

A large three-masted sailing ship with white sails is shown on a blue sea under a clear sky. The ship is dark-colored with white sails and rigging. The name "CHARLES H. MOSEMAN" is visible on the side of the hull. The ship is moving through the water, creating a wake.

# plugin

**museums & social action**

98th Annual NEMA Conference  
Mystic, Connecticut  
November 9 – 11, 2016

**nema**

**NEW ENGLAND  
MUSEUM ASSOCIATION**

# 98th NEMA Conference

## New ideas and networking in Mystic! Your museum and your career will thank you.

Join us for a 3-day adventure of learning, growing, and professional friendships in beautiful Mystic, Connecticut. Sharpen your skills with practical ideas and useful how-to tips from top museum experts. Meet key colleagues and expand your professional network. Share your opinion in lively discussions with museums big and small.

Whether you're new to the ranks or a seasoned veteran, the NEMA conference is the place make your museum work more effective. So get ready for the best conference ever! Registration is now open: get started at [nemanet.org/conference](http://nemanet.org/conference).

See you in Mystic!



## Mystic is magical!

What can be better than waterfront scenery, acclaimed restaurants, and a quaint downtown with a working drawbridge? Mystic is known the world over for its nautical heritage (celebrated at the country's largest maritime museum, Mystic Seaport, and top-rated Mystic Aquarium), artsy vibe (channeled at the Mystic Museum of Art), natural beauty (take a walk through the Denison Pequotsepos Nature Center), and All-American history (check out neighboring Stonington Borough). This, and lots more a short distance from Mystic, means your 2016 NEMA conference experience will be memorable indeed!

## Mystic Restaurant Week

Check out Mystic's culinary scene during Restaurant Week, which overlaps with our conference. Restaurants might be crowded, so we recommend making reservations early. For a list of Restaurant Week establishments, [click here](#).

## Special Thanks to our Sponsors:

### Presenting Sponsor:





# November 9-11, 2016



## Great Reasons to Attend in 2016!

- ▶ More than 60 professional development sessions and events.
- ▶ Network with 900+ museum colleagues.
- ▶ Terrific off-site and after hours events in and around Mystic (don't miss our opening party at Mystic Seaport!).
- ▶ New format for our Keynote Session: four fast-paced presentations from Bated Breath Theatre Company, Sea Tee Improv, Museum Sage, and Annawon Weedon.
- ▶ Learn about the latest innovative products & services in the NEMA expanded exhibit hall.
- ▶ The Demonstration Station is the place to get fast-moving, how-to tips on mastering the latest museum field trends.
- ▶ **plugin** sessions connect you with this year's social action theme.
- ▶ **New for 2016!** One hour speed sessions.
- ▶ *Museum People Live!* Join the fun in a live podcasting session where you might be the next interview!
- ▶ Now in its 3rd year, NEMA's Career Growth Studio extends your conference experience and expands your career horizons.

## Networking & Career Skills

- ▶ You take your career seriously and so do we! That's why the NEMA conference is loaded networking and career-building opportunities. They call it CONNECTicut for a reason!
- ▶ Get your sea legs at two events on Wednesday: a Conference Preview in the morning and the legendary Newcomers Reception, hosted by Tufts University Museum Studies Program.
- ▶ Mix and mingle at Wednesday's opening night party at the Mystic Seaport!
- ▶ Buff up your personal skills in sessions on resume writing, organization, museum finances, and how to achieve work/life integration.
- ▶ Navigate your path at the post-conference Career Growth Studio.
- ▶ Meetups galore – follow **#NEMA2016** on Twitter to join in.
- ▶ Be visual and share your photos using **#NEMA2016** on Instagram.

## Show Your Support for Homeless Veterans

Friday, November 11, is Veteran's Day, so let's honor our country's brave heroes by making a contribution toward eliminating veteran homelessness. This year's NEMA conference charity is **Homes for the Brave**, a service organization based in Bridgeport, Connecticut, devoted to providing shelter and services to male and female homeless veterans. You can contribute in one of two ways (or both!). When you register for the NEMA Conference, you can include an online donation with your credit card payment. We will also collect donations during the conference. Thanks so much for joining with the NEMA family to support this worthy cause.



# Wednesday

## PRE-CONFERENCE TUESDAY, NOVEMBER 8

### ARTINI HOUR

7:00 – 8:30 pm

Mix cocktails, creativity and collegiality! Take on a creative project with Mystic Museum of Art's Carol Dunn, an instructor in the museum's studio program. Carol will give step by step instructions in the Zentangle Method, an easy-to-learn, relaxing, and fun way to create beautiful images by drawing structured patterns. We provide instruction, supplies, a cash bar & plenty of time to socialize.



Project participation is limited to the first 30 attendees to arrive, but bystanders are welcome! No fee required.

## WEDNESDAY, NOVEMBER 9

### REGISTRATION OPEN

8:00 am – 5:00 pm

### WELCOME COFFEE AND BAKED GOODS

8:00 – 9:00 am

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### NEMA CONFERENCE PREVIEW

8:00 – 8:45 am

First time at a NEMA conference? Learn how to make the most of it. Join the NEMA YEPs (Young and Emerging Professionals) PAG, for coffee and tips for how you can use your time to your best advantage. Download the "Newcomer Handbook" [HERE](#).

### CONCURRENT SESSIONS

9:00 – 10:00 am

#### Are We There When They Need Us?

As the events of Ferguson unfolded, we who profess to be active community "forums" were conspicuously quiet "temples." Though a smattering of institutions posted on social media or hosted programs, the response time across our profession was dismal. In today's quick-moving world, museums must consider our "rate of responsiveness" as an indicator of our overall success. This session will review creative approaches that build malleable and more immediately responsive institutions. Participants



will also workshop audience-centered applications for their museums.

*Facilitator: Sarah Pharaon, Senior Director of Methodology and Practice, International Coalition of Sites of Conscience, NY*

#### Developing Effective Core Documents: Collections Management Policy

A collections management policy is one of the five core documents of AAM's Continuum of Excellence. Learn the required elements of this core document and best practices for a solid policy to guide good collections management and stewardship. Get tips to avoid common problems with CMP codes and hear about the risks of not having one while you learn about resources to help you assess, draft, or improve yours. Core documents are the five fundamental documents for basic professional museum operations; they embody core museum values and practices; and they codify and guide decisions and actions that promote institutional stability and viability.

*Facilitator: Cecilia Walsh, Information Center Manager, American Alliance of Museums, DC*

#### Encouraging Civic Engagement: Immersive Education at the New EMK Institute

Following a year of presenting immersive education programs directed at encouraging civic engagement, staff from Edward M. Kennedy Institute will discuss

#### Does Your Board Embrace Diversity as a Strategy?

9:00 – 10:00 am



Responsible museum trustees know that they should

leave day-to-day management of the museum to the staff. But in being hands-off, are trustees fulfilling their obligation to evaluate their hiring and contracting policies to ensure organizational diversity? Do these policies reinforce inequality in their community and in the staffing of their museum? This panel will explore how the board and museum staff leadership can frame this conversation, prepare the museum for the demographic shift underway and create actionable strategic goals for museum-wide diversity.

*Facilitators: Mary Baily Wieler, President of the Museum Trustee Association, Member of the Board, The Walters Art Museum, MD; Dr. David Ellis, Former Director, Museum of Science, Boston, MA; Dr. Eric J. Jolly, President & CEO, Minnesota Philanthropy Partners*



how to use our facility and tools to encourage civic action, and how to measure those results. The panel will then open the floor to the audience to share experiences in making civic action accessible, and how to give both the means and agency to those audiences to pursue those goals.

*Facilitator: Matt Wilding, Education Producer, Edward M. Kennedy Institute for the United States Senate, MA*

### Keeping the Pace: The Value of an Actionable Strategic Plan

Your strategic plan should be the number one vehicle for institutional progress. How can you ensure the effort invested in creating your plan is matched during its period of execution? This candid conversation will cover: forming an effective planning committee; reviewing/ revising your mission, vision, and organizational values; achieving success through a well-crafted timeline; board and staff accountability; using your plan as a philanthropic tool; and circumnavigating common hazards when working with a variety of stakeholders.

*Facilitators: Susan Ballek, Executive Director and CEO, Hill-Stead Museum, CT; William H. Watson, Board President, Hill-Stead Museum, CT; David Garamella, Strategic Planning Consultant, The Giving Collaborative, CT*

### Museum Enchanted: It Takes a Village to Create a Faerie Village

What started as a creative lark to get visitors to explore the Florence Griswold Museum's 13 acres has become a yearly phenomenon that breaks attendance records and welcomes new visitors to the museum each October. This panel will introduce you to the history of the Wee Faerie Village at the Florence Griswold Museum in Old Lyme, CT, and share how the marketing, development, and education departments play vital roles in the ongoing success of the month-long outdoor event.

*Facilitator: David Rau, Director of Education & Outreach, Florence Griswold Museum, CT*

### Stick a Pin in It: Low Cost, High Impact Exhibit Interactives

True audience engagement does not have to involve technology or a large budget. Sometimes the simplest of ideas can be the most compelling, eliciting thoughtful feedback from visitors. This session will explore a few recent examples from history, science, and children's museums. Participants will then break into small groups for roundtable sharing and brainstorming. The end product will be a gallery of interactives that everyone can take away to implement in their own exhibitions.

*Facilitators: Michelle LeBlanc, Director of Education, Norman B. Leventhal Map Center, MA; Stephanie Cyr, Assistant Curator, Norman B. Leventhal Map Center, MA; Antonio Mendéz, Countdown to Kindergarten Educator, Boston Children's Museum, MA; Elisabeth Nevins, Seed Education Consulting, MA; Denise LeBlanc, Director of Learning Experiences, The Discovery Museums, MA*

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## KEYNOTE SESSION

10:30 am – 12:15 pm

Welcome from Janie Cohen, President, New England Museum Association; remarks from Laura Lott, President, American Alliance of Museums and NEMA Executive Director Dan Yaeger.

This year's keynote presentation will feature four dynamic short performances by a variety of performing artists.



Bated Breath Theatre Company, a Connecticut-based theatre company that creates new works inspired by museum collections and exhibitions



Laurie Phillips, co-founder of Museum Sage (formerly known as Art-o-mancy), artist, life coach, and an international workshop leader



Annawon Weeden, Mashpee Wampanoag educator and performer



Sea Tea Improv, Hartford's professional comedy company



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### Women|Museums: Lessons from the Workplace **plugin**

Museums have been a workplace home for women for more than a century. Women now make up almost 48-percent of the museum workforce nationally, but in spite of their accomplishments women continue to face workplace bias ranging from pay inequity to sexual harassment. Using the findings from their recent research, the session's presenters will help the audience explore the current state of gender equity in the field and identify strategies to advance a gender equity agenda.

*Facilitator: Anne W. Ackerson, Creative Leadership & Management Solutions, NY*

### BOOKSTORE OPEN 10:00 am – 5:00 pm

### OPENING LUNCH 12:30 – 1:30 pm

Ease into the 2016 NEMA Conference with flavorful food and conversation. Reconnect with colleagues, meet new friends, and have fun strengthening your ties to the NEMA family!

### DIRECTORS AND TRUSTEES LUNCH

12:30 – 1:30 pm

Break bread with your fellow museum leaders. Share stories, ideas, and encouragement. Bring back inspiration for your own institution. The Directors and Trustees Luncheon is a popular feature of the NEMA Conference for good reason. During lunch, NEMA Executive Director Dan Yaeger will facilitate discussion about the state of leadership and governance in the museum field.

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### OFF-SITE SESSIONS

1:15 – 4:45 pm

Pre-registration is required. Registration is limited. Fee of \$15 includes transportation.

### Building the "Permanent" Exhibit: How to Safeguard Your Objects on Long Term Display

How does a museum balance the need for long term "permanent" exhibition of its collection against the need to limit environmental exposure of sensitive works of art? How do you work with conservators

to bring pieces up to exhibition-ready condition and work with them to preserve the object over years of exhibition? You will hear how the Lyman Allyn Museum worked through these issues with conservators in planning and installing two new exhibitions.

*Facilitators: Sam Quigley, Executive Director and Jane LeGrow, Registrar and Director of Exhibitions, Lyman Allyn Museum, CT; Tad Fallon and Randy Wilkinson, Furniture Conservators, CT; Ulrich Birkmaier, Painting Conservator, CT*



### History Museums Engaging Families in STEM Learning

This off-site session will feature museum staff from three national partners involved with the NFS-funded *Create.Connect* project. This exhibit-based program created a national model for integrating STEM-learning activities with history-based stories and interactions for use in historical societies, living-history sites, and science/technology museums large and small. Panelists will cover the highlights of the project's development from multiple perspectives, including lessons learned from extensive visitor evaluation. You will experience first-hand one of the resulting exhibits, "Force in Motion," an activity space at Mystic Seaport that opened in Spring 2015, and be encouraged to share your own experiences and

concerns with museum projects involving a STEM/history mash-up.

*Facilitators: Elysa Engelman, Director of Exhibits, Mystic Seaport Museum of America and the Sea, CT; Cathy Ferree, Vice President and Chief Operating Officer, Conner Prairie Interactive History Park, IN, Jim Roe, Consulting Exhibit Planner, Project Consultant for Create.Connect, Science Museum of Minnesota*

### Indigenous Perspectives and Cultural Education at the Pequot Museum

Spend an afternoon in four different areas of the Pequot Museum's 300,000 square foot facility guided by experts from the education, research, and culinary teams for an immersive and revealing tour of indigenous culture from past to present. The session will start with a tour of the exhibits followed by a behind the scenes excursion of the research and collections facilities. To cap off the experience we'll visit with our chef for a taste of eastern woodland Native cuisine.

*Facilitators: Chris Newell, Museum Education Supervisor (Passamaquoddy); Nakai Northup, Educator (Mashantucket Pequot); endawnis Spears, Educator (Navajo/Chickasaw/Ojibwe/Choctaw); Kevin McBride Ph.D., Director of Research; Marissa Turnbull, Tribal Historic Preservation Officer (Mashantucket Pequot);*

Roberta Charpentier,  
Archaeological Lab Supervisor,  
Tahnee Growing Thunder,  
Educator (Kiowa, Mvskoki and  
Seminole); Sherry Pocknett,  
Chef (Mashpee Wampanoag);  
Albert Zamora, Cook  
(Mashantucket Pequot)

## CONCURRENT SESSIONS

1:45 – 3:15 pm



### Engaging Young Professionals and Millennials in Museum Collections: A Case Study of Murder Mystery @ The MATT

Explore strategies to develop unique programs for young professionals that encourage interaction with the content of your collections. We'll discuss best practices and limitations based on what we learned from the first two editions of Murder Mystery

@ The MATT. The panel will focus on the specifics of the event's preparation phase, including its nature and promotion, and the role of a planning committee.

*Facilitators: Roxane Sanders, Development Associate; Jessica Tinsley, Director of Development and Meghan Malcolm, Manager of Youth and Family Programs; Mattatuck Museum, CT*

### Book Discussion: *The Life Changing Magic of Tidying Up: The Japanese Art of De-Cluttering & Organizing*

This wildly popular book tells us to use our feelings as the standard for decision-making, holding onto only those items that spark joy in our lives. What does this mean for museums and museum professionals? Join us for a lively, guided discussion of this New York Times bestseller to address the universal issues of organizing and de-cluttering as they apply to our work, our collections & storage spaces, and personal lives.

*Facilitator: Marilyn Weiss Cruickshank, Consultant, Creative Simplicity Organizing & Productivity, MA*

### "Doing Good" Starts with Museum Finances

Most of us work in museums to inspire our communities. But we cannot accomplish much if we don't have our budget and finances under control. In small museums especially, we often find ourselves in a job we never expected: CFO! Is it time to panic? This session is a beginners' guide to finance fundamentals for small museum staff. Budgets, accounting basics, and important questions to ask will be included.

*Facilitator: Cynthia Walker, Executive Director, Brick Store Museum, ME*

### Don't Short Circuit Good Governance—Make it a Priority!

Is your museum supported by a strong committee structure? Are your committees or support groups "plugged in" to good governance? Are you wondering if you should form an advisory council? This session will focus on the effective management of committees and ancillary support groups such as standing, ad hoc or advisory committees, volunteer councils, task forces or friends groups. The format will be 30 minutes of information and 60 minutes of answers to any question on governance submitted by the audience. The panelists will draw on their own experience and also solicit the experience of the audience in answering the questions.

*Facilitators: Susan Gore, Executive Director, Gore Place, MA; Sherman "Pat" Morss Jr., Life Trustee, USS Constitution Museum, MA (NEMA Board)*

### Preservation Tools for Historic House Museums

The largest object in the collection of a historic house museum is the house itself. How can you, as the steward of a historic house, best preserve and care for it? In Part 1, we'll discuss typical challenges and how to cope with them, find the right help, and use tight resources most effectively. In Part 2, we'll discuss different types of documentation and how you can best use that documentation as a management tool.

*Facilitators: Gretchen Pineo, Architectural Historian, Public Archaeology Lab, Inc., MA; Scott Stevens, Co-Owner and Chief Operating Officer, Groundroot Preservation Group LLC, ME*

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### The Internship Revisited

1:45 – 3:15 pm

At the 2015 NEMA Conference we identified challenges facing interns and the museum field and discussed actionable solutions. This year, we will explore how several case study institutions have examined and taken action on their internship program offerings. Our discussion will identify strategies used by these institutions, plus we'll highlight how those strategies can be adapted by museums of varying sizes and types across New England.

*Facilitators: Alli Rico, Digital Publication Specialist, Massachusetts Institute of Technology, MA; Monika Bernotas, Research Associate, ConsultEcon, Inc., MA*







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### Sleep Well: How to Identify and Mitigate Museum Risk

Implementing and adhering to smart safety procedures and proactive management of exposures to risk are things that nearly everyone involved in museums should know. However, do you know how to train your staff on hazardous materials? Does your museum have the required number of fire extinguishers? Does anyone know how to use them? Do you know that an extension cord in poor repair or being used improperly could cost you thousands of dollars? Understanding where the risks lurk at your museum and recognizing potential liabilities are the first steps. This session will enable you to better identify these areas of concern and provide you with actionable mitigation steps, smart safety strategies, and proactive changes that you and others can put in place at your museum before an accident occurs.

*Facilitator: Kellie Crete, Safety & Loss Prevention Manager, Gowrie Group, CT*



### CAREER CONVERSATION WITH JEFF ANDERSEN

2:00 – 3:00 pm

Join Jeffrey Andersen, Director of the Florence Griswold Museum and honoree of this year's NEMA Lifetime Achievement Award, for a look at his distinguished career and a discussion of working in

the museum field. Jeff has been director of "Flo Gris" for 40 years, during which time he has transformed the institution from a seasonal attraction with visitation of fewer than 1,000 per year to a dynamic art and history museum with a staff of 20 and visitation of over 70,000 annually. He is an expert on historic American artists associated with Connecticut, and has been a board member and treasurer of NEMA, board member of CT Humanities, and has led review committees for museums seeking accreditation with AAM. A native of Northern California, Jeff holds an M.A. in Museum Studies from Cooperstown Graduate Program (SUNY-Oneonta), Cooperstown, New York and a B.A. in History from Lewis and Clark College, Portland, Oregon.

### SNACK BREAK

3:15 – 3:45 pm

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### CONCURRENT SESSIONS

3:45 – 5:15 pm

#### Beyond the Basics of Access

Explore new approaches to meeting the needs of diverse audiences, with a focus on senior citizen, veteran, and immigrant/refugee populations. Explore how inclusive website design, audio/multimedia tours, and universal design can open up your museum. Consider how to create policies and procedures that give you a good base for customer service and a foundation on which to build inclusive programs.

*Facilitators: Maria Cabrera, Supervisor Community Relations, (NEMA Board), and Nora Nagle, ADA & 504 Coordinator, Museum of Science, Boston, MA; Hannah Goodwin, Manager of Accessibility, Museum of Fine Arts, Boston, MA*

#### Bringing Latin@ Voices into Interpretation: A Case Study of a Bilingual Community Exhibition

Hear perspectives from community members, staff, and partners who worked with Wistariahurst on Nuestras Abuelas/Our

Grandmothers, a project designed to recognize the role of Abuelas/Grandmothers as the nucleus to Latino families, celebrate intergenerational relationships, bring more Latin@ voices into the interpretation of Holyoke's history, and expand the reach of the museum's mission to preserve, inspire and educate through programs, exhibits and special events.

*Facilitator: Maria Salgado-Cartagena, Board Member and Community Leader, Wistariahurst, MA*

*Speakers: Waleska Santiago, Nuestras Abuelas Curator and Museum Educator, Wistariahurst, MA; Nelson Roman, Holyoke City Councilor, MA; Penni Martorell, Curator, Wistariahurst & Holyoke City Historian, MA*

#### Building a Collaborative Board & Staff Advance Team

When trustees and staff develop an effective collaborative process the results are a powerful recipe for increased philanthropy and donor engagement. In a give and take format, Mystic Seaport Vice President for Advancement, Elisabeth Saxe and Trustee and Advancement Chair, Grant Cambridge will provide case

studies, tools, and scenarios that have succeeded. This partnership between trustees and staff at Mystic Seaport has yielded deeper donor and prospect connections. Bring your trustees and join the conversation.

*Facilitator: Elisabeth H. Saxe, Vice President for Advancement, Mystic Seaport: The Museum of America and the Sea, CT*



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### Composing Experiences: Music as a Metaphor for Museums

Rhythm. Resonance. Tone. Voice. In the creation of museum experiences, we borrow terms and techniques from musical composition quite regularly. So how can we deepen our understanding of how to create beautiful, catchy, and meaningful experiences by exploring musical structure and performance? A classical musician will enlighten, demonstrate, and contribute to this interview and discussion-based program.

*Facilitator: Matt Kirchman, Principal, Object Idea, MA (NEMA Board)*



### Deep Roots: What Does Commitment to Community Mean?

Sustainable museums are relevant to their home communities. Our museological skills of connoisseurship, conservation, and interpretation are not really appropriate for the task of deep, responsive community engagement. Speakers from three disciplines will look at how their institutions identify and address community needs, the skills they have developed, the partners they have enlisted, how their understanding of their missions has changed and what they have learned. Then we will introduce tools for effecting similar transformation at your institution.

*Facilitator: Laura B. Roberts, Principal, Roberts Consulting, MA*

*Speakers: Cathy Saunders, former Director of Education, Providence Children's Museum, RI (NEMA Board); Nicholas Capasso, Director, Fitchburg Art Museum, MA; Marieke Van Damme, Director, Cambridge Historical Society, MA*

### Museum Workers and Vicarious Trauma: What You Need to Know to Care for Yourself and Your Colleagues

As much as museum collections document beauty and human progress, they also document all the ways humans suffer and cause each other pain. That makes museum workers vulnerable to "vicarious trauma," a psychological term for what happens when other people's pain affects one's own mental health and well-being. This session will introduce participants to the concept of vicarious trauma, explore how it might surface in museum work, and provide concrete tools for recognizing and addressing it.

*Facilitators: Rainey Tisdale, Independent Curator, MA; Dr. Kevin Becker, Clinical Psychologist, ORI Consulting, MA*

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### Power to the People: Engaging Visitors in Conversation Forums about Societal Issues

Deliberative forums facilitate multi-directional conversation between stakeholders, experts, and the public. They empower museum visitors to contribute to conversations about issues where facts alone cannot dictate society's course of action. Learn how deliberative forums can catalyze social action, how to lead this programming in

different museum settings, and receive free resources for organizing deliberative forums. You will actively participate in an example forum about gene editing to become familiar with the format.

*Facilitator: Katie Todd, Research and Evaluation Associate, Museum of Science, Boston, MA*

### Stump the Lawyers: Legal Issues for Museums

Losing sleep over the legal landmines in your museum's backyard? Eager to set the agenda for a session? This panel is back by popular demand and will again present its popular "stump the lawyer" session in which you are invited to ask questions of general interest on any legal topic. Our legal experts will do their best to address your issues, offer practical advice, and recommend what steps to take next.

*Facilitator: Nina Zannieri, Executive Director, Paul Revere Memorial Association, MA*

*Speakers: Mark Gold, Esq., Partner, Smith, Green & Gold, LLP, MA (NEMA Board); Katherine Lewis, Esq., Attorney-Advisor, Smithsonian Institution, NY; Gilbert Whittmore, Esq., Of Counsel, Rath, Young and Pignatelli, P.C., MA*





## NEWCOMERS RECEPTION

5:15 – 6:15 pm

Whether you're a first-timer at a NEMA conference or a seasoned veteran, join us for a mix-and-mingle opportunity where you can give and get advice and contacts. Sip some wine with NEMA staff and board members. Swap business cards. Get an inside look at the New England museum community and how you can plug in.

Registration is limited, so make sure you sign up on the conference registration form. Cash bar and hors d'oeuvres. Conference newcomers get one drink ticket.

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## Welcome to NEMA 2016! Opening Party at the Mystic Seaport: The Museum of America and the Sea

Join the fun at the 2016 opening party at Mystic Seaport Museum. Start your evening with drinks and salty snacks on board the 1841 whaleship *Charles W. Morgan*.

Enjoy your wine, ale or "Dark & Stormy" on deck and imagine being far from land under the night sky. Or go below deck to socialize, accompanied by a chanteyman singing sea chanties and ballads.

When it's time to come ashore, check out the exhibit "Voyaging in the Wake of the Whalers" on your way to the iconic, brand new 2016 Thompson Exhibition Building. There you can explore the new building and outside deck, with a sneak peek at the early installation phase of the *Sea Change* exhibit as you enjoy jazz, hors d'oeuvres, and a cash bar.



Time: 6:30 - 8:30 pm. Registration fee of \$50 includes transportation.

Hosted by



# Thursday

## EXHIBIT HALL OPEN

8:00 am – 5:30 pm

## REGISTRATION AND BOOKSTORE OPEN

8:00 am – 5:00 pm

## INDEPENDENT MUSEUM PROFESSIONALS AFFINITY GROUP BREAKFAST

8:00 – 9:00 am

The IMP PAG will host its annual breakfast meeting to get reacquainted with fellow independent museum professionals, gather feedback from members on their vision for the group, and set goals for the year to come. This interactive session is all about input—from seasoned IMPs who wish to further the visibility of the PAG to non-affiliates interested in the group to those curious about being an IMP. We will be joined by a seasoned IMP who will share insights during a 10-minute tips presentation. At the breakfast, the PAG will be seeking a new co-chairperson. If you are interested in serving the PAG in this way, or know someone who might be, please come and/or invite other interested people!

Pre-registration with breakfast is \$15. All may attend for free without the breakfast.

*Facilitators: Camille Myers Breeze, Director, Museum Textile Services, MA; Helen Riegler, HER Design, MA; Dan Wallis, Owner, The Square Office, MA*

## WAKE-UP COFFEE AND MORNING TREATS

8:00 – 9:00 am

Hosted by



## OFF-SITE SESSION

8:30 am – 12:30 pm

Pre-registration is required. Registration is limited. Fee of \$60 includes supplies and transportation.

### Makers in Museums: Learning to Let Your Geek Shine

Do you want to use an Arduino, add physical computing to exhibits, or use electronics in your programs? Here's your chance! Let your inner geek shine in this hands-on, beginner workshop. You will learn about microcontrollers, circuits, input (buttons and sensors), output (sound and light), soldering, and build a pre-defined, small-scale project. Don't be intimidated by the programming—we'll walk you through it. This off-site session will take place at the Mystic Museum of Art.

*Facilitator: Chris Evans, Senior Designer, 106 Group, MA*

## OFF-SITE SESSIONS

8:30 am – 12:30 pm

Pre-registration is required. Registration is limited. Fee of \$15 includes transportation.

### Papers in Museums: How to Make Archives Accessible

The Connecticut State Historical Records Advisory Board [CT SHRAB] and Conservation ConneCTion will present a double session on how archival holdings differ from museum artifacts. The first session will focus on why documents should not be treated like artifacts, how to create a basic finding aid, and how to make holdings accessible. The second session will discuss the purpose of SHRAB, the current NHPRC grant funded Traveling Archivist project, and an "Ask an Archivist" component. To be held at the New London County Historical Society.

*Facilitator: Lizette Pelletier, Connecticut State Archivist, Connecticut State Library*

### Standing Out and Fitting In: A Behind the Scenes Exploration Mystic Seaport's Iconic New Thompson Exhibition Building

This 3-part off-site session will explore the recent design and construction of the new 15,000 SF Thompson Exhibition Building at Mystic Seaport Museum. The building's progressive design, uniquely evocative of Mystic Seaport's mission as the Museum of America and the Sea, was realized on a challenging budget. Hear the perspective of museum staff and board members, the architect, and construction partners. The session includes a lecture, behind-the-scenes tour, and panel discussion that highlights environmental and sustainability aspects, local and regional benefits, and key design elements that promote social interaction and engagement.

*Facilitators: Stephen White, President and Susan Funk, Executive Vice President/COO, Mystic Seaport: The Museum of America and the Sea, CT; Chad Floyd, FAIA, Partner and Charles Mueller, AIA, Senior Director, Centerbrook Architects and Planners, CT*





### Walking Tour of Historic Coogan Farm

Enjoy a walking tour of the historic Coogan Farm overlooking the Mystic River, a natural and cultural gem, recently acquired by the Denison Pequotsepos Nature Center. Coogan Farm was the first farm along the East side of the river, and now it is the last. During our guided tour, led by Executive Director Maggie Jones, learn about the Nature Center's investment in the local community and its role in helping to connect sustainable tourism, healthy food production, recreation, and history to nature and the environment.

*Facilitator: Molly Check, Director of Education, Denison Pequotsepos/Coogan Farm, CT*



### Empathy in Mission & Practice: Why Should We Care?

Visitor-centered. Civic-minded. Diverse. Inclusive. Welcoming. Responsive. Participatory. Learn how these qualities of 21st century museums are impossible without an inner core of institutional empathy: the intention of the museum to be, and be perceived as, deeply connected with its community. Conversation

will cover key issues including building social and cultural capital, caring for your community, bridging barriers, and creating empathy by design.

*Presenters: Gretchen Jennings, museum consultant, author of Museum Commons, Washington, DC; Stacey Mann, Strategist for Learning, Digital Interpretation, & Exhibition Planning, PA; Matt Kirchman, Creative Director, ObjectIDEA Interpretive Design, MA (NEMA Board)*

## CONCURRENT SESSIONS

9:30 – 10:30 am

### Caught on Camera: Museum Security Best Practices as Taught through Real Video Surveillance Footage

If a picture is worth a thousand words, the moving image is worth even more. We will look at never before seen surveillance footage highlighting hair-raising incidents in museums that are not openly discussed. Learn about appropriate responses, prevention strategies, and mitigating damage to artwork, plus the importance of a properly trained staff by examining real-time disasters.

*Facilitator: Austin Sharpe, Director of Security, Addison Gallery of American Art, MA*

*Speakers: James Sousa, Registrar, Addison Gallery of American Art, MA; Dan Lazuta, Owner, Acuity-VCT, MA*

### Connecticut's Kid Governor: Finding Your Social Action Niche



Looking to create social action programs, but worried about risks? Eager to engage schools around your mission, but facing limited resources? Learn how Connecticut's Old State House found its social action niche by thinking strategically, seizing opportunities, building friendships, and engaging teachers in creating a statewide program. You will leave with ideas for developing social action programs relevant to your museums suggestions for encouraging student voices and activism and practical advice for strategic, low-risk/high-impact programs.

*Facilitators: Brian Cofrancesco, Head of Education, and Sally Whipple, Executive Director, Connecticut's Old State House*

### Expanded Learning Time in Schools: Creating Useful Community Partnerships

Creating meaningful relationships with the community is an important part of a modern museum. This session will explore the growing partnership between museums and local school districts through the lens of the Expanded Learning Time (ELT) Initiative. We will discuss the struggles and successes in building a long-term, in-school program, along with the challenge of creating a six-eight week historical curriculum that is thoughtful, fun, and engaging.

*Facilitator: Mary Morrissey, Museum Educator Specialist, Mystic Seaport: Museum of America and the Sea, CT*

### In Two Places at Once: Developing & Delivering an Interactive Virtual Museum Field Trip

Learn how you can easily implement real-time, web-based, live gallery streaming programs that can be delivered in any museum. We will discuss our specific experiences implementing virtual, remote fieldtrips at the Peabody Museum of Archaeology & Ethnology at Harvard University using the free Skype platform to reach audiences in low-income districts and schools outside the state. We will present primary goals, the challenges we faced, our solutions to those challenges, and our successes and surprises.

*Facilitator: Andrew Majewski, Education Specialist, Peabody Museum of Archaeology & Ethnology, MA*

(continued on page 16)

# Quick Glance

## TUESDAY

7:00 – 8:30 pm

**Artini Hour**

## WEDNESDAY

8:00 am – 5:00 pm

**Registration Open**

8:00 – 9:00 am

**Welcome Coffee and Morning Treats**

Hosted by izi Travel

8:00 – 8:45 am

**NEMA Conference Preview**

9:00 – 10:00 am

**Concurrent Sessions**

- Are We There When They Need Us? **plugin**
- Developing Effective Core Documents
- Encouraging Civic Engagement
- Does Your Board Embrace Diversity as a Strategy? **plugin**
- Keeping the Pace: The Value of an Actionable Strategic Plan
- Museum Enchanted: It Takes a Village to Create a Faerie Village
- Stick a Pin in It: Low Cost, High Impact Exhibit Interactives
- Women|Museums: Lessons from the Workplace **plugin**

10:00 am – 5:00 pm

**Bookstore Open**

10:30 am – 12:15 pm

**Keynote Session**

12:30 – 1:30 pm

**Opening Lunch**

12:30 – 1:30 pm

**Directors and Trustees Lunch**

Hosted by Qm<sup>2</sup> and Opportunity Resources, Inc.

1:15 – 4:45 pm

**Off-site Sessions**

- Building the “Permanent” Exhibit
- History Museums Engaging Families in STEM Learning
- Indigenous Perspectives and Cultural Education at the Pequot Museum

1:45 – 3:15 pm

**Concurrent Sessions**

- Book Discussion: *The Life Changing Magic of Tidying Up*
- “Doing Good” Starts with Museum Finances
- Don’t Short Circuit Good Governance—Make it a Priority!
- Engaging Young Professionals and Millennials in Museum Collections
- Preservation Tools for Historic House Museums
- Sleep Well: How to Identify and Mitigate Museum Risk
- The Internship Revisited

2:00 – 3:00 pm

**Career Conversation with Jeff Andersen**

3:15 – 3:45 pm

**Snack Break**

Hosted by Kohler Ronan, LLC

3:45 – 5:15 pm

**Concurrent Sessions**

- Beyond the Basics of Access
- Bringing Latin@ Voices into Interpretation
- Building a Collaborative Board & Staff Advance Team
- Composing Experiences
- Deep Roots: What Does Commitment to Community Mean? **plugin**
- Museum Workers and Vicarious Trauma
- Engaging Visitors in Conversation Forums about Societal Issues **plugin**
- Stump the Lawyers

5:15 – 6:15 pm

**Newcomers Reception**

Hosted by Tufts University Museum Studies Program

6:30 – 8:30 pm

**Welcome to NEMA 2016!**

- Opening Party at the Mystic Seaport: The Museum of America and the Sea hosted by the Gowrie Group

nema

## THURSDAY

8:00 am – 5:30 pm

**Exhibit Hall Open**

8:00 am – 5:00 pm

**Registration and Bookstore Open**

8:00 – 9:00 am

**IMP Professionals Affinity Group Breakfast**

8:00 – 9:00 am

**Wake-up Coffee and Morning Treats**

Hosted by Regis College

8:30 am – 12:30 pm

**Off-site Sessions**

- Makers in Museums
- Papers in Museums
- Standing Out and Fitting In
- Walking Tour of Historic Coogan Farm

9:30 – 10:30 am

**Concurrent Sessions**

- Caught on Camera
- Connecticut’s Kid Governor **plugin**
- Empathy in Mission & Practice **plugin**
- Expanded Learning Time in Schools
- In Two Places at Once
- Plugging Into Data
- Tackling Collections Backlog
- What is White Light?

10:00 – 10:30 am

**Demonstration Station**

- The Front Door: Does It Entice You In?

10:30 – 11:00 am

**Coffee Break**

11:00 am – Noon

**Career Conversation with Katherine Kane**

11:00 am – 12:30 pm

**Concurrent Sessions**

- Forensic Finds
- Why Small Museums Matter
- Incremental Steps Towards Emergency Preparedness
- Resume Lab
- Remixing the Museum **plugin**
- What Are You Asking?! **plugin**
- Museums and Civic Discourse



11:30 am – Noon

**Demonstration Station**

- Basics of Moldmaking and Casting

12:45 – 2:20 pm

**PAG Lunches**

- Children’s Museum PAG
- College & University Museums PAG
- Curators PAG
- Education PAG
- Historic Sites PAG
- Membership, Development, Public Relations, and Marketing PAG
- The Museum Directors’ Discussion
- Registrars’ PAG, hosted by Huntington T. Block

1:15 – 4:45 pm

**Off-site Sessions**

- Off the Beaten Path
- Offensive Objects
- Walking Tour of Historic Stonington

2:30 – 3:00 pm

**Snack Break**

Hosted by MASCOLA//GROUP

3:00 – 4:30 pm

**Concurrent Sessions**

- Developing & Executing a Creative Year-Round Sponsorship Strategy
- Exploring the Risks & Rewards of Community Conversations **plugin**
- Looking Good Without a Graphic Artist
- Program Failures
- Exhibits for Current Social Issues **plugin**
- A Teacher’s Perspective
- Talking Textiles
- Telling the Whole Story **plugin**

3:30 – 4:00 pm

**Demonstration Station**

- MuseumHive: How to Participate and Develop Community Content

4:30 – 5:30 pm

**Exhibit Hall Opening Reception**

6:00 – 10:00 pm

**Evening Events**

- New London Gallery Crawl
- Twilight in Bohemia
- An Evening Along the Connecticut River
- Directors & Trustees Reception, hosted by Museum Search & Reference
- AfterParty at the Mystic Museum of Art

# FRIDAY

8:00 am – 1:00 pm

**Exhibit Hall Open**

8:00 am – 12:00 pm

**Registration and Bookstore Open**

8:00 am – 8:45 am

**Wake-up Coffee and Morning Treats**

Hosted by Bated Breath Theatre Company

8:30 – 12:30 pm

**Off-site Session**

- Undread the Dead: Taking the Fear out of Cemetery Preservation

8:45 am – 10:15 am

**Concurrent Sessions**

- Beyond Batman, Beyonce, and the BBC: Museum/Pop Culture Mash-Ups
- Changing the Narrative: How a Social Tea Turned Into a Salon-Style Discussion about Pacifism **plugin**
- Creating a Major Gift Program in a Small Shop
- How to use Photogrammetry to create 3D models of Cultural Heritage Objects
- Mounting a Theatrical Production at Your Site: Practical Considerations from Backstage at Boston’s Old State House
- Museum People LIVE!
- Plugged In: Keeping the Buzz Going

9:30 – 10:00 am

**Demonstration Station**

- Practical Tips for Museum Evaluation: Developing Effective Metrics and Data Collection Tools

10:15 am – 10:45 am

**Coffee Break**

10:45 am – 12:15 pm

**Concurrent Sessions**

- AAM’s Direct Care of Collections, Ethics, Guidelines and Recommendations White Paper
- Community-Supported Software Today
- Crafting a Techie Visitor Engagement Strategy
- Now Trending
- Stretching Our Scope
- Web Upgrades on a Shoestring Budget

11:00 – 11:30 am

**Demonstration Station**

12:15 – 1:00 pm

**Exhibit Hall Closing Reception and Raffle**

1:00 – 2:15 pm

**Awards Luncheon and Annual Meeting**

2:30 – 3:30 pm

**Concurrent Sessions**

- Catalyst for Community: Overcoming Divisive Issues
- The Generation Game: Millennials, Gen-Xers, and Baby Boomers Working Together
- How can you create better exhibits while involving a wider range of museum staff and visitors at the same time? PROTOTYPING!
- Museums and the Whole Self
- Museums at the Intersections: Strategies for Community and Justice Issues **plugin**

5:00 – 8:00 pm

**Career Growth Studio (see page 27)**

# SATURDAY

8:00 am – 4:00 pm

**Career Growth Studio (see page 27)**



(continued from page 13)

### Plugging Into Data: Maximizing Your Donations through Targeted Appeals

Big companies make huge investments in market research to make each catalogue and promotional email more attractive to you. While museums don't necessarily have the resources to invest in data experts, we do have information on our constituents that can make us more effective in our outreach and fund raising efforts. This session will present case studies of annual fund appeals offering different ways to manipulate your existing data to create better fund raising results.

*Facilitator: Jill Westgard, Deputy Director for Advancement, Yale University Art Gallery, CT*

### Tackling Collections Backlog: Leveraging Volunteers to Increase Capacity

In 2014, the EcoTarium started the daunting task of inventorying a 55,000-object backlog. The solution: creation of a Volunteer-Based Inventorying System (VBI) which allowed the museum to drastically increase its impact without sacrificing quality through leveraging volunteer resources. Panelists will share their experiences working on this project with an emphasis on lessons learned and aspects of the project which have broader applicability to volunteer-based capacity building throughout the field.

*Facilitator: Shana Hawrylchak, Manager of Exhibits and Collections, EcoTarium, MA*

*Speakers: Teri Lynes, Manager of Volunteer Resources, and Nicole Thomas Inventorying Volunteer, EcoTarium, MA*



### CAREER CONVERSATION WITH KATHERINE KANE

11:00 am – 12:00 pm

Join Katherine Kane, Executive Director of the Harriet Beecher Stowe Center, for a look at her distinguished career and a discussion of working in the museum field. Katherine has been

director of the Stowe Center since 1998, directing programs and outreach using the Center's extensive collections and historic-buildings. The Center's innovative programs include award winning Salons at Stowe bringing the public into the parlor for conversations around contemporary issues; and the biennial Harriet Beecher Stowe Prize for writing promoting social justice. Prior to her work at the Stowe Center, Katherine worked at the Colorado Historical Society and Denver Art Museum. She has a B.A. and M.A. from the University of Colorado and participated in the Getty Trust's Museum Management Institute. She is Chair of the American Association for State and Local History, has been a member of the American Association of Museums Accreditation Commission, and is involved with several Hartford community organizations.

### What is White Light? LEDs and Lighting Exhibitions

LEDs have presented the museum exhibition world with a completely new paradigm. In this session we will explore the world of white LED light in layman's terms. There will be samples and hands-on exploration as well as tales from an exhibit design director's first hand immersion. Expect to leave this session with a new appreciation for LEDs.

*Facilitator: Steven Rosen, President & Creative Director, Available Light, MA*

### DEMONSTRATION STATION

10:00 – 10:30 am

#### The Front Door: Does It Entice You In?

*Lynn Robinson Leary, Visual Development Specialist, Enhance a Colour, CT*

### COFFEE BREAK

10:30 – 11:00 am

### CONCURRENT SESSIONS

11:00 am – 12:30 pm

#### Forensic Finds: Uncovering and Telling the Stories Hidden in Artifacts

Conservators and collections specialists share their expertise. How does technical evidence discovered while treating historic costumes shed light on the wearer and their time? What can the back of paintings tell us about the artist? Find out how conservation analysis and technical understanding can play a role in everything from art forgery trials to museum education.

*Facilitator: Camille Myers Breeze, Founder and Director, Museum Textile Services, MA*  
*Presenters: David Dempsey, Associate Director for Museum Services, Smith College Museum of Art, MA; Jennifer Emerson, Supervisor of Collections and Interpretation, Denison Homestead Museum, CT; James Martin, Principal, Orion Analytical, LLC, MA*

#### Going Local: Why Small Museums Matter

Are you among the hundreds of NEMA members who work in a house museum, local historical society, or historic site? Our sites enable Americans to experience local histories that are the essence of community and play a vital role in fostering civic attachment and embracing diverse audiences. Join us in formulating talking points for advocacy as we frame an experience-based narrative that celebrates the inspirational potential and essential relevance of small museums.

*Facilitator: Barbara A. Mathews, Public Historian, Historic Deerfield, MA*

*Presenters: Christine Ermenc, Director, Windsor*



Historical Society, CT; Dennis Picard, Director, Storrowton Village, MA; William Hosley, Terra Firma Northeast, CT

### Moving the Needle: Incremental Steps Towards Emergency Preparedness

This session addresses emergency planning in the real world from the perspective of staff members working within the constraints of limited time, budgets, and the pull of other projects with firm deadlines. Our panelists represent collecting institutions of different types and sizes and will speak to concrete, incremental, and low-cost steps they have taken towards full emergency preparedness. They will also provide tips for anticipating and successfully navigating potential roadblocks.

*Facilitator: Erica Donniss, Special Collections Director, Champlain College, VT*

### Resume Lab: Review, Revamp and Rise to the Challenge

How we represent ourselves in writing is what we tell potential employers about our skill set, experience, and personality, and it may be the start or end of any job search. This workshop will begin with a poll of the audience to assess current challenges in resume writing and job application processes. Panelists will then address those needs, drawing on their knowledge of best practices as well as the expertise of the audience. The latter part of the session includes a round-table discussion with peers and presenters to critique resumes of those at the table. Participants are encouraged to bring their resumes and cover letters for review. Participants should walk away with concrete language and ideas for revising their materials before they apply for that next museum position. This session is appropriate for entry-level to mid-career professionals across all disciplines.

*Facilitator: Dawn Salerno, Deputy Director for Public Engagement and Operations, Mystic Museum of Art, CT (NEMA Board)*

### Remixing the Museum: What Contemporary Artists Can Teach Museums About Social Engagement

In 1992, artist Fred Wilson created "Mining the Museum" at the Maryland Historical Society, presenting its collection in a new and critical light. Wilson's culture-jamming project started an important conversation that continues today. Inspired by Wilson and other artists who challenge traditional boundaries between museums and their communities, we will examine ways that museums of all types can engage

plugin



## Museums and Civic Discourse: **plugin** Exploring Challenges and Opportunities for Social Action

11:00 am – 12:30 pm

From racial injustice to climate change, wage gaps to healthcare, communities and museums face complex local and national issues. What are museums' roles in civic deliberation and action? How do we navigate risks and barriers to such work? Insights, drawn from panelists' diverse areas of research and practice, will spark participant-proposed topics for interactive exploration and knowledge sharing in facilitated breakout groups. This think-tank session concludes with practical ideas, resource lists and opportunities for collaboration.

*Facilitators: Jennifer Scott, Director, Jane Addams Hull-House Museum, IL, and Robin Grenier, Associate Professor of Adult Learning, University of Connecticut*

*Presenters: LaTanya S. Autry, Marcia Brady Tucker Fellow, Yale University Art Gallery, CT; John Bell, Director, Ballard Institute and Museum of Puppetry, CT; Clarissa Ceglie, Assistant Professor of Digital Humanities, University of Connecticut; Nicole Ivy, Museum Futurist, Center for the Future of Museums, Washington, DC*



in socially conscious programming. We will include visual examples, roundtable discussion, and individual and group reflection.

*Facilitators: Darci Hanna, Curatorial Associate, and Lynn Brown, Gallery Educator, Looking to Learn Program, Bakalar & Paine Galleries at Massachusetts College of Art and Design*

### What Are You Asking?! An Introduction to Survey Item Development

Survey research can be key for museums to improve engagement with their audiences and take appropriate social action in their communities. This workshop offers an introduction to the development of survey questions (items), including information about best practices and an explanation of the most often used and relevant design concepts. You are invited to bring a survey to reflect on and improve during the session or you can use an example provided by the facilitators.

*Facilitators: Dr. Christina Smiraglia, Senior Research Manager & Instructor in Museum Studies, Harvard University, MA; Sara Clarke-Vivier, Doctoral Candidate & Instructor, University of New Hampshire*

# PAG Lunch Sessions (12:45 - 2:20 pm)

Collect your lunch and participate in your choice of these PAG luncheon discussions. Box lunches ordered in advance (*see registration form*) will be available in the Exhibit Hall. Choose vegetarian, tuna, or turkey. Box lunches will **not** be available for purchase onsite.

## Children's Museum PAG

Join us for an informal lunch and opportunity to roundtable with fellow colleagues from children's museums and other institutions with an interest in serving family audiences. We welcome colleagues from not only traditional children's museums, but those of you interested in investigating ways your institution can be inspired to include children and family, engagements, and opportunities. The floor is yours to share stories of success, probe for answers to those tough questions we face and discuss the current trends that inspire us to mold our environments to best meet the needs of our audiences.

*PAG Co-chairs: Paula Rais, Vice President of Development, The Children's Museum of New Hampshire; Beth A. Weller, Director of Operations, The New Children's Museum, CT*

## College and University Museums PAG

Instigators of social change? Sites of activism? Documentarians of cultural shifts? Join colleagues from across New England to discuss the unique role as educational facilitators we serve to effect, moderate, and archive change in the world around us. Share your stories and ideas for a lively and collaborative dialogue.

*PAG Co-chairs: Rebekah Beaulieu, Associate Director, Bowdoin College Museum of Art, ME; Deborah Disston, Director, McIntosh Gallery at Southern New Hampshire University*

## Curators PAG

Join us for an informal networking lunch. You'll have the opportunity to meet new colleagues and reconnect with others, share details about current projects, and discuss curatorial questions and concerns in a casual, relaxed atmosphere.

*PAG Co-chairs: Heather Leavell, Director/Curator, Cyrus Dallin Art Museum, MA; Victoria Stevens, Curator, Hull Lifesaving Museum, MA*

## Education PAG

As educators, our work is incredibly diverse. We may be out in the galleries, working with students. We may be in our offices, writing interpretive text. Join us for round-table discussions, over lunch, of a few of the top challenges and opportunities in our field today. Ask questions, offer advice, and connect with other museum educators in our region who can continue to be resources, allies, and supporters long after we leave the conference.

*PAG Co-Chairs: Elisabeth Nevins, Principal, Seed Education Consulting, MA; Phillipa Pitts, Associate Educator for Gallery Learning, Portland Museum of Art, ME*

## Historic Sites PAG

After over ten years of planning, this summer the Harriet Beecher Stowe Center began the largest restoration project since opening to the public in 1968. Hear about this multi-faceted project from the Stowe Center's Project Curator, Cindy Cormier, and Collection Manager Beth Burgess, and consider how their experience might inform a current or future project at your historic site.

*PAG Chair: Jennifer Matos, Executive Director, Noah Webster House & West Hartford Historical Society, CT*

## Membership, Development, Public Relations, and Marketing PAG

Join fellow PAG colleagues for an investigation of creative ways to attract younger audiences, a discussion of meaningful membership benefits, and an exploration of where the two may intersect. Hear stories of both success and failure from across the NEMA landscape and contribute your own experiences. If you have a specific example you'd like to share at the lunch, please contact one of the PAG co-chairs.

*PAG Co-chairs: Douglas Perkins, Operations Manager, Middlebury College Museum of Art, VT; Mary Heath, Chief Marketing Officer, International Tennis Hall of Fame, RI*

## The Museum Directors' Discussion

Back by popular demand! 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 ideas and solutions. 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.

*Facilitator: Janie Cohen, Executive Director, Fleming Museum of Art, VT (NEMA Board)*

## Registrars' PAG Lunch: Tales from the Registrarial Realm!

Gather around the campfire (or the lunchboxes) to share your most exciting registrarial adventures from this past year, whether they be grand successes or tales of woe. Old-guard registrars counting the days until retirement, mid-career pros second-guessing their career choice, and interns desperately trying to break into the field are all invited to join the discussion and a juice-box toast with colleagues!

*PAG Co-Chairs: James Sousa, Registrar, Addison Gallery of American Art, Phillips Academy, MA; Meredith Vasta, Collection Steward, Peabody Museum of Archeology and Ethnology, MA*

Hosted by



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INSURANCE AGENCY, INC.



## DEMONSTRATION STATION

11:30 am – Noon

### Basics of Moldmaking and Casting

Tracy Putnam, Branch Manager, Reynold Advanced Materials, MA



## PAG LUNCHES

12:45 – 2:20 pm

(See page 18 for descriptions.)

## OFF-SITE SESSIONS

1:15 – 4:45 pm

Pre-registration is required. Registration is limited. Fee of \$15 includes transportation.

### Off the Beaten Path: Conservation in Stonington

Explore two unusual projects in nearby Stonington, CT. Tour the 17th -18th century Stanton-Davis House shown to private groups as a rare study property during its phase of architectural investigation and restoration. Discuss the role of forensic investigation in developing mission and program content for a planned museum. Examine how architectural and historical evidence guides future interpretation. You'll also visit the workshop of a pipe organ conservator and organist. Enjoy a glimpse into the soaring world of historic pipe organs. The "King of Instruments" is costly to restore, but vital in liturgical practice and classical music performance. Learn how conservation practices can aid in the appreciation, use, and longevity of the magnificent artifact instruments required in traditional music.

Facilitator: Marylou Davis, Private Conservator, CT

### Offensive Objects: Displaying Work with Problematic Histories

Every visitor has a unique perspective and that means each visitor's experience with an object will be unique. Not everyone will (or can) have a purely aesthetic or formal experience with an object. Objects with problematic histories need special attention. For the sake of this workshop, we'll be defining "offensive" as objects that depict racism, sexism, homophobia, xenophobia, colonialism, or imperialism. Hear from museum professionals from Mystic Seaport, as well as Jan Crocker, Exhibits Manager at Heritage Museums & Gardens, and Margaret Middleton, independent exhibit designer. Discuss what makes an object offensive, learn about strategies for addressing problematic objects, and participate in a reimagining of the display and interpretation of real objects from the Mystic Seaport collection.

Facilitators: Jan Crocker, Exhibit Manager, Heritage Museums & Gardens, MA; Margaret Middleton, Independent Designer, RI

### Walking Tour of Historic Stonington Borough & Old Lighthouse Museum

Join the Stonington Historical Society for a 90-minute guided walking tour of historic Stonington Borough – a preserved picturesque peninsula of significant architectural and cultural history with a storied past. Stonington's claims to fame include two

British wartime attacks (1776 and 1814) that were successfully repelled, the site of Connecticut's first railroad (1837) that met steamships traveling to and from NYC, and birthplace of early explorers Edmund Fanning and Nathaniel B. Palmer. The tour will begin and end at the society's museum of Stonington history –the Old Lighthouse Museum, a true cabinet of curiosities housed in a granite block 1840 lighthouse with its own storied past.

Facilitator: Elizabeth Wood, Executive Director, Stonington Historical Society, CT

## SNACK BREAK

2:30 – 3:00 pm

Hosted by



MASCOLA // GROUP  
STRATEGIC MARKETING

## CONCURRENT SESSIONS

3:00 – 4:30 pm

### Developing and Executing a Creative Year-Round Sponsorship Strategy

This session will provide a strategic roadmap for creating a sponsorship program showing you how to incorporate your museum's assets with the goal of generating year-round incremental revenue while providing a sponsor with an impactful marketing opportunity. Companies are looking to associate their brand with organizations who can help expand their brand awareness to the right target and segments. Museums are often ideal for companies who like to use sponsorship as part of their overall marketing mix. This session will discuss "out of the box" sponsorship proposals and creative ways to bundle your museum's assets in a creative and profitable way.

Facilitator: Mary Heath, Chief Marketing Officer, International Tennis Hall of Fame, RI

### Exploring the Risks and Rewards of Community Conversations



Learn how the Stowe Center engages audiences with community discussions that connect the past to the present for dialogue on social justice issues. You'll participate in the award-winning Salons

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(continued from page 19)

at Stowe, a dialogue-based program on contemporary issues, and debrief the experience with Stowe Center staff who will discuss the process of creating and facilitating Salons and the important role dialogue plays in building a relevant and socially conscious museum.

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

### Looking Good Without a Graphic Artist

Are your museum's flyers, calendars, and Facebook posts up to you? Discover concrete tips, tools, and resources from a small museum in this design/theory crash course. Gain inspiration from contemporary, well-designed examples to build your audience while exploring approaches, tricks, and inexpensive resources to producing beautiful, eye-catching materials, both in-print and online.

*Facilitator: Nomi Dayan, Executive Director, The Whaling Museum & Education Center of Cold Spring Harbor, NY*

### Program Failures: What Can We Learn?

This session will address a fear museum educators have: inventing well-conceived, creative programs and having them fail. Why do some wonderful programs flop, while others flourish? Why does a program work for one organization, but fail for another? This session will identify what can be learned from these failures. Specific institutional examples, including failed programs, successful programs, visitor demographics, and attendance numbers will be identified. The session will include time for group discussions and sharing.

*Facilitator: Katrina Stacy, Associate Curator of Education, Worcester Art Museum, MA*

*Speakers: Lynn Thomson, Manager of Family and Community Engagement, Currier Museum of Art, NH; Tara Young, Deputy Director, Museum of Russian Icons, MA*

### Rapid Response: Exhibits for Current (and Contentious) Social Issues

Exhibits and programs that address current social topics can be a great way to gain a lot of attention in a short amount of time. Join us to learn how to create fast, engaging, and relevant exhibits or public programs to put your museum right in the center of the issues faced by your community today. The session will include a discussion of rapid-response exhibits and programs that address current, and sometimes contentious, social issues. It will conclude with a roundtable exercise in



which you'll create exhibit concepts or programs addressing major national issues such as health care, gun control, race, and gender equality.

*Facilitators: Kate McBrien, Chief Curator, Maine Historical Society (NEMA Board); Tilly Laskey, Outreach Curator, Maine Historical Society*

### A Teacher's Perspective on Successful Museum/High School Programs

Are you trying to find ways to connect with local schools? Is your museum lacking programs for high school students? Get a teacher's point of view. First, examine results of a teacher survey to discover what educators want from museums. Then discuss how to develop high school materials. Bring your ideas or problems to share for feedback. Topics include writing lesson plans, targeting teachers, Common Core, APs, activities for 9-12 as well as the newest trends of internships and community service and how they can help your museum.

*Facilitator: Lora DeSalvo, Teacher, South Shore Charter Public School, MA*

### Talking Textiles: Tips and Techniques for Documenting Textile Collections

Join us for a basic introduction to textile collections management by exploring best handling practices, documentation, photography, and condition reporting. Learn what physical tools one would need during the textile documentation process. You will acquire knowledge of techniques used by experts in dating and establishing provenance. A hands-on component will review Fiber Identification 101, followed by group examination and documentation of actual textile objects. The workshop will conclude with suggestions for rehousing and long-term preservation.

*Facilitator: Renee Walker Tuttle, Conservator, Renaissance Textile Services, RI*

### Telling the Whole Story: Inclusive Interpretation of Native History and Culture in Non-Native Museums

Many museum collections contain art and artifacts of Native origin, as well as objects composed of forms and symbols appropriated from indigenous cultures. Museum staff often lack the resources necessary to incorporate Native perspectives in their interpretation of this material. Panelists will discuss best practices for developing inclusive exhibits and programs, including strategies for building successful partnerships with tribal museums and Native curators, educators, and artists; resources for researching indigenous history;



special considerations when working with ceremonial objects; and guidelines for culturally-sensitive, hands-on activities.

*Facilitator: Heather Leavell, Director/Curator, Cyrus Dallin Art Museum, MA*

*Speakers: Darius Coombs (Mashpee Wampanoag), Director of Wampanoag and Eastern Woodlands Interpretive Training, Plimoth Plantation, MA; Irene Castle McLaughlin, Curator of North American Ethnography, Peabody Museum of Archaeology and Ethnology, Harvard University, MA; Lorén Spears (Narragansett/Niantic), Executive Director, Tomaquag Museum, RI*

### DEMONSTRATION STATION

3:30 – 4:00 pm

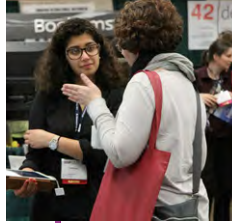
**MuseumHive: How to Participate and Develop Community Content**

*Brad Larson, Brad Larson Media, Inc., MA*

### EXHIBIT HALL OPENING RECEPTION

4:30 – 5:30 pm

A great way to end the afternoon! Join us for wine and delicious hors d'oeuvres 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!



# Thursday Evening

## Directors and Trustees Reception

Mystic Museum of Art invites you to a reception in its riverside galleries. The museum began under the leadership of American Tonalist and Impressionist Charles Harold Davis who, in 1891, settled in Mystic. Situated in downtown Mystic, the main building dates to 1931. Guests can view current exhibitions including the artworks of Walter Robinson, Photo Show 38, and MMoA's permanent collection of 20th Century American art.

Time: 6:00 – 7:00 pm. Registration fee of \$40 includes transportation, heavy hors d'oeuvres, and an open bar of beer, wine and soft drinks.

Hosted by



## New London Gallery Crawl

Join the Lyman Allyn Art Museum and Connecticut College for an after-hours New London "Gallery Crawl"! After a light reception and tour of the newly re-installed galleries at the Lyman Allyn, the bus will take attendees downtown to explore the many participating museums, historic houses and galleries. A walking map will indicate the participating organizations and restaurants, including The Seehund, a local German pub where the group will gather for a casual get-together at 7:30 pm. After, attendees can purchase light fare or dinner before the bus returns to the Mystic Marriott.

Time: 6:00 – 9:00 pm. Registration fee of \$20 includes refreshments at Lyman Allyn and transportation.



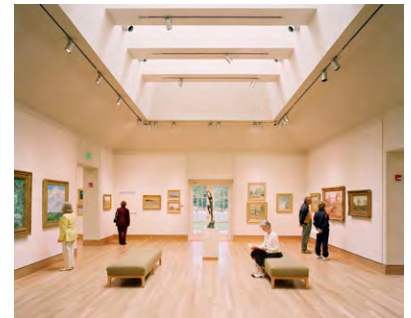
(Thursday Evening Events continued on page 22)

# Thursday Evening Continued



## Twilight in Bohemia: A Nighttime Open House

Known as the Home of American Impressionism, the Florence Griswold Museum opens its doors for colleagues to tour highlights of the campus including the Florence Griswold House, a Boardinghouse for Artists, c. 1910, the Hartman Education Center for a fun hands-on creative activity, and the Kriebel Gallery to see the exhibition *In Place: Contemporary Photographers Envision a Museum*. Marshfield



House will be open for light fare and a complimentary wine bar. The Shop at the Museum will be open and participants enjoy special 10% discount. Music, dessert, coffee, and the opportunity to mingle and network with peers round out the artistic evening.

Time: 6:30 – 9:00 pm. Registration fee of \$45 includes transportation, hors d'oeuvres, dessert, and complimentary wine.

## Beer, Wine and Salt: An Evening Along the Connecticut River

Join the Connecticut River Museum and the Cooperstown Graduate Program for a night along New England's Great River. Explore the historic 1878 Steamboat Dock & Warehouse with exhibits on the history and environment of the river. Then enjoy the saltier side of life at the adjacent Samuel Lay House as it is turned into a War of 1812 waterfront tavern. A casual candlelit social will take place with hearty period appetizers, tavern games, and rollicking folk music. There will also be a beer tasting by a Connecticut brewery, a complimentary glass of wine, and a cash bar where participants can acquire additional libations. While in town visit and dine at the historic Griswold Inn, an easy block up the street.



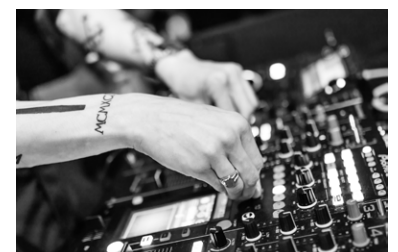
Time: 6:30 – 9:00 pm. Registration fee of \$40 includes transportation, appetizers, and complimentary wine.



## AfterParty at the Mystic Museum of Art

Cap off your night with refreshment, socializing, and the creative fun which is Afterparty at the MMoA. You can view current exhibitions including the artwork of Walter Robinson, Photo Show 38, and MMoA's permanent collection of 20th Century American art. Play around in our photo booth and shake your thang to DJ Brian Carter. The party menu includes desserts, beer, wine, and soft drinks.

Time: 8:00 – 10:00 p.m. Registration fee of \$25 includes transportation, refreshments, and open bar.





**REGISTRATION AND BOOKSTORE OPEN** —————  
8:00 am – Noon

**EXHIBIT HALL OPEN** —————  
8:00 am – 1:00 pm

**WAKE-UP COFFEE AND BAKED GOODS** —————  
8:00 – 8:45 am  
Hosted by



**OFF-SITE SESSION** —————  
8:30 am – 12:30 pm  
Pre-registration is required. Registration is limited. Fee of \$15 includes transportation.

**Undread the Dead: Taking the Fear out of Cemetery Preservation**  
Does the apparition of a fallen headstone keep you from sleep? Don't let a lack of knowledge about tombstone care frighten you away from offering best-standards practices for your historic graveyard! Smith-Harris House Director Joanie DiMartino leads this workshop, featuring Ruth Shapleigh-Brown, director of the CT Graveyard Network, and Nick Fulton, owner of Fulton & Theroux Funeral Home. Includes tours of a cemetery (hands-on demonstration weather permitting), and the Smith-Harris House, decorated for a 19th-century funeral. Wear comfortable shoes and dress for weather.

**CONCURRENT SESSIONS** —————  
8:45 – 10:15 am

**Beyond Batman, Beyonce, and the BBC: Museum/Pop Culture Mash-Ups**  
There's a new *Harry Potter* and another *Star Wars*, more superheroes on screen than you can shake a stick at—what opportunities exist for museums to appeal to dedicated fans and enthusiastic newcomers? Is there a risk in being “trendy” or getting lost in the noise? Which popular intellectual properties do inclusion well, and which need assistance from museums to tell better-rounded stories? What are the best arguments for generating institutional buy-in on a seemingly “risky” or “off-mission” program or exhibit experiment? Join our four panelists for interactive brainstorming discussions on the intersections between museums and pop culture.  
*Facilitators: Meg Winikates, Membership & Advocacy Manager, New England Museum Association, MA; Margaret Middleton, Independent Exhibit Designer, RI; Emily Robertson, Independent Museum Professional, MA; Doneeca Thurston, Creative Engagement Producer, Peabody Essex Museum, MA*

**Changing the Narrative: How a Social Tea Turned Into a Salon-Style Discussion about Pacifism**  
In May the Nichols House Museum and the Boston Athenaeum piloted a program that transformed a purely social tea into a salon discussion around the topic of pacifism. Our session will start with panelists reviewing what we did, what we learned, and what we would change. Panelists will then lead tables in discussion. The session will end with reporting out and Q&A. Attendees should arrive prepared to discuss a program they are trying to reshape.

*Facilitators: Ashley Bannon, Head of Stewardship and Interpretation, Nichols House Museum, MA; Victoria Glazomitsky, Executive Director, Nichols House Museum, MA; Deborah Vernon, Technical Coordinator of Events, Boston Athenaeum, MA; Hannah Weisman, Director of Education, Boston Athenaeum, MA*

**Creating a Major Gift Program in a Small Shop**  
Many small and mid-size nonprofits do not have a major gifts program and rely instead on grants, events, and direct mail to raise funds. But consider this: 75% of philanthropic dollars in the US are given by individuals - mostly from wealthy donors. If you do not have an effective major gifts program, you are ignoring a significant source of support for your organization. Any nonprofit, no matter how small, can create a simple major gifts program that can grow over time. Join us and learn some simple steps to help your organization get started.

*Facilitator: Laura Ewing-Mahoney, Principal, Sage Advancement Group, NH*

(continued on page 24)



**Museum People LIVE!**  
8:45 – 10:15 am

Are you a fan of NEMA's *Museum People* podcast? Of course you are! Join Marieke and Dan for a special live podcast featuring in-depth interviews, lively banter, and a few fun surprises. (Warning: the next interview subject could be you!) Pay tribute to our military veterans and try, just try, to stump the hosts with your questions. See why *Museum People* is the talk of the museum field in New England and beyond.



*Facilitators: Marieke Van Damme, Executive Director, Cambridge Historical Society, MA and Dan Yaeger, Executive Director, New England Museum Association*



(continued from page 23)

### How to use Photogrammetry to create 3D models of Cultural Heritage Objects

How do cultural heritage institutions visually document their object collections accurately and cost-effectively, as well as share them with the public? Photogrammetry uses 2D digital images to create high-quality and precise 3D models with photorealistic textures which can be used for a variety of different applications. Attendees will learn recommended and effective techniques in photogrammetry including equipment, setup, indoor vs. outdoor captures, workflow, tips and tricks, pitfalls to avoid, and inexpensive software tools.

*Facilitator: Edward Coderre, President & Creative Director, The Digital Ark, RI*

### Mounting a Theatrical Production at Your Site: Practical Considerations from Backstage at Boston's Old State House

Live theater is a powerful tool for engaging and educating visitors, but mounting a theatrical production can seem like a daunting task. Meet the production team that brought a critically acclaimed site-specific drama to the stage at Boston's Old State House in May 2016. Panelists will share the lessons they learned in developing this unusual project and help audience members feel empowered to bring live theater to their own historic sites or museums.

*Facilitator: Nathaniel Sheidley, Historian and Director of Public History, Bostonian Society, MA*



### Plugged In: Keeping the Buzz Going

How can a museum maintain a buzz within and outside its community? This is the key question that all museums face whether they are big or small, established or recently opened, or located in an urban or rural area. Topics such as demographics, changing exhibits, programs, target marketing, social media, and website will be discussed. Community outreach, how marketing affects admissions, and tourism are all factors that contribute to a museum's place within a community.

*Facilitator: Douglas Stark, Museum Director, International Tennis Hall of Fame, RI (NEMA Board)*

### DEMONSTRATION STATION

9:30 – 10:00 am

#### Practical Tips for Museum Evaluation: Developing Effective Metrics and Data Collection Tools

*Jeff Sun, Director, Sun Associates, MA*

### COFFEE BREAK

10:15 – 10:45 am

### CONCURRENT SESSIONS

10:45 am – 12:15 pm

#### AAM's Direct Care of Collections, Ethics, Guidelines and Recommendations White Paper: What it Means to Your Museum

The recent AAM white paper, *Direct Care of Collections, Ethics, Guidelines and Recommendations*, addresses the history and conundrums of "direct care" as a use of proceeds from deaccessioning. This session will provide a summary of the paper, cover the ethical concepts behind "direct care," and offer guiding questions and models to help define parameters of direct care. Participants will apply and discuss the white paper's guiding questions in a hypothetical situation. Members of the Direct Care Task Force will facilitate small group activities and discussions.

*Facilitator: Kenneth C. Turino, Council Member, The American Association for State and Local History, MA*

#### Community-Supported Software Today

This roundtable session will bring together museum professionals, funders, and developers working with open- and community-supported software for websites, online exhibitions, and collections management to discuss strategies for finding, evaluating, selecting, and implementing open- and community-source software. You'll leave with greater confidence in your abilities to include OSS/CSS in your technology landscape, tools for evaluating pros and cons of different applications, and strategies for evaluating not just functionality but also sustainability.

*Facilitator: Megan Forbes, Program Manager, CollectionSpace, KY*

### Crafting a Techie Visitor Engagement Strategy

How can you develop a mobile strategy that brings the museum experience full circle? In this interactive session we'll utilize mobile apps, the funkiness of Google Cardboard, and photospheres as tools to increase your museum's digital presence. Learn how to present your collections with a twist and pair this experience with beacons to creatively push content to visitors and track engagement. You'll realize a "techie" approach to engagement is easily within reach.

*Facilitator: Monica Barndt, Director of Marketing, OnCell, NY*

### Now Trending: Your Museum? Fads, Virality, and How to Harness the Next Pokemon Go

Pokémon Go captured the interest of young museum visitors like nothing else this year. Though the game's effect on cultural institutions was largely unexpected, many museums quickly adapted, creating programming or marketing that incorporated the game. We'll start by reviewing the Pokémon Go craze: why it succeeded, why museums responded so quickly, and which museums harnessed the trend best. Then, we'll use that information to begin a discussion of viral media and the best way to harness future trends.

*Facilitator: John Boudreau, Education Programs Marketing Coordinator, Mystic Seaport, CT*

*Speaker: Amy Durbin, Director of Education and Visitor Experience, New Haven Museum, CT*

### Stretching Our Scope: Reaching New Audiences and Exploring New Topics

The Connecticut River Museum will act as a case study of how an interdisciplinary museum developed exhibits and programs to expand its audience and explore new topics. The first half will examine the exhibit *Invaders: They Come by Air, Land, and Water and the Myths and Legends Project*. Both projects explore new topics and work to actively engage audiences, allowing you to share your knowledge and bring information back to your community. The second half will encourage you to brainstorm ideas for topics and collaborations that you can apply to your own site.

*Facilitator: Christopher Dobbs, Executive Director, Connecticut River Museum*

### Web Upgrades on a Shoestring Budget

You just launched a beautiful, functional website. There are clear steps to keep that website as clean, beautiful, and progressive as the day it launched. Learn to utilize Google Analytics to improve the user experience and increase time on the site. We'll share how to keep content concise, relevant, and engaging. This session is appropriate for staff who are directly involved with web design as well as those working with marketing staff on web design.

*Facilitators: Julia Balfour, Founder and Creative Director, Julia Balfour, LLC, CT; James Kaczman,*

*Graphic Designer, Mystic Museum of Art, CT; Tammi Flynn, Marketing Director, Florence Griswold Museum, CT*

## DEMONSTRATION STATION

11:00 – 11:30 am

## EXHIBIT HALL CLOSING RECEPTION AND RAFFLE

12:15 – 12:45 pm

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.

## AWARDS LUNCHEON AND ANNUAL MEETING

1:00 – 2:15 pm

Celebrate the excellence of the region's museum field and hear about the latest NEMA initiatives. This year we'll recognize winners of the 2016 NEMA Excellence Awards and celebrate the career of Jeffrey Anderson, NEMA's Lifetime Achievement Awardee. Help elect the next NEMA board and officers during a brief annual meeting before moving on to the day's final conference sessions.



### NEMA LIFETIME ACHIEVEMENT AWARD

We are thrilled to present the NEMA Lifetime Achievement Award to our good friend and colleague, Jeffrey Andersen, Executive Director of the Florence Griswold Museum, who has been part of our field for more than 40 years. Throughout his career, Jeff has been an active supporter and board member of NEMA, and has mentored countless museum professionals as they built their own careers in the field.

Please join us at the NEMA Awards Luncheon to recognize Jeff's achievements and contributions.



## CONCURRENT SESSIONS

2:30 – 3:30 pm

### Catalyst for Community: Overcoming Divisive Issues

Museums send messages about who belongs (and who doesn't) in all the media we use for exhibits, events, and communications. Museums can serve as inclusive community centers, sparking constructive discussion to overcome social, economic, and cultural divides. Our panel will draw on urban and rural experiences to engage hard-to-reach audiences. We'll encourage participants to bring questions for an informal "Museum MD" session to generate fresh ideas and approaches you can take home.

*Facilitator: Anna Rubin, Director of External Relations, Fairbanks Museum & Planetarium, VT*

### The Generation Game: Millennials, Gen-Xers, and Baby Boomers Working Together

Building on last year's conference session on Gen-X museum professionals, this session will address the dynamics of different generations working together in a museum setting. This lively session will include a brainstorming activity, role-playing scenarios, and even a mock "Dating Game"-style game show. The aim is not only to promote mutual understanding among the generations, but also to discover what we can learn from each other's strengths. Come laugh and learn with us!

*Chairs: Tara Young, Deputy Director, Museum of Russian Icons, MA; Marilyn Cruickshank, Owner, Creative Simplicity Organizing & Productivity, MA; Elisabeth Nevins, Principal, Seed Education Consulting, MA; Purvi Patwari, Independent Museum Professional, MA; Dawn Salerno, Deputy Director for Public Engagement and Operations, Mystic Museum of Art, CT (NEMA Board); Marieke Van Damme, Executive Director, Cambridge Historical Society, MA*

### How can you create better exhibits while involving a wider range of museum staff and visitors at the same time? **PROTOTYPING!**

In this fun and fast-paced workshop, participants will discover how to make quick and inexpensive prototypes. Attendees will also learn great new prototyping tips and tricks, play with a range of example prototypes, and leave with practical prototyping resources that can stretch exhibit development dollars at any type of museum.

*Facilitator: Paul Orselli, Chief Instigator, POW!, NY*

### Museums and the Whole Self

20th-century museums focused on educating public audiences. But 21st-century Americans need museums that holistically nurture the whole self—not just the learning self but also the bodily self, the social self, the emotional self, the creative self, the civic self, the spiritual self. This session explores how museums can attend to the whole self to create more meaningful and human-centered experiences. Expect a mix of conceptual grounding, inspiration, hands-on activities, and group reflection.

*Facilitators: Rainey Tisdale, Independent Museum Professional, MA; Linda Norris, Independent Museum Professional, NY*

### Museums at the Intersections: Strategies for Community and Justice Issues

How can museums meaningfully and ethically engage with community and justice issues? This beginner-friendly session will provide a crash course in "intersectionality," or how societal issues are interrelated, and other key concepts, including power, privilege, structural inequities, and anti-oppression work. In this interactive and reflective workshop, you will discuss and practice strategies and skills applicable to a wide variety of topics in museum settings, and leave prepared to move beyond conversations to action.

*Facilitator: Tegan Kehoe, Exhibit and Education Specialist, Paul S. Russell, MD Museum of Medical History and Innovation, MA*

plugin



## Career Growth Studio

NEMA's Career Growth Studio returns, an overnight experience of inspiration, skill building, and self-awareness immediately following the conference in Mystic. This year's CGS is open to professionals of any level of experience, and focuses extensively on skill-building and self-assessment as well as peer-mentoring and motivation as participants prepare their next steps toward museum leadership.



On Friday, November 11, we'll start with a reception and dinner discussion. Then get ready for a full day on November 12, when we'll discuss the skills necessary for leadership versus management, financial and governance strategies, how to gain career momentum, and creating a career plan. The Studio will continue throughout 2016/17 with web conversations to check in and see how you're doing, plus a reunion at the 2017 NEMA conference.

This year's CGS is designed for you if you need:

- To strategize next steps for your career
- To gain new understanding or techniques for museum administration, finance, and governance
- To brush up your personal brand, networking skills, and work habits

Cost to participate is just \$250 for NEMA members and \$300 for non-members; includes participation fee, materials, meals, web conversations throughout the year, and a reunion at the 2017 NEMA conference. For more information contact Meg Winikates at [meg.winikates@nemanet.org](mailto:meg.winikates@nemanet.org) or 781-641-0013.

## Scholarships and Fellowships

Thanks to the generosity of sponsors, several scholarships and fellowships are available to help make the NEMA conference more affordable. For complete information on the application process, visit [nemanet.org/scholarships](http://nemanet.org/scholarships). Application postmark deadline: September 16, 2016.

### NEMA Professional Development Award

This award helps support travel, lodging and registration for individual members of NEMA and employees of NEMA institutional members at the NEMA annual conference. Awards of up to \$300 are available depending on the availability of funds in any given year.

### NEMA Fellowship Program

The NEMA Fellowship Program offers a museum professional or student the chance to build thought leadership in the museum field. One NEMA Fellow will be chosen and awarded a stipend of \$750 toward attendance at the 2016 NEMA Conference. The NEMA Fellow will write articles for NEMA publications and will be introduced at the NEMA conference.

### NEMA Diversity Scholarships

Established to make the annual conference financially accessible for students and museum professionals from diverse social, economic, racial, or ethnic backgrounds so that they can attend the conference. Scholarship includes a full three day registration (and up to \$100, depending on the availability of funds in any given year). Please note that this scholarship has a separate application and deadline. See the NEMA website for complete details.

### University Products Curatorial Scholarship

The Curators Professional Affinity Group, with support from University Products, provides a \$300 stipend for individual members of NEMA and employees of NEMA institutional members to be used for a three-day conference registration. Any curator who has worked in the field five years or less, and works for an institution with an annual budget of \$250,000 or less, is eligible for the award.

### The Cynthia Robinson Scholarship

This \$500 stipend is awarded to support travel, lodging and registration. Priority for this scholarship will be given to current students or recent graduates (within 5 years) of the Tufts Museum Studies Program. This scholarship has been provided with support from Cynthia Robinson.

### Diversity Fellowship

The John Nicholas Brown Center for Public Humanities and Cultural Heritage at Brown University provides a \$500 fellowship to a culturally diverse museum professional to attend the NEMA annual conference. NEMA members from diverse social, economic, racial, or ethnic backgrounds whose attendance at the conference will benefit their museum and whose commitment to museum work will be reinforced by their participation are encouraged to apply. Applicants must register for the entire conference. The stipend may be used to fund registration, travel, lodging, and food.

### The Laura B. Roberts Scholarship

This \$500 stipend is awarded to support travel, lodging and registration. Priority for this scholarship will be given to graduates of the Harvard Extension Museum Studies Program, Tufts Certificate, Bank Street Museum Leadership, and Cooperstown programs.

### AAMG Professional Development Scholarship

Funded through a Kress Foundation grant, the Association of Academic Museums and Galleries will provide a scholarship to be used for conference registration. Preference will be given to applicants who are presenting or volunteering at the conference. Applicants must be a current member of AAMG and, if selected, must complete a short report in response to their conference experience.

### Native American Fellowship

The Mashantucket Pequot Museum & Research Center will provide a \$500 stipend to a Native American museum professional or student (undergraduate or graduate) to support travel, lodging and registration associated with the NEMA annual conference. Priority is given to individuals with demonstrated interest in tribal museums and cultural centers.

# Conference Information



For conference updates and the latest news, follow us on Twitter (@nemanet and #nema2016) or on Facebook or Instagram.



## Hotel Information

For the discounted NEMA rate you must reserve your room by **October 18**.  
Mystic Marriott Hotel & Spa  
625 North Road, Route 117  
Groton, CT 06340  
860-446-2600

A block of rooms has been reserved at \$149 for a Single or Double. Special room arrangements may be requested, but cannot be guaranteed (king bed, etc.).

Conference sessions will be held at the hotel unless otherwise noted.

You must call the hotel directly at 860-446-2600 to receive the group rate. Make sure to mention that you are attending the NEMA conference.

Complimentary parking is available at the conference hotel.

## Roommate Matching Service

NEMA provides a roommate matching service to help attendees with the cost of accommodation. If you are looking for someone to room with, call or email the NEMA office with your name, phone number, and the nights you will be staying. NEMA does not guarantee that roommates will be available.

## Car Pool

Please call or email NEMA if you need a ride, or are willing to offer a ride, to the conference. NEMA does not guarantee that car pool rides will be available.

## Volunteering

Volunteering is an easy way to save you and your institution money while still being able to attend many of the great sessions offered at conference. It's simple: work one shift and you attend one day for free; work three shifts and your whole conference registration is free! Sign up at [nemanet.org/conference](http://nemanet.org/conference).

## Online Registration

Registering for conference couldn't be easier. Just [click here](#) to register. Or, if you prefer, complete the form on the next page and return it to us by mail no later than October 19 (October 5 if you want the Early Bird discount).

## Early Bird Registration (October 5 Deadline)

Why Early Bird?

- \* Sign up early and save up to 35%!
- \* Reserve your choice of popular ticketed events before they sell out.
- \* Order your choice of lunch options.
- \* Get your name on the official registration list and tell everyone you're here!

## Standard Registration (October 6 - October 19)

If you register after October 5, the Standard Rate applies. After October 16 advance registration is closed, although you may still attend as a walk-in, but meals, off-site sessions, and events will not be available.

## Walk-In Registration

Register at the door for a day or the full conference. The Standard Rate applies, but you will not be able to order lunch, and evening/off-site events may be sold out.

## Speakers

NEMA appreciates its colleagues who participate as panelists and speakers. If you plan to attend the conference beyond the session in which you're participating, we offer a significant discount on registration. See the registration form for the speaker rate.

## Group Rate

NEMA member museums can send 10 or more employees and save 25% off the member rate! Contact the NEMA office to register.

## Cancellation Policy

If you need to cancel your registration and special event tickets, we will provide a refund (less a 25% processing charge). We must receive your refund request in writing (mail or email) no later than October 5, 2016. After that date there are no refunds. Refunds will be mailed after the conference.

## Registration Policies

If your institution is sending more than one attendee to the conference and paying by a single check, please submit all of your registration forms together.

Payment must be submitted with the registration form. Please do not email the registration form without payment information included.

One-day registrations may not be split between days. Full conference registrations may not be split among multiple people.

You may transfer your registration to another person at any time prior to conference. Please call the NEMA office with the name of your replacement. Once the conference begins, you cannot transfer or share your registration.

If you would like to bring a guest to a lunch or evening event, please use our "Guest" form online or call the NEMA office for details.

## For More Information

Please call NEMA at 781-641-0013 or email [conference@nemanet.org](mailto:conference@nemanet.org). While we are happy to answer your questions, we cannot accept registrations, hold spots for tours or dinners, or make other arrangements by phone.



Connecticut League of History Organizations Members receive the member rate.

## Thanks for making the conference possible!

### Scholarship Sponsors

The Association of Academic Museums and Galleries, Cynthia Robinson; Laura B. Roberts; The Mashantucket Pequot Museum & Research Center; John Nicholas Brown Center for Public Humanities and Cultural Heritage at Brown University; and University Products.

### Host Institutions

Connecticut River Museum; Florence Griswold Museum; Lyman Allyn Museum; Mashantucket Pequot Museum and Research Center; Mystic Museum of Art; Mystic Seaport Museum of America and the Sea; New London County Historical Society; Smith-Harris House; Stanton-Davis House Homestead Museum; Stonington Historical Society

### Talk Back Wall

42 | Design Fab Studio, Inc.

### Image Credits:

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# Registration Form

Each registrant must be listed on a separate form. Please make copies if necessary and complete both sides of this form. Mail or email with your payment by October 5, 2016 for the Early-Bird Rate or by October 19 for the Standard Rate to:

NEMA 2016 Annual Conference  
22 Mill Street, Suite 409  
Arlington, MA 02476  
[conference@nemanet.org](mailto:conference@nemanet.org)

Save time with online registration!  
[nemanet.org/conference-register](http://nemanet.org/conference-register)

Group rates are available!  
See page 28.

## Registrant Information

**Print or type clearly.** Your badge and the registration list will be printed with the information below.

First Name \_\_\_\_\_ MI \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_

Institution \_\_\_\_\_

Mailing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Work Phone \_\_\_\_\_ Twitter Handle (optional) \_\_\_\_\_

Check here if you would NOT like your phone number on the registration list.

E-mail \_\_\_\_\_

Check here if you would NOT like your email address to appear on the registration list.

## Membership Information

If registering at member rates, please check one:

- Individual Member
- Institutional Member  
(Includes Institutional Affiliate Members)
- Academic Affiliate Member
- Business Member
- New NEMA Member (Fill out information below.)
- Connecticut League of History Organizations

### Join NEMA Now!

**\$50 Individual Member**  
Employees of museums and related non-profits.

- \$40 Reduced**
- Full-time Student (copy of ID required)
  - Job hunting (currently unemployed)
  - Volunteer or Retiree

For institutional and business membership, please visit [nemanet.org](http://nemanet.org) for membership information.

## Attendee Information

- This is my first time attending a NEMA conference.
- I'm willing to give a ride to a fellow registrant from my area.
- I need a ride to conference. \*
- I am interested in sharing a room at conference. \*  
Note: Your contact information will be made available to others who have expressed an interest in sharing a room.  
Which nights would you need a roommate?
  - Tuesday
  - Wednesday
  - Thursday
- I have special accessibility needs requiring consideration.  
(You will be contacted by NEMA staff.)

\*NEMA does not guarantee that a room share or ride share will be available.

## If Registering as a Speaker:

Session title: \_\_\_\_\_

I will only be attending my session. (No registration fee.)

(Please complete other side.)

# Registration Form con't

## Conference Program Registration

Please circle the appropriate fee:

Full Meeting	Early-Bird by 10/5/16		Standard Rate 10/6-10/19/16	
	Lunch	NO Lunches	Lunch	NO Lunches
Member Rate	\$300	\$260	\$380	\$340
Non-member	\$385	\$345	\$480	\$440
Full-time Student*	\$140	\$100	\$165	\$125
Trustee**	\$200	\$160	\$260	\$225
Speaker	\$230	\$190	\$230	\$190
<b>One Day — Wednesday OR Thursday OR Friday (Please circle day)</b>				
Member Rate	\$190	\$175	\$235	\$220
Non-member	\$260	\$245	\$305	\$290
Full-time Student*	\$105	\$90	\$115	\$100
Trustee**	\$125	\$110	\$165	\$150
Speaker	\$135	\$120	\$135	\$120

\* All students must enclose a photocopy of their ID. \*\*Trustees from museums or non-profit organizations are eligible for this rate. Please specify your institution in the "Registrant Information" section on the reverse.

NO LUNCH TICKETS WILL BE SOLD ON-SITE!  
After October 19, you must phone NEMA to inquire about pre-registering at the Standard Rate. On-site registrants pay the Standard Rate with NO Lunches.

## Conference Event Registration

Pre-registration is essential to guarantee tickets. Check box next to events & meals. Specific sessions are listed if registration is required. Please check the NEMA website for an up-to-date list of ticketed sessions and event availability.

### Off-site Programs

Please indicate if you will be driving yourself to off-site sessions and/or events.

### Wednesday Off-Site Sessions & Events

- \$15 History Museums Engaging Families in STEM Learning
- \$15 How to Safeguard Your Objects on Long Term Display
- \$15 Indigenous Perspectives and Cultural Education
- \$0 Newcomers Reception
- \$40 Welcome Reception at Mystic Seaport

### Thursday Off-Site Sessions & Events

- \$12 IMP PAG Meeting with Breakfast
- \$15 Standing Out and Fitting In at Mystic Seaport
- \$15 Papers in Museums: How to Make Archives Accessible
- \$15 Walking Tour of Historic Coogan Farm
- \$60 Makers in Museums: Learning to Let Your Geek Shine
- \$15 Off the Beaten Path: Conservation in Stonington
- \$15 Offensive Objects Session at Mystic Seaport
- \$15 Walking Tour of Historic Stonington
- \$20 New London Gallery Crawl
- \$40 An Evening Along the Connecticut River
- \$45 Twilight in Bohemia at the Florence Griswold Museum
- \$45 Directors & Trustees Reception at the Mystic Museum of Art
- \$25 AfterParty Mystic Museum of Art

### Friday Off-Site Sessions

- \$15 Taking the Fear out of Cemetery Preservation

If you chose the lunch option, please select from the following:

### Wednesday

- Opening Lunch
  - I will not be attending
- Museum Director & Trustee Lunch
  - I will not be attending

### Thursday Box Lunch

- Select:  Tuna  Turkey  
 Vegetarian  
 I will not be attending

### Friday Annual Meeting Lunch

- Select:  Non-Vegetarian  
 Vegetarian  
 I will not be attending

Vegetarian  Yes  No

I have special dietary needs requiring consideration (please list).

## Payment

All registration and special events must be prepaid. We are unable to accept purchase orders or government training vouchers.

### Please confirm days attending:

Wednesday  Thursday  Friday

### Payment Enclosed

Registration Fee \$ \_\_\_\_\_  
 Off-site Sessions & Events Fees \$ \_\_\_\_\_  
 Membership Fees \$ \_\_\_\_\_  
 Homes for the Brave donation \$ \_\_\_\_\_  
**Total of all Fees \$ \_\_\_\_\_**

### Method of Payment

- Check is enclosed (payable to NEMA); mail only.
- Charge my credit card for the total amount above.
  - Visa  MasterCard  American Express

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
Cardholder's Signature

\_\_\_\_\_  
Print Name as It Appears on Card