Dear Friends and Colleagues,

The Western Museums Association (WMA) in partnership with the Museum Association of Arizona cordially invites you to the 2016 Annual Meeting in Phoenix, Arizona on September 25-28, 2016.

Named after a mythological and cyclically reborn bird, Phoenix is one of the most populous and fastest-growing cities in the nation. With CHANGE as the theme, the Annual Meeting will focus on the shifting museum landscape and how the field can adapt to rise anew. Together as a museum professional community, we will ask: How can museums stay relevant in a rapidly changing technological and social environment? What happens to staff when there is a change in leadership or ideology at a museum? How does change help museums have meaningful conversations about the future of the field? What better place than Phoenix, a rapidly expanding city founded on the idea of renewal, to discuss change?

In keeping with the theme of CHANGE, we are changing up our program this year. The 2016 Annual Meeting will feature an open exhibit hall, branching off into session rooms, providing a central meeting space for all WMA attendees. The program includes two distinguished keynote speakers: The Honorable Diane J. Humetewa, the first woman of Native American descent to serve as a United States District Judge and Gregory Hinton, the creator and producer of Out West™, a historic national program series dedicated to illuminating the history and culture of the Lesbian, Gay Bisexual, and Transgender (LGBT) communities in the American West. New this year, we have added a Trustee Track to the program, as well as a special Trustee reception. Finally, on the last day of the Annual Meeting, WestMusings will round out the sessions—ensuring that all attendees will have the opportunity to attend these engaging presentations.

Like its predecessors, the 2016 Annual Meeting will continue a rich tradition of innovative programming. This year’s Annual Meeting offers an engaging program of 43 sessions from nine interdisciplinary tracks: Business, Collections, Community Engagement, Development, Indigenous, Leadership/Careerpath, Technology, Visitor Experience, and Trustee. There will be numerous opportunities to meet and network with museum colleagues throughout the Annual Meeting. The Evening Events will be especially memorable this year. We will open the conference with a night at the stunning Desert Botanical Gardens. The following nights we will meet at two renowned museums: the Heard Museum and the Phoenix Art Museum. We are thrilled to be able to share a special experience at each of these fantastic institutions with you.

WMA 2016 promises to be a groundbreaking Meeting. Be prepared for an absorbing and thought-provoking experience that will CHANGE the way you think about museums. Please join the WMA community as we share and expand our knowledge together. We are looking forward to welcoming you to Phoenix in September!

—Western Museums Association
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.

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**ACKNOWLEDGMENTS**

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**OFFICERS**
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- William Peterson, Northern Division Director, Heard Museum
- Annie Larkin, Associate Curator of Public Programs, Amon Carter
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**SPECIAL THANKS**

The WMA wishes to recognize the many colleagues who contributed their valuable time, energy, and expertise to the success of the 2016 Annual Meeting.

**2016 Annual Meeting Host Committee**
- Oana Ghisli Boppart, Co-Chair
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- Arizona Science Center
- Chandler Museum
- Children’s Museum of Phoenix
- Desert Botanical Garden
- Heard Museum
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**WMA Staff**
- Jason B. Jones, Executive Director
- Kate Skelly, Communications & Program Coordinator

**MAA Staff**
- Janice Klein, Executive Director
## ANNUAL MEETING SPONSORS

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

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## SCHEDULE AT-A-GLANCE

### Sunday, September 25

- **8:00 am–6:30 pm**: Registration Desk Open  
- **9:00 am–5:00 pm**: Pre-Conference Workshops  
- **9:00 am–5:00 pm**: Pre-Conference Tours  
- **5:00 pm–6:30 pm**: Opening Reception (Free)  
- **6:45 pm – 8:00 pm**: Welcome to Arizona Pre-Party (Free)  
- **8:00 pm–10:00 pm**: Shipper’s Party at the Arizona Science Center (Free)

### Monday, September 26

- **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 noon–1:45 pm**: Exhibit Hall Networking Lunch  
- **2:00 pm–3:15 pm**: Concurrent Sessions  
- **3:15 pm–4:30 pm**: Exhibit Hall Networking & Refreshment Break  
- **4:00 pm–5:15 pm**: Concurrent Sessions  
- **5:30 pm–6:30 pm**: Trustee / Directors Reception  
- **6:45 pm – 8:00 pm**: Welcome to Arizona Pre-Party (Free)  
- **8:00 pm–10:00 pm**: Shipper’s Party at the Arizona Science Center (Free)

### Tuesday, September 27

- **7:30 am–8:45 am**: Affinity Breakfasts  
- **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  
- **12:30–1:45 pm**: Affinity Lunches  
- **2:00 pm–3:15 pm**: Concurrent Sessions  
- **3:15 pm–4:15 pm**: Exhibit Hall Closing Reception (Free)  
- **7:00 pm–10:00 pm**: Evening Event: Desert Botanical Gardens

### Wednesday, September 28

- **8:00 am–8:45 am**: Morning Coffee  
- **9:00 am–10:45 am**: Closing General Session & Keynote  
- **11:15 am–12:30 pm**: Concurrent Sessions  
- **12:30 pm–1:30 pm**: Lunch On Your Own  
- **1:45 pm–3:00 pm**: Concurrent Sessions  
- **3:15 pm–3:45 pm**: Coffee Klatch  
- **4:00 pm–5:15 pm**: WestMusings 2016  
- **7:00 pm–10:00 pm**: Evening Event: The Heard Museum

Schedule and sessions are subject to change.
The Hyatt Regency Phoenix — 2016 Annual Meeting Headquarters
122 North Second Street
Phoenix, Arizona, USA, 85004.

Annual Meeting Activities
The WMA 2016 Annual Meeting will be held in the Hyatt’s Meeting Center on the Second Floor—sessions will take place in meetings rooms just off of the Atrium, where the Exhibit Hall is located.

Transportation
Scheduled buses for tours and special events will pick- up guests at the Hyatt Regency Phoenix. Please consult the Program for shuttle times, and arrive at the pick up location fifteen minutes prior to departure. Buses will return participants to the Hyatt.

Registration/Volunteer Desk
The registration desk is located on the Second Floor of the Hyatt Regency Phoenix.

The desk will be staffed during the following times:

- Sunday, September 25: 8:00 am–7:00 pm
- Monday, September 26: 8:00 am–6:00 pm
- Tuesday, September 27: 8:00 am–6:00 pm
- Wednesday, September 28: 8:00 am–6:00 pm

Exhibit Hall Schedule
Please visit our Exhibit Hall in the second floor Atrium of the Hyatt Regency Phoenix. Exhibits will be open during the following times:

- Sunday, September 25: 5:00 pm–7:00 pm
- Monday, September 26: 12:00 noon–4:30 pm
- Tuesday, September 27: 9:45 am–4:00 pm

Tickets
If you registered for an Evening Event or Affinity Lunch hosted by the WMA, your tickets are located in your registration packet. Please present your ticket before boarding buses or entering an event.

REGISTER NOW
RESERVE A ROOM

Guests
Nonregistered 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. Children under the age of 10 are not permitted in the conference area.

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

Message Board
Attendees may post messages, job opportunities, and exchange tickets on a message board located in the Registration area. There is no charge for this service; however, we ask that you be mindful of the limitations of space to accommodate all notes. Commercial ads are not allowed on the board, nor is material of a commercial nature allowed on tables unless arranged in advance with the WMA.

Lost & Found
Lost and found articles turned in to the WMA Registration Desk will be held there until the end of each day; when items will then be turned over to the hotel’s front desk.

Connect with WMA!

Use #wma2016
Post pictures on our Facebook Wall
Tweet us @westmuse
PRE-CONFERENCE TOURS

9:00 AM—2:00 PM  
**Taliesin West - A Frank Lloyd Wright Tour**

The Frank Lloyd Wright Foundation invites you to a special version of their guest experience at Taliesin West. Following a brief presentation about the Preservation Master Plan for the property, guests will be treated to an experience that is both immersive and powerful. Guests are fully welcomed into every room and space—nothing on the tour is behind ropes or behind glass. The tour visits the Cabaret Theater, Garden Room, Wright’s living quarters, and reception office, which are filled with surprise, majestic views and intimate interior details that recognize Wright’s keen observation of the landscape and incorporate the natural environment into Wright’s spaces. The tour inspires visitors with innovative principles, beauty, technological experiments, and an unparalleled body of work of Frank Lloyd Wright at his laboratory for modern architecture in Scottsdale, where a community still lives, works, and studies today.

9:00 AM—3:00 PM  
**Pueblo and Mesa Grande Archeology Tour**

Pueblo Grande and Mesa Grande are both large Hohokam platform mounds and village sites dating between 1,500 and 1,000 years old. The first stop on this tour is Pueblo Grande, where the Phoenix City Archaeologist will provide a chronological overview of the Hohokam culture and a tour of site, with its mound, replicated houses and ballcourt. At Mesa Grande staff from the Arizona Museum of Natural History will discuss the history of the site’s preservation and give a tour of mound and reconstructed ballcourt. Lunch will be provided at the recently opened Visitors Center. Please wear comfortable shoes for walking outdoors, and bring water and protection from the sun.

9:00 AM—2:00 PM  
**Huhugam Ki Museum Tour**

Take a tour of the Huhugam-Ki (“House of the Ancestors”) Museum and learn about the Salt River Pima-Maricopa Indian Community’s approach to the preservation, collection and display of historic, educational and culturally important material. Participants in this behind-the-scenes tour will see the museum’s exhibit space, archives and nearby collections repository. Afterward, a boxed lunch will be served in the unique cactus rib and adobe museum building, with an opportunity for further conversation with the staff about how the museum paradigm fits into a tribal cultural foundation.
PRE-CONFERENCE WORKSHOPS

9:00 AM–4:00 PM
Design Day—Exhibit Design Workshop
$25, includes lunch and all materials needed
Location: Children’s Museum of Phoenix
Design an exhibit in this two-part hands-on interactive workshop. Working in small groups with actual architectural plans and raw content, participants plan and script a museum exhibit in the morning and develop a working scale model in the afternoon. Attendees learn about story development, visitor flow, space planning, and exhibit component design.
Moderator: Wayne Hunt, Principal, Hunt Design
Presenter: Jennifer Bressler, Principal, Hunt Design
Heather Lindquist, Exhibit Content Developer, Harvest Moon Studio

9:00 AM–1:00 PM
Take Charge of Leadership Change & Transition—From Planning to Successful Implementation
$25, includes all materials needed
Location: Arizona Science Center
Change is coming—are you ready? This workshop offers Board members and museum executives a step-by-step process to both prepare for an eventual leadership succession, and manage a current transition. Explore how good governance practices, leadership transition tools, stakeholder engagement, and strategic communication can ensure organizational sustainability, mitigate risk, and effectively leverage a transition into a strategic opportunity. This workshop includes discussions, case studies, and a transition preparedness assessment process.
Moderator: Rebekah Lambert, Vice President, Arts Consulting Group, Inc.
Presenter: Kathryn R. Martin, Owner, Kathryn Martin Consulting

9:00 AM–1:00 PM
Materials for Storage and Soft Packing
$25, includes all materials needed
Location: Arizona Science Center
Choosing appropriate materials for storage containers, supports, and soft packing can be confusing for collection managers and curators. Which foams are good? Is buffered paper better than acid-free? Why do some plastics turn yellow? Where do I buy good materials? In this session, presenters demonstrate techniques for testing materials, and provide examples of various types of storage supports that utilize these materials. Participants are provided a sample worksheet with examples of materials commonly found for storage and soft packing.
Moderator: Nancy Odegaard, Conservator, Head of Preservation, Arizona State Museum, University of Arizona
Presenter: Marilen Pool, Project Conservator, Arizona State Museum, University of Arizona
Gina Watkinson, Laboratory Coordinator, Arizona State Museum, University of Arizona

4:00 PM–5:00 PM
SPEED NETWORKING FREE!
Location: Second Floor Atrium
Kick off your conference 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 brokers brief individual introductions between everyone in the room. Want to keep the conversation going? Following the structured program, we will save time for refreshments and mingling. This fast-paced event will be moderated by Steve Cambas, Anne Rowe, and Niki Cuccinotto.

5:00 PM–6:30 PM
OPENING RECEPTION FREE!
Location: Second Floor Atrium
Join your fellow WMA 2016 attendees for an opening Reception in the Exhibit Hall. Start your first evening in Phoenix enjoying appetizers, drinks, and conversing with colleagues and our corporate members.

6:45 PM–8:00 PM
WELCOME TO ARIZONA PRE-PARTY FREE!
Location: Heritage Square
The Museum Association of Arizona invites you to get a taste of the Southwest with your colleagues from the Grand Canyon State at historic Heritage Square, just steps from the Arizona Science Center. Enjoy a buffet of food made from traditional Tohono O’odham ingredients and a cash bar featuring local craft beer. Tours of the Rosson House, a fully restored Queen Anne Victorian historic home, will be available.

8:00 PM–10:00 PM
SHIPPER’S PARTY FREE!
Location: Arizona Science Center
The greatly anticipated annual Shipper’s Party is now an official event and open to all attendees! Light snacks and drinks will keep your energy high as you network, as you enjoy the galleries of the Arizona Science Center.
Sponsored by domestic and international shippers.
MONDAY, SEPTEMBER 26

8:00 AM–8:45 AM  MORNING COFFEE  Location: Regency Ballroom Foyer (first floor)
Join your fellow WMA 2016 attendees for coffee, while connecting with new colleagues and seeing familiar faces.

9:00 AM–10:45 AM  OPENING GENERAL SESSION & KEYNOTE  Location: Regency Ballroom (first floor)
Join us as we welcome attendees to Phoenix, present awards (WMA’s Charles Redd Center Award for Exhibition Excellence, WMA’s Director’s Chair Award, and WMA’s Roger Lidman Distinguished Service Award), report on WMA business, and get inspired by the keynote speaker.

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

LOCAL WELCOME William Peterson, President, Museum Association of Arizona

WMA BUSINESS REPORTS Kippen de Alba Chu, WMA President

WMA AWARDS PRESENTATION Redmond Barnett, WMA Immediate Past President

MAA AWARDS PRESENTATION William Peterson, President, Museum Association of Arizona

KEYNOTE ADDRESS The Honorable Diane J. Humetewa, United States District Judge for the District of Arizona

The Honorable Diane J. Humetewa is the first woman of Native American descent to serve as a United States District Judge. Prior to her confirmation, she served as Special Advisor to the President and Special Counsel in the Office of General Counsel at Arizona State University and as a Professor of Practice at ASU’s Sandra Day O’Connor College of Law, as well as Deputy Counsel for the United States Senate Committee on Indian Affairs. Judge Humetewa is a member of the Hopi Tribe, has served as an Appellate Court Judge for the Hopi Tribe Appellate Court, and is a former Board member of the Heard Museum in Phoenix.

Sponsored by MATT Construction

CONCURRENT SESSIONS 11:15 PM–12:30 PM  Location: Phoenix West Room

A1—SP14  Find/Create/Organize: An Archive for a Small Museum
Would you like your museum to be an anchor in your community? Explore the roles of museums and libraries in community revitalization through “turning outward,” a comprehensive approach to civic change centered on our communities instead of ourselves. Hear about the Children’s Museum of Pittsburgh’s creative place-making efforts and the Northwest African American Museum’s role as a vital gathering place. Learn about the skills and attributes that are critical in sustaining effective community revitalization.
Moderator: Berlin Lea, Projects Coordinator, Special Collections, California Polytechnic State University
Presenters: Neal Hitch, Executive Director, Imperial Valley Desert Museum
Nadia Arambula, Registrar, Phoenix Airport Museum
Steve Haza, Archivist/Conservator, Salt River Pima-Maricopa Indian Community/Huhugam Ki Museum

A2—SP29  CREATE at Arizona Science Center: A Case Study in Adaptive Reuse and Radical Reinvention
Over five years ago, Arizona Science Center set out with an ambitious goal: to establish a world-class facility dedicated to innovation and education. After community meetings, design charrettes, architectural refinements, construction revisions, and program development, CREATE was completed in 2015. Hear from the science center staff and architects who brought this idea to life and who see this project as a new way museums can lead meaningful and lasting change in their communities.
Moderator: Steven Weiner, Program Director of CREATE, Arizona Science Center
Presenters: Stacy Sidman, Director of Special Projects, Arizona Science Center
Peter Rutts, Studio Director and Principal, Westlake Reed Leskosky

A3—SP33  Search Process Revealed: Perspectives from 3 Recent Director Candidates
Selecting the ideal Director is the most important responsibility of a museum board. What are Search Committee interviews and the job transition ahead.

Moderator: Mary Bally Wieler, Trustee, Walters Art Museum / President, Museum Trustee Association
Presenters: Sandra Harris, Executive Director, Desert Caballeros Western Museum
David M. Roche, Director and CEO, Heard Museum
Samuel Ireland, Executive Director, Tucson Museum of Contemporary Art

A4—SP36  Fast & Furious: Quick & Easy Marketing Ideas
How can the public find your excellent educational programming, your engaging member activities or even the front door to your museum in this cluttered marketplace? In this exciting, fun, and fast-paced format, see how various museums have implemented 30 easy-to-create, nuts and bolts initiatives to further marketing, programming, and education projects while engaging museum guests. Explore a wide range of opportunities to better connect with audiences through short presentations of successful programs.
Moderator: Brenda Hengel, Marketing & PR Manager, The Mob Museum
Presenters: Charlotte Patterson, Marketing Manager, Oakland Museum of California
Myles Lasco, Content Marketing Manager, Tacoma Art Museum

14 WMA w PHOENIX, AZ w SEPTEMBER 25–28, 2016
15 WMA w PHOENIX, AZ w SEPTEMBER 25–28, 2016
A5—NEW! Museums and Race 2016: Transformation and Justice

It’s time to challenge and transform the institutional policies and systems that perpetuate structural racism and oppression in museums. Coming to understand and recognize entrenched racism is a difficult and potentially contentious undertaking—but also a necessary step if America’s museums are to serve its diverse citizenry.

What is structural racism? How are museums exhibiting it? How do we begin to approach this topic, and take effective action? Who are our allies in this?

#TRENDING

Moderator: Margaret Kadayaoma, Principal, Margaret Kadayaoma Consulting
Presenters: Ben Garcia, Deputy Director, San Diego Museum of Man
Noelle M.K.Y. Kahau, Assistant Specialist, Public Humanities & Native Hawaiian Programs, Department of American Studies University of Hawai‘i at Manoa
Brenda Tindal, Staff Historian, Levine Museum of the New South

12:30 NOON—1:45 PM
EXHIBIT HALL NETWORKING LUNCH
Location: Second Floor Atrium

Join your colleagues in the Exhibit Hall where you can explore vendor offerings and enjoy lunch courtesy of WMA. Make sure to start bidding on the fabulous items in the silent auction that were generously donated by our members.

All proceeds benefit the Wanda Chin Scholarship funds to help colleagues attend the Annual Meetings.

© Visit Phoenix

CONCURRENT SESSIONS: 2:00 PM—3:15 PM

B1—SP5 Picking Up the Slack: How Museum Summer Camps Are Changing Educational Priorities

Location: Phoenix West Room

Museums are changing educational priorities and how they address the needs of their diverse communities through summer art camps. Museums have become preferred locations where students can continue their education, maintain their health, and explore cultural and self-awareness. Furthermore, summer camps serve as revenue streams during the slower summer months bringing in additional, needed income. Panelists discuss art, science, and technology summer camps and share strategies to enhance or revamp your museum’s summer program!

Moderator: Nalini Elas, Education Programs Coordinator, Museum of Latin American Art
Presenters: Gabrielle Sjoberg, Public Programs Coordinator, Education & Exhibits Department, Natural History Museum Los Angeles County
Kate Canavan, Education Coordinator, The Walt Disney Family Museum
Joseph Beneden, Director, Phoenix Center for the Arts

B2—SP37 Education Collections: Fact or Friction

Do you have non-collection objects that are used for education or other purposes, but that are undocumented or from unknown sources? Is there also disagreement as to who should have responsibility for them or questions about why they deserve any attention? In this session, find out how other institutions have dealt with the challenge of defining an education collection and learn the importance of developing written policies and procedures to document and protect these holdings.

Moderator: Anne Birnolde Ream, Assistant Curator of Education, Utah Museum of Fine Arts
Presenters: Elaine Hughes, Collections Director, Museum of Northern Arizona
Katherine Young, Collections Manager, Puget Sound Navy Museum

B3—SP9 Is Your Museum Ready for a Capital Campaign and Project?

Location: Ellis West Room

This panel, organized by The Museum Trustee Association, is designed to guide Trustees and Staff through the steps of planning and implementing a successful Capital Campaign. Through examples and anecdotal stories of Mingei International’s experience, attendees will learn strategies to engage even the most reluctant board member in embracing your organization’s mission and doing the “Ask.”

Moderator: Leland W. Peterson, Past Board Chairman and Current Trustee, Heard Museum
Presenters: Maureen P. King, Past Board Chairman and Capital Campaign Chairperson, Mingei International Museum / Board Chairman, Museum Trustee Association
Rob Siddon, Director, Mingei International Museum
Jennifer Luce, Architect and Founder, Luce & Studio
**CONCURRENT SESSIONS 4:00 PM–5:15 PM**

**C1—SP17 Unmasking the Loan Arranger**

Location: Phoenix West Room

Often registrars and collection managers enter the field with little hands-on training in how to process an ongoing loan. At museums facing staff cuts, more non-collections-trained personnel have to assume responsibility for processing loans. This session will present best practices for lending works. Panelists discuss evaluating loan requests, negotiating loan agreements, arranging appropriate insurance coverage during the loan, selecting suitable packing and transportation methods, preparing necessary documents, and establishing rules for handling borrowed works.

*Unmasking the Loan Arranger*

Moderator: Amber K. King, Registrar, Museum of Northern Arizona

Presenters: Tim McClure, Collections Manager, Exploratorium

Laura Wenzel, Registrar, Phoenix Art Museum

**C2—SP74 When Academic Museums Teach 21st Century Skills**

Location: Phoenix East Room

Learn how three different academic art museums develop meaningful and effective educational opportunities for students and faculty that create and disseminate knowledge and produce productive citizens of our world. This session demonstrates the benefits of museums changing their educational approaches through expanding their models, letting go of traditional roles as “authorities” and allowing others to play a significant role in the research, curatorial, and programmatic aspects of museums.

*When Academic Museums Teach 21st Century Skills*

Moderator: Katie Lee Raven, Executive Director and Chief Curator, Nora Eccles Harrison Museum of Art, Utah State University

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

Gordon Knox, Director, Arizona State University Art Museum

Heather Lineberry, Associate Director and Senior Curator, Arizona State University Art Museum

**C3—SP62 Board Communication: Reports that Work**

Location: Phoenix East Room

We all have to report regularly to our Board of Directors, but is the information we’re sharing meaningful and helpful? Join us as we delve into the world of managing up to our Board of Directors. In this session, hear museum staff share their stories and examples of communication tools that work as well as a board member’s perspective on what they want and need to hear.

*Board Communication: Reports that Work*

Moderator: Easlyn Bates, VP of Institutional Advancement, San Diego Natural History Museum

Presenters: Dana Whitehead, Executive Director, High Desert Museum

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

Lee Peterson, Past Chairman of the Board, Heard Museum

Janice Klein, Executive Director, Museum Association of Arizona
CONCURRENT SESSIONS: 9:00 AM—10:15 AM

D1—SP53 Using a Wiki to Revolutionize Your Museum Location: Phoenix West Room
Want to use technology as a driving force for community outreach? Staff members of the Chandler Museum discuss how embracing the wiki, a simple yet popular web technology, has revolutionized their operations. The wiki increases accessibility to the museum’s education, collections, and exhibits and has become the museum’s leading community outreach endeavor. Chandlerpedia, the website produced by this small, local history museum, is a model that any institution can adapt regardless of budget or technological know-how.
Moderator: Janice Klein, Executive Director, Museum Association of Arizona
Presenters: Jody A. Crago, Museum Administrator, Chandler Museum; Tiffani Egnor, Curator of Education, Chandler Museum; Nate Meyers, Curator of Collections, Chandler Museum; Paul Smith, Senior Business System Support Specialist, Chandler Library

D2—SP42 Decolonizing the San Diego Museum of Man: a Case Study of Indigenous Voice and Authority in the Reimagined Museum Location: Phoenix East Room
Undoing the legacy of colonialism in museums is complicated but essential work. Decolonizing challenges a fundamental assumption: that museums are neutral and beneficial stewards of biological and cultural material. The San Diego Museum of Man is moving toward an institutional position of decolonization, and grappling with implications across our functions. Join representatives from the board, staff and a Kumeyaay partner organization for a discussion of this initiative and its impact.
Moderator: Ben Garcia, Deputy Director, San Diego Museum of Man
Presenters: Michael Connolly Miskwish, Project Director, Nakoa Shim; George Ramirez, Chair, Board of Trustees, San Diego Museum of Man; Kelly Williams, Director of Collections, San Diego Museum of Man; Lael Holz, Collections Assistant, San Diego Museum of Man

C4—SP78 The Community Curator: Bridging the Gap Between the Museum and the Public Location: Ellis East Room
The relatively new role of Community Curator is being defined by museums as they strive to identify how best to incorporate diverse audiences into their exhibits and programming. This session presents multiple views on how Community Curators position themselves to act as a conduit between the public and museum, developing interpretative materials, bringing external views to the museum’s attention, or building partnerships between the museum and community groups. Presenters will examine how museums can best interpret curatorial expertise and make space for community voice.
Moderator: Celina Coleman, Children’s Education Manager, Desert Botanical Garden
Presenters: Christian Adame, Assistant Education Director, Phoenix Art Museum; Marcus Maneneerk, Head Museum, Community Engagement Curator; Carrie Towar, Curator of Art, College of Public Service and Community Solutions, Arizona State University

C5—SP80 Building or Re-envisioning a Social Media Plan Location: Cowboy Artist Room
As museum marketers, high quality content is easy to come by, but how do you even begin to digest, process, and plug it into an effective social media marketing strategy that results in more influence, followers, and relevancy? Whether you are starting from scratch, activating a new platform, or re-vamping your channels, this session will offer valuable insights for building a sustainable social media strategy.
Moderator: Charlotte Patterson, Marketing Manager, Oakland Museum of California
Presenters: Georgina Goodlander, Visual Arts Director, Idaho Falls Arts; Mishka Ray, Digital Marketing Manager, The Mob Museum; Myles Lasco, Content Marketing Manager, Tacoma Art Museum

5:30 PM–6:30 PM
TRUSTEE & DIRECTOR’S RECEPTION Location: Sundance
FEE: $35
Join your fellow trustee and directors at this special reception supported by the Museum trustee Association.

7:00–10:00 PM
EVENING EVENT: DESERT BOTANICAL GARDENS
$40, includes transportation, dinner, and beverages
Enjoy an evening in the Sonoran Desert surrounded by both exotic and native cacti and succulents as you stroll the trails of the Desert Botanical Garden. A walk along the central Desert Discovery Loop Trail will take you through some of the Garden’s newest designs, including the recently completed Sam and Betty Kitchell Family Heritage Garden which features the Garden’s oldest specimens and highlights some of our most fascinating examples from over 76 years of collection and conservation. Garden Docents will be on hand as you arrive to guide you and answer questions about the Garden’s outstanding plant collections and interpretive displays about deserts and desert plants. Afterwards, enjoy a delicious sit-down dinner under the stars as you engage with colleagues and listen to live music.

This event is generously underwritten by the Desert Botanical Gardens
D3—SP6
It Takes A Village: Building a Culture of Philanthropy

In many museums, fundraising is the job of a small, dedicated team but what could happen if fundraising was EVERYONE’s job? In this session, join James G. Leventhal, Niki Ciccotelli Stewart, and Neal V. Hitch to explore how building a culture of giving has changed their museums, built capacity, and enriched the lives of donors and staff. Participants discuss strategies to build this culture at both large and small institutions.

Moderator: James G. Leventhal, Director of Development, San Jose Museum of Art
Presenters: Niki Ciccotelli Stewart, Chief Engagement Officer, Crystal Bridges Museum of American Art
Neal V. Hitch, Executive Director, Imperial Valley Desert Museum

D4—SP55
Managing Time-Based Media: Best Practices for Small Staffs (or, What Do I Do With That Old VHS Tape?)

Time-based media (TBM) artworks consist of video, film, slide, audio and software components. Contemporary artists increasingly make and use TBM. Museums add examples to their permanent collections while struggling to fit TBM into established processes and workflows. In this session, registrars discuss best practices for large and small museums, and an archivist and vendor explore procedures and processes to digitize analog media and to keep it backed up, safe and accessible.

Moderator: Pat Evans, Registrar, Scottsdale Museum of Contemporary Art
Presenters: Linda Leckart, Associate Registrar, Media Arts, San Francisco Museum of Modern Art
Adrian Moorey, Registrar, Utah Museum of Fine Arts
Bob Nichol, Founder and Owner, Ping Pong Media

D5—SP82
A New Era of Guest Experience

With the museum audience changing, museums will need to learn new ways to engage guests in order to improve guest experience. Guest experience is more than a smile and greeting, it involves a complete understanding of your museum’s guests and their needs. Museums have the opportunity to change the way their team members interact with guests and each other. This session focuses on ideas all museums can implement to improve their guest experience.

Moderator: Kristen Mihalik, Manager, Programs & Communication, Learning Institute, Balboa Park Cultural Partnership
Presenters: Alison Hendrickson, Visitor Services Manager, San Diego History Center
David Rosenberg, General Manager, Guest Experience, Monterey Bay Aquarium
Margaret Hanetti, Manager, Guest Experience, San Diego Museum of Man

D6—SP41
Museum as Sanctuary: Reflections from an Inclusive Collaborative Museum-Community Program with Refugee Populations

This session focuses on collaborative practices between an art museum and a community partner. Inspired by the Hisp value of caring for others, the Tucson Museum of Art and The Hopi Foundation’s Owl & Panther Project have positioned the museum as a sanctuary for local refugee populations by encouraging self-expression, empowerment, confidence, and curatorial practice. Presenters share experiences from working with a variety of diverse learners in the innovative Museum as Sanctuary partnership.

Moderator: Mariana Pegna, Associate Curator of Education, Tucson Museum of Art
Presenters: Morgan Wells, Curator of Education, Tucson Museum of Art
Marge Pellegino, Program Manager, The Hopi Foundation’s Owl & Panther Project

CONCURRENT SESSIONS: 11:00 AM—12:15 PM

E1—SP20
Planning for the Unplannable: Physical Security Challenges in Museums

This session examines security challenges in our society that currently impact museums. Learn how to assess the vulnerabilities of your museum regardless of its size, as well as how to employ strategies to improve your museum’s security posture. Come away with practical solutions to museum security challenges, and an introduction to active shooter training that focuses on museum safety.

Moderator: Lindy Dasher, Director, Navy Museums Northwest
Presenters: Danielle Eaton, Managing Director, Peggy Sound Navy Museum
Jeffrey Brien, Deputy Director for the Museum System Office, Naval History and Heritage Command

E2—SP34
Museums Collaborate with Homeless and Foster Youth

In 2013, more than 1 million children in the U.S. public school system were homeless, a historic high for the nation (National Center for Homeless Education). What can museums do to provide a positive impact in the lives of homeless and foster youth? What challenges and opportunities do programs for and with this community provide? And what is the role of our institutions in providing visibility and advocacy for this critical and largely hidden social issue? Panelists present practical tools for museum professionals in providing outreach to the homeless and foster youth population and in collaborating with and learning from them.

Moderator: Marjie Schwarzer, Director of Administration, Museum Studies, University of San Francisco
Presenters: Itay Bussarian, Photographer and Curator, Foster Youth Museum
Alissa Sutton, Executive Director, Free Arts for Abused Children of Arizona
Jamie Evans, Co-Director, Foster Youth Museum
Moving on And Moving in: Strategies for Ensuring a Smooth Transition in Museum Leadership.

Leadership change is inevitable. Its success level is highly dependent on strategies and actions employed by board, staff, and out-going and in-coming museum directors. For Board members and directors, this session explores suggestions for successful transition strategies, including the critical steps to take and the pitfalls to avoid as a new leader is introduced, engaged, and integrated into your organization and community.

Moderator: Carrie M. Mennonen, CEO and the Robert Breunig Director, Museum of Northern Arizona
Presenters: Rebekah Lambert, Vice President, Arts Consulting Group
Dr. Robert Breunig, President Emeritus, Museum of Northern Arizona
Nicki Genovese, Associate Vice President, Arts Consulting Group, Inc.

In Between Groundwork and Growth: Four O’odham Museums Balancing Community Needs and Ancestral Collections

As a local part of a relatively young Native American museum movement, our four museums are still pouring the groundwork (preparing continuity) while coming to terms with the forces of growth (unavoidable change). This session reviews examples of operational establishment among closely related museums at the helm of the oldest local traditions to be preserved. Presenters provide insight into how we prioritize traditional collections building amidst community demands for growth in innovative exhibitions and cultural programming.

Moderator: Michael Reinschmidt, Museum Administrator, Tohono O’odham Nation Cultural Center & Museum
Presenters: Elaine Peters, Museum Director, Ak-Chin Him-Dak Eco Museum
Gary Owens, Museum Director, Huwagam-K Museum
Shirley Jackson, Museum Director, Huwagam Heritage Center

Asking the Right Questions in Evaluations to Promote Change

In this hands-on mini workshop session meant for any sized institution, attendees learn best practices for conducting effective, accurate surveys. Learn how to identify poor survey practices so you can avoid them. Discuss the pros and cons of the different methods of administering surveys and practice developing effective evaluation questions.

Moderator: Stephen Ashton, Ph.D., Director of Audience Research and Development, Thanksgiving Point Institute
Presenters: Kari Nelson, Curator of Education, Museum of Peoples and Cultures at Brigham Young University

Bringing the Audience–Integrated Marketing Communications 101 and Beyond

Marketing messages haunt our every waking moment in a never-ending stream of information via broadcast, print, and the web. Today, more than ever, there is a need to reach visitors in creative, life-enriching ways, to break through the cacophony and engage diverse audiences. This session explores integrated marketing communication strategies that weave traditional marketing and public relations, such as broadcasting and print, with social media avenues, internal and external events, and partnership opportunities to create a tapestry of community enrichment.

Moderator: Dawn Barraclough, Public Relations, Springs Preserve
Presenters: Brenda Hengel, PR & Marketing Manager, The Mob Museum
Ashleigh Mathieu, Assistant Public Information Coordinator, Springs Preserve
Misha Ray, Digital Marketing Manager, The Mob Museum

Trends in Museum Education: Embracing Change, Effecting Change

Museum education success is based on professionals’ efforts to celebrate and guide change. In this session, three museum education professionals discuss trajectories of critical issues such as inclusivity, distance learning, and interdisciplinary programming. Representing a cross-section of museum types, speakers share new approaches for visitor involvement while maintaining mission integrity. Through small group discussion, attendees will create strategies in response to observations of changes at their own museums.

Moderator: Courtney Allen, Botanical Education Manager, The Huntington Library, Art Collections, and Botanical Gardens
Presenters: Katherine Krieger, Education Outreach Manager, Autry National Center of the American West
Holly Gillette, Education Coordinator, Los Angeles County Museum of Art

Transforming (Changing) Your Museum Through HR

Museums are full of people who lead, create, build, curate, steward, and serve. Yet, to what extent do museums strategically invest in managing those human resources, and to what end? Composed of a CEO of a large museum (and recovering employment attorney), an Executive Director from a state museum, (employing both union and non-union employees), an Executive Director from a smaller, private museum and an HR expert (with considerable museum experience), this panel discusses HR as a key—but often neglected—success factor for any museum. Come join us for a lively discussion about how a focus on and commitment to HR can transform your institution too.

Moderator: Julie K. Stein, Executive Director, Burke Museum of Natural History and Culture
Presenters: Leslie Jones, Independent HR consultant
Michal Parzen, Ph.D., J.D., CEO/President, San Diego Museum of Man
Dana Whitelaw, Ph.D., Executive Director, High Desert Museum
**F3—SP49**  
**Grant-writing for Museum Professionals**  
Location: Ellis West Room  
In this interactive writing workshop, you will practice writing about your projects through an active writing session. All museum professionals are welcome to learn the basics of grant proposal writing and receive practical instruction on how to approach funders. Everyone can benefit from writing practice, whether you are in a curatorial, programmatic, collections, executive or development position. No preparation is required, just bring something to write with and be ready for some creative thinking.  
*Moderator: Ariel Wintraub, Institutional Giving Manager, Oakland Museum of California*  
*Presenters: Morgan Bishop, Philanthropic Advisor, Grants Management, Arizona Community Foundation*

**F4—SP58**  
**Rethinking Physical Collections Access**  
Location: Ellis East Room  
This session introduces three approaches to physical collections access for the public that highlight strategic collections planning. As museums are pressed to demonstrate relevance to their communities, they are increasingly turning inward to their permanent collections, re-evaluating how to make them more accessible. Come learn how physical access to collections for the public is changing.  
*Moderator: Emily Johnson, Registrar, Utah Division of Arts and Museums City*  
*Presenters: Diane Dittermore, Associate Curator of Ethnological Collections, Arizona State Museum  
Martin Dawley, Curator of Native Relations, Arizona State Museum  
Rachael Faust, Manager of the Artist Initiative, NASOMA  
Georgina Goodlander, Former Deputy Chief of Media and Technology, Smithsonian American Art Museum*

**F5—SP65**  
**Moving Forward: Reflecting on the Past to Better Understand Ways to Create Meaningful Relationships between Museums and Indigenous Communities**  
Location: Ellis East Room  
Museums have an opportunity to acknowledge and address practices and issues that, in the past and present, have led to mistrust and hesitancy for indigenous groups to work with institutions. But, how do we get there? How does a museum build and repair relationships with indigenous communities to create meaningful and impactful partnerships, exhibitions and programs? In this session, three speakers present their thesis research on cultural competency, community engagement, and repatriation as well as offer suggestions for ways to build and repair relationships.  
*Moderator: Margaret Kadoyama, Principal, Margaret Kadoyama Consulting*  
*Presenters: Marina Vinat, Private Contractor/Facilitator, Indigenous Collaboration Initiative  
Barbara Mumby, Senior Program Officer, San Francisco Arts Commission  
Teresa Valenca, Curator, The Friends of Iolani Palace*

**F6—SP27**  
**Building The Broad & Other Capital Project Tales**  
Location: Gilbert Room  
This session is a dynamic, participation-based conversation with those who’ve been in the trenches of museum construction projects, whether ground-up new buildings, or expansions performed during operating museum hours. Learn from those who have been there how to best prepare and spearhead a successful building project.  
*Moderator: Rich Cherry, Deputy Director, The Broad*  
*Presenters: Roger Fricke, SVP Reclamation, MATT Construction  
Doug Robertson, Principal, House & Robertson Architects  
Dan Webb, Principal, Cordell Corporation*

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G1—SP22
Westinar 2016: Learning Without Borders
Location: Phoenix West Room
Museums typically use the language of wonder and curiosity to describe their purpose, sometimes to the exclusion of formal education. But are “learning” and “meaning-making” actually exclusive of one another? Are we missing opportunities to contribute to, and benefit from, critical conversations about the educational needs of the communities we belong to? Join this Westinar that crosses boundaries of interpretation, leadership, and community engagement, as presenters from museums, K-12 schools, business, funders, and public libraries dive into a dialogue about who and what we are here for.
Moderator: Paul Gabriel, Educational Consultant/Educational Therapist
Presenters: Tiffany Egnor, Curator of Education, Chandler Museum
Joelle Clark, Associate Director, Professional Development Programs, Center for Science Teaching and Learning
Kathy Husser, Adult Services Coordinator, Phoenix Public Library

G2—SP32
Transforming Community Through Culture: Creative Community Fellows
Location: Phoenix West Room
How can entrepreneurial thinking inspire innovation in the cultural sector and what can museums learn from this approach? Explore the possibilities in this interactive session focused on the National Arts Strategies’ Creative Community Fellows program and leave with new ideas about how museums can use innovation processes and collaboration to be more nimble and responsive to community needs.
Moderator: Taylor Craig, Program & Engagement Manager, National Arts Strategies
Presenters: Nicolas de la Feunte, Community Garden Program Coordinator, Desert Botanical Garden
Christopher Taylor, Western Drawing Project
Sarah Sullivan, Development Manager, Childplay
Sarah Gonzalez, co-director and co-founder, Spoken Futures, Inc.

G3—SP46
Changing Minds by Including LGBT Voices in Museum Programs
Location: Phoenix West Room
How can museums develop community programming that addresses the serious issue of LGBT youth suicide? Cultural shifts in American culture are more welcoming and inclusive of those that identify as LGBT, but youth rates of self-harm, suicide and bullying of LGBT youth in schools are still gravely problematic. Learn how a small university museum partnered with an LGBT community center to develop a youth program, called Mapping Q that celebrates youth voices and identities.
Moderator: Chelsea Farrar, Assistant Curator of Education, University of Arizona
Presenters: Sarah Bahnson, Suicide Prevention Specialist, Southern Arizona AIDS Foundation (SAAF)

G4—SP67
Fundraisers Unite—Conversations for Success
Location: Ellis East Room
Are you looking for valuable strategies and tools for successful fundraising? Join in small group conversations with museum fundraising professionals and attendees to get successful tips, helpful strategies and tools, and peer support for your fundraising challenges. At the start of the session, attendees will choose their preferred topic of discussion from a list of topics including: Holistic Fundraising, My Title is Development and... Leverage Volunteers/Committees, Prioritizing Revenue Streams, and I’m a One-Person Development Department!
Moderator: Louise Yoko, Principal, Anchor & Seed Philanthropic Consulting
Presenters: Jeanette Woodburn, Director of Library Advancement, Peppertree University
Eowyn Bates, Vice President of Institutional Advancement, San Diego Natural History Museum
Sonja Lundie, Director of Planning and Special Projects, Utah Museum of Fine Arts
Poma Toledo, Development Associate, Ismaili Palace

G5—SP68
Cleaning House: Keeping Your Collection Spick and Span
Location: Cowboy Artist Room
Pollen, mildew, and dust bunnies, oh my! If you look after a collection, then you’ve had to deal with these contaminants but may have been afraid to talk about them. Well, no more sweeping it under the rug! This session focuses on a key method for preventive conservation: cleaning and housekeeping. Presenters approach this topic from three diverse perspectives: cleaning storage spaces, cleaning objects, and creating maintenance plans for historic homes or house collections. #NUTSANDBOLTS
Moderator: Rachael Trustt, Manager of the Artist Initiative, SPiVOMA
Presenters: Betsy Bruemmer, Collections Manager, Museum of History and Industry
Ken Middlebrook, Curator of Collections, History San Jose
Rhyn Haynie, Conservator, Utah Museum of Fine Art

EMP LUNCH
Location: Networks Bar and Grill (hotel lobby)
Lunch with other EMPs and the speakers from this morning’s Westinars session to continue the conversation of the place of museums in formal education. (pay your own way)
CONCURRENT SESSIONS: 1:45 PM—3:00 PM

H1—SP30 Why Love and Happiness Mean Serious Business for Museums
Location: Phoenix West Room
As museums continue our pursuit of relevance, boundaries blur between art, history, anthropology and daily life. Is it any wonder then, that the very subjective experiences of love and happiness have found expression in our institutions, our exhibitions, and our programming? Featuring institutional, artistic, and advocacy perspectives, this session explores the transformative power of love and happiness in the museum setting.
Moderator: Moderator: Karen Kienzle, Director, Palo Alto Art Center
Presenters: Nicolas Raszyn, CEO, Museum of Man
Tony Butler, Executive Director, Derby Museums Trust

H2—SP38 Visitor Photography Policies: Have We Changed Our Thinking (or Do We Still Need To)?
The explosion in social media activity, coupled with the ubiquitous presence of smart phones and the rise of "selfies" is requiring museums to change how they think about visitor photography. This session focuses on some of the issues that need to be considered in creating visitor photography policies that recognize the benefits of photography by the general public and how they need to be balanced with legal and collections care concerns.
Moderator: Stephanie Johnson, Curator, National Mining Hall of Fame and Museum
Presenters: Krystal Boehlert, Imaging Technical Assistant, Collection Information + Access, Getty Museum
Pat Evans, Registrar, Scottsdale Museum of Contemporary Art
Heather Sutherland, Assistant

H3—SP39 Social Responsibility and Museums: A Case Study from Alberta, Canada
Location: Ellis West Room
This session examines how the Alberta Museums Association (AMA) and its member museums are responding to challenges facing the museum sector through embracing community engagement, sustainability, and social responsibility. The session, presented by AMA staff and member institutions, focuses on initiatives that support museums working towards developing new audiences, maintaining relevance, and increasing sustainability. Participants are challenged to approach a problem differently and evaluate their processes through a "Change Letter" activity.
Moderator: Lisa Enksen, Consultant, Lisa Enksen Consulting
Presenters: Katrina Peredun, Communications Lead, Alberta Museums Association
Lauren Wheeler, Program Lead, Alberta Museums Association
Tim McShane, Collections Manager, Esplanade Arts & Heritage Centre

H4—SP63 Exhibit Critique: The Children’s Museum of Phoenix
Location: Ellis East Room
This perennially popular session investigates current best practices and choices made in creating exhibitions—this year, the Children’s Museum of Phoenix. Two professionals, the exhibit team, and the audience explore whether or how other museums might borrow from the museum’s emphasis on informal interactive learning, avoidance of interpretive signage, and an exhibit development process involving community members.
Moderator: Redmond J. Barnett, Historian and Museum Consultant
Presenters: Kate Wells, CEO, Children’s Museum of Phoenix
Ann Morten, Owner and Principal, Thinking Caps Design
John Bombuity, Founding Board Member of the Phoenix Children’s Museum
Ken Sturgeon, Director, Science & Education, Pacific Science Center
Lorie Milward, Curator of Curiosity, Museum of Natural Curiosity, Thanksgiving Point
Ben Garcia, Deputy Director, Museum of Man

H5—SP79 Changing the Government Funding Dynamic: Alternative Revenue Sources
Location: Cowboy Artist Room
As traditional sources of government funding, including direct federal grants, re-granting through NEA and NEH, and state appropriations, continue to stay flat (at best), museums are turning to alternative revenue sources that require local, rather than national support, such as Lodgers Tax, tax increment financing districts, income tax check-offs, and municipal, county, state, and higher education bonds. This session examines the ways that museums and museum coalitions can work with local governments and their communities to create and implement these types of funding.
Moderator: Janice Klein, Executive Director, Museum Association of Arizona
Presenters: Lisa Anderson, President and CEO, Mesa Historical Museum
Deb Twarock, Arts Cultural Facilities Funding Programs Manager, 4Culture
Celeste DeWald, founding Board Member of the Phoenix Children’s Museum

COFFEE KLATCH/ REFRESHMENT BREAK
Location: Regency Ballroom Foyer (1st floor)
Enjoy coffee and tea while networking with peers, courtesy of WMA.
EXHIBITORS

Acme Scenic & Display
The experienced team at Acme Scenic & Display approaches the fabrication and installation of fine exhibits for museums, visitor centers, and the great outdoors with much enthusiasm. Working collaboratively with design firms, architects, general contractors, and facility staff results in predictable project outcomes and compelling exhibition experiences for all visitors.

American Alliance of Museums
The American Alliance of Museums is working to unite the entire field and speak with a strong voice to make the case that museums are essential. Learn more about the tiered approach that makes our membership and excellence programs more affordable, accessible and relevant to every museum.

Collector Systems:
Collector Systems is the most secure cloud-based collection management solution for museum, historic, and private collections. Easily upload and store all images, documents, and object information. Add Chenhall’s Nomenclature. Use the Gallery feature to showcase your collection on your public site. Collector Systems: the technology you need, the people you trust.

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Exhibit Concepts has successful fabricated exhibits for many of the world’s leading museums and visitor centers throughout the United States. Exhibit Concepts, Inc. is a certified Women’s Business Enterprise (WBE). Exhibit Concepts has successful fabricated exhibits for the Computer History Museum, B.B. King Museum and Delta Interpretive Center and Navy Seal Museum.
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**Mad Systems**

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**Museum Travel Alliance**

Museum Travel Alliance (MTA) is a consortium of museums whose patrons and members are passionate about cultural travel. MTA provides museums with the opportunity to offer their constituents high-end cultural travel programming, all organized at no cost to member institutions. Visit us at MuseumTravelAlliance.com.

**Odyssey Merchant Services**

Odyssey Merchant Services proudly serves the museum community, helping museums of all sizes improve the efficiency and security of their payment acceptance activities. Increase your revenue and build visitor loyalty with mobile payment acceptance, flexible online selling tools, face-to-face processing and more. Visit us at www.odysseysms.net for more details.

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**AREA INFORMATION**

**ABOUT PHOENIX**

Phoenix is the capital of Arizona, and the anchor of the metropolitan area known as the Valley of the Sun. The city of Phoenix was established in 1868. Two years later, the first survey and census of the city recorded that it was about a mile long and a half-mile wide, with a population of 250. Today, Greater Phoenix covers about 2,000 square miles is one of the most populous and fastest-growing cities in the nation. The city offers abundant art and cultural attractions, historic neighborhoods, museums, and a diverse art community. Surrounded by a series of striking mountain ranges, Phoenix is also known for its magnificent desert landscape.

**GEOGRAPHY AND CLIMATE**

The Salt River Valley Region in which Phoenix sits is known as the Valley of the Sun for good reason—it is sunny 85% of the time. The weather in September is generally hot and dry. We recommend that you bring a water bottle to stay hydrated while exploring the city, and sunglasses and/or a hat to protect yourself from the sun. The average daytime temperature in September is 98°, while at night the average is 72°. It is best to check the weather the week of the Annual Meeting for more specific information.

**GETTING AROUND & TRANSPORTATION**

Sky Harbor International Airport is located approximately 4 miles and a 15-minute drive from the Hyatt Regency, where the Annual Meeting will take place.

There are several options for public transportation to and from Phoenix Sky Harbor International Airport. Valley Metro buses serve the Airport with Route 13 stopping at Terminal 2. Also, the free PHX Sky Train can take you to transit stops located near the 44th Street PHX Sky Train Station. From there you have a direct connection to the Valley Metro Rail into downtown Phoenix.
ABOUT THE WESTERN MUSEUMS ASSOCIATION

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OUR MISSION
Transforming the museum field through collaboration

OUR VISION
Dynamic museums connecting with thriving communities

SUPPORTING STATEMENT
WMA believes museums must be essential to the communities they serve and that their impact contributes to why their communities thrive. By sparking the generation of ideas that continually refresh the museum field, WMA ensures museum professionals are inspired to create meaningful experiences that individual visitors value.

WHO WE ARE
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, and Washington, the Western provinces of Alberta and British Columbia, and the Pacific Islands, among others.

WMA advocates, promotes, and supports the role of museums in bettering and enriching the diverse and dynamic cultural life.

OUR CORE VALUES

Social Benefit
The WMA supports the work that institutions do for their communities, and we seek to inspire excellence in this service to the public.

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

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

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

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

Trust
We respect one another and trust in the integrity of our diverse museum community. Inclusion: We encourage differences of opinions and perspectives, and unfamiliar ideas, for they enrich our association.

Inclusion
We encourage differences of opinions and perspectives, and unfamiliar ideas, for they enrich our association.

Sustainability
In seeking innovation, we take a measured and responsible approach to decisions and initiatives, as we appreciate that our actions today affect our future success and vitality.

ABOUT THE WESTERN MUSEUMS ASSOCIATION

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