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Petersen Automotive Museum
Design Architect: Kohn Pedersen Fox Associates
Executive Architect: House & Robertson Architects

Anything is possible.
Dear Friends and Colleagues,

Welcome to Phoenix, Arizona, for the Western Museum Association’s (WMA) 2016 Annual Meeting in partnership with the Museum Association of Arizona (MAA). Since WMA’s last convening here, the city of Phoenix has grown at a remarkable pace. Today, Phoenix is one of the most populous cities in the United States, with a vibrant city center and abundant art and cultural attractions. Together through the 2016 Annual Meeting theme of CHANGE, we will explore the shifting museum landscape and how the field can adapt to rise anew. To WMA, this year’s theme is especially relevant as it reflects our new mission to transform the museum field through collaboration.

With our MAA colleagues, you will experience the remarkable natural beauty of the Valley of the Sun. Surrounded by rugged mountain chains, Phoenix offers ample opportunities for experiencing the Western landscape. The city is home to more than 40,000 acres of desert and mountain parks and preserves—all just minutes from downtown. Phoenix is also the cosmopolitan heart of Arizona, with a thriving cultural scene, historic neighborhoods, museums, and a diverse arts community. Now is an exciting time to be in Phoenix, as it is experiencing an unprecedented period of dynamic growth.

Through multidisciplinary learning, WMA’s Annual Meetings further our professional discourse by providing a constructive environment for various perspectives to be shared and discussed. Nine session tracks are offered, which provide cross-disciplinary learning opportunities for all museum professionals, regardless of specialty. There is no singular experience when working with museums, and by exploring shared and new knowledge, we can better guide our institutions into the future. Participating in areas outside your specialty, promotes integration of ideas from multiple disciplines, fosters the acquisition of knowledge, and provides insight on how to apply that knowledge—all of which advance our collective understanding of the field and our work.

Throughout WMA 2016, you will find many opportunities to learn from each other in sessions, at social events, and in impromptu hallway conversations. WMA’s Annual Meeting is an approachable size and is full of museum professionals who want to foster mutual growth and understanding. While we know that you will enjoy reconnecting with known colleagues, we encourage you to expand your network and meet new ones.

Enjoy this opportunity to connect with colleagues and engage in memorable conversations that will bring inspiration to your work over the course of the coming year. We trust that your experiences here will expand your capabilities and CHANGE the way you think about museums.

—Western 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.

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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.

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Chandler Museum
Children’s Museum of Phoenix
Desert Botanical Garden
Heard Museum
Phoenix Art Museum
Mesa Art Center

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

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

**SCHEDULE AT-A-GLANCE**

### Sunday, September 25

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am–6:30 pm</td>
<td>Registration Desk Open</td>
</tr>
<tr>
<td>9:00 am–5:00 pm</td>
<td>Pre-Conference Workshops</td>
</tr>
<tr>
<td>5:00 pm–6:30 pm</td>
<td>Opening Reception (Free)</td>
</tr>
<tr>
<td>6:45 pm–8:00 pm</td>
<td>Welcome to Arizona Pre-Party (Free)</td>
</tr>
<tr>
<td>8:00 pm–10:00 pm</td>
<td>Shipper’s Party at the Arizona Science Center (Free)</td>
</tr>
</tbody>
</table>

### Monday, September 26

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am–8:45 am</td>
<td>Morning Coffee</td>
</tr>
<tr>
<td>9:00 am–10:45 am</td>
<td>Opening General Session &amp; Keynote</td>
</tr>
<tr>
<td>11:15 am–12:30 pm</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>12:30 noon–1:45 pm</td>
<td>Exhibit Hall Networking Lunch</td>
</tr>
<tr>
<td>2:00 pm–3:15 pm</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>3:15 pm–4:00 pm</td>
<td>Exhibit Hall Networking &amp; Refreshment Break</td>
</tr>
<tr>
<td>4:00 pm–5:15 pm</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>5:30 pm–6:30 pm</td>
<td>Trustees / Directors Reception</td>
</tr>
<tr>
<td>7:00 pm–10:00 pm</td>
<td>Evening Event: Desert Botanical Gardens</td>
</tr>
</tbody>
</table>

### Tuesday, September 27

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>7:30 am–8:45 am</td>
<td>Affinity Breakfasts</td>
</tr>
<tr>
<td>9:00 am–10:15 am</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>10:15 am–11:00 am</td>
<td>Exhibit Hall Coffee Break &amp; Poster Session</td>
</tr>
<tr>
<td>11:00 am–12:15 pm</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>12:30–1:45 pm</td>
<td>Affinity Lunches</td>
</tr>
<tr>
<td>2:00 pm–3:15 pm</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>3:15 pm–4:15 pm</td>
<td>Exhibit Hall Closing Reception (Free)</td>
</tr>
<tr>
<td>7:00 pm–10:00 pm</td>
<td>Evening Event: Phoenix Art Museum</td>
</tr>
</tbody>
</table>

### Wednesday, September 28

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00 am–8:45 am</td>
<td>Morning Coffee</td>
</tr>
<tr>
<td>9:00 am–10:45 am</td>
<td>Closing General Session &amp; Keynote</td>
</tr>
<tr>
<td>11:15 am–12:30 pm</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>12:30 pm–1:30 pm</td>
<td>Lunch On Your Own</td>
</tr>
<tr>
<td>1:45 pm–3:00 pm</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>3:15 pm–3:45 pm</td>
<td>Coffee Klatch</td>
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<tr>
<td>4:00 pm–5:15 pm</td>
<td>WestMusings 2016</td>
</tr>
<tr>
<td>7:00 pm–10:00 pm</td>
<td>Evening Event: The Heard Museum</td>
</tr>
</tbody>
</table>

Schedule and sessions are subject to change.
KEY INFORMATION

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–6:30 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.

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. 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.

PROGRAM KEY

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

Business

Do any of these sound like a day in your life: writing a grant proposal, managing a schedule, setting up a business plan, working within a budget, pitching a proposal, or figuring out an ad campaign? If so, come hear colleagues in development, finance, and marketing share best practices.

Collections

Calling all registrars, conservators, collection managers, curators, and art handlers! These sessions and workshops focus on what you need to know to safeguard your museum’s collections now and for years to come.

Community Engagement

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

Indigenous

These sessions provide a platform for indigenous and non-indigenous museum staff to explore issues from diverse perspectives, to learn about innovative projects, and to deepen practice-transforming sensibilities.

Leadership/Careerpath

For anyone in the museum field wanting to explore issues related to professional development, management of human resources, unraveling roles and responsibilities, institutional governance, and getting ahead in your career.

Small Museums

These sessions are especially relevant for professionals working at small museums where resources are limited and staff must fulfill multiple roles.

Technology

Harnessing technology, showcasing innovations, understanding social media, managing digital assets, identifying trends, and forecasting what’s next. Got your attention? Look at this educational track!

Trustee

From launching a Capital Campaign to searching for a new Executive Director, these sessions, developed in cooperation with the Museum Trustee Association, offer museum trustees the opportunity to learn from and network with other museum leaders.

Visitor Experience

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

Connect with WMA!

Use #wma2016
Post pictures on our Facebook Wall
Tweet us @westmuse
Design for Positive Change

Congratulations to Wanapum Heritage Center for winning the 2016 WaMA Award of Excellence. Mithun designs museums for people, place and mission.
PRE-CONFERENCE WORKSHOPS

Pre-Conference Workshops are not included in the Annual Meeting registration fee and require pre-registration. All workshop locations are walking distance from the Hyatt. Attendees are responsible for getting to the workshop locations by the start times indicated below.

9:00AM—4:00PM
Design Day—Exhibit Design Workshop
Location: The 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

9:00AM—1:00PM
Take Charge of Leadership Change & Transition—From Planning to Successful Implementation
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

9:30AM—1:30PM
Materials for Storage and Soft Packing
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 discuss commonly used materials for packing and storage, demonstrate techniques for testing materials, and provide examples of various types of storage supports that utilize these materials. Participants will make a sample worksheet with examples of materials commonly found for storage and soft packing.
Moderator: Nancy Odegard, 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 Comba, 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.
Sponsored by Acme Scenic & Display

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.
Sponsored by APS

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

**OPENING SESSION & KEYNOTE**
9:00 AM–10:45 AM
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 MAA’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
Bill Peterson, President, Museum Association of Arizona
Honorable Diane J. Humetewa, United States District Judge for the District of Arizona

**LOCAL WELCOME**
Rayice Manuel, Cultural Historian, Morning Star Leaders

**WMA PRESIDENT’S WELCOME**
Kippen de Alba Chu, President, Western Museums Association

**AAM SPOTLIGHT**
Laura Lott, President, American Alliance of Museums

**WMA AWARDS PRESENTATION**
Redmond Barnett, WMA Immediate Past President

**MAA AWARDS PRESENTATION**
Jody Crago, Museum Administrator, Chandler Museum

**KEYNOTE ADDRESS**
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 Westlake Reed Leskosky**

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**CONCURRENT SESSIONS 11:15 AM–12:30 PM**

**A1–SP14**
Find/Create/Organize: An Archive for a Small Museum
Location: Phoenix West Room
For most small museums caring for archival materials, documents, photographs, letters and journals poses a special challenge. Limited resources generally make it impossible to obtain the kind of specialized knowledge that a trained archivist can provide. This session brings together museum professionals who found creative solutions to identify the archival materials in their collections, properly organize them, and use them to engage their communities.

Moderator: Berlin Lux, Projects Coordinator, Special Collections, California Polytechnic State University
Presenters: Neal Hitch, Executive Director, Imperial Valley Desert Museum
Nadia Aribamula, 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
Location: Phoenix East Room
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: Kristen Priscella, Chief Strategy Officer, Arizona Science Center
Presenters: Peter Rutti, Studio Director and Principal, Westlake Reed Leskosky

**A3–SP33**
Search Process Revealed: Perspectives from 3 Recent Director Candidates
Location: Ellis West Room
Selecting the ideal Director is the most important responsibility of a museum board. What are Search Committees looking for? What are Director candidates expecting from their future Board employers? Three recent Director candidates share their experiences and offer insights and tips about what to expect from Search Committee interviews and the job transition ahead.

Moderator: Mary Baly 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
Location: Ellis East Room
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, hear 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 Hangel, Marketing & PR Manager, The Mob Museum
Presenters: Charlotte Patterson, Marketing Manager, Oakland Museum of California

**Sponsored by MATT Construction**

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**REGISTER NOW**

**RESERVE A ROOM**
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! #TRENDING

Moderator: Nalin Eljas, Education Programs Coordinator, Museum of Latin American Art
Presenters: Gabrielle Sjoberg, Public Programs Coordinator, Education & Exhibits Department, Natural History Museum Los Angeles County
Katherine Coogan, Education Project Manager, The Walt Disney Family Museum
Joseph Benedikt, Director, Phoenix Center for the Arts

B2—SP37  Education Collections: Fact or Friction
Location: Phoenix East Room

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 Burbridge Ream, 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 Sidney, Director, Mingei International Museum
Jennifer Luce, Architect and Founder, Luce and Studio

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 WMA and MAA silent auctions that were generously donated by our members. All proceeds benefit the Wanda Chin scholarship funds to help colleagues attend the Annual Meetings.

19  WMA • PHOENIX, AZ • SEPTEMBER 25–28, 2016
20  WMA • PHOENIX, AZ • SEPTEMBER 25–28, 2016
ENGAGEMENT

B4—SP73

We Are the Change: Mentors and Peers

It is one of the mantras of professional development that you must have a mentor to succeed. But is that still true? This session examines how mentoring has changed in the last 10 years and whether peer support relationships are now as, or more, important to professional success. Following the panelists’ presentations, attendees will engage in an open “fishbowl” conversation.

Moderator: Niki Cuccinotto, Museum Guide and Curriculum Coordinator, Musical Instrument Museum

Presenters: Annie Larkin, Associate Curator of Public Programs, Amon Carter Foundation
Jeffrey Morris, Museum Curator, i.d.e.a. Museum
Erika Katsuyama, Director of Exhibits, San Diego Museum of Man

B5—SP84

Following the Road to Results: Successful Strategies for Audience Development

Museums are constantly looking for ways to increase and diversify their audiences. But what are the most effective ways to build these audiences? In 2014, the Wallace Foundation published The Road to Results: Effective Practices for Building Arts Audiences, which explored 9 practices that contribute to successful audience-building initiatives. Using this “road to results,” institutions of various types and size discuss their audience development journeys and provide concrete strategies for participants to use back at their institutions.

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

Presenters: W. James Burns, Director, University of Arizona Museum of Art and Center for Creative Photography
Keri S. Sturgeon, Director, Science & Education, Pacific Science Center

3:15 PM–4:00 PM

EXHIBIT HALL NETWORKING & REFRESHMENT BREAK

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

BID ON AN AUCTION ITEM TODAY!

All proceeds benefit the Wanda Chin scholarship and the Museum Association of Arizona scholarship funds to help colleagues attend the Annual Meetings. Bid for these auction items in the exhibit Hall on the 2nd floor from the opening Reception on September 25 through the exhibit Hall Closing Reception on September 27.

CONCURRENT SESSIONS 4:00 PM–5:15 PM

C1—SP17

Unmasking the Loan Arranger

Location: Phoenix West Room

Often registrants and collection managers enter the field with little hand-on training in how to process an outgoing 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.

#NUTSANDBOLTS

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

Presenters: Tim McShane, Collections Manager, Exploratorium Museum
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 while also preparing them to be world citizens. 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.

#TRENDING

Moderator: Katie Lee-Koven, 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
Heather Lineberry, Associate Director and Senior Curator, Arizona State University Art Museum

C3—SP62

Board Communication: Reports that Work

Location: Ellis 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.

#TRENDING

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

Presenters: Dana Whitelaw, 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
Enjoy meeting your colleagues from tribal museums and supporters of Native American concerns. All are welcome! Guest speaker Jackie M. Roessel, Public Programs and Education Director, Heard Museum, will discuss Arizona tribal concerns and be available to answer questions.

Storytellers and Supporters Breakfast
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 present on the winning exhibition.

**CONCURRENT SESSIONS: 9:00 AM—10:15 AM**

**D1—SP53 Using a Wiki to Revolutionize Your Museum**
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 adopt regardless of budget or technological know-how.

Moderator: Janice Klein, Executive Director, Museum Association of Arizona
Presenters: Jody A. Cragg, Museum Administrator, Chandler Museum
Tiffani Egnor, Curator of Education, Chandler Museum
Nate Meyers, Curator of Collections, Chandler Museum
Dan Lee, Assistant Library Manager for the Chandler Public Library

**D2—SP42 Decolonizing the San Diego Museum of Man: a Case Study of Indigenous Voice and Authority in the Reimagined Museum**
Undoubtedly the legacy of colonization in museums is complicated but essential work. Decolonizing challenges a fundamental assumption: that museums are neutral and benevolent 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 Mokvich, Project Director, Nakia Shin, George Ramirez, Chair, Board of Trustees, San Diego Museum of Man, Kelly Hyberger, Director of Collections, San Diego Museum of Man
Lael Holt, Collections Manager, San Diego Museum of Man

**TUESDAY, SEPTEMBER 27**

**7:30—8:45 AM AFFINITY BREAKFASTS**
These events require pre-registration; check registration desk for availability.

**Indigenous Breakfast**
Enjoy meeting your colleagues from tribal museums and supporters of Native American concerns. All are welcome! Guest speaker Jackie M. Roessel, Public Programs and Education Director, Heard Museum, will discuss Arizona tribal concerns and be available to answer questions.

**Storytellers and Supporters Breakfast**
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 present on the winning exhibition.

**5:30 PM–6:30 PM TRUSTEE & DIRECTOR’S RECEPTION**
This event requires pre-registration; check registration desk for availability.
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**
This event requires pre-registration; check registration desk for availability. Buses will pick up attendees at 7:00 pm outside the Hyatt’s side lobby entrance on Monroe Street. Please arrive 15 minutes prior to departure.

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 collections and interpretive displays about deserts and arid land 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.

**Location: Sundance**

**Location: Phoenix East Room**

**Location: Phoenix West Room**

**Location: Curtis A**

**Location: Curtis B**

**Location: Desert Botanical Garden**

**Location: Cowboy Artist Room**

**Location: Bliss East Room**

**Location: Bliss East Room**

**Location: Ells East Room**

**Location: Carnival East Room**

**Location: Carnival East Room**

**Location: Carnival East Room**

**Location: Carnival East Room**

**Location: Carnival East Room**

**Location: Carnival East Room**
**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. Levenshal, 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. Levenshal, 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 (IBM) consists of video, film, slide, audio and software components. Contemporary artists increasingly make and use IBM. Museums add examples to their permanent collections while struggling to fit IBM into established processes and workflows. In this session, registrars discuss best practices for small and large museums, and an archivist and vendor explores 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
Bob Nichol, Founder and Owner, Ping Pong Media
Robin-Elsa Call, Collections Manager, Utah Museum of Fine Arts

**D5—SP82**

A New Era of Guest Experience

With the museum 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 a 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
Catherine Lee, Education and Public Programs Associate, 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 Hopi 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: Marianna Peninsula, 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

**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: Danielle Eaton, Managing Director, Pierpont Sound Navy Museum
Presenters: Lindy Dasher, Director, Navy Museums Northwest
Jeffery Barra, 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 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? Panels 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: Marjorie Schwarzer, Director of Administration, Museum Studies, University of San Francisco
Presenters: Itay Bussmann, Photographer and Curator, Foster Youth Museum
Alissa Sutton, Executive Director, Free Arts for Abused Children of Arizona
Jamie Evans, Co-Director, Foster Youth Museum

**EXHIBIT HALL COFFEE BREAK & POSTER SESSION**

Location: Second Floor Atrium

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

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

**E1—SP20**

Planning for the Unplannable: Physical Security Challenges in Museums

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Presenters: Lindy Dasher, Director, Navy Museums Northwest
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**E2—SP34**

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Presenters: Itay Bussmann, Photographer and Curator, Foster Youth Museum
Alissa Sutton, Executive Director, Free Arts for Abused Children of Arizona
Jamie Evans, Co-Director, Foster Youth Museum
E3—SPNEW3 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 Herrenen, 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

E4—SP76 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.

#DIGGINGDEEPER

Moderator: Michael Reinschmidt, Museum Administrator, Tohono O’odham Nation Cultural Center & Museum

Presenters: Elaine Peters, Museum Director, Al-Chin Him-Dak Eco Museum
Gary Owens, Museum Director, Huhugam-Ki Museum
Shirley Jackson, Museum Director, Huhugam Heritage Center

E5—SP61 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 Ashton, Ph.D., Director of Audience Research and Development, Thanksgiving Point Institute

E6—SP31 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 partnerships opportunities to create a tapestry of community enrichment.

Moderator: Dawn Barracough, Public Relations, Springs Preserve

Presenters: Brenda Hengel, PR & Marketing Manager, The Mob Museum
Ashleigh Matview, Public Information Coordinator, Springs Preserve
Misha Ray, Digital Marketing Manager, The Mob Museum

12:30 PM – 1:45 PM

AFFINITY LUNCHEONS

These event requires pre-registration: check registration desk for availability.

Registrar’s Committee Western Region

The Registrar’s Committee Western Region (RCWRR) Annual Business Meeting Luncheon is open to RCWRR members, collection professionals, and related vendors.

FEE: $40

Trustee & Director’s Luncheon

This luncheon is open to Trustees, Directors, Deputy Directors, CEOs, and CFOs. Paula Gardagopadhyay, Deputy Director for Museums, Institute of Museum and Library Services will present the agency’s new funding priorities and a discussion will follow.

FEE: $60

CONCURRENT SESSIONS: 2:00 PM—3:15 PM

F1—SP4 Trends in Museum Education: Embracing Change, Effecting Change

What changes are museums making to broaden our communities and ways we define success? Join three museum education professionals as we discuss case studies toward inclusion in the field. Representing a cross-section of museum types, speakers will share creative approaches for identifying and programming with underserved youth. Through small, guided group activities, attendees will brainstorm strategies for changes they hope to make at their own museums, continuing with an online platform to share their efforts.

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

F2—SP25 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 small, 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, Ph.D, Executive Director, Burke Museum of Natural History and Culture

Presenters: Leslie Jones, Independent HR Consultant
Micah Parzen, Ph.D., J.D., CEO/President, San Diego Museum of Man
Dana Whitelaw, Ph.D., Executive Director, High Desert Museum
Bid on the unique items in the silent auction that were generously donated by our members! All proceeds benefit the Wanda Chin scholarship and the Museum Association of Arizona scholarship funds to help colleagues attend the Annual Meetings.

**SILENT AUCTION:** Bid for these auction items in the Second Floor Atrium from the Opening Reception on September 25, through the Exhibit Hall Closing Reception on September 27.

**LIVE AUCTION:** Join us at the evening event at the Phoenix Art Museum on September 27 and bid on fabulous items.
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 Weintraub, Institutional Giving Manager, Oakland Museum of California

Presenters: Morgan Bishop, Philanthropic Advisor, Grants Management, Arizona Community Foundation

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

Presenters: Diane Dittmer, Associate Curator of Ethnological Collections, Arizona State Museum
Martina Daviley, Curator of Native Relations, Arizona State Museum
Rachael Faust, Manager of the Artist Initiative, SFMOMA
Georgina Goodlander, Former Deputy Chief of Media and Technology, Smithsonian American Art Museum

Moving Forward: Reflecting on the Past to Better Understand Ways to Create Meaningful Relationships between Museums and Indigenous Communities

Location: Cowboy Artist 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 Kodoyama, Principal, Margaret Kodoyama Consulting

Presenters: Marina Vinat, Private Contractor/Facilitator, Indigenous Collaboration Initiative
Barbara Mumbly, Senior Program Officer, San Francisco Arts Commission
Teresa Valencia, Curator, The Friends of Iolani Palace

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 Preconstruction, MATT Construction
Doug Robertson, Principal, House & Robertson Architects
Don Webb, Principal, Cordel Corporation

POSTER SESSION

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

Collective Wisdom: Libraries, Archives, and Museums Conference Exchange Cohort
Gina Watkins, Arizona State University, University of Arizona

Roles and Responsibilities of Digital Engagement Managers in Art Museums
Julian Miller, Emerging Museum Professional

Taking Museums to a New Dimension: 3D Printing and Scanning of Archaeological Artifacts
Tasia Williams, Graduate Student, University of Washington

Creating Coalitions
Kristine Leier, MA Student, Museum Studies, Arizona State University
Kate Grebing, MA Student, Museum Studies, Arizona State University

The Exhibit Creation Experience from Concept to Implementation to Evaluation
John Bello, Graduate Student, Arizona State University

Applying Instructional Design Theories to Exhibition Design
Jacque Johnson, Museum Exhibits Manager, Brigham Young University-Museum of Peoples and Cultures

Looted Artifacts are Coming to a Museum Near You: Navigating the Government’s Largest Collection of Looted Artifacts and their Future in Museum Management
Diana Bang, Museum Collections Manager, Bureau of Land Management
Courtney Evert, Collections Technician, Brigham Young University, Ready or Not

U.S. Federal Indian Boarding Schools: A History Re-told Through Digital Storytelling
Sara Guzman, Museum Archivist, The Heard Museum

The Impact of Socially Conscious Art Exhibitions: A Case Study of Art AIDS America
Kacey Lewis, Graduate Student, University of Washington Museology Program

Abortion! Abortion! Abortion: Destigmatizing Abortion through Storytelling
Sarah Winder, Masters Candidate, University of Washington Museology Graduate Program

Creative Healing for Invisible Victims: How Museums Can Reach Out to Children of Incarcerated Parents
Liliana Maria Torres, Graduate Student, John F. Kennedy University

Protecting with Policies and Procedures: Evaluating International Travel and Acquisition of Collections at University Museums
Stephanie Abo Lambert, Student, Brigham Young University
Spencer Lambert, Student, Brigham Young University

How Much Does a Library Card Cost? When users are Disconnected from Donors at Free Institutions
Kelsey Picken, Ph.D. Cultural and Museum Studies Student, Claremont Graduate University

Recently Refurbished: The Implications on Collections when Historic House Museums are Reinterpreted
Alannah DeBusk, Museum Studies Graduate Student, John F. Kennedy University
3:15 PM – 4:15 PM  
**EXHIBIT HALL CLOSING RECEPTION**  
**FREE**  
Join your colleagues for light refreshments and a last visit with our corporate members. The Exhibit Hall Closing Reception is your last chance to bid on silent auction items. All proceeds benefit the WMA and MAA scholarship funds to help colleagues attend the Annual Meetings.

7:00 – 10:00 PM  
**EVENING EVENT: PHOENIX ART MUSEUM**  
This event requires pre-registration; check registration desk for availability. Buses will pick up attendees at 7:00 pm outside the Hyatt’s side lobby entrance on Monroe Street. Please arrive 15 minutes prior to departure.

Enjoy food stations, a no host bar, and docent-led tours throughout the museum’s galleries including: old Masters to 19th century paintings and sculptures in the Museum’s European Collection, world-class modern and contemporary works, Remington bronzes and oils depicting life in the American West, and a special exhibition in the Ellman Fashion Design Gallery.

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**Celebrating all the reasons we’re proud to call Arizona home**

We believe that life in Arizona is worth celebrating. That’s why we have a long-standing history of supporting the arts and the diverse cultures across our state—from festivals and performances to exhibits, local events and more. We are proud to support the Western Museums Association in its mission to transform the museum field through collaboration.

[aps.com](http://aps.com)
8:00 AM–8:45 AM
MORNING COFFEE
Join your fellow WMA 2016 attendees for coffee, while connecting with new colleagues and seeing familiar faces.

9:00 AM–10:45 AM
CLOSING GENERAL SESSION & KEYNOTE
Join us as we set up the final day of the 2016 Annual Meeting with an inspiring Keynote Address.

OPENING REMARKS
Jason B. Jones, Executive Director, Western Museums Association
THANKS FOR COMING TO ARIZONA
Bill Peterson, President, Museum Association of Arizona
NEW PRESIDENT’S ADDRESS
Lisa Sasaki, New President, Western Museums Association
CHANGE IN MUSEUMS
Amada Cruz, Executive Director, Phoenix Art Museum

KEYNOTE ADDRESS
Gregory Hinton
Gregory Hinton is 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. Partnering with major western museums, libraries and universities, Out West programming—lectures, films, plays, and gallery exhibitions—is now presented nationally. In 2015, Hinton cofounded “Out West in the Rockies,” a dedicated LGBT western archive at the University of Wyoming’s American Heritage Center in Laramie.

CONCURRENT SESSIONS 11:15 AM–12:30 PM

G2—SP32 Transforming Community Through Culture: Creative Community Fellows
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 Fuente, Community Garden Program Coordinator, Desert Botanical Garden
Christopher Taylor, Western Drawing Project
Sarah Sullivan, Co-Artistic Director, Rising Youth Theatre
Sarah Gonzales, Co-Founder and Co-Founder, Spoken Futures, Inc.

G3—SP46 Changing Minds by Including LGBT Voices in Museum Programs
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—SP07 Fundraisers Unite—Conversations for Success
Location: Regency Ballroom (1st Floor)
Sponsored by Think ROTH Projects
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 the preferred topic of discussion from a list of topics including: Holistic Fundraising, My Title is Development and _______, Leveraging Volunteers/Committees, Prioritizing Revenue Streams, and I’m a One-Person Development Department.
Moderator: Louise Yokota, Principal, Anchor & Seed Philanthropic Consulting
Presenters: Jeanette Woodbaum, Director of Library Advancement, Pepperdine University
Lowry Bates, Vice President of Institutional Advancement, San Diego Natural History Museum
Sonia Lundie, Deputy Director of Planning & Program, Utah Museum of Fine Arts
Pam Toledano, Development Officer, Isani 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 Trust, Manager of the Art Institute, SFOMA
Presenters: Betsy Buerkmer, Collections Manager, Museum of History and Industry
Ken Middlebrook, Curator of Collections, History San Jose
Robyn Haynes, Conservator, Utah Museum of Fine Art

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: Tiffani Egnor, Curator of Education, Chandler Museum
Lori Rubino-Hare, Professional Development Coordinator, Northern Arizona University Center for Science Teaching and Learning
Kathy Husser, Adult Services Coordinator, Phoenix Public Library
Greg Lehman, CEO, ASU Art Museum Board
Aikan Stollman, Educational Specialist, Arizona Museum of Natural History

12:30 PM–1:30 PM
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)
H1—SP30  Why Love and Happiness Mean Serious Business for Museums

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: Karen Kieswal, Director, Pala Alto Art Center
Presenters: Nicah Parez, CEO, Museum of Man
Tony Butler, Executive Director, Derby Museums Trust
Selene Foster, North American Ambassador/Curator, Museum of Broken Relationships

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 Boelhirt, Metadata Specialist, J. Paul Getty Museum
Pat Evans, Registrar, Scottsdale Museum of Contemporary Art
Heather Sutherland, Assistant Security Manager, Phoenix Art Museum

H3—SP39  Social Responsibility and Museums: A Case Study from Alberta, Canada

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: Kelly McKinley, Director, OMCA Lab
Presenters: Katrina Paredun, 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

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 Martin, Artist, Educator, Design Consultant
John Bambolia, Founding Board Member of the Phoenix Children’s Museum
Keri Sturgeon, Director, Science & Education, Pacific Science Center
Lorie Millward, 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

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 Tversky, Funding Programs Manager, 4Culture
Celeste DeWald, Executive Director, California Association of Museums

3:15 PM–3:45 PM
COFFEE KLASTICH/REFRESHMENT BREAK
Enjoy coffee and tea while networking with peers, courtesy of WMA.
4:00–5:15 PM
WESTMUSINGS | 10 MINUTE MUSEUM TALKS
Location: Regency Ballroom (1st floor)

WestMusings / Ten Minute Museum Talks feature the most innovative topics in museums today. Modeled after Ted Talks, WestMusings is a program of short, engaging presentations by unique voices—intended to inspire others in the field.

Noelle Kahuna Assistant Specialist, Public Humanities & Native Hawaiian Programs Department of American Studies, University of Hawai’i at Manoa
Jaclyn M. Roessel, Public Programs and Education Director, Heard Museums
Niki Ciccotelli Stewart, Chief Engagement Officer, Crystal Bridges Museum of American Art
Dave Stoudt, Director of Interactive Exhibits, Thanksgiving Point Institute

WestMusings is sponsored by Aitkens Fine Art Services with underwriting by Solstream Media

5:30–6:30 PM
#DRINKINGABOUTMUSEUMS
Location: Networks Bar and Grill (hotel lobby)

Led by the Greater Phoenix emerging Museum Professionals, this informal event will discuss the WestMusings talks, encourage sharing your experiences during the conference, and mix in a bit of networking time. (pay your own way).

7:00–10:00 PM
EVENING EVENT: THE HEARD MUSEUM
This event requires pre-registration; check registration desk for availability.

Join the Heard Museum for an exclusive evening of art, cultural expression, and history. Enjoy Southwest/Native inspired appetizers and beverages in the scenic Central Courtyard, along with an exhilarating Hoop Dance performance and live music by Native American artists. Discover the Heard’s world-renowned galleries curated in partnership with Native peoples exhibiting the rich, unique cultures of the Southwest. In the museum you will be treated to a private guided tour of the signature exhibit, Home, which features the Heard’s most prized masterpieces, sweeping landscapes, poetry, and personal recollections in an unforgettable journey through the Southwest and the vibrant arts and cultures of Native people. Inspired to add to your own collection? Be sure to stop by the Heard Museum Shops for one-of-a-kind handmade art works from jewelry to rugs, pottery, and katsina dolls. Buses will pick up attendees at 7:00 pm outside the Hyatt’s side lobby entrance on Monroe Street. Please arrive 15 minutes prior to departure.

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.

Artemis Fine Art Services
Artemis Fine Art Services is a leading company dedicated to the preservation of fine art objects. We offer a full range of services, including: Transportation, Crating, Storage, Art Handling, Installation and Collections Management. For over fifteen years top collectors have trusted us as their preferred provider for logistics management services.

Arts Consulting Group
The leading provider of hands-on interim management, executive search, revenue enhancement consulting, facilities & program planning, and organizational development services for the arts and culture industry. With offices in Los Angeles, San Diego, Portland, Seattle, Denver, and others, consultants are located in other communities throughout North America to best serve the needs of our clients.

Balboa Park Learning Institute
Balboa Park Learning Institute is a professional education and learning community for staff and volunteers in arts, science, and cultural organizations. The Online Learning Portal is an accessible, easy to use, and cost effective learning platform for the professional development for arts and culture organizations, and nonprofits. Register at onlinelearning.bpcp.org.

Cuberis
Cuberis specializes in crafting meaningful web experiences. We partner with advocates of exploration, learning and culture to create websites that are easy for visitors to navigate and simple for administrators to update. Our offering includes web and print design, WordPress and Drupal solutions, UI/UX design and Discovery.

Collectors 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 Chertkoff’s Nomenclature. Use the Gallery feature to showcase your collection on your public site. Collector Systems: the technology you need, the people you trust.

Creative Edge
Creative Edge has created more than 10,000 specialty projects worldwide for venues such as children’s hospitals, museums, and public art installations. They work with premium architectural materials such as granite, marble, glass, ceramics and quartz; metals such as brass, bronze and stainless steel, as well as vinyl resilient floor coverings.

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GuestCurator Traveling Exhibitions, located in Santa Fe, New Mexico, offers a wide variety of museum quality exhibits in art, history, science, popular culture, and other areas of interest to the visual arts community. Exhibitions have been organized by museums, organizations and individuals to appeal to a diverse audience.

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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.

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Pacific Studio
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Providing professional development to museum professionals since 1935

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.

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GuestCurator Traveling Exhibitions, founded in 2001, is based in Santa Fe, NM. We operate as an independent representative and coordinator for traveling exhibits originated by museums, organizations and individuals.

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