



INNOVATE, ADAPT, AND SUCCEED

**CELEBRATING WHAT WORKS
IN OUR MUSEUMS**

Michigan Museums Association

2012 Annual Conference

Muskegon, Michigan



*Michigan Museums Association
Annual Conference*

September 27th-28th, 2012

Letter from the Program Chair

Dear Colleagues,

We are excited to welcome you to the 2012 Michigan Museums Association Annual Conference in Muskegon! The Muskegon museum community is celebrating some fabulous milestones this year and we are pleased to be a part of the festivities.

* The Lakeshore Museum Center is celebrating their 75h Anniversary.

* The Muskegon Museum of Art is celebrating their 100th Anniversay.

The MMA Programs Committee, made up of colleagues from around the state, had an extensive debate about 2012's conference theme. We wanted a vibrant theme that also reflected the tough economic times that have affected every institution in the state of Michigan.

Innovate, Adapt, and Succeed: Celebrating What Works in Our Museums

illustrates how Michigan museums have survived and thrived in the last year and will reinvigorate you as you return to your institutions and implement the ideas presented during many fabulous sessions. We know the opportunity to hear from and network with your colleagues in Muskegon will challenge and inspire you to positive action.

We are happy to welcome you to Muskegon and hope to see you in Bay City for our 2013 conference!

Sincerely,

Claire Johnston

MMA *Vice President of Programs*



Letter from the President of the Board

Michigan Museums Association Welcomes New Director, Lisa Craig Brisson.

This year's conference at Muskegon will be your first opportunity to welcome our new director, Lisa Craig Brisson, to the helm of Michigan Museums Association. The Board of Directors is thrilled to have Lisa Craig Brisson on board as our leader. She is a true sparkplug — full of ideas and energy.

Lisa has served on several museum boards and has been a strong advocate for our state's smaller and regional museums. She has most recently developed and administered a grant-funded program for delivering effective museum visitor experiences.

A Minnesota native, Lisa Craig Brisson has worked at historic sites all over the country including Historic Fort Snelling and the Alexander Ramsey House in Minnesota, Old Sturbridge Village in Massachusetts, the Farmer's Museum in New York, and most recently Mackinac State Historic Parks. Be sure to say "hello" and let her know how MMA can best serve you and your museum!

~Nancy Bryk, President of the Board



MMA *President of the Board*
Nancy Bryk



MMA *Executive Director*
Lisa Craig Brisson

Local Organizing Committee

CoChairs

Nathan Kemler

Collections Manager
Grand Valley State University *Art Gallery*

Ellen Sprouls

Curator of Education
Grand Valley State University *Art Gallery*

Members

Judy Hayner

Director
Muskegon Museum of Art

John McGarry

Chief Executive Officer
Lakeshore Museum Center

Joni Dorsett

Communications Manager
Lakeshore Museum Center

Arn Boezaart

Director
Grand Valley State University
*Michigan Alternative and Renewable
Energy Center*

Alan Steinman

Director
Grand Valley State University
Annis Water Resources Institute

Janet Vail

Associate Research Scientist
Grand Valley State University
Annis Water Resources Institute

Henry Matthews

Director
Grand Valley State University
Galleries and Collections

Kristin Knof

Tourism Specialist
*Muskegon County Convention
and Visitors Bureau*



Programs Committee Members

***Claire Johnston**, Vice President of Programs for MMA, *Curator and Exhibits Coordinator, Historic Charlton Park*; ***Steve Arseneau**, Director, *The Museum at Southwestern Michigan College*; **Diana Bolander**, Curator of Education, *Dennos Museum Center, Northern Michigan College*; ***Nathan Kemler**, 2012 Conference Committee Co-Chair, *Collections Manager, Grand Valley State University Art Gallery*; **Katie Mallory**, Curator of Education, *Mackinac State Historic Parks*; ***Henry Matthews**, Director of Grand Valley State University Galleries and Collections; ***Ellen Sprouls**, Curator of Education, *Grand Valley State University Art Gallery*, **Rebecca Swindler**, 2012 Conference Committee Chair; *Director of Programs, Holocaust Memorial Center*; **Dan Truckey**, Director/Curator, *Beaumier Heritage Center, Northern Michigan University*; **Stacey Tvedten**, Program Coordinator, *American Museum of Magic*; ***Sarah Waters**, Visitor Experience Coordinator, *Great Lakes Maritime Heritage Center, Thunder Bay National Marine Sanctuary*.

***Denotes MMA Board Member**

***Denotes MMA Conference Board Member**

Hosting Institutions and Lead Sponsors

Grand Valley State University

- * Art Gallery
- * Michigan Alternative and Renewable Energy Center (MAREC)
- * Annis Water Resources Institute (ANNIS) & W.G. Jackson

* **Lakeshore Museum Center**

* **Muskegon Museum of Art**

Official Conference Hotel

Shoreline Inn and Lake House Conference Center

750 Terrace Point Blvd., Muskegon, MI 49440

See Hotel Accommodations, page 6.

Quest for Excellence Awards

Our Quest for Excellence Awards are being renewed and reinvigorated! MMA knows there are many museum professionals who deserve recognition for their hard work. Please consider nominating a worthwhile individual for one of these awards, which will be presented at the conference. Criteria for the awards, and a streamlined application process, is viewable on our Web site at

www.michiganmuseums.com.

* **Michigan Museums Association Volunteer of the Year**

* **The Peninsulas Prize**

Honoring long and distinguished service by an individual to a single institution.

* **Unsung Hero Award**

Kudos to those staff members "behind the scenes" who make things happen--quietly
(Will be given twice)

* **The Amazing New Experience Award**

Nominate your institution's newest program, exhibit or special event
(that has opened or occurred on or after August 1, 2011) that your visitors love!

Accommodations & Reservations

The Shoreline Inn & Conference Center is a beautiful hotel in the lake front resort community of Muskegon, Michigan. All 140 rooms feature a full-size refrigerator, microwave, and coffee pot, along with Free Continental Breakfast from 7:00 am – 10 :00 am, Free Wi- Fi throughout the hotel, indoor/outdoor pools and two hot tubs. The Shoreline Inn & Conference Center is perfect for business meetings and social gatherings. Shoreline's 4,500 square feet of conference facilities can be arranged to accommodate varied floor plans, seating arrangements, and event activities. The all-suites hotel makes arranging lodging for out-of-town speakers and guests, and multi-day events, convenient for all. **To make reservations for the conference**, please call the hotel directly at **(231)727-8483** or **(866)727-8483**. Make sure to mention your affiliation with the **Michigan Museums Association** conference for the **\$89.00** room rate for a standard king or two queen beds, plus 11% tax.



Looking for something different? How about staying a night on the **USS Silversides submarine**? This WWII vessel offers you the opportunity to become an Honorary "Crew Member" for the night. Decommissioned from active service in 1946, *Silversides* was moved to Chicago where it was utilized by the U.S. Navy Reserve until 1969. Moving to Muskegon, Michigan in 1987, *Silversides* has been painstakingly maintained in its World War II configuration and is considered the U.S. Navy's most successful surviving World War II submarine.

Walk the decks, take command of the bridge and sleep in the berths where brave men once served our country. Truly an unforgettable experience for any group, the overnight encampment program is well suited for scouting and youth groups as well as family or adults-only events.

* Special Price for **Michigan Museum Association** members at **\$25.00**.
To make a reservation to spend Thursday, September 27th on board the **USS Silversides**, call **(231) 755-1230 ext. 226**. Mastercard, Visa and Discover are accepted.

Conference at a Glance

Wednesday, September 26

Time

7:00 PM

Event

Pre-Conference Reception for Early Arrivals
(optional)

Thursday, September 27

Time

8:00 AM-4:30 PM

Event

Registration – Shoreline Inn &
Conference Center

8:00 AM

Silent Auction Begins

10:00 AM-11:15 AM

Concurrent Sessions

11:15AM – Noon

Break

Noon-2:00 PM

Lunch/Keynote

2:00 -2:30 PM

Break

2:30-3:45 PM

Michigan Museum Café - Roundtable Discussions

3:45-4:30 PM

Break and Travel Time

4:30-7:30PM

Progressive Dinner - Lakeshore Museum Center


8PM-?

Pub Crawl - Downtown Muskegon



Conference at a Glance

Friday, September 28

|  Time | Event |
|--|---|
| 8:00 AM-4:30PM | Registration– Shoreline Inn & Conference Center |
| 8:30 - 9:45AM | Concurrent sessions |
| 9:45 -10:15AM | Break |
| 10:15 -11:30AM | Concurrent sessions |
| 11:30 -1:00 PM | Lunch and business meeting |
| 1:00 PM | Silent auction ends |
| 1:00 -1:30 PM | Break |
| 1:30-2:45 PM | Concurrent sessions |
| 2:45-3:15 PM | Break |
| 3:15-4:30 PM | Concurrent sessions |
| 4:30-5:30 PM | Break and Travel Time |
| 5:30-7:00 PM | Cocktail Reception- Muskegon Museum of Art |
| 7:00-9:00 PM | Dinner and Awards Banquet- Conference Center |
| 9:00 PM | Conference Ends |

Conference at a Glance continued...

Saturday, September 29



Time

10:00-1:00

Event

Guided tour of Art Prize with Grand Valley State University *Art Gallery* staff.

***Would you like to donate to our Silent Auction?**

Each year, the Michigan Museums Association holds a Silent Auction at the Annual Conference. The Silent Auction proceeds are used to help fund MMA programs throughout the year.

Do you have an item you'd like to donate? Is there something from your gift shop that you can't get anywhere else? Is there a service you can donate? The more the merrier!

Please contact the Silent Auction at committee at mmasilentauction@gmail.com for more information and to donate.

Conference Locations



**GVSU Michigan
Alternative Renewal
Energy Center
(MAREC)**



**Muskegon Museum
of Art**



**W.G. Jackson
GVSU Annis Water
Research Institute**



**Hackley & Hume
Historic Site**



**Lake House
conference center**



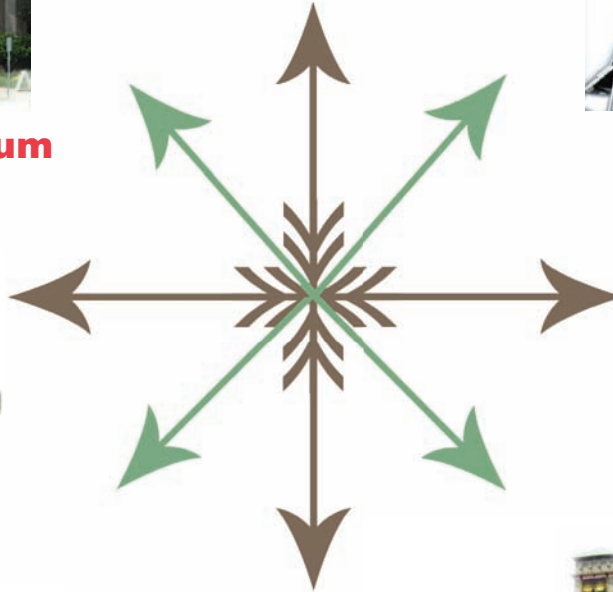
**Lakeshore Museum
Center**



**Topsy Toad
Tavern**



Shoreline Inn



Wednesday, September 26

Conferece Schedule and Map

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6:00 PM
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**Early Arrival
Reception**

Thursday, September 27

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8:00 AM
to
4:30 PM

Registration
and
Conference
Central*



8:00 AM
to
9:45 AM

Gathering

10:00 AM
to
11:15 AM

Concurrent
Sessions



Education & Technology



Just Say "No"



For the Public Good

11:15 AM to NOON Break

NOON
to
2:00 PM



Keynote Speaker/
Lunch

2:00 PM to 2:30 PM Break

2:30 PM
to
3:45 PM

Michigan Museum Café
Roundtables



3:45 PM to 4:30 PM Break and Travel Time

4:30 PM
to
7:30 PM

Progressive
Dinner



7:30 PM to 8:00 PM Break and Travel Time

8:00 PM
Pub Crawl
Downtown
Muskegon



Friday, September 28

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**8:00 AM
to
4:30 PM
Registration
and
Conference
Central***



8:00 AM to 8:30 AM Gathering

**8:30 AM
to
9:45 AM
Concurrent
Sessions**



Where's the Money



**Environmental
Sustainability**



To Be Or Not To Be

9:45 AM to 10:15 AM Break

**10:15 AM
to
11:30 AM
Concurrent
Sessions**



Going the Extra Mile



**Marketing
Sustainably**



**Museum
Accountability**

**11:30 AM
to
1:00 PM**



Lunch and Annual Meeting

1:00 PM to 1:30 PM Break

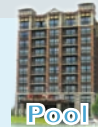
**1:30 PM
to
2:45 AM
Concurrent
Sessions**



Student Papers



Ready or Not



**Pool
Underwater
Robotics**

2:45 PM to 3:15 PM Break

**3:15 PM
to
4:30 PM
Concurrent
Sessions**



Many Hats, Fewer Heads



**What's New
at IMLS**



**Tea Time
(Merritt Chase)**

4:30 PM to 5:30 PM Break

**5:30 PM
to
7:00 PM
Reception**



**7:00 PM
to
9:00 PM
Dinner
and
Awards**



**On the
Water
Education
(Two Sessions)**

Detailed Schedule

Wednesday, September 26

Pre-Conference Evening Reception for early arrivals

LOCATION: TBD

6:00 PM-9:00 PM

Early arrivals at the 2012 Michigan Museums Association conference are invited to attend the "museum mixer" on the evening of Wednesday, September 26 from 7:00 PM – 10:00 PM.

The Port City Princess will be at the dock adjacent to the Shoreline Inn and open for a walk on/walk off dockside reception. There will be appetizers and an open bar courtesy of the Central Michigan University Museum Studies Program. The boat will not leave the dock so that people can come and go as they please, enjoying the sunset and the maritime character of Muskegon, as well as good conversation.



Thursday, September 27

Registration and Conference Central Open

LOCATION: Shoreline Inn & Conference Center

8:00 AM- 4:30 PM

This area will be open throughout the day with fresh beverage service. At the same time, browse our fabulous collection of items in the Silent Auction and meet and greet with vendors!

Detailed Schedule

Thursday, September 27 continued....

10:00 AM Sessions

Education and Technology:

Expanding your museum's reach through innovative uses of technology

LOCATION: Michigan Alternative & Renewable Energy Center (MAREC)

Technology has many applications in museum education, from video conferences to teaching young students. Learn how video conferencing can offer a way for students to interact with museum educators and take advantage of educational resources while extending a museum's reach across the country. Technology can also be used to inform everyone from kindergartners to scholars on complex and sensitive subjects like the Underground Railroad. Learn how to plan, budget and market your own innovative programs.

Presenters: Christina Hirn Arseneau, Museum Director, The Heritage Museum and Cultural Center; Robert Smith, Vice President of Education and Exhibits, The Charles H. Wright Museum of African American History; Sarah Waters, Thunder Bay National Marine Sanctuary.

Just Say "No"

LOCATION: Shoreline Inn Conference Center

This discussion shares the presenter's collective experiences with saying "no" to our donors, as well as the ramifications of not saying "no." Topics discussed will include museum collecting and its relationship to community good will, the challenges of working across multiple departments, the relationship between physical and monetary gifts, and dealing with donor expectations after a financial gift is made.

Session Chair and Moderator: Nathan Kemler, Collections Manager at Grand Valley State University Art Gallery

Presenters: Christian G. Carron, Historian and Director of Collections for the Grand Rapids Public Museum; Joel Zwart, Director of Exhibitions at Calvin College; Daniel Truckey, Director and Curator, Beaumier Heritage Center, Northern Michigan University.

Detailed Schedule

Thursday, September 27 continued....

10:00 AM Sessions

For the Public Good: Libraries, Archives, Museums and Issues of Social Responsibility

LOCATION: MAREC

Collecting institutions have entered the 21st century with traditional assumptions about their place in society a matter of some debate. As a result, collecting institutions have renewed their interest in users/audience and in a broader role in society at large, returning momentarily to earlier exhortations that such institutions exist fundamentally to serve “the public good.”

This conversation will explore the following questions: What obligations do collecting institutions have to provide intellectual and physical access to their collections, and how do emerging legal theories support or hinder such access? As publicly supported institutions, what is the responsibility of libraries, archives, and museums to their users/audiences? To society at large? How does the law create breathing room for public uses? To what extent are social change and activism consistent with a mandate for cultural institutions to serve the public good?

Presenters: Bradley L. Taylor, Associate Director, Museum Studies Program, University of Michigan and Susan M. Kornfield, Principal, Bodman PLC.

Detailed Schedule

Thursday, September 27 continued....

Keynote and Luncheon

LOCATION: Shoreline Inn & Conference Center

NOON -2:00 PM

Final details for our Keynote speaker are still being confirmed. We are excited to share more information about this part of the conference, so stay tuned!

Detailed Schedule

Thursday, September 27 continued....

2:30 PM Sessions

Michigan Museum Cafe

LOCATION: Shoreline Inn Conference Center

All conference participants will have approximately ten minutes to start a conversation at a given topic table (led by facilitator). The goal of these “speed dating” style roundtables is for participants to interact with one another and to inspire good conversation for the remainder of the conference. Topic tables include:

- Future of Museum Jobs? – Career Strategies
- What Does Your Audience Want? – Evaluation/Visitor Research/Marketing
- Effective Networking
- Deaccessioning
- Special Event Planning – Tips and Tricks
- Programming for Underrepresented Constituencies
- Get them in the Door! – admission, bussing, scholarships for education programs
- Managing Volunteers from Many Generations
- What’s Your Most Successful Program?
- Promotion vs. Advertising
- Creating Effective Boards – What Works?
- Share a Work Related Horror Story

Karen Jordan (U of M Libraries)

Evening Events

Progressive Tour and Dinner

LOCATION: Lakeshore Museum Center

4:30 PM-7:30 PM

Enjoy a progressive dinner as you tour through the Hackley and Hume Historic site, the Fire Barn, the Scolnik House of the Depression Era, ending at the main museum building of the Lakeshore Museum Center.

Detailed Schedule

Thursday, September 27 continued....

Evening Events Continued

Pub Crawl - Downtown Muskegon

LOCATION: Meet in the Lobby of Lakeshore Museum Center at the conclusion of the evening event.

8:00 PM



Friday, September 28

Registration and Conference Central Open

LOCATION: Shoreline Inn & Conference Center

8:00 AM- 4:30 PM

This area will be open throughout the day with fresh beverage service. At the same time, browse our fabulous collection of items in the Silent Auction and meet and greet with vendors!

Silent Auction closes after lunch!

8:30 AM Sessions

Where's the Money?

LOCATION: MAREC

Museums used to receive funding simply because they existed. They now primarily receive support for programs and initiatives that proactively enhance and enrich their communities. Leaders of three statewide organizations serving Michigan's arts and humanities sector will address our state's changing climate for museum support. New and expanded sources of funding will be reviewed, along with institutional strategies for fund-raising preparedness, effective advocacy, cash saving collaborative initiatives and enhanced entrepreneurial activities.

Detailed Schedule

Friday, September 28 continued....

Where's the Money? continued

Learn about the advantages of participation in the Cultural Data Project, the mysteries of effective grant applications, and the upward trend in the state's arts and cultural funding and go away armed with new and solid data about the creative sector's impact on Michigan!

Session Chair: Timothy J. Chester, Principal, Timothy J. Chester & Associates, LLC, Grand Rapids, and Chair, Michigan Humanities Council, Lansing, MI.

Presenters: Jennifer H. Goulet, President & CEO, ArtServe Michigan, Wixom, MI.

Maud M. Lyon, Executive Director, Cultural Alliance of Southeastern Michigan, Detroit, MI.

Environmental Sustainability in Museum Exhibitions, Collections and Buildings

LOCATION: MAREC

The architecture and building industry led the way for re-thinking design and building materials by developing Leadership in Energy and Environmental Design (LEED) standards for new construction. Museums are obligated to be environmental leaders because the consequences of not being sustainable are so intrinsically linked to the preservation of our culture and national heritage. Inspired by LEED guidelines, museums of all sizes are exploring and implementing ways of reducing their carbon footprint.

Collection management and exhibition design can become greener through a myriad of different actions. Some of these options include climate control efficiency and allowances, lighting, digital applications, and utilizing sustainable materials and practices. This session will include experiences of these and other green initiatives at Grand Valley State University and The Grand Rapids Art Museum.

Session Chair: Paris Tennenhouse, Exhibition Designer, Grand Valley State University Art Gallery.

Presenters: Nathan Kemler, Collection Manager, Grand Valley State University Art Gallery; Paris Tennenhouse, Exhibition Designer, Grand Valley State University Art Gallery; Randy Van Antwerp, Deputy Director for Administration and CFO, The Grand Rapids Art Museum.

Detailed Schedule

Friday, September 28 continued....

8:30 AM Sessions

“To Be or Not To Be”- New Directions in Historic House Interpretation

LOCATION: Shoreline Inn Conference Center

How can we create historic house experiences that connect with today’s issues and audiences using collections and spaces in new and different ways? What are our challenges and opportunities? *What do you want these new experiences to be-and not to be?*

Two presenters will share their institution’s new directions for historic house reinterpretation. John McGarry will present the multi-layered reinterpretation project-devised and delivered “in house” -for the Hackley and Hume Historic Site. Mark Hepner, from The Henry Ford Estate, will discuss his recent work with Gallagher & Associates.

Join us for conversation about these two innovative historic house reinterpretation projects in our own back yard.

Session Chair and Moderator: Nancy Bryk, Assistant Professor, Historic Preservation, Eastern Michigan University.

Presenters: John H. McGarry III, Executive Director, The Lakeshore Museum Center; Mark J. Heppner, Vice President of Collections and Visitor Experience, Historic Ford Estates.

Detailed Schedule

Friday, September 28 continued....

10:15 AM Sessions

Going the Extra Mile: Creating Extraordinary Volunteer Programs

LOCATION: MAREC

With a focus on Lake Michigan maritime experiences this session will ask: What are the elements of a successful volunteer program? What makes a volunteer experience extraordinary? Does extraordinary necessarily mean unique? Is unique enough to keep your volunteers coming back? What motivates a person to want to volunteer extra time in a volunteer program? Is it easier to recruit and retain volunteers when the program contains these elements? Listen to the panelist discuss these questions from opposite viewpoints, that of management and the volunteer.

Session Chair : *Ellen Sprouls*. Moderator: Tom Kastle, Cofounder and Director of the Chicago Maritime Festival and Great Lakes Tall Ship Captain.

Presenters: Al Kempf, longtime volunteer with the tall ship “Dennis Sullivan” and Marilyn Powell, volunteer with the ships’ company Friends Goodwill, Michigan Maritime Museum’s.

Marketing Sustainability: Strategies and Solutions

LOCATION: Shoreline Inn Conference Center

Marketing can be time-consuming, labor-intensive, and expensive. This session will address marketing strategies that maximize your museum’s time and money, from print advertising to social media to billboards. Designed to foster discussion and collaboration, the presentation will focus on what works (and what doesn’t!) and tips and tricks to make your marketing experience more rewarding and productive. Plan to leave with a compiled list of resources and tools, ranked by cost and effectiveness.

Presenters: Rebecca Swindler, Director of Programs, Holocaust Memorial Center; Joshua Nowicki, Director of Community Relations, Krasl Art Center; Caitlyn Perry Dial, Curator, The Heritage Museum and Cultural Center.

Detailed Schedule

Friday, September 28 continued....

10:15 AM Sessions

Museum Accountability: Ensuring the Public Trust through Fiscal and Ethical Transparency and Governance Policies

LOCATION: MAREC

Museum managers continue to respond to public calls for fiscal and ethical transparency. Board members understanding their roles and responsibilities help ensure the necessary governance policies are in place to respond to these calls.

Dr. Kate Groninger, from the Detroit Institute of Arts, will discuss her research demonstrating how museum governance is changing to align more closely with traditionally-accepted “best practice” business measures that reflect values and concerns held by museum stakeholders.

Matthew Downey, MPA, from the Johnson Center for Philanthropy, will offer guidance on how to educate Board members on their roles and responsibilities related to strategic planning, fund development, governance and general non-profit management issues.

Learn about methods you can adopt to bolster your museum’s administrative transparency and governance.

Session Chair: Randy Van Antwerp, Deputy Director for Administration and CFO, The Grand Rapids Art Museum.

Presenters: Dr. Kate Groninger, Campaign Officer, Detroit Institute of Arts; Matthew Downey, MPA, Johnson Center for Philanthropy.

Detailed Schedule

Friday, September 28 continued....

Luncheon and Annual Meeting

LOCATION: Shoreline Inn Conference Center

11:30 AM-1:00 PM

SILENT AUCTION CLOSURES

LOCATION: Shoreline Inn Conference Center

1:00 PM

Auction Check-out

1:30 PM SESSIONS

Student Papers

LOCATION: MAREC

Student papers selected for presentation explore a wide range of topics including :

- Bringing Museums to Libraries: Exhibition Spaces at the University of Michigan
Sanam Arab, University of Michigan
- What is Worth Saving?: Determining Historical Significance and Considering New
Methods of Historic Preservation
Travis Farrington and Marie Morgan, Central Michigan University
- Historical and Provenance Research: The Importance of Distinguishing Museum
Collections
Kimberly Long, Eastern Michigan University

Session Chair: Dan Kroupa, History Instructor/Undergraduate Coordinator, Museum Studies Program, University of Detroit Mercy.

Detailed Schedule

Friday, September 28 continued....

1:30 PM Sessions

Ready or Not

LOCATION: Shoreline Inn Conference Center

Successful navigation of any emergency situation is dependent on preparedness. Proper planning will determine the quantity of resources it will take to recover and how full a recovery will be possible. What are the critical relationships to build today? What plans and coverage does your institution need in place? This session will focus on the networks, resources, and tools (including D-Plan orientation) that generate efficient, effective, and streamlined preparations. An experienced panel will share lessons learned and expertise throughout the session.

Session Chair: Stacey Tvedten, American Museum of Magic

Presenters: Stacey Tvedten (water disaster experience); Veronica Kandl

(Curator with textile focus and pest management experience);

Cathleen A. Baker, PhD, Senior Conservator of Paper and Books,

University of Michigan Library (Conservator); Heritage Preservation or Michigan Alliance for Conservation of Cultural Heritage Representative (TBD); First Responder (TBD).

Detailed Schedule

Friday, September 28 continued....

1:30 PM Sessions

Using Underwater Robotics to promote STEM (Science Technology Engineering & Mathematics) based education in Museums and Nature Centers

LOCATION: Shoreline Inn Hotel Pool

This is a hands-on demonstration of classes that have been offered by the USS Silversides Museum in Muskegon to over 10,000 students in the last eighteen months. These classes are STEM based educational experiences for people of all ages, experience levels and backgrounds. Participants will hear a short history of the uses of robots underwater, and then they will be divided into small groups to create, design and build a small underwater robot or Remotely Operated Vehicle (ROV) that they will drive in the hotel's pool. The teams will be given a mission to complete with their ROV.

Presenter: Mark Gleason PhD., Director of Education/Chief Marine Scientist, USS Silversides Museum

Offsite Session

On the Water Education (1 of 2 trips)

LOCATION: Annis Water Resources Institute at Grand Valley State University
(Shuttle outside hotel)

The Annis Water Resources Institute at Grand Valley State University (AWRI) operates two research and education vessels that provide onboard science experiences for age 9 through adults. This session will be a hands-on water quality sampling cruise on AWRI's W.G. Jackson vessel. View Muskegon Lake from the water, analyze water samples, and learn about the restoration activities that are happening along the shoreline. This session takes place at AWRI and you will need to take the shuttle bus to get there.

LIMIT: 24

Detailed Schedule

Friday, September 28 continued....

3:15 PM SESSIONS

Many Hats, Fewer Heads: Exhibit Development in a Small Museum

LOCATION: MAREC

A successful exhibition depends on the integration of a myriad of factors into a cohesive whole. Just a few of the factors are curatorial concerns, fundraising, collections care, audience issues, and the design and construction of the physical exhibit. A museum with a large staff will have specialists in each area to advocate for their field. By contrast, a small museum has a few people who must attend to all the issues.

This session will identify the many hats needed to create an exhibition, a snapshot of the role each plays in the process, and a look at the interactions and inherent tensions between them.

Session Chair: Larry Hutchinson, Hutchinson Studios LLC.

Presenters: Steve Arseneau, Director, Museum at Southern Michigan College; Angela Riedel, Collections Manager, Museum of Cultural & Natural History, Central Michigan University; Elspeth Inglis, Assistant Director for Programs, Kalamazoo Valley Museum.

Detailed Schedule

Friday, September 28 continued....

3:15 PM Sessions

What's New at IMLS?

LOCATION: Shoreline Inn Conference Center

The Institute of Museum and Library Services has adopted a new mission, vision, and strategic plan that will support its continuing efforts to assist museums in engaging communities in meaningful and creative ways. IMLS program staff will share insights on IMLS's new strategic plan, the associated changes in funding programs targeted to museums for 2013, and the findings from the recently completed evaluation of the Museums for America grant program.

The panel will include museum professionals who will share practical examples from their own experiences as recipients and/or reviewers of IMLS grant programs. Panelists will encourage dialogue with the audience to foster a greater understanding of what it takes to submit a successful application to these competitive funding opportunities. This is a session geared to staff members in all sizes and types of museums who have responsibility for or are interested in obtaining grants.

Attendees will gain a greater awareness and understanding of the goals and objectives of IMLS, the primary source of federal support for the nation's museums. They will also gain a basic understanding of the range of IMLS's grant programs and, in particular, changes for FY2013. Active participants should also be able to develop new insights for creating competitive grant proposals through discussion of the application and review process.

Session Chair and Moderator: Christopher J. Reich, Associate Deputy Director for Museums, Institute of Museum and Library Services.

Presenters: Nancy Bryk, Assistant Professor, Historic Preservation, Eastern Michigan University; Matt Sikora, Director of Evaluation, Detroit Institute of Arts.

Detailed Schedule

Friday, September 28 continued....

3:15 PM Sessions

Offsite Session

On the Water Education (2 of 2 trips)

LOCATION: Annis Water Resources Institute at Grand Valley State University
(Shuttle outside hotel)

The Annis Water Resources Institute at Grand Valley State University (AWRI) operates two research and education vessels that provide onboard science experiences for age 9 through adults. This session will be a hands-on water quality sampling cruise on AWRI's W.G. Jackson vessel. View Muskegon Lake from the water, analyze water samples, and learn about the restoration activities that are happening along the shoreline. This session takes place at AWRI and you will need to take the shuttle bus to get there.

LIMIT: 24

Tea Time: Finding Merit in a Painting, Not by William Merritt Chase

LOCATION: Muskegon Museum of Art Auditorium

Tea Time, signed Wm. M. Chase, has been one of the most popular paintings in the Muskegon Museum of Art's collection since its acquisition in 1926. But was it really painted by the esteemed early 20th-century American artist William Merritt Chase? Records of authentication provided at the time of purchase do not stand up to today's connoisseurship and scholarship inquiries. Learn about the intriguing investigation of the painting's provenance by MMA staff and Chase experts and why, despite their disappointing conclusions, the Museum's fondness for Tea Time has not diminished.

Session Moderator: Ellen Sprouls

Presenter: E. Jane Connell, Director of Collections and Exhibitions/Senior Curator, Muskegon Museum of Art.

Detailed Schedule

Friday, September 28 continued....

Evening Events

Reception

LOCATION: Muskegon Museum of Art

5:30 PM-7:00 PM

Dinner and Awards

LOCATION: Shoreline Inn Conference Center

7:00 PM-9:00 PM



Saturday, September 29

ArtPrize Tour

LOCATION: GVSU Pew Campus and Grand Rapids Art Museum

10:00 PM-1:00 PM

ArtPrize highlights tour of Grand Valley State University Pew Campus and Grand Rapids Art Museum lead by Henry Matthews.

MMA 2012 Registration Form

Contact Information

Name: _____ Institution or Organization: _____ Title: _____
Address: _____ City: _____ State: _____ Zip: _____
Telephone: _____ Email Address: (required) _____

Registration

Full Conference Registration (Includes Thursday and Friday sessions, lunch, and dinner events)

Member

- Early Bird (on or before Aug. 24, 2012) \$145.00
 Full (after Aug. 24, 2012) \$165.00

Non-Member

- Early Bird (on or before Aug. 24, 2012) \$170.00
 Full (after Aug. 24, 2012) \$190.00

Volunteer/Student

- Early Bird (on or before Aug. 24, 2012) \$125.00
 Full (after Aug. 24, 2012) \$145.00

One Day Only Participants

- Thursday Only
(Includes lunch, all sessions and dinner event) \$100.00
 Friday Only
(Includes lunch, all sessions and dinner events) \$100.00

Pre- and Post-Conference Events

- Wednesday: Early Reception (TBD) FREE
 Saturday: 10:00 AM -1:00 PM, ArtPrize Tour FREE

Payment Information

- Check (Make check payable to Michigan Museums Association)

Total Enclosed \$ _____

- Mastercard Visa Discover

Name on Card (If different from above) _____

Credit Card Number _____

Security Code from Back of Card _____ Expiration Date _____

Billing Address _____

Signature (Required) _____





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Grand Valley State University

GVSU Art Gallery

Michigan Alternative and Renewable Energy Center

Annis Water Resources Institute

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Lakeshore Museum Center

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American Museum of Magic

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Central Michigan University