



Celebrating  
**100** YEARS  
of NEMA

# Museums on the Move

Stamford, Connecticut  
November 7-9, 2018



# 100<sup>TH</sup> NEMA CONFERENCE

## NEMA is Turning 100!

Celebrate with us and enjoy a 3-day adventure of learning, growing, and professional development in Stamford, 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 to build your museum skills. So get ready for the best conference ever! Registration is open at [nemanet.org/conference](http://nemanet.org/conference).

# Celebrating 100<sup>YEARS</sup> of NEMA

## Happy Birthday NEMA!



It all started 100 years ago, when Delia Isabel Griffin, the founding director of the Boston Children's Museum, gathered a group of colleagues at the Hotel Westminster in the Back Bay to organize a regional conference for people who couldn't make it to the national meetings of the American Association of Museums. A few months later, the tradition started: the very first "New England Conference," held at the New England Society of Natural History with 40 attendees.

Thus began NEMA. And though our conferences are a little larger these days, they share the same spirit as that first one: bringing people together to build skills and professional friendships that make a difference.

Our 100th birthday celebration kicks off with the 2018 conference. Enjoy our special NEMA Timeline exhibit, courtesy of our friends at 42 Design/Fab and Brad Larson Media. Spend a few minutes recording your recollections and dreams for NEMA and the field. And make sure you attend Wednesday's Centennial Keynote Session, to hear the perspectives (and performances) of colleagues and raise up your wishes for the future. Don't miss it!



## Special Thanks to Our Sponsors:



**COOPER ROBERTSON**



Are you interested in sponsoring the NEMA conference? [Click here](#) for details.



# NOVEMBER 7-9, 2018

## Great Location!



Stamford is in the heart of bustling coastal Connecticut. And our host hotel, the Hilton Stamford Hotel & Executive Meeting Center, is conveniently located near great restaurants, nightlife, and the scenic Harbor Point complex. Speaking of convenient, why not make your journey to conference a relaxing one on Amtrak? The hotel is just a few minutes from the Stamford station; if you're a hotel guest you'll even enjoy complimentary shuttle service! Think about extending your fun with some

pre- or post-conference museum hopping in New York City! The Hilton is offering its special conference rate to NEMA attendees through Sunday, November 11. The train ride into Manhattan is just 45 minutes.

## Great Reasons to Attend in 2018!

- \* 100+ professional development sessions and events (the most ever for NEMA!).
- \* Network with more than 900 museum colleagues.
- \* Terrific off-site and after hours events in Southwest Connecticut. (Don't miss our opening night event at the Bruce Museum!)
- \* Special NEMA 100th Anniversary Tribute at our Wednesday keynote session.
- \* New, TED Talk-style "Story Telling Sessions" put you in touch with the successes (and failures) of your New England colleagues.
- \* Learn about the latest innovative products & services in the NEMA Exhibit Hall.
- \* The Demonstration Station is the place to get fast-moving, how-to tips on mastering the latest museum field trends.
- \* "Museums on the Move" sessions connect you with this year's conference theme, celebrating where we've been and where we're headed as a field.
- \* Give back to the field by joining our "Collections Corps" service project on Tuesday.
- \* Meetups galore – follow [#NEMA2018](#) on Twitter to join in.
- \* Be visual and share your conference photos using [#NEMA2018](#) on Instagram.



## New for 2018!

### Do Some Good!

We're so proud of our Registrar and Collections Care Specialists (RACCS) and Conservators PAGs! Join them in the first-ever "Collection Corps" service project on November 6 (the day before the conference), and share your skills with a local museum in need of help.

[Click here](#) to volunteer.

# Wednesday, November 7

## PRE-CONFERENCE TUESDAY, NOVEMBER 6

### MUSEUM TRIVIA NIGHT! 7:00 – 8:30 pm

NEMA is turning 100 (as if you haven't heard), a milestone that just screams "Trivia Night." So join the fun at NEMA's annual pre-opening meetup, where you'll have a chance to enjoy a drink with fellow early-arrivers, test your museum trivia chops, and maybe even win the Museum Trivia Grand Prize! Everyone is invited! Cash bar.

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## WEDNESDAY, NOVEMBER 7

### NEMA FITNESS 6:30 – 7:00 am

Join NEMA Director Dan Yaeger for his annual kick-off-the-conference morning walk.

### NEMA CONFERENCE PREVIEW 8:00 – 8:30 am

First time at a NEMA conference? Learn how to make the most of it. Grab a coffee and get some tips for how you can use your time to your best advantage. Download the "Newcomer Handbook" [here](#).

### REGISTRATION OPEN 8:00 am – 5:00 pm

Hosted by



Museum Textile Services

### WELCOME COFFEE AND MORNING TREATS IN THE REGISTRATION AREA 8:00 – 9:00 am

Hosted by



JOHNS HOPKINS  
UNIVERSITY

Museum Studies  
MASTER OF ARTS

## CONCURRENT SESSIONS 8:45 – 10:15 am

### The Art of Preservation: The Women Behind Historic Artists' Homes and Studios of New England

This panel will introduce women associated with historically-preserved artistic enclaves of New England: Berkshires, Cornish, Cos Cob, and Old Lyme. Speakers will discuss their work telling women's stories at these important sites of creativity—including identifying source materials, developing programming/exhibitions/publications to build narratives that tell a broader American story. The session will also explore advancing the influences of female-driven preservation and activism, enhancing primary storylines of biography and artistic expression.

*Facilitator: Valerie Balint, Program Manager, Historic Artists' Homes and Studios, Chesterwood Historic Site, MA*

*Speakers: Kinney Frelinghuysen, Director and Trustee, Frelinghuysen Morris House & Studio, MA; Amy Kurtz Lansing, Curator, Florence Griswold Museum, CT; Henry Duffy, Curator, Saint-Gaudens National Historic Site, NH*

### Assessing Museum Impact: Early Findings from NEMA's Research on Using Data Strategically

Evaluating outcomes and assessing impacts can be strengthened by choosing appropriate sources of data and making a comparison between a baseline situation and change over time. The Assessing Museum Impact (AMI) research project, sponsored by NEMA, has engaged seven mid-sized NEMA museums in different disciplines over two years to explore whether the use of self-selected metrics can improve impact and performance. This session reports preliminary findings from three of the museums.

*Facilitators: Laura B. Roberts, Principal, Roberts Consulting, MA; Lynn Baum, Principal, Turtle Creek Consulting, MA*

*Speakers: Jim Chase, President, Seacoast Science Center, NH; Paula Rais, VP of Development & Community Engagement, New Hampshire Children's Museum*

### Larping, Simulation, and Gaming: Are they the Future?

Live action role playing, simulation, and gaming are being used in museums and non-museums like never before. How and when can they be used well and what are their limitations? This session will take you deeper into the subject and provide inspiration for your own needs.

*Facilitator: Jan Crocker, Senior Exhibit and Content Developer, Edward M. Kennedy for the United States Senate, MA*

*Speakers: Daud Alzayar, Designer, Curious Experience Media, ID; Kellian Adams Pletcher, Founder and Mastermind, Green Door Labs, MA; Greg Trefry, Co-Founder & Game Designer, Gigantic Mechanic, NY*

### **The Museum as a Site of Resistance**

For museums to stay relevant and necessary in the lives of the people in their communities, they must learn to respond in times of crisis. Hear from artists and museum professionals who are creating and curating art that critiques, resists, and revolts. Panelists will address the myth of museum neutrality and demonstrate how they leverage their work in the arts as a force for social justice and community building.

*Facilitator: Luciana McClure, Visual Artist, Activist, Photographer and Educator, Nasty Women Connecticut*

*Speakers: Anita Bateman, Andrew W. Mellon Curatorial Fellow in Prints, Drawings, and Photographs, RISD Museum; Maragaret Middleton, Independent Exhibit Designer, RI (NEMA Board); Aliza Shvarts, Joan Tisch Teaching Fellow, Whitney Museum of American Art, NY*

### **The Museum That Cried "Should" – Responding to the Call for Environmental Literacy**

All museums are advocates for something: Local history museums are advocates for community and tradition. Science museums advocate that we should not smoke cigarettes, that we should eat less fat and sugar, and that through experimentation, we can learn and be inventive. Art museums are advocates for appreciation and creativity. Children's museums are advocates for safety, play, and cooperative learning. Shouldn't natural and environmental history museums advocate for the wonder, study, collection, and continuance of the planet's natural history? This session will offer the notion that people possess various degrees of attachment to the environment when they set out to visit museums, and therefore museums must provide encounters and programs that fall within four key stages of literacy: wonder, knowledge, critical thinking, and action.

*Facilitator: Matt Kirchman, President and Principal Planner, ObjectIDEA, MA (NEMA Board)*

*Speakers: Julie Johnson, Executive Director, Hitchcock Center for the Environment, MA; Robin Organ, Chair, Secretary's Advisory Group on Energy and Environmental Education, MA*

### **Project Management for Museum Professionals: Scheduling, Budgeting, and Communicating for Success**

Picture this: a looming deadline, a stretched budget, a team needing guidance, and no idea where to begin. We've all been there! Join us to learn how project management strategies can help you get organized, improve communication, stay on budget, meet your goals, and effectively report on your successes. Plus, bring home a toolkit of project management templates to your organization - for you to implement immediately!

*Facilitator: Shaelyn Amaio, Producer of Public Programs & Community Engagement, New York Transit Museum*

*Speakers: Laurie Pasteryak Lamarre, Curator of Exhibitions, Fairfield Museum and History Center, CT; Christine Pittsley, Project Director for "Remembering World War I: Sharing History/Preserving Memories," Connecticut State Library*

### **Refresh Your Mission, Revitalize Your Brand**

How current is your museum's mission statement? How often do you reconsider your mission and reaffirm your staff's collective buy-in to your organization's purpose? This session will explore the process of developing and/or revising a museum's mission statement, the benefits of having regular discussions about mission at your institution, and the clarity that your mission statement can provide for strategic and programmatic planning and, ultimately, for maintaining a healthy brand.

*Facilitator: Douglas Perkins, Associate Director, Operations and Finance, Middlebury College Museum of Art, VT (NEMA Board)*

### **The STEAM Dream Team**

Learn how collaboration between institutions can create meaningful STEAM programming! In this session, educators from the Wadsworth Atheneum Museum of Art and the Connecticut Science Center discuss how an initial joint-school program evolved—and continues to evolve—into a multivalent partnership that benefits both institutions. The session will include a hands-on STEAM activity and practical tips for starting your own art-science collaboration.

*Facilitator: Angela Parker, Docent and Tour Programs Manager, Wadsworth Atheneum Museum of Art, CT*

*Speakers: Andrew Fotta, STEM Educator, Nicolas Villagra, STEM Educator, Connecticut Science Center*

### **Succession Planning: Is Your Organization Prepared?**

Are leaders born or raised? Perhaps both, but it is the job of human resource departments, trustees, executive directors, and senior management to identify and hire those who fill key positions in our museums, as interim and permanent leadership. Learn the steps required to forge a smooth transition when your top positions are vacated. For those seeking senior management or executive director positions, learn how to position yourself for and find opportunities in the field. Individuals responsible for creating position profiles, identifying talent and training, and designing onboarding processes will benefit from this session.

*Facilitator: Dawn Salerno, Executive Director, Rotch-Jones-Duff House and Garden Museum, MA (NEMA Board)*

*Speakers: Rebekah Beaulieu, Executive Director, Florence Griswold Museum, CT (NEMA Board); John Noyes, Search Committee Chair, Board of Directors, Florence Griswold Museum, CT; Purvi Patwari, Independent Museum Professional, MA; Bruce Thibodeau, President, Art Consulting Group, MA*

(continued on page 6)



## KEYNOTE SESSION

10:30 am – Noon

Welcome from Dawn Salerno, President, New England Museum Association and NEMA Executive Director Dan Yaeger, plus remarks from Laura Lott, President & CEO, American Alliance of Museums.

## NEMA'S 100TH ANNIVERSARY CELEBRATION, TRIBUTES, PERFORMANCE ART

It's NEMA's centennial and you are invited to help us commemorate it! At this very special keynote session you'll hear short reflections from

Nina Zannieri of the Paul Revere Memorial Association on "The Future of History;"



Christina Turner of the New Bedford Whaling Museum speaking on "Diversity, Youth, and Museums;"



Brian Cofrancesco of Connecticut's Old State House examining "Museums & Civic Dialogue;" and Brooke DiGiovanni Evans of the Museum of Fine Arts, Boston on "Art as Healing."



Then you'll experience a multimedia performance from artist, competitive weightlifter, and emerging museum professional Kledia Spiro as she shares her journey from war-torn Albania to the Fitchburg Art Museum and how the museum field can lift spirits everywhere (including your own). Don't miss it!



## BOOKSTORE OPEN

Noon – 5:00 pm

## OPENING LUNCH

12:30 – 1:30 pm

Ease into the 2018 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

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.

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## CONCURRENT SESSIONS

1:45 – 3:15 pm

### Beyond the Keychain: Mission-Inspired Merchandising and Thoughtful Products in Your Gift Store

In this workshop session, we will explore how to set your store apart by extending the museum experience in the shop. Through discussion, case studies, and a skill building activity, you will be more familiar with product development, creative merchandising, license opportunities, and how to use the collection to drive profits in your museum store. A practical discussion of where to go next for institutions wanting a more mission-related gift store.

*Facilitator: Jenna Teachout, Manager of Newport History Museum & Shop, Newport Historical Society, RI*

### Looking Ahead: Challenges (and Opportunities!) for the Next Generation of Museum Leaders

Do you plan to be part of the next generation of museum leadership? Join us to connect with peers and think critically about the future of museums. What can we do to address current challenges and create future opportunities? Facilitated round-tables will discuss the proliferation of graduate programs; preventing burnout and brain-drain; disparities in race, class, and gender among museum professionals; the changing nature of museum work; and the place of museums in a 21st-century world.

*Facilitator: Amanda Goodheart Parks, PhD, Director of Education, New England Air Museum, CT*

*Speakers: Nicole Carpenter, Education and Programs Director, Westport Historical Society, CT; Nick Foster, Office Manager, Collections and Membership Coordinator, Wilton Historical Society, CT; Phillippa Pitts, Student, Boston University*

## Continuing Education for Your Most Committed (and Creative) Life-Long Learners

Who better to model the excitement of engaged learners than the docents and guides who staff our activity areas, lead tours, and coordinate program events? This session considers experiences of long-serving volunteer educators from the standpoint of their interest in and capacity for new learning, in subject matter and pedagogical techniques. You'll learn about different tailored programs to refresh docents' intellectual lives, keep them up to date and incorporate reflective, cyclical self-assessment. The speakers are from history and art museums, but the developmental strategies apply to all subject areas.

*Facilitator: Annie V.F. Storr, Scholar, WSRC Brandeis University, Kniznick Gallery, Museum Studies, Harvard, MA*

*Speakers: Rachael Kelly, Manager of Museum Guide & Public Programs, deCordova Sculpture Park & Museum, MA; Courtney Richardson, Director of Education & Public Programs, Cape Ann Museum, MA*

## History Ain't Dead

History ain't dead. It's alive in how it continues to affect our national culture, our institutions, and each one of us. If we claim to study the past to better understand the present how can we design history-based museums to energize visitors about current-day social justice issues? Speakers will present exhibits on slavery, genocide, and incarceration to engage you in discussion of how to move your historic exhibits into a present-day context relevant and inspiring to visitors.

*Facilitator: Chris Danemayer, Principal, Proun Design, LLC, MA*

*Speakers: Sari Boren, Exhibit Content Developer, Independent Consultant, MA; Christian Cotz, Museum Educator, James Madison's Montpelier, VA; Regie Gibson, Independent Artistic Consultant, MA*

## How Digital Publishing is Helping the National Baseball Hall of Fame Reach Audiences Beyond Cooperstown

Join the founders of the National Baseball Hall of Fame and Museum's new media property, La Vida Baseball, to learn how the museum is growing its fan base through digital publishing. In this session, they'll cover how to bring your museum's stories into the national dialogue, engage audiences that might never step foot through your doors and how to create new sponsorship opportunities with digital content.

*Facilitator: Jay Sharman, CEO, Founder, TeamWorks Media, IL*

*Speakers: Adrian Burgos, Jr., Editor-in-Chief, La Vida Baseball, IL; Jon Shestakofsky, Vice President of Communications and Education, National Baseball Hall of Fame and Museum, NY*

## Low Pay, No Pay and Poor Pay: Say No Way!

Low pay has long been the elephant in the room in the museum world. From unpaid internships, to starting salaries that don't pay a living wage, to gender disparity, field-wide poor pay creates an unhappy workforce. In addition, it strongly influences museum workforce demographics since many of those who can afford to accept positions with low pay, and then stay in the field long term, tend to more often than not be affluent, upper middle class, and white. Join us for a rotation of round-table discussions about museum profession pay inequity before coming together to share discussion and, most importantly, start to move the discussion from complaints to positive change.

*Facilitators: Joan Baldwin, Curator of Special Collections, The Hotchkiss School, Co-Author of Women in the Museum: Lessons from the Field, CT; Ilene Frank, Director of Collections & Education, CT Historical Society; Scott Wands, Manager of Grants and Programs, CT Humanities*

## Tales from the Not-so-Ivory Tower: War Stories from Veteran Directors

Join NEMA Lifetime Achievement Awardees for a candid and darkly humorous discussion of disasters survived and lessons learned during their combined 163 years of leadership. Each will share true, yet rarely disclosed, war stories and reflect upon the outcomes. Covering a broad spectrum of museum issues, this session offers a glimpse of what it takes to be a museum director. We promise to enlighten, entertain, inspire, and convince you that your worst moments ultimately make you a better leader.

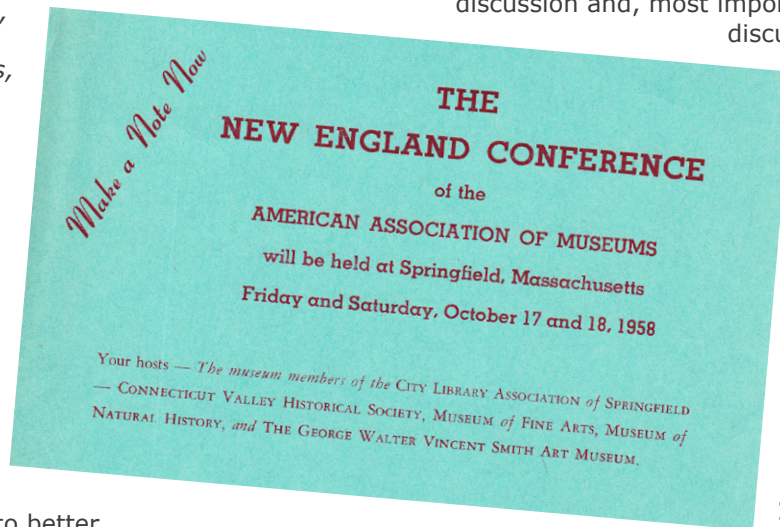
*Facilitator: Wendy Lull, Lifetime Achievement Awardee 2017, President Emerita, Seacoast Science Center, NH*

*Speakers: Jeff Andersen, Lifetime Achievement Awardee 2016, CT; Charles Browne, Lifetime Achievement Awardee 2013, VT; Stuart Parnes, Lifetime Achievement Awardee 2014, MD; Nina Zannieri, Lifetime Achievement Awardee 2015, Paul Revere Memorial Association, MA*

## Technology Plan 101

Digital technologies are changing so fast that it can be hard to keep pace with them. But with a basic plan in hand, you can be better prepared and better financed for what lies ahead. Technology plans, like business

(continued on page 8)





(continued from page 7)

plans, help you predict and manage your hardware, software, and human training needs.

*Facilitator: Sheila Hoffman, Adjunct Professor, University of Massachusetts, Lowell*

## STORY TELLING SESSION

### **Brief Presentations with Big Meaning**

1:45 – 3:15 pm

### **Object-Based Learning for All: Creating a History Learning Center**

The Concord Museum's innovative new History Learning Center is a dedicated learning space where educators will provide in-depth learning experiences for visitors of all ages, including students, teachers, families, and the general public, with actual objects from the museum's collection. Educators from the museum will address both the theoretical and practical aspects of the Center's development, demonstrate some sample activities in small groups, and give participants specific strategies for engaging different audiences with original objects.

*Facilitator: Suzi Fonda, Director of Education and Public Programs, Concord Museum, MA*

### **What Would Clara Think? Connecting the Past to the Future at Fruitlands Museum**

Founded in 1914, Fruitlands Museum is 104 years old with an eclectic and remarkable collection and a dramatic, 200-acre landscape. In 2016, the museum integrated with The Trustees of Reservations. The new museum leadership team has a unique opportunity to reconsider the museum by connecting the past to the future. Museum staff, including the general manager, curator, collections manager, and engagement/program manager, will address broad questions in the context of specific issues and challenges.

*Facilitator: Shana Garr, Curator, Fruitlands Museum, The Trustees, MA*

*Speakers: Guy Hermann, General Manager, Catherine Shortliffe, Engagement Site Manager, Fruitlands Museum, The Trustees, MA*

### **Voices That Bring the Revolution to Life: Helping Visitors to the National Parks of Boston Find a Role in Commemorating Historic Events**

Join National Parks of Boston rangers as we share two programs that engage large numbers of visitors in collective, place-based commemorative

practice. Grounded in primary sources, reflecting real Bostonians of diverse class, gender, and political opinions, these programs allow visitors themselves to bring history to life at the Bunker Hill Monument and Faneuil Hall. Lend your voice – and vote! – to a Town Meeting debate on whether Boston should support the Non-Importation agreement of 1768.

*Facilitator: Jocelyn Gould, Park Guide, National Parks of Boston, Boston National Historical Park*

*Speakers: Eric Hanson Plass, Park Ranger, National Parks of Boston, Boston National Historical Park*

## OFF-SITE SESSIONS

1:45 – 5:15 pm

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

### **Old-Fashioned Identity Nightmare or Ahead of the Curve?**

This off-site session at the Bruce Museum will explore how interdisciplinary museums can position themselves clearly by making connections between disciplines to build immersive, meaningful (and perhaps surprising) visitor experiences. Speakers will address advantages in developing STEM and STEAM programs and encourage audience discussion of how these programs may be adapted for single-discipline institutions.

*Facilitator: Anne von Stuelpnagel, Director of Exhibitions, Bruce Museum, CT*

*Speakers: Corinne Flax, Manager of School and Community Partnerships, Bruce Museum, CT; Craig Langlois, Chief Experience Officer, Berkshire Museum, MA; Robert Woltersdorf, Executive Director, Bennington Museum, VT*

### **The Real Deal: P. T. Barnum's Legacy in Bridgeport Barnum Museum**

If the recent Hollywood film, *The Greatest Showman*, has piqued your interest in Connecticut's own P. T. Barnum, a visit to the Barnum Museum is in order! The 1893 landmark building, a gift from Barnum to his adopted hometown, contains thousands of items pertaining to P. T. Barnum, his family, and famous

associates, including "General Tom Thumb." The session will include a tour of collections storage and a hardhat tour of the current restoration project, followed by a lively discussion of "fact v. fiction," comparing Barnum's life and legacy with the movie.



*Attendees at the 1929 conference in Providence.*



## **“With Scarcely a Rival,” The Lockwood-Mathews Mansion: 50+ years of Ground-Breaking Preservation**

Following an introduction by Executive Director Susan Gilgore, the talk and walk-through at the Lockwood-Mathews Mansion Museum will feature Trustee Mimi Findlay and explore the preservation activities that have taken place at this National Historic Landmark since it was saved from demolition over five decades ago.

## **SNACK BREAK**

3:15 – 3:45 pm

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**MA IN HISTORY  
PUBLIC HISTORY AND ARCHIVES TRACKS**  
UNIVERSITY OF MASSACHUSETTS BOSTON

## **CONCURRENT SESSIONS**

3:45 – 5:15 pm

### **Best Practices for Working with Technologists to Create Visitor Experiences.**

When working with external partners to develop digital experiences, we often have difficulty communicating our needs, setting expectations with vendors, and selecting the right partners. In this interactive workshop we will discuss a framework for identifying types of digital projects and appropriate skillsets required, templates for effective RFPs, a process to select potential providers, and a survey of technology companies in the New England area. If applicable, come with an early-stage project (actual or proposed) for which you will be hiring external vendors.

*Facilitator: David Nuñez, Director of Technology & Digital Strategy, MIT Museum, MA*

### **Diamonds Are Nice, but... Making Museum Anniversaries Mean Something**

How do we make anniversaries matter? How do they serve as launching pads rather than roadblocks? This session will draw on the experience of panelists and Sites of Conscience around the world in making anniversaries meaningful growth points. Small groups will work on specific challenges and opportunities for NEMA and institutions in attendance.

*Facilitators: Braden Paynter, Program Manager, Membership, Methodology, Practice, International Coalition of Sites of Conscience, NY; Rainey Tisdale, Independent Curator, MA*

### **The Future of Museum Education: Revisited**

With great upheaval in the world and museums during the past three years, it's time to revisit our 2015 discussion of the role museum educators play in their institutions and the community. As in 2015, we will turn the typical conference session on its head by asking you to share your expertise and opinions, shaping the structure and focus of this “unsession” to explore the

## **CAREER CONVERSATION WITH NANCY STULA**

3:45 – 4:45 pm



Join Nancy Stula, Executive Director, William Benton Museum of Art at the University of Connecticut, Storrs for a look at her career and a discussion of working in the museum field. She received a BFA from the Hartford Art School and her Ph.D. in Art History from Columbia University where she specialized in the History of 19th-Century American Art. She began her museum career as a graduate research assistant in the Department of American Paintings at the Metropolitan Museum of Art in 1991. In 2003 she joined the Lyman Allyn Art Museum as Curator and Deputy Director where, in 2009, she was named Executive Director. In 2013 she joined the Benton Museum, Connecticut's State Art Museum. She also serves on the Board of Connecticut Arts Alliance, an arts advocacy organization.

future of the museum education field. You'll identify 4-5 “big ideas” to discuss in small groups, develop steps for action, and share.

*Facilitator: Brooke DiGiovanni Evans, Head of Gallery Learning, Museum of Fine Arts, Boston*

*Speakers: Paul Fenton, Senior Community Engagement Coordinator, New England Aquarium, MA; Elisabeth Nevins, Principal, Seed Education Consulting, MA; Phillippa Pitts, Student, Boston University*

### **Let Me Take a Selfie: The Power of Photo Ops and “Instagrammable Moments” in Museums**

Take a photo with our colorful NEMA Session backdrop, and share it with #nema100selfie. We will discuss how camera use in museums has changed in the last 100 years, and how photo opportunities and social media in museums have the potential to improve the visitor experience, offer learning opportunities, increase attendance, and learn what to consider when developing exhibits with these types of experiences.

*Facilitator: David Whitemyer, Director of Business Development, Luci Creative, MA*

*Speakers: Keith Crippen, Director of Design, Museum of Fine Arts, Boston; Matt Kirchman, President & Principal Planner, ObjectIDEA, MA (NEMA Board); Alana Parkes, Supervisor of Exhibit Content Development, Museum of Science, Boston*

(continued on page 10)

(continued from page 9)

### **Museum Teaching Lab: Multiple-Visit Programs as a Site for Experimentation**

What are the unique aspects of multi-part educational programming in museums that can be leveraged to create a “teaching lab” environment? How can these multiple-visit programs encourage experimentation, reflection, evaluation, and new approaches to museum education across your institution? In this session, hear examples from multiple-visit programming at the Hood Museum and the Harvard Art Museums, and reflect on opportunities for “teaching lab” creation at your own museum.

*Facilitators: Correna Cohen, Curatorial Fellow, Division of Academic and Public Programs, Harvard Art Museums, MA; Jamie Rosenfeld, Museum Educator, Hood Museum of Art, Dartmouth College, NH*

### **Tickets, Tea & Toilets: Saga of a Welcome Center**

Meeting the needs of museum guests is an ongoing challenge. To provide basic amenities of tickets, tea, and toilets, the Preservation Society constructed a welcome center on the grounds of The Breakers. Little did we know that the project would take more than seven years to complete, and along the way spark a controversy that made it into the *New York Times*. This is a story of perseverance and putting the needs of guests first.

*Facilitator: Terry Dickinson, Chief of Staff, The Preservation Society of Newport County, RI*

*Speakers: Trudy Coxe, CEO & Executive Director, The Preservation Society of Newport County, RI; John Grove, Landscape Architect, Reed Hilderbrand Landscape Architects, MA; Alan Joslin, Architect, Epstein Joslin Architects, MA*

### **Power Dynamics and Workplace Culture: A Think Tank**

What are the policies and language that shape your workplace culture? How do you navigate power imbalances in your museum? Help colleagues examine power dynamics and workplace culture in museums. Share solutions and ideas for moving the field towards a more equitable and transparent future. This think tank is open to all museum workers, volunteers, board members and trustees.

*Facilitators: Scarlett Hoey, Manager of Membership and Development, New England Museum Association, MA; Marieke Van Damme, Executive Director, Cambridge Historical Society, MA (NEMA Board)*

### **Whiteness and Museum Education: Developing a Reflective Practice**

This workshop focuses on developing a reflective practice, looking at manifestations of whiteness in museum education, specifically gallery teaching. In this workshop, participants will learn about different definitions of whiteness and what its impacts are for education and museum education. We'll then shift to a workshop format where you will learn about and

practice various reflective methods to help you assess your own practice and evaluate various impacts of racial identity.

*Facilitator: Hannah Heller, Doctoral Student/Museum Educator, Teachers College, Columbia University, NY*

### **“MOVING ON” MENTORING CONVERSATIONS**

**5:30 – 6:30 pm**

Making plans for moving on? Join NEMA's Lifetime Achievement Awardees for informal and confidential mentoring conversations about how and when to move on from your current position. How do you know when it's time to leave a job you still love, how to leave a job that no longer loves you back, or when to plan your own succession? This is an opportunity to hear from those who have experienced a range of exit plans from “surprise!” to a thoughtful, strategic process. And of course, what is said in this session, stays in this session.

*Facilitator: Wendy Lull, Lifetime Achievement Awardee 2017, President Emerita, Seacoast Science Center, NH*

*Speakers: Jeff Andersen, Lifetime Achievement Awardee 2016, CT; Charles Browne, Lifetime Achievement Awardee 2013, VT; Stuart Parnes, Lifetime Achievement Awardee 2014, MD; Nina Zannieri Lifetime Achievement Awardee 2015, Paul Revere Memorial Association, MA*



### **NEWCOMERS RECEPTION**

**5:30 – 6:30 pm**

Whether you're a first-timer at the 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's 100th! Opening Party at the Bruce Museum



Kick off NEMA's big birthday at the Bruce Museum of Art and Science in Greenwich. Originally built in 1853 as a private home on a hill overlooking Greenwich Harbor, the museum has emerged as one of the area's premier institutions highlighting art, science, and natural history.

Join us for an evening of fun and networking. Enjoy hearty hors d'oeuvres and an open bar. Stroll through the permanent collection galleries featuring art from the legendary Cos Cob Impressionists (including Childe Hassam, Emil Carlsen, Leonard and Mina Fonda Ochtman, and Elmer McRae among others), a spectacular mineral and natural history collection, and American material culture spanning the Colonial period to the present day.

Enjoy the special exhibitions *ReTooled: Highlights from the Hechinger Collection*, *Downsized: Miniature Sculpture by Contemporary Artists*, *A Continuous Thread: Navajo Weaving Tradition*, and *Wild Bees!* Preview the plans for the Bruce's upcoming expansion.

Time 7:00 – 9:30 pm. Registration fee of \$50 includes transportation, hearty hors d'oeuvres and open bar (white wine and beer).



*Telling Stories Through Immersive Experiences,  
Engaging Content and Impactful Design.*



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# Thursday, November 8

## INDEPENDENT MUSEUM PROFESSIONALS AFFINITY GROUP BREAKFAST

7:30 – 8:30 am

The IMP PAG will host its annual breakfast meeting to get reacquainted with fellow independent museum professionals. This interactive session is open to all—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!

*Facilitators: Helen Riegler, HER Design, MA; Rebecca Migdal, Museum Consultant, MA; Dan Wallis, Owner, The Square Office, MA*

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

## REGISTRATION OPEN

8:00 am – 5:00 pm

Hosted by



## BOOKSTORE OPEN

8:00 am – 5:00 pm

## EXHIBIT HALL OPEN

8:00 am – 5:30 pm

## WAKE-UP COFFEE AND MORNING TREATS IN EXHIBIT HALL

8:00 – 8:45 am

Hosted by Fine Art Security Transport, LLC



## CONCURRENT SESSIONS

8:45 – 10:15 am

### Best Practices: Moving Us Forward or Holding Us Back?

Best practices are usually seen as signs of professionalism, but what if “doing right” keeps us from doing good work—putting internal standards over impact? Professionals in education, exhibits, collections, administration, and planning will each tackle a “best practice” in their fields and propose a new “principle” to guide innovative action.

*Facilitator: Rainey Tisdale, Independent Curator, MA*

*Speakers: Andrea Jones, Founder, Peak Experience Lab, MD; Margaret Middleton, Independent Exhibit Designer, RI (NEMA Board); Monica O Montgomery, Strategic Director, Museum Hue, NY; Elisabeth Nevins, Principal, Seed Education Consulting, MA*

### Beyond the School Visit: Museum and District Collaboration

The Aldrich and Ridgefield Public Schools evolved school visits into “deep dive” programming resulting in district-wide, cross-disciplinary curriculum, learning opportunities for educators, school memberships, and experiences for students that align with their respective missions. You will hear from museum management, district administrators, and a parent, discovering how the collaboration evolved and how it impacts their respective institutions. You’ll engage in an activity designed to inspire partnerships rooted in reciprocity, shared values, and innovation.

*Facilitator: Michelle Friedman, Head of Education and Academic Initiatives, The Aldrich Contemporary Art Museum, CT*

*Speakers: Kimberly Beck, Assistant Superintendent, Ridgefield Public Schools, CT; Rayda Krell, Entomologist (Parent), Western Connecticut State University; Tim Salem, Principal, Scotts Ridge Middle School, Ridgefield Public Schools, CT*

### Break the Budget Bubble: How to Build and Read Budgets

Not everyone in a museum deals regularly with budgets. Perhaps you’re planning an exhibition, applying for a grant, or simply looking to advance in your field and hoping to learn more about budgets. From budget creation to maintenance to evaluation, this session offers insights into understanding budgets that will prove useful for years to come.

*Facilitator: Rebekah Beaulieu, Director, Florence Griswold Museum, CT (NEMA Board)*



## Emerging from Financial Distress

The twenty-first century has not been kind to museums; too many find themselves struggling to craft a sustainable financial model. The field needs to recognize the warning signs of fiscal distress. And once we understand the need for radical solutions, we must identify and evaluate alternative options: constriction or expansion, relocation or merger, re-invention or closing.

Colleagues who have gone down this path will share what they've learned.

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

*Speaker: John B. Ravenal, Executive Director, deCordova Sculpture Park and Museum, MA; Phelan Reed Fretz, Executive Director, ECHO Lake Aquarium and Science Center, Leahy Center for Lake Champlain, VT; Mark Thompson, Executive Director, Newport Restoration Foundation and former Executive Director, Portland Harbor Museum, RI; Todd Smith, Independent Strategic Consultant and Former Executive Director, American Textile History Museum, MA*



*NEMA Conference fashion, circa 1980.*

## Free Membership at Five Years: A Look Back/A Look Forward

After five years of steady growth, what are the next steps for the Yale University Art Gallery's Free Membership program? Colleagues from the Gallery's departments of Advancement and Membership re-introduce the Free Membership model, explain its accomplishments since it debuted in 2013, and discuss next steps for maintaining a successful membership programming.

*Facilitator: Brian McGovern, Acting Head of Advancement, Yale University Art Gallery, CT*

*Speakers: Emily Herberich, Advancement Assistant, Linda Jerolmon, Membership Manager, Yale University Art Gallery, CT; Jill Westgard, Director of Development, Yale School of Architecture and School of Art (former Deputy Director of Advancement, YUAG), CT*

## Going Out to Welcome In: Authentic Community Engagement through Outreach

Stepping outside the walls of your home institution and engaging with audiences in their neighborhoods is one path to authentic community engagement. Through direct programming and building relationships with community organizations in our cities or towns we can develop genuine connections with new audiences. Come hear three quick stories of this work and then

participate in roundtable discussions about where we are as a field and where we are going.

*Facilitator: Maria Cabrera, Supervisor, Community Outreach, Museum of Science, Boston; Paul Fenton, Senior Community Engagement Coordinator, New England Aquarium, MA; Janella Watson, Associate Director, Providence Children's Museum, RI*

## Is that a Picasso in your Dorm Room? Art Lending Programs for Students

Art lending programs at university museums can provide an extraordinary experience for students and expand art education beyond the museum. These unique programs have an expansive reach across campus, significantly enhancing the student experience through close looking and thought-provoking conversations.

*Facilitator: Jessica Cloer, Associate Registrar, Rose Art Museum, Brandeis University, MA*

*Speakers: Diane M. Hart, Senior Museum Registrar for Collections and Exhibitions, Williams College Museum of Art, MA; Ariana M. Webber, Registrar, MIT List Visual Arts Center, MA*

## Lincoln in Negative Space: The Intersection of Imaging and Art

What happens when art and science come together to explore a museum mystery? More than a century ago, sculptor Augustus Saint-Gaudens toward the end of his life used a few dabs of plaster to seal shut roughly two dozen sculpture molds. Through the years, the identities of many of these sealed molds had been lost. Until now. The National Park Service at Saint-Gaudens National Historic Site and a local hospital developed a partnership to non-invasively peek at what these molds contain. With computed tomography (CT) scanning, radiologists were able to scan the open interior spaces of these molds and then extrapolate the negative space into a positive digital image of what these molds would have been used to cast. The use of 3D printing allowed the team to see for the first time what was hidden in these long-forgotten molds. Come and find out what was inside.

*Facilitator: Henry Duffy, Museum Curator, Saint-Gaudens National Historic Site, NH*

*Speakers: Jocelyn D. Chertoff, MD, MS, Chair, Department of Radiology, Jeffrey A. Volkaert, Radiology IT Project Manager, Dartmouth-Hitchcock Medical Center, NH; Rick Kendall, Superintendent, Saint-Gaudens National Historic Site, NH*

(continued on page 14)

(continued from page 13)

### **Puzzling Through the Past: Creating Escape Room Experiences at Historic Sites**

Working with Montgomery Place at Bard College, Greater Hudson Heritage Network created "The Case of the Livingston Silver," which adapted the concept of an Escape Room into a portable format using reproduction materials from their archival collection. Explore the potential of implementation at your site and then play in teams to solve the case!

*Facilitator: Kerry Sclafani, Program Director, Greater Hudson Heritage Network, NY*

*Speakers: Amy Husten, Managing Director, Montgomery Place, Bard College, NY*

### **Uncovering Your Inner Compass: An Interactive Values Workshop to Navigate your Career and Your Leadership**

Focus on using your core values to navigate the twists and turns of your career path with purpose. In this interactive session, you will uncover the values that drive you at a core level and discover how to use them as a tool to develop a career path that aligns with who you are. By becoming consciously aware of our values, we can use them intentionally to guide how we make decisions, how we show up as engaged professionals and authentic leaders, and how we approach a job search in today's ever-shifting career landscape. This self-awareness enables us to build professional resilience in a changing job market, and ultimately leads us to more meaningful and fulfilling work.

*Facilitator: Tara Young, Independent Museum Professional and Faculty, Tufts University Museum Studies Program, MA*

*Speakers: Carole Ann Penney, Strategic Career Coach, CPC, Penney Leadership, RI*

### **DEMONSTRATION STATION**

9:30 – 10:00 am

#### **Rethinking Whitehorne House Museum and the Revitalization of a Uniquely Newport Collection**

*Gina Tangorra, Interpretation and Visitor Experience Manager, Kristen Costa, Curator, and Kelsey Mullen, Public Programs Manager, Newport Restoration Foundation, RI*

### **COFFEE BREAK IN THE EXHIBIT HALL**

10:15 – 10:45 am

Hosted by POW! Paul Orselli Workshop, Inc.



### **MINDFULNESS BREAK**

10:45 – 11:30 am

Take a few minutes to decompress from your busy conference. Join NEMA Director Dan Yaeger for quiet conversation and a guided meditation.

### **STORY TELLING SESSION**

#### **Brief Presentations with Big Meaning**

10:45 am – 12:15 pm

#### **A Three-Way Success Story**

Putting the puzzle together: a three-way success story. How did a state park, a small museum theatre company, and local businesses converge to offer thousands of visitors an added interpretive value to Gillette Castle State Park historic site? Well, this is a 10th anniversary success story.

*Facilitator: Kandie Carle, Producing Artistic Director, East Haddam Stage Company, CT*

#### **Get Your Niche Museum Out of its Nook**

How can niche museums with limited resources and specific themes stay relevant, meaningful, and connected to the general public's interests? How can a museum which cannot expand its physical walls expand its interpretation better serve the community? Explore a stream of fresh ideas and perspectives for innovative programming and timely exhibits to learn how and why a small, historic whaling museum transformed itself.

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

### **CONCURRENT SESSIONS**

10:45 am – 12:15 pm

#### **Cultural Crossroads and Intersections: How Collaborations, Creative Communities, and Museums are Sparking Change**

Museums are driving change as the new heart and soul of creative communities, becoming the intersection where dynamic community connections are happening. From urban museums to historic homes, ArtWeek worked with over 70 collaborators and 525 event hosts including many museums during its Spring 2018 statewide expansion. Learn how collaborations of all kinds are lighting creative sparks and how museums are thinking outside the gallery walls.

*Facilitator: Sue Dahling Sullivan, Chief Strategic Officer, Artweek/Boch Center, MA*

*Speakers: Arreen Andrew, Program Officer, Massachusetts Cultural Council; Mary Taylor, Cape Cod Museum Trail, MA*



## How Visitor-Centered Are We?

Following up on last year's seminar discussion about truth in museums, we will examine the continuing shift to create more visitor-centered environments and what that means in the context of today's society. Using selected pre-readings (please download the readings [HERE](#)), you will examine and share ideas and examples of inclusion, diversity and access, both physical and cultural, to help us understand how they shape, or should shape, our work today. Together we will explore the question, "How visitor centered are we?" Limited to 25 participants. First come, first served.

*Facilitator: Lynn Baum, Principal, Turtle Peak Consulting, MA*

*Speakers: Jan Crocker, Senior Exhibit and Content Developer, Edward M Kennedy Institute, MA; Janella Watson, Associate Director, Providence Children's Museum, RI*

## The Leadership Partnership: How to Build a Strong Relationship with your Board Chair

Increased attention to the issues of museum leadership have brought renewed focus to the often-challenging relationship between board chairs and museum directors. Despite the knowledge that this relationship can be one of the best indicators of future success, many museum leaders are not confident in developing this complicated partnership. Panelists will discuss the steps they took to create successful relationships and their tools for continued investment over time.

*Facilitators: Laura B. Roberts, Principal, Roberts Consulting, MA; Mary Baily Wieler, President, Museum Trustee Association, MD*

*Speakers: Rebekah Beaulieu, Director (NEMA Board), David Dangremond, Board President, Florence Griswold Museum, CT; Paul Eddy, President of the Board of Trustees, Pieter Roos, Director, Mark Twain House & Museum, CT*

## Multi-Sensory Experiences: A New Approach to Engaging Visitors at Historic Sites

With increased pressure over funding and audience, historic sites and house museums are searching for new ways to engage with their communities. Providence's Lippitt House Museum and Green Door Labs both address this issue by creating multi-sensory experiences and collaborating with professionals in their local communities. Immersive experiences challenge expectations about traditional museum visits and allow multi-generational audiences to

engage with content in new ways. This session will use two case studies of successful projects to inspire a broader brainstorm session and discussion about how museums can work with contemporary artists to create new, innovative, meaningful experiences for visitors.

*Facilitator: Carrie Taylor, Director, Lippitt House Museum, RI*

*Speakers: Kellian Adams Pletcher, Founder and Mastermind, Green Door Labs, MA; Rebecca Noon, Lead Artist, Strange Attractor, RI*

## Museums in Puerto Rico

Before and after Hurricane Maria in 2017, museums in Puerto Rico have faced unique challenges. New England and New York are home to a significant portion of the Puerto Rican diaspora and continue to be destinations for Puerto Ricans in the post-Maria exodus. Hear from Puerto Rican museum professionals working on the island and stateside as they discuss the effects of migration, politics, and climate change on the cultural sector.

*Facilitator: Antonio Méndez, Countdown to Kindergarten Educator, Boston Children's Museum*

*Speakers: Marianne Ramírez Aponte, Directora Ejecutiva y Curadora en Jefe, Museo de Arte Contemporáneo*

*de Puerto Rico; Brenda Plumey Morales, Education Coordinator, Museo de Arte Contemporáneo de Puerto Rico; Pedro Reina-Pérez, PhD., Wilbur Marvin Visiting Scholar, Director, Harvard Puerto Rico Winter Institute-DRCLAS, MA; Maricelle Robles, Educator in Charge, Public Programs and Engagement, Metropolitan Museum of Art, NY; Jaidi Ystawinski, Directora de Educacion, Museo de Arte de Puerto Rico*

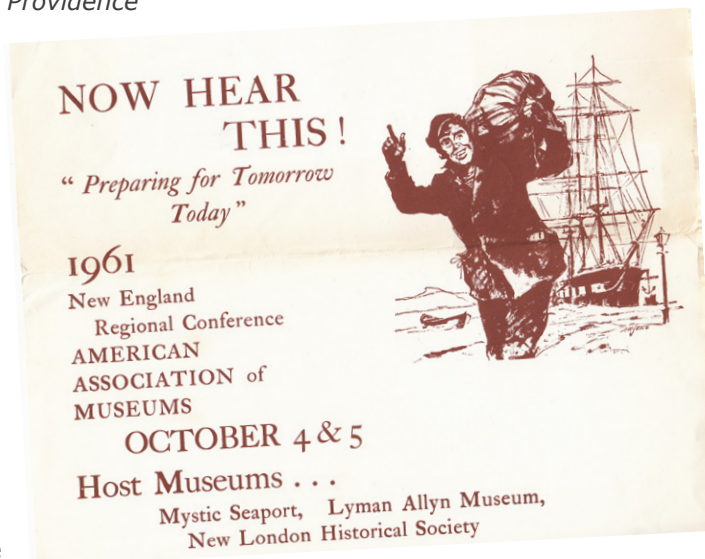
## Pitch Better: How to Get Attention from the Media

Is your museum newsworthy, but not getting the coverage you want? For this hands-on session, come with examples of your press releases, pitches, or story ideas in hand. After a presentation on storytelling, writing, and pitching tips, we'll work as a group to help you craft a compelling story that will get media attention. You will leave with a stronger working knowledge of how to interact with media outlets and feel confident pitching that story tomorrow!

*Facilitator: Marieke Van Damme, Executive Director, Cambridge Historical Society, MA (NEMA Board)*

*Speaker: Curt Nickisch, Senior Editor, Harvard Business Review, MA*

(continued on page 19)



# QUICK GLANCE

## TUESDAY

7:00 – 8:30 pm

**Museum Trivia Night!**

## WEDNESDAY

6:30 – 7:00 am

**NEMA Fitness**

8:00 – 8:30 am

**NEMA Conference Preview**

8:00 am – 5:00 pm

**Registration Open**

Hosted by Museum Textile Services

8:00 – 9:00 am

**Welcome Coffee and Morning Treats in the Registration Area**

Hosted by Johns Hopkins University

8:45 – 10:15 am

**Concurrent Sessions**

- The Art of Preservation
- Assessing Museum Impact
- Larping, Simulation, and Gaming
- The Museum As a Site of Resistance
- The Museum That Cried “Should”
- Project Management for Museum Professionals
- Refresh Your Mission, Revitalize Your Brand
- The STEAM Dream Team
- Succession Planning

10:30 am – Noon

**Keynote Session**

Noon – 5:00 pm

**Bookstore Open**

12:30 – 1:30 pm

**Opening Lunch**

12:30 – 1:30 pm

**Directors and Trustees Lunch**

Hosted by Qm<sup>2</sup>

1:45 – 3:15 pm

**Concurrent Sessions**

- Beyond the Keychain
- Looking Ahead
- Continuing Education
- History Ain't Dead
- How Digital Publishing is Helping the National Baseball Hall of Fame Reach Audiences Beyond Cooperstown

- Low Pay, No Pay & Poor Pay: Say No Way!
- Tales from the Not-so-Ivory Tower
- Technology Plan 101

1:45 – 3:15 pm

**Story Telling Session**

- Object-Based Learning for All
- What Would Clara Think?
- Voices That Bring the Revolution to Life

1:45 – 5:15 pm

**Off-Site Sessions**

- Old-Fashioned Identity Nightmare or Ahead of the Curve?
- The Real Deal: P. T. Barnum's Legacy in Bridgeport
- “With Scarcely a Rival,” The Lockwood-Mathews Mansion

3:15 – 3:45 pm

**Snack Break**

Hosted by UMass Boston, Public History Program

3:45 – 4:45

**Career Conversation with Nancy Stula**

3:45 – 5:15 pm

**Concurrent Sessions**

- Best Practices for Working with Technologists to Create Visitor Experiences
- Diamonds Are Nice, but... Making Museum Anniversaries Mean Something
- The Future of Museum Education
- Let Me Take a Selfie
- Museum Teaching Lab
- Tickets, Tea & Toilets: Saga of a Welcome Center
- Power Dynamics & Workplace Culture
- Whiteness and Museum Education

5:30 – 6:30 pm

**“Moving On” Mentoring Conversations**

5:30 – 6:30 pm

**Newcomers Reception**

Hosted by Tufts University Museum Studies Program

7:00 – 9:30 pm

**Opening Night at the Bruce Museum**

## THURSDAY

7:30 – 8:30 am

**Independent Museum Professionals Affinity Group Breakfast**

8:00 am – 5:00 pm

**Registration Open**

Hosted by Museum Textile Services

8:00 am – 5:00 pm

**Bookstore Open**

8:00 am – 5:30 pm

**Exhibit Hall Open**

8:00 – 8:45 am

**Wake-up Coffee and Morning Treats in Exhibit Hall**

Hosted by Fine Art Security Transport

8:45 – 10:15 am

**Concurrent Sessions**

- Best Practices: Moving Us Forward or Holding Us Back?
- Beyond the School Visit
- Break the Budget Bubble
- Emerging from Financial Distress
- Free Membership at Five Years
- Going Out to Welcome In
- Is that a Picasso in your Dorm Room?
- Lincoln in Negative Space
- Puzzling Through the Past
- Uncovering Your Inner Compass

9:30 – 10:00 am

**Demonstration Station**

- Rethinking Whitehorse House Museum

10:15 – 10:45 am

**Coffee Break in the Exhibit Hall**

Hosted by POW! Paul Orselli Workshop, Inc.

10:45 – 11:30 am

**Mindfulness Break**

10:45 am – 12:15 pm

**Story Telling Session**

- A Three-Way Success Story
- Get Your Niche Museum Out of its Nook

10:45 am – 12:15 pm

**Concurrent Sessions**

- Cultural Crossroads & Intersections
- How Visitor-Centered Are We?
- The Leadership Partnership

- Multi-Sensory Experiences
- Museums in Puerto Rico
- Pitch Better
- So You Want to be a CEO?
- Teaching or Learning?
- Trauma & New England Museums

**11:30 am – Noon**

**Demonstration Station**

- Promoting and Selling Your Book

**12:15 – 2:15 pm**

**PAG Lunches**

- Children's Museums
- Curators
- Educators
- Exhibitions
- Historic Sites
- Membership, Development, Public Relations, and Marketing
- The Museum Directors' Discussion
- Registrars and Collections Care Specialists (RACCS)
- College & University Museums
- Open Networking Lunch

**12:30 – 5:15 pm**

**Off-Site Session**

- An Afternoon at the Fairfield University Art Museum

**1:45 – 5:15 pm**

**Off-Site Sessions**

- The 1777 Danbury Raid & The Battle of Ridgefield
- Welcome to Our House; Access to History

**2:15 – 2:45 pm**

**Snack Break in the Exhibit Hall**

**2:45 – 3:45 pm**

**Career Conversation with Larry Yerdon**

**2:45 – 4:15 pm**

**Concurrent Sessions**

- Building Evaluation Capacity
- Ch-ch-Changes
- Finding Your Voice on Social Media
- Getting Started on Your Digitization Project
- High Times in the Museum
- Protest of Power: When the People Curate
- Slippery Slopes...Ethical Concerns for Museums
- Understanding Immigrant Populations in Museums
- What Lies Beneath?
- Workshop About Workshops

**2:45 pm**

**Massachusetts Education Meet-up**

**3:30 – 4:00 pm**

**Demonstration Station**

- Toward an Integrated Business Model to Create Mental Health Literacy via a Museum-Without-Walls

**4:30 – 5:30 pm**

**Exhibit Hall Opening Reception**

**6:00 – 9:00 pm**

**Evening Events**

- Open House and Jeffersonian Dinner at Greenwich Historical Society, hosted by Harvard University Extension School, Museum Studies
- Fun in Fairfield! A Two-Part Celebration of History and the Arts in Fairfield, hosted by Johns Hopkins University, Advanced Academic Programs, MA in Museum Studies
- Directors and Trustees Reception at the Aldrich Contemporary Art Museum, hosted by Museum Search & Reference

## FRIDAY

**8:00 am – Noon**

**Registration Open**

Hosted by Museum Textile Services

**8:00 am – Noon**

**Bookstore Open**

**8:00 am – 1:00 pm**

**Exhibit Hall Open**

**8:00 am – 8:45 am**

**Wake-up Coffee and Morning Treats in Exhibit Hall**

**8:45 – 9:15 am**

**Demonstration Station**

- Hiding the Veggies: Gathering Guest Feedback in Seamless Ways

**8:45 am – 12:15 pm**

**Off-Site Session**

- Remembering Our Past ... Saving It for Our Future

**9:30 – 10:00 am**

**Demonstration Station**

- The Outsiders: Makers & Creatives Working with History Outside the Museum

**8:45 – 10:15 am**

**Concurrent Sessions**

- Collaborative Programming for Adults of All Abilities
- Collections Care Information Resources
- The Impact of AI on the Museum Sector
- "It Can't Be Done" to "We Can Do It"
- Leveraging Limited Assets
- Managing Big Changes
- NEMA's Next 100 Years
- Planning, Luck, and Teamwork
- Reimagining the Historic House Museum
- Re-Imagining the Future!

**10:15 – 10:45 am**

**Coffee Break in the Exhibit Hall**

**10:45 – 11:15 am**

**Demonstration Station**

- Tiny Book Show with The Creativity Caravan

**10:45 am – 12:15 pm**

**Concurrent Sessions**

- Creating Better Museum Experiences Through Holistic Planning
- Integrating Skill Building into Museum Programs for Children and Caregivers
- Moving Your Department Forward through Restructuring
- Out from the Shadows
- Packing, Tracking, and Stacking
- Queers in the Museum
- Rebranding for Change in Small to Midsize Museums
- Stop, Collaborate, and Listen
- Talk Dirty to Me
- What Really is the Museum of the Future?

**12:15–12:45 pm**

**Exhibit Hall Closing Reception and Raffle Prize Drawing**

**1:00 – 2:15 pm**

**Annual Luncheon and Annual Meeting**

Celebrating  
**100** YEARS  
of NEMA



## PAG Lunch Sessions (12:15 - 2:15 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. *Box lunches will **not** be available for purchase onsite.*

### Children's Museums and Beyond

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.

*PAG Co-Chairs: Antonio Méndez, Countdown to Kindergarten Educator, Boston Children's Museum; Beth A. Weller, Director of Operations, The New Childrens Museum, CT*

### College and University Museum

Pick up your box lunch (if you've ordered one) and head to the bus to join us for our afternoon off-site session at the Fairfield University Art Museum. You must register separately for the off-site session.

### Curators

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. We are actively seeking new Curator PAG Chairs. If you are interested in serving the PAG this way, or know someone who might be, please join us for lunch.

*Facilitator: Kate McBrien, Chief Curator, Maine Historical Society (NEMA Board)*

### Educators

Join us as we consider the role of empathy in our work as educators. How does it inform our work with the public, how can it transform our institutional cultures, and what does it mean in our personal practice? Share ideas, ask questions, and connect with a network of peers and mentors who can continue to provide inspiration, support, and resources long after we leave the conference.

*PAG Co-Chairs: Elisabeth Nevins, Principal, Seed Education Consulting; Phillippa Pitts, Student, Boston University*

### Exhibitions

You'll have the opportunity to meet new colleagues and reconnect with old friends and share details about current projects at this information networking lunch. There will also be time to discuss future exhibit-related programming and "field-trip" style meet-ups.

*PAG Co-Chairs: Laurie Pasteryak Lamarre, Curator of Exhibitions, Fairfield Museum and History Center, CT; Betsy Loring, Director of Exhibits and Facilities, EcoTarium, MA*

### Historic Sites

Come dish and dine with the most eclectic PAG at the conference. Historic site professionals of all stripes welcomed.

*PAG Co-Chairs: Jennifer Matos, Executive Director, Noah Webster House & West Hartford Historical Society, CT; Kelsey Mullen, Public Programs Manager, Newport Restoration Foundation, RI; Emma Bray, Executive Director, American Independence Museum, NH*

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

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

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

### The Museum Directors' Discussion

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 only.

*Facilitator: Sue Goganian, Director, Historic Beverly, MA (NEMA Board)*

### Registrars and Collections Care Specialists (RACCS)

We have a new name! With that also comes new things for RACCS—formerly known as the Registrar's PAG. Come and join us for an update on what we have been up to as we grow our community. This will also be an opportunity to meet and visit with colleagues, seek advice, get things off your chest, humble brag about what you have been up to and make confessions, should that be needed.

*PAG Co-Chairs: Meredith Vasta, Collection Steward, Peabody Museum of Archaeology and Ethnology, MA; Daniel Neff, Curator, Fairbanks House, MA*

### Open Networking Lunch

Not affiliated with a PAG hosting a lunch this year? Or just want to break bread with old friends or new ones? Open seating is available just for you.

(continued from page 15)

### So You Want to be a CEO?

Join a panel of current museum directors for a frank and open discussion of the demands and rewards of museum leadership. Ask your burning questions about life in the corner office: Is it really all about fundraising? What do the panelists wish they would have known before taking their first director role? What are the best (and most challenging) parts of the job? Meet other aspiring leaders and learn a bit about making the move up in the field.

*Facilitator: Charles Clark, Executive Director, Castle in the Clouds, NH*

*Speakers: Susan Ballek, Executive Director and CEO, Hill-Stead Museum, CT; Adam Kane, Executive Director, Fairbanks Museum & Planetarium, VT; Ruth Taylor, Executive Director, Newport Historical Society, RI*

### Teaching or Learning? Defining Museum Education in your Museum

What does museum education look like in the 21st century? Are museums providing quality informal learning experiences for students? The Tsongas Industrial History Center applied backward design to create a definition of experiential learning that now frames the development and assessment of programs and staff/student interactions. You will gain knowledge of a process that will help define the future of education programs – both development and assessment – at your museum.

*Facilitator: Kristin Gallas, Project Manager, Tsongas Industrial History Center, MA*

*Speaker: Susan Diachisin, Museum Education Supervisor, Tsongas Industrial History Center, MA*



### Trauma and New England Museums

Recent discussions have centered on the trauma caused by cultural heritage and the trauma that can be healed by it. Museums are primary loci for this heritage; how museums interpret their collections can play a significant role in the trauma of their patrons. This session focuses on how New England museums, especially smaller ones and those with connections to others in the country and the world, address and interpret traumatic cultural heritage.

*Facilitator: Kisha Tracy, Associate Professor, English Studies, Fitchburg State University, MA*

*Speakers: Autumn Batista, Undergraduate Student, Fitchburg State University, MA; Erin McGough, Executive Director, Duxbury Rural and Historical*

*Society, MA; Alyssa Stanton, Graduate Student, Fitchburg State University, MA; Ashlynn Rickord, Project Director, Cardinal Cushing 75th Anniversary Project, MA; Sally Whipple, Executive Director, Connecticut's Old State House*

### DEMONSTRATION STATION

11:30 am – Noon

#### Promoting and Selling Your Book

*Jane Karker, President, Custom Museum Publishing, ME*

### PAG LUNCHES

12:15 – 2:15 pm

(See page 18 for descriptions.)

### OFF-SITE SESSION

12:30 – 5:15 pm

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

### An Afternoon at the Fairfield University Art Museum

*Organized by the College and University Museum PAG*

Pick up your box lunch at the hotel, if you've ordered one, or bring your own and join us at the Fairfield University Art Museum for an afternoon of networking and discussion. Enjoy an informal lunch discussion at the museum, followed by a private tour of the exhibition *The Collections of Alfred James Tulk: Liberia, 1931-33* with guest curator Christopher Steiner. Then comes a panel discussion, "Faculty-Curated Exhibitions: Harnessing the Intellectual Capital on Your Campus." Recognizing the intellectual capital driving colleges and universities, this session will encourage you to reach out

to your faculty to have them use their expertise to curate exhibitions in your museum. We will present examples of successful collaborations, highlighting the mutual benefits as well as the challenges.

*Presenters: Dr. Christopher B. Steiner, Connecticut College; Dr. Katherine Schwab, Fairfield University Museum, CT; Dr. Jennifer Kaye, Curator of Education, Yale Center for British Art, CT; Carey Weber, Assistant Director, Fairfield University Art, CT*

(continued on page 20)

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*Above: Attendees examine educational materials at the 1983 NEMA Conference at Stratton Mountain in Vermont.*

(continued from page 19)

## OFF-SITE SESSIONS

1:45 – 5:15 pm

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

### **The 1777 Danbury Raid & The Battle of Ridgefield: A Tour with Westport Historical Society**

In April 2017, Westport Historical Society installed an award-winning exhibit commemorating The Danbury Raid & The Battle of Ridgefield, two seminal events in the American War for Independence. Curator Ed Hynes will reprise the lecture he has given successfully to sold-out crowds about the events which commenced in April 1777 when British regulars landed at Compo Beach, in Westport. The event will be held at Greens Farms Congregational church. The building was burned during the Revolutionary War, but quick-thinking citizens protected the church silver by throwing it down the well. The church will display a remaining silver tankard and a commemorative jug granted to minister Rev. Hezekiah Ripley, who served as a chaplain under General Washington during the war. After the talk, there will be a Q&A session and you will be invited to tour the church's historic graveyard and visit the site of the original Greens Farms meeting house.

### **Welcome to Our House; Access to History**

Museums of all sizes gain trust and credibility when they demonstrate a welcoming attitude, whether before or during a visit. Whom does your site welcome? Do they know they are welcome? How do you demonstrate consideration for visitors with

different needs? Join us for a site-specific case study to spot-identify ways to include a larger range of visitors who do not feel museums represent them, especially people with disabilities, senior citizens, and new immigrant communities. Participants will be split up into teams at the Fairfield Museum and History Center to design solutions to improve a visit for a specific visitor's needs, including understanding the best places to use technology, multi-sensory approaches, and staff training solutions.

*Facilitators: Maria Cabrera, Supervisor of Community Relations, Museum of Science Boston; Hannah Goodwin, Manager of Accessibility, Museum of Fine Arts, Boston*

## SNACK BREAK IN THE EXHIBIT HALL

2:15 – 2:45 pm

## CONCURRENT SESSIONS

2:45 – 4:15 pm

### **Building Evaluation Capacity: An Introductory Workshop**

Evaluation is critical to improving offerings and understanding audiences, but many museum professionals lack training and many museums lack supportive practices. This workshop introduces the concept of evaluation capacity building, a trend across the nonprofit sector useful for museums wanting to conduct evaluation, but unsure where to start. Learn about successes and challenges of evaluation capacity building initiatives and get a chance to reflect on how you can help build it!

*Facilitator: Christina Smiraglia, Senior Research Manager & Museum Studies Instructor, Harvard University, MA*

*Speakers: Lynn Baum, Principal, Turtle Peak Consulting, MA; Polly Hubbard, Director of Education, Peabody Museum of Archaeology & Harvard Semitic Museum, MA; Jane Pickering, Executive Director, Harvard Museums of Science & Culture, MA*

### **Ch-ch-Changes: How Museum Staff and Volunteers Can Create Positive Change Together**

How do you get from "We've always done it this way!" to "Why didn't we do this sooner?" In this session, MFA staff and volunteers will co-present how to initiate and implement a positive change based on our successful transition from paper-bound to cloud-based resources. We'll share our process from volunteer inspiration to collaborative execution, including practical steps and honest reflections. Leave with specific tools to effectively bring a "new normal" to your site.

*Facilitator: Nicole Claris, Manager of School Programs, Museum of Fine Arts, Boston*

*Speakers: Anne Short, Gallery Instructor, Beth Sanders, Gallery Instructor, Museum of Fine Arts, Boston*



### **CAREER CONVERSATION WITH LARRY YERDON**

2:45 – 3:45 pm

Talk careers with this year's NEMA Lifetime Achievement Award winner Lawrence Yerdon, President and CEO of Strawbery Banke Museum. Larry earned undergraduate and graduate degrees in history, and an MBA from Rensselaer Polytechnic Institute. He has been active professionally serving as President of NEMA, on the Council of the American Association for State and Local History, and as a grant reviewer for the Institute for Museum and Library Services, the National Endowment for Humanities & the Pew Charitable Trust. Currently, he is a member of the board of the Portsmouth Chamber of Commerce.



### Finding Your Voice on Social Media

This session will provide an overview of how Facebook, Twitter, and Instagram can become powerful tools for your organization and connect with a greater audience.

*Facilitator: Megan Olver, Education Assistant & Visitor Services Coordinator, Litchfield Historical Society, CT*

*Speakers: Nicole Sousa, Museum Educator & Social Media Specialist, CT Old State House; Sophie Huget, Public Programs Manager, Noah Webster House and West Hartford Historical Society, CT*

### Getting Started on your Digitization Project

This session, guided by a team that is currently undertaking a project to digitize an entire museum and archival collection, will provide a general overview of practical strategies for embarking on a project to create, curate, and make use of digital collections, with an emphasis on planning and preparation for those with little or no experience in this area.

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

*Speakers: Troy Gowen, Curator of New Technology, International Tennis Hall of Fame, RI; Jamie Kingman Rice, Director of Library Services, Maine Historical Society; Kate Wells, Curator of Rhode Island Collections, Providence Public Library*

### High Times in the Museum: Changing Marijuana Laws and Museums

Two lawyers and a curator will look at how changing marijuana laws may impact various areas of museum operations. The hope is that a thought-provoking discussion on employment policies and laws, visitor services, rentals, donor relations, and contemporary collecting will encourage museums to be proactive in this changing regulatory environment.

*Facilitator: Valarie Kinkade, Principal, Museum & Collector Resource, LLC, MA*

*Speakers: Tim McNamara, Esq., Principal, McNamara & Yates, P.C., MA; Katherine Lewis, Associate, Meister, Seelig & Fein, LLP, NY*

### Protest of Power: When the People Curate

Join activists, culture workers, and museum professionals to discuss how to change the power dynamic in traditional museum curation. How has traditional curation reinforced and been rewarded by white supremacy? What is the responsibility of the institutions that benefit from traditional curation and



*NEMA Program Cover from the 1981 Conference in Sturbridge and Worcester.*

how can they be held accountable? What does an alternate, radical, resistance curation look like?

*Facilitator: Aparna (Pampi) Das, Culture Worker, Decolonize the Museums, MA*

*Speakers: Representative from Decolonize this Place; Ariana Lee and Palace Shaw, Founders, The Whitest Cube; Monica Montgomery, Founding Director and Curator, Museum of Impact; Dr. Barbara Lewis, Director, Trotter Institute for Black Studies at UMass*

### Slippery Slopes...Ethical Concerns for Museums

What would you do if your museum was suddenly embroiled in an ethical issue? Would PR deal with it or should there have been a museum-wide discussion before it became an issue? This is a repeat of last year's well-received session on ethical concerns in museum governance and management, but with new examples. The format will be roundtable discussions. Panelists will move from table to table so that all topics are discussed.

*Facilitator: Susan Robertson, Executive Director, Gore Place Society, MA*

*Speakers: Pieter Roos, Executive Director, Mark Twain House & Museum, CT; Pam Swain, Governor (trustee), Gore Place, MA; Kent dur Russell, Curator and CEO, Museum of Russian Icons, MA*

### Understanding Immigrant Populations in Museums: The House of the Seven Gables and Salem Case Study

Graduate students from Tufts University's Museum Studies program will discuss the perspectives of Salem immigrants to highlight their current and potential relationship with museums. Drawing on anthropological and sociological theories, this session will explore how museums can foster empathy and dialog with immigrant communities.

*Facilitator: Kala Brzezinski, Graduate Student, Tufts University, MA*

*Speakers: Sarah Coulter and Kristen Valenti, Graduate Students, Tufts University, MA*

### What Lies Beneath? Using Forensic and Imaging Technology with Collections

What do you do when you want to know more about an object in your collection, but cannot obtain that information without jeopardizing its integrity? What do you do when you see possible blood or an image hidden behind a layer of paint? In earlier days

(continued on page 22)

(continued from page 21)

museum professionals had few options: either risk damaging the object or foregoing the quest for deeper information. But today, as scientific technology and tools advance, museums can consider using non-invasive ways of gathering information on objects, such as DNA sampling, UV, and Backscatter imaging. In this session we will explore how technology aided new discoveries on a suit of armor, a painting, and a mummy. The process, challenges, and results were unexpected.

*Facilitator: Katherine Taylor-McBroom, Curator of Exhibits and Collections, Sullivan Museum and History Center at Norwich University, VT*

*Speakers: John T. Hart, Jr., Director & Assistant Professor, Sullivan Museum and History Center, Norwich University, VT; Margaret Tamulonis, Manager of Collections and Exhibitions, Robert Hull Fleming Museum, University of Vermont*

### Workshop About Workshops (Fabrication, That Is!)

Museums are experts at finding ways to get it done. However, many struggle with limited in-house fabrication or technical capability. Is "I wish we could do this ourselves" a common phrase for you? We will discuss fabrication situations at a few museums, talk about staffing, do a written capability assessment, and get a better idea of the space needs and real hardware costs in a well-equipped shop.

*Facilitator: Richard Rich, Exhibit Studio Manager, Imagine Nation Children's Museum, CT*

*Speakers: Nick Barnett, Director of Wildlife and Exhibits, The Children's Museum, CT; Coral Richardson, Director, Imagine Nation Children's Museum, CT*

## MASSACHUSETTS EDUCATION MEET-UP

**2:45 pm**

Curious about the new Massachusetts History and Social Science Curriculum Frameworks and how they'll affect your school programs? Worried that your existing program audience will change? What are you doing to adapt your programming? Where's the "civics" in your content? Are districts adopting the frameworks in total, or just parts? Join other Massachusetts museums and historic sites to talk about how we can take advantage of the new frameworks to make our programs better.

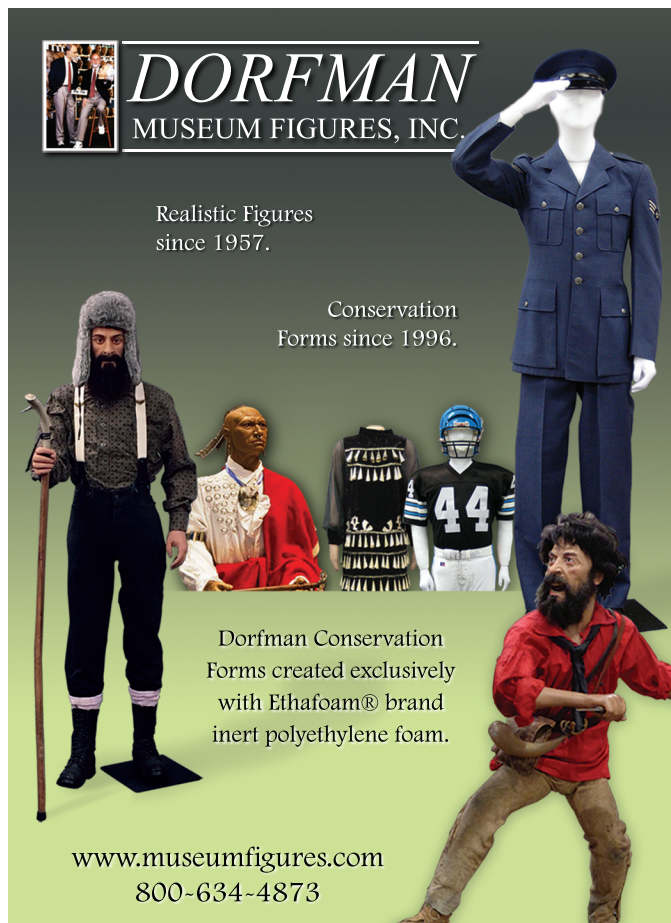
*Facilitator: Kristin Gallas, Project Manager, Tsongas Industrial History Center, MA*

## DEMONSTRATION STATION

**3:30 – 4:00 pm**

### Toward an Integrated Business Model to Create Mental Health Literacy via a Museum-Without-Walls

*Alexandra Orlandi, Research Fellow, Assumption College, MA; Paul Piwko, Visiting Assistant Professor of Accounting, Assumption College, MA*



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## EXHIBIT HALL OPENING RECEPTION

**4:30 – 5:30 pm**

A great way to wind down your afternoon! Join us for drinks 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!



# EVENING EVENTS

## Fun in Fairfield! A Two-Part Celebration of History and the Arts



Start at the Fairfield Museum for a cocktail reception featuring light hors d'oeuvres, Connecticut craft beers, and local music. See the recently restored historic properties

on Fairfield's adjacent Town Green, and enjoy the innovative exhibitions, *The Culper Ring: The Spies of George Washington* and *Flappers: Fashion and Freedom*. Then on to the Fairfield University Art Museum for an autumnal buffet supper with beer and wine in the historic public rooms of Bellarmine Hall. After supper view *The Collections of Alfred James Tulk: Liberia, 1931-33* and the museum's permanent collection. The final stop is the museum's Walsh Gallery for mulled cider and dessert.



Time: 6:00 – 9:00 pm. Registration fee of \$40 includes transportation, beer/wine, hors d'oeuvres, buffet, dessert, and entertainment.

Hosted by



Museum Studies  
MASTER OF ARTS

## Directors and Trustees Reception

Join your fellow museum leaders at the acclaimed Aldrich Contemporary Art Museum for an evening of cocktails, hors d'oeuvres, exhibition tours and networking. Throughout its 50-year history, The Aldrich has served as a laboratory for artists to engage with innovative ideas and techniques, and is today the only Connecticut museum devoted solely to contemporary art. Explore *The Domestic Plane: New Perspectives on Tabletop Art Objects*, organized by five curators and featuring more than 70 artists.



Engage your artistic side in The Studio: A Place for Learning and Making, where you'll have fun with a hands-on art making activity designed to

inspire creativity and collaboration.

Time: 6:30 – 8:30 pm. Registration fee of \$35 includes transportation, complimentary cocktails, hors d'oeuvres, and tours.

Hosted by



## Open House and Jeffersonian Dinner at Greenwich Historical Society

### Option 1 - Open House



Be among the first to see the Greenwich Historical Society's reimagined campus. Enjoy drinks, hors d'oeuvres, and live music in its new state-of-the-art 7,500 sq. ft.

art and history center housing museum galleries, multi-media exhibits, and spacious library and archives. See how a 19th-century hotel has been annexed and restored as the museum store and café. Socialize with colleagues and tour the circa 1730 National Historic Landmark Bush-Holley House, home to Connecticut's first American Impressionist art colony from 1890-1920.

Time: 6:00 – 7:30 pm. Registration fee of \$40 includes transportation, hors d'oeuvres, wine/beer/soft drinks, and entertainment.

### Option 2 - Open House and Jeffersonian Dinner

Join the staff of the Andover (MA) Center for History & Culture for a "Jeffersonian Dinner" in the historic barn behind the Bush-Holley House. This event, first developed by Monticello, is inspired by Thomas Jefferson's dinner table, around which gathered men and women steeped in politics, art, literature, theology, and more. The Andover board and staff will demonstrate how they use these dinners as donor cultivation events to build community, partnerships, and shared interests. Experience a harvest dinner with complimentary wine and soft drinks, conversation, and follow-up discussion.



Time: 6:00 – 9:00 pm. Registration fee of \$65 includes open house (see option 1), transportation, wine/soft drinks, full dinner, and conversation.

Hosted by



HARVARD  
Extension School  
Museum Studies Program



# Friday, November 9

## REGISTRATION OPEN

8:00 am – Noon

Hosted by



## BOOKSTORE OPEN

8:00 am – Noon

## EXHIBIT HALL OPEN

8:00 am – 1:00 pm

## WAKE-UP COFFEE AND MORNING TREATS IN EXHIBIT HALL

8:00 – 8:45 am

## DEMONSTRATION STATION

8:45 – 9:15 am

### Hiding the Veggies: Gathering Guest Feedback in Seamless Ways

*Dan Marshall, Manager of Visitor Services, The House of the Seven Gables Settlement Association, MA*

## OFF-SITE SESSION

8:45 am – 12:15 pm

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

### Remembering Our Past ... Saving It for Our Future: The Revitalization of Mill Hill Historic Park

Guests will tour the Norwalk Historical Society's Mill Hill Historic Park and learn how this small, urban park has been revitalized over the years as a place for the community to celebrate Norwalk's art, history, and nature. A panel consisting of the Society's executive director and program/education coordinator, guest curators, the head of the Norwalk Historical Commission, as well as members of the Norwalk River Valley Trail will discuss the evolution and future of this historic site. Along with the panel discussion, guests will tour the 1740 Governor Fitch Law Office, the 1826 Down Town District One Room Schoolhouse, the 1835 Town Meeting House, Colonial Herb Garden, and the Historical Mill Hill Graveyard.

## DEMONSTRATION STATION

9:30 – 10:00 am

### The Outsiders: Makers & Creatives Working with History Outside the Museum

*Robert Greenberg, Artist, Collector, Maker, Educator, Local Historian, Made in New Haven, CT; Laura Weir Clarke, Executive Director, Site Projects, CT; Margaret Bodell, Public Art & Placemaking Consultant, Stratford, CT; Laura Macaluso, Writer/Grant Writer, VA*

## CONCURRENT SESSIONS

8:45 – 10:15 am

### Collaborative Programming for Adults of All Abilities at an Art Museum: Behind the Scenes

Museums can support federally-mandated educational priorities while creating a welcoming environment for adults with physical, cognitive, and social disabilities. Yale Center for British Art and Chapel Haven partnered to create a program providing adults with disabilities opportunities to learn about, respond to, and create art. Museum educators and Chapel Haven's art director will share elements they believe to be crucial to a successful partnership, followed by interactive demonstration.

*Facilitator: Jaime Ursic, Associate Curator of Education, Yale Center for British Art, CT*

*Speakers: Bercee Cameron, Head Docent, Yale Center for British Art, CT; Justine (Tina) Menchetti, Art Director, Chapel Haven, CT; Margaret Mann, Docent and YCBA's CADN Representative, Yale Center for British Art, CT*

### Collections Care Information Resources

Do you have Collections Care questions or challenges, and don't know where to turn for advice? This session will review a host of free and/or cheap resources available to cultural institutions that don't have an in-house expert. Moderated discussion will give you a chance to suggest topics to help build these resources.

*Facilitator: Priscilla Anderson, Senior Preservation Librarian, Harvard University, and Chair of Connecting to Collections Care Online Community Committee (AIC) American Institute for Conservation of Art and Historic Artifacts, MA*

*Speakers: Rachael Perkins Arenstein, Partner, AM Art Conservation, NY; Sean Ferguson, Preservation Outreach Staff, Northeast Document Conservation Center, MA; Tiffani Emig, Collections Assessment for Preservation Program Coordinator, American Institute for Conservation, DC; Rachel Onuf, Coordinator, Vermont Historical Records Program and Adjunct Professor, Simmons College School of Library and Information Science*

## The Impact of Artificial Intelligence on the Museum Sector

Artificial Intelligence. It's a concept that holds lots of promise, generates endless buzz, and is starting to make its way into everyday life. In 2016, artificial intelligence went mainstream, and undoubtedly, in the years to come, we will begin to see an increase in experimentation within the cultural space. In this presentation, we'll explore some of AI's most powerful uses related to machine learning, machine vision, and its impact on galleries, libraries, archives, and museums in the areas of collections, ticketing, and attendance data.

*Facilitator: Brendan Ciecko, CEO & Founder, Cuseum, MA*

## "It Can't Be Done" to "We Can Do It"

Challenges, great or small, should not stop one from moving forward even in the lowest of times. Facing many all at once, a small museum picks itself up by the bootstraps while facing possible closure, loss of valuable artifacts, and trying to rebuild from board to staff to programs to the community believing in it again.

*Facilitator: Rachel Desgrosseilliers, Executive Director, Museum L-A, ME*

*Speakers: Todd Smith, Independent Strategic Consultant and Former Executive Director, American Textile History Museum, MA; Julie Hall Williams, Director of Development & Annual Giving, The Trustees, MA*

## Leveraging Limited Assets: The Power of Collaboration.

This session will explore how the Connecticut Art Trail leverages financial and creative resources to increase traffic and visibility. Representatives from four member museums will highlight the programs that benefit both the public and the member museums. Topics include a brief history of the Trail, communications, social media outreach, and the success of the passport program. You will leave the session armed with a toolbox of ideas that you can use at your site.

*Facilitator: Jessica Kuhnen, Collections Manager, Weir Farm National Historic Site, CT*

*Speakers: Stephanie Harris, Director of Operations & Marketing, Mattatuck Museum, CT; Tammi Flynn, Director of Marketing, Florence Griswold Museum, CT; Carey Mack Weber, Assistant Director, Fairfield University Art Museum, President, Connecticut Art Trail*

## Managing Big Changes: A Case Study at Old Sturbridge Village

In September 2017 Old Sturbridge Village opened Old Sturbridge Academy, the first public charter school associated with a museum in Massachusetts. This large and ambitious project will be used as the lens for managing dramatic institutional changes at one of New England's largest outdoor living history museums. What are some lessons to be learned? How do you bring staff along for the ride?

*Facilitator: Emily Dunnack, Director of Education, Old Sturbridge Village, MA*

*Speakers: Jim Donahue, CEO, Old Sturbridge Village & Executive Director, Old Sturbridge Academy Public Charter School, MA; Caitlin Emery-Avenia, Curatorial Director, Rhys Simmons, Director of Interpretation, Old Sturbridge Village, MA*

## NEMA's Next 100 Years: Transitional Justice and Expanding Our Positive Footprint

This session will use the lens of transitional justice to examine the last 100 years of NEMA and how the people and institutions that comprise it can expand their positive footprint in the next 100 years. Applying internationally-developed methodologies, participants will form working groups to tackle specific challenges and opportunities.

*Facilitator: Braden Paynter, Program Manager, Membership, Methodology, Practice, International Coalition of Sites of Conscience, NY*

*Speaker: Elon Cook, Program Director and Museum Curator, The Center for Reconciliation, RI*

(continued on page 26)



(continued from page 25)

### Planning, Luck, and Teamwork: Dealing with Disasters

In this session we will discuss how to prepare and train for disasters, including working with first responders in advance and developing support systems so we are better prepared. The real-life example of the 2017 fire at the Pringle Herbarium will be described, as well as state-wide training classes developed by Donia Conn in Massachusetts.

*Facilitator: Margaret Tamulonis, Manager, Collections and Exhibitions, Fleming Museum of Art, University of Vermont*

*Speakers: David Barrington, Director, Pringle Herbarium, University of Vermont; Donia Conn, Senior Instructor, Simmons College School of Library and Information Science, MA*

### Reimagining the Historic House Museum

This session is designed to offer three new approaches to making a historic site sustainable and audience focused through information that includes models and lists that participants can bring back to their institution to adapt, evaluate, and use to move their museums forward.

*Facilitator: Kenneth Turino, Professor, Tufts University, Museum Studies, MA*

*Speakers: Cindy Brockway, Program Director for Cultural Resources, The Trustees, MA; Katherine Kane, Executive Director Emerita, Harriet Beecher Stowe Center, CT; Lawrence J. Yerdon, President & CEO, Strawberry Banke Museum, NH*

### Re-Imagining the Future! Museums for Tomorrow

Learn how three institutions of art, culture, and science are transforming their facilities and

programming for the 21st century and beyond. This panel discussion will explore three significant capital projects at the Barnum Museum, Bruce Museum, and Yale's Peabody Museum of Natural History. In addition to master planning and design, the panelists will address construction and interpretive planning.

*Facilitator: David Heiser, Director of Student Programs, Yale Peabody Museum of Natural History, CT*

*Speakers: Kathleen Maher, Executive Director, Barnum Museum, CT; Anne von Steulpnagel, Director of Exhibitions, Bruce Museum, CT*

### COFFEE BREAK IN THE EXHIBIT HALL

10:15 – 10:45 am

### DEMONSTRATION STATION

10:45 – 11:15 am

### Tiny Book Show with The Creativity Caravan

*Maya Stein and Amy Tingle, Co-founders of The Creativity Caravan*

### CONCURRENT SESSIONS

10:45 am – 12:15 pm

### Creating Better Museum Experiences Through Holistic Planning

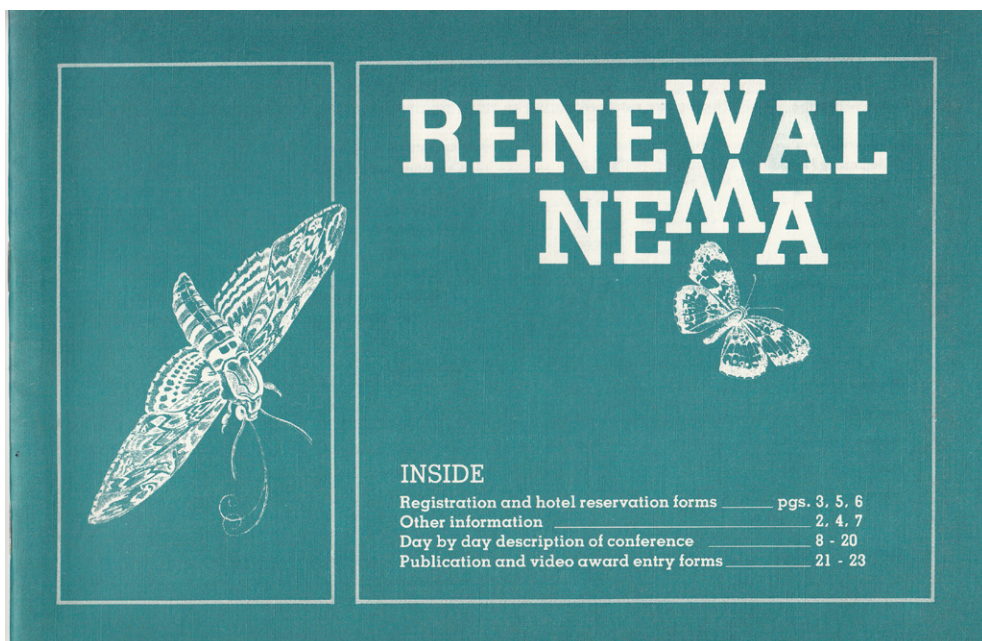
Designing a museum for maximum visitor engagement requires consideration of the entire "visitor experience," which means before, during, and after the visit. Cohesion in all facets of the museum experience makes it seamless, rewarding and comfortable, and produces multidimensional museum success. Mapping the full range of experiences that are unified by the visitor experience—from marketing and social media, to ticketing and exhibition development, to collections

development and interpretation—is critical for powerful engagement. This session will explore four perspectives on this.

*Facilitator: Larissa Hansen Hallgren, Principal, Museum Planning & Design, Experience Design/EXP Studios, RI*

*Speakers: Jennifer Little, Principal, Communications, Jenn Little Media, RI; Bonnie Stacy, Chief Curator, The Martha's Vineyard Museum, MA; John Rodman, Director Museum Experience, The Preservation Society of Newport County, RI*

*NEMA Program Cover from the 1982 Conference in Hartford, CT.*





### **Integrating Skill Building into Museum Programs for Children and Caregivers**

Join science center and children's museum staff for hands-on science activities that can be facilitated in a variety of museum settings. Use these activities to look beyond the product or content goals and think about how children can practice important developmental and science process skills as they participate. We will also share strategies for engaging caregivers in the process of their children's learning and helping them recognize the skill development that is taking place.

*Facilitator: Cory Kelly, Early Childhood Education Associate, Museum of Science, Boston*

*Speakers: Elizabeth Leahey, Assistant Director of Learning Experiences, Discovery Museum, MA; Antonio Méndez, Countdown to Kindergarten Educator, Boston Children's Museum*

### **Moving Your Department Forward through Restructuring**

Staff restructuring can foster departmental growth and improvement. During this moderated discussion, panelists will explore the positive aspects of recent restructures at their organizations and the lessons they learned. This session will focus on departments that interface with visitors and you will learn about key factors to a successful restructure.

*Facilitator: Margaret Glass, Director, Professional Development, Association of Science-Technology Centers, DC*

*Speakers: David Greenham, Associate Director, The Holocaust and Human Rights Center of Maine; Kathleen Holko, Manager of School and Tour Services, Bruce Museum, CT; Priya Mohabir, Vice President, Youth Development, New York Hall of Science*

### **Out from the Shadows**

Does your collection include a KKK robe? Perhaps you have a scrapbook of greeting cards depicting caricatures of various races and ethnic groups. Maybe you discovered a letter in your archive attributing a daughter-in-law's personal failings to her ethnicity and religion. If your first instinct is to close the box and put it back on the shelf, we're asking you to keep it open. Challenging collections like these offer our institutions an opportunity to relate to current events and enrich our audience's understanding of and connections to the past. Session participants will give their own perspective on how these types of artifacts can be used to facilitate positive conversation and understanding within our communities.

*Facilitator: Linda Hocking, Curator of Library & Archives, Litchfield Historical Society, CT*

*Speakers: Frank Mitchell, Executive Director of The Amistad Center for Art & Culture, Wadsworth Atheneum, CT; Ira Revels, Owner & Principal, Ira Revels Consulting, LLC, CT; Meg Rinn, Cataloger and Archivist, Barnum Museum, CT*

### **Packing, Tracking and Stacking**

This session will bring together three institutions that have recently undergone significant renovations and/or collections storage upgrades. One will outline how costs were significantly reduced through judicious use of re-purposed materials. Another will focus on how the collection was cared for and how the institution remained open to the public during the work. The third will summarize how they successfully applied for an IMLS grant.

*Facilitator: David Dempsey, Former Associate Director, Smith College Art Museum, MA*

*Speakers: Elizabeth Burgess, Collections Manager, Harriet Beecher Stowe Center, CT; Elizabeth Sharpe, Co-Executive Director, Historic Northampton, MA; Christopher Shields, Curator of Library and Archives, Greenwich Historical Society, CT*

### **Queers in the Museum**

Join a group of queer museum workers as we share our experiences and discuss strategies to make museums more welcoming workplaces for queer staff members. This session will be an opportunity for queer museum workers to meet, talk, and learn from each other about how to improve the work environment. Allies are also welcome to attend and learn from queer session leaders and attendees.

*Facilitator: Margaret Middleton, Independent Exhibit Designer, RI (NEMA Board)*

*Speakers: Alexander Lussenhop, Research and Evaluation Associate, Museum of Science, Boston; Lauraberth Lima, Education Coordinator, Museum of the City of New York, NY; Jamie Uretsky, Curator, New Bedford Art Museum, MA*

### **Rebranding for Change in Small to Midsize Museums**

When is it time to rebrand? How do you convince the board, brainstorm a new name, change how the community sees your institution? What's involved, and what are the risks and benefits? Recent rebranding projects at Gore Place, Highfield Hall, Historic Beverly, and the Metropolitan Waterworks Museum provide a window into the process. Panelists will discuss four different rebranding projects at museums with budgets that range from 275K to 1M.

*Facilitator: Sue Gogonian, Director, Historic Beverly, MA (NEMA Board)*

*Speakers: Peter Franklin, Executive Director, Highfield Hall, MA; Emily Robertson, Marketing Manager, Gore Place, MA; Suanna Selby Crowley, President, MAS/Robbins Museum of Archaeology, RI*

(continued on page 28)

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### **Stop, Collaborate, and Listen: Museum-School Partnerships**

Looking to build a partnership with other museums or schools? Join the panel and small group discussion led by Place-Based Boston and the Boston Public Schools to share their successes, lessons learned, and ongoing challenges of their three-year partnership. You will actively engage in conversations that explore efforts to establish the city as a classroom, reveal different and hidden narratives relevant to today, and work effectively as a collective.

*Facilitator: Jodie Smith, Former Manager of Academic Programs, USS Constitution Museum, MA*

*Speakers: Carrie Barrows, Teacher, EMK Health Academy Careers, MA; Elisabeth Colby, Youth and Visitor Engagement Coordinator, National Parks of Boston, Boston National Historical Park; Natacha Scott, Director History and Social Studies, Boston Public Schools*

### **Talk Dirty to Me: Cleaning Historic Clothing and Textiles**

Historic clothing and textiles are among the most fragile items in any collection. Because of their history of use, they can also be among the dirtiest. This session will discuss when cleaning is and isn't appropriate, followed by case studies of successful and unsuccessful cleaning campaigns. Instructions will be provided for several cleaning techniques that any collections specialist can learn to perform. Participants can practice safely cleaning objects from our study collection.

*Facilitator: Camille Myers Breeze, Director/Chief Conservator, Museum Textile Services, MA*

*Speakers: Morgan Blei Carbone, Conservator, Museum Textile Services, MA*

### **What Really is the Museum of the Future? Global Perspectives**

When discussing museums of the coming century, conversation is often around technology, or around a certain type of building, or a certain kind of engagement. But what would it mean if we envisioned museums of the future as nimble, passionate, committed human rights organizations that use the tools of museums (exhibits, archives, programs) without being overly encumbered by the standards that sometimes appear to hold us back?

*Facilitator: Linda Norris, Global Networks Program Director, International Coalition of Sites of Conscience, NY*

*Speakers: Claire Burniat, Global Networks Program Manager, International Coalition of Sites of Conscience, NY; Justine DiMayo, Director, Act for the Disappeared, Lebanon*

## **EXHIBIT HALL CLOSING RECEPTION AND RAFFLE PRIZE DRAWING**

**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.

## **ANNUAL LUNCHEON AND ANNUAL MEETING**

**1:00 – 2:15 pm**

Continue the celebration of NEMA's 100th anniversary. This year we'll recognize winners of the 2018 NEMA Excellence Awards and commemorate the career of Larry Yerdon, NEMA's 2018 Lifetime Achievement Awardee. Hear about NEMA's latest initiatives, then help elect the next NEMA board and officers during a brief annual meeting before heading home from a great conference.



### **LIFETIME ACHIEVEMENT AWARD**

We are honored to present the 2018 NEMA Lifetime Achievement Award to our good friend and colleague, Lawrence J. Yerdon. Larry, President & CEO of Strawbery Banke Museum in Portsmouth, NH, has had a distinguished career in museums, an active supporter of NEMA its President, 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 Larry's achievements and contributions.

The NEMA logo consists of the lowercase letters "nema" in a white, sans-serif font, set against a dark red, trapezoidal background that tapers to the right.

# 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 21, 2018.

## **NEMA Fellowship Award**

The NEMA Fellowship Award offers a museum professional or student the opportunity to work with NEMA in building thought leadership for our region's museum field. One NEMA Fellow will be chosen and awarded a stipend of \$750 toward attendance at the conference. The NEMA Fellow will contribute thought leadership by writing a minimum of three articles on museum-related themes for NEMA publications during the following year. The NEMA Fellow is expected to produce these materials based on their exploration of museum issues and/or experience at the NEMA Conference. The Fellow will be introduced to the NEMA Board and PAG Volunteers at a leadership breakfast and honored publicly at the NEMA Annual Meeting on November 9th.

In addition to the scholarship and registration forms the applicant will need to, on not more than one page, tell the selection committee how receiving the NEMA Fellowship (including participation at the NEMA annual conference) would enhance your academic or professional development, and the circumstances that prompted you to submit your application. Also include possible topics of interest to you that would contribute to NEMA's thought leadership in the field.

## **NEMA Professional Development Award**

A limited number of conference registrations are available to individual members of NEMA and employees of NEMA institutional members who need financial assistance. It is expected that recipients and/or their employer will provide some of the costs of attending the annual conference.

## **NEMA Diversity Scholarship**

Established to make the annual conference financially accessible for students and museum professionals from a historically marginalized group, inclusive of race, ethnicity, sexuality, and/or gender identity so that they can attend the conference. Scholarship includes a full three-day registration and \$100 stipend.

## **NEMA Board Diversity Scholarship**

The NEMA board has funded a scholarship to make the annual conference financially accessible for applicants from a historically marginalized group, inclusive of race, ethnicity, sexuality, and/or gender identity so that they can attend the conference. Scholarship includes a full three-day registration and three-nights stay in the conference hotel.

## **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.

## **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.

## **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 Museum Studies, Tufts Certificate, Bank Street Museum Leadership, and Cooperstown programs. This scholarship has been provided with support from Laura B. Roberts.

## **University Products Curatorial Fellowship**

The Curators Professional Affinity Group, with support from University Products, provides a three-day conference registration for an individual member of NEMA and/or an employee of NEMA institutional members. 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.

## **Diversity Fellowship**

The John Nicholas Brown Center for Public Humanities (JNBC) and Cultural Heritage at Brown University provides a \$500 fellowship to a NEMA member from a historically marginalized group, inclusive of race, ethnicity, sexuality, and/or gender identity. Members 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.

Celebrating  
**100** YEARS  
of NEMA



# Conference Information



For conference updates and the latest news, follow us on Twitter (@nemanet, #nema2018 and #nema100) or on Facebook or Instagram.



## Hotel Information

For the discounted NEMA rate you must reserve your room by **November 6**.

### Hilton Stamford Hotel & Executive Meeting Center

1 First Stamford Place  
Stamford, CT 06902  
203-967-2222

A block of rooms has been reserved starting at \$159 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.

Reservations can be made [online](#) or by calling 203-967-2222. Make sure you mention NEMA to receive the group rate.

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.

## Child-Friendly Conference Policies

NEMA is a family-friendly conference. We welcome new parents and their small museum fans! Visit [nemanet.org/conference](http://nemanet.org/conference) for complete details.

## 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 19 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.

## 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.

## 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 19, 2018. After that date there are no refunds. Refunds will be mailed after the conference.

## 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.

## Thanks for making the conference possible!

### Host Institutions

Aldrich Contemporary Art Museum; Barnum Museum; Bruce Museum of Art and Science; Fairfield Museum & History Center; Fairfield University Art Museum; Greenwich Historical Society; Lockwood-Mathews Mansion Museum; Norwalk Historical Society; Westport Historical Society

### Scholarship Sponsors

Connecticut Humanities; 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.

### NEMA 100 Timeline

42 | Design Fab Studio, Inc. and Brad Larson Media

### Image Credits:

P.11: Photos courtesy the Bruce Museum. P.8: Fairbanks Museum. P.23: Photo courtesy of the Fairfield Museum and History Center. P.23: Mohamad Hafez: Collateral Damage, Fairfield Art Museum. P.23: Photo courtesy of the Aldrich Contemporary Art Museum; Tucker Nichols, Explanatory Models (RO1701 & RO1006). P.23: Rendering courtesy of the Greenwich Historical Society

# 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, 2018 for the Early-Bird Rate or by October 19 for the Standard Rate to:

NEMA 2018 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 30.

## 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.

Email \_\_\_\_\_

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 Member
- Mid-Atlantic Association of Museums
- Museum Association of New York (MANY) member
- NYC Museum Educators Roundtable (NYCMER)

## 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.

## If Registering as a Speaker:

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

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

## 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.

**(Please complete other side.)**

# REGISTRATION FORM CON'T

## Conference Program Registration

Please circle the appropriate fee:

Full Meeting	Early-Bird by 10/5/18		Standard Rate 10/6-10/19/18	
	Lunch	NO Lunches	Lunch	NO Lunches
Member Rate	\$315	\$275	\$395	\$355
Non-member	\$405	\$360	\$495	\$455
Full-time Student*	\$150	\$110	\$175	\$135
Trustee**	\$215	\$175	\$275	\$240
Speaker	\$240	\$200	\$240	\$200
<b>One Day – Wednesday OR Thursday OR Friday (Please circle day)</b>				
Member Rate	\$205	\$190	\$250	\$235
Non-member	\$275	\$260	\$320	\$305
Full-time Student*	\$115	\$100	\$125	\$110
Trustee**	\$140	\$125	\$180	\$165
Speaker	\$145	\$130	\$145	\$130

\* 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 The Real Deal: P. T. Barnum's Legacy in Bridgeport
- \$15 50+ years of Ground-breaking Preservation: Lockwood-Mathews Mansion
- \$15 Old-Fashioned, Identity Nightmare, or Ahead of the Curve?
- \$0 Newcomers Reception
- \$50 Opening Night at the Bruce Museum of Art and Science

### Thursday Off-Site Sessions & Events

- \$15 IMP PAG Meeting with Breakfast
- \$15 College & University Museum PAG Lunch & Off-Site Afternoon at Fairfield University Museum
- \$15 The 1777 Danbury Raid & The Battle of Ridgefield
- \$15 Welcome to Our House; Access to History
- \$40 Greenwich Historical Society Open House
- \$65 ~~Greenwich Historical Society Open House and Jeffersonian Dinner~~ **Sold Out**
- \$35 Directors and Trustees Reception at the Aldrich Contemporary Art Museum
- \$40 Fun in Fairfield! A Two-part Celebration of History and the Arts

### Friday Off-Site Session

- \$15 Remembering Our Past ... Saving it for Our Future

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:  Black Forest Ham  
 Smoked Turkey  
 Balsamic Portabella (Vegetarian)  
 I will not be attending

### Friday Annual Meeting Lunch

- Select:  Chicken  Vegetarian  
 I will not be attending

**Vegetarian**  Yes  No

I have special dietary needs requiring consideration (allergies, vegan). 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 \$ \_\_\_\_\_

NEMA Centennial Appeal Donation \$ \_\_\_\_\_

Membership Fees \$ \_\_\_\_\_

**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

CVC/CSC

Cardholder's Signature

Print Name as it Appears on Card