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94TH ANNUAL
NEMA CONFERENCE

NOV. 7-9, 2012

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How to Make the Most of NEMA 2012!

CONFERENCE PROGRAM GUIDE

Thanks for attending the 94th Annual NEMA Conference. This year's event is packed with more information, more networking, and more fun than ever. So where do you start? Here's a quick "how-to" guide that will help you make the most of your conference experience.

CONFERENCE APP

New and innovative for 2012! Put the entire 2012 NEMA Conference at your fingertips with our exclusive conference app. You'll have it all: access to session information, floor plans, evaluations, handouts, and information about Burlington. Download your app for free at www.nemanet.org/app.

GREEN IS GOOD!

New for 2012! Our speaker handouts this year will be available online instead of in print. You can access handouts in sessions via our Conference App (see above) or print them on demand at the conference hotel business center on the first floor.

KEYNOTE SESSION

Emerald Ballroom I & III, Wednesday, 10:45 am
Don't miss! Internationally-acclaimed design and branding expert Michael Jager engages us with his multimedia presentation, "Set My Mind Ablaze: Creating a Manifesto for the Cause of Cultural Curiosity." Lots of energy and surprises await. Come armed with your opinions on innovation!

CONCURRENT SESSIONS

Conference sessions can fill up quickly and are on a first-come, first-seated basis. We suggest arriving at least 5 minutes prior to the starting time.

PLEASE NOTE: PROGRAM CHANGES

Fundraising Events: Sweating Bullets or Silver Bullets, originally scheduled for Friday 9:00 am – 10:30 am, has been cancelled.

EXHIBIT HALL

Ground Floor, Wednesday, 8:00 am to 6:15 pm; Thursday, 8:00 am to 3:00 pm

Get the latest information on innovative products and services for the museum community. The Exhibit Hall is also a hub of activity for your coffee/snack breaks and where you pick up your on-site box lunch (pre-registration required). Enter to win raffle prizes from exhibitors and museums. Details in your registration packet.

NEMA CONFERENCE BOOKSTORE

Ground Floor Registration Area, Wednesday, 12:00 pm – 5:00 pm; Thursday, 8:00 am – 5:00 pm; Friday, 8:00 am – 12:30 pm

Browse the Conference Bookstore for great reads from the AAM professional development library and other publishers.

2012 PUBLICATION AWARD WINNERS

Exhibit Hall

Look over the winners of this year's NEMA Publication Awards; see the best in design, production, and communication.

TALK BACK!

Emerald Ballroom Promenade, First Floor

Ask a question. Make your point. Take a time-out in our "Talk Back" area to ruminate on New England museum issues and provide input to NEMA. (Talk Back wall is courtesy of 42 Design Fab; visit them in Booth #10 in the Exhibit Hall.)

RESUME REVIEW

New for 2012! Bring your resume and get a one-on-one career tune-up from a seasoned museum professional – just the thing to enhance your job search! Stop by the Walk-In Registration desk to sign up for a 15-minute session with a NEMA board member, who will check out your C.V. and give you some on-the-spot advice. Pre-registration is required; spaces are limited.

NEMA ANNUAL LUNCHEON MEETING

Emerald Ballroom III, Friday 12:45 – 2:00 pm;

Pre-registration required.

Find out what's new in your association. Celebrate innovations in New England museums as we honor the recipient of NEMA's 2012 Innovation Award and pay tribute to the folks who are advancing the museum field in our region. Plus, be the first to see NEMA's new branding platform, unveiled here for the first time!

MAKE PLANS FOR NEWPORT IN 2013!

Mark your calendar for the 2013 NEMA Conference, November 13 - 15, in Newport, Rhode Island. Join us for three memorable days in the land of yachts, mansions, and museums. Session proposals are due February 1, 2013. Please visit www.nemanet.org/conf13.

VOTE FOR THE 2013 THEME

Don't forget to vote for next year's theme as part of our #NEMATHEME crowdsourcing project. Review the ideas and cast your ballot near the Talk Back area in the Emerald Ballroom Promenade on the 1st floor. (Voting ends Thursday at 5:00 pm; see information in your conference tote bag.)

#NEMA2012

Questions? Visit the NEMA Registration Desk on the Ground Floor from 8:00 am – 5:00 pm Wednesday and Thursday, 8:00 am till noon on Friday.

Wed
11-7

6:30 AM - 7:00 AM
NEMA FITNESS

Morning Walk

Hotel Lobby

Join NEMA Director Dan Yaeger for an energizing walk around the University of Vermont campus.

8:00 AM - 5:00 PM
REGISTRATION OPEN



8:00 AM - 6:15 PM
EXHIBIT HALL OPEN

8:00 AM - 9:00 AM
WELCOME COFFEE AND BAKED GOODS IN EXHIBIT HALL

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9:00 AM - 10:30 AM
CONCURRENT SESSIONS

Coming Back Stronger: How Museums Can Prepare, Survive, and Thrive After a Major Disaster
Amphitheatre

In August, 2011, several museums in the Northeast had to actually use their disaster plans when Tropical Storm Irene caused major flooding. In this session, you will learn about some of the common mistakes made when writing disaster plans and how you can make yours relevant to your museum, tips for working with FEMA, and how to effectively use social media after a disaster to reach out to conservators, grantors, and the community.

Co-Chairs: Amy Mincher, Assistant Director, Slate Valley Museum, NY; Carol Frisa, Conservator, Workson-Paper Conservation, VT; Kathryn Weller, Executive Director, Slate Valley Museum, NY

Extreme Makeover: Historic House Edition, Season 2
Diamond Ballroom II

Critics of historic house museums say they are an endangered species, going the way of the dinosaur. We put that myth to rest in this sequel to the 2011 session *Extreme Makeover: Historic House Edition*. This session focuses on creative ways to develop and promote educational programs, new interpretive ideas, different ways of approaching exhibits, and creative ways to fund projects. If you attended last year's session, welcome back. If not, welcome to the show!

Chair: Gail Nessell Colglazier, Executive Director, American Independence Museum, NH

Speakers: Jack Anderson, Director, Woodstock Historical Society, VT; Chris Mason, Manager of Interpretation, Nantucket Historical Association, MA; Kate Laurel Mac Intosh, Principal, Revitalizing Historic Sites, MA; Ron Potvin, Assistant Director and Curator, Brown Center for Public Humanities, RI; Susan Robertson, Executive Director, Gore Place, MA; Ken Turino, Manager of Community Engagement and Exhibitions, Historic New England, MA

Form Follows Function, but Function Follows Program – Effective Museum Programming
Kingsland

With a focused programming effort, museums can align mission, physical infrastructure, and budget to define the project requirements and limitations. In doing so, the museum can better manage potential scope creep and cost overrun. Discussion topics will include defining the institutional mission, facility analysis, aligning visitor services amenities with projected attendance, early-stage energy modeling, programming sessions with key staff, modes of operation, maintaining operations throughout construction, collection of data, and recording of detailed space criteria.

Co-Chairs: Douglas Hyland, Director, New Britain Museum of American Art, CT; Chad Reilly, Associate Principal, CBT Architects, MA

Speaker: John Backman, Senior Associate, CBT Architects, MA

The Future of Museum Funding from IMLS
Valcour

The Institute of Museum and Library Services has adopted a new mission, vision, and strategic plan that will support its continuing efforts to assist museums in engaging communities in meaningful and creative ways. This session explores IMLS's new strategic plan and changes in museum funding programs for 2013. The panel includes museum professionals who share practical examples from their experiences with the IMLS grant programs.

Chair: Mark Feitl, Museum Program Specialist, Institute of Museum and Library Services, DC

The iPad Changes the World - and Museums
Diamond Ballroom I

When the iPad was announced by Steve Jobs it first met with a lukewarm response. But when people could take it in their hands, they wanted one. Just two years later, more than 30 million iPads have been sold and have changed the world of computing. For museums they make touch screens and interactive learning more accessible – and their long-term potential is unimaginably profound. Hear about some innovative apps and case studies, share your own examples, then brainstorm with us about the iPad's potential to change museums.

Co-Chairs: Kathy Burton Jones, Assistant Director and Research Advisor, Harvard Museum Studies Program, MA; Robert Wolterstorff, Executive Director, Bennington Museum, VT

Speakers: Laurie Glover, Visual Resources Manager, Sterling and Francine Clark Art Institute, MA; Brad Larson, Principal, Brad Larson Media, MA; Teresa O'Toole, Curatorial Coordinator, Sterling and Francine Clark Art

Institute; Paula Rais, Community Engagement Director, Children's Museum of New Hampshire; Viktorya Vilk, Project Manager of Collections Interpretation, Sterling and Francine Clark Art Institute, MA

Spectacle or Motivator? Disturbing Content in Exhibitions

Willsboro

Graphic depictions have a raw power over our emotions. Whether they attract or repel us, they certainly get our attention and cause us to react. In this session, we'll provoke a discussion about how disturbing content in exhibits can be used to change visitors' attitudes. As a starting point, we'll discuss an exhibit on the Armenian Genocide and visitor evaluations at the Illinois Holocaust Museum, raising the question of when horrific content ceases to stimulate critical thinking and instead shuts down discussion.

Co-Chairs: Edward Malouf, Principal, Content•Design Collaborative LLC, MA; Barbara Megurian, Vice President, Armenian Library & Museum of America, MA

Speakers: Kimberly Shockley, Director of Public Programs, Mashantucket Pequot Museum, CT; Amy Weisser, Director of Exhibition Development, National September 11 Memorial & Museum, NY

Speed Dating Meets Condition Reporting

Emerald Ballroom II

This fast-paced workshop will give attendees a chance to learn terminology, examination techniques, and sample varying condition report formats. Experienced conservators will lead roundtable discussions. Each table will include a different type of artwork. Conservators will coach participants to develop a condition report on their object. After 15 minutes, it's off to the next table for a new artwork and a different conservator.

Co-Chairs: Marylou Davis, Private Conservator and Historic Design Consultant, CT; David Dempsey, Associate Director for Museum Services, Smith College Museum of Art, MA

Speakers: Alexandra Allardt, Principal & Managing Director, ArtCare Resources, RI; Camille Myers Breeze, Director, Museum Textile Services, MA; David Lee Colglazier, Conservator, NH; Emily Gardner Phillips, Painting Conservator, Phillips Art Conservation, LLC, NY; Nancie Ravenel, Objects Conservator, Shelburne Museum, VT

12:15 PM - 1:15 PM

OPENING LUNCH

Exhibit Hall - Ticket Required

It's all about the networking! Meet up with colleagues, reconnect, and have fun strengthening your ties to this talented, generous, and committed museum community that we know as the NEMA Family!

12:15 PM - 3:15 PM

DIRECTORS AND TRUSTEES LUNCHEON PROGRAM

Emerald Ballroom II - Ticket Required

The Dog Wagging the Tail: Managing Your Museum's Investment in Social Media

As social media has become more prevalent in museum marketing, leaders face a conundrum. We want our museums to be on the cutting edge, yet how do we justify committing staff time to Twitter, Facebook, Pinterest, LinkedIn, and all the other social media vehicles? What metrics do we use to determine whether our investment is worth it? How do we ensure that our social media strategy is aligned with our overall strategic goals? How do we make sure the dog is wagging the tail and not the other way around?

This highly interactive luncheon will offer museum leaders new perspectives and frameworks for successfully managing their institution's investment in social media and technology. We'll review the

(continued on page 4)

KEYNOTE SESSION

10:45 AM - 12:15 PM

Emerald Ballroom I & III

Welcome from Joshua Basseches, President, New England Museum Association; remarks from Ford Bell, President, American Alliance of Museums and NEMA Executive Director Dan Yaeger.

2012 KEYNOTE SPEAKER MICHAEL JAGER

NEMA is proud to announce Michael Jager as the keynote speaker for the 2012 annual conference in Burlington, VT. For more than twenty years Michael has directed the multidisciplinary creative and design efforts of JDK, an internationally-acclaimed studio located in Burlington. His work has launched and supported the success of some of today's most important and relevant brands, including Burton Snowboards, Microsoft's Xbox 360 and Zune, Nike, Levi's, SRAM, Phish, MTV, Virgin, and Patagonia. His love of Andy Warhol has informed his design work and also led to a collaboration with the Fleming Museum on the catalogue and exhibition, *Andy Warhol - Work and Play*. For the NEMA Conference, Michael riffs on his experiences at the intersection of design, branding, culture, and innovation in a presentation called "Set My Mind Ablaze: Creating a Manifesto for the Cause of Cultural Curiosity."



(continued from page 3)

relative merits of the most popular social networks, investigate methods for keeping staff on track with appropriate and professional social media behavior, and analyze the effectiveness of social media in advancing your institution's message and mission. This is not a tips & techniques session for using social media tools; our goal is to offer ways to manage social media campaigns and integrate them strategically into your operations.



Our presenter is Roberta (Bobbie) Carlton, an award-winning marketing, PR and social media professional who is the founder of *Mass Innovation Nights*, a free monthly product launch party and networking event powered entirely by social

media. The events help companies as large as IBM and as small as a 1 or 2 person start-up get visibility for their new products in the social networking community. Bobbie regularly teaches classes in social media marketing, and consults with small businesses and individuals who are just getting started in social networking and social media marketing.

Previously, she headed global public relations at Parametric Technology Corporation and Cognos (now IBM) and led the marketing efforts for the Beacon Street Girls, a social network and book series for preteen girls. Follow Bobbie on Twitter as @BobbieC or @MassInno.

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12:30 PM - 5:00 PM NEMA BOOKSTORE OPEN

1:15 PM - 1:45 PM DESSERT AND COFFEE IN EXHIBIT HALL

1:45 PM - 5:15 PM OFF-SITE SESSIONS

Cultural Destination Walking Tour of Burlington

Ticket holders meet in the Conference Center Lobby at 1:35 pm. Bus leaves promptly at 1:45 pm.

Burlington is one of the Northeast's leading cultural destinations, with a perfect combination of art galleries, festivals, performance spaces, and historic architecture. Join us for a walking tour of Burlington's cultural sites, including Burlington City Arts, Church Street Marketplace District, and the beautifully-renovated Flynn Center for the Performing Arts. City and cultural leaders discuss how they worked together to create a buzz about Burlington!

Chair: Doreen Kraft, Executive Director, Burlington City Arts, VT

Exhibition Critique: Online and Onsite Exhibits, featuring Voices for the Lake

Ticket holders meet in the Conference Center Lobby at 1:40 pm. Bus leaves promptly at 1:50 pm.

The Exhibitions PAG is back with the popular Exhibition Critique. This year's topic focuses on exhibits that are both onsite and online. We examine ECHO Lake Aquarium and Science Center's *Voices for the Lake*. This IMLS-funded project aims to engage the community in stewardship of Lake Champlain through an integrated platform of online and onsite exhibits and outreach programming. What are the benefits and challenges of creating an exhibit that exists online and onsite simultaneously? After a tour of the exhibit by ECHO staff, our review panel of museum professionals from many disciplines examine these and other questions.

Chair: Jan Crocker, Co-Chair Exhibits PAG and President, Jan Crocker Museum Associates, MA

Voices for the Lake team from ECHO: Bridget Butler, Conservation Education Specialist/NewsChannel 5 Conservation Correspondent, Julie Silverman, Director of New, and Travis Cook, Information Technology Coordinator

Speakers: Kimberly Kuta Dring, MS, Director of Research and Evaluation, Stepping Stones Museum for Children, CT; Serena Furman, Principal, A Space Design, MA; Amanda Kay Gustin, Researcher, The Mary Baker Eddy Library, MA; Paul Orselli, President and Chief Instigator, Paul Orselli Workshop (POW!), NY

1:45 PM - 3:15 PM CONCURRENT SESSIONS

After the House Museum: Returning Historic House Museums to Private Ownership

Amphitheatre

This panel addresses a sobering challenge: what to do with a historic house museum that is no longer sustainable. Focusing on easements as a way to ensure permanent protection of historic resources, topics include how easements work, including legal considerations, and an overview of Historic New England's easement program. Two case studies focus on options explored and factors that led to the deaccession decision, how to address community concerns, and lessons learned.

Chair: Jess R. Phelps, Team Leader for Historic Preservation, Historic New England, MA

Speakers: Joe Cornish, Senior Stewardship Manager, Historic New England, MA; Maurice Handel, board member, Needham Historical Society, MA; Lawrence Yerdon, President, Strawberry Banke Museum, NH

The Boogeyman Under the Bed: Avoiding the Bite of Poor Internal Controls

Emerald Ballroom I

A controller and auditor's perspective: smaller non-profit organizations like museums are especially vulnerable to fraud. The good news is that fraud-prevention processes do not have to be expensive or complex. Attendees will learn about tools that they can use to prevent fraud, along with developing fraud-prevention strategies, promoting

organizational transparency, and establishing a strong internal control environment to benefit the community you serve.

Co-Chairs: Jeri Appier, Controller, Boston Children's Museum, MA; Alfonso Perillo, Partner, Edelstein & Company, LLP, MA

The New New Local History

Emerald Ballroom III

Pop-up projects, psychogeography, geotagging, mobile apps. Locavores, the long tail, museum 2.0. For local history organizations, it's a brave new world. Using a blend of case studies, technology reviews, and practical advice, this session presents trends that are changing place-based history, with a focus on low-cost, audience-centered strategies for small museums. During the second half of the session participants will workshop ideas for their own institutions.

Chair: Rainey Tisdale, Independent Curator, MA
Speakers: Anna Ghublikian & Adj Marshall, Students, Brown University Public Humanities Program, RI; Elyse McNiff, Public Art Coordinator, New England Foundation for the Arts, MA

The Pleasures and Perils of Working with Students as Exhibit Curators

Diamond Ballroom II

This panel discussion examines how students have worked within museums as curators. Student curating can provide valuable experiences for all participants, from students creating exhibits as a team, to museums supplementing their volunteer base, to the public enjoying the exhibits. Examples include elementary, high school, and college-level projects. The goal is to provide a framework that you can use to start a program for students where *they* are the ones giving back to the museum.

Co-Chairs: Dana Lippitt, Director of Museum Operations & Curator, Bangor Museum and History Center, ME; Margaret Tamulonis, Manager of Collections & Exhibitions, Fleming Museum of Art, VT

Strategize Me: Making A Career Plan

Diamond Ballroom I

We may participate in strategic planning to help chart our organization's future, but how often in our careers do we stop and examine where we've been, where we are, and where we're going? We'll share our career planning journey and explore ways for you to energize your own career path. You'll leave with tools, ideas, and a new sense of focus.

Chair: Anne Ackerson, Executive Director, Museum Association of New York
Speakers: Marianne Bez, Independent Writing Professional, NY; Christopher S. Clarke, Ph.D.,

Historian and Exhibit Developer, NY; Gwen Spicer, Owner and Head Conservator, Spicer Art Conservation, NY

Theater and Dance: Tools for Community Engagement and Collaboration

Valcour

Explore the use of theater and dance as a means to make innovative, lasting connections with your community. While many are familiar with Plimoth Plantation's first-person interpretation, this session shares insights gained from performances of Shakespeare's plays that illuminate the world from which the Pilgrims came. Also, the session highlights this summer's collaboration between Connecticut Landmarks and Writer's Block, Ink, which created a moving dance performance giving "voice" to Adam Jackson, an 18th-century slave owned by Joshua Hempstead, a prominent New London citizen who kept an incomparable diary of his life and work. Learn how performing arts can augment all types of museum programming.

Chair: Jennifer Brundage, National Outreach Manager, Smithsonian Institution, Washington, DC
Speakers: Edward Baker, Executive Director, New London County Historical Society, CT; Judy Dworin, Principal, Judy Dworin Performance Project and Trinity College, CT; Jennifer Harris, Deputy Director, Plymouth Public Library, MA; Kathryn LaPrad, Associate Director for Institutional Giving, Plimoth Plantation, MA

**3:15 PM - 3:45 PM
SNACK BREAK IN EXHIBIT HALL**

Hosted by POW! (Paul Orsell Workshop)



Career Conversation

2:00 PM - 3:00 PM

Willsboro

Charlie Browne has served as Executive Director of the Fairbanks Museum & Planetarium in St. Johnsbury, VT, for over 20 of his 34 years there. He came to the museum field as a teacher with a passion for environmental education. He holds an AB in Government from Harvard and a Masters in Science Teaching from Antioch. Charlie has served as a director and officer of the Vermont Museum and Gallery Alliance and of NEMA. He has served on the Nominating Committee and the National Program Committee of AAM, and has been a peer reviewer for AAM's Accreditation and MAP programs for nearly 20 years. He holds a certificate from the Getty Leadership Institute for Museum Management and received a 2006 Excellence in Peer Review Service Award from AAM. He lives on a 200-acre former dairy farm in northern Vermont.



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3:45 PM - 5:15 PM CONCURRENT SESSIONS

...And We are a House Museum Too

Emerald Ballroom III

Connecting the past to the present, making history relevant, and engaging audience are goals that many of us strive for every day. How can we demonstrate our vitality, honor the past, and build community? This session explores the programs of the Stowe Center - beyond the house tour. Learn techniques for reaching new audiences on-site, off-site, and online, which promote civic engagement, establish strong roots in the community, and provide experiences beyond the physical site.

Chair: Shannon Burke, Director of Education and Visitor Services, Harriet Beecher Stowe Center, CT

Speakers: Sonya Green, Outreach and Public Program Coordinator, Harriet Beecher Stowe Center, CT; Amanda Roy, School and Online Program Coordinator, Harriet Beecher Stowe Center, CT

Conversations about Advocacy

Valcour

With governmental budget cuts and a continuing poor economy, cultural organizations are still front-and-center in efforts to slash spending. It is more important than ever to remind the visiting public of why museums are still vital members of their communities, contributing to their local economies and their quality of life. Join us for conversations with four experts on advocacy for cultural institutions. Organized in a "round robin" format, attendees will have the opportunity for in-depth conversations with experts discussing a variety of advocacy topics: using social media as an advocacy tool, working with your local politicians, board members as advocates, and legal issues with advocacy.

Chair: Kate McBrien, Curator of Historic Collections, Maine State Museum, ME

Speakers: David Carris, board member, Vermont Arts Council, VT; JR Phillips, former Director, Maine State Museum, ME, Julia Pistell, Communications and Membership Associate, The Mark Twain House & Museum, CT; and members of the NEMA Advocacy Committee

Group Health & Benefit

Administration

Willsboro

Take part in an engaging discussion with Mary Rosen of the U.S. Department of Labor's Employee Benefits Security Administration department on such key areas as fiduciary responsibilities, fees, disclosure regulations and plan communications. As part of the program, you'll be asked questions that will inform the creation of a customized benchmarking report, created by AllianceBernstein Investments. The report compares your organization's plan with those of its peers and suggests action items for making enhancements.

Co-Chairs: John Lamontagne, RHU, CLTC, Small Business Insurance Agency, Inc., MA; Dwight S. Porter, Benefits Broker, Small Business Insurance Agency, Inc., Group Health & Benefit Administrators- NEMA, MA

Speaker: Mary Rosen, U.S. Department of Labor's Employee Benefits Security Administration



Putting Visitors First: A Creative Approach to Service Training

Amphitheatre

While front-line staff plays the most visible role in providing good service, all museum employees can and should play a part. This session presents an innovative approach taken by the Gardner Museum to making a positive visitor experience the responsibility of all staff. Presenters share "out-of-the-box" approaches, challenges encountered, and the lessons learned, providing participants with concrete ideas that can be applied at their own institutions.

Chair: Jennifer DePrizio, Director of Visitor Learning, Isabella Stewart Gardner Museum, MA

Speaker: Wanessa Tillman, Director of Visitor Services, Isabella Stewart Gardner Museum, MA

Walking the Governance/Management Line

Emerald Ballroom II

Boards govern and staff manage; boards set policy and staff carry it out. That's the theory. But the reality is usually far more complex, particularly in smaller museums with limited staff that rely on board members to be active volunteers. This participatory session gives you an opportunity to think through some thorny puzzles about the roles and responsibilities of board members and executive directors. Bring your own delicate situations to add to the conversation.

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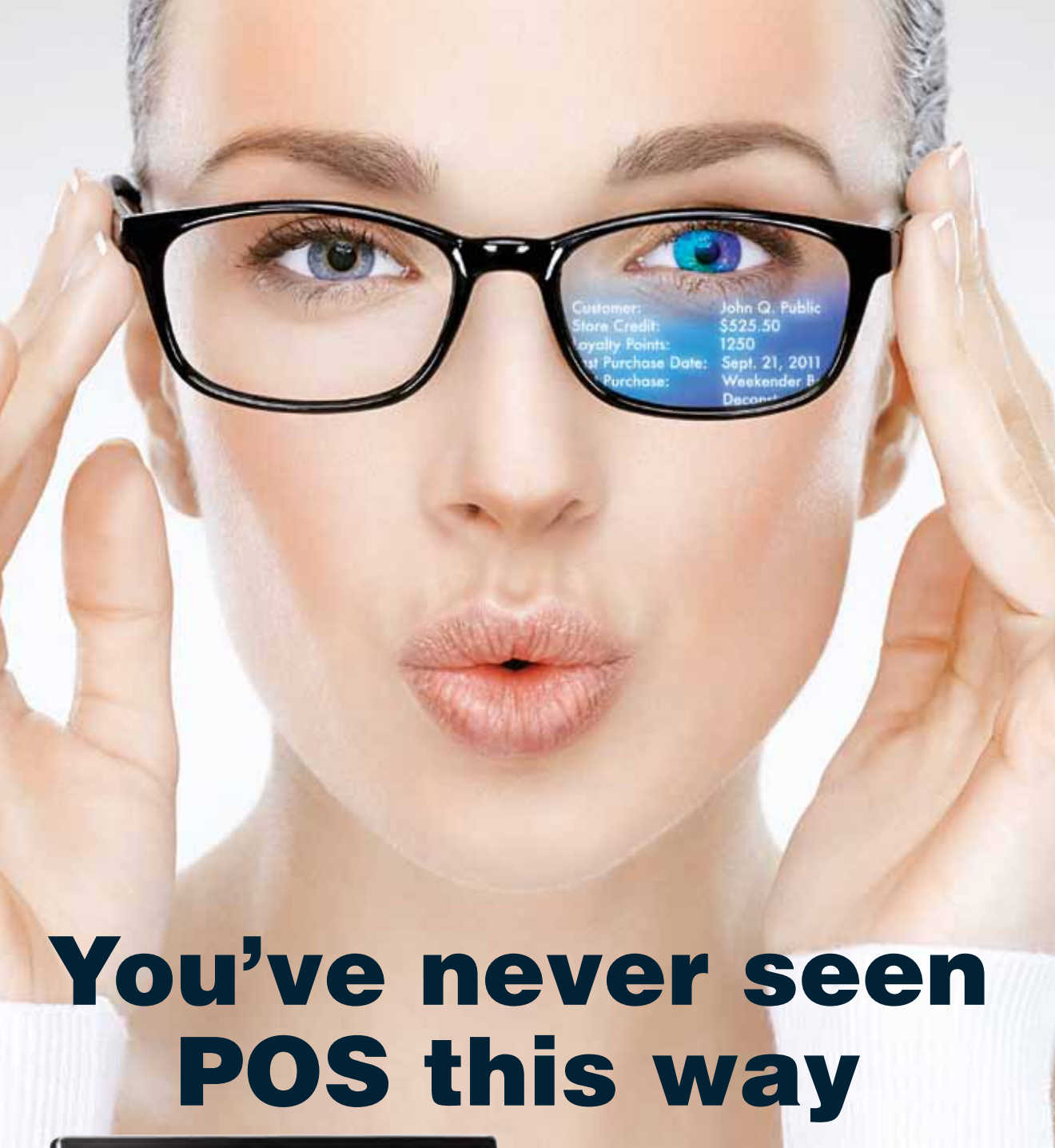
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(continued from page 7)

Chair: Laura B. Roberts, board member, Tufts University Art Gallery and Mary Baker Eddy Library and Museum, MA

Speakers: Vicky Kruckeberg, Executive Director, Dedham Historical Society, MA; Sue Sturtevant, Executive Director & CEO, Hillstead Museum, CT

What Does the NEMA Membership Consider Innovative?

Diamond Ballroom II

The 94th NEMA Conference is about innovation and our future, and this year's event attracted more session proposals than ever – more than 98 in all. Using Wordle, the online word cloud app, this session will examine the museum field's collective vision of innovation by exploring the database of words in this year's session proposals. Our preliminary analysis shows that museum innovation is currently the strongest in the areas of audience segment customization, building a culture of experimentation, and understanding media's role. After an introduction, breakout tables will explore the data. A summary exercise will define a collective innovation vision to be shared with colleagues through a future issue of *NEMA News*. Elizabeth Merritt, Founding Director, Center for the Study of the Future of Museums, an initiative of the American Alliance of Museums, will be featured via videoconference.

Chair: Phelan R. Fretz, Ph.D., Executive Director, ECHO Lake Aquarium and Science Center, VT

Writing a Social Media Strategy for your Museum

Diamond Ballroom I

Is your museum using social media, but you're not sure what direction you're heading in? Make sure your employees are on the same page about your goals for social media, who you want to engage with and what type of content you should be sharing. This session will walk you through creating a social media strategy for your museum and will help you get more out of your social media platforms!

Chair: Caitlin Thayer, Owner, Barefoot Media, CT

Writing the Book on Local History: Contemporary Collaborations Between Writers and Artists

Emerald Ballroom I

Author Janet Lisle, participating artist Dora Millikin, and Project Director Marjory O'Toole describe the Little Compton Historical Society's collaborative approach to writing and publishing a professional two-volume history of the town, illustrated by forty contemporary artists. The panel discusses the challenges encountered during the successful four-year project, including fundraising, timeline development, research techniques, artwork selection, editorial practices and the importance of involving and engaging a twenty-first-century audience.

Chair: Marjory O'Toole, Managing Director, Little Compton Historical Society, RI

Speaker: Dora Atwater Millikin, board member, Little Compton Historical Society, RI; Janet Lisle, historian, writer, RI

Evening Events

EXHIBIT HALL RECEPTION

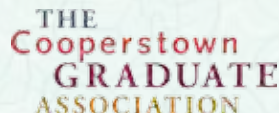
5:15 PM – 6:15 PM

A great way to end the afternoon! Join us for complimentary hors d'oeuvres and cash bar in the action-packed Exhibit Hall, the place to be for interacting with the latest innovative products and services. Get your raffle cards signed for great prizes (drawing is Friday afternoon), chat with friends, and relax a bit before your evening starts.



Happy hour indeed!

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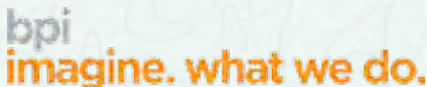


**WELCOME TO BURLINGTON!
AN EVENING AT ECHO**

6:15 PM – 9:00 PM

Ticket holders meet in the Conference Center Lobby at 6:15 pm. Bus leaves promptly at 6:25 pm.

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This year NEMA focuses part of its Thursday programming on academic museums. All attendees are welcome in these sessions.

Strengthening the Teaching Role of the Academic Museum:

Three Successful Strategies

9:00 AM – 10:30 AM

Shelburne

Academic museums are crucial partners in the educational mission of the parent institution and are important sites for interdisciplinary collaboration. This session focuses on successful initiatives for integrating an academic museum's exhibitions, collections, and programs with the curriculum.

Chair: Stefanie S. Jandl, Independent Museum Professional, MA

Speakers: Maggie Cavallo, Outreach Coordinator, Montserrat College of Art Galleries, MA; Jane Pickering, Deputy Director and Director of Public Programs, Yale Peabody Museum of Natural History, CT

College and University Museums PAG Lunch

12:45 PM – 2:20 PM

Off-site lunch at the Fleming Museum. Ticket holders meet in the Conference Center Lobby at 12:35 pm. Bus leaves promptly at 12:45 pm.

Join us for lunch and connect with colleagues from across New England. Exchange ideas and best practices, gather feedback, and learn new strategies from college and university museum professionals working in all areas. Come prepared to share news about your institution's exciting projects and exhibitions.

Co-Chairs: Leonie Bradbury, Director and Curator, Montserrat College of Art Galleries, MA and Kristina Durocher, Executive Director, Museum of Art, University of New Hampshire

Academic Museums: Strategies to Avoid a Monetization of the Collection

3:15 PM - 4:45 PM

Diamond Ballroom I

No academic museum wants to be the next Rose. This session examines the legal rights, obligations, and discretion of college/university trustees that could give rise to a sale of some or all of the collection to support operations of the college/university. We'll discuss ways in which academic museums can posture themselves on campus and in the minds of the trustees to avoid monetization. The panel also includes one or more directors of academic museums who have thought about this issue and have deployed strategies to address the risk.

Chair: Mark Gold, Parese, Sabin, Smith & Gold, MA

Speakers: Nancy Scott, Associate Professor of Art, Brandeis University, MA; John Stomberg, Director, Mt. Holyoke College Art Museum, MA

Presenting Art in Unconventional Spaces

11:00 AM – 12:30 PM

Diamond Ballroom II

Most visitors know how to experience art when it's hung on walls in a clean, secure, and enclosed gallery. So what is gained, lost, and completely unpredictable when exhibiting where visitors aren't accustomed to experiencing art? This panel discusses these issues from the viewpoints of artists as well as museum staff.

Chair: Margaret Tamulonis, Manager of Collections and Exhibitions, Fleming Museum of Art, University of Vermont, VT

Speakers: Jenn Karson, founder, Sesamedia New Media, VT; Ken Mills, Terra-Logic Landscape Architecture, VT; Cathy Sununu, Executive Director, Portsmouth Museum of Art, NH; Katherine Taylor-McBroom, Assistant Registrar, Shelburne Museum, VT

Creating Pedagogical and Community Value: Academic Institutions and their Art Museums

3:15 PM - 4:45 PM

Shelburne

This panel presents leaders of three college/university art museums, together with the provosts or deans responsible for those museums, for a look at different models for creating pedagogical value in the academic museum. We begin by looking at trends in the relationship between academic institutions and their museums over the past 30 years. Each of the three museum/administration partners then briefly discuss their strategies for optimizing the teaching value of the museums within their institutions, as well as the outreach role of the academic museum within the greater community.

Chair: Janie Cohen, Director, Fleming Museum of Art, University of Vermont, VT

Speakers: Beau Breslin, Vice President for Academic Affairs, Dean of Faculty, Skidmore College, NY; Jane Knodell, Provost and Senior Vice President, University of Vermont; Katherine Hart, Associate Director, Barbara C. & Harvey P. Hood 1918 Curator of Academic Programming, Hood Museum of Art, NH; Adrian Randolph, Associate Dean for the Arts and Humanities, Leon E. Williams Professor of Art History, Dartmouth College, NH; John Weber, Dayton Director, Frances Young Tang Teaching Museum and Art Gallery, NY

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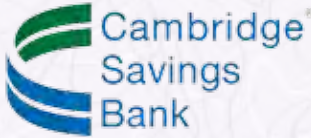
www.extension.harvard.edu

7:00 AM - 8:00 AM
NEMA FITNESS

Morning Pilates
Shelburne

Join Dawn Salerno, a certified Pilates instructor and NEMA board member, for a rejuvenating stretch and strengthening class. Bring a mat, bottle of water, and dress in comfortable clothing.

8:00 AM - 5:00 PM
REGISTRATION AND BOOKSTORE OPEN



8:00 AM - 3:15 PM
EXHIBIT HALL OPEN

8:00 AM - 9:00 AM
WAKE-UP COFFEE AND BAKED GOODS IN EXHIBIT HALL

8:00 AM - 9:00 AM
INDEPENDENT MUSEUM PROFESSIONALS PAG BREAKFAST

Tuckaway's Pub, Hotel Atrium

Breakfast will be provided for those who registered for it in advance, or you may bring your own.

Following up NEMA's IMP PAG spring technology workshop, this breakfast session will further explore how to strengthen the IMP online community, how to increase visibility of the NEMA RFP list, and how to create new methods of matching IMP consultants with work opportunities. Since we will not be doing a "speed dating" session this year, please bring brochures, posters, or other methods of sharing who you are and what you do. We will meet and greet while we eat.

Co-Chairs: Trip Anderson, Innoventive Design, NH; Thomas Conroy, CCIK Consulting, MA; Matt Kirchman, President/Creative Director, Object IDEA, MA; Jeanne Koles, Principal, Jeanne Koles Consulting, MA

8:30 AM - 12:30 PM
OFF-SITE SESSION AT THE SHELBURNE MUSEUM

Ticket holders meet in the Conference Center Lobby at 8:20 am. Bus leaves promptly at 8:30 am.

Under Construction: A New Building – A New Vision for Shelburne Museum

Join us for a hard-hat construction site visit and panel presentation at Shelburne Museum, an unconventional museum of art, design and Americana, exhibiting over 150,000 objects in 37 exhibition buildings. In 2011 the museum announced a \$14m

capital campaign for a new 17,000 square ft. center for art and education (scheduled to open fall 2013), fulfilling a vision of year-round exhibition, education and access.

Participants review the issues that led to the decision to build the center, and their translation into prioritized institutional and construction goals. Discussion topics include capital campaign strategy; site selection; communications schedule and strategy; design process; and the balance between institutional needs and stakeholder interests.

Presenters include: For Shelburne Museum: Tom Denenberg, Director; Peter Martin, board of trustees building committee chair; Chip Stulen, Director of Buildings, and Karen Petersen, Director of Education. For Ann Beha Architects: Tom Hotaling, Principal, and Steve Gerrard, Senior Associate, MA

9:00 AM - 10:30 AM
CONCURRENT SESSIONS

Association of Art Museum Directors Mapping Project

Willsboro

The Association of Art Museum Directors (AAMD) is using inexpensive off-the-shelf mapping software to create reports showing the scope of museums' service across their communities. Each map shows the schools, community centers, human service agencies, and other organizations that use a museum's services in a region or in a specific jurisdiction such as a state, county, or city, and the maps are paired with text that describes the services that are provided. Andy Finch of AAMD describes how the mapping project works, its effects to date with respect to data collection, community relations and advocacy, and its future direction.

Chair: Andy Finch, Co-Director of Government Affairs, Association of Art Museum Directors, DC

The Copyright Conundrum: Understanding the Basics of US Copyright Law

Amphitheatre

This session introduces the basics of United States copyright law. It covers both the 1909 Act and 1976 Act, the differences between the two, and why determining which Act applies to a work is critical to whether an institution owns the copyright to that work. Armed with a basic foundation of copyright law under the two Acts, attendees will be able to better understand and protect their intellectual property rights.

Chair: Amanda Nelson, J.D. Candidate, University of New Hampshire School of Law

Speakers: Dr. Catherine McGovern, Professor of Law, University of New Hampshire School of Law; Peter McGovern, Professor of Law, University of New Hampshire School of Law



Products & Services Forum

Enculturating Innovation

Diamond Ballroom I

This session addresses how truly innovative ideas—those that present paradigm shifts or leaps forward in transforming institutional culture, operations, or mission (as opposed to those that incrementally advance existing ideas or transform existing paradigms)—can be incubated, piloted, and grown within the relatively risk-averse culture of museums. Three case studies will be shared, documenting the internal and external challenges of advancing innovation and how they were met (whether successfully or not). From the esoteric to the pragmatic, the session will focus on real-world experiences and practical solutions attendees can carry back to their own institutions to help engender, advance, or respond to innovation.

Chair: Dennis Kois, Executive Director, deCordova Sculpture Park and Museum, MA

Speakers: Phelan Fretz, Executive Director, ECHO Lake Aquarium and Science Center, Leahy Center for Lake Champlain, VT; Alexander Goldowsky, Director of Exhibits, EcoTarium, MA; Ellen Spear, Executive Director, Heritage Museums and Gardens, MA

Executive Transitions - Learning From Each Other

Emerald Ballroom I

The process of executive transition involves organizational shifts that are simultaneously terrifying and thrilling for all involved, from the board and staff to funders and stakeholders. Onboarding is often cited as a turning point in successful executive transitions. In this roundtable session, discuss your experience in welcoming a new executive with colleagues on all sides of the issue, including a new and an emeritus director, a board member, and an executive recruiter.

Chair: Jennifer Brundage, Vice Chair, Board of Directors, Smithsonian Early Enrichment Center, DC

Speakers: C. Morgan Grefe, Executive Director, Rhode Island Historical Society; Marilyn Hoffman, Principal, Museum Search and Reference, NH; James A. Welu, Director Emeritus, Worcester Art Museum, MA

Museums and "Special Needs:" A Perfect Match

Diamond Ballroom II

Discover how your museum can tap into its own strengths to become a real asset to children, families, teens and adults who think and learn differently. How can you reach out to, engage, and serve those people who need you most? What simple, low-cost supports, tweaks, and accommodations can make your programs and exhibits not merely accessible but even potentially life-changing? How can you effectively include people with learning and thinking differences in your internship, volunteer, and employee programs? This session will help you integrate your programs with special needs students in your community and beyond.

Chair: Lisa Jo Rudy, Author, Editor, About.com Guide to Autism, MA

Speaker: Paula Rais, Director of Community Engagement, The Children's Museum of New Hampshire

Sexual History: Exploring Interpretive Opportunities at Historic Sites

Emerald Ballroom II

In this panel presentation, three museum managers share their experiences as they foray into interpretation and programming related to the sexuality of the historic figures at their museums. Find out in what ways audiences, staff, and institutions have embraced the discussion of sexuality or pushed back against it. Explore the concerns and/or opportunities for marketing, development and membership. And learn how other museums throughout the country are addressing the complex topic of sexuality.

Chair: Ken Turino, Manager of Community Engagement and Exhibitions, Historic New England, MA

Speakers: Pilar Garro, Site Manager, Beauport Sleeper-McCann House, MA; Peggy Wishart, Southern Maine Historic Sites Manager, Historic New England, ME

Strategic Planning Made Easy for Small Museums

Emerald Ballroom III

Do you want to create a strategic plan, but don't know where to start? Do you want to do it without spending a lot? Would you like advice from museums that have done it? If so, this session is for you. Museum professionals who specialize in strategic planning explain the importance of having and creating a plan. Representatives of small museums that have gone through the process share their experiences and plans.

Chair: Gail Nessell Colglazier, Executive Director, American Independence Museum, NH

Speakers: Cinnamon Catlin-Legutko, CEO, Abbe Museum, ME; Laura Roberts, Principal, Roberts Consulting, MA; Jane Wald, Executive Director, Emily Dickinson Museum, MA

Strengthening the Teaching Role of the Academic Museum

See page 11 for the session description.

What's in a Name: Putting a Value on Your Spaces and Positions

Valcour

How can your museum create a new funding opportunity with naming rights? How should a named position, building, gallery space, or program be priced? Is there such a thing as creating too many naming opportunities for your museum? Join museum directors and development officers who have struggled with these questions and answered them, creating sustainable funding streams in the process.

Chair: Kathy Burton Jones, Assistant Director and Research Advisor, Harvard Museum Studies Program, MA

Speakers: Charlie Browne, Executive Director, Fairbanks Museum and Planetarium, VT; Corwynn Crane, Development Coordinator, Mclean Hospital, MA; Tom Denenberg, Executive Director, Shelburne Museum, VT

10:30 AM - 11:00 AM

COFFEE BREAK IN THE EXHIBIT HALL

11:00 A.M - 12:30 AM CONCURRENT SESSIONS

Continuous Museum Innovation in the New Economy *Emerald Ballroom II*

An innovative mind is focused, creative, and embraces risk. Drawing on insights from both the nonprofit and for-profit sectors, this session explores continuous innovation in both efficiency and effectiveness terms to optimize the museum's external relevancy and operational sustainability. Participants will leave with a deeper understanding of progressive trends and tools that can help the museum field at this time of considerable change in its needs and opportunities.

Co-Chairs: Emlyn Koster, PhD, President and CEO, Institute for Learning Innovation, MD; Dorothy Chen-Courtin, MBA, PhD, President, Marketing & Management Associates for Nonprofits, MA

The Dos, Don'ts, and Dividends of Digital Collaboration *Diamond Ballroom I*

This interactive discussion about collaborative digital projects provides attendees with a practical framework for entering into, nurturing, and sustaining effective partnerships. Panelists offer concrete examples from their own projects, each of which is in a different stage: early planning (historicdress.org); recently launched (ConnecticutHistory.org); and ongoing adaptation (mainememory.net). Together, we'll address such issues as identifying mission-relevant opportunities, defining mutual goals, allocating work, avoiding common pitfalls, gauging progress, and knowing when to change course.

Chair: Tom Scheinfeldt, PhD, Managing Director, Roy Rosenzweig Center for History and New Media, George Mason University, VA

Speakers: Steve Bromage, Executive Director, Maine Historical Society; Clarissa Ceglie, Research Associate, Roy Rosenzweig Center for History and New Media, CT; Marla Miller, PhD, Director, Public History Program, University of Massachusetts Amherst; Jon Berndt Olsen, PhD, Assistant Professor, Public History and New Media Institution, University of Massachusetts Amherst

Looking for Change in All the Wrong Places: How to Embrace Unexpected Opportunities in Your Museum *Amphitheatre*

Join the cross-departmental conversation: What does it feel like to be a pioneer or a change agent working in an organization? How do museums stay receptive to and embrace unanticipated consequences? How can programs, exhibits, and partnerships really change institutional and workplace values? This session will present several cases of unconventional institutional change and open a discussion about how change can arise in surprising, unintended, or non-formulaic ways.

Co-Chairs: Molly Loomis, Director of Education, ECHO Lake Aquarium and Science Center, Leahy Center for Lake Champlain, VT; Julie Silverman, Director of New, ECHO
Speakers: Alexander Goldowsky, Director of Education & Exhibits, EcoTarium, MA; Denise LeBlanc, Director of Learning Experiences, The Discovery Museums, MA

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Navigating the Sensitivities of Interpreting Black History - Continued

Emerald Ballroom III

If black history is "everyone's" history, how do sites overcome false perceptions and mythical history to deliver balanced, racially-sensitive interpretation? When museums lack black representation, what are the implications? How can organizations embrace their team's knowledge and when do they seek outside guidance? Building on 2011's session, panelists respond to questions about their sites, answer audience inquiries, and brainstorm on the challenges, potential solutions, and how to "sit" with the dilemmas of interpreting black history.

Chair: Kristin Gallas, Director of Interpretation Projects, The Tracing Center on Histories & Legacies of Slavery, MA
Speakers: JerriAnne Boggis, Director, Harriet Wilson Project and the Portsmouth Black Heritage Trail, NH; Dr. Elise Guyette, Co-Director, Turning Points in American History, VT; Kate McBrien, Curator of Historic Collections, Maine State Museum; Cynthia Joseph Riccio, Director of Education, Webb-Deane-Stevens Museum, CT

Presenting Art in Unconventional Spaces

See page 11 for the session description.

Using Quick Response (QR) Codes in Museums and Exhibits

Emerald Ballroom I

Quick Response (QR) Codes are everywhere: those squiggly squares on ads, at festivals, in outdoor

signage. This session helps unravel the mystery and tell you how to use them to engage the mobile marketplace. Participants will learn exactly what QR Codes are, what they look like, where they came from, how easy they are to read and to create, and how you can use them to engage a younger tech-savvy audience. The session is intended to be thought-provoking and inspire participants to think outside of the box to use QR Codes to make exhibits and displays more interactive by using current technology.

Chair: Kimberly R. Smith, MSB, Secretary/Treasurer, Presque Isle Historical Society, ME

Your Best Foot Forward: Personal Skills for Professional Success

Valcour

Competition for museum jobs is intense. The path to the top (or wherever you want to go) is fraught with challenges. You might have the education and professional skills to get there. But do you have the personal skills to get there too? In this session you'll learn about personal branding, developing an elevator speech, dressing for success, networking techniques, time management, resonant leadership, and all the other habits and skills necessary for higher-level success.

Chair: Dan Yaeger, Executive Director, New England Museum Association, MA

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Conference at a Glance

Wednesday

6:30 AM – 7:00 AM

Morning Walk

8:00 AM – 5:00 PM

Registration Open

8:00 AM – 6:15 PM

Exhibit Hall Open

8:00 AM – 9:00 AM

Welcome Coffee and Baked Goods in Exhibit Hall

9:00 AM – 10:30 AM

Concurrent Sessions

- Coming Back Stronger, *Amphitheatre*
- Extreme Makeover, *Diamond Ballroom II*
- Form Follows Function, *Kingsland*
- Spectacle or Motivator?, *Willsboro*
- Speed Dating, *Emerald Ballroom II*
- Future of Museum Funding from IMLS, *Valcour*
- The iPad Changes the World, *Diamond Ballroom I*

10:45 AM – 12:15 AM

Keynote Session

Emerald Ballroom I & III

12:15 PM – 1:15 PM

Opening Lunch

Exhibit Hall

12:15 PM – 3:15 PM

Directors and Trustees Luncheon Program

- The Dog Wagging the Tail, *Emerald Ballroom II*

12:30 PM – 5:00 PM

NEMA Bookstore Open

1:15 PM – 1:45 PM

Dessert and Coffee in Exhibit Hall

1:45 PM – 5:15 PM

Off-Site Sessions

- Cultural Destination Walking Tour of Burlington
- Exhibition Critique

1:45 PM – 3:15 PM

Concurrent Sessions

- After the House Museum, *Amphitheatre*
- Boogeyman Under the Bed, *Emerald Ballroom I*
- The New New Local History, *Emerald Ballroom III*
- Strategize Me, *Diamond Ballroom I*
- Students as Exhibit Curators, *Diamond Ballroom II*
- Theater and Dance, *Valcour*

2:00 PM – 3:00 PM

Career Conversation with Charlie Browne
Willsboro

3:15 PM – 3:45 PM

Snack Break in Exhibit Hall

3:45 PM – 5:15 PM

Concurrent Sessions

- ...And We Are a House Museum Too, *Emerald Ballroom III*
- Conversations About Advocacy, *Valcour*
- Group Health and Benefit Administration, *Willsboro*
- Putting Visitors First, *Amphitheatre*
- Walking Governance/Management Line, *Emerald Ballroom II*
- NEMA Membership/Innovative?, *Diamond Ballroom II*
- Social Media Strategy, *Diamond Ballroom I*
- Contemporary Collaborations, *Emerald Ballroom I*

5:15 PM – 6:15 PM

Exhibit Hall Reception

Evening Event (See Page 9)

- Party at the ECHO Lake Aquarium and Science Center, Leahy Center for Lake Champlain

Thursday

7:00 AM – 8:00 AM

Morning Pilates

Shelburne

8:00 AM – 5:00 PM

Registration and Bookstore Open

8:00 AM – 3:15 PM

Exhibit Hall Open

8:00 AM – 9:00 AM

Independent Museum Professionals PAG Breakfast

Tuckaway's Pub

8:00 AM – 9:00 AM

Wake-up Coffee and Baked Goods in Exhibit Hall

8:30 AM – 12:30 PM

Off-Site Session

- Under Construction: A New Building – A New Vision

9:00 AM – 10:30 AM

Concurrent Sessions

- AAMD Mapping Project, *Willsboro*
- Enculturating Innovation, *Diamond Ballroom I*
- Executive Transitions, *Emerald Ballroom I*
- Museums and "Special Needs," *Diamond Ballroom II*
- Sexual History, *Emerald Ballroom II*
- Strategic Planning, *Emerald Ballroom III*
- Teaching Role of the Academic Museum, *Shelburne*
- The Copyright Conundrum, *Amphitheatre*
- What's in a Name, *Valcour*

10:30 AM – 11:00 AM

Coffee Break in the Exhibit Hall

11:00 AM – 12:30 AM

Concurrent Sessions

- Continuous Museum Innovation, *Emerald Ballroom II*
- Looking for Change, *Amphitheatre*
- Navigating the Sensitivities, *Emerald Ballroom III*
- Art in Unconventional Spaces, *Diamond Ballroom II*
- Dos, Don'ts, and Dividends, *Diamond Ballroom I*
- Quick Response Codes, *Emerald Ballroom I*
- Personal Skills for Professional Success, *Valcour*

12:45 PM – 2:20 PM

PAG Lunches

- College and University Museums PAG (off-site)
- Curators & Registrars PAG, *Emerald Ballroom III*
- Educators PAG, *Diamond Ballroom I*
- Historic Sites PAG, *Emerald Ballroom I*
- HR & Volunteer Management PAG, *Valcour*
- Library and Archives PAG, *Willsboro*
- Membership, Development, PR & Marketing, *Diamond Ballroom II*
- Museum Directors Lunch, *Emerald Ballroom II*

1:45 PM – 4:30 PM

Off-Site Sessions

- Green Makeover of the Fleming Museum
- Shelburne Farms: A Historical Site and Educational Farm

2:30 PM – 3:15 PM

Exhibit Hall Closing Reception & Raffle Prize Drawing

3:30 PM – 4:30 PM

Career Conversation with Michael R. Taylor
Willsboro

3:15 PM – 4:45 PM

Concurrent Sessions

- Strategies to Avoid, *Diamond Ballroom I*
- Tale of Two Forts, *Diamond Ballroom II*
- Citizen Curation, *Emerald Ballroom I*
- Pedagogical and Community Value, *Shelburne*
- Open Doors, Open Minds, *Emerald Ballroom II*
- Perseverance, Creativity & Luck, *Valcour*
- Revisiting Orphans in the Collections, *Emerald Ballroom III*

4:45 PM – 5:30 PM

Newcomers Reception

G's Restaurant, Hotel Atrium

Evening Events (See Page 24)

- Dinner Discussions
- Directors and Trustees Dinner
- Anatomy of a Science Café

Friday

7:00 AM – 8:00 AM

Morning Yoga

Shelburne

8:30 AM – 12:30 PM

Registration and Bookstore Open

8:30 AM – 9:00 PM

Wake-up Coffee and Baked Goods

8:30 AM – 12:30 PM

Off-Site Session — Shelburne Museum

9:00 AM – 10:30 AM

Concurrent Sessions

- Cats and Dogs, *Emerald Ballroom I*
- Is the Customer Always Right?, *Diamond Ballroom I*
- Legal Issues for Museums, *Emerald Ballroom III*
- Media Partnerships for Museums, *Emerald Ballroom II*
- Still Engaging, *Diamond Ballroom II*
- Visitor Meet Scientist, *Amphitheatre*

10:30 AM – 11:00 AM

Coffee Break

11:00 AM – 12:00 PM

Career Conversation with Ann Lawless
Willsboro

11:00 AM – 11:45 AM

NEMA's 45 Minutes of Fame!

Emerald Ballroom II

11:00 AM – 12:30 PM

Concurrent Sessions

- Collections Management, *Emerald Ballroom I*
- Fundraising Insights, *Diamond Ballroom I*
- Sea to Lake Summit to Sky, *Amphitheatre*
- Balanced Scorecard, *Diamond Ballroom II*
- The Toolkit Talks, *Valcour*

12:45 PM - 2:00 PM

NEMA Annual Luncheon Meeting

Emerald Ballroom III

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PAG Lunch Sessions

12:45 pm - 2:20 pm

Everyone is welcome to attend any Professional Affinity Group Session. If you ordered a box lunch, please collect it from the Exhibit Hall between 12:30 and 1:15 pm.

College and University Museums PAG

See page 11 for the session description.

Curators & Registrars PAG

Emerald Ballroom III

For the first time ever the Curators and Registrars are having a PAG lunch together! Join us for lunch where we will swap stories, meet new colleagues, and put faces to names. Be prepared to introduce yourself and tell us one interesting thing you are working on.

Curators' PAG Co-Chairs: Darren J. Brown, Curator of Collections, Beverly Historical Society & Museum, MA; Heather Leavell, Curator, Peabody Historical Society & Museum, MA. Registrars' PAG Co-Chairs: Mary Herbert-Busick, Associate Registrar, Wadsworth Atheneum Museum of Art, CT; Meredith Vasta, Registrar/ Collections Manager, Mashantucket Pequot Museum & Research Center, CT

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Educators PAG

Diamond Ballroom I

Enjoy lunch and a great conversation with colleagues. Our jumping off point for conversation will be the summer issue of the Journal of Museum Education, "Professionalizing Practice." We will have an informal panel leading the discussion, which will include editors from JME. We will also open the floor and encourage people to bring up other museum education topics for discussion.

Co-Chairs: Rebecca Furer, Director of Education & Interpretation, Connecticut Historical Society; Brooke Di-Giovanni Evans, Head of Gallery Learning, Museum of Fine Arts, Boston, MA; Elisabeth Nevins, Principal, Seed Education Consulting, MA

Historic Sites PAG

Emerald Ballroom I

Join us for lunch and networking with colleagues from across New England. Museum consultant Rainey Tisdale will lead us in a brainstorming session designed to help us each of us generate creative new ideas for our historic sites. Topics will include building audience participation and innovative programming ideas.

Co-Chairs: Pilar Garro, Site Manager, Beauport, Sleeper-McCann House, MA; Linda Marshall, Engagement Manager, The Trustees of Reservations, MA
Speaker: Rainey Tisdale, Independent Curator, MA

HR and Volunteer Management PAG

Valcour

This year's HR/Volunteers PAG Annual Conference Luncheon Roundtable will mix national and regional employment trend information with personal examples of what museums, professional staff, volunteers, and students are experiencing in job

opportunities, compensation, and working conditions. Comparing and contrasting big-picture numbers with personal anecdotes can help us understand how NEMA members stand alongside others. Join us in the conversation. Everyone has something relevant to contribute, and nothing makes for a more compelling conversation than learning how you and your organization compare to others.

Co-Chairs: Michael Flinton, Swampside Consulting, NY; Aviva D. Luria, Volunteer Coordinator, Yale Center for British Art, CT

Library and Archives PAG

Willsboro

Whether you're a seasoned professional or new to the profession, we want to hear from you! Bring your thoughts and ideas on concerns, challenges, successes, and best practices, and join us for a lively lunch and networking session with colleagues from museum libraries and archives across New England.

Co-Chairs: Susan von Salis, Curator of Archives, Harvard Art Museums, MA; Rebecca Parmer, Archivist, USS Constitution Museum, MA

Membership, Development, P.R. & Marketing PAG

Diamond Ballroom II

Join in a lively roundtable discussion with your peers as we share ideas and talk about topics that matter most to your museum. Discuss best practices, learn new strategies to evaluate and develop your department, and find out how your colleagues are working to achieve their goals. This session will include several concurrent conversations, so you're sure to find your area of professional interest represented.

Co-Chairs: Allison Crosscup, Assistant Director, Institutional Giving, Peabody Essex Museum, MA; Leigh Thomas, Assistant Director, Slater Memorial Museum, CT

The Museum Directors' Discussion

Emerald Ballroom II

Our conference this year is about innovation. What does that mean from a director's point of view? This is an opportunity for CEO/Directors to discuss concerns and challenges in an open forum setting. Our facilitator will keep the conversation moving while we share insights and opportunities. Whether you are a seasoned or a first-time director, this discussion will be for CEOs of any size museum. Participation is limited to CEO/Directors.

Chair: Phelan R. Fretz Ph.D., Executive Director, ECHO Lake Aquarium and Science Center, Leahy Center for Lake Champlain, VT

Hosted by



1:45 PM - 4:30 PM OFF-SITE SESSIONS

Green Makeover of the Fleming Museum

Ticket holders meet in the Conference Center Lobby at 1:40 pm. Bus leaves promptly at 1:50 pm.

This session involves a hypothetical green makeover of The Fleming Museum. As a half-day field session, it is an opportunity for participants to learn about green practice and what the levels of commitment might be (in both behavior and cost) and how institutions can leverage environmental responsibility for cost-savings in operations, and for public messaging, fundraising and education. The session begins with a discussion of the current state of sustainable practice in museums worldwide and the many reasons why it is important for museums to consider their role in fostering environmental responsibility. The group then breaks into two parts for similar tours of the building. Each tour is 'staffed' by two tour leaders who lead each group through an on-site discussion of building, operations, and program issues and opportunities. This is followed by a full group discussion and a question and answer period.

Co-Chairs: Sarah Brophy, Principal, bMuse, MD; Elizabeth Wylie, LEED AP BD+C, Wylie Projects, MA

Shelburne Farms: A Historical Site and Educational Farm

Ticket holders meet in the Conference Center Lobby at 1:40 pm. Bus leaves promptly at 1:50 pm.

Tour the property of Shelburne Farms to see the 1,400-acre working landscape and the National Register historical buildings while learning about how they share their story with visitors through hands-on experiences at all levels. Dive into activities in the education center and discuss the importance of real connections and hands-on learning for kids and adults. Shelburne Farms was created as a model agricultural estate in 1886 and today features walking trails, children's farmyard, inn, restaurant, property tours, and special events.

Chair: Susie Marchaud, Family Programs Coordinator, Shelburne Farms, VT

Speaker: Rachel Cadwallader-Staub, Farmyard Manager and Farm Based Educator, Shelburne Farms, VT

2:30 PM - 3:15 PM EXHIBIT HALL CLOSING RECEPTION & RAFFLE PRIZE DRAWING

Don't miss this special opportunity to explore the services and products in the Exhibit Hall. Will you win one of the wonderful raffle prizes generously donated by our exhibitors? Perhaps you'll win a registration to next year's conference! Bring your signed raffle card and join in the fun.

3:15 PM - 4:45 PM CONCURRENT SESSIONS

Academic Museums: Strategies to Avoid a Monetization of the Collection

See page 11 for the session description.

Citizen Curation: Crowdsourcing, Community, and Content

Emerald Ballroom I

Crowdsourcing and citizen curation projects utilize the public as a tool to shape exhibitions, programming, and fundraising. Utilizing two case studies, a hands-on conference-wide activity to crowdsource the 2013 NEMA Conference theme, and the opportunity to 'ask the experts,' this session will cover the basics of crowdsourcing and citizen curation, and will discuss the role of traditional staff, including curators, in the crowdsourcing process.

Chair: Kate Laurel Mac Intosh, Principal, Revitalizing Historic Sites, MA

Speakers: Abby Battis, Assistant Director, Lynn Museum & Historical Society, MA; Susan Foster Jones, Director of Education, Concord Museum, MA; Ashley Martin, Office/Membership Manager and Finance Assistant, The Bostonian Society, The Old State House, MA

Creating Pedagogical and Community Value: Academic Institutions and their Art Museums

See page 11 for the session description.

Open Doors, Open Minds: Serving Special Audiences on a Budget

Emerald Ballroom II

Who are the people in your community who aren't visiting your museum? How do you find out why and become an agent of change? Our interactive panel discussion will provide tools to help you develop

(continued on page 23)

Career Conversation

3:30 PM - 4:30 PM

Willsboro

Michael R. Taylor began his tenure as the director of the Hood Museum of Art at Dartmouth College in August 2011. Previously, Michael served as the Muriel and Philip Berman Curator of Modern Art at the Philadelphia Museum of Art. A highly regarded curator, author, and expert on modern and contemporary art, he is an eminent scholar of Dada and Surrealism with a focus on the art of Marcel Duchamp. Michael's 2009 book, *Marcel Duchamp: Etant donnés*, won the George Wittenborn Prize for outstanding scholarship in the field of art history, and was awarded first prize for best museum permanent collection catalogue by the American Association of Art Museum Curators. A native of London, England, Dr. Taylor received Master of Arts degrees from both the University of Edinburgh in Scotland, and the Courtauld Institute of Art in London. He also received his PhD at the Courtauld Institute.



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CELEBRATING



1962-2012 YEARS

(continued from page 21)

programming for audiences with special needs. Drawing from our own experiences making museums inclusive for visitors with blindness and low vision, Alzheimer's disease, Autism Spectrum Disorder and more, we will share how peer institutions with limited resources can offer meaningful programming.

Co-Chairs: Angela Pratt, Education Fellow, Shelburne Museum, VT; Paige Feeser, Education Fellow, Shelburne Museum, VT

Speaker: Paula Rais, Director of Community Engagement, Children's Museum of New Hampshire, NH

Perseverance, Creativity & Luck: Starting an Indigenous Cultural Heritage Center

Valcour

Vermont's Native American community plans to create an "Indigenous Heritage Center and Botanical Gardens." This panel discussion aims to gather the audience's insights on best practices for achieving success. We'll first discuss existing assets such as collections, knowledge base, comparative data on regional Native Museums, and connections with local indigenous bands. Then you'll have the chance to offer your advice on the current state of the developing museum concept, including a completed needs assessment and virtual museum.

Chair: Phelan Fretz, Executive Director, ECHO Lake Aquarium and Science Center, Leahy Center for Lake Champlain, VT

Speakers: Eloise Beil, Director of Collections and Exhibits and Community Relations Manager, Lake Champlain Maritime Museum, VT; Melody Walker Brook, Residential Life Operations Manager, Champlain College, VT; Julie Senk, Graduate Student, Historic Preservation Program, University of Vermont; Frederick Wiseman, Professor, Johnson State College, VT

Power House: Museums and Permanent Collection Interpretation

Amphitheatre

Amidst the contrast between increased digitization and intensified obsession with "authentic" material culture, how do we design permanent collection displays that continue to speak creatively to the present about the past? This interactive futurescoping session examines the challenges and opportunities offered by re-presentations of permanent collections, bringing together panelists currently working on major reinstallations, including the Peabody Essex Museum, Museum of Art, Rhode Island School of Design, Yale University Art Gallery, and the Harvard Art Museums.

Co-Chairs: Juliette Fritsch, Chief of Education and Interpretation, Peabody Essex Museum, MA; Sarah Ganz Blythe, Director of Education, Rhode Island School of Design Museum

Speakers: Pamela Franks, Deputy Director for Collections and Education, Yale University Art Gallery, CT; Jessica Martinez, Division Head for Academic and Public Programs, Harvard Art Museums, MA

Revisiting Orphans in the Collections: Unclaimed and Abandoned Property

Emerald Ballroom III

In January 2011, NEMA hosted a workshop at the Higgins Armory Museum to discuss this important issue and the (then) recent Massachusetts law dealing with museum abandoned property in that state. Now, nearly two years later, Connecticut has passed a similar law and Rhode Island has one pending. We start out with a short overview of unclaimed and abandoned property laws in New England and then break up by state where you will hear from someone involved in the process in your area.

Chair: Meredith Vasta, Registrar/Collections Manager, Mashantucket Pequot Museum & Research Center, CT

Speakers: Rebecca Beall, Collections Manager, Old Sturbridge Village, MA; Beau Harris, Collections Manager, American Precision Museum, VT; Kathryn Marshall, Executive Assistant, American Precision Museum, VT; JR Phillips, Director Emeritus, Maine State Museum; Vivian-Lea Solek, Manuscripts & Archives Div., Yale University Library, CT; Douglas Stark, Director, International Tennis Hall of Fame and Museum, RI; Gilbert Whittmore, Attorney, Rath, Young and Pignatelli, P.C., MA

A Tale of Two Fortresses: Re-Positioning Historic Sites to Increase Public Access

Diamond Ballroom II

Competition for visitors, significant operations costs, and ongoing battles for financial support are familiar challenges for most historic sites. This session highlights two National Historic Landmarks, Fort Ticonderoga in New York and Fort Adams in Rhode Island, and compares and contrasts their strategic responses to changes in regional tourism and financial realities. Attendees will learn how to tailor planning to shape sustainable futures for historic sites, and keys for implementing those strategies in challenging times.

Chair: Philip Chen, Principal, Ann Beha Architects, MA

Speakers: Chris Fox, Curator of Collections, Fort Ticonderoga, NY; Beth Hill, Executive Director, Fort Ticonderoga, NY; Eric Hertfelder, Executive Director Emeritus, Fort Adams, RI; Rick Nagele, Executive Director, Fort Adams, RI; Stuart Little, Director of Interpretation, Fort Ticonderoga, NY



Thur
11-8

Evening Events

NEWCOMERS RECEPTION

4:45 PM - 5:30 PM

G's Restaurant, Hotel Atrium

New to the museum field or NEMA conference? Get the lay of the land at this laid-back gathering. Get an inside look at the New England museum community and how you can plug in.

Ticket is required. If you did not sign-up in advance, please go to the Walk-in Registration Desk, as a limited number of tickets may be available.

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ANATOMY OF A SCIENCE CAFÉ

6:00 PM - 8:30 PM

Ticket holders meet in the Conference Center Lobby at 5:45 pm. Bus leaves promptly at 5:55 pm.

Facilitated by Linda Bowen, Lifelong Learning Coordinator, ECHO Lake Aquarium & Science Center

DIRECTORS AND TRUSTEES DINNER

6:30 PM - 9:30 PM

Ticket holders meet in the Conference Center Lobby at 6:15 pm. Bus leaves promptly at 6:25 pm.

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DINNER DISCUSSIONS

Not up for a formal evening event, but want a bit of socializing? Try a casual dinner discussion with colleagues in a Burlington restaurant. A designated discussion leader will get the ball rolling while you eat. Dinners are Dutch treat. Sign-up at Walk-in Registration to make your reservation. Space is limited; sign-up early. Please note: transportation is on your own.

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Bluebird Tavern, 86 Saint Paul Street

Facilitators: Kate Laurel Mac Intosh and Amanda Kay Gustin, YEP PAG Co-Chairs

What Does "New" Mean Today?

Church & Main Restaurant, 156 Church Street

Facilitator: Jan Crocker, Exhibits PAG Co-Chair and New England Regional Representative to the Board of the National Association of Museum Exhibitions

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7:00 AM - 8:00 AM

NEMA FITNESS

Morning Yoga

Shelburne

Join Krystal Kornegay Rose, a certified yoga instructor, for a rejuvenating stretch and strengthening class. Bring a mat, bottle of water, and dress in comfortable clothing.

8:30 AM - 12:30 PM

REGISTRATION AND BOOKSTORE OPEN



8:30 AM - 9:00 AM

WAKE-UP COFFEE AND BAKED GOODS IN CONFERENCE CENTER LOBBY

8:30 PM - 12:30 PM

OFF-SITE SESSION

Ticket holders meet in the Conference Center Lobby at 8:20 am. Bus leaves promptly at 8:30 am.

Part I: Practical Climate Control for Historic House Museums and Galleries: Fans to Complete Systems and Everything in Between

Participants tour several Shelburne Museum buildings in which simple but effective variations of HVAC systems have been installed, tested, and operated over the past two decades. The nuts and bolts of practical climate control, including humidistatically controlled heating and ventilation and the use of mini-split heat pumps is explained and discussed during visits to the attics, basements, equipment rooms and storage areas of several collection buildings. Incremental improvement of museum environments is discussed as a counterpart to attempting to maintain ideal conditions.

Part II: Selecting LED Lighting for Galleries and Historic House Museums

At the end of 2010, the Shelburne Museum changed nearly all of its exhibit lighting to energy-efficient LEDs. The presenters have designed practical lighting systems that provide safe illumination for a variety of historic building lighting situations. These include lighting room settings, paintings hung in historic rooms, dolls in old museum cases, dollhouses, carriages in historic barns, plus paintings, paper, and objects in galleries. A tour of several buildings highlights various line and low-voltage track lighting LED systems as well as custom-designed picture lights and in-case lighting. This presentation also addresses how to evaluate and select LEDs.

Co-Chairs: Richard Kerschner, Director of Preservation and Conservation, Shelburne Museum, VT; Doug Oaks, Exhibit Preparator, Shelburne Museum, VT

Speaker: Nancie Ravenel, Objects Conservator, Shelburne Museum, VT

9:00 AM - 10:30 AM

CONCURRENT SESSIONS

Cats and Dogs Living Together: Exhibit Design as a Collaboration between Educators and Curators

Emerald Ballroom I

In reaction to visitor commentary and interdepartmental conflict, the Higgins Armory Museum chose to change its methods of exhibition design. Shifting from purely object-based interpretation, exhibits are now based on the needs and interests of the public, using the objects to further visitor exploration and learning and to present stories that best encourage discovery. Discover how curators and educators can unite to form a stronger, bolder, and more cohesive visitor experience.

Co-Chairs: Devon Kurtz, Director of Education and Public Programs, Higgins Armory Museum, MA; Dr. Jeffrey Forgeng, Paul S. Morgan Curator, Higgins Armory Museum, MA

Legal Issues for Museums

Emerald Ballroom III

Losing sleep over the legal landmines in your museum's backyard? Then fret no more. Drop in on our annual "stump the lawyer" session in which the audience is invited to ask three savvy attorneys questions of general interest on any topic. While there is no guarantee that a conclusive answer will be given to a question, some practical advice will be offered on what steps to take next. The panel will also be prepared to provide updates on important recent legal developments.

Chair: Nina Zannieri, Executive Director, Paul Revere Memorial Association, MA

Speakers: Mark Gold, Attorney, Parese, Sabin, Smith & Gold, LLP, MA; Katherine Lewis, Attorney, American Bar Association, NY; Gilbert F. Whittemore, Of Counsel, Rath, Young and Pignatelli, P.C., MA

Is the Customer Always Right?: Sharing Curatorial Authority with the Public

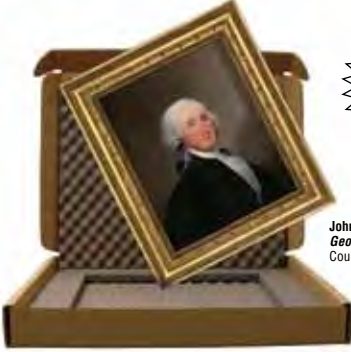
Diamond Ballroom I

Since the advent of the New Social History in the 1960s, there has been a trend towards telling history "from the bottom up." Today the influence of the internet has turned curatorial authority on its head—everyone seems to be curating something! Has the relationship between museums and their constituencies fundamentally changed? The book *Letting Go? Sharing Historical Authority in a User-Generated World* explores these trends in historical sites. This session broadens the discussion to include all types of museums.

Chair: Barbara Ward, Executive Director, Moffatt-Ladd House, NH

Speakers: Candace Kanes, Curator, Maine Memory Network; Teresa O'Toole, Curatorial Coordinator, Sterling and Francine Clark Art Institute, MA; Ken Turino, Manager of Community Engagement and Exhibitions, Historic New England, MA; Viktorya Vilks, Collections Interpretation Project Manager, Sterling and Francine Clark Art Institute, MA

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of The Illuminations
 Amy Fagin

Media Partnerships for Museums

Emerald Ballroom II

People share all kinds of digital media through email, social networks, and on their smart phones. Museums and science centers can leverage their resources, embracing opportunities to provide content for a variety of media outlets. Panelists will demonstrate approaches to producing content and developing media partnerships while fulfilling their institution's educational and public relations needs. Participants will gain insight into how to start a media partnership and how to bring media to the museum floor.

Chair: Bridget Butler, ECHO Lake Aquarium & Science Center, Conservation Correspondent for NewsChannel 5, VT

Speakers: Beth Krusi, Director of Marketing & Communications, Montshire Museum of Science, VT; Anna Rubin, Director of External Relations, Fairbanks Museum & Planetarium, VT; Gerianne Smart, Director of Marketing and PR, ECHO Lake Aquarium & Science Center, VT

Still Engaging After All These Years: Offering Innovative Training for Seasoned Docents

Diamond Ballroom II

How can we continue to engage and inform docents when they have been around long enough to know it all? This session presents examples from the MFA Gallery Instructor training program, which is nearing its 50th anniversary. This session shares examples how the MFA continues to encourage and support an enthusiastic docent corps. Examples will be applicable to museums of all types and sizes.

Chair: Nicole M. Claris, Manager of School Programs, Museum of Fine Arts, Boston, MA

Visitor Meet Scientist: the Living Laboratory Model

Amphitheatre

Participants will be introduced to "Living Laboratory," a unique, educational on-site research program that brings local scientists into the exhibit halls at the Museum of Science to share their current research with the public. In this innovative program, educators gain access to child development science, scientists are trained to discuss their research with lay audiences, and visitors learn about research through study participation and one-on-one conversations. Panelists share examples of museums' collaborations with scientists to conduct research at museums, hands-on activities that communicate child development science to visitors, and professional development resources designed to support similar collaboration efforts.

Chair: Becki Kipling, Discovery Center Program Manager, Museum of Science, MA

Speakers: Marta Biarnes, Professional Development Associate, National Living Lab, Museum of Science, Boston, MA; Dr. Paul Harris, Victor S. Thomas Professor of Education, Harvard Graduate School of Education, MA; Kacy Hughes, Early Childhood Project Manager, Boston Children's Museum; Kimberly Kuta Dring, Director of Research and Evaluation, Stepping Stones Museum for Children, CT

10:30 AM - 11:00 AM
COFFEE BREAK IN CONFERENCE
CENTER LOBBY

11:00 AM - 11:45 AM
NEMA'S 45 MINUTES OF FAME!

And the winner is....

The Birthplace of a Human Rights Pioneer

Emerald Ballroom II



Using local labor, skilled artisans, and community volunteers was essential. Getting through the historic building restoration, fundraising and educational programming took time. But with a supportive community, we did it. Join us as we share our journey to open an historic home museum to honor Susan B. Anthony, a suffragist and noteworthy figure in the abolitionist, opposition to Restellism, and temperance movements of the 19th century.

Co-Chairs: Lynn M. Lewandowski, Special Events/Project Coordinator, Susan B. Anthony Birthplace Museum, MA; Colleen E. Janz, Executive Director, Susan B. Anthony Birthplace Museum, MA



11:00 AM - 12:30 PM
CONCURRENT SESSIONS

The Balanced Scorecard: Meaningful Metrics for Mission-Based Organizations

Diamond Ballroom II

Most nonprofits have a mission, vision and strategy. But 80% of organizations fail to execute or measure success. Popular with Fortune 1000 companies, the Balanced Scorecard is for nonprofits, too! Learn how to easily develop a strategy map — a simple one-page diagram that tells your story and keeps an entire organization strategically focused. A Balanced Scorecard and Strategy Map can drive transformational change, simplify complex ideas, focus resources, and align multiple stakeholders to common goals. A case study on Boston's nonprofit Citi Performing Arts Center dramatically illustrates how the Balanced Scorecard transformed the entire organization into an award-winning success.

Chair: Sue Dahling Sullivan, Chief of Staff/Chief Strategic Officer, Citi Performing Arts Center, MA

Developing an Effective Collections Management Policy

Emerald Ballroom I

Join several collections management leaders in a moderated, interview-style session discussing the required elements of a collections management policy, based on the AAM Characteristics of Excellence. We'll drill down to some of the risks of not having a good policy in place, and how your policy intersects with all parts of the organization.

Chair: Susan Breitkopf, Director of Business Development and Marketing, American Alliance of Museums, DC

Speakers: Tara Emsley, Registrar for Exhibitions and Loans, The RISD Museum, RI; VivianLea Solek, Manuscripts & Archives Div., Yale University Library, CT; Douglas Stark, Museum Director, International Tennis Hall of Fame & Museum, RI

Fundraising Insights . . . From the Funder's Perspective

Diamond Ballroom I

For this session, a group of funders participate in a moderated discussion on topics such as what drives them to give, what they expect from an institution, and what type of involvement they want. The goal of this session is for participants to hear directly from funders and come away with ideas for best practices in museum-based fundraising. This session is geared toward museum professionals at all levels.

Co-Chairs: Anne Butterfield, Director, Institutional Giving, Peabody Essex Museum, MA; Allison Crosscup, Assistant Director, Institutional Giving, Peabody Essex Museum, MA

Speakers: Eddie Gale, Program Director, A.D. Henderson Foundation, VT; Maryann Knight Ekberg, Managing Director, Senior Banker, J.P. Morgan Securities LLC, MA; Eileen Raftery, Vice President, J.P. Morgan Securities LLC, NY

Sea to Lake Summit to Sky Initiative: A Model For Non-Formal Learning and Collaboration

Amphitheatre

Participants to this session will learn how one science center collaborative secured multiple sources of funding to enhance its capital investments, create comprehensive and innovative approaches to middle school field trips, outreaches and distance learning, and how, after four years of collaboration, it can now showcase lessons learned for professional development of museum educators. The panel shares insights from the SLSS team and evaluations from middle school teachers.

Chair: Perrin Chick, Education Director, Seacoast Science Center, NH

(continued on page 28)

Career Conversation

11:00 AM - 12:00 PM

Willsboro

Ann Lawless was appointed as Executive Director at the American Precision Museum in 2003. Before that, she was Manager of Curatorial Activities at St. Johnsbury Athenaeum, a public library and art gallery, following service at the Fairbanks Museum and Planetarium in St. Johnsbury as registrar and manager of a three year, community archives project involving five partner institutions. She has served on the Board of the Preservation Trust of Vermont and currently serves on Vermont's Civil War Sesquicentennial Commission and on the Vermont Historical Records Advisory Board.



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11-9

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(continued from page 27)

Speakers: Michelle Cruz, Director of Education, Mount Washington Observatory, NH; David McDonald, Director of Education, McAuliffe-Shepard Discovery Center, NH; Amy Yeakel, Education Program Director, Squam Lakes Natural Science Center, NH

The Toolkit Talks

Valcour

Running a small museum is like juggling a dozen balls. When you're a new or terribly over-worked leader, how do you know what you are responsible for or where to start? Contributors to the recently-released *Small Museum Toolkit* share some of their insights and offer practical strategies for success. Presenters discuss ways to use information presented in the *Toolkit* to take next steps towards best practices, and answer questions from session participants.

Chair: Julia Clark, Curator of Collections, Abbe Museum, ME
Speaker: Cinnamon Catlin-Legutko, CEO, Abbe Museum, ME

12:45 PM - 2:00 PM

ANNUAL LUNCHEON MEETING

Emerald Ballroom III

Find out what's new in your association. Celebrate innovations in New England museums as we honor the recipient of NEMA's 2012 Innovation Award and pay tribute to the folks who are advancing the museum field in our region. Plus, be the first to see NEMA's new branding platform, unveiled here for the first time!

Chair: Joshua Basseches, President, New England Museum Association

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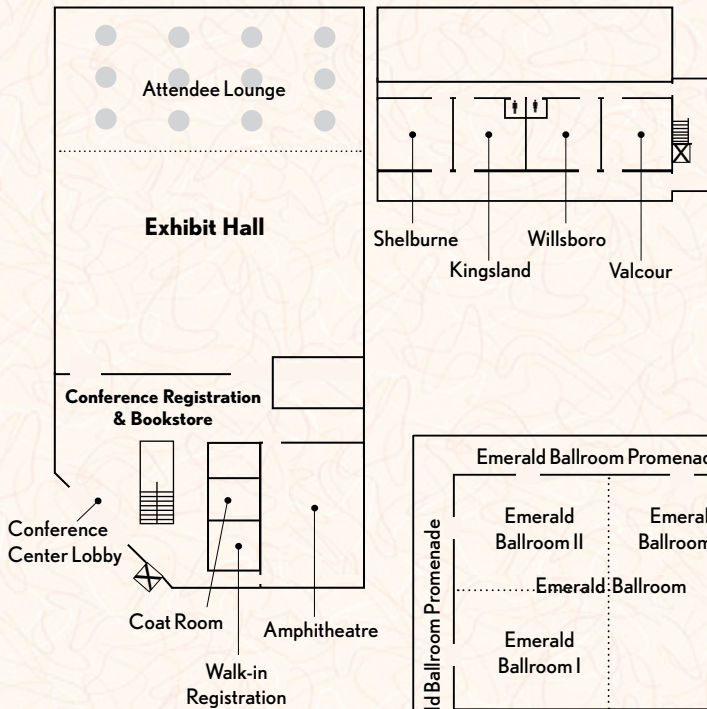
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Sheraton Conference Center

Ground Floor



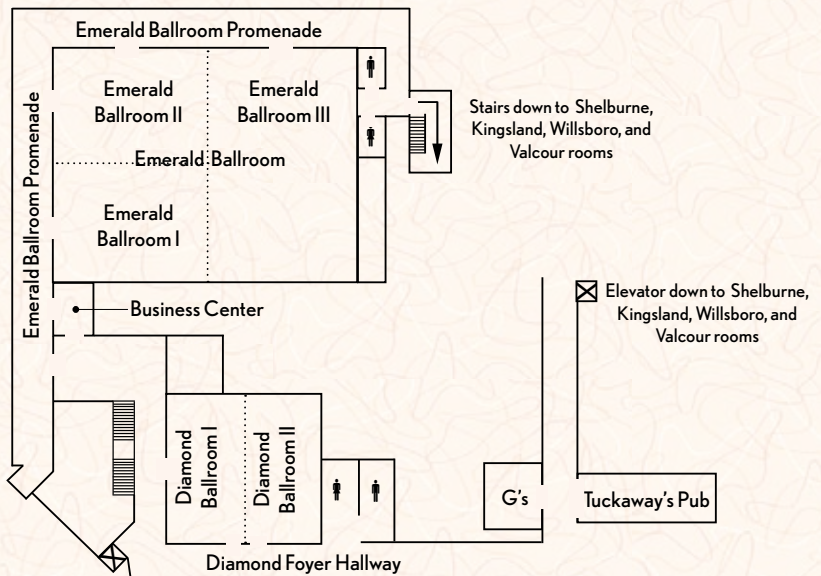
Directions to the Shelburne, Kingsland, Willsboro, and Valcour rooms.

- From the Conference Center Lobby (NEMA Registration):*
- Take elevator or staircase one floor up.
 - Follow Diamond Foyer hallway towards hotel lobby.
 - Go left between G's and Tuckaway's to elevator.
 - Take elevator or stairs down one level to ground floor conference rooms.

From the Emerald Ballroom (First Floor):

- Go right out of the ballroom.
- Go around corner and through the double doors.
- Take stairs down one level to ground floor.
- Go right at bottom of stairs and through the door straight ahead into conference room hallway.

First Floor



Hotel Atrium, G's, Tuckaway's Pub, and Hotel Lobby →

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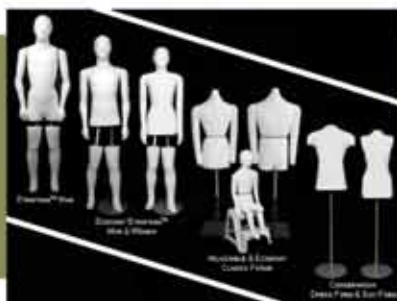
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