectives, and by reaching out to professionals throughout the region. We know that our most valuable resource is our attendees, and we have provided many opportunities for you all to learn from one another. In addition to numerous social functions, we have planned several small group discussion events for you and your colleagues to share ideas, experiences, and initiatives. We know that you will enjoy reconnecting with old colleagues and meeting new ones.

So, enjoy the program. Enjoy one another. Enjoy Salt Lake City. We hope that your experiences here will enable you to return to your own museums with an increased desire to help them move into the future and a renewed commitment to our shared profession.

—Western Museums Association and Utah Museums Association

ACKNOWLEDGEMENTS

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



Salt Lake Valley, Buildings at Daytime with Mountains. Photo by Adam Barker.

INSTITUTIONAL SUPPORT

- | | | |
|--------------------------------|---------------------------------|--------------------------|
| Alf Engen Ski Museum | Park City Museum | Utah Museum of Fine Arts |
| Church History Museum | Springville Museum of Art | Utah Olympic Park |
| Frontier Homestead State Park | Thanksgiving Point Institute | Visit Salt Lake |
| Kimball Art Center | Utah Division of Indian Affairs | |
| Natural History Museum of Utah | Utah Museum of Contemporary Art | |

SPECIAL THANKS

The 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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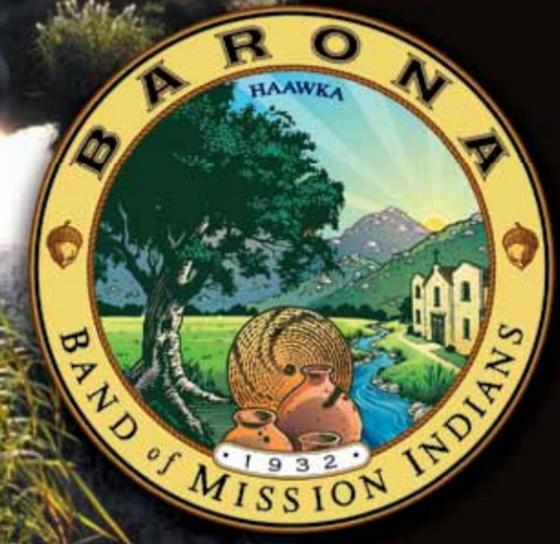


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KEY INFORMATION

Hilton Salt Lake City Center— Annual Meeting Headquarters

255 South West Temple
Salt Lake City, UT 84101

Transportation

Scheduled buses for tours and special events will pick-up guests at the Hilton Salt Lake City Center. 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.

The Utah Transit Authority (UTA) offers transportation on the Green TRAX line from the Airport at Terminal One to the Hilton Salt Lake City Center via the Gallivan Plaza stop (a short walk to the hotel). This service is \$2.50 and trains leave the airport every 15 minutes on weekdays and every 20 minutes on weekends.

Registration/Volunteer Desk

The registration desk is located on the second floor of the Hilton Salt Lake City Center. The desk will be staffed during the following times:

- ▶ Wednesday October 9, 2013 8am–7pm
- ▶ Thursday October 10, 2013 8am–6pm
- ▶ Friday October 11, 2013 8am–6pm
- ▶ Saturday October 12, 2013 8am–5:30pm

Exhibit Hall Schedule

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

- ▶ Wednesday October 9, 2013 5pm–6:30pm
- ▶ Thursday October 10, 2013 12:15pm–4:00pm
- ▶ Friday October 11, 2013 10:15am–4:00pm

Tickets

If you registered for an Evening Event, Affinity Lunch, or Breakfast hosted by WMA or UMA, 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

Attendees 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 the 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 items will then be turned over to the hotel's front desk.



FREE for conference attendees

Saturday, October 12th, 6pm
WMA 2013 Closing Reception
Church History Museum

Sponsored by Wells Fargo and
Nixon Peabody LLP

WMA will launch WestMusings | Ten Minute Museum Talks. Based on TED Talks' model, WestMusings is a program of short, rehearsed, and engaging presentations on museum related topics. The goal is for WestMusings to become a programming source that goes beyond the Annual Meeting by being filmed and then freely distributed on the web.

Speakers:

Colleen Dilenschneider, *Chief Market Engagement Officer, IMPACTS*
Scott Stulen, *Director of mnartists.org, Walker Art Center*
James Pepper Henry, *Director and CEO, Heard Museum*
Carrie Snow, *Manager of Collections Care, Church History Museum*

SCHEDULE AT-A-GLANCE

Wednesday, October 9

8:00 am–7:00 pm	Registration Desk Open	
9:00 am–4:30 pm	Pre-Conference Tours	pg. 16
8:00 am–5:00 pm	Pre-Conference Workshops	pg. 16
4:00 pm–5:00 pm	UMA Presents: Conference and Networking 101	pg. 19
5:00 pm–6:30 pm	Evening Event: Opening Reception: Exhibit Hall (Free)	pg. 19
6:30 pm–8:30 pm	Small Museum Meet Up	pg. 19
6:30 pm–8:30 pm	EMP Meet Up	pg. 19

Thursday, October 10

9:00 am–10:30 am	General Session/Keynote	pg. 20
11:00 am–12:15 pm	Concurrent Sessions	pg. 21
12:15 pm–1:15 pm	Exhibit Hall Networking Lunch	pg. 22
1:30 pm–2:45 pm	Concurrent Sessions	pg. 22
2:45 pm–3:30 pm	Exhibit Hall Networking/Refreshment Break	pg. 24
3:30 pm–4:45 pm	Session Excursion: Gilgal Sculpture Gardens	pg. 24
3:30 pm–4:45 pm	Concurrent Sessions	pg. 24
6:30 pm–8:30 pm	Evening Event: Natural History Museum of Utah	pg. 25

Friday, October 11

9:00 am–10:15 am	Concurrent Sessions	pg. 26
10:15 am–11:00 am	Exhibit Hall Networking/Coffee Break/Poster Session Preview	pg. 27
11:00 am–12:15 pm	Session Excursion: Downtown Walking Tour	pg. 28
11:00 am–12:15 pm	Concurrent Sessions	pg. 28
12:30 pm–1:00 pm	Topic Tables	pg. 29
12:45 pm–1:30 pm	Poster Session	pg. 30
1:30 pm–2:45 pm	Concurrent Sessions	pg. 31
2:45 pm–4:00 pm	Exhibit Hall Closing Reception	pg. 32
6:30 pm–8:30 pm	Evening Event: Utah Museum of Fine Arts	pg. 32

Saturday, October 12

8:00 am–9:15 am	Western Museums Association Business Breakfast	pg. 33
8:00 am–9:15 am	Utah Museums Association Awards Breakfast	pg. 33
9:30 am–10:45 am	Concurrent Sessions	pg. 33
11:00 am–12:15 pm	Session Excursion: Gilgal Sculpture Gardens	pg. 35
11:00 am–12:15 pm	Concurrent Sessions	pg. 35
12:30 pm–1:45 pm	Luncheon–Directors	pg. 37
12:30 pm–1:45 pm	Luncheon–Registrars	pg. 37
12:30 pm–1:45 pm	Luncheon–Indigenous People	pg. 37
12:30 pm–1:45 pm	Luncheon–Storytellers	pg. 37
2:00 pm–3:15 pm	Session Excursion: Downtown Walking Tour	pg. 37
2:00 pm–3:15 pm	Concurrent Sessions	pg. 37
3:30 pm–4:45 pm	Concurrent Sessions	pg. 39
5:30 pm–7:30 pm	Evening Event: Closing Reception: Church History Museum (Free)	pg. 40

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.



Visitor Experience

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



Careerpath/Leadership

These sessions are for all museum employees exploring issues of professional development, the management of human resources, unraveling roles and responsibilities, institutional governance, and advancing your own career.



Technology

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!



Collections

Calling all curators, registrars, conservators, collection managers, and art handlers! These sessions and workshops focus on what you need to protect and develop your museums' collections.



Community Engagement

Engaging your museum's community is essential for remaining relevant, offering new and meaningful experiences, and reaching wider audiences. These sessions provide insight into the process of developing community partnerships, community-based initiatives, and enhancing your mission through outreach.

Connect with WMA!

Post pics on our FaceBook Wall
On Twitter, use **#wma2013** and **@westmuse**



facebook.com/westmuse



twitter.com/westmuse

Have a QR Code reader?

WMA's Facebook Page



WMA's Twitter Feed



NATURAL HISTORY MUSEUM OF UTAH

As architects of the Natural History Museum of Utah, we are proud to support the 2013 Western Museum Conference.

Drive on!

Registration/Information Desk Open

8:00 am–7:00 pm

Pre-Conference Tours

Pre-Conference Tours are not included in the conference registration fee and require pre-registration.

9:00 am–3:00 pm

Spiral Jetty

Join us for an exquisite day of sightseeing and exploration with Hikmet Sydney Loe, local art historian and expert on Robert Smithson’s Spiral Jetty. The iconic earthwork, Spiral Jetty, takes the form of a 1,500-foot-long and approximately 15-foot-wide coil of basalt rocks that extends into Utah’s Great Salt Lake, near Rozel Point. For many years, Spiral Jetty remained submerged beneath the rising waters of the lake. In the early 2000s the ghostly earthwork reemerged, and the lake has now receded so far from the mainland that visitors can walk between the rings of the spiral if they choose. Learn more about the Spiral Jetty through a virtual exhibition (<http://umfa.utah.edu/spiraljetty>) created by the Utah Museum of Fine Arts in conjunction with The Smithsonian Effect exhibition. Participants should bring water, sun hats, and sturdy shoes. The site is not ADA accessible. This tour is in conjunction with the conference session Extraordinary Spaces: Site-Specific Collections and Their Challenges on Friday at 11am. You will learn about the stewardship of Spiral Jetty and other unique site-specific collections.

10:00 am–4:30 pm

Thanksgiving Point Institute

The guided trip starts by walking from the Hilton Salt Lake City Center to the Front Runner light rail for an hour ride followed by a short shuttle bus trip to Thanksgiving Point Institute—a farm, garden, and museum complex focused on interactive learning. Tours and full access will be available to each venue, including Farm Country, the 55-acre garden, the Museum of Ancient Life, and hard-hat construction tours of the new science center—the Museum of Natural Curiosity—opening Spring 2014. Shuttles will be provided and will rotate all day between the Front Runner stop and venues. Restaurants and shopping are also available. For more information, visit www.thanksgivingpoint.org. This event is underwritten by the Thanksgiving Point Institute.



Pre-Conference Workshops

Pre-Conference Workshops are not included in the conference registration fee and require pre-registration.

8:00 am–12:00 pm

Maximize Your Earned Income: Best Practices in Museum Store Design, Layout, and Display

Location: Canyon A Room

Drawing from experience in a wide variety of institutions, Andrew Andoniadis and Miriam Works present vital requirements for profitable museum retail. Andrew presents best practices in store design, layout, and foot-traffic patterns. Store design fundamentals are followed by Miriam’s strategies for appealing displays, efficient restocking and storage, and seasonal merchandising to maximize sales, and encourage repeat visitors. The takeaway is a comprehensive handout with detailed checklists and practical do’s and don’ts to implement in a new or existing retail store in any size or type of museum.

Moderator: Miriam Works, *Principal, Works Consulting*

Presenter: Andrew Andoniadis, *Owner, Andoniadis Retail Services*

8:00 am–12:00 pm

Protecting Property, People & Collections in an Ever-Changing World

Location: Canyon C Room

This half-day workshop addresses the concerns and challenges faced by institutions with regard to the protection of facilities, staff, visitors, collections, and assets. Presented by the International Foundation for Cultural Property Protection (IFCPP), coursework includes emergency preparedness, physical security, fire protection, legal considerations, workplace violence prevention, protection of collections, staff training, business continuity, and more. It is intended for Museum Directors/Administrators, Facilities Managers, Security Managers, Registrars, Curators, or anyone with a role in the protection of property, collections, staff, and visitors. Material is intermediate level, targeting professionals from museums and cultural institutions of all size and scope.

Moderator: Stevan P. Layne, CPP, CIPM, CIPI, *President & Founding Director, International Foundation for Cultural Property Protection*

9:00 am–5:00 pm

Interpretive Exhibits: Telling Our Stories on a Shoestring

Location: Fort Douglas Military Museum

Museums of any size can create inexpensive interpretive exhibits that excite, engage, and educate visitors. This hands-on, day-long intensive workshop is geared to small museums and shows an integrated approach to telling the stories of your collection and community. Learn how to research, design, and produce interpretive exhibits supported by best practice educational strategies. This session is part of Utah’s award-winning Museum Interpretation Initiative: Telling Our Stories workshop program. Transportation will be organized directly with workshop participants.

Moderator: Megan van Frank, *Museum and Historical Programs Officer, Utah Humanities Council*

Presenters: Laurel Casjens, *Museum Consultant*

Virginia Catherall, *Curator of Education, Utah Museum of Fine Arts*

9:00 am–5:00 pm

Using Strategic Foresight to Plan for a Preferred Future

Location: Utah Museum of Contemporary Art

By integrating futures thinking into our daily activities, we can develop robust and adaptable organizational plans, create more sustainable institutions, and better serve our changing communities. This interactive workshop provides an introduction to how we use can strategic foresight activities and explores trends that will impact the future of our museums. We will learn techniques to identify and monitor change and discover how to integrate futures thinking in personal practice, daily activities, and strategic planning.

Moderator: Lisa Eriksen, *Principal, Lisa Eriksen Consulting*

1:00 pm–5:00 pm

Management of Aggressive Behavior

Location: Canyon C Room

Management of Aggressive Behavior (MOAB) is the nation’s premier in-depth training program that teaches individuals how to recognize, reduce, and manage violent and aggressive behavior. This program originated in 1983 and is credited with being responsible for helping participants avoid crisis on numerous occasions. International Foundation for Cultural Property Protection trainers are now certified to offer this intensive program to cultural facilities and tribal entities. The MOAB half-day program in De-Escalation teaches the principles, techniques, and skills used to prevent and/deal with aggressive behavior. Program participants will learn to recognize potential problems and deal with them in a safe, non-threatening, professional manner.

Moderator: Stevan P. Layne, CPP, CIPM, CIPI, *President & Founding Director, International Foundation for Cultural Property Protection*

Pre-Conference Workshops continued

Pre-Conference Workshops are not included in the conference registration fee and require pre-registration.

1:00 pm–5:00 pm

Museum Store: An Essential Resource for Museum Education and a Partner in Programming

Location: Natural History Museum of Utah

Dollars spent in the Museum Store often mean valuable funding for educational programs. Museum Store managers are challenged to align store sales and products with exhibitions, events, and teaching standards, all while avoiding Unrelated Business Income Tax. How do managers select inventory, develop products, work with other departments, and provide further educational opportunities to the visitors through merchandise labeling, customer service, Point of Sale transactions, branding and everything else in between? Join two seasoned store managers and learn how they have met the challenges of selling education in the Museum Store and visit the Natural History Museum of Utah museum store. Transportation will be organized directly with workshop participants.

Presenters: Judi Pruitt, *Associate Director, Visitor and Member Services, Museum of Natural and Cultural History, University of Oregon*
Suzanne Ruhlman, *Museum Store Manager, Natural History Museum of Utah*

8:30 am–4:30 pm

CSI: Registrars

Location: Murray City Museum

CSI: Registrars pairs registrars, conservators and other collections professionals with an institution in the conference's host city, to provide 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!

1:00 pm–5:00 pm

Strengthening Leadership: Museum Educators Sharing Strategies

Location: Canyon A Room

Anyone involved in managing or directing education efforts is invited to contribute to a conversation about the qualities, skills, knowledge, and practice necessary to navigate the future of museum education. In this interactive, participant-driven workshop, Tina Nolan, Ed.D will introduce a proposed framework for building educational leadership capacity. The framework focuses on 4 primary domains—teaching/learning, operations, political, financial—where museum educators must excel to lead their museums towards increased relevancy and public value. Participants will then share and discuss tools, strategies, and challenges faced in their own institutions to contribute to this new body of knowledge.

Moderator: Mary Kay Cunningham, *Visitor Experience Specialist, Dialogue Consulting*
Presenters: Tina Nolan, Ed.D, *Editor in Chief, Journal of Museum Education*
Lorie Millward, *Curator of Curiosity and Inquiry, Thanksgiving Point Institute*

8:30 am–4:30 pm

Care of Collections: Paper

Location: Topaz Room

Topics addressed in this informative workshop focus on the specific needs of paper-based collections and will include the nature of paper, environmental issues, storage and display considerations as well as the basics of remedial care. Participants will learn how to make material choices for storage housing and enclosures including understanding how these materials affect the storage microenvironment. Workshop exercises and demonstrations encompass understanding catalogue descriptions for the purchase of supplies and introductory remedial care methods.

Instructors: Janet Ruggles, *Chief Conservator of Paper, Balboa Art Conservation Center*
Stephanie Jewell, *Assistant Conservator of Paper, Balboa Art Conservation Center*

4:00 pm–5:00 pm

UMA Presents: Conference and Networking 101

Location: Canyon B Room

Whether this is your first time at the conference, or you want a refresher on how to get the most out of your conference experience, this session should be your first stop. UMA Board and WMA Programming Committee member Lorie Millward will share tools that will help prepare you to maximize your time, actively participate, and choose sessions that best fit your career path. WMA member Wendy Meluch will facilitate a mini session: Networking—Even The Shy Can Do It! Come to discuss the benefits of conference networking and get some practical advice and tips about meeting new people and building your contact list.

Opening Reception

5:00 PM–6:30 PM

Hilton Salt Lake City Center—Exhibit Hall
Grand Ballroom

FREE!

Join your fellow WMA Attendees for an Opening Reception at the Hilton. Spend your first evening in Salt Lake City meeting with colleagues and our corporate members.



6:30 pm–8:30 pm

Small Museum & EMP Meet-Ups

Get to know your colleagues from around the region over dinner at a popular Salt Lake City restaurant (pay your own way) for these two separate Meet-Ups.

EMPs will dine at Squatter's Pub Brewery (organized by the Utah Emerging Museum Professionals)

Small Museum staff will dine at Caffé Molise (organized by the Small Utah Museums Group)



City and County Building at Washington Square.

9:00 am–10:30 am

General Session & Keynote

Location: Alpine Ballroom

Opening Remarks by Redmond J. Barnett, WMA President

Welcome to Salt Lake City by Jayceen Craven Walker, UMA President

Presentation of the Charles Redd Center for Western Studies Award for Exhibition Excellence to J. Paul Getty Museum for *Overdrive: L.A. Constructs the Future, 1940-1990!*

Presentation of the WMA Director's Chair Award to Sarah George, Executive Director, *Natural History Museum of Utah*

Keynote by Hal Cannon, *Founding Director of the Western Folklife Center and the National Cowboy Poetry Gathering*



Hal Cannon is a folklorist, radio producer, and musician. As the founding Director of the Western Folklife Center and the National Cowboy Poetry Gathering in Elko, Nevada, he has published dozens of books and recordings on the folk arts of the West. Many have credited the National Cowboy Poetry Gathering in Elko, Nevada with triggering a revival of cowboy culture. He has received three Wrangler Awards from the Cowboy Hall of Fame, the 1998 Will Rogers Lifetime Achievement Award, the American Folklore Society's Botkin Award, and the Utah Governor's Awards in both the arts and humanities, among many others.



Sponsored by MATT Construction

Concurrent Sessions: 11:00 am–12:15 pm

B Motivations For Giving: Donors Talking About Philanthropy

Location: Topaz Room

As funding from foundation and government sources decreases, the importance of donations from individuals continues to rise. Do you know what motivates donors to make charitable gifts to support the operating and programmatic costs of museums? Donors will share their motivations for supporting museums and discuss which cultivation and solicitation methods build awareness, excitement, and support, as well as which discourage them from philanthropic giving. The panelists will also discuss why they support museums over a sustained period of time and how museums are using different ways to report back to donors on the progress and impact of their gifts.

Moderator: Gretchen Dietrich, Executive Director, Utah Museum of Fine Arts

Panelists: Dixie Grant, Board Member, Idaho Foundation for History

Erin Linder, Board Member, Dr. Ezekiel R. & Edna Wattis Dumke Foundation and Katherine W & Ezekiel R. Dumke Jr. Foundation

Shari Quinney, Board Member, Utah Museum of Fine Arts

V Stories in Space: Design Strategies for Museum Interpretive Materials

Location: Canyon B Room

Effective organization and thoughtful design of text and other didactic materials can help keep visitors from feeling overwhelmed—or under informed—as they try to digest complex layers of information in the museum environment. Join our panelists as they present an overview of the challenges of three varied projects and share concrete examples of tactics used to shape content into engaging, accessible displays and effectively communicate stories in three-dimensional space.

Moderator: Kitty Connolly, Botanical Interpretation Manager, Huntington Botanical Gardens, Art Collections, and Botanical Gardens

Presenters: Ann Marshall, Principal, Annex Design Services

Alice Parman, Independent Interpretive Planner

Ian Ransenberg, Exhibition Designer, The Alchemy of Design

Nicole Trudeau, Owner, Squid Ink Design

C To Collect or To Not Collect: Considerations for Contemporary Art Curators

Location: Canyon A Room

Three curators' viewpoints on collecting and how this relates to their curatorial practice will be presented, along with a contemporary artist's perspective on the affects of collecting on career and artistic process. Panelists will present specific executable approaches and policies of collecting or non-collecting along with their possible affects upon education, staffing, patronage, artists, and storage. Further discussions will include conception of exhibitions and how collecting (or not) may influence everything from curatorial decisions to an organization's mission.

Moderator: Katie Lee, Gallery Director, Mary Elizabeth Dee Shaw Gallery, Weber State University

Presenters: Whitney Tassle, Curator of Modern & Contemporary Art, Utah Museum of Fine Arts

Mark Koven, Assistant Professor and Foundations Coordinator, Utah State University

Kristin Poole, Co-Executive Director and Artistic Director, Sun Valley Center for the Arts

B Using a Volunteer Board to Help Manage your Volunteer Program

Location: Canyon C Room

A well-organized volunteer board can greatly support your volunteer program. Besides extending and supporting the work of volunteer managers, board members can improve communication between staff and volunteers and provide valuable feedback and resources. Learn from both staff and volunteers at the Natural History Museum of Utah about how their volunteer board functions to strengthen the Museum and its programs.

Presenters: Debbie Amundsen, *Volunteer Coordinator, Natural History Museum of Utah*
Heather Paulsen, *Cultivator of Curiosity, Thanksgiving Point Institute*
Dora Stauffer, *Gallery Interpreter Program Representative, NHMU Volunteer Board, Natural History Museum of Utah*

B Museum State Association Exchange

Location: Seminar Room

Are you involved in a museum state association as an employee, board member, or member? If so we would love to have you attend. Or do you simply want to learn more about museum state associations? You are welcome as well! This session will be an informal discussion on matters relevant to museum state associations. If you have specific questions you would like to have addressed please email them to info@utahmuseums.org before the session.

Moderator: Ruth White, *Executive Assistant, Utah Museums Association*
Presenters: Janice Klein, *President Elect, Museum Association of Arizona*
Eric Taylor, *President, Washington Museum Association*
Crystal Van Dee, *State Representative, Nevada Museums Association*

12:15 pm–1:15 pm

Exhibit Hall Networking Lunch

Location: Grand Ballroom

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 that were generously donated by our members. All proceeds benefit the WMA and UMA scholarship funds. Supported by John F. Kennedy University



Concurrent Sessions: 1:30 pm–2:45 pm

Thursday cont.

C Coordinated Emergency Preparedness

Location: Canyon B Room

Disaster preparedness at an institutional level is crucial; however regional disasters require that the stewards of cultural resources and emergency managers coordinate to integrate those collections into emergency management processes at city, county, and state levels. This session will share coordination efforts currently underway between the cultural community and emergency management in two Western States. Participants will also learn tips for better coordination that can be taken back to their institution and applied in their community.

Moderator: Cheryl Hinton, *Director Emeritus/Curator of Collections, Barona Cultural Center & Museum*
Presenters: Kara West, *Assistant Director for Field Services, Balboa Art Conservation Center*
Randy Silverman, *Preservation Librarian, University of Utah's Marriott Library*

C^L Recruiting, Orienting, and Engaging Board Members

Location: Canyon A Room

B

An informed, involved, and committed board requires strategic thinking and planning and a long-term investment of time and energy. This effort pays big dividends for the museum and for the communities it serves. Learn how to build better engaged boards from three museum board members with decades of board experience.

Moderator: Bruce B. Eldredge, *Exec. Director/CEO, Buffalo Bill Center of the West*
Presenters: Maureen "Mo" King, *First Vice Chairman, Museum Trustee Association; Past Chairman, Mingei International Museum*
Mary Weiler, *Board Chairman, Museum Trustee Association*

V Narrowing the Focus of Exhibitions: Is your Exhibition Growing Out of Control?

Location: Topaz Room

Tightly focused exhibitions improve guest experience, but that is just the beginning! Everyone involved with a project benefits from a concise exhibition message. From developers to fundraisers to board members, a clear definition of what the exhibition is, and is not, improves understanding, buy-in, and helps manage "focus creep"—you know, all those great ideas that are only peripherally related to the main message.

Moderator: Kirk Henrichsen, *Curator of the Remote Art Collection, LDS Church History Department, and Henrichsen Design, Visual Communications Consultation*
Presenters: Dave Stroud, *Director of Interactive Exhibits, Thanksgiving Point Institute*
Brianna Cutts, *Creative Director, The Sibbett Group; Adjunct Faculty, John F. Kennedy University*

C^E How to Successfully Address Controversial Issues and Engage your Community

Location: Canyon C Room

B

Part of museums' expanded purpose is to serve as the town water cooler—the place where we share ideas. So how do we address challenging topics and engage our community in dialogue? How can printed material, public programs, labels, and tours be developed to encourage audiences to participate? Panelists will present exhibitions that explored issues of relevance—war, intolerance, and climate change—discussing how artists, objects, and programs were chosen and what approaches encouraged conversation.

Moderator: Courtney Gilbert, *Curator of Visual Arts, Sun Valley Center for the Arts*
Presenters: Kristin Poole, *Co-Executive Director and Artistic Director, Sun Valley Center for the Arts*
René de Guzman, *Senior Curator, Oakland Museum of California*
Rock Hushka, *Curator of Contemporary and Northwest Art, Tacoma Art Museum*

C^L Bridging the Gap Between Small Museums and Larger Professional Organizations

Location: Seminar Room

Many small and rural area museums are not currently involved with AAM or WMA. These museums rely heavily on state museum associations for professional training, which often does not focus on topics outside of basic practices. Panel members from different areas of the region will discuss their trials and triumphs within their states, and facilitate discussion on how associations like WMA and AAM can engage these museums to help them reach a higher professional standard.

Moderator: Sarah Phillips, *Curatorial Registrar, Idaho State Historical Museum*
Presenters: Julie Hart, *Senior Director, Museum Standards & Excellence, American Alliance of Museums*
Marnie Leist, *Registrar, Alutiiq Museum and Archaeological Repository*
Keni Sturgeon, *Curator and Museum Director, Willamette Heritage Center*
Kathleen Daly, *Fashion and Textile Specialist/Museum Technician, Brigadier General James B. Thayer Oregon Military Museum*

2:45 pm–3:30 pm

Exhibit Hall Networking/Refreshment Break

Location: Grand Ballroom

Enjoy healthy snacks, while perusing Exhibitors' booths and networking with peers, courtesy of WMA.

Concurrent Sessions: 3:30 pm–4:45 pm

Thursday cont.

3:30 pm–4:45 pm

Session Excursion: Gilgal Sculpture Gardens

\$15 per person, limited to 20 participants, check registration desk for availability

Start at the Hilton Salt Lake Center with a short light rail ride and walk to Gilgal Sculpture Gardens for a tour.

C Modern Museum Lighting: Increasing Controls Reducing Costs

Location: Canyon A Room

V Reviewing and expanding from the information presented in the Palm Springs meeting, the session will continue the discussion of efforts by three San Diego museums to upgrade the quality of their gallery lighting in a challenging financial climate. 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, NixonChristophers Lighting Design*
Janet Ruggles, *Executive Director, Balboa Art Conservation Center*

B From Dreams to Reality: The Transition from Planning to New Facilities

Location: Topaz Room

C^L In an improving economy, many institutions are ready to consider a move from strategic planning to the design and construction of new or renovated facilities. This session will present the issues to consider in making this transition including funding, board and community relations, sustainable design and the museum environment, and the design and construction process. The recently completed Museum of History and Industry (MOHAI) and the Seattle Art Museum (SAM) projects in Seattle, Washington serve as case studies.

Moderator: Maryann Jordan, *Vice-Director, Seattle Art Museum*

Presenters: Sam Miller, *Partner, LMN Architects*
Mike Stanley, *Principal, The Seneca Group*

C^E Taking a Stand: The Next Generation of Community Engagement

Location: Canyon B Room

Communities across America are changing, and museums are struggling to demonstrate their relevance when "business as usual" engagement no longer seems adequate. In the future, what role should museums and arts organizations play within their communities? How can we create impactful and authentic programming that tackle tough issues like homelessness, diabetes, and economic revitalization? From an experimental storefront space to a project that gives voice to youth through spoken word, get inspired by a variety of collaborative and community-centered programs that are asking these questions and helping us evolve our definition of community engagement.

Moderator: Lisa Sasaki, *Director, Audience & Civic Engagement Center, Oakland Museum of California*

Presenters: Alan Maskin, *Principal/Owner, Olson Kundig Architects*
James Kass, *Founder/Executive Director, Youth Speaks*
Cynthia Taylor, *Assistant Director, Public Programming, Oakland Museum of California*

C NAGPRA Repatriations: Lessons Learned and Future Challenges

Location: Seminar Room

C^E This panel will explore the impact of the Native American Graves Protection and Repatriation Act (NAGPRA) of 1990 and the challenges it presents museums today and in the future. More specific areas include ethics, collection development, research, and policies and procedures for collections management, as well as the impact on tribal communities, their museums, and cultural centers. In the introduction to this panel discussion the moderator will reflect on the relationship between the UNESCO Convention of 1970 and NAGPRA and on some of the current international issues facing museums related to restitution and repatriation of works of art and archaeological artifacts.

Moderator: Irene Bald Romano, *Deputy Director, Arizona State Museum, University of Arizona*

Presenters: John McClelland, *NAGPRA Coordinator, Arizona State Museum, University of Arizona*

Patrick Lyons, *Director, Arizona State Museum, University of Arizona*

Nancy Odegaard, *Conservator and Head of Preservation, Arizona State Museum, University of Arizona*

Teresa Moreno, *Associate Conservator, Arizona State Museum, University of Arizona*

Mervin Wright, Jr., *National NAGPRA Review Committee Member, Pyramid Lake Paiute Tribe*

James Pepper Henry, *Director, Heard Museum*

V Powerful Voices of Place: Leveraging the Power of Place to Offset Limited

B Development Resources

Location: Canyon C Room

Explore the intrinsic power of story with three museums that engage visitors in place-based ecological experiences, and embrace their inherent character and 'do more with less' by weaving physical, cultural, scientific, archaeological, and social forces together. Administrators, exhibit professionals, curators, and rural museum leadership will learn how the assets of identity and place have the capacity to make a museum the voice of a region, conveying multiple meanings and deep history of place, resulting in meaningful visitor relationships and long term community partnerships.

Moderator: Dr. Richard Toon, Ph.D, *Associate Research Professor, Director, Museum Studies,*

School of Human Evolution and Social Change, Arizona State University, Deer Valley Rock Art Center

Presenters: Dana Whitelaw, Ph.D, *VP of Programs, High Desert Museum*

Dave Spies, *Executive Director, Columbia Breaks Interpretive Center*

Mark Johnson, *Architect, The Miller Hull Partnership*

Mike Jobes, *Architect, The Miller Hull Partnership*

Evening Event:

Natural History Museum of Utah

6:30 pm–8:30 pm

**This event requires pre-registration;
check registration desk for availability**

Enjoy an evening at the Natural History Museum of Utah in its new copper-clad building, the Rio Tinto Center, in the foothills of Salt Lake City. Food and drink open the party as you enjoy the sunset on the Museum's Sky Terrace to the sounds of Native American flute music. Wind your way down through the award-winning galleries—*Native Voices, Life, Land, First Peoples, Great Salt Lake, Past Worlds*—which are the subject of Saturday's exhibit critique session. On your stroll, meet Navajo basket maker Anderson Black, enjoy Museum Theatre performances, interact with gallery interpreters including the Bug Brigade, see the Special Exhibition *Nature Unleashed*, and go behind-the-scenes to see the newest dinosaur discoveries in the Paleontology Lab. The evening closes in the Canyon with dessert and drinks under the spectacular, three-story Collections Wall.

This event is generously underwritten by the Natural History Museum of Utah. Sponsored by ennead architects and GSBS Architects



ennead architects

GSBS ARCHITECTS



Salt Lake Winter Skyline. Photo by Douglas Pulsipher.

Concurrent Sessions: 9:00 am–10:15 am

C^L Reflections and Projections: Perspectives on the Museum Profession

Location: Topaz Room

Contemplating the future of museums requires an appreciation of how far the profession has come in the recent past. This session invites museum professionals with more than a century of collective experience to share their diverse perspectives on the state of our profession and to stimulate a lively discussion with the audience in order to better prepare us for our own and our museums' futures.

Moderator: Aldona Jonaitis, *Interim Director, University of Alaska Museum of the North*

Presenters: Steven Olsen, *Senior Curator, LDS Church History Department*

Arthur H. Wolf, *Principal, WOLF Consulting*

Gail Anderson, *President, Gail Anderson & Associates*

C Utilizing Volunteers in Museum Collections: Projects to Get, Keep, and Train Volunteers

Location: Canyon C Room

C^E As museum professionals, we know how crucial volunteers can be to have a successful and functioning museum. But how does a museum's collections department fit into this picture, making the most of volunteers safely and effectively? The challenges here are innumerable but not insurmountable; this session will present several volunteer-oriented projects that illustrate how museums can re-think their collections-based volunteer model and create projects that are usable to not only staff members but engage their public as well.

Moderator: Alexandra Monjar, *Docent and Volunteer Coordinator, Utah Museum of Fine Arts*

Presenters: Jennifer Ortiz, *Collections Manager, Utah Museum of Fine Arts*

Paul Stavast, *Director, Museum of Peoples and Cultures, Brigham Young University*

C Driven by Photographs: A Case Study of Three Collections

Location: Canyon A Room

Photographs are a ubiquitous part of most museums' collections, regardless of the museums' discipline or collecting focus. Speakers from three museums dedicated to photography will discuss the ways the museums' collections are understood and managed, with special attention to their varying treatment as archive or art collection, as well as collection management specifics (e.g. temp/RH conditions, preservation materials, etc.) provided in a handout. The presentation's intent is to discuss the complex issues associated with managing large photographic collections, an issue that extends well beyond the "photography museum."

Moderator: Leigh Gleason, *Curator of Collections, UCR/California Museum of Photography*

Presenters: Leslie Squyres, *Archivist and Head of Research Services, Center for Creative Photography*
Megan Clancy, *Collections Manager, Museum of Photographic Arts*

C^L Field Services 2.0: Creating New Support Models for Small Museums

Location: Canyon B Room

Funding shortages and staff cuts continue to challenge the delivery of field services and professional development opportunities in the Western Region. Without robust field services infrastructure, some states must create new ways to deliver technical assistance, support professionalism, and conduct outreach to small community-based museums. Service providers (state agencies, museum associations, field services organizations), as well as anyone interested in advancing professional development, are invited to join this roundtable discussion to share best practices and consider some experiments in creative collaboration and service delivery.

Moderator: Megan van Frank, *Museum and Historical Programs Officer, Utah Humanities Council*

Presenters: Janice Klein, *President Elect, Museum Association of Arizona*

Kara West, *Assistant Director for Field Services, Balboa Art Conservation Center*

Mark Ryan, *Director of Collections and Operations, Plains Art Museum*

Kyle Jansson, *Coordinator, Oregon Heritage Commission*

V Storytelling Strategies for Museums Environments

Location: Seminar Room

From museum theater to interpretative guides, museums are increasingly utilizing storytelling techniques to engage their audiences. This session will examine ways in which the Natural History Museum of Utah and the Utah Museum of Fine Arts incorporate storytelling techniques into their adult and child programming as well as their volunteer training. We will also examine storytelling trends in the broader museum community, and participants will be invited to swap storytelling techniques, philosophies, resources, challenges, and successes. Ultimately, participants will learn how storytelling techniques can improve guest experience in the galleries; become familiar with storytelling trends in museums; get some pointers on how to introduce storytelling techniques into their existing programming.

Moderator: Paulmichael Maxfield, *Gallery Programs Coordinator, Natural History Museum of Utah*

Presenters: Lisa Thompson, *Manager of Public Programs, Natural History Museum of Utah*

Virginia Catherall, *Curator of Education, Utah Museum of Fine Arts*

10:15 am–11:00 am

Exhibit Hall Networking/Coffee Break/Poster Session Preview

Location: Grand Ballroom

Boost your mental and physical energy during this Networking/Coffee Break in the Exhibit Hall. Stimulate your mind with chats with corporate members, colleagues, and the Poster Session Preview as you stimulate your senses with coffee and tea, courtesy of WMA. Please see Poster Session listing on page 30 for more information.

11:00 am–12:15 pm

Session Excursion: Downtown Walking Tour

\$15 per person, limited to 20 participants, check registration desk for availability

Start at the Hilton Salt Lake Center on a guided walking tour of historic downtown Salt Lake City.

B Strategic Visioning: Mapping the Future of Your Museum

Location: Topaz Room

C^L In the process of developing a new strategic plan, the UMFA developed self-reflective questions regarding its mission and vision. UMFA staff visited museums in Seattle, Los Angeles, the Bay Area, and Austin with the aim of studying variations of best practice to guide this work. By developing a clear, strategic direction for the institution, museum staff was able to devise changes to the organizational structure and operational strategies in accordance with short and long-term objectives. This session will include questions and findings regarding curatorial practice, sustainability, engagement, and strategic planning to ensure the health, success, and impact of the Museum.

Moderator: Gretchen Dietrich, *Executive Director, Utah Museum of Fine Arts*

Presenters: George Lindsey, *Deputy Director, Utah Museum of Fine Arts*
 Sonja Lunde, *Director of Planning and Special Projects, Utah Museum of Fine Arts*
 Kerry O'Grady, *Director of Education and Engagement, Utah Museum of Fine Arts*

T To Tech or Not to Tech: That is the Question

Location: Seminar Room

V In the museums of the future, there is an assumption that technological bells-and-whistles will rule. But technology isn't always the best solution when adding interaction or content to an exhibition or gallery; in fact, when used as a catch-all solution, technology can be more of a headache than a quick fix. So when is it the best time to "tech" or "not to tech?" Hear from three different perspectives—designer, programmer, and content developer—on how they approach deciding on when to use technology, using examples of when tech enhanced or distracted from the project. Walk away with questions that everyone should ask before answering the question "to tech or not to tech" for your own project.

Moderator: James Leventhal, *Deputy Director of Development, Contemporary Jewish Museum*

Presenters: Darcie Fohrman, *Independent Exhibition Experience Developer*
 Becky Escamilla, *Digital Services Manager, Oakland Museum of California*
 Ken Luftig Viste, *Independent Exhibition Developer and Interpretive Planner*

B Demystifying the Grant Writing Process: Insider Tips and Expert Advice

Location: Canyon B Room

Grants from foundations and government agencies can provide crucial funding for your museum and its programs. However, if you are new to grant writing or asked to create a grant proposal without any previous training, what is the best way to handle this time-consuming process? Three experienced grant writers share their tips and advice for mastering the critical skills of grant writing and offer strategies for making the most of your limited time to write informative and engaging proposals that win grants for your museum.

Moderator: Louise Yokoi, *Assistant Director of Resource Development, Lawrence Hall of Science*

Presenters: Misty Youmans, *Manager of Institutional Giving, Foundation and Government Relations, San Francisco Museum of Modern Art*
 Kyle Jansson, *Coordinator, Oregon Heritage Commission*
 Lisa Arnette, *Grant Writing Consultant, Pathway Associates, Pathway Associates*

C Extraordinary Spaces: Site-Specific Collections and Their Challenges

Location: Canyon A Room

Historic and other site-specific spaces open to the public offer a genuine and comprehensive look into a particular collection and time period. The site is part of that experience. However, for better or worse these sites are not set up as conventional exhibition spaces. One of the main questions we will address is where to draw the line between retaining the authenticity of the experience vs. protecting the objects, the site, and the visitors? In this session we will discuss topics such as housing collections in non-climate controlled spaces, object displays, balancing visitor access with the preservation of the collection and the site, how to incorporate signage, working with a limited or volunteer staff, and on-going conservation and restoration needs. A variety of unique spaces will be presented to address these issues and more as each site has a host of specific circumstances particular to each place that standard exhibition spaces do not have to worry about.

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

Presenters: Ginger Ridgway, *Director, Cabot's Pueblo Museum*
 Hikmet Sidney Loe, *Independent Art Historian and Art History Adjunct Faculty, Westminster College*
 Emily Utt, *Historic Sites Curator, Church History Department, The Church of Jesus Christ of Latter-Day Saints*

V Creating Accessible Exhibits: Beyond ADA/ABA

Location: Canyon C Room

B You've thought about basic ADA/ABA requirements for physical accessibility in your institution. Now, how do you bring exhibits alive to create inclusive experiences to meet the needs of visitors with a wide range of cognitive and sensory differences? Because of its legal obligations to reach all audiences, the National Park Service (NPS) has made answering this question a priority in recent years. This panel of exhibit designers presents several NPS case studies that provide tangible ideas on how to integrate a variety of strategies to make an exhibit engaging, interactive, and fun...for all visitors. The panelists will present using the Pecha Kucha format (20 slides, 20 seconds per slide) that keeps presentations fast-paced, lively, and leaves plenty of time for discussion.

Moderator: Jim Ireland, *Superintendent, Timpanogos Cave National Monument, Utah*

Presenters: Charles Davis A.I.A., *Principal, EDX—Exhibits, Planning, Environments*
 Daniel Quan, *Owner, Daniel Quan Design*

12:30 pm–1:00pm

Topic Tables

Location: Alpine Ballroom East

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

Advocacy: Art Wolf, *Principal, WOLF Consulting*

Collection Databases: Janaki Krishna, *Registrar, Natural History Museum of Utah*

Collections Management/Registration: Nicole Nathan, *Curator of Collections and Registrar, Museum of Contemporary Craft*

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

Exhibition Design for Small Museums: Joanna Fisher, *Museum Consultant, Independent*

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

Museum Store Management: Kari Carlisle, *Western National Parks Association Program Manager, Hubbell Trading Post*

Native American Issues in Utah: Shirlee Silversmith, *Director, Utah Division of Indian Affairs*

Technology and Visitor Experience: Ken Luftig Viste, *Exhibition Developer, Independent*

Volunteers: Irene N. Rodríguez, *Associate Director of Education, Palm Springs Art Museum*

WMA Q&A (101): Steve Comba, *Associate Director/Registrar, Pomona College Museum of Art*
 Steve Olsen, *Senior Curator, LDS Church History Department*

WMA Session Proposals 101: Paul Gabriel, *Educational Consultant/Educational Therapist, Independent*
 Lyn Henley, *President, Henley Company Design and Production, LLC*

12:45 pm–1:30 pm

Poster Session

Location: Grand Ballroom

It's time to discuss! The Poster Session provides opportunities for individuals to present their research, ideas, or programs through illustrated and informative posters, and participants want your feedback. Come explore projects and initiatives from around the region in an informal setting.

A Legacy in Stone: Kimberly Buckner, *Intern, Fort Douglas Military Museum*
Beau J. Burgess, *Curator, Fort Douglas Military Museum*

A Prototype Application for Condition Reporting: Adrien Mooney, *Museum of Peoples and Cultures, Brigham Young University*

Building Curiosity: Lorie Millward, *Curator of Curiosity and Inquiry, Thanksgiving Point Institute*
Heather Paulsen, *Cultivator of Curiosity, Thanksgiving Point Institute*

Herbarium 2.0: Practical Applications of Digital Technology in Museum Collections/Creating Digital Interfaces for Herbarium Resources: Ashelee Rasmussen, *MS Candidate, Idaho State University*
Janet Bala, *MS, Life Sciences Collection Manager, Idaho Museum of Natural History, Idaho State University*
C.F. Rick Williams, *PhD, Curator, Idaho Museum of Natural History, Idaho State University*

High-Volume Artifact Processing and Cataloging System: Paul Stavast, *Director, Museum of Peoples and Cultures, Brigham Young University*

Natural History Museums of Utah: 1847-1906: Leslie Evens, *Collections Technician, Brigham Young University*

Making Ends Meet: An Evaluation of the Benefit Corporation as a Model for Arts Nonprofits: Mariko Chang, *Curatorial Assistant of Modern and Contemporary Art, Iris & B. Gerald Cantor Center for Visual Arts*

Making Use of Visitor Data: Using John Falk's Museum Visitor Identities to Inform Your Decisions:
Stephen Ashton, *PhD, Director of Audience Research and Development, Thanksgiving Point Institute*

Non-Invasive Chemical Research of Clay Artifact Collections Using Portable X-Ray Fluorescence:
Kathleen R. Anderson, *Exhibition Coordinator, Museum of Peoples and Cultures, Brigham Young University*

Object Labels and the Future of Archaeological Collections: Jessica Simpson, *Brigham Young University*

Space, Budget, and FIC: Creating Unstretched Canvas and Textile Storage at the Woodbury Art Museum:
Rebekah Monahan, *Registrar, Woodbury Art Museum*

There's WHAT in My Cabinet?!: Integrating Entomology and Pest Management at the Idaho Museum of Natural History: R. Jeff Castro, *Student, Idaho State University*
Mary E. Thompson, *Senior Collections Manager, Idaho Museum of Natural History, Idaho State University*
Curt J. Schmitz, *Registrar, Idaho Museum of Natural History, Idaho State University*

Visual Evaluation: Understanding Visitor Experiences through Post-Installation Storyboards:
Heather White, *Collections Technician, Museum of Peoples and Cultures, Brigham Young University*

Concurrent Sessions: 1:30 pm–2:45 pm

Friday cont.

CE Benefits of a Community-Based Exhibition Project

Location: Canyon C Room

Listening to all voices in a community allows art organizations to offer a safe outlet for expression through art projects, developing skills and building community. Placing ultimate importance on the process of creating art and community partnerships, Hidden Voices exhibition participants have ranged from teenage graffiti offenders to women who have experienced domestic violence to senior citizens. Art Access connects lives through making art that shares experiences. This session examines the lasting benefits of community-based projects for both the organizations and the selected participants.

Moderator: Rebekah Monahan, *Registrar, Woodbury Art Museum*

Presenters: Antonio Castillo, *Gang Prevention Specialist, Provo School District*
Carlyn Barrus, *Community Artist*
Melissa Hempel, *Interim Director/Curator, Woodbury Art Museum*
Sheryl Gillilan, *Director, Art Access*

B Strategic Human Resources for Museums

Location: Topaz Room

As a follow-up to the successful session on strategic planning at the 2012 Annual Meeting in Palm Springs, this session explores the crucial need for museums to strategically develop their staff. Leaders in the field will address such issues as recruitment and succession, compensation, training and development, productivity, and termination, particularly as they relate to the challenges museums face in the 21st century.

Moderator: Steve Olsen, *Senior Curator, LDS Church History Department*

Presenters: Gail Anderson, *President, Gail Anderson and Associates*
Karen Wise, *Vice President, Education and Exhibits, Natural History Museum of LA County*
Steven Ostler, *Director of Human Resources, LDS Church History Department*

V Get Into the Driver's Seat With Visitor Studies

Location: Canyon B Room

Visitor studies and evaluation are immensely valuable regardless of museum size. Hear how three small/mid-sized museums are weaving visitor studies into their practice, and join an interactive fishbowl conversation to share and explore realistic approaches that you can take home and use right away.

Moderators: Wendy Meluch, *Visitor Studies Consultant, Visitor Studies Services*
Janice Klein, *President Elect, Museum Association of Arizona*

Presenters: Karen Kile, *Executive Director, San Luis Obispo Museum of Art*
Ann S. Craig, *Associate Director, Public Programs, Exhibitions and Education, Museum of Natural & Cultural History, University of Oregon*
Rebecca Mulberry, *Evaluation Assistant, Boise Art Museum*
Ruta Saliklis, *Exhibition and Development Director, San Luis Obispo Museum of Art*

V Family Time in Museums: Online or Unplugged?

Location: Seminar Room

T

At the movie theater we see repeated messages about no texting or talking—what about museums? While some museums ban personal devices, others embrace them. What does research tell us about personal devices as they affect learning? What turns these devices on or off: visitors' ages, educational levels, learning styles? How are museum educators approaching this contested area? A learning specialist, a museum educator, and a museum technologist present diverse viewpoints, leading to a lively moderated discussion.

Moderator: Alice Parman, *Independent Interpretive Planner*

Presenters: Paul Gabriel, *Educational Consultant/Educational Therapist, Independent*
Emily Hope Dobkin, *Youth Programs Manager, Santa Cruz Museum of Art & History*
Susan Edwards, *Senior Writer/Editor, Web Group, J. Paul Getty Trust*

2:45 pm–4:00 pm

Exhibit Hall Closing Reception

Location: Grand Ballroom

Join your colleagues for light refreshments, and a last visit with our corporate members. The Exhibit Hall Closing Reception is your last chance to bid on silent auction items. All proceeds benefit the WMA and UMA scholarship funds to help our colleagues attend our Annual Meeting.

Evening Event:

Utah Museum of Fine Arts

6:30 pm–8:30 pm

This event requires pre-registration; check registration desk for availability



Join us for a memorable evening at the Utah Museum of Fine Arts! Located on the campus of the University of Utah, the UMFA is the state's primary cultural resource for global visual arts, with a comprehensive collection of more than 5,000 years of art from around the world. Guests will enjoy wine and hors d'oeuvres, a short performance by students of the University's Modern Dance Department, and private access to the UMFA's permanent collections. Special exhibitions on view include a retrospective of the work of visionary, feminist artist Martha Wilson, and a remarkable collection of works on paper from the Jordan Schnitzer Family Foundation featuring the work by John Baldessari, Helen Frankenthaler, Jasper Johns, Donald Judd, Sol LeWitt, Roy Lichtenstein, Ed Ruscha, and Kara Walker.

This event is generously underwritten by the Utah Museum of Fine Arts.

SATURDAY, OCTOBER 12, 2013

8:00 am–9:15 am

WMA Business Meeting and Breakfast

Location: Alpine Ballroom East

This event requires pre-registration; check registration desk for availability

The Board of Directors of the Western Museums Association report on the programs and plans of the organization. **Special Guest Speaker:** Lisa Eriksen, *Principal, Lisa Eriksen Consulting*

Lisa Eriksen provides planning, fundraising, and support services to museums, artists, and cultural organizations. She is the Project Director of the California Association of Museums' Leaders of the Future: Museum Professionals Developing Strategic Foresight, a two-year project to provide innovative strategic foresight training to museum professionals. Eriksen holds a certificate in Strategic Foresight from the University of Houston and serves on faculty at John F. Kennedy University Museum Studies program.

8:00 am–9:15 am

UMA Award Gala and Breakfast

Location: Alpine Ballroom West

This event requires pre-registration; check registration desk for availability

Breakfast with your fellow UMA members...what more could a conference attendee want? During breakfast, Association business will be carried out, including reports by the President and Treasurer, as well as the announcement of the 2014 conference location. We will also announce the recipients of our annual awards—the *Phil Notarianni Award* for exceptional dedication to Utah Museums; the *Bessie Jones Volunteer Award* for dedicated volunteer service in Utah museums; and the *Public Service Award* for an individual working in a governmental capacity who has rendered vital support for Utah museums.

Concurrent Sessions: 9:30 am–10:45 am

V Exhibit Critique: The Natural History Museum of Utah

Location: Topaz Room

This perennially popular session investigates current best practices and choices made in creating exhibitions—this year, the new Natural History Museum of Utah (Rio Tinto Center). See how a top-flight design team worked with skilled staff to face the challenges of integrating the natural world and humans' place in it. In this session, multiple professionals will bring their experiences to light through discussion with the exhibit team and the audience.

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

Presenters: Becky Menlove, *Director of Public Programs and Exhibits, Natural History Museum of Utah*

Tim Lee, *Exhibits Manager, Natural History Museum of Utah*

Jennifer Whitburn, *Senior Designer/Project Manager, Ralph Appelbaum Associates, Inc.*

Randy Kvill, *Head, Curatorial Services and Collections, Reynolds-Alberta Museum*

Julie K. Stein, *Executive Director, Burke Museum of Natural History*

Roberta "Bobbie" Conner, *Director, Tamastslikt Cultural Institute*

B Strategic Foresight: Techniques to Navigate Change

Location: Canyon A Room

This session introduces concepts of strategic foresight and examines how museums can play a role in responding to, and preparing for, continual change. Presenters, now serving on California Association of Museums' Foresight Committee, will share an overview of foresight techniques and discuss how institutions can integrate futures thinking into their strategic planning and daily operations to navigate change successfully. We will discuss trends in demographics and technology, as well as issues of public access.

Moderator: Lisa Eriksen, *Principal, Lisa Eriksen Consulting*

Presenters: Ruth Cuadra, *Application Systems Analyst, Getty Research Institute*

Karen Kienzle, *Director, Palo Alto Art Center*

T Do More Spending Less: Low Cost Technology and Engagement Strategies

Location: Canyon C Room

V Saving money is always a priority. Low cost interpretation strategies are vital in engaging communities while creating a sustainable future for all museums. New technologies, community partnerships, and training docents for visitor engagement are three tactics which allow museums to leverage their resources and do more with less. We will discuss how four Utah museum professionals use these strategies from a curation, museum partner, and education perspective.

Moderator: Jenette Purdy, *Director of Education, Park City Museum*

Presenters: Megan Keller, *Curator, Camp Floyd, Stagecoach Inn State Park and Museum*

Wendi King, *Programs Coordinator, LiveDAYBREAK Community Council*

Jessica Weiss, *Associate Curator of Education, Springville Museum of Art*

CL Help for History Museums: Following the Path to Excellence

Location: Seminar Room

B The American Association for State and Local History and the American Alliance of Museums are working together to provide resources and support to history museums. Find out what programs and resources are available from AASLH, AAM, and others museum service organizations, and where your museum can enter the Continuum of Excellence. Learn more about the connectivity between STEPs, MAP, Core Documents Verification and Accreditation and how you can more easily move between programs.

Moderator: Julie Hart, *Senior Director, Museum Standards & Excellence, American Alliance of Museums*

Presenters: Janice Klein, *President Elect, Museum Association of Arizona*

Mitch Postel, *President, San Mateo County Historical Association*

Pamela Miller, *Chair, Utah Office of Museum Services Board*

C Storage Renovations in Existing Buildings and the Impact on Collections, Part 1

Location: Canyon B Room

When the opportunity to renovate existing storage spaces arises, the implications for the management of collections can vary from simple to very complicated. Will the collections be moved to offsite locations or closed galleries? Will there be travel for special exhibitions? Will there be an opportunity to inventory, photograph, condition-check or evaluate objects for eventual deaccession? This double-session will explore the effects that a renovation can have on both collection objects, as well as staff. In Part 1, seven panelists will present case studies, while comparing and contrasting their respective experiences from a cross-section of types of museums.

Part 2 will continue with the panelists leading small, group discussions. Groups will share potential guidelines that can be used for their museums, creative solutions to problems, and recommendations for devising working plans. There will also be opportunities to address major points and questions so participants walk away with concrete and useful information.

Moderator: Ted A Greenberg, *Museum Consultant/Registration-Collection Management Specialist*

Presenters: Michelle Lynch, *Capitol Curator, Idaho State Historical Society*

Meredith Miller, *Registrar/Collections Manager, Artech*

Carolyn Rissanen, *Registrar, Collections and Information Access, Oakland Museum of California*

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

Cindy Southerland, *Archivist/Collections Manager, Historic Fourth Ward School Museum and Archives*

Kathleen Daly, *Fashion and Textile Specialist/Museum Technician, Brigadier General James B. Thayer Oregon Military Museum*



Utah State Capitol Building Exterior Shot in the Fall. Photo by Adam Barker.

Concurrent Sessions: 11:00 am–12:15 pm

Saturday cont.

11:00 am–12:15 pm

Session Excursion: Gilgal Sculpture Gardens

\$15 per person, limited to 20 participants, check registration desk for availability

Start at the Hilton Salt Lake Center with a short light rail ride and walk to Gilgal Sculpture Gardens for a tour.

V Beyond Field Trips: Connecting With the Community

Location: Seminar Room

Are you looking for ways to improve programming to construct more meaningful experiences for your visitors, leading to increased revenue, visitor numbers, and a stronger membership base? This session promotes the importance of developing community relationships with universities and other educational institutions in order to create innovative programs for specific audiences, such as home schooled students, special needs adults, scouts, night camps, and special events.

Moderator: Kathy Eastman, *Curator of Education, Arizona Museum of Natural History*

Presenters: Alison Stoltman, *Program Specialist, Arizona Museum of Natural History*

Sheryl Gillilan, *Executive Director, Art Access*

CE Driving into 21st Century Diversity: What Identity-Based Cultural Institutions can Teach Us about the Coming "Minority-Majority" America

Location: Canyon C Room

For a country fast having no majority group, what does "general audience" mean? Who are our museums now for? Are "specialized" identity-based institutions fossils or harbingers? In a lively dialogue, members of LGBTQ, LDS Church, and Jewish institutions—along with a former member of an ethnic museum now working for a "general audience" museum—will explore the challenges and opportunities involved in their work. They will also offer key insights into audience development, outreach, and authentic community engagement and involvement.

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

Presenters: Andy Sacher, *Executive Director, The Lavender Effect*

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

D. Kurt Graham, *Director, LDS Church History Museum*

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

C^L Bridging the Divide: Collaborative Staff Development

Location: Canyon A Room

B

This session will present a case study of a staff development initiative that has proven effective for bridging the divide that often exists between museum departments. Programming staff contributes to ongoing research and learn about the skills and concepts they are responsible for teaching as they work alongside collections staff. Collections and research staff in turn learn public communication skills and participate in the development of educational programs and curricula. This session further discusses how this initiative evolved, the challenges faced, and the unanticipated outcomes of this collaboration.

Moderator: Lorie Millward, *Curator of Curiosity and Inquiry, Thanksgiving Point Institute*

Presenters: Eric Rickart, Ph.D., *Curator, Vertebrate Zoology, Natural History Museum of Utah*
Shannen Robson, Ph.D., *Collections Manager, Natural History Museum of Utah*
Debbie Amundsen, *Volunteer Coordinator, Natural History Museum of Utah*

V Diverse Approaches to Collaborative Exhibitions

Location: Topaz Room

C^E

An exhibition developed through collaboration could add a dynamic component and a fresh institutional voice to your schedule of exhibitions. In addition, by offering exhibitions relevant to local audiences you will strengthen community members' investment in your institution. Join us as we discuss exhibitions developed in partnership with K-12 students, university partners, community members, and other museums. Attend this session and you will take away new ideas for developing collaborative exhibitions.

Moderator: Virginia Catherall, *Curator of Education, Utah Museum of Fine Arts*

Presenters: Tracey Matthews, *Teacher Resource Coordinator, Utah Museum of Fine Arts*
Terra Feast, *Curator of Education, Boise Art Museum*
Keni Sturgeon, *Curator and Museum Director, Willamette Heritage Center at the Mill*

C Storage Renovations in Existing Buildings and the Impact on Collections, Part 2

Location: Canyon B Room

When the opportunity to renovate existing storage spaces arises, the implications for the management of collections can vary from simple to very complicated. Will the collections be moved to offsite locations or closed galleries? Will there be travel for special exhibitions? Will there be an opportunity to inventory, photograph, condition-check or evaluate objects for eventual deaccession? This double-session will explore the effects that a renovation can have on both collection objects, as well as staff. In Part 1, seven panelists will present case studies, while comparing and contrasting their respective experiences from a cross-section of types of museums.

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Cindy Southerland, *Archivist/Collections Manager, Historic Fourth Ward School Museum and Archives*
Kathleen Daly, *Fashion and Textile Specialist/Museum Technician, Brigadier General James B. Thayer Oregon Military Museum*

12:30 pm–1:45 pm

Affinity Lunches

These events require pre-registration; check registration desk for availability

Storytellers and Supporters Luncheon

Location: Alpine Ballroom West

This Luncheon is especially for curators, development officers, educators, evaluators, exhibit designers, and all who make possible the engaging stories that museums tell, but open to all. The recipient of the Charles Redd Award for Exhibit Excellence will also present the winning exhibit.

Indigenous People Luncheon

Location: Grand Ballroom A

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

Directors Luncheon

Location: Alpine Ballroom East

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

Guest speaker, Jim McDonald, Senior Program Officer, Arts and Culture, Paul G. Allen Family Foundation, will be discussing the "Bright Spots Leadership in the Pacific Northwest" – a 2012 research report by the Paul G. Allen Family Foundation and the Helicon Collaborative. The discussion will explore what are the characteristics of organizations that are adapting successfully and are there strategies and behaviors of the most successful organizations that can be replicable.

Sponsored by the Las Vegas Museum Alliance

Registrar's Committee Western Region Luncheon

Location: Grand Ballroom B

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

Underwritten by Huntington T. Block Insurance Agency

Sponsored by ARTECH Fine Art Services

Concurrent Sessions: 2:00 pm–3:15 pm

Saturday cont.

2:00–3:15pm

Session Excursion: Downtown Walking Tour

Preregistration is required: \$15 per person, limited to 20 participants.

Start at the Hilton Salt Lake Center on a guided walking tour of historic downtown Salt Lake City.

C Collections Roundtables: The New Normal

Location: Topaz Room

Six roundtable discussions centered on collections and registration-based topics will provide participants with expertise on a particular subject, the opportunity to discuss with peers, and gain insight on issues and challenges as 21st century professionals. Roundtable topics will cover: inventory; the expanding and holistic role of a registrar in a segmented/non-silo organization; connecting to collections professionals in rural communities; the new NAGPRA; public art collections; and collections policies.

Moderator: Nicole Nathan, *Curator of Collections and Registrar, Museum of Contemporary Craft*

Presenters: Noelle McClure, *Associate Registrar, Portland Art Museum*
Sarah Phillips, *Registrar, Idaho State Historical Museum*
Marnie Leist, *Registrar, Alutiiq Museum and Archaeological Repository*
Clare Haggarty, *Civic Art Collections Manager, Los Angeles County Arts Commission*
Kylie Pine, *Collections Manager, Willamette Heritage Center*

C^L Burned Out or Fired Up? Develop a Personal Plan for Change

Location: Canyon C Room

If you are on the fast-track to burnout...or are already there, this session is for you. Learn how to identify the underlying causes of burnout, hone evaluation and awareness skills of yourself and your work environment, and explore potential solutions. Expand your creative thinking skills as we develop personal action plans for change through interactive activities, self-reflective exercises and discussion. Rediscover satisfaction, balance and joy in your work.

Moderator: Natalie Petersen, *Associate Director, Springville Museum of Art*

Presenters: Kandace Steadman, *Manager of Visual and Literary Arts Programs, Salt Lake City Arts Council*
Jane Beckwith, *President, Topaz Museum Foundation*

T Enhancing the Visitor Exhibition Experience through Digital Media and **B** Electronic Resources: A Case Study Involving the Washington State Historical Society's *COOPER* Exhibition

Location: Canyon A Room

Please join the Washington State Historical Society (WSHS) in an exploration of the digital tools used to enhance *COOPER*, an exhibition focusing on notorious skyjacker D.B. Cooper, the context of his time and questions of national security. This session will examine how the *COOPER* exhibition utilizes a combination of digital technology and media to enhance both the museum visitor and the online visitor experience. Resources that will be discussed are QR codes; touchpads as audiovisual (AV) stations; "timeline" software to present exhibition content; and domain names used for online gallery of exhibit content. The conclusion of this session will include an analysis of Google Analytics data of online visitors; a discussion of social media use for institution marketing *COOPER* and its AV content; and a short video tour of the *COOPER*, narrated by exhibition co-curator, Gwen Whiting. As a preview of our online gallery concept to accompany our exhibition, please visit the WSHS Collections homepage, and scroll down to Collections Highlights: <http://collections.washingtonhistory.org/>.

Moderator: Fred Poyner IV, *Digital Collections Curator, COOPER Exhibition Co-curator, Washington State Historical Society*

Presenters: Gwen Perkins, *Education Specialist, COOPER Exhibition Co-curator, Washington State Historical Society*

Kimberly Ketcham, *Marketing & Communications Director, Washington State Historical Society*

V Case Studies in Online Museum Exhibition/Project Management

Location: Canyon B Room

T Current web and mobile applications for project management such as Basecamp are designed to improve the way teams communicate, collaborate, and complete tasks. Three museums will present their use and experience with online exhibition/project management software. The impetus centers on improving communication, building teamwork and taking advantage of an online world. This session and panel will present the process of implementation and describe pros and cons of its effectiveness in managing complex museum exhibitions/projects.

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

Presenters: Kurt Neugebauer, *Associate Director of Administration and Exhibitions, Jordan Schnitzer Museum of Art, University of Oregon*

Becky Menlove, *Exhibits Director, Natural History Museum of Utah*

Ann Craig, *Associate Director, Public Programs, Exhibitions and Education, The Museum of Natural and Cultural History*

Jessi DiTillio, *Assistant Curator of Contemporary Art and Exhibition Coordinator, Jordan Schnitzer Museum of Art*

V Breaking Down the Walls: The Role of Landscape in Cultural and Interpretive Institutions

Location: Seminar Room

C^E A journey through the landscape of cultural and interpretive centers can express powerful concepts and stories that stretch the boundaries of exhibit spaces. Through sequenced views, circulation, outdoor gathering spaces, references to site history, and plantings that support a conceptual vision, visitors become immersed in the culture and history represented by the organization. By creating outdoor exhibits, trail systems, and gathering spaces, the institution increases capacity for educational opportunities and storytelling. During this panel discussion, we will explore these ideas through case studies including the Springs Preserve, the Wanapum Heritage Center and the Suquamish Museum and Cultural Center.

Moderator: Tracy Omar, *Science & Gardens Supervisor, Springs Preserve*

Presenters: Angela Buck, *Museum Director, Wanapum Heritage Center*
Lisa Watt, *Tribal Museum Planner, Tribal Museum Planners & Consultants, Inc.*
Dakota Keene, *Landscape Architect, Mithun, Inc.*

Concurrent Sessions: 3:30 pm–4:45 pm

Saturday cont.

C^L Partnering with Community Colleges: Cultivating Diversity in Museums

Location: Seminar Room

Community colleges are developing museum studies programs that introduce students to the field while simultaneously providing museums opportunities for community engagement. Partnerships between museums and community colleges can help museum professionals fulfill their institutional missions by cultivating new audiences and potential donors, while also recruiting young, diverse volunteers and interns to assist with daily operations. This panel hopes to initiate dialogue among museum professionals and community college faculty to best serve the needs of both.

Moderator: Lisa Soccio, *Gallery Director and Assistant Professor, Art History, College of the Desert*

Presenters: Alessandra Moctezuma, *Gallery Director/Professor, Museum Studies Program, Fine Art, San Diego Mesa College*

Diana Argabrite, *Museum Director, Art Faculty, Euphrat Museum of Art, De Anza College*

T Using Teamwork and Technology to Transform Your Institution

Location: Canyon C Room

B This workshop will present a case study on how teamwork and technology tools can help your Institution provide results that matter and increase patron participation: The workshop will cover three areas: 1) Effective teams working together to solve business needs; 2) Technology tools to help your institutions reach a global audience; 3) Managing internal and external relationships.

Moderator: D. Kurt Graham, *Director, LDS Church History Museum*

Presenters: Michael Weber, *Senior Product Manager, LDS Church History Department*
Bruce Searle, *Solutions Manager, LDS Church History Department*
Dennis Phillips, *Portfolio Director, LDS Church History Department*

V Turning Curator Drafts into Compelling Text

Location: Topaz Room

It's fine to talk about what makes for good text, but in the real world, we rarely get to write it from scratch. In this session, experienced rewriters walk you through their process of turning curatorial or scientific essays into compelling interpretive text. This session begins with a research-supported overview of what makes good exhibit text. Next, we'll show you how to turn academic essays into words visitors will want to read. Then, join the conversation to discuss strategies for getting the team on board with visitor-friendly text.

Moderator: Dana Whitelaw, *Vice President of Programs, High Desert Museum*

Presenters: Jessica Brier, *Photography Curatorial Assistant, San Francisco Museum of Modern Art*
Maraya Cornell, *Principal, The Nature of Story*
Laura F. Fry, *Haub Curator of Western American Art, Tacoma Art Museum*

V Unlikely Pairings, Unexpected Results: Living Artists and Historic Places

Location: Canyon A Room



How can performing and visual artists improve public programming at historic sites? What inspiration can sites provide creative artists? Come and see. Since 2005, 4Culture, Washington State's innovative cultural services agency, has engaged artists and sites in unorthodox ways to explore the limits of their mutual benefit and to stimulate new and traditional audiences. Program staff, a site steward, and an artist explore the unexpected outcomes when creativity is allowed to flourish at historic places.

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

Presenters: Flo Lentz, *Historic Preservation Lead, 4Culture*

Karen Bouton, *Board Member, Neely Mansion Association*

Charlie Rathbun, *Arts Program Lead, 4Culture*

Keri Healey, *Playwright, Director, Actor, Independent*

C We're on a Mission: The Collections and Museums of the LDS Church

Location: Canyon B Room

Even with a new history gallery due to open in Fall 2014, and with sister museums, collections, and museum-based activities around the globe, the Latter-Day Saints (LDS) Church History Museum often carries certain stigmas. Join LDS Church History Museum professionals as they discuss the organization's overall activities, and demystify the LDS Church.

Moderator: James G. Leventhal, *Deputy Director for Development, Contemporary Jewish Museum*

Presenter: Steven Olsen, *Senior Curator, LDS Church History Department*

Evening Event:

Closing Reception at The Church History Museum

5:30 pm—7:30 pm

Free

Cap off your stay here in Salt Lake City with an evening at the Church History Museum, including an all new WMA program feature: WestMusing | 10 Minute Museum Talks. A short walk from the Hilton Salt Lake City Center, the Museum's historical exhibits provide a greater context for the settlement of the Salt Lake Valley and other areas of the Mountain West. Visitors will also enjoy a special exhibition of Norman Rockwell paintings on loan from the National Scouting Museum. Located adjacent to historic Temple Square, the museum is also within walking distance of excellent restaurants and the City Creek shopping district.

This event is generously underwritten by the Church History Museum.

WestMusings | Ten Minute Museum Talks is sponsored by Wells Fargo and Nixon Peabody LLP



ABOUT SALT LAKE CITY

Location

Salt Lake City, Utah lies within the prehistoric Lake Bonneville, and parts of the city are even located on a series of terraces, or former beaches. The city lies at the crossroads of other metropolitan areas including Denver 372 miles to the east, Phoenix 506 miles south, Reno 427 miles to the west, and Boise 296 miles to the northeast. While the city has a population of 180,000, the greater Salt Lake Metro Area has a population of over one million.

Geography and Climate

To the west of this mountain valley city are the Oquirrh Mountains, while the Wasatch Mountains are to the east. Salt Lake City is on the border between the Rocky Mountain and Great Basin geographic regions, and the city's elevation is 4,330 feet above sea level. Its climate has been known to vary from season to season, and although winter recreation is very popular, it is very dry with 14-20 inches of precipitation per year. However, autumn is often considered to be the best time to visit Salt Lake City, as it is usually drier and warmer than the spring, and temperatures hover around 80° during the day and 45° at night.

Getting Around & Transportation

Salt Lake City International Airport is located approximately 10 miles west of downtown, and handles direct flights throughout the US and Canada. Salt Lake is considered the Crossroads of the West for good reason as I-80, I-15, I-215, and US Highway 89 all intersect in or around the city.

Salt Lake City offers commuter trains, buses, and light-rail services. The Utah Transit Authority (UTA) offers transportation on the Green TRAX line from the Airport at Terminal One to near the Hilton Salt Lake City Center via the Gallivan Plaza stop (a short walk to the hotel). This service is \$2.50 and trains leave the airport every 15 minutes on weekdays and every 20 minutes on weekends. The Hilton Salt Lake City Center also offers airport shuttle services for \$12 through Haroon Transportation. Please visit the website for more information: www.haroontransportation.com.

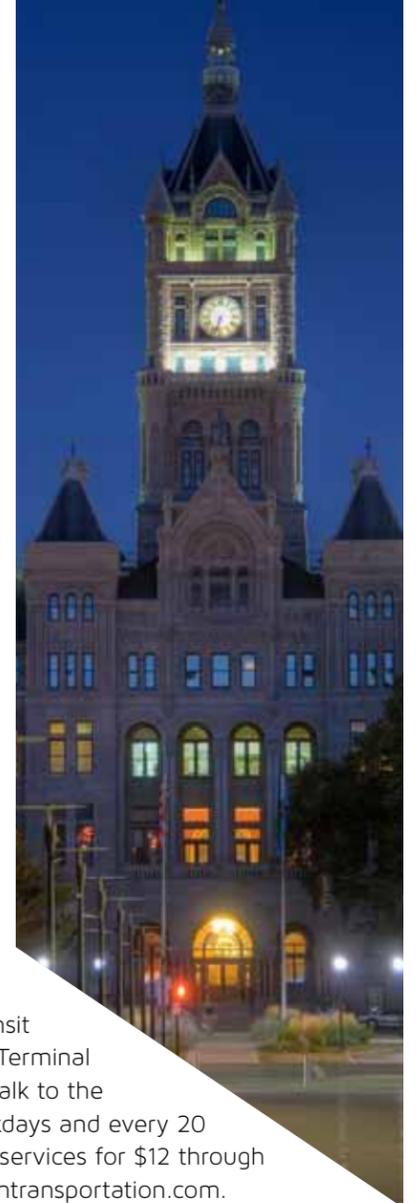
Additionally, Downtown offers a Free Fare Zone, while for longer trips ticket prices range from \$2.35 for a one-way fare and \$5.75 for a day pass. Visit www.rideuta.com for more information.

Great Salt Lake

With an area of around 1700 square miles, the Great Salt Lake is the largest salt water lake in the Western Hemisphere, and 4th largest in the world. The lake also attracts more than 257 species of birds, depending on the season, and is a major stop for millions of migratory birds. Visit the Great Salt Lake Marina 16 miles west of the Salt Lake City on I-80 to visit this natural resource. For a longer visit, go to Antelope Island State Park, the largest island in the Great Salt Lake. See a herd of bison, go hiking, or watch birds at this park located approximately 41 miles north of the city off I-15.

Public Parks

Salt Lake City values its green spaces and there are many public parks throughout the metropolitan area. Go bird watching at City Creek Canyon, visit the site of Utah's first state prison at Sugarhouse Park, honor the 2002 Winter Games at Olympic Cauldron Park, hike around Lake Solitude, or visit Liberty Park, which is listed on the National Register of Historic Places.



City and County Building on Washington Square. Photo by Douglas Pulsipher.

EXHIBITORS

1000 Museums

www.1000museums.com

Archival prints from the world's greatest museums and collections.

American Alliance of Museums

aam-us.orgAAM

AAM is your resource, voice, and community—stop by our booth to learn more about the valuable tools and resources in your career.

Andoniadis Retail Services

museumstoreconsult.com

Andoniadis Retail Services has consulted with more museums of all kinds and sizes than any other consultant. Primarily through our Museum Store Assessment Program and Layout and Design Services we can help you increase revenue, improve the visitor experience, control costs and inventory, further the mission of the museum, avoid UBIT problems and generally put your store's best foot forward.

Artech Fine Arts

artechseattle.com

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

Bowen Technovation

bowentechnovation.com

Since 1985 Bowen Technovation has established a successful track record designing, installing, and supporting systems and software for unique audio and visual experiences.

Central Point

centralpointsystems.com

Central Point develops website strategy that is centered on site visitors behavior and organizational objectives/goals Their consulting services provide information for effective search engine optimization, client-relationship management, multimedia creation and integration, database programming and integration, and mobile web development.

Claremont Graduate University

cgu.edu/am

The Arts Management program, the only one of its kind available in California, blends the best of the renowned Drucker School of Management and the School of Arts and Humanities to balance business courses with advanced cultural studies.

Collections Research for Museums

museumcollectionmgmt.com

It is the mission of Collections Research for Museums to inspire museums to improve their professional standards, collections stewardship and service to their constituency through training in, and assistance with, documenting, preserving, protecting, and managing their collections.

Craters & Freighters

cratersandfreighters.com

For over two decades, Craters & Freighters has been meeting museums' custom shipping needs with consistent, high quality professional packaging and worldwide transportation services.

Gaylord Bros.

www.gaylord.com

Gaylord has everything your museum needs to reach new audiences while preserving and protecting your growing collections. You will find a wide selection of exhibit cases & a multitude of made-to-order custom products at Gaylord. Visit us at Booth # 14 or online.

Gizmo Art Production, Inc.

gizmosf.com

Gizmo Art Production helps artists, museums, and companies realize their visions. Gizmo's services have expanded beyond fabrication and installation to include exhibit and interactive design, prototyping, project management and the handling, transportation and storage of fine art works.

Hollinger Metal Edge

hollingermetalede.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 collections for over 60 years. With our extremely experienced management and staff, we are dedicated to quality, customer service, and competitive prices.

Journee Lighting, Inc.

journeelighting.com

Journée Lighting, Inc. designs and manufactures state-of-the-art LED lighting fixtures, including the award winning Lotus and Azara luminaires. Journée also designs and manufactures specification-grade Monorail and Monopoint systems for use with its LED Luminaires.

Las Vegas Museum Alliance

Meet the host museums for the Western Museums Association's 2014 Annual Meeting in Las Vegas, and find out what's in store for next year's conference

L.A. Packing, Crating and Transport/ Ashley Distributors

lapackinginc.com

L.A. Packing, Crating and Transport has been chosen by museum professionals as experts in all aspects of handling fine art, specializing in exhibition services, installation, museum quality crating, world wide shipping, air-ride climate controlled transportation, and secure climate controlled storage of all types and sizes of artwork and precious objects. Experienced museum registrars coordinate all museum services. A large selection of archival and packing supplies are available through Ashley Distributors.

MBA Design and Display Products

mba-worldwide.com

MBA is a developer, manufacturer, and marketer of modular walls, space structure systems, and self-adhesive surface coverings.

Mithun

mithun.com

Mithun's architects, interior designers, landscape architects, urban designers, and planners are working to inspire a sustainable world through leadership, innovation, and integrated design. Services include architecture, land use planning, landscape architecture, interior architecture, interior design, and "cultural audits" with a focus on sustainability.

Pacific Studio

pacific-studio.com

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

Pathway Associates

pathwayassoc.com

Pathway Associates is a multi-disciplinary team of consultants dedicated to helping nonprofits achieve long term sustainability. We believe that nonprofit organizations play an indispensable role in our society; that they can and should be among the best managed organizations in the world; and they need not be starved for resources.

Re:discovery Software, Inc.

rediscov.com

Re:discovery Software, Inc. produces the newest generation of collections management systems. For twenty years our team of software engineers and museum professionals has been at the forefront of technology & industry standards.

Robertson Taylor International Insurance Brokers

robertson-taylor.com

Fine art and collections insurance

U.S. Art Company, Inc

usart.com

U.S. Art Company, Inc. is a fine art handling company specializing in museum quality transportation, crating, installation, storage, and international customs services. We provide museum quality transportation on a worldwide basis.

Utah Arts & Museums

artsandmuseums.utah.gov

Utah Arts & Museums seeks to advance the value of museums within Utah and to enable the broadest physical, intellectual, and emotional access to collections and programs. Visit our website to find information, resources, toolkits, and opportunities for Utah museums.

Utah Humanities Council

utahhumanities.org

The Utah Humanities Council (UHC) empowers individuals and groups to improve their communities through active engagement in the humanities. Since its establishment in 1975 as an independent nonprofit agency, UHC and its programs have reached every corner of the state, involving thousands of people as planners, participants, and audiences.

West Office Exhibition Design

www.woed.com

A multi-disciplinary design studio that has built an international reputation for creating engaging exhibits, immersive environments, and novel experiences.



Western
Museums
Association

ABOUT WESTERN MUSEUM ASSOCIATION

Providing professional development to museum professionals since 1935

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 THE UTAH MUSEUM ASSOCIATION

About the Utah Museum Association

The Utah Museums Association (UMA) is committed to building the capacity of all Utah museums to serve their communities.

Founded in 1972, UMA is a 501(c)(3) professional membership organization for museum staff and volunteers. We serve museums of all sizes and disciplines throughout Utah.

Our mission is to provide professional development and networking opportunities to build the capacity of Utah's museums; connect museums to professional resources and best practice; and serve as an advocate for Utah museums.

UMA's Core Values

Advocacy: UMA is an active leader and advocate for Utah's museums.

Quality: UMA aims for excellence in all of its programs and initiatives.

Professional Development: UMA provides opportunities for Utah's museum professionals to develop their skills in every aspect of museum operations and studies.

Collaboration: UMA collaborates with other organizations to create and strengthen museum networks to leverage finite resources.

Access & Diversity: UMA recognizes the increasing diversity of Utah's citizens and encourages its members to embrace diversity and accessibility in their program initiatives.

Analysis: UMA actively collects and disseminates information concerning the state of Utah's museums

Fiduciary Responsibility: UMA adheres to sound financial and funding practices.

Education: UMA recognizes that museums educate, inspire, nourish minds and spirits; and enrich lives.



AAMG

Association of Academic Museums & Galleries

Leading Academic Museums and Galleries in the 21st Century

AAMG Reception, WMA Conference

Poplar Pub • 242 S 200 W (1-1/2 blocks from Hilton)

October 11, 2013 • 4:30 – 6:00 pm

Moving the Needle:

Academic Museums and Galleries – Innovating the Future

AAMG 2014 Conference • Seattle

May 16 – 18, 2014

AAMG/Kellogg Leadership Seminar • Chicago

June 2014

Funded by the Kress Foundation

CONNECT WITH US | www.aamg-us.org

MUSEUM STUDIES

AT THE UNIVERSITY OF SAN FRANCISCO

The Graduate Museum Studies Program is a 32-unit, full-time curriculum that can be completed in **16 months**: three semesters plus one summer. During the summer, students complete an **internship** in a San Francisco Bay Area cultural institution, or a museum outside of Bay Area – enabling them to be part of **internship opportunities world-wide**.

Join us for our **Open House** from 5:45pm - 7pm on **November 21, 2013**.
Applications for **Fall 2014** are due **February 1, 2013**.



University of San Francisco
2130 Fulton Street
San Francisco, CA 94117-1080

For more information
regarding the program,
please visit our website at
usfca.edu/arsci/muse/

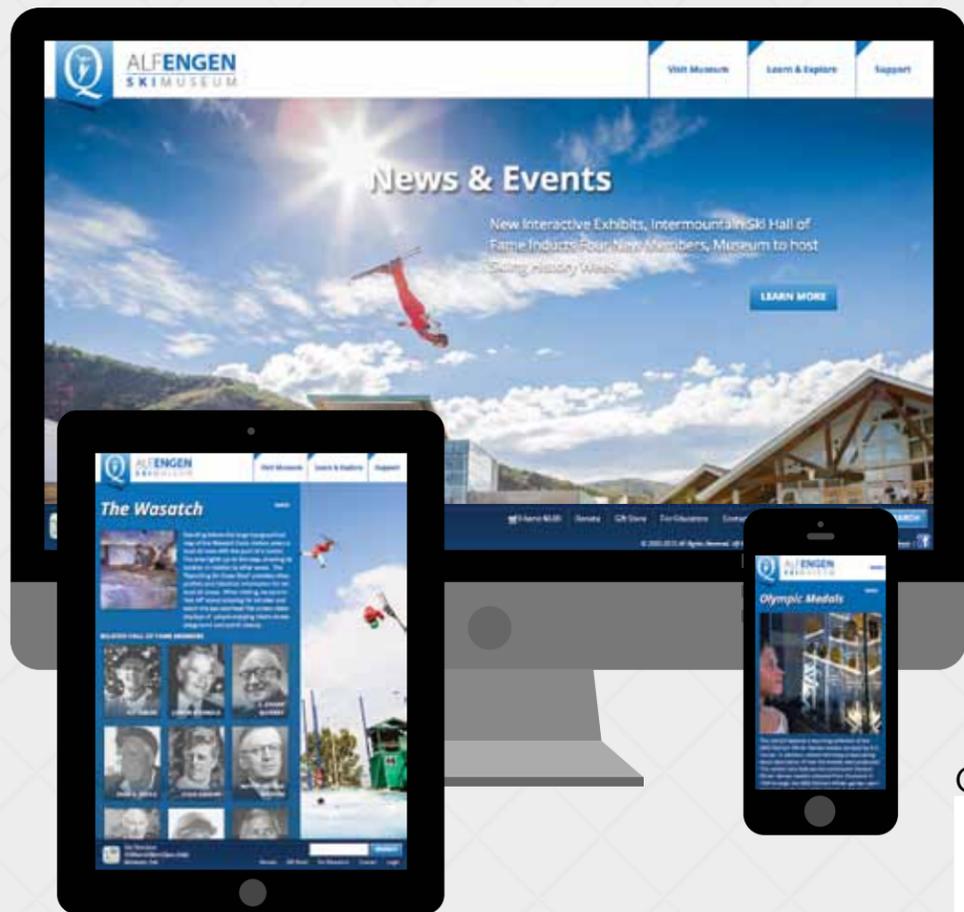
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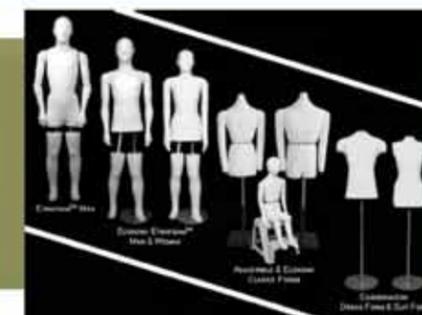
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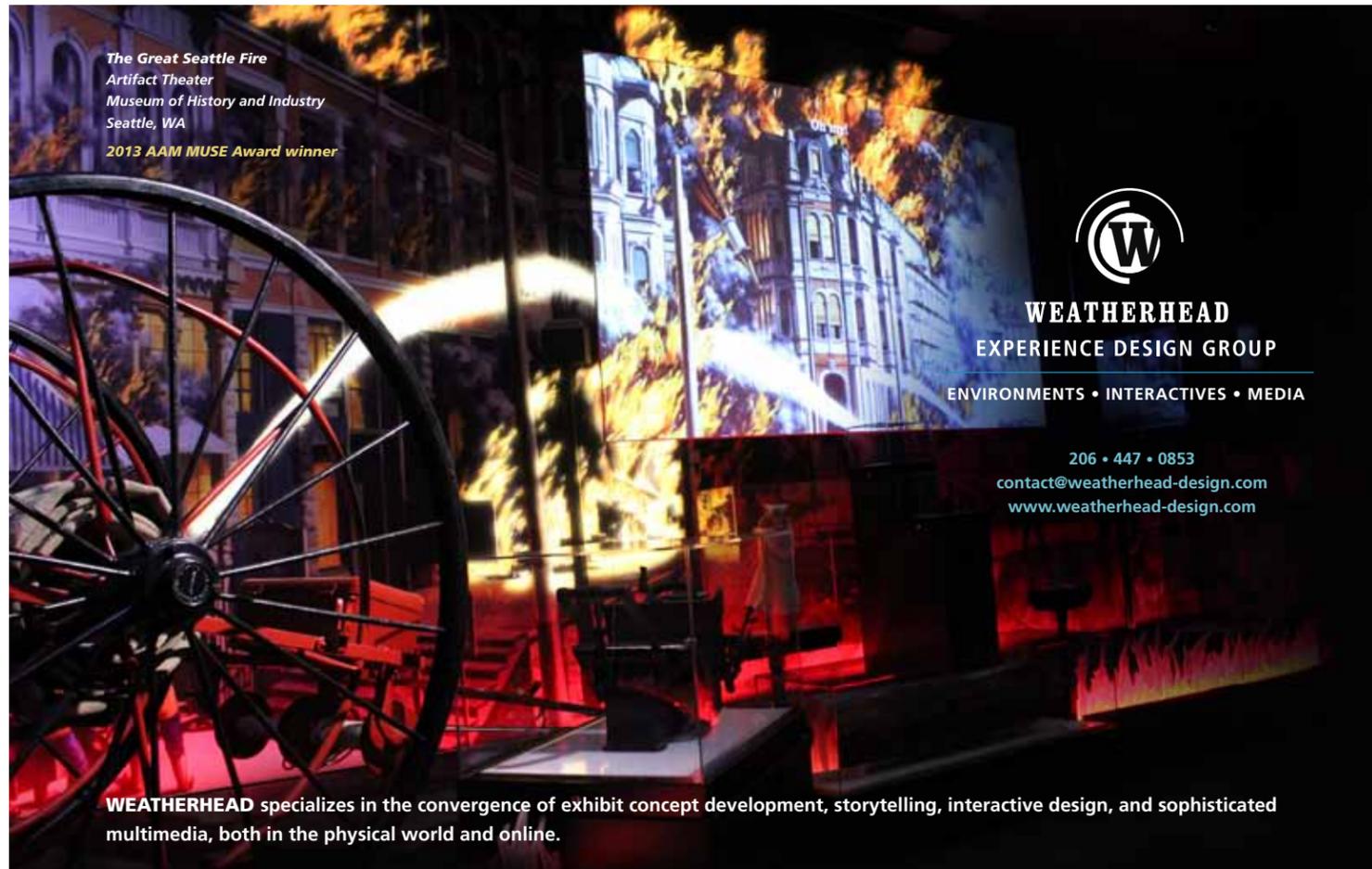
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Museums and the Web ASIA 2013

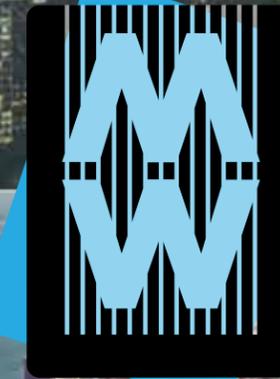
HONG KONG

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<http://mwconf.com/mwa2013>



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Museums and the Web USA 2014

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www.museumsandtheweb.com



American Alliance of Museums

Will you be there? Museums Advocacy Day 2014

February 24–25, 2014 in Washington, DC

Since 2009, Museums Advocacy Day has resulted in nearly 1,000 advocates making 1,391 visits to Capitol Hill offices. Do you feel museums are fully appreciated by your policy makers? Join fellow museum directors, staff, board members, students, volunteers and business owners to help make the case. The Alliance makes it easy by providing comprehensive policy briefings and scheduling your meetings on Capitol Hill. Alliance members register for free.



Sen. Jack Reed (D-RI) meets with museum advocates.

“Constituent visits ... have more influence ... than any other influence group or strategy.”

2011 Congressional Management Foundation survey of Congressional staff

Visit aam-us.org for more information.



WESTERN MUSEUMS ASSOCIATION'S
2014 ANNUAL MEETING

LAS VEGAS

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OCTOBER 5-8, 2014 AT THE *Flamingo*
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