

THE WESTERN MUSEUMS ASSOCIATION'S ANNUAL MEETING

ELEVATE



90TH
ANNIVERSARY

RENO, NEVADA | OCTOBER 1-4
PRELIMINARY PROGRAM



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The Western Museums Association (WMA) warmly invites you to our 2025 Annual Meeting and 90th anniversary celebration in Reno, Nevada on October 1-4, produced in partnership with the Nevada Museums Association. Located on the ancestral lands of the Washoe, Shoshone, and Paiute peoples, Reno sits in the High Eastern Sierra foothills. The Truckee River flows straight through the city, right beside the Annual Meeting headquarters at the Renaissance Reno Downtown Hotel in the heart of the Riverwalk District. With its Western independence and high altitude thinking, Reno is a wonderful location to convene, build alliances, and forge new roads together. 2025 is a milestone and a reminder of just how long WMA has been gathering folks to have conversations that move the museum field forward.

With the theme of **ELEVATE**, WMA attendees will celebrate our 90th anniversary, uplifting one another to improve our individual and institutional practices, creating space for essential ideas and conversations. Through our shared identities and unique differences, WMA 2025 will be a testament to the strength and dedication of cultural professionals and their organizations in the face of adversity. In Reno, attendees will explore ideas that will help define the future of museums and the diverse communities they serve. Beyond outcomes, WMA 2025 will encourage museum professionals to celebrate the process of collaborating with others. Coming together to find common ground, we look to ELEVATE our collective work and adapt to meet the needs of today’s audiences.

WMA 2025 will be a celebration--and a call to action to build and strengthen coalitions with colleagues. In Reno, we will hold space for critical and difficult conversations in the museum field. With six session tracks, exciting events, and ample opportunities for informal discussions, you won’t want to miss this dynamic conference that provides multifaceted learning opportunities for professionals, regardless of cultural institution size, personal specialty, or career level. Participating in areas outside your specialty promotes the integration of ideas from multiple disciplines and provides inspiration to apply new knowledge as we continue to **ELEVATE** our work collaboratively.

In addition to sessions promoting equity, action, and leadership, attendees will have opportunities to experience the annual Poster Session, Activity Stations, Roundtable Discussions, and other informal educational activities. Taking advantage of the unique cultural institutions located in and around Reno, WMA will facilitate numerous opportunities to socialize, find your community, and to **ELEVATE** your conference experience. At the Nevada Museum of Art, attendees are invited to celebrate at WMA’s 90th anniversary party. Additional evening events will bring attendees to The Discovery, a delightful STEM-based, multisensory experience, and The National Automobile Museum, home to over 1,500 rare and antique automobiles. PreConference Tours will take you to Pyramid Lake and Carson City for a taste of Greater Reno.

As cultural institutions face a growing number of existential challenges, the 2025 Annual Meeting will expand networks to provide support for one another as we aim to soar higher than ever before. As we collectively **ELEVATE** our efforts, we hope you will find inspiration among like-minded individuals in Reno, Nevada this October.

-WESTERN MUSEUMS ASSOCIATION AND NEVADA MUSEUMS ASSOCIATION

ACKNOWLEDGMENTS

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

WMA BOARD OF DIRECTORS

Officers

PRESIDENT: Noelle Kahanu, *Acting Director, Museum Studies Graduate Certificate Program, University of Hawaii, Manoa*

IMMEDIATE PAST PRESIDENT: Lorie Millward, *Principal, Lorie Millward Consulting*

TREASURER: Robert Caragher, *Board Member, Gamble House Conservancy*

SECRETARY: Niki Stewart, *VP, Chief Learning & Engagement Officer, Frank Lloyd Wright Foundation*

VICE PRESIDENT: DIVERSITY & INCLUSION: Jennifer Fang, *Director of Exhibits, Wing Luke Museum*

VICE PRESIDENT, MEMBERSHIP & COMMUNITY

DEVELOPMENT: Doug Jenzen, *Executive Director, Foundation at Hearst Castle*

VICE PRESIDENT, PROGRAMS & INNOVATION: Molly Wilmoth, *Bonnie Lee and Oliver P. Steele III Curator of Education & Engagement, High Desert Museum*

MEMBERS

Dan Clevenger, *DLR Group, Cultural+Performing Arts Leader | Principal*

Celina Coleman, *Director of Operations, Social Responsibility & Desert Financial Foundation, Desert Financial Credit Union*

Chloe Doucette, *Sr. Director of Programs and Engagement, Museum of Idaho*

Laurie Egan-Hedley, *Director and Curator, Barona Cultural Center and Museum*

Melanie Fales, *Executive Director, Boise Art Museum*

Gideon Gerit, *Curator of Public Art, Municipality of Anchorage. Public Art Program*

Devon Hamilton, *Learning and Experience Director, Blue Rhino Design*

Ariel Hammond, *Director of Research Library & Archives, San Diego Natural History Museum*

Lydia Heins, *Executive Director, Coos Art Museum*

Rebecca Horta, *Director of Youth & Family Programs, Los Angeles County Museum of Art*

Johanna Jones, *Director of Evaluation and Visitor Insights, Oakland Museum of California*

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

Gail Mandel, *Deputy Director, Oregon Jewish Museum and Center for Holocaust Education*

Matt Mattice, *Executive Director, King Kamehameha V Judiciary History Center*

Kristen Mihalko, *Director of Operations, Balboa Park Cultural Partnership*

Barron Oda, *Principal, Invenio Legal Studio*

Amy Oppio, *Nevada Museum of Art, Chief Operating Officer / Deputy Director*

Carlos Ortega, *Carlos Ortega, Cultural Consultant, Museums, Media & Storytelling*

Natalie Petersen, *Assistant Director, Utah Division of Arts & Museums*

Bart Shively, *Chief Strategy Officer, MATT Construction*

Michelle Sifuentes, *Curator of Collections, Ontario Museum of History & Art*

Koven Smith, *Senior Director/Arts, Knight Foundation*

Hally Swift, *Assistant Director of Finance, UW Botanic Gardens and Arboretum Foundation*

Edward Tepporn, *Executive Director, Angel Island Immigration Station Foundation*

Jeanette Woodburn, *Marketing Operations Manager, Iterable*

Kurosh Yahyai, *Studio Program Manager, The New Children's Museum*

WMA STAFF

Jason B. Jones, *Executive Director*

Phoebe Charpentier, *Communications Specialist*

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

NEVADA MUSEUM ASSOCIATION BOARD OF DIRECTORS

PRESIDENT: Dustin M. Wax, *Burlesque Hall of Fame, Las Vegas; Chair of the Strategic Planning Committee*

VICE PRESIDENT: Melanie Coffee, *Melanie Coffee Consulting, Las Vegas; Chair of Programs Committee*

SECRETARY: D'ette Mawson, *Northeastern Nevada Museum, Elko*

TREASURER: Lisa Windom, *Las Vegas Springs Preserve, Las Vegas*

MEMBERS-AT-LARGE

Jordan Canal, *Nevada State Museum, Las Vegas*

Laura Christian, *DISCOVERY Children's Museum, Las Vegas*

Mitchell Cohen, *Nevada Preservation Foundation, Las Vegas, Chair of the History Community Advisory*

Sheryln L. Hayes-Zorn, *Nevada Historical Society, Reno*

Jeff Martin, *Tonopah Historic Mining Park, Tonopah, Chair of the Conference Planning Committee*

Adam Michalski, *Nevada State Railroad Museum, Carson City*

Steven Saylor, *Comstock Foundation for History and Culture, Gold Hill, Chair of the Membership Committee*

Tracey Sprague, *Lost City Museum, Overton, Chair of Communications Committee*

Dan Thielen, *Nevada State Railroad Museum, Chair of the Nominations Committee*

2025 ANNUAL MEETING HOST COMMITTEE

CO-CHAIR: Amy Oppio, *Chief Operating Officer / Deputy Director, Nevada Museum of Art*

CO-CHAIR: Patrick Turner, *Chief Advancement Officer, The Discovery*

Garrett Barmore, *W.M. Keck Earth Science and Mineral Engineering Museum Manager and Mackay School of Mines Endowed Curator, Keck Museum at UNR*

Christina Barr, *Executive Director, Nevada Humanities*

Josh Bonde, *Director, Stewart Indian School Cultural Center & Museum*

Chris Gibbons, *Collections Curator, Stewart Indian School Cultural Center & Museum*

Sherry Griffin Grundy, *Resource Development Professional/ Archivist, Griffin Development Services, LLC*

Billie Jean Guerrero, *Museum Director, Pyramid Lake Museum*

Nisha Hallert, *VP Facilities, Nevada Museum of Art*

Sheryln L. Hayes-Zorn, *Curator of History, Nevada Historical Society*

Phil MacDougall, *Executive Director, National Automobile Museum*

Tony Manfredi, *Executive Director, Nevada Arts Council*

Adam Michalski, *Curator of History, Nevada State Railroad Museum*

Melanie Smokey, *Education Curator, Stewart Indian School Cultural Center & Museum*

Nora Stefu, *Executive Director, Historic Fourth Ward School Museum & Archives*

ACKNOWLEDGMENTS

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

2025 ANNUAL MEETING PROGRAM COMMITTEE

CO-CHAIR: Seth Margolis, *Director of Education Programs, Museum of Flight*

CO-CHAIR: Gail Mandel, *Chief Operating and Advancement Officer, Oregon Jewish Museum and Center for Holocaust Education*

Jacqueline Cabrera, *Principal, Cabrera+Art+Management*

Jordan Canal, *Curator of Learning and Community Engagement, Nevada State Museum Las Vegas*

Eric Chang, *Arts Program Coordinator, East-West Center*

Laura Christian, *Vice President of Learning Experiences, DISCOVERY Children’s Museum*

Melanie Coffee, *Principal, Melanie Coffee Consulting*

Alannah Debusk, *Collections Manager and Registrar, aSharlot Hall Museum*

Catherine Diaz, *Business Development, Exhibits, Oregon Museum of Science and Industry*

Laurie Egan-Hedley, *Director and Curator, Barona Cultural Center & Museum*

Pat Evans, *Registrar, Frank Lloyd Wright Foundation/ Taliesin West*

Lisa Falk, *Head of Community Engagement and Curator of Education, Arizona State Museum*

TJ Gaudelli, *Volunteer Coordinator, Arizona Museum of Natural History*

Della Hall, *Collection Manager, University of Alaska Museum of the North*

SherylIn Hayes-Zorn, *Curator of History, Nevada Historical Society*

Doug Jenzen, *Executive Director, Hearst Castle Foundation*

Karen Kienzle, *Director, Palo Alto Art Center*

Nicole Meldahl, *Executive Director, Western Neighborhoods Project*

Niki Stewart, *VP, Chief Learning & Engagement Officer, Frank Lloyd Wright Foundation*

Melanie Tran, *Chief Curator, California State Railroad Museum*

Dustin Wax, *Executive Director, Burlesque Hall of Fame*

SPECIAL THANKS

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

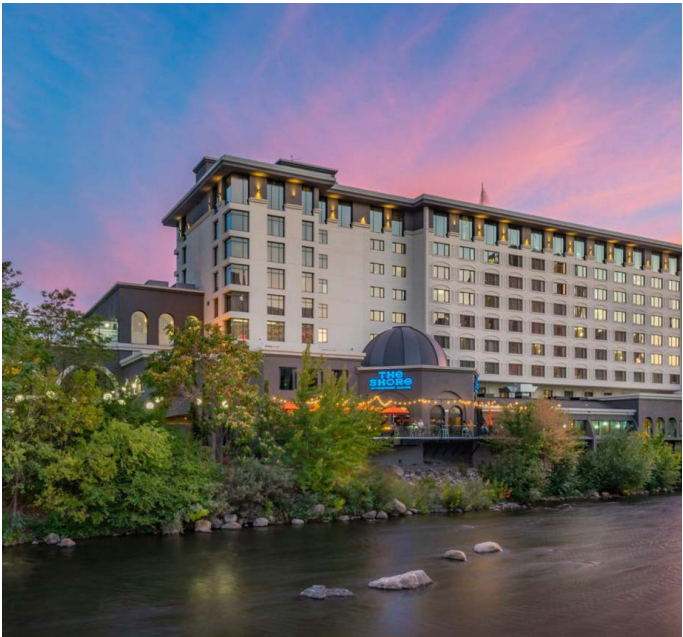


INSTITUTIONAL SUPPORT

Griffin Development Services, LLC
Historic Fourth Ward School Museum & Archives
Keck Museum at UNR
National Automobile Museum
Nevada Arts Council
Nevada Historical Society

Nevada Humanities
Nevada Museum of Art
Nevada State Museum
Nevada State Railroad Museum
Pyramid Lake Museum
Stewart Indian School Cultural Center & Museum
The Discovery

KEY INFORMATION



RENAISSANCE RENO DOWNTOWN HOTEL & SPA

2025 Annual Meeting Headquarters
One Lake St
Reno, NV 89501

ANNUAL MEETING ACTIVITIES

The WMA 2025 Annual Meeting will be held at the Renaissance Reno Downtown Hotel & Spa.

TRANSPORTATION

While most Annual Meeting events are located within walking distance of the headquarters hotel, transportation will be provided for Preconference Tours. Buses will pick up attendees outside the main hotel lobby doors. Please arrive 15 minutes prior to the below scheduled departures. Buses will return participants to the Renaissance Reno Downtown Hotel & Spa.

REGISTRATION/VOLUNTEER DESK

The registration desk is located in the Gallery on the second floor. The desk will be staffed during the following times:

WEDNESDAY, OCTOBER 1 8:00 AM–6:30 PM
THURSDAY, OCTOBER 2 8:00 AM–5:00 PM
FRIDAY, OCTOBER 3 8:00 AM–5:00 PM
SATURDAY, OCTOBER 4 8:00 AM–5:00 PM

EXHIBIT HALL SCHEDULE

Please visit our Exhibit Hall located in the Topaz ballroom. The Exhibit Hall will be open during the following times:

WEDNESDAY, OCTOBER 1 5:00 PM–6:30 PM
THURSDAY, OCTOBER 2 10:45 AM–6:00 PM
FRIDAY, OCTOBER 3 10:15 AM–4:30 PM

TICKETS

If you registered for an Evening Event or Affinity Luncheon hosted by the WMA, your tickets are 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 attend sessions and workshops.

PROGRAM CHANGES

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

KID ZONE

Traveling with kids to WMA's 2025 Annual Meeting in Reno? To increase accessibility for museum professionals with families, WMA has a child friendly atmosphere. We have partnered with The Discovery - Nevada's largest hands-on science center. The museum is 3 blocks away from the HQ hotel and will provide free admission to attendees, caregivers, and children during the Annual Meeting. If an attendee is traveling with an additional caregiver, the caregiver will be given a "family badge" at no charge to access meeting spaces and The Discovery.

LOST & FOUND

Lost and found articles turned in at the WMA Registration Desk will be held until the end of each day, after which items will be turned over to the hotel's front desk.

SCHEDULE AT A GLANCE

WEDNESDAY, OCTOBER 1		
9:00 AM–4:00 PM	Pre-Conference Workshops	
9:00 AM–4:00 PM	Pre-Conference Tours	
4:00 PM–5:00 PM	Speed Networking (Free)	
5:00 PM–6:30 PM	Opening Reception (Free)	
6:30 PM–8:30 PM	Evening Event: National Automobile Museum	
THURSDAY, OCTOBER 2		
8:00 AM–8:45 AM	Morning Coffee	
9:00 AM–10:45 AM	Opening General Session & Keynote	
11:15 AM–12:30 PM	Concurrent Sessions	
12:30 PM–1:45 PM	Exhibit Hall Networking Lunch (Free)	
2:00 PM–3:15 PM	Concurrent Sessions	
3:15 PM–3:45 PM	Exhibit Hall Networking & Refreshment Break	
3:45 PM–5:00 PM	Concurrent Sessions	
5:00 PM–6:00 PM	Directors & Leadership Team Member Reception	
5:00 PM–6:00 PM	Happy Hours (Free)	
7:00 PM–9:30 PM	Evening Event: The Discovery	
FRIDAY, OCTOBER 3		
8:00 AM–8:45 AM	Morning Coffee	
9:00 AM–10:15 AM	Concurrent Sessions	
10:15 AM–11:00 AM	Exhibit Hall Coffee Break & Poster Session	
11:00 AM–12:15 PM	Concurrent Sessions	
12:30 PM–1:45 PM	WMA Community Lunch	
2:00 PM–3:15 PM	Concurrent Sessions	
3:15 PM–4:30 PM	Exhibit Hall Closing Reception (Free)	
4:30 PM–6:00 PM	Leadership Reception	
7:00 PM–9:30 PM	Evening Event: WMA's 90th Anniversary Party at Nevada Museum of Art	
SATURDAY, OCTOBER 4		
8:00 AM–9:00 AM	Morning Coffee	
9:00 AM–10:15 AM	Concurrent Sessions	
10:15 AM–11:45 AM	Coffee Klatch / Inspiration Stations / Roundtables	
12:00 PM–1:15 PM	Affinity Lunches	
2:00 PM–3:15 PM	Concurrent Sessions	
3:15 PM–3:45 PM	Coffee Break	
3:45 PM–5:00 PM	Concurrent Sessions	
6:30 PM–9:00 PM	Evening Event: Renaissance Reno Downtown Hotel	

(Please Note: Schedule and sessions are subject to change)



Proud Sponsor of Western Museum Association



Museum of Natural History - Commons

Architect: Frederick Fisher and Partners Architects

PROGRAM KEY

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



BUSINESS

Dive into topics of marketing, writing a grant proposal, managing digital assets, setting up a business plan, social media, working within a budget, pitching a proposal, or figuring out an ad campaign.



COLLECTIONS

Calling all registrars, collection managers, art handlers, curators, and conservators! These sessions focus on safeguarding your museum's collections now and for years to come. Core museum work!



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.



INDIGENOUS

Join indigenous and non-indigenous museum staff as they explore issues from diverse perspectives, to learn about innovative projects, and to deepen practice-transforming sensitivities.



LEADERSHIP

Explore issues related to professional development, management of human resources, unraveling roles and responsibilities, institutional governance, developing leadership capacity, and getting ahead in your career.



VISITOR EXPERIENCE

Exhibition design, educational programming, curatorial practice, evaluation, and more! If it happens in the galleries, it happens in these sessions. Learn about new trends in museum experience!

Connect with WMA! Use [#wma2025](#)

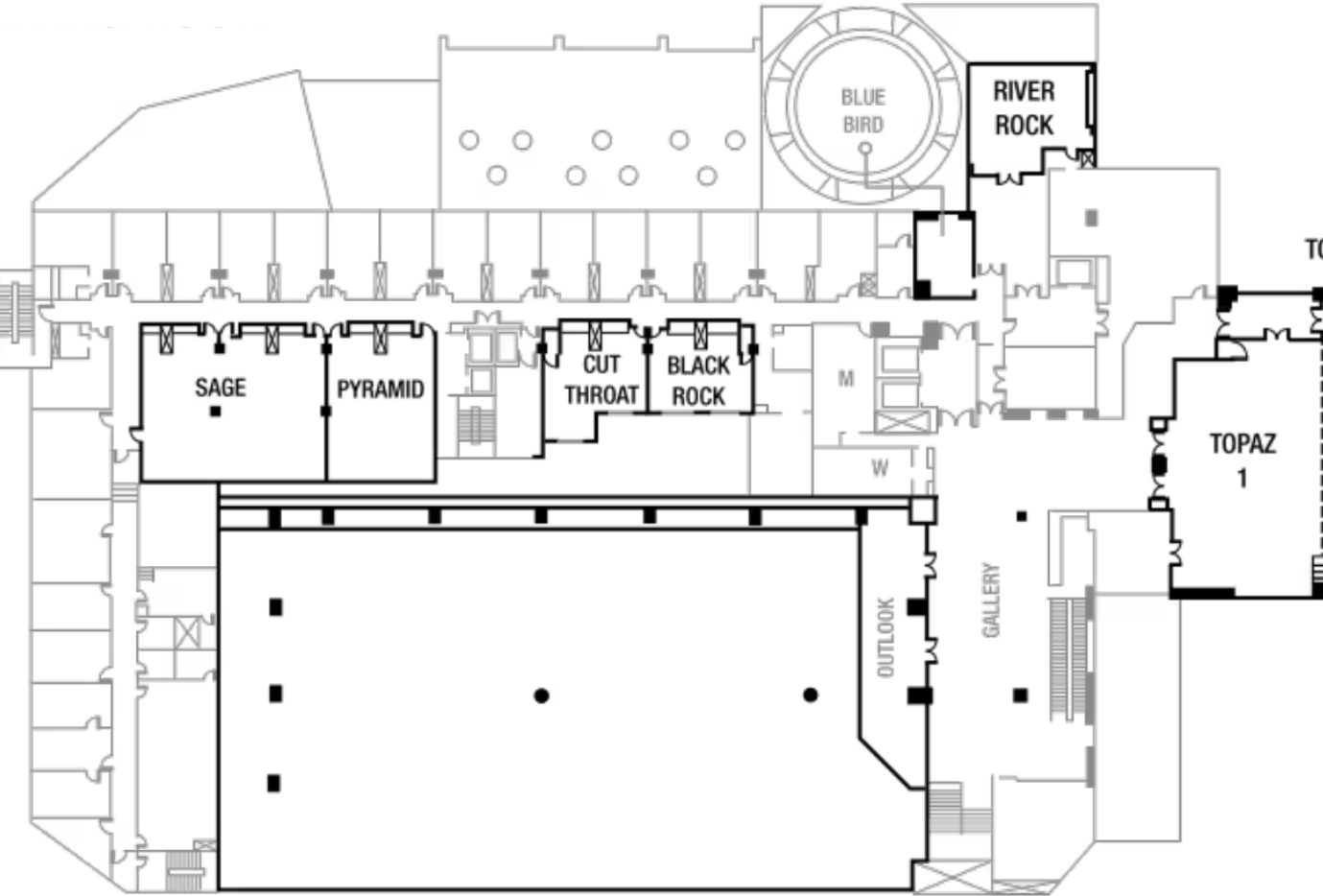
Post pictures on our Facebook Wall
[@westmuse](#)

Tweet us [@westmuse](#)
Tag us on Instagram [@westmuse.pics](#)



MAP OF RENAISSANCE RENO DOWNTOWN

The WMA Registration Desk can be found on the second floor of the Renaissance Reno Downtown. Annual Meeting activities will mostly take place in the Renaissance Reno Downtown and across the street at the National Automobile Museum.



Curating Canopy: Trees at Sunnylands
Photographs by David Loftus
COMING IN SEPTEMBER



PRE-CONFERENCE TOURS

Pre-Conference Tours are not included in the Annual Meeting registration fee and required pre-registration. Buses will pick up attendees outside the main hotel lobby doors. Please arrive 15 minutes prior to the below scheduled departures.

10:00 AM—2:00 PM
PYRAMID LAKE PAIUTE TRIBE MUSEUM TOUR
\$63, includes transportation, museum admission, a guided tour, and a box lunch.

The Pyramid Lake Museum is the only tribal museum in the State of Nevada. The museum shares the history and culture to promote appreciation and respect for the Numu (Paiute people), land, water, and resources. This tour will provide insight into the Kooyoee Tukadu, Pyramid Lake Paiutes, and Kooyoee Pa'a, Pyramid Lake. The lake, known as "Gem in the Desert," has spiritual significance. The lake and the museum were recently named as one of the "Top 10 Indigenous Experiences in 2025" by the American Indian/Alaska Native Tourism Association.



10:00 AM—2:00 PM
STEWART INDIAN SCHOOL CULTURAL CENTER & MUSEUM
\$63, includes transportation, museum admission, a guided tour, and a box lunch

Head south from Reno to Nevada's capital, Carson City for a tour of the Stewart Indian School Cultural Center & Museum. Participants will receive an overview of the history of the Stewart Indian School which is a complex story of forced assimilation between 1890-1980. Over time, the story transitions for many students who chose to make Stewart their home. Participants will tour our museum, make a take home gift from our garden, and visit our gift shop featuring handmade items by local artists. Boxed lunch provided.



9:00 AM – 3:00 PM
CSI: REGISTRARS
FREE to RC-WR Members – event space limited (visit RCWR.org to join for just \$25/year!). Free lunch provided courtesy of RC-WR

Registration is through the Registrars Committee Western Region. For more information on participating or to submit your project for consideration, go to rcwr.org or contact RCWR Vice Chair Stephanie Mohr at vicechair@rcwr.org. Each year, in conjunction with the Western Museums Association Annual Meeting, the Registrars Committee - Western Region organizes its members to volunteer their professional skills at a museum near where the meeting is being held. Join us for "CSI: Registrars" (Collections Services Initiative), an all-day event of giving back to our collections community!



PRE-CONFERENCE WORKSHOPS

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

9:00 AM – 1:00 PM
EXHIBIT DEVELOPMENT 101: ELEVATE YOUR MUSEUM'S STORYTELLING AND DESIGN
\$25, includes all materials

Exhibit development is both an art and a science, requiring creativity, collaboration, and practical know-how. This session demystifies the fundamentals of exhibit design, from concept to installation, helping museum professionals elevate their approach. Through real-world examples and hands-on exercises, participants will gain a deeper understanding of visitor-centered storytelling, spatial planning, and interactive elements. Whether you're new to exhibitions or refining your skills, this session provides essential tools to create impactful and engaging museum experiences.

PRESENTERS: Catherine Diaz, *Business Development Manager, Oregon Museum of Science and Industry*
Tom Cummins, *Director of Exhibits, Science World*
Ciera Iveson, *Freelance creative director and exhibit developer/designer*
Daniel Guyton, *Traveling Exhibits Manager, Oregon Museum of Science and Industry*

9:00 AM – 1:00 PM
ELEVATING VISITOR VOICES: INNOVATIVE APPROACHES TO QUALITATIVE RESEARCH
\$25, includes all materials

In this workshop, learn how to use qualitative visitor data to gain insights into your institution's visitor base, including voices and experiences that are often overlooked. Bring in visitor comments, talk-back exhibit responses, or other qualitative data from your institution, or work with example data to learn how to collect, code, analyze, and report information about visitors' museum experiences. A range of analysis techniques for all staff levels will be demonstrated.

PRESENTERS: Naomi Schroeter, *Visitor Insights Specialist, Oakland Museum of California*
Patrick Padiernos, *Visitor Insights Specialist, Oakland Museum of California*

9:00 AM – 1:00 PM
WHERE DO SEOS GO TO CRY? MAXIMIZING FREE MARKETING TOOLS
\$25, includes all materials

Don't end up on the second page of Google! This workshop invites both the novice and experienced marketer to evaluate how you use of free marketing tools to maximize your message. Participants will bring information and ideas from their own museums to share, create and evaluate. Effective tactics discussed include: 1.) developing a content strategy 2.) social media engagement 3.) community building 4) e-mail marketing and CRM 5.) leveraging free marketing tools. Hosted by Good Giant.

PRESENTERS: Amy Oppio, *Chief Operating Officer | Deputy Director, Nevada Museum of Art*
Chad Hallert, *Chief Marketing Officer, Good Giant*



10:00–11:00 AM
NEW BOARD MEMBER ORIENTATION INVITATION ONLY Location: TBD

11:00 AM–4:00 PM
WMA BOARD MEETING INVITATION ONLY Location: TBD

2:00 PM–4:00 PM
STATE ASSOCIATION EXCHANGE INVITATION ONLY Location: TBD



4:00 PM–5:00 PM
SPEED NETWORKING
FREE!

Location: Topaz Ballroom foyer

Kick off your conference experience with a lively hour of Speed Networking! Bring plenty of business cards, your sense of humor, and comfortable shoes. Everyone is encouraged to join us for a friendly, timed-interval business card exchange social hour. This people-rotating format encourages brief individual introductions between everyone in the room. Want to keep the conversation going? Following the structured program, we will save time for mingling before continuing on to the Opening Reception.

5:00 PM–6:30 PM
OPENING RECEPTION

Location: Topaz Ballroom

Join your fellow Annual Meeting attendees for an Opening Reception in the Exhibit Hall. Spend your first evening in Reno enjoying appetizers, drinks, and conversing with colleagues and our corporate members.

Event Sponsored by SmithGroup
Wine Sponsored by Hennebery Eddy Architects

EVENING EVENT

6:30 PM–9:00 PM
NIGHT SHIFT: A CLASSIC CAR SOIRÉE” AT THE NATIONAL AUTOMOBILE MUSEUM
\$45, includes appetizers and drinks

Rev up your engines and cruise into an unforgettable evening at the National Automobile Museum! With over 265 vehicles—many from the legendary Bill Harrah Collection—this exclusive event offers a rare opportunity to experience automotive history like never before. Wander through our four immersive galleries, each showcasing a different era of automotive innovation, from the 1890s to the present day. Engage with our knowledgeable docents stationed throughout the galleries, ready to share fascinating stories and insights about our collection. Whether you’re a seasoned museum professional or a newcomer to the field, “Night Shift: A Classic Car Soirée” promises an evening of inspiration, networking, and a deep dive into the artistry and history of the automobile.



8:00 AM–8:45 AM
MORNING COFFEE FREE!
Join your fellow Annual Meeting attendees for coffee, while connecting with new colleagues and seeing familiar faces.
Sponsored by USF Museum Studies Program

Location: National Automobile Museum

8:00 AM–9:00 AM
NEVADA MUSEUMS ASSOCIATION BOARD MEETING
All Welcome

Location: Pyramid Room

9:00 AM–10:45 AM
OPENING GENERAL SESSION & KEYNOTE

Location: National Automobile Museum

Join us as we welcome attendees to Reno, present the 2025 Awards – the Charles Redd Center Award for Exhibition Excellence, the WMA Leadership Award, and the WMA Impact Award–and get inspired by the 2025 keynote speaker!

OPENING REMARKS
Jason B. Jones, *Executive Director, Western Museums Association*

LOCAL WELCOME TBD

WMA PRESIDENT’S ADDRESS
Noelle Kahanu, *Acting Director, Museum Studies Graduate Certificate Program, University of Hawaii, Manoa.*

AWARDS PRESENTATION
Molly Wilmoth, *Bonnie Lee and Oliver P. Steele III Curator of Education & Engagement, High Desert Museum*

KEYNOTE ADDRESS
Dr. Kirsten Buick, *Department Chair and Professor of Art History, University of New Mexico*

Sponsored by MATT Construction



CONCURRENT SESSIONS 11:15 AM – 12:30PM



A1 **WMA2025-432**
ELEVATING YOUR MINDSET IN COLLECTIONS
LEARNING FORMAT: CONVERSATION

Elevating Your Mindset in Collections will dive into the benefits of maintaining collections for the public as well as ourselves. Collections staff work hard and are passionate, but many times behind the scenes work is overlooked and under appreciated (even unintentionally so). The Registrars Committee Western Region wants to bring some joy back into the work we do and celebrate our wins, big and small.

MODERATOR: Melanie Tran, *Chief Curator, California State Railroad Museum*
PRESENTERS: Jessica Bocinski, *Collections Manager, The Escalette Collection of Art at Chapman University*
Stephanie Mohr, *Manager of Collections, Henry Art Gallery*
Melanie Deer, *Collections Manager/Assistant NAGPRA Coordinator for Cultural Items, Center for Archaeology and Society Repository at ASU*

A2 **WMA2025-512**
BEYOND THE REFRIGERATOR MAGNET: BRAND STRATEGIES THAT FULFILL PROMISE
LEARNING FORMAT: ACTIVE LEARNING



A museum’s brand promise represents what guests can expect from products, services and overall actions. Three panelists illustrate different examples of branding. Nevada Museum of Art presents mixed branding strategy by using examples of merchandise that highlights artists and exhibitions. San Diego Natural History Museum discusses how voice contributes to attitude branding. Finally, SFMOMA’s Open Space project from 2008-2020 explores brand extension.

MODERATOR: Amy Oppio, *Chief Operating Officer | Deputy Director, Nevada Museum of Art*
PRESENTERS: Valerie Curtis, *Director of Retail Operations, Nevada Museum of Art*
Rebecca Handelsman, *Senior Director of Communications & Exhibits, San Diego Natural History Museum*

A3 **WMA2025-461**
RECIPROCAL AND TRANSACTIONAL RELATIONSHIPS
LEARNING FORMAT: CONVERSATION



What is the difference between reciprocity and transaction? This session explores how these approaches to developing relationships can effect everything from the project planning, community engagement, to staff satisfaction.

PRESENTERS: Andrea Rockwood, *Field Trips Manager, Burke Museum*
Polly Olsen, *Tribal Liaison, Burke Museum*
Ken Yocom, *Dean, University of Washington*

A4 **WMA2025-501**

NEVERTHELESS, SHE/THEY/HE PERSISTED: STRATEGIES FOR STAYING THE COURSE IN TURBULENT TIMES

LEARNING FORMAT: CONVERSATION

Join us for honest conversations about making progress while navigating cyclical changes of political ideologies and the manipulation of language often associated with them. Learn about historical examples of adaptation from our field and how lessons learned then can guide us now. Colleagues will share lived experiences and invite you to share yours in small groups focused on helping you find your own answers, while building empathy for differing perspectives as strategies to stay the course.

MODERATOR: Lorie Millward, *IMP, Lorie Millward Consulting*
PRESENTERS: Marta Bones, *Executive Director, Arizona Natural Resource Museum, University of Arizona*
Carlos Ortega, *Chief Curator, Museum of Ventura County*
Wendy Meluch, *Independent Museum Professional representing YWCA and several museums*
Mark Kitrick, *Deputy Director, Museum of Tolerance*

A5 WMA2025-471
FROM HESITATION TO ACTION: BUILDING ADVOCACY CONFIDENCE IN MUSEUMS

LEARNING FORMAT: ACTIVE LEARNING

Advocacy is a powerful tool for museums of all sizes, helping to secure funding, influence policy, and strengthen community connections. However, many museum professionals may feel unsure about how to engage with legislators and make their voices heard. Through practical strategies, real-world examples, and interactive discussion, attendees will leave this session with the tools and inspiration to make advocacy a natural and impactful part of their work.

MODERATOR: Lydia Heins, *Executive Director, Coos Art Museum*
PRESENTER: Doug Jenzen, *Executive Director, Foundation for Hearst Castle*
Jennifer Caballero, *Executive Director, California Association of Museums*
Ruth White, *Executive Assistant, Utah Museums Association*

12:30 PM–1:45 PM
EXHIBIT HALL NETWORKING LUNCH

Location: Topaz Ballroom

FREE!
Join your colleagues in the Exhibit Hall where you can explore vendor offerings and enjoy lunch courtesy of the 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 future Annual Meetings.

CONCURRENT SESSIONS 2:00 PM–3:15 PM

B1 WMA2025-477
SCORING BIG: A PLAYBOOK FOR BUILDING A CULTURE OF PHILANTHROPY

LEARNING FORMAT: CONVERSATION

Fundraising and membership are about more than money—they are about building a culture of philanthropy, cultivating belonging, and creating lasting impact. This interactive workshop employs design-thinking strategies to help participants develop a playbook for strengthening teams by empowering staff, volunteers, and board members. By leveraging unique strengths, museums can enhance fundraising, friend-raising, and member engagement. Participants will leave with a playbook to inspire involvement and foster lasting relationships with donors, driving successful fundraising efforts.

MODERATOR: Gail Mandel, *Chief Operating and Advancement Officer, Oregon Jewish Museum and Center for Holocaust Education*
PRESENTER: Claire Munoz, *Vice President of Advancement and Deputy Director, Nevada Museum of Art*
Niki Ciccotelli Stewart, *Vice President and Chief Learning & Engagement Officer, Frank Lloyd Wright Foundation*
Taliesin | Taliesin West
Robert Caragher, *Board Member, Gamble House Conservancy*

B2 WMA2025-517
ALOHA NŌ- DESPAIR, HEALING AND LOVE IN THE TIME OF HT25, THE HAWAI’I TRIENNIAL 2025

LEARNING FORMAT: ACTIVE LEARNING

Three years in the making, Hawai’i Triennial 2025 opened in the months following the US presidential election. Forty nine artists and artist collectives from Hawai’i, the Pacific, and beyond engaged deeply with the theme of Aloha Nō. Exploring themes of love, loss, grief, transnational sovereignty, colonization and commercialization in 14 venues on 3 islands, HT25 ultimately spoke of healing and transformation. One of the most impactful installations was the ‘Umeke La’au, a 22 foot in diameter calabash. This session will engage with one of the curators of HT25, Noelle Kahanu, and artist Meleanna Meyer.

MODERATOR: Eric Chang, *Manager, Arts Program, East-West Center*
PRESENTERS: Noelle Kahanu, *Acting Director, Museum Studies Graduate Certificate Program, University of Hawaii at Manoa*
Meleanna Meyer, *Independent Kanaka Maoli Artist and Educator*

B3 WMA2025-436
TURN UP THE NOISE: ELEVATE YOUR MUSEUM’S STRATEGIC PLAN

LEARNING FORMAT: ACTIVE LEARNING

Ready to elevate your museum’s impact? Ditch the old SWOT and turn up the NOISE—Needs, Opportunities, Improvements, Strengths, and Exceptions! This interactive session puts strategy into action with a live NOISE analysis of the WMA conference. Get hands-on experience with this dynamic tool and walk away with a fresh, engaging approach to stakeholder-driven strategic planning that helps your museum rise above the noise and focus on what truly matters!

PRESENTERS: Nik Honeysett, *CEO, Balboa Park Online Collaborative*
Jennifer Weavers, *Director of Finance and Strategic Operations, Balboa Park Online Collaborative*

B4 WMA2025-449
MUSEUM EXPERIENCES FOR CLIMATE ENGAGEMENT
LEARNING FORMAT: ACTIVE LEARNING



Museums can activate local communities on climate issues by making the global crisis relevant and actionable. This interactive session combines rapid PechaKucha presentations showcasing climate-focused museum initiatives with facilitated roundtable discussions. Participants will explore storytelling, citizen science, and sustainability programming while brainstorming ways to implement these strategies in their own institutions. Attendees will leave with practical ideas and inspiration to drive climate engagement through exhibits, education, and community partnerships.

MODERATOR: Catherine Diaz, *Business Development Manager, Oregon Museum of Science and Industry*
PRESENTERS: Lisa Thompson, *Exhibit Developer, Natural History Museum of Utah*
Catherine McCarthy, *Senior Project Manager, NISE Net at Arizona State University*

B5 WMA2025-503
BEYOND THE BUDGET: UNLOCKING HIDDEN FUNDS FOR COLLECTIONS
LEARNING FORMAT: ACTIVE LEARNING



Got a collections project that needs to happen but no budget to make it a reality? Tried squeezing it into your annual budget or chasing elusive grants with no luck? You're not alone! In this lively session, collections staff will share their most creative (and successful!) strategies for securing funding. From tapping into direct care of collections funds to securing financial support alongside new acquisitions, we'll explore outside-the-box approaches to get your collections the love (and dollars) they deserve. Bring your funding frustrations—and leave with fresh ideas to make your next project happen!

MODERATOR: Rachael Faust, *Director of Collections & Exhibitions, Palm Springs Art Museum*
PRESENTERS: Sarah Frederick, *Collections Manager, The Museum of Flight*
Laura Browarny, *Culture Supervisor, Town of Windsor*

3:00 PM–3:30 PM
EXHIBIT HALL NETWORKING & REFRESHMENT BREAK Location: Topaz Ballroom
Enjoy coffee, tea, and light snacks while perusing exhibitors' booths, bidding on silent auction items, and networking with peers.
Sponsored by Good Giant



CONCURRENT SESSIONS 3:45 PM–5:00 PM
C1 WMA2025-464
EXHIBIT REDESIGN: STRATEGIES FOR SUCCESS
LEARNING FORMAT: PASSIVE LEARNING



Successful exhibit renovations require seamless collaboration among institutions, architects, exhibit fabricators/installers, and contractors. This panel will explore the challenges, perspectives, and best practices that drive efficient, impactful projects. Through real-world case studies, storytelling, and audience participation, attendees will gain strategies to foster mutual respect, improve communication, and optimize project outcomes. Whether planning a small refresh or a large-scale renovation, this session provides a practical playbook for success in exhibit development.

MODERATOR: Barton Shively, *Senior Vice President, MATT Construction*
PRESENTERS: Amanda Ramirez, *Senior Designer, The Getty*
Brian Butterfield, *Director, Museum Workshops, Why Architecture Workshops, Inc*
Stephanie Bilodeau, *Director of Sales and Business Development, Zone Display Cases*

C2 WMA2025-446
LET'S TALK ABOUT THE NEEDS/EXPERIENCES OF AANHPI MUSEUM FOLKS
LEARNING FORMAT: CONVERSATION



This highly interactive session builds upon a national effort to start up an Asian American, Native Hawaiian, and Pacific Islander (AANHPI) Museums and Museum Professionals Association. Through live-polling, large-group discussions, and small-group breakouts, participants will have the opportunity to share their current experiences and needs. Participants will also help contribute ideas, hopes, and recommendations to help inform the development of the association. This session is open to all WMA conference attendees.

PRESENTERS: Jennifer Fang, *Director of Exhibits, Wing Luke Museum*
Johanna Jones, *Director, Evaluation and Visitor Insights, Oakland Museum of California*
Barron Oda, *Principal, Invenio Legal Studio*
Edward Tepporn, *Executive Director, Angel Island Immigration Station Foundation*

C3 WMA2025-445
MUSEUMS IN THE SECOND TRUMP ADMINISTRATION
LEARNING FORMAT: CONVERSATION

How are you and your museum navigating the new political and cultural landscape? From funding cuts to layoffs to federal DEIA policies rollbacks, our field is experiencing a period of rapid, unpredictable, and alarming change. Join colleagues from a range of museums to build community and strategize.

MODERATOR: Stephanie, Brown, *Assistant Program Director / Senior Lecturer, Museum Studies MA, Johns Hopkins University*
PRESENTERS: Ann Burroughs, *President & CEO, Japanese American National Museum*
JordanDresser, *Curator of Collections, Fort Collins Museum of Discovery*
Marcus Harshaw, *President & CEO, Wings Over the Rockies*

C4 WMA2025_505
ON GOVERNANCE: ELEVATING MUSEUMS THROUGH COOPERATIVE MODELS
LEARNING FORMAT: CONVERSATION



Worker-owned co-ops and participatory governance frameworks are proving successful across industries to elevate greater community involvement, equity, accountability, and collaboration – could museums be a fertile field for this evolution? Leaders from museum governance, curatorial, and an employee-owned business will discuss challenges, successes, and potentials for integrating cooperative models into the museum field. The session concludes with a dynamic Q&A discussion, inviting attendees to explore how they might apply cooperative principles in their own institutions.

MODERATOR: Michelle Nye, *Head of Co-op Development, Atthowe Fine Art Services*
PRESENTERS: Bryan Cain, *CEO, Atthowe Fine Art Services*
Anne Lampe, *CEO, Museum Trustee Association*
Demetri Broxton, *Executive Director, Root Division*

C5 WMA2025-470
ELEVATING THE VOICES OF OUR PEOPLE: THE JOURNEY OF THE SANTA YNEZ CHUMASH MUSEUM AND CULTURAL CENTER
LEARNING FORMAT: CONVERSATION



The Santa Ynez Chumash Museum and Cultural Center (SYCMCC) is a museum by Chumash people for Chumash people on Chumash land. This session will share the dynamic journey of the Santa Ynez Band of Chumash Indians in building a museum for gathering, learning, and sharing. This session will explore the importance of thriving Indigenous Nations to honor their communities, ancestors, and ancestral homelands in developing places to share their stories.

MODERATOR: Gena Timberman, *Principal, Luksi Group*
PRESENTERS: Kathleen Marshall, *Chair, Santa Ynez Chumash Museum Board, Santa Ynez Band of Chumash Indians*
Nakia Zavalla, *Tribal Historic Preservation Officer/Cultural Director, Santa Ynez Band of Chumash Indians*
James Bier, *SYCMCC Museum Director, Santa Ynez Chumash Museum and Cultural Center (SYCMCC)*



5:00 PM–6:00 PM
DIRECTORS & LEADERSHIP TEAM MEMBER RECEPTION Location: Hideaway
\$40 per ticket
Join your fellow directors, trustees, and leadership team members in this special reception.
Sponsored by MATT Construction

5:00 PM–6:00 PM
EXHIBIT HALL HAPPY HOUR Location: Topaz Ballroom
Free
After sessions, join us at the Exhibit Hall Happy Hour to enjoy meeting a variety of colleagues including specific meet ups for collections folks, small museum professionals, and LGBTQ+ attendees. Non-alcoholic beverages will be provided for free. Discounted drink tickets may be purchased online during registration with a cash bar onsite.
Sponsored by Art Bridges

6:00–7:00 PM
DINNER ON YOUR OWN
Before tonight's Evening Event, take the time to enjoy a dinner on your own, or with fellow WMA friends.

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**Puyallup Tribe of Indians
Museum**
Tacoma, WA

**Louisiana Children's Museum
at City Park**
New Orleans, LA

National Nordic Museum
Seattle, WA

**Pacific Bonsai Museum
Welcome Center**
Federal Way, WA

**Santa Barbara Museum of
Natural History**
Santa Barbara, CA

**MoPOP Cafe Renovation and
Upgrades**
Seattle, WA

**ASUW Shell House
Rehabilitation**
Seattle, WA

Wanapum Heritage Center
Mattawa, WA

Suquamish Museum
Suquamish, WA

**Northwest African American
Museum Community Living
Room**
Seattle, WA

**Mariposa Grove of Giant
Sequoias Welcome and
Arrival Center**
Yosemite National Park, CA

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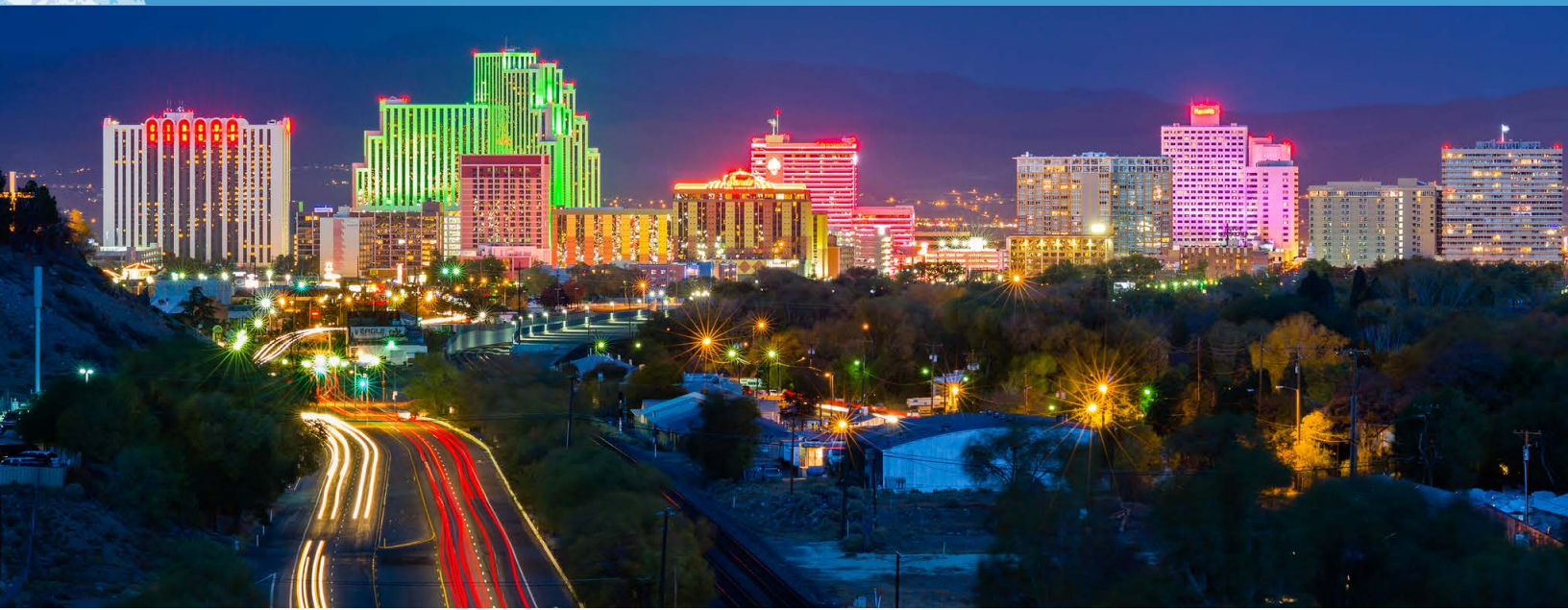


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EVENING EVENT

7:00–9:30 PM
THE DISCOVERY
\$40, includes beverages and hearty appetizers

Join The Discovery for an inspirational evening of science exploration. Explore The Discovery’s 67,000 square feet of exhibitions focused on science, technology, engineering, and invention, all designed to inspire curiosity, creativity, and the joy of lifelong learning. Attendees will also have the chance to explore Super Human: Power of Technology, the museum’s featured exhibition. Enjoy generous food, drink and be wowed by science demonstrations, in a night guaranteed to inspire curiosity!



8:00 AM–8:45 AM
MORNING COFFEE
FREE!
Join your fellow Annual Meeting attendees for coffee, while connecting with new colleagues and seeing familiar faces
Sponsored by Pladia

Location: Topaz Foyer

CONCURRENT SESSIONS 9:00 AM–10:15 AM

D1 WMA2025-486
**EXHIBIT PLANNING WITH MISSION IN MIND:
“BIG IDEAS” ELEVATE EXHIBITS**
LEARNING FORMAT: ACTIVE LEARNING



Designing, updating or evaluating your exhibits? Keep your mission, vision and values close. Embrace the big idea! Join panelists using core documents to say yes - and no - to exhibits, programs and installations. How well do your exhibits serve your target audiences, staff, donors, and the people and places represented by the stories you tell? Do visitors get the message? Join this interactive session to elevate storytelling, hone your “main message” and center your values.

MODERATOR: Alissa Rupp, *Principal, FRAME | Integrative Design Strategies*
PRESENTERS: Jenny Emery Davidson, *Executive Director, The Community Library / Wood River Museum of History and Culture*
Hilary Van Alsburg, *CEO | President, Children’s Museum Reno*
Melissa Kaiser, *CEO, DISCOVERY Children’s Museum, Las Vegas*
Jill Randerson, *Principal, Jill Randerson Exhibit Management*

D2 WMA2025-451
**NAGPRA AND COLLECTIONS: REPATRIATION-CENTERED
DATA BEST PRACTICES**
LEARNING FORMAT: PASSIVE LEARNING



Native American Graves Protection and Repatriation Act (NAGPRA) regulation updates have made it even more crucial to standardize and complete your CMS data related to indigenous collection objects. Join the CollectionSpace team to learn more about data best practices created for museums and cultural heritage organizations to help identify primary fields and inform data standardization for cataloging sacred objects, objects of cultural patrimony, funerary objects, and ancestors. Connect with other institutions doing this important work.

PRESENTERS: Jessi Weithman, *Program Manager, Lyrasis*
Jadeen Young, *Outreach and Engagement Coordinator, Lyrasis*

D3 WMA2025-450
DECOLONIZING SCIENCE NARRATIVES IN MUSEUMS
LEARNING FORMAT: CONVERSATION



Museums have traditionally communicated science through a Western-centric lens, often presenting it as singular and absolute. This session invites participants into a facilitated fishbowl discussion to explore how museums can challenge dominant science narratives by integrating Indigenous knowledge and diverse perspectives. Through case studies and dialogue, attendees will examine strategies for co-creating content with historically marginalized communities, ensuring that museum exhibits and programming reflect multiple ways of knowing and more inclusive storytelling.

MODERATOR: Catherine Diaz, *Business Development Manager, Oregon Museum of Science and Industry*
PRESENTERS: Lauren Butcher, *Education Program + Project Manager, Explora Science Center and Children’s Museum*
Stephanie DeLancey, *Acting Director of Exhibits, Pacific Science Center*
Tom Cummins, *Director, Exhibits, Science World*

D4 WMA2025-443
AI FOR MUSEUM PROFESSIONALS: PRACTICAL
TOOLS AND SMART SOLUTIONS
LEARNING FORMAT: ACTIVE LEARNING



Curious about AI but unsure how it fits into museum work? This hands-on session explores OpenAI’s ChatGPT and Google’s Gemini, showcasing how they can streamline tasks like content creation, grant writing, and strategic planning. Whether you’re in a small or large institution, you’ll leave with practical, responsible ways to integrate AI into your workflow—no tech expertise required! Please bring an internet connected device to this hands-on lecture.

PRESENTERS: Lydia Heins, *Executive Director, Coos Art Museum*
Jacob Niebergall, *School Improvement Specialist, South Coast Education Service District*

D5 WMA2025-463
LET’S TALK LEADERSHIP: WINS, LOSSES, AND
EVERYTHING IN BETWEEN
LEARNING FORMAT: CONVERSATION



There are many ways to lead. Some of us have a go-to style of leadership, and some of us are still trying them on.. Join us to talk leadership styles, and when to use them. This panel brings together four museum leaders to share their stories - the wins, the losses, and everything in between. Join the conversation, and share yours, too. We’ll all leave with ideas, resources, and inspiration.

MODERATOR: Niki Stewart, *VP, Chief Learning & Engagement Officer, Frank Lloyd Wright Foundation*
PRESENTERS: Gail Mandel, *Chief Operating and Advancement Officer, Oregon Jewish Museum and Center for Holocaust Education*
Edward Tepporn, *Executive Director, Angel Island Immigration Station Foundation*
Devon Hamilton, *Learning and Experience Director, Blue Rhino Design*

10:15 AM–11:00 AM
EXHIBIT HALL NETWORKING BREAK & POSTER SESSION
FREE!

Location: Topaz Ballroom

The perennially popular Poster Session provides opportunities for individuals to present their research, ideas, or programs through illustrated and informative posters, and they want your feedback. Come explore projects and initiatives from around the region in an informal setting.

BUNDLED FOR THE BEYOND: MATERIAL ANALYSIS OF A ZOOARCHAEOLOGICAL
MUMMY BUNDLE FOR CONTEXTUALIZING AND CONSERVING LEGACY OBJECTS
PRESENTERS: Sascha Anna-Rose Baldauf, *Undergraduate Student of Archaeology, Utah State University Museum of Anthropology Logan*
Molly Cannon, *Assistant Professor of Anthropology, Utah State University*

EMPATHY AND EARLY CHILDHOOD ZOO LEARNING
PRESENTER: Emily Holm Tobin, *Teaching Associate, University of Washington*

THE DECOLONIAL POTENTIAL OF QUEER CRIP PROGRAMMING
PRESENTER: Emily Howard, *Graduate Education Assistant, University of Colorado Museum of Natural History*

DEVELOPING INCLUSIVE & EFFECTIVE COMMUNITY SCIENCE PROGRAMS FOR GLAMS
PRESENTERS: Ariel Hammond, *Director of Research Library & Archives, San Diego Natural History Museum*
Olivia Poulos, *Community Engagement Manager, San Diego Natural History Museum*

VISITOR ATTITUDES TOWARD TALK-BACK EXHIBIT MODERATION METHODS
PRESENTER: Naomi Schroeter, *Visitor Insight Specialist, Oakland Museum of California*

NEW JOB, WHO DIS?
PRESENTER: Laura Benedict, *Anthropology Collections Specialist, Arizona Museum of Natural History*

HOW TEEN INVOLVEMENT TRANSFORMS MUSEUMS
PRESENTERS: Mariana Joaquim, *Teen Programs Manager, Natural History Museum of Utah*
Ashlyn Bolinder, *Teen Programs Assistant, Natural History Museum of Utah*

CO-CREATING TOGETHER WITH THE COMMUNITY FOR RISK RESILIENCE
PRESENTER: Carla Herrán, *Research and Evaluation Associate, Oregon Museum of Science and Industry*

MUSEUM DISASTERS LARGE AND SMALL
PRESENTER: Brian Foote, *National Accounts Manager, BELFOR Property Restoration*

REORIENTING WESTERN SHOSHONI LANGUAGE REPATRIATION
PRESENTERS: Paul Whisman, *Afterschool Engagement Coordinator, Natural History Museum of Utah*
Virgil Johnson, *Former Chairman/Educator, Confederated Tribes of the Goshute*

CONCURRENT SESSIONS 11:00 AM–12:15 PM

E1 WMA2025-457
USING EVALUATION AND DATA STORY-TELLING FOR SUCCESSFUL FUNDRAISING
LEARNING FORMAT: ACTIVE LEARNING



This session will encourage participants to develop clear goals and objectives for funding proposals using data they are already collecting. We will answer the question “What story can I tell with this data?” Participants will receive tips for collecting data and understanding which data to use when setting project objectives. Participants will walk away having written a clear narrative ready to plug in data when they return to their Museum.

PRESENTERS: Ariel Weintraub, Associate Director, Institutional Giving, Oakland Museum of California
Johanna Jones, Director, Evaluation and Visitor Insights, Oakland Museum of California

E2 WMA2025-485
BEYOND REPRESENTATION: AUTHENTIC INDIGENOUS ENGAGEMENT FOR MUSEUMS
LEARNING FORMAT: ACTIVE LEARNING



Museums play an essential role in preserving, interpreting, and presenting the cultural and artistic legacies of diverse communities. Among these, Indigenous peoples’ art, knowledge, and histories are fundamental to understanding the broader cultural landscape. As institutions dedicated to cultural stewardship, museums hold a unique responsibility to engage Indigenous artists, voices, and organizations in a manner that fosters meaningful dialogue and promotes cultural preservation in both historical and contemporary contexts. Through discussion and case studies this session will advocate for an authentic approach to integrating Indigenous perspectives into museum programs, exhibitions, collections, and outreach.

MODERATOR: Claire Munoz, Vice President of Advancement and Deputy Director, Nevada Museum of Art
PRESENTERS: Ann Wolfe, Chief Curator and Associate Director, Nevada Museum of Art
Melissa Melero-Moose, Artist, Curator, Community Advisor, Stewart Indian School Cultural Center and Museum, Great Basin Native Artist Archive, Nevada Museum of Art
Stacey Montooth, Executive Director, Nevada Department of Native American Affairs



E3 WMA2025-475
ENHANCING ACCESSIBILITY: SUPPORTING BLIND AND LOW VISION VISITORS IN MUSEUMS
LEARNING FORMAT: CONVERSATION



As part of the Nevada Museum of Art’s Friday Lecture series, this session invites the public and WMA participants to explore strategies for improving museum accessibility for the blind and low-vision community. The talk-back component will foster open dialogue between museum professionals, the public, and the blind/low-vision community, discussing challenges and innovative solutions for creating more inclusive spaces. This collaborative exchange aims to inspire ideas for enhancing accessibility in cultural institutions.

MODERATOR: Caitlin Bell, Jeane Jones Director of Public Programs, Nevada Museum of Art
PRESENTERS: Mark Tadder, Associate Director , Northern Nevada Center for Independent Living
Mike May, Navigation Technology Advisor, American Printing House for the Blind

E4 WMA2025-487
ELEVATE WMA’S D&I COMMITTEE: HELP US ESTABLISH OUR GOALS
LEARNING FORMAT: CONVERSATION



Join us for a feedback session on how to ELEVATE WMA’s D&I practices! The newly-formed WMA D&I Committee wants our work to be informed by the people we serve, so we’re hosting an input-gathering session on what we hope to achieve together. We will discuss the role of DEIA in museums, how WMA can help, actionable goals, and more. Attendees will provide input that will guide the D&I direction of WMA for years to come.

PRESENTERS: Jennifer Fang, D&I Committee Chair, Western Museums Association
Ariel Hammond, D&I Committee Member, Western Museums Association
Laurie Egan-Hedley, D&I Committee Member, Western Museums Association
Ed Tepporn, D&I Committee Member, Western Museums Association

E5 WMA2025-499
WHEN YOUR STUFF DOESN’T FIT: ADDRESSING COLLECTIONS FACILITY CHALLENGES
LEARNING FORMAT: ACTIVE LEARNING



Running out of room to house your collections? Is your object storage space leaking? Just received a sizable gift? Any of these situations can strain optimal collections management. Physical space matters, and upgrading, expanding, or moving collections storage spaces can be operational and budgetary challenges. Learn from a panel of collections facility experts how to approach and address these challenges, including where to begin, who should be involved, and best practices for success.

MODERATOR: Crystal Chum, Senior Designer, SmithGroup
PRESENTERS: Chris Wood, Studio Leader, SmithGroup
Etienne Nel, Managing Director, Cumming Group Cost Management

12:30 PM—1:45 PM

WMA COMMUNITY LUNCH

Cost: \$60

A celebration of WMA's 90 years of gathering museum professionals to better our field with a special love letter to WMA by our Board President, Noelle Kahanu, Acting Director, Museum Studies Graduate Certificate Program, University of Hawaii, Manoa.

Sponsored by DLR Group

Location: Hideaway

CONCURRENT SESSIONS 2:00 PM–3:15 PM

F1 WMA2025-466

COME AS YOU ARE: A DISCUSSION AMONG EMERGING, MID-, AND LATE-CAREER MUSEUM PROFESSIONALS

LEARNING FORMAT: ACTIVE LEARNING

In a time where the future may be full of questions and unknowns, it can be difficult to understand what success means in your current career stage. This session offers a safe space to explore these ideas with a panel of emerging, mid-, and late-career museum professionals, where you are invited to share your story and think together about how our ideas of success have changed throughout our unique paths, and what they might look like now.

PRESENTERS: Doug Jenzen, *Executive Director, Foundation at Hearst Castle*
Seth Margolis, *Director, William A. Helsell Department of Education, Museum of Flight*
Britt Benton, *Government Affairs Coordinator, California Academy of Sciences*
Molly Wilmoth, *Curator of Education and Engagement, High Desert Museum*
Reyna Hamilton, *Program Director, Public Engagement Programs, UC Berkeley, Lawrence Hall of Science*

F2 WMA2025-514

ELEVATING COMMUNITY STORIES DURING CHALLENGING TIMES

LEARNING FORMAT: CONVERSATION

The Japanese American WWII incarceration experience is a cautionary tale of an ugly chapter in American history. In a climate that encourages feel-good, unifying narratives, how do museums confront points of America's dark past and integrate them into their exhibits and programs? How are community stories of injustice and tragedy essential to our country's wellbeing? We'll hear from a panel representing the Japanese American National Museum, the Topaz Museum, Heart Mountain Wyoming Interpretive Center, and the Amache Museum, then open up the floor to participants who face similar challenges in their own museums.

MODERATOR: Patricia Wakida, *Topaz Board Member, Topaz Museum*
PRESENTERS: Clement Hanami, *Vice President of Exhibitions and Art Director, Japanese American National Museum*
Aura Newlin, *Executive Director, Heart Mountain Wyoming Foundation*
Mitch Homma, *President, Amache Alliance*

F3 WMA2025-456

ADROIT WORKSHOP: ENHANCING VISITOR EXPERIENCE THROUGH DESIGN

LEARNING FORMAT: ACTIVE LEARNING

This workshop will transition from theory to practice by immersing attendees in the ADROIT framework—Arrival, Decompression, Reception, Orientation, Interpretation/Interaction, and Transformation. Attendee will break into working groups, applying ADROIT principles to their own museum's challenges, whether in visitor experience, spatial layout, or exhibit design. Through guided discussions and facilitated exercises, attendees will analyze their museum's existing visitor experience, identify areas for improvement, create solutions, and test ideas with peer feedback and facilitator insights.

PRESENTERS: Jason Jorjorian, *President, LGA Architecture*
Robin Anderson, *Partner, AldrichPears Associates*

F4 WMA2025-515

ELEVATE MUSEUM WORKPLACE CULTURE

LEARNING FORMAT: PASSIVE LEARNING

Our museums need positive and equitable cultures to thrive. Staff cultures that prioritize personal well-being and engagement can improve institutional impact, employee retention, and overall success, yet many museums rely on outdated HR practices. Let's work together to build organizations where the humans inside are valued and respected. Join us for philosophical discussions and practical takeaways to ELEVATE museum workplace culture for the benefit of museum staff and the communities they serve.

PRESENTERS: Scott Stulen, *Illsley Ball Nordstrom Director and CEO, Seattle Art Museum*
Kelly McKinley, *CEO, Bay Area Discovery Museum*
Kim Carim, *COO and CFO, Oakland Museum of California*
Rebekah Beaulieu, *Louise Taft Semple President & CEO, Taft Museum of Art*

F5 WMA2025-493

MANY VOICES: A DISCUSSION WITH NATIVE LEADERS ABOUT HOW MUSEUMS CAN BETTER SERVE THE NATIVE COMMUNITY

LEARNING FORMAT: CONVERSATION

All museums in the United States sit on Native land. The field has struggled and in many cases failed to provided support to Native communities. The panel will provide insight on consultation and collaboration which not only meets federal mandates but encourages meaningful partnership development with Tribal nations with exhibition, interpretation, and collection care with Tribal cultural sensitivity as the foundation.

MODERATOR: Garrett Barmore, *Museum Curator, W. M. Keck Earth Science and Mineral Engineering Museum*
PRESENTERS: Rochanne Downs, *NAGPRA Liaison, Office of Indigenous Relations, University of Nevada, Reno*
Michon Eben, *Tribal Historic Resources Officer, Reno-Sparks Indian Colony*

FRIDAY, OCTOBER 3

3:15 pm–4:30 pm
EXHIBIT HALL CLOSING RECEPTION

Location: Topaz Ballroom

Fee: FREE
Join your colleagues for light refreshments and a visit with our corporate members. The Exhibit Hall Closing Reception is your last chance to bid on silent auction items. All proceeds benefit the WMA's and NMA's scholarship funds to help colleagues attend future Annual Meetings.

4:30 PM–6:00 PM
WMA LEADERSHIP RECEPTION

Location: Hideaway

INVITATION ONLY
WMA Board members, NMA Board Members, Program Committee, Host Committee, and Sponsors gather for drink, food, and conversation.

6:00–7:00 PM
DINNER ON YOUR OWN

Before tonight's Evening Event, take the time to enjoy a dinner on your own, or with fellow WMA friends.

EVENING EVENT

7:00–9:30 PM
NEVADA MUSEUM OF ART
(WMA @ 90 PARTY)
\$45, includes appetizers and drinks

Celebrate WMA's 90th anniversary with a party at the Nevada Museum of Art! Join us for a special evening of connecting with colleagues. Food and drink open the party as we enjoy the sunset from the Nightingale Sky Room overlooking the Sierra Nevada. Mark 90 years of WMA gathering museum folks by exploring the galleries, the newly opened Charles and Stacie Mathewson Education + Research Center, and seeing a variety of exhibitions. Thank you for being a part of WMA's journey moving the museum field forward!



SATURDAY, OCTOBER 4

8:00 AM–8:45 AM
MORNING COFFEE

Location: Topaz Foyer

FREE!
Join your fellow Annual Meeting attendees for coffee, while connecting with new colleagues and seeing familiar faces

CONCURRENT SESSIONS 9:00 AM–10:15 AM

G1 WMA2025-465
SUCCESSION: HOW MUSEUMS CAN DO IT BETTER THAN THE TV SHOW
LEARNING FORMAT: ACTIVE LEARNING



Succession planning is one of those essential things that all organizations need to do and often do not prioritize. In this session, experienced museum professionals will create a space to discuss succession planning at every level: what it is, why it matters, and how to do it, including resources for weaving it into organizational culture and practice. Attendees will be actively involved in the conversation, exploring their role and sharing stories from their own experiences.

MODERATOR: Natalie Petersen, *Deputy Director, Utah Division of Arts & Museums*
PRESENTERS: Ariel Hammond, *Director of Research Library & Archives, San Diego Natural History Museum*
Barron Oda, *Art & Intellectual Property Attorney, Invenio Legal Studio*
Edward Tepporn, *Executive Director, Angel Island Immigration Station Foundation*
Gail Mandel, *Chief Operating and Advancement Officer, Oregon Jewish Museum and Center for Holocaust Education*

G2 WMA2025-502
BEYOND WORDS: THREE APPROACHES TO TEST TITLES AND MESSAGING
LEARNING FORMAT: ACTIVE LEARNING



How do you test titles and messaging angles to ensure an exhibition/program name speaks to the intended audience, accurately reflects the content, and motivates visitation? This session will feature three perspectives on formative testing: Evaluator, Director of Visitor Insights, and Director of Marketing. Each speaker will describe their organizations' testing process, including the role of internal and external stakeholders. Attendees will learn practical tips and get inspired to try out these testing strategies.

MODERATOR: Johanna Jones, *Director, Evaluation and Visitor Insights, Oakland Museum of California*
PRESENTERS: Patrick Padiernos, *Visitor Insights Specialist, Oakland Museum of California*
Akemi Mease, *Director of User Insights, California Academy of Sciences*
Taylor Shoolery, *Director of Marketing, Fine Arts Museums of San Francisco*

REGISTER

RESERVE
A ROOM



G3 WMA2025-516

TENDING THE FIRE IN DARK MOON TIMES

LEARNING FORMAT: ACTIVE LEARNING



For many indigenous communities, darkness is a time of creative genesis and regeneration, a time for hope beyond the fear. From fiscal constraints to grants that have disappeared to federal staff that are no longer in positions of leadership and support, the impacts and despair is real and reaches across our museum field. In these troubling times, we will hear from multiple museum practitioners who will share their programs, exhibitions, practices and beliefs that will help attendees keep the fire alive, stirring our passions and purposes.

MODERATOR: Noelle Kahanu, *Acting Director, Museum Studies Graduate Certificate Program, University of Hawai'i at Manoa*

PRESENTERS: Meleanna Meyer, *Kanaka 'Oiwi (Hawaiian) Artist and Educator*

Amy Lonetree, *Professor, UCLA*

G4 WMA2025-444

FILLING THE WELL: ELEVATE YOUR SELF-CARE PRACTICE

LEARNING FORMAT: ACTIVE LEARNING



Working in museums and non-profits is often a labor of love. We do it because it matters – and often, we pour everything we have into that work. But what do you do for yourself? How do you refill your inner well of ideas, passion, and creativity? In this session, we'll explore lots of ways to elevate your self-care practice by slowing down, breathing, writing, moving, and creating – even when it feels impossible.

MODERATOR: Niki Stewart, *VP, Chief Learning & Engagement Officer, Frank Lloyd Wright Foundation*

10:15 AM–11:45 AM

INSPIRATION STATIONS

Location: Topaz Ballroom

A casual showcase of innovations from across the museum field, offering you the chance to connect directly with the creators—federal agencies, associations, and inspired individuals alike.

MUSEUMS AND EARTHQUAKE RESILIENCE

PRESENTERS: Scott Randol, *Participatory Research and Evaluation Manager, Oregon Museum of Science and Industry*

Bob deGroot, *Coordinator for Communication, Education, Outreach, and Technical Engagement,*

United States Geological Survey

11TH AGENT OF DETERIORATION

PRESENTER: Melanie Deer, *Collections Manager and Assistant NAGPRA Coordinator for Cultural Items, Center for*

Archaeology and Society Repository at Arizona State University

NUWU PAHSATS ETHNOBOTANICAL GARDEN AT THE SPRINGS PRESERVE

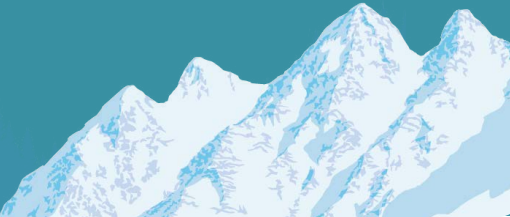
PRESENTERS: Ian Ford-Terry, *Archaeologist/Horticulturalist, Springs Preserve*

Leroy Howell, *Southern Paiute Language Group*

AMERICA'S 250 AND MUSEUM

PRESENTERS: Jessica Hougen, *Executive Director, Benton County Historical Society*

Natascha Adams, *Curator of Exhibitions, Benton County Historical Society*



10:15 AM–11:45 AM

COFFEE KLATCH

Location: Topaz Ballroom

FREE!

Join your fellow Annual Meeting attendees for coffee, while connecting with new colleagues and seeing familiar faces.

10:15 AM–11:45 AM

ROUNDTABLES

Location: Topaz Ballroom

FIRE UP YOUR FUNDRAISING

Presenter: Emily Miranker, *Senior Development Manager, Association of Children's Museums*

CREATING A LOCAL MUSEUM NETWORK IN YOUR COMMUNITY

Presenter: Hayley Noble, *Executive Director, Latah County Historical Society*

READ. SHARE. ELEVATE. A MUSEUM PROFESSIONAL'S GUIDE TO ESSENTIAL READS

Presenters: Ashley Clouse, *Museum Education Manager, Utah Historical Society*

Brandi Burns, *Education and Engagement Director, Utah Historical Society*

STATE-WIDE DISASTER PLANNING NETWORKS

Presenters: Janice Klein, *Executive Director, Museum Association of Arizona*

Christina Cain, *Emergency Programs Manager, Foundation for Advancement in Conservation*

WHO'S LIVES DO YOUR COLLECTIONS REPRESENT: CONDUCTING A DIVERSITY AUDIT

Presenter: Melanie Tran, *Chief Curator, California State Railroad Museum*

ELEVATING IMPERFECTION: SUSTAINABILITY AND TRANSPARENCY IN EXHIBITION PLANNING

Presenter: Rachel Boesenberg, *Associate Curator, Anchorage Museum*

FROM VOLUNTEERS TO FRIENDS: CHANGING THE CULTURE OF VOLUNTEERISM AT YOUR MUSEUM

Presenter: Catie Polley, *Volunteer Manager, Nevada Museum of Art*

MUSEUMS AND AFTERSCHOOL PROGRAMS

Presenter: Paul Whisman, *Afterschool Community Outreach Coordinator, Natural History Museum of Utah*

MUSEUMS AS SENSORY-FRIENDLY AND SENSORY-INCLUSIVE PLACES

Presenter: Carly Starr, *Special Projects Manager, California State Railroad Museum Foundation*

EXHIBIT CHALLENGE EXCHANGE: COLLABORATIVE RAPID FIRE PROBLEM-SOLVING ROUNDTABLE

Presenters: Kim Whitfield, *Chief of Interpretation, California State Railroad Museum*

Emma Silverman, *Cultural Resources Manager, California State Parks & Recreation*

12:00 PM–1:15 PM

AFFINITY LUNCHEONS

These events require pre-registration.

INDIGENOUS LUNCHEON

Fee: \$55

Location: TBD

Enjoy meeting your colleagues from tribal museums and supporters of Native American concerns. All are welcome! The Luncheon will feature guest speaker Joshua Bonde, Executive Director, Stewart Indian School Cultural Center & Museum. Discussion will follow.

Sponsored by Barona Band of Mission Indians

REGISTRAR’S COMMITTEE WESTERN REGION

Fee: \$25

Location: TBD

The Registrars Committee Western Region (RC-WR) Annual Business Meeting Luncheon is open to RC-WR members, as well as non-member Registrars, collections professionals, and related vendors.

Underwritten by Registrar’s Committee Western Region

Sponsored by TBD

DIRECTOR & LEADERSHIP TEAM MEMBER’S LUNCHEON

Fee: \$55

Location: TBD

This luncheon is open to Directors, Deputy Directors, CEOs, CFOs, Leadership Team Members, and Trustees. The Luncheon will feature guest speaker Tony Manfredi, Executive Director, Nevada Arts Council. Discussion will follow.

Sponsored by Blue Rhino Design

STORYTELLERS AND SUPPORTERS LUNCHEON

Fee: \$55

Location: TBD

Especially for curators, development officers, educators, evaluators, exhibit designers, and all who make possible the engaging stories that museums tell, but open to all. The recipient of the Charles Redd Award for exhibit excellence will

Sponsored by TBD



CONCURRENT SESSIONS 11:00 AM – 12:15 PM

H1 WMA2025-474

FOUND IN COLLECTIONS: ELEVATING CONUNDRUMS

LEARNING FORMAT: CONVERSATION



You have conducted an inventory of your collections and now have a pile of objects with no identification, how to proceed? This roundtable will provide a time to discuss procedures to locate identities. Though each state has its own laws governing found in collections items, the processes and procedures of trying to locate an item’s identification can be similar. Let’s share ideas, struggles, and provide support for each other as we tackle this giant puzzle.

MODERATOR: Sara Mercado, Registrar, San Bernardino County Museum

H2 WMA2025-447

EXHIBITS WITH INTENT: DESIGNING EXHIBITS AS PLATFORMS FOR PROGRAMMING

LEARNING FORMAT: CONVERSATION



How can you help your exhibits deliver “more” for your visitors? We will explore case studies of how exhibits have been developed as platforms for both unfacilitated and facilitated learning opportunities. How do we turn neurology puzzles into a sensory brain bar? A story nook into a community conversation spot? A playful roleplay spot into a cultural heritage moment? We will then break into mediated roundtables with participants to explore exhibit/program scenarios suggested by attendees.

MODERATOR: Devon Hamilton, Experience and Learning Director, Blue Rhino Design

PRESENTERS: Uri Griner, Director, Experiences, SMUD Museum of Science and Curiosity (MOSAC)

Daniel Guyton, Traveling Exhibit Manager, Oregon Museum of Science & Industry

Amelia Reising, Founding Director, Adventure! Children’s Museum

Peggy Monahan, VP Exhibits, Pacific Science Center





H3 WMA2025-511
YOU NAILED IT! BUILDING A MEDIA TOOLBOX
LEARNING FORMAT: ACTIVE LEARNING



This tool talk is nuts’ and bolts! Whether a seasoned professional or new to the responsibility, we all find ourselves responding to the media at one time or another. Sharpen your skills for offering an engaging interview and learn to respond effectively in a crisis. This workshop will offer tools for presenting yourself as a professional spokesperson with the most exciting of messages while strategically responding to difficult or uncomfortable situations.

MODERATOR: Amy Oppio, *Chief Operating Officer | Deputy Director, Nevada Museum of Art*
PRESENTERS: Valerie Primeau, *Director of Communications, Nevada Museum of Art*
Alexandria Sivak, *Assistant Director of News and Media Relations, Getty Museum*
Mike Draper, *Partner, Argentum Partners*

H4 WMA2025-458
HOW THE WEST WILL ELEVATE AMERICA 250
LEARNING FORMAT: CONVERSATION

Through the summer of 2025, WMA members will convene virtually to share, discuss, debate and determine their approaches to America 250. Based on these rich virtual dialogues, the WMA Programs and Innovation Committee will provide key takeaways and materials created to continue the conversation through an engaging and interactive conference session building upon last year’s initial informational session.

PRESENTER: Molly Wilmoth, *Bonnie Lee and Oliver P. Steele III Curator of Education & Engagement, High Desert Museum, Member of Programs and Innovation Committee*

3:15 PM–3:45 PM
COFFEE BREAK
Join your fellow Annual Meeting attendees for coffee, while connecting with new colleagues and seeing familiar faces.

CONCURRENT SESSIONS 3:45 PM – 5:00 PM

I1 WMA2025-435
DESTINATION TRANSFORMATION: EFFECTIVELY NAVIGATING ORGANIZATIONAL CHANGE
LEARNING FORMAT: ACTIVE LEARNING



Transformation is inevitable, but resistance to change is just as constant. As museums navigate shifting political climates and technological advancements, leaders must master the art of change adoption. This interactive session explores why transformation efforts fail, the critical components for success, and recovery strategies if change is faltering. Gain actionable insights to engage teams, sustain momentum, and ensure long-term success in a rapidly evolving landscape. Let’s turn resistance into resilience and make transformation stick!

PRESENTER: Kellye Franklin-Nelson, *Founder and Leadership Coach, Kellye Franklin LLC*

I2 WMA2025-506
NAVIGATING NEW POLICIES - STRATEGIES FOR A CHANGING POLITICAL LANDSCAPE
LEARNING FORMAT: ACTIVE LEARNING



Recent executive orders have changed the landscape of arts organizations. Funding sources, grant institutions, research and community representation have all been impacted. You - the audience - are the panel for this moderated discussion. Please come ready to share how your museum or organization is responding to policy changes, and addressing challenges we are all facing. This conversation will leverage the strength of the WMA community to build collective resilience for the communities we serve.

MODERATOR: Jill Snyder, *Museum Consultant, Snyder Consultancy*
PRESENTER: Dan Clevenger, *Principal, Architect, DLR Group*

I3 WMA2025-500
INCREASING COLLECTIONS ACCESS THROUGH COLLABORATION
LEARNING FORMAT: ACTIVE LEARNING



The California Collections Resource Center at the Oakland Museum of California (OMCA) houses the largest collection of California-focused art and artifacts in the state. We’ll share the steps of recent internal partnership-based projects that have increased access to art, history, and natural science collections items for a wide range of people, including OMCA staff, researchers, Native American tribes, other institutions, and the general public.

PRESENTERS: Megan Callan, *Director of Collections, Oakland Museum of California*
Larissa Mellor, *Associate Director of Production, Oakland Museum of California*





14 WMA2025-482
IN COMMUNITY: CREATING AND SHARING EXHIBITS AND PROGRAMS
LEARNING FORMAT: ACTIVE LEARNING



How do you meet your community? Pop-up exhibits and programs at community sites are one way to take museum expertise and resources to the community, and develop sustainable long-term relationships with the community. Hear how museums are bringing people together at community watering holes to engage with curators, educators, exhibit planners, culture bearers, scientists and artists. With colleagues plan your own pop-up exhibit or interactive program.

PRESENTERS: Lisa Falk, *Head of Public Programs / Curator of Education, Arizona State Museum*
Jennifer Juan, *Assistant Director of Public Programs, Arizona State Museum*
Catherine Diaz, *Business Development Manager of Exhibits, Oregon Museum of Science and Industry*
Esperanza Sanchez, *Associate Curator, La Plaza de Cultura y Artes*

5:00–6:30 PM
DINNER ON YOUR OWN

Before tonight's Evening Event, take the time to enjoy a dinner on your own, or with fellow WMA friends.



EVENING EVENT

6:30 PM–9:00 PM
RENAISSANCE RENO DOWNTOWN HOTEL
\$40, includes appetizers and drinks

Spend the last night of the Annual Meeting chilling with colleagues at the Renaissance Reno Downtown Hotel. Take it easy with libations, hearty appetizers, and an exciting mix of activities and educational offerings to connect with fellow attendees. Attend the session "Reno what you did last summer: the campfire doubles down!" or join the WMA Book Club. Learn about Kumeyaay culture through playing traditional games. Through it all, forge new connections, find old friends, and recharge—with no need to rush to catch that last event

"Reno what you did last summer: the campfire doubles down!" Grab a s'more and take a seat around the (artificial) campfire as we swap even more unimaginable but true tales of museum craft, such as -Adventures with Administration -Bewildering board behavior -Creepy collections chronicles -Devilish development dramas -Diabolical deferred maintenance myths -Facility management fables -Hair raising HR reports -Private events potboilers -Spooktacular security stories

**Learn from those who have lived to tell these tales and share your own if you dare!*

FACILITATORS:
Seth Margolis, *Director of Education Operations, The Museum of Flight*
Molly Wilmoth, *Curator of Education and Engagement, High Desert Museum*
Katie Buckingham, *Curator, The Museum of Glass*



ACDR ART CONSERVATION

ACdR Art Conservation is a large multi-disciplinary conservation studios in San Francisco, established in 1999. Specializing in the treatment, of fine arts, historic works, and disaster recovery. Our studios provide the utmost in professional conservation and preservation services, research, collections care, and large scope project management. Offering state of the art technologies for scientific treatment approachesaddressing microbial & pests infestations, and fire soot, ash & smoke contamination. We Have The Expertise, Are Experienced, Caring, And Observant. Let's Be Good Stewards Together!

ART BRIDGES

Art Bridges Foundation is dedicated to expanding access to American art nationwide. Art Bridges partners with a growing network of over 240 museums to provide financial and strategic support for traveling exhibitions, collection loans, and programs designed to educate, inspire, and deepen engagement with local communities. Learn more at artbridgesfoundation.org.

BALBOA PARK ONLINE COLLABORATIVE

Balboa Park Online Collaborative is a nonprofit technology and cultural strategy consultancy that offers IT managed services and strategic consulting for digital and organizational strategy, IT infrastructure, audience engagement and development, capacity building, and human capital planning to museums and other cultural organizations. We also offer institutional psychotherapy at no additional cost.

CALNONPROFITS INSURANCE SERVICES

CalNonprofits Insurance Services is a social enterprise of the California Association of Nonprofits that provides specialized, cost-effective insurance solutions and risk management resources for nonprofits. By tailoring coverage to the needs of the sector, CNIS helps nonprofits protect their people and assets, so they can focus on advancing their missions.

CATALOGIT

CatalogIt is a comprehensive, secure, and modern platform for cataloging and managing your collections and publishing to the web to share your objects' stories. As a cloud-based CMS, CatalogIt reduces costs and empowers staff/volunteers to collaborate simultaneously- securely viewing and editing your records anywhere, anytime from mobile or desktop.

COLLECTOR SYSTEMS

Collector Systems is a leader in cloud-based solutions for museums, foundations, and historic homes. CS handles art, archives, history, archaeology, and more. The CS mobile app includes condition reporting, location updates, and barcode scanning. New features include digital signatures and expanded conservation. Our integrated WordPress theme allows for sharing your collection.

CRĒO EXHIBITS

CRĒO is a full-service custom exhibits fabricator with a collaborative spirit that produces remarkable results. Our broad range of capabilities uniquely position us to serve environments where the public come for education and entertainment. Whether an interactive exhibit or elegantly displayed artifacts, CRĒO has the multi-discipline expertise to deliver the highest level of craftsmanship to everything we create.

DELTA DESIGNS LTD

Delta Designs Ltd specializes in the design and professional manufacture of high-quality museum storage equipment. We now offer the full complement of collection storage including cabinets, mobile systems, art racks, and open shelving. Our products meet the highest standards of conservation practices. Delta Designs Ltd. is the most trusted name collection storage.

ERCO LIGHTING, INC.

ERCO is a leading specialist in architectural lighting, using 100% LED technology. Our luminaires are carefully developed through in-house production to offer the best quality of lighting solutions for offices, galleries, and outdoor facilities. With our extensive range of products, we offer individualized support to our customers' needs and requirements.

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

KUBIK-MALTBIE

kubik maltbie is a preeminent leader in the production of the world's most prestigious visitor experiences throughout North America and internationally. With over 60 years' experience as an exhibit contractor, kubik maltbie has a proven track record of producing museum-quality projects. From presidential libraries, children's museums, natural history museums, and everything in between, we provide complete turnkey services from pre-construction consulting and design assist services through close-out.

MUSE SOFTWARE

Muse Software is a modern museum management platform. Our unified platform includes GA and timed-entry ticketing, CRM, fundraising, merchandise & café point-of-sale, front desk operations, integrated payments, event management, and more. Located in Encinitas, CA and Miami, FL — powering cultural institutions worldwide.

THRIVE PAYMENTS

Thrive Payments partners with museums of all sizes to design exceptional customized payment acceptance programs and services that improve the way they do business. The Thrive Payment promise is to deliver your payment processing needs simply, efficiently, and fairly. When you place your trust in Thrive Payments, we stop at nothing to outfit you with the best products available for your needs and budget. The result: your peace of mind.

U.S.ART COMPANY

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.

AREA INFORMATION

ABOUT RENO

The area now known as Reno, Nevada has a long and rich history starting with its Native populations, the Washoe, Shoshone, and Paiute peoples. Also known as the “Biggest Little City in the World,” Reno is the largest city in Northern Nevada and situated less than 20 miles east of California made the perfect connection between Virginia City and the California Trail, accommodating thousands of travelers moving to the West coast during the gold-rush. Today, residents and visitors enjoy the beautiful Lake Tahoe and the largest concentration of ski resorts in a 50-mile radius. Between the Truckee River and Lake Tahoe water sports and fishing are popular activities in the fall months. The Sierra Nevada Mountain ranges offer opportunities for hiking, biking, and rock climbing among the beauty of the natural environment.

INVENTOR OF: BLUE JEANS
INTERNATIONAL ACCLAIM: HOME TO THE TALLEST CLIMBING WALL IN THE WORLD

GEOGRAPHY & CLIMATE

Situated between the Sierra Nevada Mountain range and the Great Basin, Reno’s cold semi-arid climate makes for gorgeous fall weather, with an average temperature of 60° during the beginning of October. At an elevation of over 4,400 ft above sea level, the air is dry and crisp, carrying the scent of sagebrush through the city. We suggest bringing layers for the Annual Meeting, as days will be warm and sunny, with evenings on the chillier side.

Although warmer weather is scheduled for the Annual Meeting, the conference halls can be rather chilly. We recommend layering up, bringing a jacket for the indoors and the Evening Events outside.



GETTING AROUND & TRANSPORTATION

Downtown Reno is a walkable area, with restaurants, shops, and convenience stores around every corner. There will be shuttles available for Annual Meeting events outside of the downtown area. If you’re flying into Reno, the best way to get to WMA 2025 headquarters is through rideshare. You may also take advantage of one of the nine rental car services located in RNO Airport.

ABOUT THE WESTERN MUSEUMS ASSOCIATION

Providing professional development to museum professionals since 1935

OUR MISSION

Strengthening museums to serve diverse communities.

OUR VISION

Dynamic museums inspiring a more just future.

WHO WE ARE

The Western Museums Association (WMA) is a nonprofit, membership organization dedicated to serving museums, museum professionals, and related institutions by providing vision, enrichment, intellectual challenge, as well as a forum for communication and interaction. Through training and educational programs, the WMA empowers the diverse museum community of the West to cultivate leadership and enable institutions to remain relevant in a dynamic world.

Additionally, the WMA creates opportunities for its constituents to build skillsets to better serve their communities through their museums by providing professional development opportunities west of the Rockies, including in Alaska and Hawaii, the western Canadian provinces of Alberta and British Columbia, among others.



CONTACT

Western Museums Association
PO Box 11341
Indianapolis, IN 46201-9998
P: 707.433.4701
wma@westmuse.org

OUR CORE VALUES

PROGRESS AND IMPROVEMENT

WMA challenges museums – as we challenge ourselves – to keep pushing forward to grow their positive impact in their communities and in the advancement of their staffs.

RESPONSIBILITY AND STRENGTH

We believe museums have a responsibility to the communities of which they are an integral part, as we have a responsibility to museums and museum people.

LEADERSHIP AND SUSTAINABILITY

We promote professional development as a path to growing future leaders from within the field and creating new models for future success and vitality.

COLLABORATION AND OUTREACH

Through collaborative partnerships, WMA supports others in the museum field – including other associations – to strengthen the field’s capacity.

TRUST AND RECIPROCITY

We respect each other’s work and individual value as we build life-long relationships that support each other’s professional endeavors and personal well-being.

CREATIVITY AND EXPERIMENTATION

WMA serves as an incubator of ideas for the museum field through creativity in member engagement and program development.

FUN AND PLAY

We recognize that enjoyment facilitates learning, discovery, and relationship building among colleagues who energize each other to be creative problem solvers and happier people.

ABOUT NEVADA MUSEUMS ASSOCIATION



ABOUT

From big cities to rural communities, there are more than 100 museums across Nevada. Their missions may vary, but together their collections span millions of years of natural, cultural, social, art, and political history. Nevada museums tell the diverse stories of time and place.

The Nevada Museums Association (NMA) is a non-profit membership organization made up of museum professionals as well as businesses and individuals interested in museums.

MISSION

The NMA provides support to the state's 100+ museums by offering learning opportunities through a quarterly newsletter, annual conference and other informational workshops held throughout the year.

CONTACT:

Nevada Museums Association
P.O. Box 571737
Las Vegas, NV 89157

BLUE RHINO DESIGN

Blue Rhino Design creates visitor-centred experiences that are visceral, intelligent and, above all, unforgettable.

contact us

info@bluerhino.com
www.bluerhino.com
2938 Dundas Street West
PO Box 70688
Toronto, Ontario
Canada M6P 4E7

our approach

Blue Rhino Design creates interactive exhibits and immersive spaces that communicate through experience. Our exhibits encourage conversation and make complex topics accessible by putting the visitor first in every design.

our mission

To design exhibit experiences that:

- Put visitors first.
- Are social, not isolating.
- Extend beyond institution walls.
- Touch people's hearts and minds.
- Offer something unique and memorable.
- Bridge cultures and embrace diversity.

our services

Conceptualize | Develop
Design | Prototype | Fabricate

- Museums
- Cultural Centers
- Children's Museums
- Science Centers
- Travelling & Pop-up Exhibits
- Visitor & Interpretive Centers
- Trade Show Booths
- Parks & Public Spaces
- Digital & Physical Interactives

ACCESSIBLE

ENGAGING

DIVERSE

IMMERSIVE

Utah Division of Arts & Museums: Leading the Way

We invite you to engage with us! Benefit from our state agency that serves both arts and museums. Our staff includes a museums outreach conservator.

- Access valuable resources
- Collaborate on program development
- Gain knowledge through expert-led webinars
- Expand your network with industry leaders



 
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> artsandmuseums.utah.gov/museums



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'Eyay 'Ehan, Western Museums Association!
Peyii 'Enyeway 'Esekaayches!



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San Francisco, California

studios tel. 415.751.2540

ACdRConservation@icloud.com ACdRConservation.com

Partnering Together To Provide Better Payment Solutions For All Museums



Western
Museums
Association

Western Museums Association's engagement with Thrive Payments facilitates the ongoing support of WMA members through payment acceptance services and related technological advancement opportunities which are aimed at driving growth and value for the creative culture they promote.

Let us provide you a statement review that can deliver valuable, potentially money saving solutions to your payment processing needs.

In turn, we will donate **\$250** to the Western Museums Association in your museum's name.

Product solutions that offer omnichannel acceptance such as:

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- \$25 or less a year
- Quarterly Newsletter keeps you up to date on all things western US
- Collections Services Initiative: Registrars at WMA
- Webinars
- Participate in Registrars Olympics