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SCALE

NEMA Annual
Conference
Springfield,
Massachusetts

November 2-4, 2022

nema

MICRO/ MACRO

SOLVING MUSEUM
ISSUES AT EVERY
SCALE

The NEMA Conference is back!

After three long years, we're live and in-person, once again offering three days of learning, connection, and museum field celebration. We've missed you and hope you'll be with us!

Take advantage of the country's largest regional gathering of museum professionals, with 60+ professional development sessions, lively discussions, and tons of networking opportunities that challenge your intellect and boost your museum passion. Whether you're new to museums or a seasoned pro, the NEMA Conference is the place to be.

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Springfield,
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Springfield is Central!

Conveniently located from just about anywhere, Springfield, Massachusetts, has plenty to offer — and not just the NEMA Conference. It's known as the City of Firsts for good reason: home of the country's first dictionary (1805), gas automobile (1893), commercial radio station (1921), and for all you hoops fans out there, the birthplace of the game of basketball (1891). It's also home to the fabulous Springfield Museums (a Smithsonian-like campus including the famous Amazing World of Dr. Seuss Museum), the historic Springfield Armory, and Basketball Hall of Fame, plus plenty of scenic parks, amazing architecture, and eclectic restaurants.

**Early-Bird
Deadline:
Oct. 7**

**REGISTER
TODAY!**

SCHOLARSHIPS!
See page 29

Great Reasons to Attend in 2022!

- 60+ professional development sessions and events.
- Network with your museum colleagues in-person after three long years.
- Keynote Session featuring Richard Josey, speaking on "Becoming Good Ancestors."
- Two days of PAG lunches, so you can join multiple conversations that match your interests.
- Terrific off-site tours and after hours events.
(Don't miss our opening night event at the Springfield Museums!)
- Learn about the latest innovative products and 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.
- Meetups galore – download the conference app to organize a meetup or to join in the fun.
- Be social and follow #NEMA22 on social media.

**Group rates
are available!
See page 30.**

Career Center

NEMA is here to support you in your quest for a fulfilling museum career. This year, find a dedicated space at conference for peer support lounges and associated networking time, panels specifically geared towards job changers and hiring managers, and the ever-popular resume review. Don't miss other leadership—and career-focused sessions elsewhere during conference too!

Covid-19 Policy

NEMA is committed to your health and safety. All attendees must be fully vaccinated (and boosted where eligible) for Covid-19 OR provide negative test results within 48 hours of November 2. Read our Covid policy [here](#) for the latest information on what to expect.

NEMA Code of Conduct

NEMA has a [NEMA Code of Conduct](#) for all of its events, whether in person or online. All attendees agree to abide by the code in order for us to work together toward inclusion, safety, respect, and professionalism. [Contact us here](#) if you have questions.

Wednesday, November 2

8:00 am – 5:00 pm

REGISTRATION OPEN

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8:00 – 8:30 am

NEMA CONFERENCE PREVIEW

First time at a NEMA conference? Learn how to make the most of it. Grab a coffee in the Exhibit Hall and join us for tips on how you can use your time to your best advantage.

8:00 – 8:45 am

WELCOME COFFEE AND MORNING TREATS

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10:30 am – 5:00 pm

BOOKSTORE OPEN

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10:30 – 11:00 am

SESSION BREAK

11:00 am – 12:30 pm

CONCURRENT SESSIONS

Destination Marketing and Museums: Enhancing Communities and Economies

Discover the critical role that museums play in destination experiences and tourism. Experts predict that as the pandemic recedes, cultural tourism will lead economic recovery with younger and more diverse travelers who are actively looking for attractions that extend a radical welcome. Museums also attract artists and entrepreneurs which in turn help communities foster new business growth for the benefit of residents demonstrating that places that people want to live are places that people want to visit.

Facilitator: Kay Simpson, President & CEO, Springfield Museums, MA

Speakers: Nancy Gardella, Executive Director, North of Boston Convention and Visitors Bureau, MA; Monique Messier, Executive Director, Discover Central Mass; Mary Kay Wydra, President, Greater Springfield Convention and Visitors Bureau, MA

9:00 am – 10:30 am

KEYNOTE SESSION

Becoming Good Ancestors: A Sense of Oneness

A more united museum community will be a powerful force in developing a more inclusive society in the U.S. This effort requires practitioners to consider themselves individually and collectively in a new way, centered on either solidarity or oneness. The choice is yours. So, what kind of ancestor will YOU be?

Join us for a powerful and uplifting keynote presentation and discussion with Richard Josey, noted speaker, thought leader, and consultant focused on developing the gifts people need to convert fractured communities into restorative ones. Mr. Josey is the Founder and Principal Consultant for Collective Journeys LLC, a consultancy for museums and historical organizations interested in becoming inclusion-centered organizations. He spent over 30 years in the field with most at The Colonial Williamsburg Foundation and the Minnesota Historical Society. An alumnus of the Getty Leadership Institute and Seminar for Historical Administration, he currently serves on the Council of the American Association for State & Local History and is the current chair of its Diversity and Inclusion Committee.



Fuller Collections, Fuller Narratives: Reimagining the Limits of the Archive

What archival practices should local museums and historical organizations employ as they reckon with histories of enslavement and settler-colonialism? The Framingham History Center and the Royall House and Slave Quarters have undertaken projects that reimagine collections as they relate to the history of Black and Indigenous communities in Massachusetts. This session explores the challenges and opportunities that arise when we embrace non-traditional archival approaches, and what happens when we expand our understanding of "relevant collections."

Facilitator: Stacen Goldman, Curator, Framingham History Center, MA

Speakers: Mary McNeil, PhD Candidate, Harvard University, MA; Kyera Singleton, Director, Royall House and Slave Quarters, MA

Moving Towards Sustainability in the Art Studio

This session will address the challenges of valuing sustainability in a high-traffic, public drop-in, intergenerational, material-driven space. Speakers will discuss how they research, source, store, and dispose of materials in the studio. They will share how sustainability is an integral part of our open-ended, inclusive, and creative pedagogy. Participants will walk away with tools for reducing waste within their space, project ideas appropriate for all-ages, and an appreciation for the beauty of shared and reused materials.

Speakers: Ryan Murray, Art Studio Coordinator; Meg Nicoll, Art Educator; and Sara Ottomano, Art Educator, The Eric Carle Museum of Picture Book Art, MA

Tackling "Tough" Topics with Families

When challenging situations or tragic events occur, it can be difficult for all of us to understand and cope. Children can benefit from adult support as they make sense of what they see and hear, and the complex feelings they may experience. Learn more about the specific approaches and responses employed by two museums to offer safe spaces and provide tools and resources for families grappling with tough topics.

Facilitator: Courtney Waring, Director of Education, The Eric Carle Museum of Picture Book Art, MA

Speakers: Gabrielle Avena, Student, Amherst College, MA; David Feinstein, Literacy Educator, The Eric Carle Museum of Picture Book Art, MA; Melissa Higgins, Vice President of Programs and Exhibits, Boston Children's Museum, MA

The Small Museum Toolkit

Preventative care? Social media? Online programming? Disaster Preparedness? These topics can be intimidating for small museums with little to no staff - but we're here to help you fill your toolkit and get the jobs done! Join us for tips, tricks, and ideas in this judgment-free zone to take your organization to the next level.

Facilitator: Julie Arrison-Bishop, Founder, MuseumTastic, MA

Speakers: Susan Baker, Collections Manager, The House of the Seven Gables; Kaylee Redard, Assistant Guest Experience Manager on the Mayflower II, Plimoth Patuxet Museums, MA; Donia Conn, Professor, Simmons University, MA

Water Has a Memory: Preserving Strawberry Banke and the City of Portsmouth from Sea Level Rise

It is fairly well known that Strawberry Banke is threatened by flood waters, both above and below the surface. These impacts are well known and not unique to this museum. The initiative that has grown from this threat is unique and will be helpful to others faced with similar issues. Toward that end, we are committed to teaching what we learn while battling to stem the tide! Our new gallery exhibit Water Has a Memory is the first step.

Facilitator: Rodney Rowland, Director of Facilities and Environmental Sustainability, Strawberry Banke Museum, NH

Tuesday, November 1

Pre-registered? Arriving early?

Stop by the registration area between 6-8 pm on Tuesday to pick up your conference packet.



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PROFESSIONAL AFFINITY GATHERINGS (PAG) LUNCH SESSIONS

12:30 – 1:30 pm

Collect your lunch and participate in your choice of an informal networking PAG lunch. Box lunches ordered in advance (*see registration form*) will be available in the Exhibit Hall. *Box lunches will **not** be available for purchase onsite.*

Education

Connect with fellow educators. Ask questions, share ideas, offer advice, and connect with a network of peers and mentors who can continue to provide inspiration, support, and resources long after this year's conference ends.

PAG Chairs: Adam Johnson, Director of Museum Education and Community Connection, Jan Shrem and Maria Manetti Shrem Museum of Art, University of California, Davis and Gabriela Perez-Dietz, MA

Industrial History of New England

Have an interest in industrial history? Find out more at the second annual meeting of Industrial History New England, a web-based initiative organized to encourage awareness of and visitation to industrial history sites throughout New England. All are invited to attend.

Facilitators: John Mayer, former Executive Director, Amesbury Carriage Museum, MA; Eric Peterson, Director, Metropolitan Waterworks Museum, MA

Library & Archives PAG (new day!)

Join colleagues for a quick lunch at the hotel before walking to the Springfield Public Library for a tour. All are welcome to join the tour, make sure to RSVP on the reservation form.

PAG Chairs: Amy Hietala, Research Librarian, Old Sturbridge Village, MA; Rebecca Morin, Head Librarian, Worcester Art Museum, MA

Open Lunch Discussion

Pick up your lunch and join a few companions for conversation in our open networking lunch zone.

Registrars & Collections Care Specialists

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 questions and concerns in a casual, relaxed atmosphere.

PAG Chairs: Daniel Neff, MA and Emily Pearce Seigerman, Senior Museum Assistant, Department of Numismatics, Yale University Art Gallery, CT

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YEP PAG for Emerging Museum Professionals

Join us for lunch and meet your fellow Yeppers! Share ideas for resources and topics that you would like to explore with us this next year.

Facilitator: Lisa Evans, Executive Director, St. Albans Museum, VT

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Directors and Trustees Lunch

Reunite with your fellow museum leaders at this popular NEMA Conference event. We will be joined by Keynote Speaker Richard Josey for an informal discussion about how your institution can act as a restorative agent of positive change in your community. Bring your questions, enthusiasm, and appetite! *This session is limited to directors/presidents/CEOs and trustees of museums and cultural organizations.*

Pre-registration is required.

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PAG Chairs Wanted!

NEMA's Professional Affinity Gatherings are a key source of best practices, enlightened techniques, and practical wisdom.

PAG coordinators work closely with NEMA Staff on workshops and conference, organize meetups, and help improve the museum field. They're knowledgeable, passionate and a lot of fun.

If you are interested in helping to lead a PAG, please contact Meg at meg.winikates@nemanet.org.

2:00 – 5:00 pm

OFF-SITE SESSION

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

Through the Eyes of a Child: Three Disciplines, Three Facilitated Spaces

How can we deepen the impact and increase the learning that happens in our facilitated museum spaces? Visit the Cat's Corner space in the Amazing World of Dr. Seuss, the Spark!Lab in the Springfield Science Museum, and the Art Discovery Center in the George Walter Vincent Smith Art Museum to learn more.

Facilitator: Jenny Powers, Director of Science, Springfield Museums, MA

Speakers: SarahRose Adan, Spark!Lab Coordinator; Abigail Garner, Seuss Program Coordinator; and Clarissa Leverich, Family Engagement Coordinator, Springfield Museums, MA

2:00 – 3:00 pm

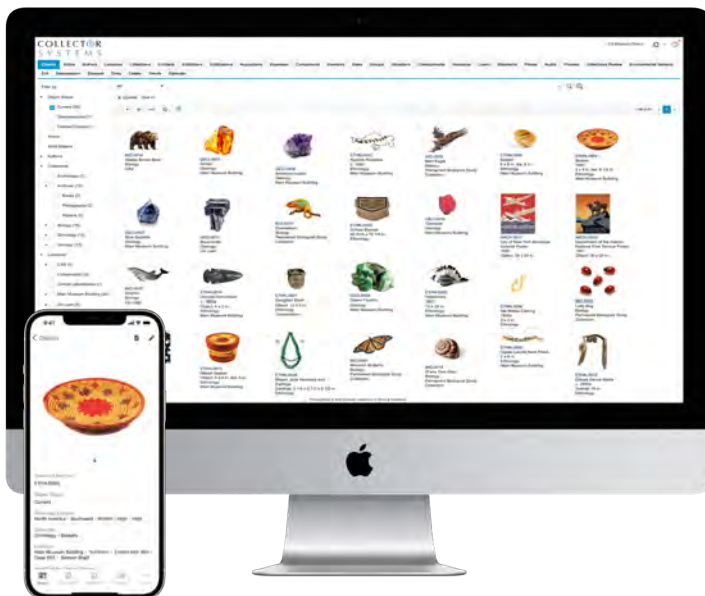
CONCURRENT SESSIONS

Career Center: Fixing those Job Descriptions!

Today's recruiting world is fast-paced and challenging. The process risks draining your energy and your nonprofit's scant resources. We can't afford turnover or to make mistakes. Yet, all too often we advertise open roles by sharing the internal job description: a shopping list of detailed responsibilities that looks less than appetizing among the Great(est) Resignation. So what should we be doing? Consider crafting an advertisement that markets your museum's vision and culture and describes the role, the right fit, and how your future hire is essential to your museum's success. Make them your hero with their unique strengths and responsibilities. In this workshop for hiring managers, get ready to recraft your job postings to entice and attract the right fit - from their perspective and yours.

Facilitator: Laurie Pasteryak, Marketing Manager/ Recruiting Specialist, Cronin, CT

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Finding the Right NEH Grant

Learn about grant opportunities from the National Endowment for the Humanities that support exhibition, preservation, interpretation, and capacity building projects that foster deeper understandings of cultures, history, and multiple perspectives. Get tips for preparing a competitive application, hear about successful NEH projects at small and large institutions throughout New England, and find out what new initiatives and priorities have been developing this past year under Shelly Lowe, the first Native American to chair the agency.

Facilitator: George Lazopoulos, Senior Program Officer, The National Endowment for the Humanities, MD

“I Shall Want Someone With Me”: Exploring Mental Health Through Archives

What can we learn about mental health from museum archives? Learn about a Museum-based discussion series which used archival documents written in the 18th and 19th centuries, focusing on struggles with mental health in the community historically and today.

Facilitator: Cynthia Walker, Executive Director, Brick Store Museum, ME (NEMA Board)

Speakers: Libby Bischof, Executive Director/Professor of History, Osher Map Library/University of Southern Maine; Meghan Reedy, Program Coordinator, Maine Humanities Council

NEMA's Climate and Environment Community of Practice

In 2019 and 2021 NEMA hosted “think tank” style sessions on how climate change intersects with our field. In 2022 we plan to launch a Community of Practice on climate and environment. Whether it's your infrastructure, building, interpretation, exhibits or any other aspect of operations, join us to pool our resources and knowledge. We hope this will be a great kickoff conversation, but there will be opportunities to connect with this work post-conference.

Facilitators: Matt Kirchman, President, ObjectIDEA, MA, (NEMA Board); Paul Fenton, Director of Environmental and Outdoor Education, Discovery Museum, MA

Successful Fundraising During Times of Transition

Experiencing major organizational changes and unsure of how to bring along your advancement work? Join the Seacoast Science Center advancement team to learn how a staff of only

two successfully implemented a wide range of strategic changes to better their department and support the mission.

Facilitator: Natalee Martin, Chief Advancement Officer, Seacoast Science Center, NH

Speakers: Kathryn Jerome, Advancement Coordinator; and Laurie Leichthammer, Board Member, Seacoast Science Center, NH; Mike Nagel, EverTrue, MA

Teaching Hidden Histories

Young people are asking for help in understanding and addressing inequities in our society. Museums can provide local resources that illuminate larger themes that teachers and students want to explore. The “Teaching Hidden Histories” program combines local sources and scholars’ expertise in the history of traditionally marginalized communities to help educators start these discussions. Join us to hear from educators, share resources, and find ways to do work like this in other communities.

Speakers: Beth Beringer, Director of Education Programs, Essex National Heritage, MA; Amita Kiley, Collections Manager and Research Coordinator, Lawrence History Center, MA; Brian Sheehy, History Department Coordinator, North Andover High School, MA



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3:00 – 3:30 pm
SNACK BREAK

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3:30 – 5:00 pm
CONCURRENT SESSIONS

Building Your Effective Network

Risk-taker, visionary, listener, innovator, decision-maker, nurturer—these and other skills are requisite to successful leadership in today's complex museum community environment. After hearing from fellow leaders about their journey to find companionship, strength and ideas through their networks, we will help participants develop their own network action plans.

Speakers: Phelan Fretz, Principal, Museum Directors Roundtable, VT; Alexandra Kennedy, Executive Director, The Eric Carle Museum of Picture Book Art, MA

Hands-on Showcase: Tools and Materials for Making Affordable Exhibits

When it comes to exhibits, does your museum have champagne ambitions and a beer budget? Is "Exhibit Planner" just one of several hats you wear? Bring your questions to the designers, small-shop fabricators, and museum peers in this showcase session. We'll have photos and samples of affordable materials and methods, lists of handy resources, and experienced brains to pick as you think about your next exhibit project.

Facilitator: Betsy Loring, Principal, expLoring exhibits & engagement, MA

Speakers: Meguey Baker, Curator, Hatfield Historical Society, MA; Sheila Damkoehler, Outreach Coordinator, Pocumtuck Valley Memorial Association/Memorial Hall Museum, MA; Karen Gausch, Manager of Exhibition Production, Harvard Art Museums, MA

Listening to Our Community

Ever feel out of touch with your visitors or your community? The Maine State Museum found itself at a turning point in June of 2020 and we realized that we needed a new planning process. We needed



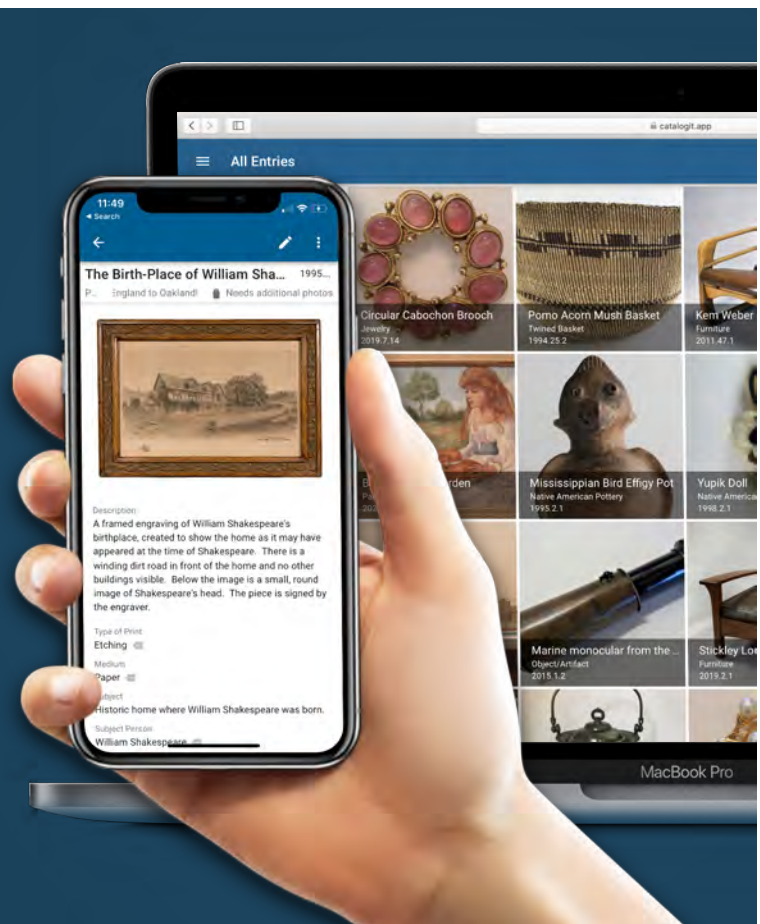
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more data, more voices. We carefully created and embarked on a Listening Tour. Learn how we did this—from philosophy to logistics—and how it has enriched the museum’s planning process and revitalized our connections to our community.

Speakers: Angela Goebel-Bain, Curator of Historical Collections; Joanna Torow, Director of Education; and Kate Webber, Lead Educator, Maine State Museum

Old Houses, New (More Inclusive) Stories

This session examines how historic sites use new research and techniques to tell inclusive stories. At the Emily Dickinson Museum, an interpretive plan sharpens the focus on narratives of health, disability, and domestic labor in the 19th-century household. At Hunter House, the installation of an exhibition and new tour shed light on the family’s entanglement in Trans-Atlantic slavery and Forbes House’s groundbreaking exhibition on Opium addiction tells the Forbes family’s involvement in the China Trade.

Facilitator: Kenneth Turino, Manager of Community Partnerships and Resource Development, Historic New England and Tufts University, MA

Speakers: Barbara Silberman, Special Projects Director, Forbes House Museum, MA; MaryKate Smolenski, Research Fellow, Preservation Society of Newport County, RI; Brooke Steinhauer, Program Director, Emily Dickinson Museum, MA

Rev250: What’s on Tap for the Semiquincentennial in YOUR Area?

2026. It’ll be here before you know it. How are your plans coming along for America’s Semiquincentennial? Join us for this roundtable session to share & discuss planning for events in each of the New England states. State Humanities Councils and Rev250 coordinators will kick things off with an overview of planning efforts to date. Then you’ll join colleagues in state breakout groups for deeper discussion of opportunities and ideas. We will reserve some time at the end to share moments of genius or ask questions. Our hope is to inspire museums to capitalize on opportunities, exchange ideas and information, and strategize how to engage a multiplicity of voices and audiences.

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

What Is Your Museum’s Social Impact? MOMSI Knows Best.

When museums talk about making an impact, we often refer to the educational, economic, and social dimensions of impact. Of the three, social is perhaps the most elusive to measure with data-based evidence. Learn about how Measurement of Museum Social Impact (MOMSI), a national IMLS-funded research project, is working to create a tool which museums, zoos, gardens, and other organizations can use to measure social impact. How could knowing your social impact help your organization?

Speakers: Emily Clark, Marketing Associate; and Tammi Flynn, Director of Marketing, Florence Griswold Museum, CT; Michelle Mileham, Project Manager, Measurement of Museum Social Impact, Utah Division of Arts & Museums



5:00 – 6:00 pm NEWCOMERS RECEPTION

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. 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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Museum Studies

Opening Event

OUT OF THIS WORLD: DINING ACROSS DISCIPLINES AT THE SPRINGFIELD MUSEUMS

Located in the heart of the City, the Springfield Museums include five museums (Art, History, Science and Dr. Seuss) along with the outdoor Dr. Seuss Sculpture Garden. Join us for a progressive dinner that will enable you to satiate all of your senses at a renowned cultural attraction.



Cocktails in the History Museum: Enjoy beverages alongside Dr. Seuss's "Grinch" Cadillac and have your picture taken with the "Grinch" costumed character.

Dinner in the Science Museum: Network with colleagues while sampling delicious fare served from food stations or watching a mini-show in the fully restored Planetarium.



Dessert in the Art Museum: Savor outer space themed desserts and visit an exhibition of glass art "planets" created by celebrated glassblower Josh Simpson.

Time: 6:00– 8:00 pm. Registration fee of \$65 includes dinner and transportation. Cash bar.

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Thursday, November 3

8:00 am – 5:00 pm

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8:00 am – 5:00 pm

BOOKSTORE OPEN

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8:00 am – 6:00 pm

EXHIBIT HALL OPEN

8:00 – 9:00 am

WAKE-UP COFFEE AND MORNING TREATS IN THE EXHIBIT HALL

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9:00 am – Noon

OFF-SITE SESSIONS

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

Beyond Your Doors: Tools for Sense of Place Narratives

Every museum is part of a larger story of place and belonging. Using the city of Springfield, MA and the Springfield Armory as a case study, come experience a fun, practical and meaningful exploration of story, nature, history, place and belonging. Outline an inclusive sense of place experience you could use wherever you work, live, play and belong.

Speakers: Erica Wheeler, Owner, Interpretive Trainer and Sense of Place Consultant, Sense of Place Consulting, MA; Amy Golowaki, Program Manager, Interpretation and Education, Springfield Armory, National Historic Site, MA

Industry and Service at Springfield Armory National Historic Site

Explore the sites of the Hillshops and the Watershops at Springfield Armory with interpreters and educators as they share how they interpret the collection and tell the stories of technology. Take a behind the scenes tour of the Springfield Armory collections with the curator to learn how they conserve the small arms collection.

Speakers: Kelly Fellner, Superintendent; Scott Gausen, Education Specialist, and Carlton Steele, Laborer and Visitor Services Volunteer, & other Armory Staff, MA

9:00 – 10:30 am

CONCURRENT SESSIONS

Amplifying Native Voices: A Panel Discussion

Working together with Native consultants, the Springfield Museums re-assess their Native American Hall exhibit. This panel discussion will address the barriers and pathways Museums' staff and Native consultants have explored working together. We will spotlight how sharing the story of Indigenous peoples past, present, and future with a Native lens is essential to the best representation of a living, resilient, and thriving people.

Facilitator: Karen Fisk, Vice President Community Investment & External Affairs, Springfield Museums, MA

Speakers: Heather Haskell-Burns, Vice President, Springfield Museums, MA; Chris Newell, Passamaquoddy, Akomawt Educational Initiative, CT (NEMA Board); Larry Spotted Crow Mann, Nipmuc, Ohketeau Cultural Center, MA

Capital Campaigns 101

Capital/Major Gift Fundraising campaigns can transform your museum from good to great. This session, led by two campaign veterans, will lay out simple steps to take that will raise significant support for ALL areas of your museum while also creating a culture of philanthropy with staff and volunteer leaders.

Facilitator: Joseph April, Director of Development, Strawberry Banke Museum, NH

Speaker: Marvin LeRoy, Jr., President & Founder, The Institute for Philanthropic Excellence, NY

(continued on page 14)

(continued from page 13)

Nimble, Innovative, Special, Community Oriented!

Definitions of small museums often focus on what they lack—funds, staff, other resources. This session will look at their assets and values, starting with some intriguing theorists from Italy, Britain and Canada, and build a new definition. They can be nimble innovators, closer to their communities, offering something distinctive or special. And perhaps it is those qualities that we all need to be relevant and sustainable museums!

Facilitator: Laura Roberts, Principal, Roberts Consulting, MA

Speakers: Doria Hughes, Collections Manager, Rosemarie Beck Foundation, NY; Marieke Van Damme, Executive Director, History Cambridge, MA; Molly Veysey, Executive Director, Old Stone House Museum & Historic Village, VT

Telling the Tales of What Didn't Happen Here: Interpreting the History of 19th Century Enslavement at New England Sites

How can museums interpret important history when that history did not happen at our site? Using three historic house museums as case studies, we will consider how to address slavery and the ties many wealthy northerners had with slave economies. We will discuss how we have

researched and presented these stories. We will also consider some challenges, including dealing with tricky timelines and making stories come alive with little (or no!) relevant material culture.

Facilitator: Meghan Gelardi Holmes, Curator, Gibson House Museum, MA

Speakers: Staci Hanscom, Director of Education & Public Programs, Victoria Mansion, ME; Marla Miller, Professor of History and Erika Slocumb, PhD candidate, UMass Amherst

Who Was Mary Duncan? Accessing New Narratives at Historic House Museums

What new stories and engagement opportunities lie hidden inside your historic house museum? Join us as we explore the steps one such site is taking to develop interpretation that engages early 19th-century gender and sexuality. Then stay for a larger discussion about rethinking historic house/small museum narratives and conventions. We'll engage in a brainstorming session with your peers and create a document to take home afterwards. Bring your questions and half-baked ideas!

Facilitator: Danielle Bennett, Graduate Student, CUNY Graduate Center, NY

Speaker: Jan Williams, Executive Director, Buttonwoods/Haverhill Historical Society, MA



“My participation in the Museum Directors Roundtable is the single most impactful professional development activity that I have participated in my 25 years in the nonprofit sector.”

Who we are

- A community of small to mid-sized museum directors facilitated to “improve your museum and your life.”
- Limited to thirteen New England museum directors, carefully selected to represent diverse disciplines, business strategies and governance structures.
- Nurturing community designed around collaborative agenda building and collective wisdom.

For additional information

Contact Phelan Fretz at phelanfretz@gmail.com or 802-598-3151

10:30 – 11:00 am

SNACK BREAK IN THE EXHIBIT HALL



Connecticut Museum Meetup

Grab coffee and meet up with your Connecticut museum colleagues, hosted by the Connecticut League of History Organizations.

11:00 am – 12:30 pm

CONCURRENT SESSIONS

Career Center: Resume Review Session 1

Get a fresh pair of eyes and some collegial advice on your most recent resume! This session will be offered twice and have several slots per session block. Sign up at the walk-in registration desk during the conference to participate. If you are willing to be a reviewer, please sign up in advance using this [form](#).

Crafting the Creative Mindset

Everyone is creative. But how do we foster a space for everyone to feel they are creative? We might foster that space for our visitors, but what about for ourselves? Through a combination of presentation, discussion, and hands-on activities we will challenge the ideas of being right or good, and how to break through the walls that keep us from feeling like we are creative, inventive people.

Speakers: SarahRose Adan, Spark!Lab Coordinator; and Clarissa Leverich, Family Engagement Coordinator, Springfield Museums, MA

Decolonizing Starts with You

Is the thought of decolonization work daunting? Clueless where to start? Uncertain how to think about decolonization beyond exhibits and public programming? You are not alone! Decolonization work doesn't need to start at the top, any museum professional can initiate the conversation. Join representatives of three institutions with diverse audiences and missions for an honest discussion sharing basic steps to begin decolonizing collections. Everyone can take small steps to spark meaningful change.

Facilitator: Rachel Farkas, Curator of Collections, Boston Children's Museum, MA

Speakers: Marla Taylor, Curator of Collections, Robert S. Peabody Institute of Archaeology at Phillips Academy, MA; Anna Thompson, Collections Manager, The Trustees, MA

One Roof, One Mission: Establishing Institutional Support Structures for Visitor-Facing Staff Tackling Polarized Topics

Museums are increasingly willing to interpret topics that are highly emotional or intensely polarized. However, it is often floor staff who bear the brunt of this emotionally taxing work. Whether you are an early career interpreter or a seasoned ED, come discuss how to develop systems, hiring and scheduling practices, and training to genuinely show that management and admin staff are supporting interpreters and that the institution speaks with one consistent voice.

Facilitator: Paul Fenton, Director of Environmental and Outdoor Education, Discovery Museum, MA

Speakers: Elisabeth Nevins, Principal, Seed Education Consulting, MA; Rachel Ropeik, Educator/Adventurer, Independent Museum Professional, MA

Strengthening Democracy: Labor Unions in the Arts

Come learn about an overview of the issues in creative labor to contextualize the current museum unionization wave and point towards the radical possibilities of worker empowerment and solidarity for economic and racial equity. Participants will explore the possibilities of organizing wall-to-wall unions which include: greater stability, diversity, retention of talent within the field; expanding social activism and democracy through identifying common cause, building solidarities, and working towards shared interests across racial and class divides.

Facilitator: Maro Elliott, Manager of Institutional Giving, MASS MoCA, MA

Return of the Exhibit Project Slide Show and Tell

Get your dose of exhibit inspiration! We're reviving the Exhibits PAG slideshow. All are welcome to a series of rapid-fire presentations about recent exhibit projects to see what's new, clever, thought-provoking, or worth knowing about. See how exhibit designers tried new media or used traditional materials in new ways, solved design challenges large or small, or reimagined "tried and true" components, or took a brand-new approach to the design process.

Facilitator: Betsy Loring, Principal, expLoring exhibits & engagement, MA

Quick Glance

Wednesday

8:00 am – 5:00 pm

Registration Open

Hosted by CatalogIt

8:00 – 8:30 am

NEMA Conference Preview

8:00 – 8:45 am

Welcome Coffee and Morning Treats

Hosted by Museum Textile Services

9:00 – 10:30 am

Keynote Session: Becoming Good Ancestors

10:30 am – 5:00 pm

Bookstore Open

Hosted by Lucidea

10:30 – 11:00 am

Session Break

11:00 am – 12:30 pm

Concurrent Sessions

- Destination Marketing and Museums
- Reimagining the Limits of the Archive
- Moving Towards Sustainability in the Art Studio
- Tackling “Tough” Topics with Families
- The Small Museum Toolkit
- Preserving Strawberry Banke from Sea Level Rise

12:30 – 1:30 pm

PAG Lunch Sessions

- Education PAG
- Industrial History of New England
- Library & Archives PAG
- RACCS PAG, hosted by CSI Crystalizations Systems Inc.
- YEP PAG for EMPs, hosted by Harvard University Museum Studies
- Directors and Trustees Lunch, hosted by Museum Directors Roundtable and Museum Search & Reference
- Open Lunch Discussion

2:00 – 5:00 pm

Off-Site Session

- Three Disciplines, Three Facilitated Spaces

2:00 – 3:00 pm

Concurrent Sessions

- Career Center: Fixing those Job Descriptions!
- Finding the Right NEH Grant
- Exploring Mental Health Through Archives
- NEMA's Climate & Environment Community of Practice
- Successful Fundraising During Times of Transition
- Teaching Hidden Histories

3:00 – 3:30 pm

Snack Break

Hosted by Fine Art Security Transport, LLC

3:30 – 5:00 pm

Concurrent Sessions

- Building Your Effective Network
- Tools and Materials for Making Affordable Exhibits
- Listening to Our Community
- Old Houses, New (more inclusive) Stories
- Rev250
- What Is Your Museum's Social Impact? MOMSI Knows Best

5:00 – 6:00 pm

Newcomers Reception

Hosted Tufts University Museum Studies Program

6:00 – 8:00 pm

Out of this World: Dining Across Disciplines at the Springfield Museums

Sponsored by 42 Design Fab Studio and Collector Systems, Inc.

Thursday

8:00 am – 5:00 pm

Registration and Bookstore Open

Hosted by CatalogIt and Lucidea

8:00 am – 6:00 pm

Exhibit Hall Open

8:00 – 9:00 am

Wake-up Coffee and Morning Treats in the Exhibit Hall

Hosted by William G. Pomeroy Foundation

9:00 am – Noon

Off-site Sessions

- Beyond Your Doors: Tools for Sense of Place Narratives
- Industry and Service at Springfield Armory NHS

9:00 – 10:30 am

Concurrent Sessions

- Amplifying Native Voices: A Panel Discussion
- Capital Campaigns 101
- Nimble, Innovative, Special, Community Oriented!
- Interpreting the History of 19th Century Enslavement
- Accessing New Narratives at Historic House Museums

10:30 – 11:00 am

Snack Break in the Exhibit Hall

- Connecticut Museum Meetup

11:00 am – 12:30 pm

Concurrent Sessions

- Career Center: Resume Review Session 1
- Crafting the Creative Mindset
- Decolonizing Starts with You
- Establishing Institutional Support Structures
- Strengthening Democracy: Labor Unions in the Arts
- Return of the Exhibit Project Slide Show and Tell

12:30 – 2:00 pm

PAG Lunch Sessions

- ✦ College and University Museums PAG
- ✦ Exhibits PAG
- ✦ Membership, Development, PR and Marketing
Hosted by DipJar
- ✦ The Museum Directors' Discussion
- ✦ Open Lunch Discussion

1:10 – 4:35 pm

Off-Site Session

- ✦ Fragments: A Progressive Museum Crawl

1:30 – 5:30 pm

Off-Site Session

- ✦ Bringing Exhibits to Life: Turning Concepts into Creations

2:00 – 3:00 pm

Concurrent Sessions

- ✦ And the Award Goes to....YOU!
- ✦ Historic Properties Take on Climate Challenges
- ✦ Mindfulness Break
- ✦ The Impetus, Process, and Outcome of Strategic Thinking and Planning
- ✦ Collections Stewardship for Pharmaceutical Collections

3:00 – 3:30 pm

Session Break

3:30 – 4:00 pm

Demonstration Station

- ✦ Thinking Outside the Frame

3:30 – 5:00 pm

Concurrent Sessions

- ✦ Art Museums and the Neuro-diverse
- ✦ Career Center: Resume Review Session 2
- ✦ Empowering Historic Sites and House Museums to Talk Climate
- ✦ How to Step Up as a New(ish) Leader
- ✦ Inspiring and Engaging Volunteers through a Collaborative Program

5:00 – 5:45 pm

Exhibit Hall Opening Reception

Hosted by POW! Paul Orselli Workshop

6:00 – 8:00 pm

Aerospace After Dark at the New England Air Museum

Sponsored by Quast Media

Dinner Discussions

- ✦ BIPOC Museum Workers' Dinner Discussion
- ✦ Registrars & Collection Care Specialists (RACCS) Happy Hour
- ✦ Mass History Alliance Happy Hour

Friday

8:00 am – Noon

Registration Open

Hosted by CatalogIt

8:00 am – 1:30 pm

Bookstore Open

Hosted by Lucidea

8:00 am – 1:30 pm

Exhibit Hall Open

8:00 – 9:00 am

Wake-up Coffee and Morning Treats in the Exhibit Hall

Hosted by William G. Pomeroy Foundation

8:00 am - Noon

On-Site Workshop

- ✦ Interpreting Slavery with Children and Teens at Museums and Historic Sites

9:00 – 10:00 am

Concurrent Sessions

- ✦ Advocacy: Engaging the Press to Make your Case
- ✦ Career Center: "Finding Your Spark" – Self Discovery & Superhuman Museum Skills
- ✦ Reinventing Membership for a Hybrid Future
- ✦ Strategies for Latinx Museum Inclusion

10:00 – 10:30 am

Coffee Break in the Exhibit Hall

Hosted by Gorman Richardson Lewis Architects

10:30 – 11:00 am

Career Conversation

Hosted by Sponsored by Public History and Archives Tracks, History Department, University of Massachusetts Boston

10:30 – 11:30 am

Concurrent Sessions

- ✦ I Kinda Hate Fundraising...
- ✦ Macro Mold
- ✦ Redcoats & Rebels
- ✦ Start with Data, Finish with Engagement

Noon – 1:00 pm

Concurrent Sessions

- ✦ A Board Story
- ✦ QR Codes in Museum Galleries
- ✦ So You'd Like to be an Executive Director?
- ✦ Interpreting Collections through Collaborative Learning

1:00 – 1:30 pm

Exhibit Hall Closing Reception and Raffle Prize Drawing

Hosted by Odyssey by HistoryIT

1:30 – 2:30 pm

Closing Luncheon and Annual Meeting

PROFESSIONAL AFFINITY GATHERINGS (PAG) LUNCH SESSIONS

12:30 – 2:00 pm

Collect your lunch and participate in your choice of an informal networking PAG lunch. Box lunches ordered in advance (see *registration form*) will be available in the Exhibit Hall. *Box lunches will **not** be available for purchase onsite.*

College and University Museums PAG

Join colleagues for a casual lunch with the new PAG co-chairs. Anyone interested in academic museums and galleries is welcome to join as we get to know each other, and discuss ideas and goals for the future of the PAG.

PAG Chairs: Meredith Fluke, Director, Iris and B. Gerald Cantor Art Gallery, MA; Jen Thum, Assistant Director of Academic Engagement and Assistant Research Curator, Harvard Art Museums, MA

Exhibits PAG

Whether exhibits are your full-time job, one of many duties, or just an interest of yours, join us for lunch! Come network, share some exhibit successes or challenges, and help brainstorm

upcoming Exhibit PAG activities, including future workshops, conference sessions, meet-ups, and field trips.

PAG Chair: Betsy Loring, Principal, expLoring exhibits & engagement, MA

Library & Archives PAG

Moved to Wednesday.

Membership, Development, PR and Marketing

Join fellow professionals over lunch to share ideas, ask questions, and meet colleagues. All are welcome from Development Directors and Membership Managers to curious curators and searching students interested in convening around membership, development, PR, and marketing.

PAG Chairs: Allison Schilling, Senior Program Officer, Concord Museum, MA; Genevieve Burgett, Membership Manager, Historic New England, MA

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Cahoon Museum of American Art
Photo Credit: Peter Julian

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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: Raney Bench, Executive Director, Mount Desert Island Historical Society, MA (NEMA Board)

Open Lunch Discussion

Pick up your lunch and join a few companions for conversation in our open networking lunch zone.

1:10 – 4:35 pm

OFF-SITE SESSION

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

Fragments: A Progressive Museum Crawl

Museum narratives often start from a place of fragmentation—of objects collected and stored out of context, and pieces of evidence that connect and create meaning. Join staff from three Amherst College museums: Beneski Museum of



Natural History, Emily Dickinson Museum, and Mead Art Museum for a three-part, “behind the scenes” walk and talk, exploring the ways that each of our museums

address fragmented histories. Emily Dickinson Museum is reopening after a major restoration project to bring the poet’s home back to an environment she would recognize. At the Beneski, walk with dinosaur bones and fossil trackways to consider how fragments reconstructed into mounted specimens help visitors to envision the past. At the Mead, visit the exhibition, *Architectural Ghosts*, to consider a museum’s role in what it means to be in ruin, as both a material state and a theoretical concept, each with ethical and political features.



Facilitators: Hayley Singleton, Head of Collections and Operations, The Beneski Museum of Natural History, MA; Jane Wald, Executive Director, Emily Potter-Ndiaye, Dwight and Kirsten Poler and Andrew W. Mellon Head of Education and Curator of Academic Programs, Mead Art Museum, Amherst College, MA

1:30 – 5:30 pm

OFF-SITE SESSION

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

Bringing Exhibits to Life: Turning Concepts into Creations

Have you ever looked at a museum exhibit and wondered, how did they make that? Exhibit work such as casework, life-size sculptures, and

interactive playboards have all been designed and fabricated, but how and where? For the past 12 years, 42 Design Fab Studio's job has been to come up with the solutions to answer these questions. They invite you to come visit their shop to get a behind the scenes look at what it takes to design and build these custom creations.

2:00 – 3:00 pm

CONCURRENT SESSIONS

And the Award Goes to...YOU!

The AASLH Leadership in History Awards establish and encourage standards of excellence in the collection, preservation, and interpretation of state and local history in order to make the past more meaningful to all people. By publicly recognizing superior and innovative achievements, the Leadership in History Award winners serve as models and inspirations for others in the field. This panel discussion will introduce the ways in which any museum can apply to and take part in the national non-competitive awards, and answer any questions to help you prepare your own application.

Speakers: Bekki Coppola, Director of Education, Strawberry Banke Museum, NH; Amanda Kay Gustin, Director of Collections & Access, Vermont Historical Society; Gavin Kleespies, Director of Programs, Exhibitions and Community Partnerships, Massachusetts Historical Society; Cynthia Walker, Executive Director, Brick Store Museum, ME (NEMA Board)

Historic Properties Take on Climate Challenges

Are overflowing gutters, leaky basements, spreading mold and flooding now regular occurrences at your museum? Are you concerned about the impact of climate change at your site and at a loss on how to proceed? This panel session will explore what the City of Salem’s Preservation Partners are doing to plan for climate change adaptations. Learn about Salem’s approach to historic preservation in a changing climate, then dive deeper into what one historic site, The House of the Seven Gables, is doing to adapt to climate change challenges. We hope you leave the session with ideas, approaches, examples and resources around planning for adaptations due to climate change realities.

Speakers: Susan Baker, Collections Manager, The House of the Seven Gables Settlement Association, MA; Patricia Kelleher, Preservation Planner, City of Salem, MA; Barbara Warren, Executive Director, Salem Sound Coastwatch, MA

(continued on page 20)

(continued from page 19)

Mindfulness Break

Take a few minutes to disengage, center yourself, and gain energy for your busy conference. Join NEMA Director Dan Yaeger and members of the NEMA meditation group for quiet conversation and a guided meditation.

Facilitator: Dan Yaeger, Executive Director, New England Museum Association

Solving Museums Issues at Every Scale: The Impetus, Process, and Outcome of Strategic Thinking and Planning

Too frequently, strategic planning is an exercise museums go through every few years, because (fill in the blank) ask for it. The process can easily become formulaic, out of touch with the realities of the external and internal environment, and resulting with a set of priorities that are impracticable. And so sits the plan on that virtual dusty shelf. At this session, the intent is to help participants discover and apply some practical and yet strategically proven approaches, whether the museum plans to do the work in-house or work with an outside source. Participants will

learn how to assess the internal and external ecosystem in which it has to live in, to ask the salient and tough questions, to learn to prioritize and understand trade offs, to develop a curated set of key goals translated into work plans, all developed, shared, and owned by the Board and staff by working together.

Speakers: Dorothy Chen-Courtin, President, Marketing and Management Associates, MA; Kay Simpson, President and CEO; and Melinda Phelps, Board President, Springfield Museums, MA

What's In That Old Bottle? Collections Stewardship for Pharmaceutical Collections

Does your museum have old patent medicines and/or veterinary, beauty, or first-aid products from the mid-nineteenth century to mid-twentieth century? Drawn from Shelburne Museum's inventory of their roughly 5,000-object collection, this session will provide examples of how to identify hazardous materials using air sampling and swipe tests; and how to safely conduct a visual inventory of the products and research your collection. Experiences with hazardous waste disposal will also be described.

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Facilitator: Barbara Rathburn, Director of Collections, Shelburne Museum, VT

Speakers: Anna Fowler, Collections Inventory Technician; and Nancie Ravenel, Director of Conservation, Shelburne Museum, VT; Kerith Koss Schragger, Objects Conservator, The Found Object Art Conservation, NY

3:00 – 3:30 pm **SESSION BREAK**

3:30 – 4:00 pm **DEMONSTRATION STATION**

Thinking Outside the Frame

Optium Museum Acrylic and UltraVue Laminated Glass are increasingly known solutions for framing projects. However, their anti-reflective and UV protective qualities, among other features, can make them an ideal solution for many different types of display. This presentation will feature a variety of applications including display cases and double-sided plinths, plus highlight funding opportunities such as the FAIC-Tru Vue grant.

3:30 – 5:00 pm **CONCURRENT SESSIONS**

Art Museums and the Neuro-diverse: Communities in Dialogue

This session addresses a prominent societal issue today: inclusion of underserved communities in art education and public spaces. Attendees will learn how to initiate a program for the neuro-diverse community in an art museum's public programming. Slides, a specially-made video of this process, and handouts will ensure the subject matter is relevant to attendees' interests. Successful strategies of multi-faceted instruction, reinforcing social skills, and sustained attention will be demonstrated.

Speakers: Justine (Tina) Menchetti, Art Director, Chapel Haven Schleifer Center, CT; Berclee Cameron, Docent; and Linda Friedlaender, Head of Education, Yale Center for British Art, CT

Career Center: Resume Review Session 2

Get a fresh pair of eyes and some collegial advice on your most recent resume! This session will be offered twice and have several slots per session block. Sign up at the walk-in registration desk during conference to participate. If you are willing to be a reviewer, please sign up in advance using this [form](#).

Empowering Historic Sites and House Museums to Talk Climate

Just like our science-focused peers, historic sites and house museums have a role to play in helping the public understand climate change. Through greening our buildings, preparing our institutions for a changing climate, and using our collections to demonstrate change over time, we have an opportunity to be involved in this vital conversation. Hear about what three history organizations are doing around climate, then talk with your colleagues about concrete ideas to bring back to your museum.

Facilitator: Paul Fenton, Director of Environmental and Outdoor Education, Discovery Museum, MA

Speakers: Raney Bench, Executive Director, Mount Desert Island Historical Society, ME (NEMA Board); Emily Holmes, Education Director, Paul Revere House, MA

How to Step Up as a New(ish) Leader

Most museum professionals come into leadership roles without any formal training or preparation for the skills it takes to fuel authentic and effective leadership. As a result, leadership can be daunting, vulnerable, and anxiety-inducing! In this workshop, we'll break down misconceptions about what it means to be a leader and replace them with five simple and essential skills to form the foundation of your leadership. You'll walk away with a broader definition of what it means to be a leader, and new mindsets and skills that will enable you to own your unique leadership identity and tune into opportunities to step up today—no matter where you are in your leadership journey.

Speakers: Jessica Crowley, Strategic Career Coach & Nonprofit HR Consultant, NH and Carole A. Penney, Strategic Career Coach Penney Leadership, RI

Inspiring and Engaging Volunteers through a Collaborative Program

Discover how Thames River Heritage Park Foundation envisioned, created, and implemented a 10-week, multi-site training program for prospective docents to support heritage sites. Participants learn about the vision for the program, critical planning and implementation steps, and the program experience from the perspective of a participating historic site and participant.

Facilitator: Catherine Foley, Executive Director, Thames River Heritage Park Foundation, CT

Speakers: Deborah Donovan, Tourism & Heritage Consultant, CT; Leslie Evans, Executive Director, Avery-Copp Museum, CT; Kim McLean, Docent, CT

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EXHIBIT HALL OPENING RECEPTION

5:00 – 5:45 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!

Hosted by



AEROSPACE AFTER DARK AT THE NEW ENGLAND AIR MUSEUM

'Fly in' with friends and colleagues for an evening at the New England Air Museum, our region's largest aerospace museum with over 100,000 square feet of aviation history to explore, from a Wright Brothers engine to the most expensive plane of World War II to the history of New England's women in aviation.



Climb aboard historic aircraft, enjoy hands-on activity stations, and take the controls at flight simulators before enjoying a hot

buffet dinner and dessert on the hangar floor, featuring offerings for all including vegan/vegetarian, gluten and dairy-free options.



Hosted by



Time: 6:00 – 8:00 pm. Registration fee of \$60 includes transportation. Cash bar.

DINNER DISCUSSIONS

Sign up at the walk-in registration desk to participate in one of our dinner discussions, or just drop in at any of the happy hour events!

BIPOC Museum Workers' Dinner Discussion

Join Doneeca Thurston, Executive Director of the Lynn Museum & Historical Society (NEMA Board member) and colleagues for a dinner downtown. What's on your mind, and what do you need from NEMA to better support your careers and museum lives?

Registrars & Collection Care Specialists (RACCS) Happy Hour

Join the RACCS PAG chairs for a drop-in event! Your colleagues have noticed how burned out and low many collections staff are feeling. Come air your troubles, celebrate feats of strength and work successes, and eat together.



Mass History Alliance Happy Hour

Interested in public history in any capacity? Want to find out more about the Massachusetts History Alliance? Drop in for a chat with members of the MHA board and meet your local colleagues.

Friday, November 4

8:00 am – Noon

REGISTRATION OPEN

Hosted by



8:00 am – 1:30 pm

BOOKSTORE OPEN

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8:00 am – 1:30 pm

EXHIBIT HALL OPEN

8:00 – 9:00 am

WAKE-UP COFFEE AND MORNING TREATS IN EXHIBIT HALL

Hosted by



8:00 am – Noon

ON-SITE WORKSHOP

Pre-Registration is \$10 and is limited to 25 people.

Interpreting Slavery with Children and Teens at Museums and Historic Sites

When a museum or historic site commits to doing school programs on the topic of enslavement, it makes a promise to past and future generations to do justice to the memory of long-silenced millions and raise awareness of the racist legacies of slavery in our society today. When students are engaged in dialogue about slavery, they bring their prior knowledge, scaffold new knowledge, and create their own relevance – all while adults hear them and show respect for what they have to say. Based on the book "Interpreting Slavery with Children and Teens at Museums and Historic Sites" (Rowman and Littlefield, September 2021), this workshop will cover pedagogically-sound and emotionally-aware techniques for developing school programs on the subject of enslavement and strategies for training and caring for the staff implementing the programs.

Facilitator: Kristin Gallas, Principal, Interpreting Slavery, MA

9:00 – 10:00 am

CONCURRENT SESSIONS

Advocacy: Engaging the Press to Make your Case

Advocacy is not just about educating your elected officials but also the voting public. Letters to the editor and opinion pieces, in addition to regular articles, are ways to reach a wider audience than a museum's membership or visitors. Find out what strategies can carry your mission and causes to the public at large, and how to write a concise, effective, nonpartisan advocacy article.

Facilitator: Meg Winikates, Director of Engagement, New England Museum Association, MA

Career Center: "Finding Your Spark" – Self Discovery & Superhuman Museum Skills

The COVID-19 pandemic and the "Great Resignation" compelled many of us to pause and take stock of our lives. How do we choose to spend our time? How much is our energy worth? What inspires us to get up every morning? What truly lights us up? As museum and non-profit workers, we often identify with the idea of giving back to our communities. We're attached to the positive benefits of social good. We love our jobs. We are our jobs. However, what happens when the job doesn't love you back? In this session, meet two museum-lifers who took stock of their lives and risked a career leap away from the nonprofit world (gasp!). Inspired by Jonathan Fields' book "Sparked," we'll highlight our personal experiences and how we aligned our personal values with our unique strengths to feel curious and empowered enough to reframe our careers. We'll discuss transferable superhuman museum skills, how you can recognize them, and how you can describe them for employers and hiring managers—whether you're in a museum and want to reframe your role—or you're feeling risky to take a leap into the unknown.

Speakers: Brooke DiGiovanni Evans, Director of Visual Arts Education, Brigham and Women's Hospital, MA (NEMA Board); Laurie Pasteryak, Marketing Manager/Recruiting Specialist, Cronin, CT

Reinventing Membership for a Hybrid Future

While digital channels have been critical to activating members during the pandemic, they are no replacement for in-person experiences. As a result, many museum membership professionals are now working to strike a balance between developing both onsite and online membership offerings to maximize engagement and value. Featuring insights from a 2022 research study, as well as stories from membership leaders, this session will explore how museums can reinvent membership in order to thrive in a “hybrid” future.

Facilitator: Dan Sullivan, Vice President, Growth & Partnerships, Cuseum, MA

Speakers: Emilie Czupryna, Director of Development, Springfield Museums, MA; Kathleen Porter, Associate Director of Membership, The Trustees, MA

Strategies for Latinx Museum Inclusion: A Resource from the AAM Latino Network

Members of AAM’s Latino Network will share strategies aimed at increasing Latino representation and engagement in museums. Developed in collaboration with colleagues

across the US, these resources are designed for museum professionals committed to increasing Latino representation in programs, exhibitions, collections, staff and boards.

Facilitator: Diana Munn, Director of Public Programs, Harvard Museums of Science and Culture, MA

Speakers: Adrian Aldaba, Manager of Education and Public Programs, National Museum of the American Latino, Washington DC; Natalie Espinosa, Associate Registrar for Rights and Reproductions, J. Paul Getty Museum, CA; Margarita Sandino, Director of Education, Dixon Gallery and Gardens, TN

10:00 – 10:30 am COFFEE BREAK IN THE EXHIBIT HALL



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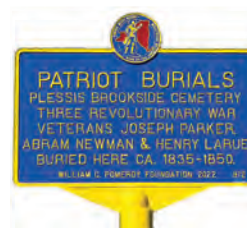
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Let’s connect NEMA! Stop by our exhibit booth.
Visit wgpfoundation.org anytime.



10:30 – 11:00 am
CAREER CONVERSATION

Join Doneeca Thurston of the Lynn Museum/Raw Arts for a look at her career and a discussion of working in the museum field.

After graduating with an M.A. in Public History in 2014 from Northeastern University, Doneeca Thurston became a Creative Engagement Producer at the Peabody Essex Museum (PEM). After five years and hundreds of public programs enriching the PEM and Salem communities, Doneeca became the first Executive Director of color for the Lynn Museum/LynnArts. Growing up in Lynn, Doneeca has always set her sights on opportunities to engage her home city. She is currently focusing on elevating community voices, developing partnerships, and expanding the Lynn Museum/LynnArts exhibition and program offerings. Outside of her museum work,



Doneeca enjoys volunteering, camping with her partner and rescue pup, and trying out new recipes at home.

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**GRADUATE PROGRAMS IN HISTORY,
PUBLIC HISTORY, AND ARCHIVES**
UNIVERSITY OF MASSACHUSETTS BOSTON

10:30 – 11:30 am
CONCURRENT SESSIONS

I kinda hate fundraising...but our museum needs money—what to do???

Almost everyone hates fundraising...it's a fact...yet most museums today need to raise philanthropic support—what to do?? This session will lay out a simple, fundraising plan that involves all areas of your museum, leading to true culture change embracing philanthropy. Oh...and it will also show how to raise significant funds for mission-specific activities.

Facilitator: Joseph April, Director of Development, Strawberry Banke Museum, NH

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CSI PerfectFit™ and Transporter* systems are changing the way collections are organized, stored and moved.

The easy to assemble, CSI PerfectFit™ moving painting storage comes as a kit and requires no loading dock or freight elevator.

CSI Transporter systems arrive fully assembled. Their superior maneuverability makes them ideal for tight confines.

Both are precision-engineered of lightweight, non-outgassing aluminum and available in standard and customized configurations for museums, private collections, labs, and historic houses.

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*Patent Pending

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Macro Mold: Environmental Issues and Long-term Preservation in a Historic House

What do you do when mold blooms in an entire eighteenth-century building? Is mold remediation safe to do with your staff? How do you prevent mold from blooming again? Join Research and Collections staff from Old Sturbridge Village to learn how they approached this problem in September 2021 and the lessons they took away from the process.

Speakers: Rebecca Beall, Collections Manager and Curator of Textiles; Katherine Fecteau, Curator of Exhibitions; and Derek Heidemann, Director of Collections and Research, Old Sturbridge Village, MA

Redcoats & Rebels: Using Role-playing Games in Museum Education

It's 1772; revolution is in the air! Why would a colonist rebel against the British King? The New Hampshire Historical Society uses an immersive roleplaying format to teach critical thinking as students experience the beginning of the American Revolution in New Hampshire. In this session you'll play a character involved in one of the earliest acts of insurrection against the King and learn techniques for crafting your own role-playing game suitable for many educational settings.

Speaker: Mary Adams, Homeschool Program Coordinator & Museum Educator, New Hampshire Historical Society

Start with Data, Finish with Engagement: Using Attitudinal Research to Engage with your Audience

Learn how Old Sturbridge Village (OSV) used attitudinal research to attract a bigger audience and create a better visitor experience – and you can, too! Using data gleaned through an attitudinal segmentation study, OSV found they had four greatly different audience segments with very different reasons to engage with the Village. From new messaging to employee training to creating a VIP group to starting a new study with members, the Village continues to find success through data!

Facilitator: Cara Massey, Director of Development and Membership; Rhys Simmons, Director of Interpretation; and Chris Tieri, Chief Marketing Officer, Old Sturbridge Village, MA

Noon – 1:00 pm

CONCURRENT SESSIONS

A Board Story: Museum Education Roundtable's Slow but Steady Progress Towards Becoming its Best Self

Since 2018, the Museum Education Roundtable has engaged in slow but steady organizational transformation, driven by an internal call to align its board culture with externally-facing discussions around anti-racism and inclusion in its core project, the Journal of Museum Education. Now in year five of this process, please join current and former board leaders to hear an honest reflection of one board's journey to build steady change at midpoint.

Facilitator: Emily Potter-Ndiaye, Dwight and Kirsten Poler and Andrew W. Mellon Head of Education and Curator of Academic Programs, Mead Art Museum, Amherst College, MA

Speakers: Naomi Ostwald Kawamura, Executive Director, Nikkei Place Foundation, BC; Braden Paynter, Director, Methodology and Practice, International Coalition of Sites of Conscience, NY

QR Codes in Museum Galleries: Wave of the Post-COVID Future or Fleeting Fad?

For decades, museums have struggled to present audio and video cheaply, easily, and without distracting volume, unreliable equipment, or unfamiliar controls. With the ubiquitous rise of QR code usage during COVID-19 these custom-generated barcodes seemed a possible solution. This panel explores the pros and cons of using QR codes in museums, based on a literature review and two evaluation studies at Mystic Seaport Museum and the James Monroe Museum.

Facilitator: Elysa Engelman, Director of Exhibits, Mystic Seaport Museum, CT

Speakers: Katherine Hajar, Luce Exhibit Curator, Mystic Seaport Museum, CT; Caroline Ralston, Graduate Student, Museum Studies, Johns Hopkins University, VA; Karina Wizevich, Evaluation Consultant, Johns Hopkins University, DC

So You'd Like to be an Executive Director?

Join us for a thought provoking panel discussion designed to provide insight for museum professionals who may be considering the complex world of institutional leadership. We will host a panel of executive directors from a wide variety of backgrounds, institutional perspectives, and experience levels. Together, we'll explore

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how their professional trajectories have prepared (or not prepared) them for the challenges of museum leadership. We look to provide candid takes on: Motivation. Surprises. Work-life balance. The rewards of leadership in mission focused institutions. What are their leadership superpowers and their kryptonite? What do you wish you knew on day one that you know now?

Facilitator: Jim Chase, Executive Director, Seacoast Science Center, NH (NEMA Board)

Whose Story?: Interpreting Collections through Collaborative Learning

This session will detail how Maine Maritime Museum education staff embarked on a community learning initiative with Bowdoin College's Department of Africana Studies to engage young diverse voices in the curation, design and visitor engagement of a new exhibit *Cotton Town: Maine's Economic Connections to Slavery* centered on the topic of Maine's complicity in the American slave economy.

Speakers: Luke Gates-Milardo, Museum Educator and Sarah Timm, Manager of Education, Maine Maritime Museum

1:00 – 1:30 pm

EXHIBIT HALL CLOSING RECEPTION AND RAFFLE PRIZE DRAWING

Don't miss this last 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.

Hosted by



1:30 – 2:30 pm

CLOSING LUNCHEON AND ANNUAL MEETING

Close out your 2022 conference by celebrating the winners of this year's NEMA Excellence Awards and commemorate the career of Phelan Fretz, NEMA's 2022 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

NEMA is pleased to honor

Dr. Phelan Fretz with its 2022 Lifetime Achievement Award. Phelan has built a distinguished career as a museum leader, strategic thinker, and mentor with a track record of success in science museums across the United States.



This June he retired from ECHO, the Leahy Center for Lake Champlain in Burlington, VT, after 20 years of service as its founding executive director. He previously served in leadership positions at the Academy of Natural Sciences of Philadelphia, the New England Aquarium in Boston, and Chicago's Museum of Science and Industry. Phelan served on the NEMA board of directors in leadership positions, including President. He currently serves as part of the NEMA 911 service and hosts the New England Museum Directors Roundtable group offering professional development and support to museum leaders.

Scholarships & Fellowships

Thanks to the generosity of sponsors, several scholarships and fellowships are available to help make the NEMA conference more affordable and accessible. All applicants will be considered for all awards for which they are eligible.

Applications must be digitally submitted by midnight on September 30, 2022. Recipients will be notified mid-October.

The application process entails two parts:

1. **Complete a Scholarship and Fellowship application form online.** This includes responding to the question: "How will you have an impact on the museum community of the future and how does NEMA play a role in your career trajectory?"
 - The NEMA Fellowship applicants must also include a short paragraph on possible topics of interest that would contribute to NEMA's journal, *New England Museums Now*.
2. **Register for the NEMA Conference online** (select "bill later" when it asks for payment)

For complete information on the application process, visit nemanet.org/scholarships.

General Scholarships

This award provides a full conference registration and is available to those that need financial assistance. Many thanks to our Scholarship Underwriting Partners & Sponsors: Connecticut Humanities, Connecticut Office of the Arts and State Historic Preservation Office, Mass Humanities, and Vermont Humanities.

NEMA Fellowship Award

The NEMA Fellowship Award offers a museum professional or student the opportunity to work with NEMA as a rising voice in 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 share their museum insights and inspirations by writing a minimum of three articles/columns for NEMA publications during the following year. The Fellow is expected to produce these materials based on their exploration of museum issues and/or experience at the NEMA Conference.

The applicant will need to tell the committee, in one page, how receiving the Fellowship would enhance your academic or professional development. Also include possible topics of interest to you that would contribute to current or emerging discussions among museum colleagues.

NEMA Diversity, Equity, and Inclusion Scholarships

Thanks to the generosity of NEMA Annual Appeal donors, this scholarship makes the conference financially accessible for students and museum professionals whose racial, ethnic, sexual orientation and/ or gender identity has been historically underrepresented in the museum field. This scholarship provides full conference registration and a stipend (\$300) for 4 individuals.

NEMA Board Diversity, Equity, and Inclusion Scholarship

A NEMA board funded scholarship to make the conference financially accessible for one professional and/or student whose racial, ethnic, sexual orientation, and/or gender identity has been historically underrepresented in the museum field. Scholarship includes a full-conference registration, three-night stay in the conference hotel, and a stipend (\$100).

The Cynthia Robinson Scholarships

Priority will be given to current students or recent graduates (within five years) of the Tufts Museum Studies Program. A \$500 stipend is awarded to support registration, travel, and lodging. Support provided by Cynthia Robinson.

The Katherine Burton Jones Scholarships

This award provides a full conference registration. Priority for this scholarship will be given to current students or alumni of the Harvard University Extension School, Museum Studies.

The Laura B. Roberts Scholarships

Priority for this scholarship will be given to graduates of the Harvard Museum Studies, Tufts Certificate, Bank Street Museum Leadership, and Cooperstown programs. A \$500 stipend is awarded to support registration, travel, and lodging. This scholarship has been provided with support from Laura B. Roberts.

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Conference Information

Covid-19 Policy

NEMA is committed to your health and safety. All attendees must be fully vaccinated (and boosted where eligible) for COVID-19 OR provide negative test results within 48 hours of November 2.

Read our COVID policy here for the latest information on what to expect.

2022 Information



For conference updates and the latest news, follow us on Twitter



(@nemanet, #nema22) or Facebook and Instagram.

Hotel Information

For the discounted NEMA rate you must reserve your room by **October 7**.

Sheraton Springfield Monarch Place Hotel
One Monarch Place, Springfield, MA

Room rates begin at \$159. Reservations can be made **online** or by calling 413-781-1010. Make sure you mention NEMA to receive the group rate.

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

Hotel Parking

Day guest parking: \$8. Overnight guests: \$10.

ADA Accommodations

While registering, you will be prompted to indicate any accessibility needs. We will follow up with you prior to the meeting to provide resources or obtain more information. NEMA will do our best to accommodate requests made after October 20th, but we cannot guarantee availability of all services.

Early Bird Registration

October 7, 2022

Standard Registration

(October 8 - October 21)

If you register after October 7, the Standard Rate applies. After October 21 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

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 21. After that date there are no refunds. Refunds will be mailed after the conference.

If a registrant must cancel due to COVID-related illness, NEMA will issue a refund for their registration.

Volunteering

Volunteering is an easy way to save you and your institution money while still being able to attend 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.

Child-Friendly Conference Policies

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

Roommate Matching Service*

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.

Go Green and Carpool*

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 carpool rides will be available.

For More Information

Email conference@nemanet.org or call 781-641-0013. 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!

A special thank you to all of our speakers, NEMA Board, PAG Chairs, Sponsors, Exhibitors, and our volunteers.

Host Institutions

42 Design Fab; Beneski Museum of Natural History; Emily Dickinson Museum; Mead Art Museum; New England Air Museum; Springfield Armory National Historic Site; Springfield Museums

Scholarship Sponsors

Connecticut Humanities; Connecticut Office of the Arts; Cynthia Robinson; Laura B. Roberts; Mass Cultural Council; MassHumanities; NEMA Annual Appeal Donors; NEMA Board of Directors; Vermont Humanities

Session Reading Team

Monica Andrews, Paul Fenton, David Rau, Cynthia Robinson, Doneeca Thurston

**We provide these services as an option, but you participate at your own comfort and risk level. NEMA is not responsible should you or your rideshare/roomshare become ill in shared spaces.*

Registration Form

Each registrant must be listed on a separate form. Mail or email with your payment by October 7, 2022 for the Early-Bird Rate or by October 21 for the Standard Rate to: NEMA 2022 Annual Conference / 22 Mill Street, Suite 409 / Arlington, MA 02476 / conference@nemanet.org

Group rates
are available!
See page 30.

Registration
online:
[nemanet.org/
register22](http://nemanet.org/register22)

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.)
- CLHO, MHA, or MAM member

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 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 have special accessibility needs requiring consideration. (You will be contacted by NEMA staff.)
- 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

*NEMA does not guarantee that a room share or ride share will be available nor is responsible should you or your ride/room share become ill in shared space.

Code of Conduct

As we work together as a sector towards inclusion, we expect and encourage our attendees to help us create a safe and positive experience for everyone. We expect all conference and events participants to abide by this code of conduct at all NEMA events. Visit, nemanet.org/code-conduct, to read the full Code.

- I agree to abide by NEMA's Code of Conduct**

Covid-19 Policies and Protocols for Conference

Please see nemanet.org/covid19 for NEMA's most up-to-date Covid-19 Policy including requiring vaccine proof or a negative test 48 hours prior to attending the conference.

- I have reviewed NEMA's Covid-19 Policy and will follow it.**

(Please complete other side.)

Registration Form con't

Conference Program Registration

Please circle the appropriate fee:

Full Meeting	Early-Bird by 10/7/22		Standard Rate 10/8-10/21/22	
	Lunch	NO Lunches	Lunch	NO Lunches
Member Rate	\$315	\$275	\$395	\$355
Non-member	\$415	\$370	\$500	\$465
Speaker	\$240	\$200	\$240	\$200
Student/VIM*	\$155	\$115	\$180	\$140

One Day — Wednesday OR Thursday OR Friday (Please circle day)

Member Rate	\$205	\$190	\$250	\$235
Non-member	\$285	\$270	\$325	\$310
Speaker	\$145	\$130	\$145	\$130
Student/VIM*	\$120	\$105	\$130	\$115

*All Volunteer Museums qualify for the discounted rate. Contact NEMA for details.

NO LUNCH TICKETS WILL BE SOLD ON-SITE!

After October 21, 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 Ticketed Events

- \$15 Three Disciplines, Three Facilitated Spaces
 \$0 Director/Trustee Lunch
(Please select a box lunch option)
 \$0 Library & Archives PAG Tour of the Springfield Library
 \$0 Newcomers Reception
 \$65 Dining Across Disciplines at the Springfield Museums

Thursday Ticketed Events

- \$15 IMP Professional Affinity Group Breakfast
 \$15 Bringing Exhibits to Life
 \$15 Fragments: A Progressive Museum Crawl
 \$15 Industry & Service at Springfield Armory NHS
 \$15 Tools for Sense of Place Narratives
 \$60 Aerospace After Dark at the New England Air Museum

Friday Ticketed Events

- \$10 Interpreting Slavery at Museums & Historic Sites

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

Wednesday Box Lunch

- Black Forest Ham & Swiss Wrap
 Pesto Chicken Caprese Wrap
 Marinated Grilled Veggie Wrap
 I will not be attending

Thursday Box Lunch

- Roast Beef with Boursin Cheese
 Thanksgiving Day Wrap
 Curried Chickpeas with Cucumber & Lemon-Cilantro Tzatziki
 I will not be attending

Friday Annual Meeting Lunch

- Lemon Glazed Chicken
 Baked New England Scrod
 Vegetable Pasta Primavera
 I will not be attending

Are you 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 \$ _____
Ticketed Event Fees \$ _____
NEMA Annual 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