



WESTERN MUSEUMS ASSOCIATION'S  
**2014 ANNUAL MEETING**

# LAS VEGAS

**EXPECT THE UNEXPECTED**



OCTOBER 5-8, 2014 AT THE *Flamingo*



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## Sessions

## Dear Friends and Colleagues,

Welcome to Las Vegas, a place that is known for rebirth—from a missionary outpost and railroad town to a cultural and entertainment capital. Yet, the city continues to offer much more, as exemplified by the ongoing cultural renaissance. Indeed, you can always **Expect the Unexpected**, the theme of the 2014 Annual Meeting of the Western Museums Association (WMA).

Many types of beauty exist here in Las Vegas including colorful, flashing lights, unanticipated work from renowned artists, unique architecture, as well as natural resources such as Lake Mead, the Mojave Desert, and the Spring Mountains. With the Las Vegas community continuously looking to the future of what is possible and even imaginable, the city will always be a mecca for and new, inspiring ideas and perspectives.

Juxtapositions of the old and new are all around—archeological sites at the Springs Preserves, old Las Vegas and the Strip, scientific marvels at the National Atomic Testing Museum and Hoover Dam, a boneyard of lights and signs at the Neon Museum, modern histories at The Mob Museum and Burlesque Hall of Fame, and a celebration of Nevada's 150<sup>th</sup> year of statehood at the Nevada State Museum. All of these illuminate the history, people, and culture of a uniquely Western city, and ensure Las Vegas remains one of the most exciting and thought-provoking places in the world.

In convening the 79<sup>th</sup> Annual Meeting, the WMA is excited to provide opportunities to engage with museum thought-leaders from throughout the West—and beyond! Like its predecessors, the 2014 Annual Meeting continues a rich tradition of amazing and, at times, provocative programs. Together we will broaden our perspectives and horizons, while asking questions, sharing knowledge, and reaching out to our fellow museum professionals.

Throughout WMA 2014 in Las Vegas, you will find many opportunities to learn from each other in sessions, workshops, and friendly conversation. In addition to numerous educational and social functions at the Flamingo Hotel & Casino, the final afternoon of the Annual Meeting will be spent at the fabulous Springs Preserve for a unique free choice learning experience. While, we know that you will enjoy reconnecting with old colleagues, we encourage you to meet new ones and expand your own community.

So, enjoy the learning. Enjoy one another. Enjoy Las Vegas. Your experiences here will expand your skillsets, and hopefully, renew your passion for our shared profession.

—The Western Museums Association



## Acknowledgments

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

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## Special Thanks

The WMA wishes to recognize the many colleagues who contributed their valuable time, energy, and expertise to the success of the 2014 Annual Meeting.

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*Mint Hotel & Casino - 1950s - Young Electric Sign Company, Nevada State Museum, Las Vegas - Jay Florian Mitchell Collection*

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### Institutional Support

Boulder City Hoover Dam Museum

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Joyce Strauss Studio

Las Vegas Natural History Museum

Lost City Museum

UNLV Museums and Galleries

Mob Museum

National Atomic Testing Museum

Neon Museum

Nevada State Museum Las Vegas

Nevada State Railroad Museum

Old Las Vegas Mormon Fort

Rita Deanin Abbey Studio

Springs Preserve

Wetlands Nature Park

*These museums are offering free admission to WMA 2014 attendees*

### WMA Staff

Jason B. Jones,  
*Executive Director*

Lauren Valone,  
*Program Coordinator*

## Annual Meeting Sponsors

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



## Schedule At-A-Glance

Sunday, October 5		
7:00 am-7:00 pm	Registration Desk Open	
8:00 am-5:00 pm	Pre-Conference Workshops	pg. 14
9:00 am-4:00 pm	Pre-Conference Tours	pg. 13
4:00 pm-5:00 pm	Networking 101	pg. 18
5:15 pm-6:45 pm	Opening Reception: Exhibit Hall (Free)	pg. 18
6:45 pm-8:30 pm	Small Museum Meet Up	pg. 18
6:45 pm-8:30 pm	EMP Meet Up	pg. 18
Monday, October 6		
9:00 am-10:30 am	General Session/Keynote	pg. 19
11:00 am-12:15 pm	Concurrent Sessions	pg. 20
12:15 pm-1:30 pm	Exhibit Hall Networking Lunch	pg. 21
1:30 pm-2:45 pm	Concurrent Sessions	pg. 22
2:45 pm-3:30 pm	Exhibit Hall Networking/Refreshment Break	pg. 23
3:30 pm-4:45 pm	Concurrent Sessions	pg. 24
6:00 pm-9:30 pm	Evening Event: Vintage Vegas: The Mob Museum & The Neon Museum	pg. 25
Tuesday, October 7		
8:15 am-9:30 am	Concurrent Sessions	pg. 28
9:45 am-10:30 am	Exhibit Hall Networking/Coffee Break/Poster Session	pg. 30
10:30 am-11:45 pm	Concurrent Sessions	pg. 32
12:15 pm-1:30 pm	Affinity Lunches	pg. 34
1:30 pm-2:45 pm	Concurrent Sessions	pg. 35
2:45 pm-4:00 pm	Exhibit Hall Closing Reception (Free)	pg. 36
6:00 pm-9:00 pm	Evening Event: Atomic City: The National Atomic Testing Museum	pg. 36
Wednesday, October 8		
9:00 am-10:15 am	Concurrent Sessions	pg. 38
10:45 am-12:00 noon	Concurrent Sessions	pg. 40
12:30 pm-6:30 pm	Afternoon at the Springs Preserve (Free)	pg. 41
1:00 pm-2:00 pm	No Host Lunch	pg. 41
2:00 pm-3:15 pm	Concurrent Sessions (At Springs Preserve)	pg. 42
2:15 pm-4:30 pm	Tours of Springs Preserves (DLC East Courtyard)	pg. 41
4:00 pm-5:30 pm	WestMusings (Big Springs Theater)	pg. 43
5:30 pm-6:15 pm	Annual Meeting Closing Reception (Origen Rotunda)	pg. 41



## Key Information

### FLAMINGO LAS VEGAS HOTEL AND CASINO— ANNUAL MEETING HEADQUARTERS

3555 Las Vegas Boulevard South  
Las Vegas, NV 89109

#### ANNUAL MEETING ACTIVITIES

The WMA 2014 Annual Meeting will be held in The Flamingo's Corporate Convention Center on the third floor. From the Hotel Lobby, walk into the Promenade Shops Walkway. Escalators going up to the Corporate Convention Rooms will be on the right (after the Promenade Gift Shop); elevators to the third floor are further down on the right.

#### TRANSPORTATION

Scheduled buses for tours and special events will pick up guests at The Flamingo shuttle bus lot on Linq Lane (across from Battista's Hole in the Wall restaurant). When you come down the escalator from to the Corporate Convention Center to the main floor of the hotel, turn right and go through the Promenade Shops Walkway towards the East/Valet Entrance Lower Level (on the left after The Strip Store). After going down a level on an escalator and out the glass doors, follow the sidewalk left around the valet roundabout to the shuttle bus lot on Linq Lane (you will walk under the elevated Las Vegas Monorail line). Please consult the Program for shuttle times and arrive at the pickup location 15 minutes prior to departure. Buses will return participants to The Flamingo, shuttle bus lot on Linq Lane.

#### REGISTRATION/VOLUNTEER DESK

The registration desk is located in the Corporate Convention Center on the third floor of The Flamingo in the Eldorado Foyer. The desk will be staffed during the following times:

- ♣ Sunday, October 5, 7 am–7 pm
- ♣ Monday, October 6, 8 am–6 pm
- ♣ Tuesday, October 7, 8 am–6 pm
- ♣ Wednesday October 8, 8 am–12 pm

#### PROGRAM CHANGES

In the event of changes to the program, an addendum will be available at the Registration Desk.

#### EXHIBIT HALL SCHEDULE

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

- ♣ Sunday, October 5, 5:15 pm–6:45 pm
- ♣ Monday, October 6, 12:15 pm–4 pm
- ♣ Tuesday, October 7, 10:15 am–4 pm

#### TICKETS

If you registered for a Tour, Workshop, Evening Event, or Affinity Lunch hosted by the WMA, 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 Annual Meeting 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 participate in sessions and workshops. Children under the age of 10 are not permitted in the Annual Meeting area.

#### 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.

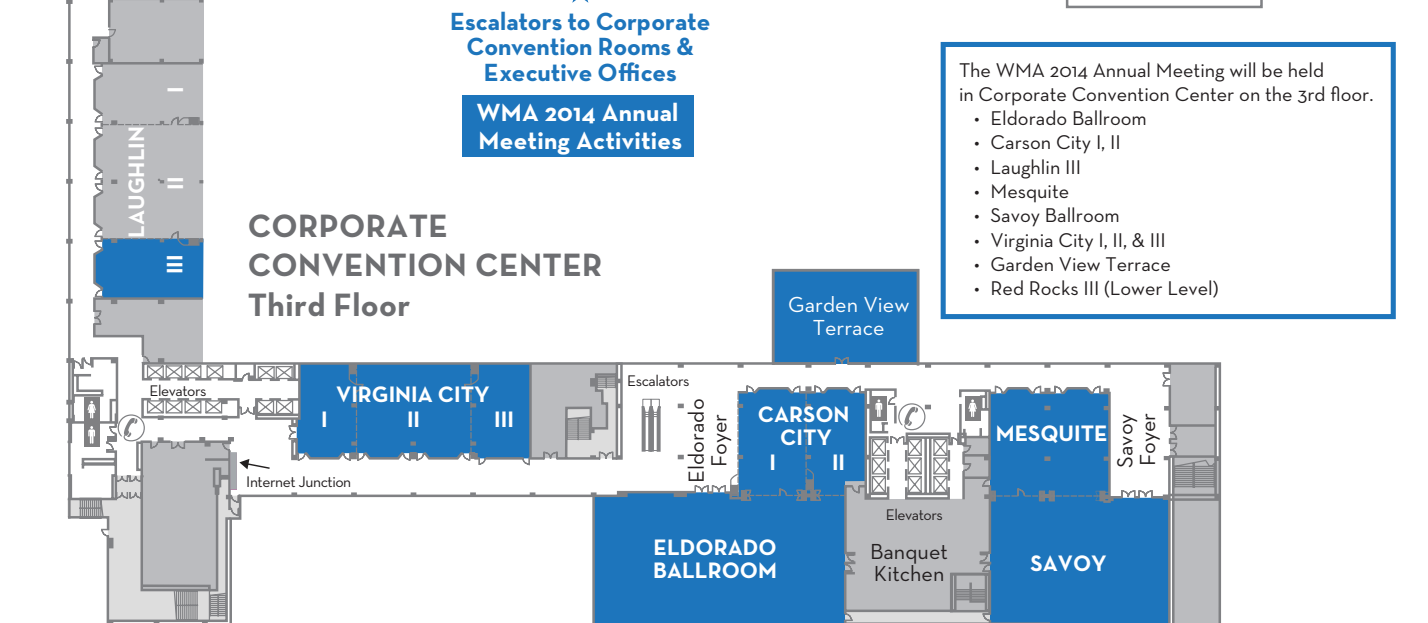
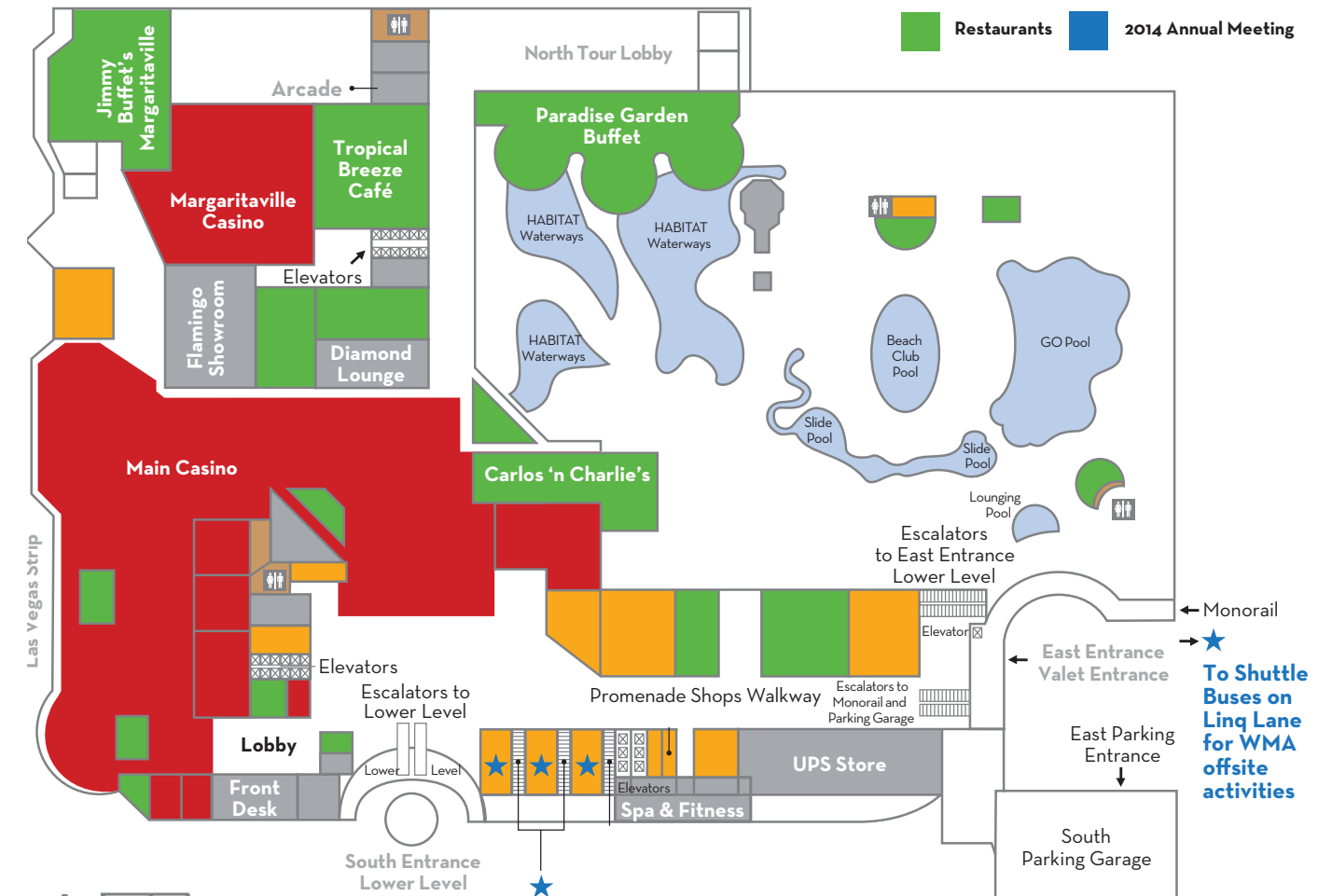
#### LOST & FOUND

Lost and Found articles turned in to the WMA Registration Desk will be held there until the end of each day and then turned over to the hotel's front desk.

## Flamingo Hotel Map

### FLAMINGO LAS VEGAS

#### GROUND LEVEL





## 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 all have their own perspective on the museum-going experience. Hear some great case studies of recent past work and start charting the future of your museum's experience!



### LEADERSHIP/CAREERPATH

For anyone in the museum field wanting to explore issues related to professional development, management of human resources, unraveling roles and responsibilities, institutional governance, and getting ahead in your 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 know to safeguard your museum's collections now and for years to come.



### 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 **#wma2014** and **@westmuse**



[facebook.com/westmuse](https://facebook.com/westmuse)



[twitter.com/westmuse](https://twitter.com/westmuse)

Have a QR Code reader?

WMA's Facebook Page



WMA's Twitter Feed



HISTORICAL PAST TO POP CULTURE PRESENT – IT'S RIGHT OUTSIDE YOUR DOOR.  
LAS VEGAS, EXPECT THE UNEXPECTED.

Las Vegas is proud to welcome  
the Western Museums Association 2014 Annual Meeting.

**Las Vegas**  
LAS VEGAS, NV





## Master of Arts in Museum Studies

In an era of increased globalization, digitization and collaboration, museums have evolved into vital sites for community engagement and public dialogue. The University of San Francisco offers a unique Master's in Museum Studies where students prepare for leadership positions in artistic, cultural and heritage organizations.

Join us on the USF Campus in McLaren Center, Room 250 for two free upcoming events:

**October 23, 2014, 1pm:**

“Building the National Museum of African American History” lecture and booksigning by noted historian and museum leader Lonnie Bunch. Reception to follow in Thacher Gallery.

**November 20, 2014, 5:30pm:**

Museum Studies Open House, hosted by Marjorie Schwarzer and Paula Birnbaum.

For more information, contact Marjorie Schwarzer: [mschwarzer@usfca.edu](mailto:mschwarzer@usfca.edu)

Applications for Fall 2015 due **Feb. 1, 2015**. Learn more at [usfca.edu/museum](http://usfca.edu/museum)

CHANGE THE WORLD FROM HERE

**Sunday, October 5**

### PRE-CONFERENCE TOURS

Pre-Conference Tours are not included in the 2014 Annual Meeting registration fee and require pre-registration.

**9:00 AM-4:00 PM**

#### **Double Negative by Michael Heizer, Lost City Museum, and Valley of Fire**

Participants share in an exquisite day of sightseeing and exploration with Susanna Newbury, Assistant Professor of Contemporary Art History, Theory & Criticism, University of Nevada, Las Vegas and expert on Heizer's landmark piece *Double Negative*. Situated on top of a mesa overlooking the Virgin River, *Double Negative* was among the first “earthworks,” and encourages viewers to consider how the earth relates to art. After taking in *Double Negative*, participants will explore the Lost City Museum, where they will enjoy lunch in the garden of the 1935 pueblo-revival-style building. Exhibitions include artifacts excavated from Ancestral Puebloan (Anasazi) sites threatened by the waters of Lake Mead as it backed up behind the newly built Hoover Dam. On the way back to Las Vegas, the tour will drive through the dramatic Valley of Fire State Park.



**10:00 AM-3:00 PM**

#### **Hoover Dam: A Special Behind-the-Scenes Tour**

A National Historic Landmark, located just 30 miles southeast of Las Vegas, the Hoover Dam was the world's largest Dam and considered an engineering marvel at the time of its construction in the 1930s. Bringing much-needed water and power to the Southwest, the Dam is well-known for the elegant Art Deco designs on the towers, spillways, and throughout the power plant. Participants will go on a special behind the scenes tour deep inside the dam—exclusive for WMA! After touring inside the Dam, participants will stop by the Visitor's Center, have lunch (own your own) at the onsite concessions, and tour the newly build bridge over looking the dam from 1,000 feet up! This special tour goes deeper into the dam than public tours.



**10:30 AM-3:15 PM**

#### **Joyce Straus & Rita Deanin Abbey Studio Tour**

Join fellow art lovers on a tour of two studios that are transitioning into house museums. For over 40 years, the late Joyce Straus was an artist and art teacher in Las Vegas who gradually transformed her home into a living art gallery. Having added over 8,000 square feet of gallery space, the house became well known in the community as an art colony with 7 art studios, which displayed her work in a variety of media and techniques. Rita Deanin Abbey is Emerita Professor of Art at the University of Nevada, Las Vegas where she taught for 22 years. Adjacent to Abbey's home is a spacious studio and galleries displaying her art known for its diversity in media and identification with desert environments. Her impressive archive contains several thousand catalogued works. The 10-acre estate includes a garden with samples of her monumental work.





## PRE-CONFERENCE WORKSHOPS

Pre-Conference Workshops are not included in the 2014 Annual Meeting registration fee and require pre-registration.

### 8:00 AM-12:00 NOON

#### **Museum Store Earned Revenue: Best Management Practices, Layout & Design Principles**

LOCATION: Virginia City III Room

In these days of accelerating costs and uncertain funding, museums need to call on all the resources available to maximize earned revenue. The focus of this workshop is on giving museum management personnel, who are ultimately responsible for the store but are not necessarily involved in the day-to-day operation, practical guidance on components of the retail presence that should be implemented and monitored, and to highlight the aspects of fixture function and layout that most impact the visitor experience and revenue.

PRESENTER:

Andrew Andoniadis, *Principal, Andoniadis Retail Services*

### 8:00 AM-12:00 NOON

#### **Exhibits Technologies That Work**

LOCATION: Springs Preserve, Cienega Room

This workshop is in two parts. Part 1: Modern design for a compelling exhibit can easily include reliable, cost-effective (yet engaging) audio, video, and interactive capabilities. Presenters provide an easy-to-understand approach to determine what technologies to integrate into your next visitor experiences. Case studies include the NASA John Glenn Visitor Center in Ohio and National Museum of the Pacific War in Texas, among others. Part 2: The modern planetarium is now the Immersive Theater and is not just for stars anymore. Presenters teach how content can be immersive and interactive within art history, cultural studies, geology, biology, and, of course, space sciences. Attendees also learn about facility and equipment requirements.



PRESENTERS:

Jeff Bowen, *President, Bowen Technovation*

Mark Trotter, *Project Manager, Bowen Technovation*

### 8:00 AM-5:00 PM

#### **CSI: Registrars**

LOCATION: Boulder City Museum

CSI: Registrars pairs registrars, conservators, and other collections professionals with an institution in the Annual Meeting's host city, providing a day's worth of volunteer labor for collections-based projects. This year, CSI: Registrars will help the Boulder City/Hoover Dam Museum inventory their boxed. The museum has 261 banker boxes that will be inventoried and rehoused with archival materials. These items range from late 1800s Colorado River history items to modern Boulder City ephemera. The goal of the day is to get a running start on this project and establish a protocol that will enable museum staff and volunteers to finish the project. A quick excursion to the Hoover Dam will round out the productive day. Lunch and transportation is provided.



Fremont Street - 1930s, Nevada State Museum, Las Vegas - Jay Florian Mitchell Collection

### 8:00 AM-5:00 PM

#### **A Day of Design—Two Workshops in One**

LOCATION: Nevada State Museum, Special Events Room

Part 1—Museum Signage 101: Way-finding & Donor Recognition. This workshop provides a hands-on, interactive primer on signage and graphics for museum environments. It reviews the basics of welcoming and directing visitors in complex environments with examples from Disney, National Park Service, and museums large and small. Attendees learn the basics of directing guests with style and authority, including creative strategies to thank donors with engaging but economical signage and displays. Exercises in map design, wayfinding strategy, and visual communication will be conducted.

Part 2—High-Impact/Low-Cost Exhibit Design. This second hands-on installment explores the basics of compelling exhibition design, including methods to make any space or story come alive with simple design strategies and interventions. Attendees learn about how the principles of scale, color, sight lines, and sequence can be used to attract and engage visitors. The workshop features exercises in space layout, “big idea,” and concept design, and ultimately attendees will work in teams to design an exhibit.

MODERATOR:

Wayne Hunt, *Principal, Hunt Design, and Adjunct Professor, Art Center College of Design*

PRESENTERS:

Jennifer Bressler, *Principal, Hunt Design*

Heather Linquist, *Principal, Harvest Moon Studio*

### 1:00 PM-5:00 PM

#### **Modern Museum Lighting: Energy and Controls Strategies**

LOCATION: Virginia City III Room

This workshop describes ongoing energy efficiency and artifact preservation lighting and lighting controls, protocol, and innovations in San Diego's Balboa Park Museum Campus. It educates and empowers attendees to implement similar programs in their own institutional environments.

MODERATOR:

John Hogan, *Operations Manager, Museum of Photographic Arts*

PRESENTERS:

Travis Nixon, LC, *Principal, NixonChristophers Lighting Design*

Janet Ruggles, *Executive Director/Chief Conservator of Paper, Balboa Art Conservation Center*



1:00 PM-5:00 PM

### Interpretive Writing for Museums

LOCATION: Virginia City I Room

Interpretive writing connects facts and ideas to readers' experiences and emotions so they can understand and appreciate the museum narratives. You will learn techniques to achieve these goals in your own writing by drafting short texts, examining dynamic examples, practice writing short texts that relate to your audience, reveal information, and provoke your readers to think and care. With these new skills, you can write powerful museum labels, exhibit texts, web pages, PSAs, and newsletter articles.

PRESENTER:

Alan Leftridge, PhD, *Interpretive Writer, Independent*

1:00 PM-5:00 PM

### Strengthening Educational Leadership: Practitioners Sharing Strategies

LOCATION: Springs Preserve, Cienega Room

Anyone involved in overseeing 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 session, attendees are introduced to a framework for building educational leadership capacity and have time to reflect on their strengths and growth opportunities in 4 primary domains—teaching/learning, operational, political, financial—where museum educators must excel to lead their institutions toward increased relevancy and public value.

MODERATOR:

Mary Kay Cunningham, *Interpretation and Experience Design Specialist, Dialogue Consulting*

PRESENTERS:

Tina Nolan, *Editor in Chief, Journal of Museum Education and Principal, Tina Nolan Consulting*

Lorie Millward, *Curator of Curiosity and Inquiry, Thanksgiving Point*

Blake Wigdahl, *VP of Design and Programming, Thanksgiving Point*



WestMusings | Ten Minute Museum Talks features the most innovative topics in museums today. Modeled after TED Talks, WestMusings is an unconference program of short, engaging presentations by forward-thinking thought leaders.

FREE FOR ANNUAL MEETING ATTENDEES

WEDNESDAY, OCTOBER 8, 4:00 PM

### Afternoon at the Springs Preserve

SPEAKERS:

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

Sven Haakanson, *Curator of Native American Collections, Burke Museum of Natural History and Culture, University of Washington*

Wendy Meluch, *Visitor Studies Consultant, Visitor Studies Services*

Michael Wall, *Vice President of Research and Public Programs, San Diego Natural History Museum*

WestMusings is sponsored by Wells Fargo with underwriting by Springs Preserve and Solstream Media



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Fremont Street - 1930's, Nevada State Museum, Las Vegas - Jay Florian Mitchell Collection

## Sunday, October 5

4:00 PM-5:00 PM

### Networking 101

FREE!

Is this your first time to a conference, or are you an EMP? Are you a seasoned museum professional looking to polish your communication skills? Join Wendy Meluch, WMA member and Principal at Visitor Studies Services, at this facilitated mini-workshop, Networking: Even The Shy Can Do It! Get practical advice and useful tips about meeting new people and building your contact list. This networking workshop will transition directly to the Opening Reception, where participants can immediately employ their new skill sets with the entire WMA community.

LOCATION: Mesquite Room

5:15 PM-6:45 PM

### Opening Reception

LOCATION: Eldorado Ballroom

FREE!

Join your fellow WMA 2014 attendees for an Opening Reception in the Exhibit Hall. Spend your first evening in Las Vegas enjoying appetizers, drinks, and meeting with colleagues and our corporate members.



6:45 PM-8:30 PM

### Small Museum & EMP Meet-Up

Get to know your colleagues from around the region over dinner at a Las Vegas restaurant (pay your own way) for these two separate Meet-Ups. Please gather at the WMA 2014 Registration Desk.

## Monday, October 6

GENERAL SESSION: 9:00 AM-10:30 AM

### General Session & Keynote

MONDAY, OCTOBER 6, 9:00 AM-10:30 AM

LOCATION: Savoy Ballroom

**Opening Remarks** Redmond J. Barnett, WMA President

**Local Welcome** Oscar Goodman, Former Mayor of Las Vegas

**WMA Business Reports** Redmond J. Barnett, WMA President

**Presentation of the Charles Redd Award for Exhibit Excellence**

Oakland Museum of California, *Above Below: Stories for Our Changing Bay*

**Presentation of the WMA Director's Chair Award**

Jim Tharp, Trustee, Development Committee Chair, Telluride Historical Museum



Jim Tharp is a Trustee of the Telluride Historical Museum in Telluride, Colorado, where he serves as the Chair of the Development Committee. Previously, he was President of the Museum of Moab in Moab, Utah. Jim has served on the Executive Committee of the WMA for the past 6 years, serving as Secretary and currently as Treasurer. He has been integral in the transition of WMA being a Board-managed institution back to being the sustainable and professional staff-managed association it is today.

**Keynote Address** Mark Hall-Patton, Museum Administrator, Clark County Museums System



Mark Hall-Patton, a 35-year museum veteran, will regale attendees with stories of being the visiting expert on the History Channel's *Pawn Stars* and *American Restoration*, and the Travel Channel's *Mysteries at the Museum*. Mark Hall-Patton is the Museum Administrator for the Clark County Museum System, where he oversees the Clark County Museum, the Howard W. Cannon Aviation Museum, and the Searchlight History Museum. He has been in the museum field for over 35 years, with the last 20 years being at Clark County. In addition to 14 years as a Board member of the Nevada Museums Association, where he served as President from 2000-2002 and 2008-2010, he has also served on the California Association of Museums and Western Museums Association boards. Mark is regularly seen on the History Channel's *Pawn Stars* as a visiting expert. He has also appeared on *American Restoration* and *Mysteries at the Museum*.

Sponsored by MATT Construction





**Playing the Numbers: Learning the New Rules of Museum Finance**

LOCATION: Virginia City III Room

As museums adjust to ever-changing economic realities it is essential to have a few tricks up your sleeve in regard to understanding and analyzing budgets and finances. How can you recognize the warning signs that your organization may be headed for trouble? What do directors, development professionals, and managers need to know about finance in order to steer clear of danger and maintain a healthy operation? This interactive session addresses these questions with specific tools of the trade. Bring your calculator!

MODERATOR: Marjorie Schwarzer, *Administrative Director, Museum Studies, University of San Francisco*

PRESENTERS: Dr. Robyn Raschke, *Associate Professor of Accounting, University of Nevada, Las Vegas*  
Deborah Frieden, *Principal, Deborah Frieden & Associates, Oakland California*

**Transition in Museum Leadership**

LOCATION: Virginia City II Room

Leadership transition is both a challenge and an opportunity. The board of trustees is responsible for guiding an organization through this delicate process. This panel provides insights and suggestions that trustees, management/administrators, and staff will find valuable during a transition process. The presentation focuses on two different leadership transitions—each one using vastly different methods, and both very successful!

MODERATOR: Rob Sidner, *Director, Mingei International Museum*

PRESENTERS: Mary Baily Wieler, *President, Museum Trustee Association; Vice-President of the Board, Walters Art Museum*

Maureen Pecht King, *Chairman, Museum Trustee Association; Trustee and former Board Chairman, Mingei International Museum*

Laurie L. Nash, *Russell Reynolds***Exhibit Text That Will Delight**

LOCATION: Mesquite Room

Does your exhibit content grab your visitor? Or are your texts written to dazzle colleagues? In this session, presenters take a look at tools that can help us break out of our specialist and institutional mindsets and use language and references that are more meaningful to visitors. Presenters show how they have used research into attention and memory, informal surveys, and formal evaluations to create exhibit titles, wall text, and media scripts that visitors will revel in.

MODERATOR: Dana Whitelaw, PhD, *President, High Desert Museum*

PRESENTERS: Kathy Talley-Jones, *Writer & Interpretive Planner, Independent*

Laura F. Fry, *Haub Curator of Western American Art, Tacoma Art Museum*

Heather Linquist, *Principal, Harvest Moon Studio*

**Supporting Family Learning: Emerging Research, Strategies, and Tools**

LOCATION: Virginia City I Room

Intergenerational and family groups are among the largest percentage of visitors to most museums. Join in a conversation about how museums can design learning experiences and train staff and volunteers to support the unique needs of these intergenerational groups, improve visitor satisfaction, and increase overall learning. Recent research from the field along with several case studies will initiate an extended exchange of ideas among attendees about successes and challenges of serving this audience.

MODERATOR: Mary Kay Cunningham, *Interpretation and Experience Design Specialist, Dialogue Consulting*

PRESENTERS: Jason Porter, *Associate Director of Education, Skirball Cultural Center*

Rowanne Henry, PhD, *Evaluation and Audience Research Specialist, Museum Stories Consulting*

Sarah Watkins, *Director of Collections and Learning, USS Constitution Museum*

**What Did I Just Step On?!? Integrated Pest Management**

LOCATION: Carson City II Room

Pests can be a vexing problem for any institution. In the past, pest management involved regular applications of toxic chemicals to collection areas and specimens, giving rise to health and safety concerns. This session presents information on how to develop, implement, and manage an integrated pest management plan (IPM) that protects not only your collection, but also visitors and staff as well.

MODERATOR: Curt Schmitz, *Registrar/Exhibits Manager, Idaho Museum of Natural History*

PRESENTERS: Mary E. Thompson, *Senior Collections Manager, Idaho Museum of Natural History*

R. Jeff Castro, *Career Placement Intern, Idaho Museum of Natural History*

Catie Webb, *Associate Registrar, Natural History Museum of Utah*

**12:15 PM–1:30 PM****Exhibit Hall Networking Lunch**

LOCATION: Eldorado Ballroom

FREE!

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 Wanda Chin Scholarship funds to help colleagues attend the Annual Meetings. *Sponsored by John F. Kennedy University*







**Museum Leadership in the 21<sup>st</sup> Century, Part 1**

LOCATION: Virginia City II Room

Effective leadership determines a museum’s long-term success as much as any other factor, yet its distinctive features are often misunderstood. This double session examines the complex and protean nature of leadership from a variety of institutional, personal, and cultural perspectives. Part 1 considers the diverse experiences of seasoned leaders; Part 2 imagines the future of museum leadership. This lively, interactive session is for trustees, directors, and all who want to be better informed about museum leadership today.

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

PRESENTERS: Gail Anderson, *President, Gail Anderson & Associates*

W. Richard West, Jr. *President and CEO, Autry National Center of the American West*

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

Cat Bradley, *Graduate Student, Library Fellow, Business Owner, University of Oregon*

Randy Roberts, *Assistant Director, Shrem Museum of Art, University of California, Davis*



**No Trivial Matter: Collection Management and Insurance Best Practices**

LOCATION: Virginia City III Room

Following the format of a Trivial Pursuit board game, session attendees test their knowledge of insurance and collections care. Participants are randomly divided into teams to answer questions from five categories (Fine Art Insurance Coverage, Risk Management, Registration, Claims, and Miscellaneous Museum Trivia) and earn pie pieces to win the game. The moderator then read the questions aloud and experts judge the responses and elaborate on the answers depending upon audience interest and time. Each member of the winning team earns a prize. This interactive session has proven to be a fun and collaborative way to increase participants’ knowledge of best practices and collections care.

MODERATOR: Robert Salmon, *Managing Director, Willis Fine Art, Jewelry & Specie*

PRESENTERS: Laura Condon, *Senior Vice President, Willis Fine Art, Jewelry & Specie*

Barbara Corvino, *Vice President, Willis Fine Art, Jewelry & Specie*

Susan Oshima, *Chief Registrar, Natural History Museum of Los Angeles County*



**Hey, Look at Us! Promotional Challenges and Strategies for Museums Outside Major Metropolitan Areas**

LOCATION: Carson City II Room

If your museum operates in a city or rural area outside your state’s major metropolitan areas, it can be a challenge to entice visitors to travel to see all that you have to offer. What strategies can you use to make your institution a destination in its own right? Join marketing professionals from the Tacoma Museum District as they discuss their ongoing efforts to tap the Seattle cultural audience and learn ways to apply their strategies to your institution even if you are located in more rural markets.

MODERATOR: Molly Wilmoth, *Community Outreach Specialist, Washington State History Museum*

PRESENTERS: Kimberly Ketcham, *Marketing & Communications Director, Washington State History Museum*

Hillary Ryan, *Associate Director of Communications, Museum of Glass*

Melissa Traver, *Director of Marketing & Communication, Tacoma Art Museum*



Courtesy of the Neon Museum



**Using Special Events to Drive Attendance, Increase Revenue, and Raise Visibility**

LOCATION: Virginia City I Room

One of the most difficult challenges that cultural and educational attractions face is expanding beyond specific niche demographics. Special events can be an effective tool to draw new audiences who are not traditional “museum people” and are profitable, well-attended, and consistent with the mission of the organization. Learn how three unique museums have successfully used creative ways to draw “aware non-visitors” to their site and get valuable tips on what to avoid when planning special events.

MODERATOR: Jeanette Woodburn, *Director for Library Advancement and Public Affairs, Pepperdine University*

PRESENTERS: Trish Carter, *Assistant Public Information Coordinator, Springs Preserve*

Joseph Govednik, *Curator of Collections, Foss Waterway Seaport*

Sarah Winger, *Former Education and Program Manager, Museum of Craft and Design*



**Unexpected Art: Experiencing Visual Culture in Non-Traditional Spaces**

LOCATION: Mesquite Room

This session rethinks venue, context, and audience through firsthand accounts of Las Vegas’s unusual—and celebrated—visual art experiences. Discussion focuses on strategies for turning presumed liabilities into assets, nurturing a migrant audience, and the complexities of corporate culture and sponsorship. This session hopes to inspire a dialogue about the significance of, and significant challenges to, creating space for culture where one might least expect it.

MODERATOR: Danielle Kelly, *Executive Director, Neon Museum*

PRESENTERS: Tarissa Tiberti, *Executive Director, Bellagio Gallery of Fine Art*

Michele Quinn, *Principal, MCQ Fine Art, LLC*

Lisa Marchese, *Chief Marketing Officer, The Cosmopolitan of Las Vegas*

**2:45 PM–3:30 PM**

**Exhibit Hall Networking Coffee Break**

LOCATION: Eldorado Ballroom

Enjoy coffee and tea while perusing exhibitors’ booths and networking with peers, courtesy of WMA.





**Museum Leadership in the 21<sup>st</sup> Century, Part 2**

LOCATION: Virginia City II Room

Effective leadership determines a museum’s long-term success as much as any other factor, yet its distinctive features are often misunderstood. This double session examines the complex and protean nature of leadership from a variety of institutional, personal, and cultural perspectives. Part 1 considers the diverse experiences of seasoned leaders; Part 2 imagines the future of museum leadership. This lively, interactive session is for trustees, directors, and all who want to be better informed about museum leadership today.

MODERATOR: Steven Olsen, Senior Curator, LDS Church History Department

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

Cat Bradley, Graduate Student, Library Fellow, Business Owner, University of Oregon

Randy Roberts, Assistant Director, Shrem Museum of Art, University of California, Davis



**Connecting with Audiences through Personal Mobile Devices**

LOCATION: Virginia City I Room

Smart phones, tablets, and the Internet have become essential technologies. The rise in their use provides new opportunities for museums to engage visitors. Join this session to understand the what and why of mobile trends and how organizations like the Balboa Park Online Collaborative and the Japanese Friendship Garden have leveraged technology to connect their audiences to their collections and mission. The session discusses mobile trends, responsive website, touch tables, and location-based mobile tours.

MODERATOR: Nik Honeysett, Director and CEO, Balboa Park Online Collaborative

PRESENTERS: David Asheim, CEO & Founder, Guide by Cell

Luanne Kanzawa, Executive Director, Japanese Friendship Garden



**Cultivating Kitsch Collections**

LOCATION: Mesquite Room



This session looks at how museums care for, interpret, and elevate pop-focused collections as subjects worthy of sustained community engagement and support. Four collections are represented: the Neon Museum, Pinball Hall of Fame, Blackhawk Automotive Museum, and Burlesque Hall of Fame. Discussion includes how to foster the perceptual shift necessary to make “kitsch” collections relevant to audiences and funders, strategies for interpreting pop-cultural artifacts, and collection management practices for unconventional objects.

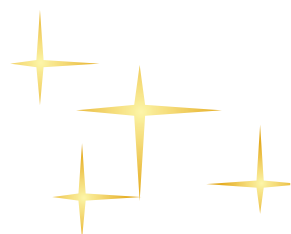
MODERATOR: Clare Haggarty, Civic Art Collections Manager, Los Angeles County Arts Commission

PRESENTERS: Cynthia Behr Warso, Education & Engagement Manager, Neon Museum

Dustin Wax, Executive Director, Burlesque Hall of Fame

Tim Arnold, Director of Stuff and Things, Pinball Hall of Fame Museum

Tim McGrane, Director, Blackhawk Automotive Museum



**Creating Hybrid Spaces: Sometimes More Is More**

LOCATION: Virginia City III Room

Imagine a printmaking studio in an exhibition about posters or a dance floor in an exhibition about youth culture. How are museums experimenting and pushing the parameters of the in-gallery experience? This engaging session explores how to create hybrid spaces that meld programmatic and exhibition uses.

MODERATOR: Cynthia Taylor, Assistant Director of Public Programs, Oakland Museum of California

PRESENTERS: Tara McCauley, Education and Youth Programs Manager, Museum of History & Industry

Jennifer Miller, Curatorial Assistant, Oakland Museum of California



**National Parks as Partners**

LOCATION: Carson City II Room

Have you considered partnering with a National Park in order to tell a story, mount an exhibit, or create a dynamic program for the public? Discover resources, get ideas, reach new audiences, and understand the goals that National Parks, museums, and schools have in common. Several employees from different National Parks within the Pacific West region share examples of successful partnerships that help you consider the many ways in which your institution may benefit from and enjoy partnering with a park.

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

PRESENTERS: Malinee Crapsey, Interpretive Specialist, Sequoia and Kings Canyon National Parks

Erika Williams, Visual Information Specialist, Sequoia and Kings Canyon National Parks

Jacqueline Ashwell, Superintendent, Klondike Gold Rush National Historical Park

Amanda Rowland, Education Specialist, Lake Mead National Recreation Area

Catharine Reznicek, M.Ed, Education Technology Specialist, Ventura County Office of Education

**EVENING EVENT**

**Vintage Vegas: The Mob Museum & The Neon Museum**

6:00 PM—9:30 PM

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

Join The Mob Museum and The Neon Museum for an unbelievable evening as you experience these two iconic Las Vegas museums. The Mob Museum showcases both sides of the notorious battle between organized crime and law enforcement. With high-tech theater presentations, one-of-a-kind artifacts and interactive exhibits, discover the whole truth and nothing but the truth. Visit the world’s largest collection of neon signage in the two-acre, outdoor boneyard at the Neon Museum. Featuring the unrestored collection of more than 150 rescued architectural landmarks from some of the city’s most celebrated properties dating from the 1930s to the present day.

Buses will pick attendees up at 5:30 PM at The Flamingo shuttle bus lot on Linq Lane (see directions in the Key Information on p. 8). Please arrive 15 minutes prior to departure.

The Mob Museum portion is sponsored by Westlake Reed Leskosky with underwriting by Northern Light Productions



The Neon Museum portion is sponsored by Vox Solid Communications



Courtesy of the Neon Museum





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**University Museums Open for Research: A Collections Manager's Perspective**

**LOCATION:** Carson City II Room

This session brings together collections professionals from a number of university museums to explore precedents, best practices, opportunities, and challenges of the hybrid research collection/museum model. Of particular interest is the question of how to best reconcile the demands on a collection for scholarly research with those for exhibitions and programs addressing a broad audience. As a number of museums across the country are exploring and executing partnerships with colleges and universities, this session touches on questions that many collections professionals are now struggling with.

**MODERATOR:** Julie Franklin, MA, Registrar, Exhibitions Coordinator, Rights and Reproduction Manager, The Magnes Collection of Jewish Art and Life at the Bancroft Library, University of California at Berkeley

**PRESENTERS:** Edward M. Luby, Professor and Director Museum Studies Program, San Francisco State University

Nancy Bruegeman, Collections Manager, Museum of Anthropology, University of British Columbia

Rachael Faust, Assistant Curator of Collections, Henry Art Gallery



**Getting It Down and Out: Strategies for Museum Writing**

**LOCATION:** Mesquite Room

Stressed about writing? Does the thought of having to produce text send you into a panic? Relax! Our panel of experts makes the process of getting it down and out much easier. Bring your most vexing writing problems to this session, and we will help you find solutions. Writing well is key to any successful career, but for the museum professional, communicating clearly is essential for fulfilling your institution's mission of informing the public.

**MODERATOR:** Susan Spero, Professor of Museum Studies, John F. Kennedy University

**PRESENTERS:** Katherine Whitney, Principal, Katherine Whitney & Associates

Lauren Valone, Program Coordinator, Western Museums Association

Chris Keledjian, Exhibitions Editor, Getty Museum



**New Life for Aging Permanent Exhibitions**

**LOCATION:** Virginia City I Room

"Permanent" exhibitions are never forever. What happens when it is time—or long overdue—for an upgrade: scrap everything and start over, or just perform a minor facelift? Sometimes change does not mean discarding the past. It is possible to take the best of existing galleries and present them in a fresh way, unleashing potential that has been hidden for decades. Hear from experienced exhibit professionals who have done it all, from a simple refresh to ground-up renovations. The session explores how to marry old and new and achieve exciting results.

**MODERATOR:** Redmond Barnett, Head of Exhibits, Washington State History Museum

**PRESENTERS:** Bill Smith, Principal, Storyline Studio

Tim Willis, Museum Consultant

Stephanie Lile, Head of Education, Washington State History Museum



Fremont Street - 1950s - Cliff Segerbloom, Nevada State Museum, Las Vegas - Jay Florian Mitchell Collection



**Museums and Galleries as Agents of Social Change**

**LOCATION:** Virginia City II Room

The panel looks at how galleries and museums can function as places of dialogue about social issues. Museums and art galleries are reassessing their roles and find themselves critically positioned to become public places for civic engagement, places where new dialogues can be created through explorations of other ways of knowing, where multiple versions of often uncomfortable and difficult histories can be told in a "safe" place where visitors (as well as museum professionals) can question and perhaps change their own established values.

**MODERATOR:** Scott Marsden, Director, Haida Gwaii Museum

**PRESENTERS:** Carol E. Mayer, Head, Curatorial Department, Museum of Anthropology, University of British Columbia

Stephanie Parrish, Associate Director, Education and Public Programs, Portland Art Museum



**Revenue Diversification: Your Museum as an Event Venue or Film and Photo Shoot Location**

**LOCATION:** Virginia City III Room

Does your facility have untapped revenue potential? Learn ways to package and promote your grounds as an event venue or as a location for film and photo shoots. Minimize risk by developing policies that protect your collection. Panelists discuss how their museums have turned the challenges of their unique grounds and facilities into advantages benefiting the bottom line. Grow and diversify your revenue streams while maintaining mission focus.

**MODERATOR:** Erin Stellmon, Film & Photo Shoot Coordinator, Neon Museum

**PRESENTERS:** Brenda Hengel, PR & Marketing Manager, The Mob Museum

Allan Palmer, Executive Director & CEO, National Atomic Testing Museum

Mark Hall-Patton, Museum Administrator, Clark County Museums System

Ian Zeitzer, Events Coordinator, Neon Museum



9:45 AM-10:30 AM

**Exhibit Hall Networking/Coffee Break/Poster Session**

LOCATION: Eldorado Ballroom

Boost your mental and physical energy during this Networking Coffee Break in the Exhibit Hall. Stimulate your mind by chatting with corporate members and colleagues while you stimulate your senses with coffee and tea, courtesy of WMA. Check out the Second Annual Poster Session information below, and explore projects and initiatives from around the region in an informal setting. *Sponsored by Barona*



**POSTER SESSION**

**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.**

**BREAKING THE MOLD: EXPLORING EXHIBIT GENRES**

Allison Inkley, *Collections Technician, Museum of Peoples and Cultures, Brigham Young University*

**COLLECTION MAPPING: ORGANIZE YOUR COLLECTION FOR A NEW FACILITY**

Michael Fiegenschuh, *Student, University of Washington and Architect, Mithun*

**COMMON CORE STANDARDS: MANY PATHS TO MUSEUM EDUCATIONAL COMPETENCY**

Alexa Beaman, *Museum Studies Graduate Student, University of San Francisco*

**CREATING SUCCESSFUL SOCIAL, ONLINE COMMUNITIES**

Lauren Valone, *Program Coordinator, Western Museums Association and Web Content Manager, MD Conference Express*

Libby Vieira da Cunha, *Online Community Consultant, Joan Mitchell Foundation*

**ESTABLISHING A BASE: DOCUMENTING THE COLLECTIONS AND ARCHIVES AT THE NEON MUSEUM**

Maggie Zakri, *Docent/Archivist, Neon Museum*

**EXPLORING COLLECTIONS ADVOCACY IN NATURAL HISTORY MUSEUM EXHIBITS**

Katharine Baldwin-Corriveau, *Student, John F. Kennedy University*

**INVITING THE UNEXPECTED: MAKING SPACE FOR COMMUNITY EXPRESSION**

Lisa Soccio, *Gallery Director, Marks Art Center at College of the Desert*  
Krystal Glasman, *Gallery Assistant, Marks Art Center at College of the Desert*

**MEASURE FOR MEASURE AND ALL'S WELL THAT ENDS WELL: THE JOURNEY OF REUNITING OBJECTS AND STORIES**

Jessica Simpson, *Student, Brigham Young University*

**MUSEUMS' TRAINING PROGRAMS FOR SEASONAL EDUCATORS IN ALBERTA, CANADA**

Shannon Kraichy, *Masters Candidate, University of British Columbia*

**THE MUSEUM FINANCIAL DONATION AND ITS ETHICAL SPECTRUM**

Jessica Horowitz, *Student, John F. Kennedy University*

**THE "WATCH US MOVE" EXHIBIT: CHM'S FIRST FORAY INTO THE META-MUSEUM MOVEMENT**

Michelle Nash, *Assistant Collections Manager, Coos Historical & Maritime Museum*

**THE UNMANAGED COLLECTION: SOLVING BIG PROBLEMS WITH LITTLE RESOURCES**

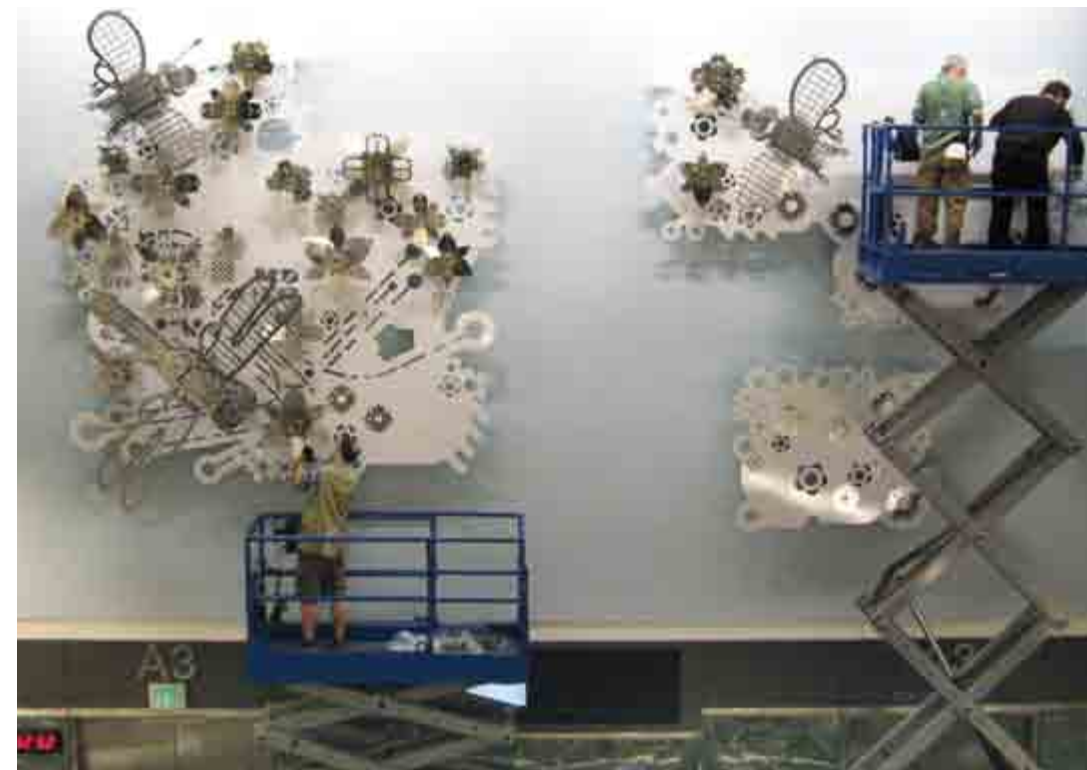
Melinda McCrary, *Executive Director, Richmond Museum of History*  
Patricia McCloy, *Student, John F. Kennedy University*

**Bid on an Auction Item Today!**

Make sure to start bidding on the fabulous items in the silent auction that were generously donated by our members. All proceeds benefit the Wanda Chin Scholarship funds to help colleagues attend the Annual Meetings.

**SILENT AUCTION:** Bid for these auction items in the Eldorado Ballroom from the Opening Reception on October 5, through the Exhibit Hall Closing Reception on October 7.

**LIVE AUCTION:** Join us at the Atomic City Event at the National Atomic Testing Museum on October 7 and bid on fabulous items.



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**Building Out Your Mid-Level Donor Base**

LOCATION: Virginia City III Room

Museums often focus their fundraising efforts on two key groups—the board of trustees for major gifts and members for lower-dollar annual support. But what about those donors who fall in between? A sustainable fundraising plan for converting and upgrading mid-level donors to major donors is essential for creating ongoing support and providing a pipeline for a major-giving program. This session provides real-world examples of how organizations of all sizes and scope can grow their overall fundraising program.

MODERATOR: Suzanne Hilser-Wiles, *Vice President, Grenzebach Glier and Associates*

PRESENTERS: Jonathan Peterson, *Director of Development, San Francisco Museum of Modern Art*

Janet Harris, *Chief Development Officer, California Academy of Sciences*

Gretchen Dietrich, *Executive Director, Utah Museums of Fine Arts*

James Pepper Henry, *Director and CEO, Heard Museum*



**Bienvenidos! Engaging Latino Audiences and Building Cross-Cultural Bridges**

LOCATION: Carson City II Room

The session addresses the importance of creating new relationships and patterns of visitation and support for museums, applicable to any targeted constituency. Speakers share stories of bringing diverse visitors together for cross-cultural dialogue. Their strategies for engaging the Latino community can serve as guidelines for incorporating diversity into strategic planning, professional development, communication tools, and public programs.

MODERATOR: Jill Hartz, *Executive Director, Jordan Schnitzer Museum of Art*

PRESENTERS: Gail Anderson, *President, Gail Anderson & Associates*

Salvador Acevedo, *Principal, Contemporanea*

Gabriela Martínez, *Curator of Education, Museum of Latin American Art, Long Beach*

Claire Muñoz, *Director, E.L. Cord Museum School, Nevada Museum of Art*



**Using Common Senses: Programmatic Accessibility for Exhibits**

LOCATION: Virginia City I Room

You are probably familiar with the requirements of Americans with Disabilities Act (ADA) and the Architectural Barriers Act (ABA) for physical accessibility in your institution. But how do you bring exhibits alive to create inclusive experiences that meet the needs of visitors with a wide range of cognitive and sensory differences? In a lively, interactive format, this panel of exhibit designers present the philosophy, strategies, and specific techniques of audio description, tactiles, and electronic media to create displays that make exhibit content accessible to the broadest audience possible.

MODERATOR: Jill Rullkoetter, *Senior Deputy Director, Frye Art Museum*

PRESENTERS: Charles Davis, *AIA, Principal, EDX Exhibits*

Lyn Henley, *President, Henley Company Design and Production*

Daniel Quan, *Owner, Daniel Quan Design*



**PR Demystified: How to Secure Positive Media Attention for Your Museum**

LOCATION: Virginia City II Room

Frustrated by the lack of media coverage for your event or exhibition? Wishing you knew how to make it into the *Los Angeles Times* or snag the lead story for the six o'clock news for the right reasons rather than the wrong ones? Whether you have \$5 million or \$5 to spend on marketing and communications, there's no reason why your museum shouldn't be covered by the media. Learn from top PR professionals the essential dos and don'ts of earned media and how to develop the right communications plan to fit any size organization with any size budget.

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

PRESENTERS: Kelly Koski, *Director, Communications & Audience Development, Oakland Museum of California*

Erin Garcia, *Assistant Director of Communications, Fine Arts Museums of San Francisco*

Julie Jaskol, *Assistant Director, Media Relations, J. Paul Getty Trust*



**Where to Begin? Choosing a Collections Management Database**

LOCATION: Savoy Ballroom

This interactive roundtable session equips participants with a starting point for choosing a new collections management database. Collections specialists experienced in database acquisition processes guide each station. Station 1: Where to Begin? Create a needs assessment and learn how to effectively research and test collection management systems. Station 2: Learn from your peers. Talk to colleagues who have been through the process of selecting and implementing a new database. Station 3: Uncharted territory—explore open-source collections management systems.

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

PRESENTERS: Janaki Krishna, *Registrar, Natural History Museum of Utah*

Elana Carpinone, *Assistant Registrar, The Field Museum*

Renny Bergeron, *Collections Manager, History Associates*

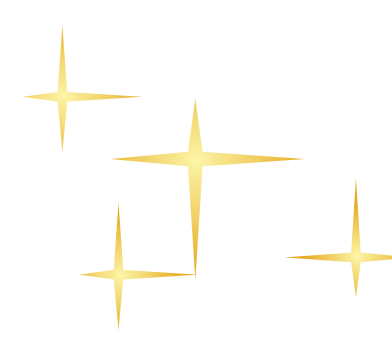
Marla Misunas, *Collections Information Manager, San Francisco Museum of Modern Art*

Al Bersch, *Digital Project Coordinator, Oakland Museum of California*

Becky Escamilla, *Digital Services Manager, Oakland Museum of California*

Debra Peterson, *Associate Registrar, Digital Projects, Oakland Museum of California*

Suzanne Fischer, *Associate Curator, Contemporary History and Trends, Oakland Museum of California*







Courtesy of the Neon Museum

### AFFINITY LUNCHEONS

12:15 PM–1:30 PM

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

#### Storytellers and Supporters Luncheon

LOCATION: Red Rocks III (Lower Level)

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 Oakland Museum of California, the recipient of the Charles Redd Award for Exhibit Excellence, will present on *Above Below: Stories of Our Changing Bay*. Sponsored by Exhibit IQ



#### Indigenous Luncheon

LOCATION: Laughlin III Room

Enjoy meeting your colleagues from tribal museums and supporters of Native American concerns. All are welcome! Guest speaker James Pepper Henry (Kaw Nation) is a WMA Board Member and the first enrolled member of an American Indian tribe to hold the post of Director/CEO at the Heard Museum. His topic will be "The Relevancy of American Indian Museums." Sponsored by WOLF Consulting



#### Director's Luncheon

LOCATION: Garden View Terrace

This luncheon is open to Directors, Deputy Directors, CEOs, CFOs, and Trustees. Michael Green, Associate Professor of History, UNLV, is the guest speaker, and a discussion will follow. Sponsored by the Las Vegas Museum Alliance



#### Registrar's Committee Western Region Luncheon

LOCATION: Savoy Ballroom

The Registrar's Committee Western Region (RCWR) Annual Business Meeting Luncheon is open to RCWR members, collection professionals, and related vendors. Underwritten by L.A. Packing, Crating and Transport and Global Art Transport, Inc. Sponsored by Robertson Taylor International Insurance Brokers



Tuesday, October 7

CONCURRENT SESSIONS: 1:30 PM–2:45 PM



#### A Crash Course in Human Resources for Emerging Professionals

LOCATION: Virginia City III Room

Human Resources (HR) is an integral part of museum management. Those who are established in the museum field know this from experience; however our emerging professionals typically have not been exposed to the sometimes complex issues of HR. This session's museum experts present and discuss what those new to the museum field need to know about HR and will give a current snapshot of HR in academia.

MODERATOR: Charlie Castillo, Director of Human Resources and Administration, Fine Arts Museums of San Francisco

PRESENTERS: Cat Bradley, Graduate Student, Library Fellow, Business Owner, University of Oregon

Gail Anderson, President, Gail Anderson & Associates

Brent Thomas, Director, Human Resources, The Church of Jesus Christ of Latter-day Saints



#### All Politics Are Local

LOCATION: Virginia City II Room

Find out how your local elected officials are doing when it comes to issues affecting museums and other nonprofit organizations and how you can best leverage your influence with them. This session summarizes the congressional delegations of each WMA state, identifies key players on key issues, and discusses local opportunities to engage them. Additional topics include the threats to nonprofits at the state and municipal level and how museum professionals can ensure that their voices are heard.

MODERATOR: Arthur H. Wolf, Principal, WOLF Consulting

PRESENTERS: Eileen Goldspiel, Director, Member Engagement, American Alliance of Museums

Celeste DeWald, Executive Director, California Association of Museums

Melissa Russo, Director of Institutional Advancement, Chabot Space & Science Center

Ellen Ferguson, Community Relations Director, Burke Museum of Natural History and Culture



#### Innovations in Museum-Based, Professional Development for K-12 Teacher Communities

LOCATION: Carson City II Room

At a time when K-12 education is focused on "teaching to the test," teachers have little time to reflect, build relationships with peers, and find inspiration in their work. What are the ways museum-based professional-development programs can help combat this culture of isolation? Discover how museums are working with teachers to improve their practice, diversify the pool of ideas from which they draw inspiration, and build networks of support.

MODERATOR: Rosalie Tucker, Associate Educator, Teacher Programs, Skirball Cultural Center

PRESENTERS: Jacob Clark Blickenstaff, Program Director, Washington State LASER, Pacific Science Center

Sara Klein, Teacher and School Programs Manager, Amon Carter Museum of American Art







### Speaking for Others

LOCATION: Virginia City I Room

When we speak for ourselves in museums we can be powerful, poetic, and true. But what happens when we are telling others' stories? This session examines the challenges that arise when working with other culture groups and looks at what works and what hasn't. What are the strengths of having outsiders tell stories? What are the pitfalls and ethical issues? There will be time to share your thoughts and experiences.

MODERATOR: Dana Whitelaw, PhD, *President, High Desert Museum*

PRESENTERS: Kathy Talley-Jones, *Writer & Interpretive Planner, Independent*

James Pepper Henry, *Director and CEO, Heard Museum*



### Mirror, Mirror: How Las Vegas's Museums Reflect Local Culture

LOCATION: Mesquite Room

This session looks inside several Las Vegas institutions and examines how they reflect its terrifically unique local culture. How does context frame cultural relevance and foster value? How do we capture the stories a community tells about itself? Is cultural identity created by design or by chance? Session discussion considers the symbiosis between a city's self-image and its institutions while shaping fresh strategies for institutionalizing cultural value and identity.

MODERATOR: Danielle Kelly, *Executive Director, Neon Museum*

PRESENTERS: Jonathan Ullman, *Executive Director & CEO, The Mob Museum*

Allan Palmer, *Executive Director & CEO, National Atomic Testing Museum*

Dennis McBride, *Director, Nevada State Museum*

2:45 PM—4:00 PM

### Exhibit Hall Closing Reception

LOCATION: Eldorado Ballroom

FREE! 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 Wanda Chin Scholarship funds to help colleagues attend the Annual Meetings.

### EVENING EVENT

### Atomic City: The National Atomic Testing Museum


6:00 PM—9:00 PM

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

Enjoy a radiating evening at the National Atomic Testing Museum and hear the story of America's nuclear weapons testing program at the Nevada Test Site. The Museum's main gallery will be open to explore with former test-site workers guiding attendees through the exhibition. In the temporary gallery, learn about the most secret place in America: *Area 51 Myth or Reality*. Special entertainment for the evening provided by Alien Comic "Mark Weitz." Also make sure to bid on Live Auction items, with proceeds benefitting the Wanda Chin Scholarship.



Buses will pick attendees up at 5:30 PM at The Flamingo shuttle bus lot on Linq Lane (see directions in the Key Information on p. 8). Please arrive 15 minutes prior to departure

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**Rebranding Tactics: Celebrate Institutional Change**

LOCATION: Virginia City III Room

Is your museum struggling to compete in this digital age? Are you unsure of the best marketing techniques that will gain you the most visitors? This session focuses on how three museums have promoted themselves and their brand using creative advertising, public programs, and outreach via social media. Discussions include how to determine a measurable proof of success and provide inspiration for others tasked with how to revitalize their museum to reach a new, technically savvy audience.

MODERATOR: Nicole Trudeau, Owner, Squid Ink Design

PRESENTERS: Dana Whitelaw, PhD, President, High Desert Museum

Mara Naiditch, Director of Marketing, Natural History Museum of Los Angeles County

Lisa Riess, Corporate Communications, Las Vegas Valley Water District/Springs Preserve

**Environmental Issues from Many Angles: How Science, Art, and History Create Dialogue and Action**

LOCATION: Mesquite Room

Environmental issues have long been addressed by science museums. Increasingly, history and art museums have added diverse perspectives to conversations about human impacts on the planet. Panelists and attendees discuss blending science, art, and history to facilitate learning and action. This session explores how to approach controversy, build community relationships, and cultivate funding sources that support environmental action.

MODERATOR: Beth Kaminsky, Manager of Exhibit Development, History Colorado Center

PRESENTERS: Liz Cook, Environmental Educator, History Colorado Center

Christine Lashaw, Experience Developer, Oakland Museum of California

Lisa Young, Exhibitions Director, Museum of Northwest Art

**Introduction to Digital Asset Management Systems and the Balboa Park Commons**

LOCATION: Virginia City I Room

Since 2010, the Balboa Park Online Collaborative (BPOC) has been working with 10 cultural institutions to build a shared digital asset management system (DAMS), digitization rigs, procedures, and a public web portal of images. Over 300,000 objects—photographs, paintings, and videos—have been digitized. This session discusses what a DAMS is and provides tips for selecting and implementing a DAMS, digitizing collections records, and creating large online visual databases for educational use.

MODERATOR: Nik Honeysett, Director and CEO, Balboa Park Online Collaborative

PRESENTERS: Perian Sully, Project Manager for Digital Asset Management and Online Access, Balboa Park Online Collaborative

Katrina Pescador, Director of Library &amp; Archives, San Diego Air &amp; Space Museum

Joaquin Ortiz, Director of Education and Innovation, Museum of Photographic Arts



Flamingo - 1950s - Cliff Segerbloom, Nevada State Museum, Las Vegas - Jay Florian Mitchell Collection

**Beyond the Traditional Tour: The 21<sup>st</sup> Century Visitor Experience**

LOCATION: Carson City II Room

How do customized experiences, social engagement, and live connectivity activate the museum and transform it into a site of potent community gathering and belonging? This session presents initiatives from four institutions stretching beyond traditional museum tours to provide welcoming, meaningful, and personalized encounters. Participants exchange ideas for new models of visitor experiences, consider an expanded definition of community, explore how to meet different types of audiences, and contribute to a shared collection of engagement approaches.

MODERATOR: Cedith Copenhaver, Docent Program Manager, Oakland Museum of California

PRESENTERS: Gravity Goldberg, Associate Director of Public Programs, Contemporary Jewish Museum

Julie Potter, YBCA:You Senior Program Manager, Yerba Buena Center For The Arts

Andrea Clark, School Programs Coordinator, Museum of History &amp; Industry

**From Pledge of Excellence to Accreditation and Everything In Between**

LOCATION: Virginia City II Room

Start your museum's journey on the Continuum of Excellence today! Trying to decide if your museum should take the Pledge of Excellence, apply for Core Documents Verification, or do Standards and Excellence Program for History Organizations (StEPs)? Has your museum been considering the Museum Assessment Program or wondering if accreditation is achievable? After a brief overview, attendees will break into small groups to talk directly with peers about their experiences, benefits and challenges, preparation tips, or just where to begin.

MODERATOR: Eileen Goldspiel, Director, Member Engagement, American Alliance of Museums

PRESENTERS: Arthur H. Wolf, Principal, WOLF Consulting

Jill Hartz, Executive Director, Jordan Schnitzer Museum of Art

Marilyn Gillespie, Executive Director, Las Vegas Natural History Museum

Allan Palmer, Executive Director &amp; CEO, National Atomic Testing Museum





Changing Community Environmental Awareness Through Museum Programs

LOCATION: Virginia City I Room

How can museums promote visitors' awareness of the environment? This session explores two case studies—one using cutting-edge touchscreen technology, the other using community-based programming—that reach communities facing very different environmental challenges. Join leaders at the forefront of this movement for a discussion on strategic allocation of resources, techniques for engaging community and stakeholders, and lessons learned.

MODERATOR: Isaac Marshall, Principal, AldrichPears Associates

PRESENTERS: Aaron Micallef, Curator of Exhibits, Springs Preserve

Jeff Roberts, AIA, Planner, Architect, Docent and Foundation Board Member, Springs Preserve



Building a Volunteer Program for Small Museums

LOCATION: Virginia City II Room

All museums rely on volunteers, but small museums cannot function without them. Three museum professionals with extensive volunteer management experience demonstrate how a small museum can set up an effective volunteer program with few resources. The panel discusses recruitment, management, and recognition of volunteers, and demonstrates how establishing a well-run volunteer program will make your job easier!

MODERATOR: Rosalind Bedell, Consultant

PRESENTERS: Debbie Amundsen, Volunteer Coordinator, Natural History Museum of Utah

Carly Squyres, Education and Volunteer Coordinator, History Museum of Hood River County

Cristina Lopez, HR Analyst, Volunteerism, Springs Preserve



Creating a Successful Social Media Strategy

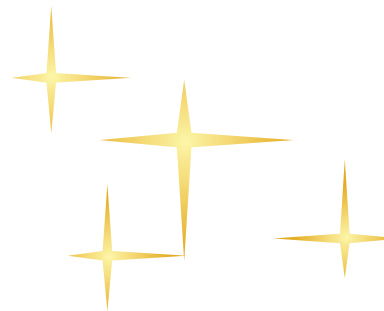
LOCATION: Carson City II Room

It's easy to get excited about social media when you hear some of the numbers: 500,000,000 people on Facebook, millions of followers on Twitter, blogs, podcasts, Instagram, and Pinterest. How do you keep up? Where do you begin? This session shares perspectives on why social media is important for museums, introduces the pros and cons of different social media options, and provides the necessary information to create a basic social media strategy for your museum.

MODERATOR: Kelly Koski, Director, Communications & Audience Development, Oakland Museum of California

PRESENTERS: Madison C. Barkley, PhD, Curator of Natural History, Education and Public Programs Coordinator, Arizona Historical Society

Annie Graeme Larkin, Curator, Bisbee Mining & Historical Museum



A Critical Eye on Museum Studies

LOCATION: Virginia City III Room

What's the status of Museum Studies? The answer is complex, nuanced, and becoming increasingly charged. Museum professionals and enthusiasts seeking a degree have their choice of programs. But what academic standards and methods of accountability are in place? What is the balance between theory and practice? Are there too many programs? Not enough jobs? Are graduates prepared to forge a new vision of museum relevancy? We all need these answers, so join in this critical conversation.

PRESENTERS: Richard Toon, PhD, Associate Research Professor, Director Museums and Museum Studies, Arizona State University

Adrienne McGraw, Museum Studies Program Chair, John F. Kennedy University

Adrien Mooney, Registrar, Utah Museum of Fine Arts

Terri Leong, Recruiter, University of California, Berkeley

Afternoon at the Springs Preserve

12:30 PM—6:30 PM

FREE

As an unexpected treat, the 2014 Annual Meeting is moving to the one-of-a-kind Springs Preserve. While there, attendees can choose between sitting in on sessions, participating in special tours, visiting the onsite galleries, or watching the second installment of WestMusing / 10 Minute Museum Talks.

The Springs Preserve is a unique 180-acre cultural complex featuring galleries (including the Nevada State Museum), colorful botanical gardens, as well as an interpretive trail system that meanders through one of the richest and most unique biological resources in Southern Nevada.

The Nevada Museums Association (NMA) Annual Meeting & Luncheon will also take place at 1:00 pm at Nevada State Museum at the Springs Preserve. During the NMA Annual Meeting and Luncheon, board members will present the association's annual report on the treasury, membership, newsletter, and more. The membership will also elect new officers. In addition, members will discuss topics and locations for the 2015 NMA Conference.



- 1:00 pm-2:00 pm No Host Lunch at Divine Café (Springs Preserve)
1:00 pm-2:00 pm Nevada Museums Association Annual Meeting & Luncheon (Nevada State Museum)
2:00 pm-3:15 pm Concurrent Sessions
2:15 pm-4:30 pm Tours of Springs Preserves, Meet in the DLC East Courtyard
4:00 pm-5:30 pm WestMusings, Big Springs Theater (Limited seating)
5:30 pm-6:15 pm Annual Meeting Closing Reception, Origen Rotunda

Afternoon at Springs Preserve sponsored by Las Vegas Convention and Visitors Authority, Pacific Studio, Atthowe Fine Art Services, Think Roth Projects, and LGA Inc.

Buses will pick attendees up at 5:30 PM at The Flamingo shuttle bus lot on Linq Lane (see directions in the Key Information on p. 8). Please arrive 15 minutes prior to departure.







Exhibit Critique: The Neon Museum

LOCATION: DLC Upper AB Room

This perennially popular session examines the exhibition practices of a select institution, focusing this year on Las Vegas's Neon Museum. The Museum, accessible by appointment only, includes a restored motel lobby typical of Las Vegas and a "Boneyard" of neon signs from iconic local attractions. Each sign in the collection has a unique story about who created it, what inspired it, where and when it was made, and how it fits into the development of Las Vegas. Much thought has been put into the curation of the Boneyard as the signs are placed to tell the city's history through neon. Three professionals, the exhibit team, and the audience discuss this unusual visitor experience.

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

PRESENTERS: Robert Jay Chattel, AIA, President and Preservation Architect, Chattel, Inc. | Historic Preservation Consultants

Cynthia Behr Warso, Education and Engagement Manager, Neon Museum

Danielle Kelly, Executive Director, Neon Museum

Darcie Fohrman, Principal, Darcie Fohrman Museum Exhibitions

Christopher James Alexander, Assistant Curator of Architecture and Design, Getty Research Institute

Rosalind Bedell, Consultant



Fundraising in a Competitive Environment

LOCATION: DLC Upper CD Room

Donations from individuals and businesses provide critical support for museums and their programs. However, reaching donors grows increasingly more difficult as more and more issues compete for their attention. In the current museum arena there is no shortage of issues, interests, and distractions. How do you fundraise in such a diverse and complex market? Museum professionals from across the West discuss their successful strategies for cultivating donors and sponsors in a competitive environment.

MODERATOR: Mitch Bishop, Management Analyst, Springs Preserve

PRESENTERS: Angelica Quiroz-Maralason, Public Information Coordinator, Springs Preserve

Eric Nelson, Executive Director, Nordic Heritage Museum

Michael Hammond, Executive Director, Agua Caliente Cultural Museum



Great Community Places: Museums as Third Spaces

LOCATION: DLC Rotunda

They are welcoming, social, and open to everyone. It's like hanging out with friends at the mall or your local coffee shop. Could your museum become a favorite community meeting place in the future? Come experience and learn about third spaces, talk to colleagues who researched and reported on them during the California Association of Museums' Leaders of the Future project, share your third-space stories, and brainstorm new ideas for place-based experiences to add to your museum's programming.

MODERATOR: Ruth Cuadra, Application Systems Analyst, Getty Research Institute

PRESENTERS: Karen Graham Wade, Director, Workman and Temple Family Homestead Museum

Lisa Eriksen, Principal, Lisa Eriksen Consulting

David Bloom, VertNet Coordinator, Museum of Vertebrate Zoology, University of California, Berkeley



LACMA's Art + Film Initiative: Fostering Visual and Media Literacy in K-12 Schools

LOCATION: DLC Lower A Room

We live in a visual, tech-oriented world, where students must decipher images, information, and technology in order to navigate our twenty-first century. How can museums capitalize on technology's growing accessibility to foster visual and media literacy skills? Learn about the Los Angeles County Museum of Art's Art + Film Institute for K-12 teachers from an educator, a filmmaker, and a teacher participant. Explore interdisciplinary connections between art, media, and the Common Core California State Standards.

MODERATOR: Veronica Alvarez, Director of School and Teacher Programs, Education & Public Programs, Los Angeles County Museum of Art

PRESENTERS: Brick Maier, Founder, Tabletop Moviemaking

Fernando Galvez, 5th Grade Teacher, Kingsley Elementary



Collections That Can Kill: Safe Handling, Display, and Storage of Hazardous Materials and Weapons

LOCATION: DLC Lower B Room

Many museums and historic societies house dangerous materials, such as weapons and hazardous materials, in their collections inventories that have unique care, storage, and display requirements, both for the preservation of the object and the safety of staff and visitors. Often museum professionals are not versed in the proper care of such objects and even go so far as to inadvertently break the law or risk harm to others when displaying or transporting such items. This session informs participants in best practices for caring for dangerous items in the museum collection such as weapons and hazardous materials.

MODERATOR: Joseph Govednik, Curator of Collections, Foss Waterway Seaport

PRESENTERS: Joe Kent, Director of Education, National Atomic Testing Museum

Mark Hall-Patton, Museum Administrator, Clark County Museums System



WestMusings | Ten Minute Museum Talks features the most innovative topics in museums today. Modeled after TED Talks, WestMusings is an unconference program of short, engaging presentations by forward-thinking thought leaders.

FREE FOR ANNUAL MEETING ATTENDEES

WEDNESDAY, OCTOBER 8, 4:00 PM

Afternoon at the Springs Preserve

SPEAKERS:

Paul Gabriel, Educational Consultant/Educational Therapist, Independent

Sven Haakanson, Curator of Native American Collections, Burke Museum of Natural History and Culture, University of Washington

Wendy Meluch, Visitor Studies Consultant, Visitor Studies Services

Michael Wall, Vice President of Research and Public Programs, San Diego Natural History Museum

WestMusings is sponsored by Wells Fargo with underwriting by Springs Preserve and Solstream Media





## Exhibitors

### Acme Scenic & Display, Inc.

ACME Scenic's Interpretive Projects Group focuses on the fabrication and installation of interpretive exhibits for museums and visitor centers. Working closely with independent interpretive design firms, architects, prime contractors, and facility staff ensures project outcomes that respect the efforts of all involved and creates compelling exhibits that inform visitors.

### American Alliance of Museums

The American Alliance of Museums is the one organization that supports all museums from art museums to zoos. Through advocacy and excellence, the Alliance strengthens and connects the museum community. Learn more about how we make our membership and excellence programs affordable, accessible and relevant to every museum.

### Andoniadis Retail Services

Andoniadis Retail Services, primarily through our Museum Store Assessment Program and Function, Layout, and Design Services, can help your museum store increase revenue, enhance the visitor experience, control inventory costs, and avoid UBIT problems. Since 1992 we have consulted with more museums of all kinds and sizes than any other consultant.

### Art Display Essentials

Art Display Essentials is the exclusive stocking distributor for Absolute Museum & Gallery Products in North America. Absolute is a world leader in the design of barriers to restrict access and/or guide visitors, picture-hanging systems, and information-based products for Museums and Art Galleries. These products have been developed in consultation with some of the world's leading institutions, including The Tate, The Met, and The Louvre.

### Balboa Park Online Collaborative

Let us collaborate with you to connect your audiences to art, culture, and science through technology. Located in Balboa Park, San Diego, the Collaborative works with over 25 partner museums and cultural institutions to develop engaging and innovative technology, including websites, mobile tours, gallery interactives, touch-tables, and more.

### Bowen Technovation

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

### Buffalo Bill Center of the West

We've been sharing the West with the world, and bringing the world to the West, for nearly a century! Visit our booth to meet Buffalo Bill Center of the West representatives, learn about our new name and unparalleled collections, and peruse our menu of upcoming traveling exhibitions.

### Creative Kingdoms

With a passion for changing the way people communicate, collaborate, interact and play, Creative Kingdoms experiences have been entertaining and educating players around the world for over a decade. Our unique-in-the-industry Experience Design System (XDS) combines high-tech hardware, software, content and theming to deliver incomparable exhibits.

### Delta Designs Ltd.

Delta Designs Ltd. specializes in the design, professional manufacture, and installation of high-quality museum storage equipment. Our products meet the highest standards of conservation practice for research specimens, historical artifacts, art objects, textiles, and archival materials.

### Duncan Design Inc.

Duncan Design is a design and fabrication theming company. For the past 40 years we have served the amusement, museum, and retail industries. We provide our clients with interpretive signage, sculptures, murals, and dioramas. Let us assist you in creating your next exhibit.

### Exhibit IQ

Exhibit IQ is at the forefront of exhibit innovation, education, inspiration, and entertainment. With a love of science, and passion for entertainment, exhibit IQ creates worlds that promote scientific and cultural literacy through the production of informative and innovative exhibits that entertain inspire and educate.

### FACE Insurance

FACE Insurance presents an "Insurance Program Exclusively Designed for Small to Medium Sized Museums." We look forward to working with curators and risk managers to ensure the security of objects on display in Museums—Treasure Boxes of our world. Having a sound insurance strategy in place is a vital component.



McCarran Airport Terminal - 1963 - Jay Florian Mitchell, Nevada State Museum, Las Vegas - Jay Florian Mitchell Collection

### Fine Art Shipping

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### Gaylord

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### Global Art Transport, Inc.

Global Art Transport (and our subsidiary, Plumb Level Art Installation, LLC) is located in Las Vegas, NV. Global is a full service professional art handling, art transport, art crating & packing, art installation & museum quality fine art storage company serving the state of Nevada since 1994. Global offers weekly shuttle runs to/from Los Angeles, and also services other points in the western USA.

### Hollinger Metal Edge

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### Lever Pulley

Lever Pulley (formerly CentralPoint Systems) is a full-service web development company with affordable eCommerce, event registration, membership management, and mobile-application solutions for museums. Additionally, we provide consulting services for search-engine optimization, kiosk-interface design, and programming. Our strategic approach is centered on site visitors behavior and organizational objectives/goals that help museums achieve desired results.

### MBA Design & Display Products Global Art Transport, Inc.

MBA offers a cost effective & sustainable panel solution. The mila-wall® - modular wall panel system is ideal for changing exhibition spaces, multi-purpose areas and traveling exhibits with flexible design, easy installation, efficient storage options.

### Minotaur Mazes

Minotaur Mazes creates immersive traveling exhibitions built on the powerful appeal of walk-through mazes. Our exhibitions foster curiosity and empathy while inspiring global responsibility.



## Mithun

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.

## Museum of Glass—Traveling Exhibitions

Glass encompasses a world of opposites. From hot to cold, from clear to opaque, glass provides an unparalleled opportunity for artists to express themselves in exciting ways. Our exhibitions will delight, inspire and educate your visitors about this magnificent medium. For more info, visit <https://museumofglass.org/travel>

## OnCell-TourSphere

OnCell-TourSphere provides a full range of mobile tour solutions for museums and cultural destinations. With a variety of interactive services such as a DIY app builder, web apps, native apps, audio tours, beacons, and games, OnCell-TourSphere helps organizations become mobile-friendly. Our team has worked on over 1,400 projects since its inception in 2006.

## Pacific Studio

Pacific Studio creates highly engaging and interactive experiences for museums, visitor centers and public spaces. Our artisans and craftspeople look forward to sharing their work with you from the Nevada State Museum and the National Museum of Organized Crime & Law Enforcement at this year's annual conference.

## Robertson Taylor International Insurance Brokers

Serving Museums, Universities, Exhibitions, Collectors, Galleries and Dealers worldwide. Fine Art Insurance specialists with more than 25 years individual experience and expertise. Competitive rates, broadest coverages for all types of collections. Full range of insurance services including Collections, Business Packages, D&O, Auto, Workers Compensation, Liability, Special Events, Life and Benefits. Contact: Victoria France 818-815-2617.

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## U.S. Art Company, Inc

U.S. Art Company is one of the premier fine art handling companies in the country specializing in museum quality transportation, crating, installation, storage, international customs services, and exhibition coordination. U.S. Art offers the most extensive US shuttle network. With all of our services, safety and security are top priorities. [www.usart.com](http://www.usart.com)



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## Area Information

### ABOUT LAS VEGAS

Las Vegas lies in the southwest corner of Nevada, with the Mojave Desert spreading out to the south, Lake Mead and the Hoover Dam to the east, Area 51 to the north, and the Spring Mountains and Red Rock Canyon to the west. The city's metropolitan area is the most populous in Nevada with more than 2 million people. While Las Vegas has a comparatively young history—it was incorporated as a city in 1911—it is a global destination, with nearly 40 million people visiting in 2013, more than 5 million of those were for conventions and 17% were international.

### GEOGRAPHY & CLIMATE

Las Vegas is located in an arid basin at the floor of the Mojave Desert. Likewise, the city's climate is a hot desert climate, while the environment is dominated by desert vegetation and some wildlife. The average daytime temperature in October is 80.6°, while at night the average is 58.8°.

### GETTING AROUND & TRANSPORTATION

Many highways intersect through Las Vegas, including I-15, I-215, I-515, and US 95, which disperse to many western locations. Las Vegas Boulevard, previously known as 5th Street and currently referred to as The Strip, runs north and south and was named a National Scenic Byway in 2009.

McCarran International Airport is located approximately 3.4 miles south of The Flamingo Hotel and Casino. The Flamingo Hotel offers a paid shuttle service to McCarran Airport. Taxi service between the Flamingo Hotel and the airport is approximately \$14-\$19. Not all taxis take credit cards so it is advised that you tell your driver if you plan to use a card for payment.

There are multiple transportation options in Las Vegas. Shuttle service through LAS Xpress is available between the airport to the Flamingo, and it is \$11 per person for the Economy service and \$18 per person for the Nonstop service. For more information and to make reservations, please visit <http://lasrescenter.hudsonltd.net>. Additionally, the Annual Meeting Hotel is located at the Flamingo Monorail stop on Las Vegas Boulevard, and it is \$5 for a single ride to travel along The Strip.



Hoover Dam Valve Test - 1941 - Cliff Segerbloom - Nevada State Museum, Las Vegas - Jay Florian Mitchell Collection

## THE HOOVER DAM, LAKE MEAD, & BOULDER CITY

Boulder City sits approximately 25 miles southeast of Las Vegas and was originally established for housing workers building the Hoover Dam. First named the Boulder Dam, the Hoover Dam stretches across the Black Canyon to create Lake Mead. Located on the Colorado River, Lake Mead is the largest reservoir in the United States. Year-round recreational opportunities include boating, fishing, and hiking, among other activities. The Dam was the largest of its day and continues to generate hydroelectric power to Southern California, Nevada, and Arizona.

## RED ROCK CANYON & BONNIE SPRINGS RANCH

The Red Rock Canyon National Conservation Area is located 17 miles west of Las Vegas and features red rock formations. The highest of these sandstone points is La Madre Mountain at 8,154 feet. Within the Conservation Area on the loop road is also the Bonnie Springs Ranch, which was originally built in 1843 as a stopover for wagon trains and is now an attraction featuring an Old Town, horseback riding, and a small zoo among other things. On your way to or from Red Rock Canyon make sure to visit Tule Springs at Floyd Lamb Park to experience the historic Tule Springs Ranch and archaeological site.



## About the Western Museums 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 enabling 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

The 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. 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 United States.

### OUR CORE VALUES

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

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

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

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

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

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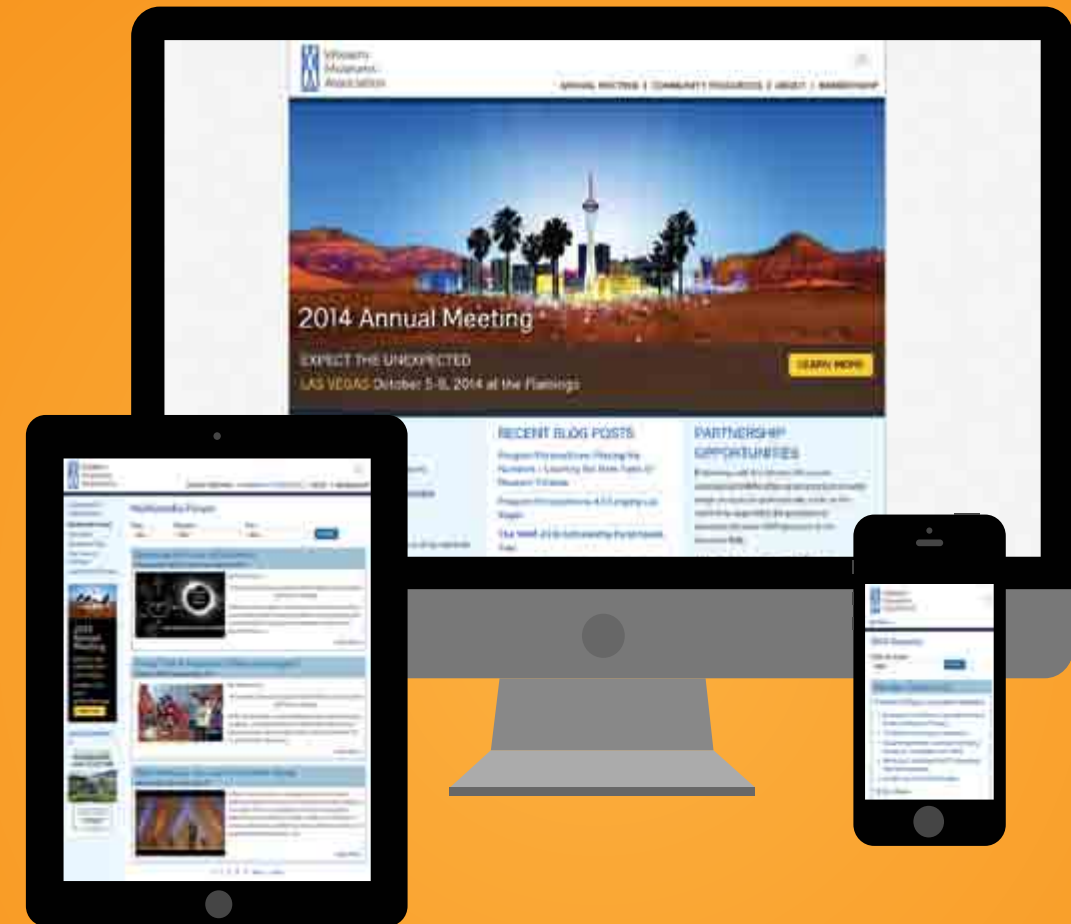
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### CONTACT

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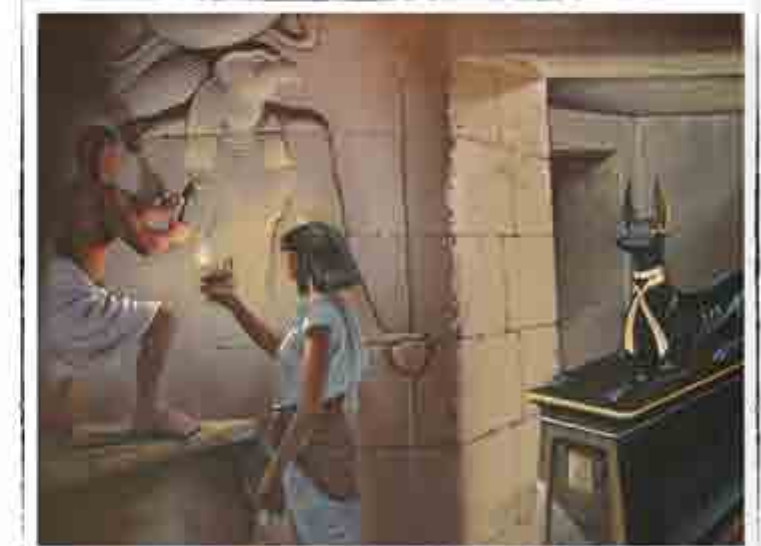
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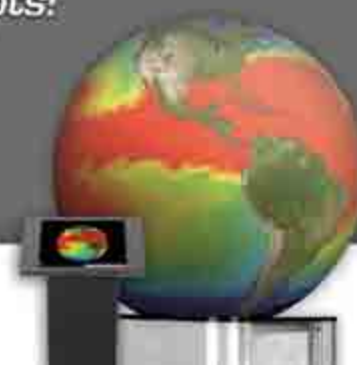
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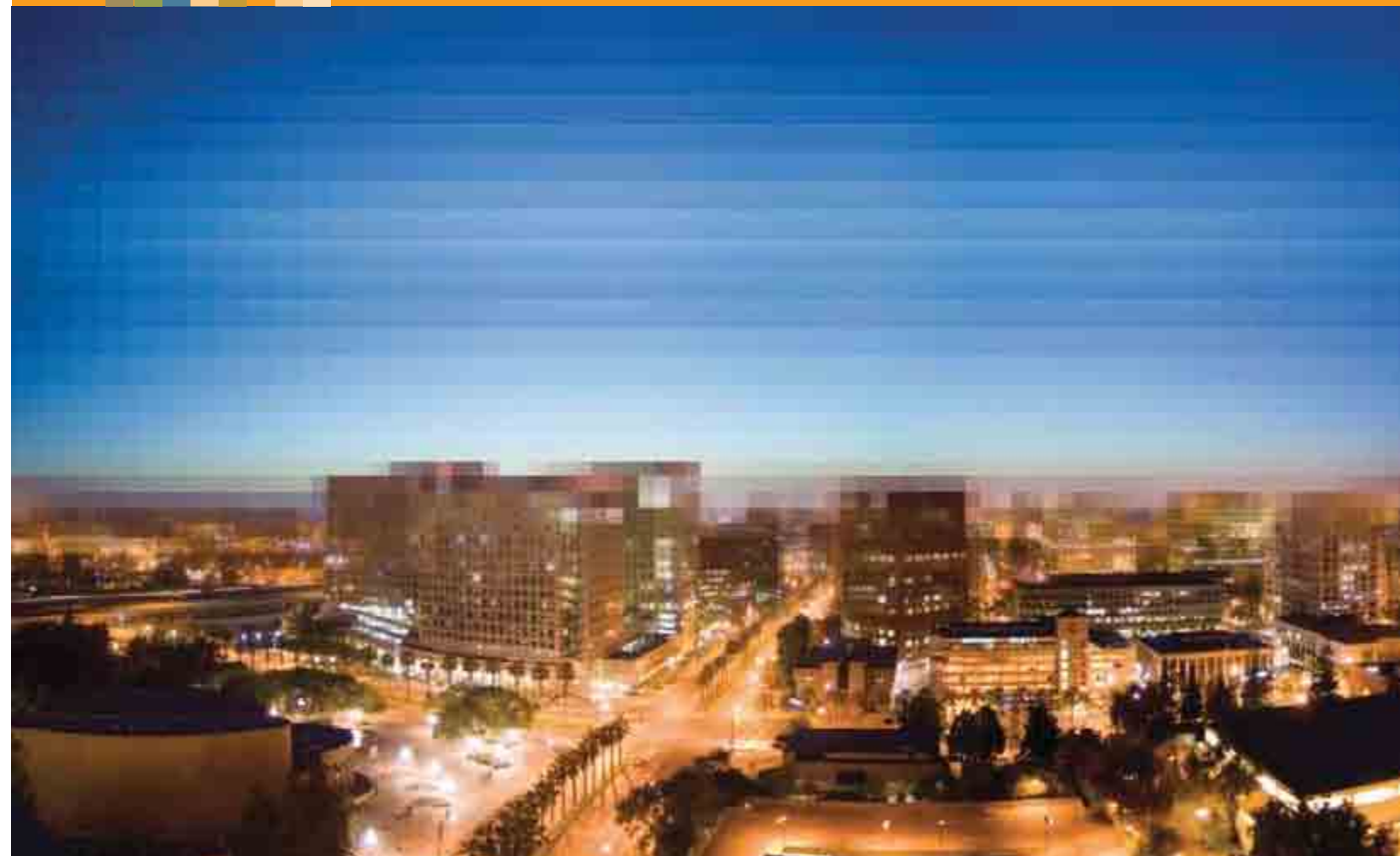
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