About the Western Museums Association
Providing professional development to museum professionals since 1935

The Western Museums Association (WMA) is a nonprofit, membership organization dedicated to serving museums, museum professionals, as well as the related organizations and individuals, by providing vision, enrichment, intellectual challenge, and a forum for communication and interaction. The WMA is primarily comprised of members across the Western states of Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, Utah, Washington, and international members from Mexico, British Columbia, and the Pacific Islands, among others.

The WMA sustains itself through memberships, the Annual Meeting, and partnerships.

Mission Statement
The Western Museums Association provides opportunities for learning and personal interaction to enhance the creative skills and enrich the lives of individuals who do museum work.

EMPOWERING individuals to CULTIVATE leadership and enabling institutions to remain relevant in a dynamic world
“This was my first WMA Annual Meeting. I had a great time meeting new people and getting new ideas for our museum.”

—WMA 2014 Annual Meeting Attendee

“The sessions I attended were all very thought-provoking, and it was very easy to connect with colleagues.”

—WMA 2014 Annual Meeting Attendee
Western Museums Associations 2014 Annual Meeting in Las Vegas

The Western Museums Association (WMA) proudly welcomed 490 museum professionals to Las Vegas for the convening of the 2014 Annual Meeting on October 5-8. Las Vegas is a city known for rebirth and originality, and the meeting’s theme of **Expect the Unexpected** embodied the thought-provoking sessions, lively discussions, and connections made.

WMA’s tradition of innovative programming continued in 2014 with 43 Sessions, 10 Pre-Conference Workshops and Tours, 2 Evening Events, 4 Affinity Gatherings, a Poster Session, the second installment of WestMusings, and the unexpected Afternoon at Springs Preserve. A special thank you goes to the Volunteers, Exhibitors, and our Sponsors. All of these elements equaled one amazing Annual Meeting!

**490 MUSEUM PROFESSIONALS WERE WELCOMED AT THE 2014 ANNUAL MEETING IN LAS VEGAS**

**THIS YEAR’S ATTENDEES HELPED RAISE OVER $7000 FOR THE 2015 SCHOLARSHIP PROGRAM**

Thirteen Wanda Chin Scholarship recipients were in attendance—congrats to them. This year, attendees’ generosity helped raise over $7000 for the 2015 Scholarship Program. Stay tuned for upcoming blog posts from the scholarship recipients!

The 2014 Annual Meeting started out with an unexpected bang as Oscar Goodman, Former Mayor of Las Vegas, made a grand entrance to the General Session complete with showgirls, martinis, and music to welcome attendees. He certainly set a rejuvenating tone for the rest of the conference.

**43 SESSIONS**

**10 PRE-CONFERENCE WORKSHOPS**

The Charles Redd Award for Exhibition Excellence and Director’s Chair Award are both important aspects of WMA’s programming. This year, the Oakland Museum of California (OMCA) was presented the Redd Award for their provocative **Above Below: Stories for Our Changing Bay** exhibit. Senior Curator Louise Pubols accepted the Charles Redd Award on behalf of the OMCA and later discussed the exhibit at the Storytellers and Supporters Luncheon.

**THE CHARLES REDD AWARD FOR EXHIBITION EXCELLENCE AND DIRECTOR’S CHAIR AWARD ARE BOTH IMPORTANT ASPECTS OF WMA’S PROGRAMMING.**
Jim Tharp, Trustee of the Telluride Historical Museum and former WMA Board and Executive Committee member, received the Director’s Chair Award. Jim was integral in the transition of WMA from a Board-managed organization back to being a sustainable and professional staff-managed association. Kippen de Alba Chu, WMA President, describes Jim as, “The right person at the right time for difficult decisions. Through his leadership, we’re in the best position.”

Mark Hall-Patton’s thought-provoking keynote address challenged attendees to be aware of themselves and their actions as museum professionals, to always be conscious of ethics, and to let visitors see the “real” at museums. He left off with an inspiring thought, “Museums are cool. Museums are neat. Museums are worth going to,” and we couldn’t agree more.

WestMusings | 10 Minute Museum Talks closed the WMA 2014 Annual Meeting at the Springs Preserve. WestMusings is an unconference program of short, engaging presentations by forward-thinking museum leaders, and the video are now available on WMA’s website and YouTube channel. This year’s WestMusers offered poignant narratives about their origin stories and how each of their beliefs, likes, and desires connect them to the pulse of museums. WestMusings 2014 speakers:

- Sven Haakanson, Curator of North American Anthropology, Burke Museum of Natural History and Culture, Associate Professor of Anthropology, University of Washington
- Michael Wall, Vice President of Research and Public Programs, San Diego Natural History Museum
- Wendy Meluch, Visitor Studies Consultant, Visitor Studies Services
- Paul Gabriel, Educational Consultant/Educational Therapist

Watch WestMusings 2014 Videos: www.westmuse.org/articles/westmusings2014
“It was so refreshing to be surrounded by such optimism and professionalism.”

–WMA 2014 Annual Meeting Attendee

“We were looking to elevate our company’s exposure on the west coast and I think we succeeded.”

–WMA 2014 Annual Meeting Attendee
For the 2014-2017 term, the WMA Board of Directors welcomed 7 distinguished museum professionals:

- Eowyn Bates, Senior Director of Development and Membership, San Diego Natural History Museum, San Diego, CA
- Clare Haggarty, Civic Art Collections Manager, Los Angeles County Arts Commission, Los Angeles, CA
- Angela Linn, Collections Manager of Ethnology and History, University of Alaska Museum of the North, Fairbanks, AK
- Carla Roth, Principal, Think ROTH Projects, Los Angeles, CA
- Keni S. Sturgeon, Director, Science & Education, Pacific Science Center, Seattle, WA
- Dana Whitelaw, President, High Desert Museum, Bend, OR
- Louise Yokoi, Independent Museum Professional, Berkeley, CA
A Special Thanks to Our 2014 Annual Meeting Sponsors
WMA by the Numbers in 2014

**TOTAL MEMBERS**

- **4789 SOCIAL MEDIA CONNECTIONS**
- **800 TOTAL MEMBERS INCLUDES ASSOCIATE MEMBERS**

**MEMBERSHIP: All Levels**

- Corporate: 12%
- Institutional: 25%
- Individual: 63%

**MEMBERSHIP: Individual**

- Patron: 6%
- Senior Level: 23%
- Mid-Level: 39%
- EMP: 32%

**MEMBERSHIP: Institutional**

- Level 1 (0-3 Staff): 36%
- Level 2 (4-6 Staff): 26%
- Level 3 (7-10 Staff): 12%
- Level 4 (11-14 Staff): 6%
- Level 5 (15+ Staff): 20%

**MEMBERSHIP: Corporate**

- Patron: 22%
- Member: 78%
WMA by the Numbers in 2014

- **16%** increase in total net assets since 2012
- **10%** annual meeting attendance increase since 2012
- **Over $7,000** raised for the 2015 scholarship program
- **47%** first time attendees

**ATTENDEES: First Time**
- No: 53%
- Yes: 47%

**ATTENDEES: Work Area**
- Exhibition Design/ Curation: 18%
- Marketing/ Communication: 8%
- Fundraising/ Business Development: 6%
- Information Technology: 3%
- Facilities/ Construction: 3%
- Administration/ Finance: 3%
- Education/ Public Programs: 21%
- Collections Care/ Shipping: 20%

**ATTENDEES: Career Stage**
- Less than 10 years: 45%
- 10-20 years: 26%
- 20+ years: 24%

WMA Financials

**STATEMENT OF FINANCIAL POSITION**

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL ASSETS</td>
<td>$155,154</td>
<td>$165,068</td>
<td>$180,939</td>
</tr>
<tr>
<td>TOTAL LIABILITIES</td>
<td>$935</td>
<td>$3,105</td>
<td>$3,891</td>
</tr>
<tr>
<td>TOTAL NET ASSETS</td>
<td>$154,219</td>
<td>$161,963</td>
<td>$177,048</td>
</tr>
</tbody>
</table>

**REVENUE**
- Membership & Contributions
- Annual Meeting

**EXPENSES**
- Operations
- Programs

ANNUAL REPORT 2014 • Western Museums Association
WMA Board of Directors

OFFICERS
President:
Kippen de Alba Chu, Executive Director, Iolani Palace

Vice President, Membership and Development:
Lisa Sasaki, Director of Audience and Civic Engagement, Oakland Museum of California

Vice President, Programs:
Kurt Graham, Church History Museum

Treasurer:
Scot Jaffe, Director of Exhibitions and Collections, San Diego Museum of Art

Secretary:
Micah Parzen, CEO, San Diego Museum of Man

Immediate Past President:
Redmond J. Barnett, Head of Exhibits, Washington State Historical Society

MEMBERS
Eowyn Bates, Senior Director of Development and Membership, San Diego Natural History Museum

W. James Burns, Executive Director, University of Arizona Museum of Art

Jacqueline Cabrera, Associate Registrar for the Villa, J. Paul Getty Museum

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

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

Ted A. Greenberg, Museum Consultant/Collection Management/Registration Specialist

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

Michael Hammond, Executive Director, Agua Caliente Cultural Museum

Cheryl Hinton, Director Emeritus/Curator of Collections, Barona Cultural Center & Museum

Katherine Hough, Chief Curator, Palm Springs Art Museum

Marilyn G. Jones, Traditional Heritage Specialist

Jonathan Katz, CEO, Cinnabar Inc

James G. Leventhal, Director for Development, Exploratorium

Angela Linn, Collections Manager of Ethnology and History, University of Alaska Museum of the North

Adam Mikos, Consultant, LooseKnitCollective

James Pepper Henry, Director/CEO, Heard Museum of Native Cultures and Art

Carla Roth, Principal, Think ROTH Projects

Anne Rowe, Director of Collections and Exhibitions, Sunnylands Center

Jill Rulkkoetter, Senior Deputy Director, Frye Art Museum

Nikolai J. Sklaroff, Director, Public Finance West Region, Wells Fargo Securities

Keni S. Sturgeon, Director, Science & Education, Pacific Science Center

Moya Waters, Associate Director, Museum of Anthropology at the University of British Columbia

Wesley A. Wenhardt, Executive Director, Foss Waterway Seaport

Louise Yokoi, Independent Museum Professional

WMA STAFF
Jason B. Jones, Executive Director

Lauren Valone, Program Coordinator