

Please sign me up for the following workshop(s):

- Maximizing Your Web Presence, Monday, April 14**  
**\$55 members, \$65 non-members**  
*(Fee includes lunch on Monday only.)*
- Website Consultation Services, Tuesday, April 15**

Please indicate your time preferences  
(first and second choice):

9:00 am -10:00 am       1:00 pm -2:00 pm  
 10:00 am -11:00 am     2:00 pm -3:00 pm  
 11:00 am -12:00 pm     3:00 pm -4:00 pm

- Museums and the Law: Employees, Visitors and Collections, Monday, April 28**  
**\$55 members, \$65 non-members** *(Fee includes lunch)*

**Become a member of MMA  
and receive discounted registration!**

- MMA Membership
- Student \$20
- Staff of Member Organization \$25
- Individual \$30
- Contributing Member \$50 or above
- Institutional Membership (Based on operating budget,  
visit [www.michiganmuseums.org](http://www.michiganmuseums.org) or contact MMA office  
for fee scale)

Name \_\_\_\_\_

MMA Member?     Yes                       No

Institution \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Total Enclosed \_\_\_\_\_

**Send reservation and payment (check or money order) to:**  
**Michigan Museums Association**  
**PO Box 10067, Lansing MI 48901-0067**

*Sorry, credit cards not accepted*

**Questions? Call 517-482-4055  
or email [lkern@michiganmuseums.org](mailto:lkern@michiganmuseums.org)**



**Michigan Museums Association**  
**P.O. Box 10067**  
**Lansing, MI 48901-0067**

[www.michiganmuseums.org](http://www.michiganmuseums.org)

Michigan Museums Association



# 2003 Spring Workshop Series

## Maximizing Your Web Presence

**Monday, April 14**

Michigan Historical Museum, Lansing

*With optional one-on-one consultations  
on Tuesday, April 15 in person or via telephone*

## Museums and the Law: Employees, Visitors and Collections

**Monday, April 28**

Cranbrook Art Museum, Bloomfield Hills



*michigan council for  
arts and cultural affairs*

## Maximizing Your Web Presence

Monday, April 14, 2003  
with optional follow-up consultations  
on Tuesday, April 15, 2003

9:30 am – 4 pm each day

Michigan Historical Museum, Lansing and  
H-Net/Matrix Offices, MSU Auditorium, East Lansing

### Day One: Explore the Possibilities.

Learn how museums can use the Internet to publish materials, build clientele, extend current services, generate revenue and build partnerships. Understand user preferences and learn the characteristics of a “good” website. Explore grant-based opportunities to put holdings on-line. This workshop is designed for those institutions that already have a website as well as for those that are developing one.

### Day Two: How Does Your Website Stack Up?

Take advantage of the opportunity for individual consultations with Matrix staff assessing the effectiveness of your institution’s website. If you don’t already have a website, Matrix staff will help you determine what components would be best for your organization. (*Participation in Day Two is optional and only available to those who have attended the training the previous day.*) Consultations will last one hour and will be held at the H-Net/Matrix offices, 310 Auditorium, on the campus of Michigan State University. Phone conferences can be scheduled with those attendees who wish to participate in this consultation opportunity but are unable to do so in person. Information regarding area exhibitions and programs will be available for those with afternoon appointments. Contact the MMA office for hotel/lodging information.

**Presenters:** *Dean Rehberger - Associate Director, Michael Fegan - Senior Project Manager, Scott Pennington - Senior Project Manager, all at Matrix, Michigan State University, Marsha MacDowell, Michigan State University Museum.*

**Fee:** \$55 for members, \$65 for non-members for both days; fee includes lunch on Day One only.

## Museums and the Law: Employees, Visitors and Collections

Monday, April 28, 2003

9:00 am – 3:30 pm

Cranbrook Art Museum, Bloomfield Hills

This workshop will explore legal issues that affect museums of all sizes:

### Employees and the Law

A discussion of “Common Tort Claims Made By Employees Against Their Employers” and “Arbitration In the Non Work Place Setting: Can it Work for You?” Questions to be addressed: What is arbitration? Why would an employer want to use it rather than going to court? What is the downside to arbitration? How do you select an arbitrator? What is the arbitration process all about?

**Presenter:** *Star Swift, Professor of Labor Relations, Grand Valley State University and Chair, Michigan Employment Relations Commission*

### Collections and the Law: Rights and Reproductions

This session will begin with an overview of intellectual property issues for museums and will incorporate discussions of recent changes in the law, fair use, rights and reproductions and contracts/fees. The implications of the digital age on museums and intellectual property will also be discussed.

**Presenter:** *Robert Hensleigh, Associate Director of Photography, Rights and Reproductions Department, Detroit Institute of Arts*

### Museum Visitors, the Law and Beyond

Go beyond the dimensions. Access is more than physical and programmatic. How you communicate with your visitors is largely overlooked when it comes to accessibility. From the marketing department to the volunteer training, access, disability awareness and the law needs to be addressed. Not only will we look at the ADAAG but we will also discuss practical applications and ways to implement them.

**Presenter:** *Lora Frankel, Executive Director, VSA Arts of Michigan.*

**Sponsored by:** Milo Weiner & Kramer, Bloomfield Hills

**Fee:** \$55 for members, \$65 for non-members; fee includes lunch.

## SAVE THE DATE: MMA presents the ABCs of Museums Boot Camp!

**August 11-14, Frederik Meijer Gardens & Sculpture Park, Grand Rapids.**

In an effort to provide focused and concentrated training to its members, MMA will present its three highly acclaimed ABC workshops in one week and unveil its newest addition to the ABC series:

**Monday, August 11: ABCs of Exhibit Design**

**Tuesday, August 12: ABCs of Museum Education**

**Wednesday, August 13: ABCs of Collections Care**

**Thursday, August 14: ABCs of Photo and Document Care**

Plan to attend one or more days of this unique opportunity to strengthen your skills and refresh your thinking and programs. Look for more information in June!