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<td>5. <strong>Video for Social Media &amp; Building Audiences</strong> (Cancelled)</td>
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<td>6. <strong>A New Look at WWII: Making Global History</strong> (Cancelled)</td>
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<td>7. <strong>Beyond the Exhibit: Exposing the Collection</strong> (Cancelled)</td>
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<td>13. <strong>Demonstrating Impact on School Audiences:</strong> Evaluating Single-Visit Programs at Museums</td>
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<td>15. <strong>“Going Green” vs. True Energy Reduction</strong></td>
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<td>19. <strong>Roundtable:</strong> Contemporary Issues in Museum Studies Education</td>
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<td>22. <strong>Evaluation 101: Practical Techniques for Getting to Know Your Audience – Part II</strong></td>
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Welcome

On behalf of the Board of Directors and the Program Committee, I would like to thank you for participating in the Mid-Atlantic Association of Museum’s 66th Annual Meeting. We are glad you are here and hope you will experience an engaging and valuable conference.

At MAAM Tarrytown, we have scheduled powerful sessions to engage your mind and revolutionize what you know about Museums today. Tarrytown presents a wonderful opportunity to network and share your knowledge with your colleagues.

We wish you an experience that will elevate your career, revolutionize the museum where you work, and give you thoughtful insights to share with your colleagues.

As always, we welcome your feedback and any suggestions for sessions and events for next year’s Annual Meeting!

Kind regards,

Jack Rasmussen
MAAM President

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Cooperstown Graduate Program
DoubleTree by Hilton, Tarrytown
Greater Hudson Heritage Network
Historic Hudson Valley
The Historical Society, Inc. of Tarrytown and Sleepy Hollow
Irvington Town Hall Theater
Susi Kerr
Wendy Luke
Lyndhurst
Marc Pachter
Smithsonian, National Museum of American History
Seton Hall MA Program in Museum Professions
Tarrytown Music Hall
Washington Irving’s Sunnyside

Greater Hudson Heritage Network
EXPO Hall

Be sure to learn about the products and services provided by these exhibitors.

Documentary Heritage Program
Greater Hudson Heritage Network/ Hudson Valley
Jay Heritage Center
LED Spin
Museumwise
Prozone
U.S. Art Company, Inc.
West Lake Conservators
Zephyr Preservation Studio

The GHHN EXPO Hall will be held in the Multifunction Room
2012 Katherine Coffey Award Winner
Honoring Distinguished Achievement in the Museum Field

Sally Roesch Wagner

Dr. Sally Roesch Wagner, the executive director of the Matilda Joslyn Gage Foundation in Fayetteville, New York, is a nationally recognized lecturer, author and performance interpreter of woman’s rights history. One of the first women to receive a doctorate in the United States for work in women’s studies (UC Santa Cruz), and a founder of one of the country’s first college women’s studies programs, (CSU Sacramento). Dr. Wagner has taught in women’s studies for thirty-nine years. She currently serves as adjunct faculty in the Honors Program at Syracuse University.

Wagner appeared as a “talking head” in the Ken Burns PBS documentary, “Not for Ourselves Alone: The Story of Elizabeth Cady Stanton and Susan B. Anthony” for which she wrote the accompanying faculty guide for PBS. She was also an historian in the PBS special “One Woman, One Vote” and has been interviewed numerous times on National Public Radio’s “All Things Considered” and “Democracy Now.”

The theme of her work has been telling the untold stories. Her monograph, She Who Holds the Sky: Matilda Joslyn Gage, reveals a suffragist written out of history because of her stand against the religious right 100 years ago, while Sisters in Spirit: Haudenosaunee (Iroquois) Influence on Early American Feminists documents the influence of Iroquois women on early women’s rights activists.

The Jeanette K. Watson Women’s Studies Distinguished Visiting Professor in the Humanities at Syracuse University in 1997, Wagner has been a Research Affiliate of the Women’s Resources and Research Center at the University of California, Davis and a consultant to the National Women’s History Project.

Wagner’s essays have appeared in: Women Public Speakers in the United States, 1800-1925; Indian Roots of American Democracy; Iroquois Women: an Anthology; and Handbook of American Women’s History.


2012 Bruce Craig Fellows

Lauren Brincat
Museum of the City of New York
New York, NY

Graham Humphrey
MA Program in Museums Studies at Johns Hopkins University
Baltimore, MD
### Keynote Speakers

**Monday, October 8 / 9:00am – 10:15am / Westchester Ballroom**

- **Candice Anderson** has been the Executive Director of Cool Culture, a not-for-profit organization that connects low-income families and cultural institutions, and has devoted her career to improving educational opportunity and life outcomes for children and families in New York City’s most disadvantaged communities.

- **Shanta Scott** is Manager of School, Youth, and Family Programs at The Studio Museum in Harlem where she works with Education department staff to facilitate partnerships with New York City schools annually; implement visual art-based programs for families with young children; and provide youth programs in which teens express themselves creatively.

  Shanta provides training to museum educators and organizes professional development opportunities for classroom teachers and parents. She has initiated programming for special audiences at the Studio Museum, such as verbal description tours, visual arts workshops for people with dementia and their caregivers, and currently assists in the development of interpretative materials building bridges between the Museum and non-traditional art-going communities.

  Shanta earned her Master’s degree in Arts and Cultural Management from Pratt Institute.

### 2012 Weil Memorial Lecture

**Monday, October 8 / 6:00pm – 8:00pm / Lyndhurst (off-site)**

Stephen E. Weil (1925–2005) was one of the museum community’s most insightful commentators. Weil was an art law expert, foremost scholar on the philosophy and ethics of museums, mentor, and “guru” of museum management who left his mark on the field. Weil’s published works are staples in museum studies curricula. The annual Weil memorial lecture was established at MAAM’s 2005 Annual Meeting in Baltimore to honor Stephen’s contribution to the museum field.

**What’s So Funny? Humor and Museums**

Under Secretary of the National Museum of American History, **Marc Pachter**, will deliver the Weil Lecture during MAAM’s Annual Meeting in Tarrytown, New York. Marc has served under six Smithsonian Secretaries since joining the Institution in 1974. He has served as Chief Historian and Director of the National Portrait Gallery, Chair of the Smithsonian’s 150th Anniversary celebration, and twice Interim Director of the National Museum of American History.
Transportation Options

Note: Estimated charges, fees and schedules are not guaranteed and subject to change. Travel distance may be affected by local conditions and traffic.

Getting to Tarrytown by Rail

Grand Central Terminal: Approximately 25.2 mi
Grand Central Terminal is served by Metro-North Railroad. To take Metro North to Tarrytown take the HUDSON LINE and get off at the Tarrytown Station. The cost is approximately $9-$12 each way. A taxi between the station and hotel will cost about $6.00.

By Air

• John F. Kennedy International Airport: Approximately 36 mi
  Super Shuttle: $59 each way / Taxi: $115 each way
• Westchester County Airport: Approximately 14 mi
  Taxi: $115 each way
• La Guardia Airport: Approximately 29 mi
  Super Shuttle: $59 each way / Taxi: $97 each way

Driving Directions to the Hotel

• From Westchester: Take 287 West to the New York State Thruway (I-87) North bound, take exit 9 Tarrytown (last exit before the Tappan Zee Bridge). At the end of the exit ramp turn left onto Route 119 West. Continue to the end of the road and turn left at the traffic light onto Route 9 South. At the 1st traffic light turn right into hotel parking lot.

• From Connecticut: South on Merritt Parkway; Boston Post Road or Connecticut Turnpike to I-287 West to New York I-87 Thruway (North). Take exit 9 Tarrytown (last exit before the Tappan Zee Bridge). At the end of the exit ramp turn left onto Route 119 West. Continue to the end of the road and turn left at the traffic light onto Route 9 South. At the 1st traffic light turn right into hotel parking lot.

• From New Jersey: North on Palisades Parkway or Garden State Parkway to New York Thruway I-87 (South). Take exit 9 (first exit after Tappan Zee toll). At end of ramp, go straight through the traffic light into the hotel Parking lot.

• From NYC (East Side): North on FDR to Willis Avenue Bridge into Major Deegan expressway. From Major Deegan Expressway to New York Thruway I-87 (North). Take exit 9 Tarrytown (last exit before the Tappan Zee Bridge). At the end of the exit ramp turn left onto Route 119 West. Continue to the end of the road and turn left at the traffic light onto Route 9 South. At the 1st traffic light turn right into hotel parking lot.

• From NYC (West Side): North on West Side Highway to Saw Mill River Parkway to Exit 20 (I-287 West-Tappan Zee Bridge) to New York State Thruway I-87 (North). Take exit 9 Tarrytown (last exit before the Tappan Zee Bridge). At the end of the exit ramp turn left onto Route 119 West. Continue to the end of the road and turn left at the traffic light onto Route 9 South. At the 1st traffic light turn right into hotel parking lot.

• From Long Island: Throgs Neck or Whitestone Bridge to New York extension of New England Thruway to I-287 to New York State Thruway I-87 (North). Take exit 9 Tarrytown (last exit before the Tappan Zee Bridge). At the end of the exit ramp turn left onto Route 119 West. Continue to the end of the road and turn left at the traffic light onto Route 9 South. At the 1st traffic light turn right into hotel parking lot.

Special Events

SUNDAY, October 7

2:00PM – 3:00PM
Guided Tour of Historic Tarrytown Music Hall*
Transportation on your own

3:00PM – 4:45PM
Walking Tour by the Historical Society of Tarrytown and Sleepy Hollow*
Transportation on your own

6:00PM – 8:00PM
Opening Reception at Irvington Town Hall Theater
Transportation will begin at 5:45PM from the lobby foyer. Parking is available for those who wish to drive. The Irvington Town Hall is located at 85 Main Street.

MONDAY, October 8

6:00PM – 8:00PM
Weil Memorial Lecture & Reception at Lyndhurst*
Weather permitting, the location is a short walk through a park. Pre-registered attendees may assemble in the hotel lobby at 5:45PM to walk as a group. Transportation will be provided for those with special needs and in the event of inclement weather.

TUESDAY, October 9

9:30AM – 11:30AM
Historic Hudson Valley Tour*
Transportation will depart from hotel lobby at 9:15AM

2:15PM – 4:15PM
Specialized School Program at Sunnyside – Washington Irving’s House Museum*
Transportation will depart from hotel lobby at 2:00PM

*Pre-registration is required

Historic Sunnyside recalls Washington Irving’s storied past as America’s first internationally famous author, best remembered for The Legend of Sleepy Hollow, Rip Van Winkle, and other short stories.
Hotel Meeting Rooms

Grand Ballroom

Hudson Room

River Room

Main Level

Westchester Ballroom

PLAZA LEVEL ENTRANCE

SLEEPY HOLLOW ROOM

TARRYTOWN ROOM

PLAZA LEVEL ENTRANCE

ELEVATOR

OUTDOOR TERRACE

WESTCHESTER PREFUNCTION

PLAZA A&B

SALES OFFICES

PLAZA 1

PLAZA 2

PLAZA 3

PLAZA 4

Hotel Parking:
Self parking facilities are available at no cost.

DoubleTree by Hilton
Hotel Tarrytown
455 South Broadway
Tarrytown, NY 10591
(914) 631-5700
**SUNDAY, October 7**

1:00PM – 5:00PM  
Registration Desk  
Grand Pre-function South

2:00PM – 3:00PM  
Guided Tour of the Historic Tarrytown Music Hall  
Pre-registration required; transportation on your own

3:00PM – 4:45PM  
Walking Tour by the Historical Society of Tarrytown and Sleepy Hollow  
Pre-registration required; transportation on your own

6:00PM – 8:00PM  
Opening Reception at Irvington Town Hall Theater  
Transportation from the hotel will begin at 5:45PM from the lobby foyer. Parking is available for those who wish to drive to the Irvington Town Hall Theater located at 85 Main Street, Irvington, NY

8:30PM – 10:00PM  
Movie Night at MAAM  
Hudson Room

**Objects and Memory**  
This award winning documentary will be shown along with a special discussion session led by the film’s producer, Jonathan Fein. Objects and Memory addresses the importance of history — what we need to remember from those who preceded us, what we wish to pass on to the future, and why we need to do so. It explores the notion of museums — why do we have them, how do things get there, and who are the people who are behind the things that we see in the glass cases? Emerging from the 9/11 attacks, the film explores how people try to find meaning in tragic events from objects directly connected to those events and how those objects are transformed from the ordinary into the extraordinary.

Chair . . .  Jonathan Fein, Producer/Director, EVER-Environmental Video, Education and Reports

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**MONDAY, October 8**

8:00AM – 5:00PM  
Registration Desk  
Grand Pre-function South

8:00AM – 9:00AM  
Continental Breakfast  
Westchester Pre-function

9:00AM – 10:15AM  
Keynote Address  
Westchester Ballroom

Speakers . . .  Candice Anderson, Executive Director, Cool Culture  
Shanta Scott, Manager of School, Youth, and Family Programs, The Studio Museum in Harlem

10:15AM – 10:30AM  
Coffee Break

10:30AM – 11:45AM  
Breakout Sessions – Concurrent

1. **Collections Inventories: Important! Intimidating! But Not Impossible!**  
   Conducting a collections inventory is critical for gaining intellectual control over your artifacts. It is often the first step in planning for CAP, MAP and grant opportunities. But planning and organized an inventory can be daunting, especially if it’s the first time! Panelists will talk about their first-hand experience conducting inventories at large, mid-size, and historic house/site museums and provide practical tips on how to accomplish this important project. PowerPoint will be used by each presenter to illustrate inventories in progress and the issues that came up during the process. Template worksheets indicating the bare minimum fields need to conduct a successful inventory will be provided for all participants. A breakout activity will allow participants to experience the difference between detailed inventory and spot inventory and will help participants gauge the Amount of time an inventory will require. The session will conclude with ways to use inventory to market the museum collections.

   Chair . . .  Jobi Zink, Jewish Museum of Maryland  
   Presenters . . .  Suzanne Quigley, Contract Registrar  
   Molly Marder, Registrar, Chrysler Museum or Art  
   Jennifer Pitts, Project Manager (Volunteer), Historic St. Mary’s City
10:30 AM – 11:45 AM

2. Using Thinking Routines in the Museum to Enhance Learning and Understanding

Building on David Perkins’ statement that “learning is a consequence of thinking,” this session will introduce participants to flexible, easy-to-learn educational strategies called Thinking Routines. Developed by Harvard Project Zero and educators from around the world, these routines work well in the museum setting to promote key thinking moves, such as observing, describing, reasoning, and wondering, that help visitors learn and uncover the complexities of the art and artifacts in exhibit. In this session, educators from the National Gallery of Art will model a few Thinking Routines and examine how they support individual and group learning. There will also be time to reflect on how the routines can inform our teaching practice. Readings and resources will be provided.

Chair... Heidi Hinish, Head, Teacher, School & Family Programs, National Gallery of Art

Presenter... Julie Carmean, Museum Educator, Art Around the Corner, National Gallery of Art

3. Flying Solo? Try Marketing Collaboratively for Greater Impact

The importance of regional collaboration in marketing your historic site or museums will be explored in this session by a panel of experienced Hudson Valley marketers. Examples of successful regional marketing programs will be explored, showing creative approaches to working together to attract new and returning visitors. Take away ideas on how to build audience for multiple historic sites, working with your regional tourism agency, see how the challenges of being so close to (but not in) a huge metro area can be turned into marketing opportunities. Joining forces, rather than going at it alone, is the key.

Chair... Nancy Gold, President, The Gold Standard, GHHN Trustee

Presenters... Mary Kay Vrba, Director, Dutchess County Tourism

Scott Rector, Chief of Interpretation, National Park Service

4. Roundtable: Successful Sustainability for Museums Housed in Historic Structures

Panelists will discuss how they balance the needs of collections, the historic structure, programming, and the visitor experience. They will share innovative ways to meet current challenges and attract new and diverse audiences while making their institutions successful and sustainable. Panelists are drawn from museums housed in historic buildings and in historic house museums. Attendees are invited to ask questions and explore and share ideas with colleagues.

Moderator... Frank Vangone, Executive Director, Historic House Trust, New York City

Panel... Brian Blaney, Director of Buildings, Grounds & Security, Historic Hudson Valley

David Carrol, Director, Albany Institute of History and Art

Diana Pardue, Chief, Museum Services Division, Statue of Liberty National Monument, Ellis Island

Joan Bacharach, Senior Curator, National Park Service Museum Management Program

12:00 PM – 1:30 PM

Leadership Luncheon – By invitation only

Grand Ballroom 1&2

12:00 PM – 1:30 PM

Lunch on Your Own

1:45 PM – 3:00 PM

Breakout Sessions – Concurrent

5. Video for Social Media & Building Audiences

6. A New Look at WWII: Making Global History Tangible and Local

During World War II, New York City was the major Port of Embarkation for North Africa and Europe, yet even New Yorkers know little about their city’s role in the Allied victory. The presenters will discuss their efforts to advance public knowledge about the war, to involve veterans and other wartime participants and their families, and to draw upon first-hand testimonies to inform and engage larger audiences. Participants in the MAAM session will be able to compare how three very different institutions—two of them historic sites—have approached the interpretation of WWII history and the goal of attracting new audiences.

Chair... Marc Reaven, Vice President for History Exhibits, New York Historical Society

Presenters... Aileen Chumard, Deputy Director of Exhibits and Programs, Brooklyn Navy Yard Center

Rachel Herman, Collections Manager, Intrepid Sea, Air & Space Museum

7. Beyond the Exhibit: Exposing the Collection

This session will discuss ways to expose the audience to collections beyond the traditional exhibit. Panelists will highlight programs they have created that allow the audience to achieve a fuller understanding of the artifact—from the perspectives of a history museum, art museum, and a medical history museum. Special attention will be paid to balancing programs that can be produced with minimal funding and those that may require additional resources and/or skill sets. Session participants will be learn creative ways to leverage their collections in order to broaden the audience’s understanding of the artifacts.

Chair... Mave Gaynor Scott, Registrar, Newseum

Presenters... J. Nathan Bazzel, Communications Director, The Mütter Museum of The College of Physicians of Philadelphia

Radiah Harper, Vice-Director for Education and Program Development, Brooklyn Museum
1:45PM – 3:00PM  Breakout Sessions – Concurrent (continued)

8. Asking Visitors What They Really Want: Case Studies of the Jacobus Vanderveer House, Bedminster, NJ ............................ Grand Ballroom 5

The Friends of the Jacobus Vanderveer House in Bedminster NJ spent the past year learning what kind of interpretive programming their site visitors really want through a New Jersey Historic Trust grant. During the last ten years, the 1777 property has been restored and furnished by the Friends. Presenters will highlight the audience research components, methods and interpretive themes for our three main audience groups; they will share our research results that closely mirror other audience studies conducted by national consultants that show a decided preference for self-guided activities. Participants will learn about the popular interpretive programs planned for the Vanderveer House.

Learning objectives: Gain an overview of the history and ownership of the Jacobus Vanderveer House; Learn about the key interpretive themes of the property and messages for public programming activities; Understand the component parts of our audience research including survey methods: online surveys, focus groups, interviews with peers and partner organizations including other Somerset County historic sites and Crossroads of the American Revolution National Heritage Area; Learn how our survey results mirror Reach Museum Advisors recent studies of history museums and historic sites; How the Friends translated this research into actual programs and the lessons learned.

Chair . . . Donna Ann Harris, Principal, Heritage Consulting Inc.
Presenters . . . Emily Cooperman, PhD, President, Arch Consulting
Leslie Molé, President, Friends of the Jacobus Vanderveer House

3:00PM – 3:15PM  Coffee Break

3:15PM – 4:30PM  Breakout Sessions – Concurrent

9. Insurance: Finding Safety in Numbers .................................. Hudson Room

This panel session will be a scaled down version of the Insurance Workshop held in 2011 in Philadelphia by the RC-MAAM and Cornerstone. It will be a basic overview of what insurance is and how it protects you and your collections. There will be three panelists. One from the Insurance side and two registrars who have had an opportunity to use insurance either as part of an exhibition or as part of a loss. Special situations will be discussed such as blanket versus itemized, indemnification for international loans and what to do in issues of damage or loss. What is wall-to-wall or nail-to-nail insurance and why do you have it? The goal of this session is to familiarize participants with the vocabulary of insurance and to really clarify what it protects and what it doesn’t protect. It will aid them in deciding which pieces of their collection are able to be placed of exhibit and which ones need to stay in the vault. It will better enable the institution to protect itself from loss and to keep our collections available to our audiences.

Chair . . . Elizabeth Alberding, The Kelly Collections of American Illustration

10. Institution as Resource: Putting Your Organization at the Center of Interpretation ............................. River Room

This session is designed to help museum professionals re-examine the ways in which they open their organizations/institutions to the community. The panelists will explain how their organizations have moved beyond interpreting our collections to helping audiences understand more about how museums operate—why we exist, what we seek to do, and why this matters. This increasing transparency of explaining our organizations, we believe, helps to strengthen community buy-in by explaining who we are to the community (and how we strive to be a community resource), and helps to attract new audiences by de-mystifying museum operations. The second part of the session will be an interactive workshop, in which participants will have the opportunity to work with each other and with the presenters on how they might begin to approach this form of interpretation in their own museums.

Chair . . . Margaret Hughes, Director of Educational Initiatives, Bethel Woods Center for the Arts
Presenters . . . Claudia Ocello, President & CEO, Museum Partners Consulting
Pedro Garcia, Education Associate for Training & Outreach, Lower East Side Tenement Museum

11. Partnerships: Get Connected, Think Bigger, Build a Foundation ............................................. Grand Ballroom 4

Think outside your four walls. This interactive session will explore opportunities for museums to extend their reach and enhance their relevance by working collaboratively with national heritage areas and state service providers. We’ll share a model program taking place in the Erie Canalway National Heritage Corridor that connects more than 25 museums and cultural heritage sites with related interpretive themes. We’ll also discuss technical assistance and peer-to-peer learning that is helping these museums build capacity and implement best practices. Find out how you can get connected, think bigger, and get better results.

Chair . . . Andy Kitzmann, Erie Canalway National Heritage Corridor
Presenters . . . Catherine Gilbert, Executive Director, Museumwise
Jean Mackay, Director of Communications and Outreach, Erie Canalway National Heritage Corridor
Natalie Stetson, Director of Development, Erie Canal Museum
ADVANCE PROGRAM | MONDAY, OCTOBER 8 (continued)

3:15PM – 4:30PM  Breakout Sessions – Concurrent (continued)

12. You Really Want to Be There! Museums and New Audiences in the Post-Digital Age . . . . . . . . . . . . . Grand Ballroom 5
Museums compete for audiences Among many arts and cultural offerings today, Why go? By incorporating new avenues of outreach, museums can draw audiences who may no longer think about going to museums regularly, or are not connected through traditional media. Social media networks are often tapped; however, there is value in bridging gaps through personal networking and use of local broadcast media to get your name known. Arts Councils and Alliances also bring numerous individuals together who are interested in viewing and donating to the arts. We will explore newer and richer ways to communicate what we as museums do, in order to establish long-term connections and integrate artists and non-traditional museum visitors.

Chair . . . Tess Koncick, JD, LLM, MA, Director, Mitchell Place, LLC
Presenters . . . Jeanne Brasille, Director, Walsh Gallery, Seton Hall University
Lealana Loiodice, Independent Consultant

6:00PM – 8:00PM  Weil Lecture & Reception at Lyndhurst
Weather permitting, the location is a short walk through a park.
Pre-registered attendees may assemble in the hotel lobby at 5:45PM
to walk over as a group. Transportation will be provided for those with special needs and in the event of inclement weather.

What’s So Funny? Humor and Museums
Under Secretary of the National Museum of American History, Marc Pachter, will deliver the 2012 Weil Lecture during MAAM’s Annual Meeting in Tarrytown, New York. Marc has served under six Smithsonian Secretaries since joining the Institution in 1974. He has served as Chief Historian and Director of the National Portrait Gallery, Chair of the Smithsonian’s 150th Anniversary celebration, and twice Interim Director of the National Museum of American History.

Lecture by . . . Marc Pachter, Past Director, National Portrait Gallery;
Under Secretary, National Museum of American History

TUESDAY, October 9

8:00AM – 5:00PM  Registration Desk
Grand Pre-function South

8:00AM – 9:00AM  Continental Breakfast
Westchester Pre-function

9:00AM – 10:15AM  Breakout Sessions – Concurrent

13. Demonstrating Impact on School Audiences: Evaluating Single-Visit Programs at Museums . . . . . . . . . . . . . . . . . . . Hudson Room
Educators at many museums face the similar challenge: How to demonstrate the impact of a single-visit program on school audiences. Although observations by museum staff and teacher comments attest to the benefits of these programs, there is often a need for a more formal evaluation of student learning. This panel, which includes two museum educators as well as a professional evaluator, will explore the challenges of evaluating a single-visit program and share some general guidelines and best practices. Participants will learn strategies for evaluating single-visit programs, both in-house and through the use of an external evaluator.

Chair . . . Stephanie Downey, Managing Director, Randi Korn & Associates, Inc.; Adjunct Professor, Bank Street College
Presenters . . . Rebecca Shulman Herz, Head of Education, The Noguchi Museum
Franny Kent, Director, Frederick AO Schwarz Children’s Center, Museum of the City of New York and South Street Seaport Museum
Ardina Greco, Independent Museum Educator and Adjunct Professor, Teachers College, Columbia University

www.midatlanticmuseums.org
14. Partners for Albany Stories: Historical and Cultural Institutions Unite to Share One Story. In 2010, twelve historical and cultural organizations in and around Albany spearheaded a collaborative, Partners for Albany Stories (PAS), to present a unified and connected interpretation to reach broader audiences and for the sustainability of each partner. The financially precarious situation that historic sites, museums, and other cultural organizations find themselves in is widespread. Many highly regarded, well-run institutions throughout New York are operating on a very thin margin. Recognizing this, PAS members plan to develop a citywide interpretive plan, with community involvement as a key component, as a way of highlighting Albany’s important history. In a time of diminishing resources (government support as well as corporate and individual donations, audience base, staffing levels, and program space, to name a few), the partners have approached this collaborative project with the hope it will become a model for ensuring the long-term protection of historical resources in Albany as well as other regions of the state.

The underlying principal of the group’s activities is to involve the collaborative assorted communities in the development of a unified story through feedback and focus groups. The result will be a renewed interest among city residents for the historical flavor of Albany. This local audience then becomes the “ambassador” of the city—both promoting and welcoming an increasingly broader audience to the area’s historical and cultural attractions. The panel will share the process that has made PAS a strong collaboration to date and the methodology that will sustain the groups' energy level and success in the future. Participants will benefit from the discussion on how a strong collaborative develops, evolves, and is sustained through a thoughtful plan for the future. Funding, communication, and task plans will be outlined as examples of the group’s calculated planning process.

Chair. . . Heidi Hill, Crailo and Schuyler Mansion State Historic Sites
Presenters. . . Liselle LaFrance, Director, Historic Cherry Hill
Susan Holland, Director, Historic Albany Foundation
Erika Sanger, Director of Education, Albany Institute of History and Art

15. “Going Green” vs. True Energy Reduction for Museums. Museums of all sizes have been talking about “going green” for several years. Since most of the energy used by museums is for environmental control and lighting, understanding the “new” environmental recommendations now being much discussed is essential if reducing the carbon footprint of an institution is being considered. Aspects of daylighting are of utmost importance, especially when considering any renovations or new construction. In addition, new developments in lighting equipment, especially new lamps (bulbs) is making it possible to reduce energy consumption substantially without sacrificing the appearance of exhibits. This session will cover the various elements of environmental control systems that consume energy, and the ways that energy use can be reduced without sacrificing object preservation. Implications of introducing daylight into exhibition areas and other museum spaces will be discussed. New lamps and other lighting equipment suitable for museum exhibitions will be presented.

Chair. . . Paul Himmelstein, Appelbaum & Himmelstein

16. Getting Q’d into Mobile: Insights into Mobile Trends & Tools for Successful Visitor Engagement. Mobile communication experts will discuss the latest, greatest tools, trends and techniques for providing content and social interaction at museums through mobile devices. Learn how to tie mobile technology into your educational program and develop a mobile strategy that will drive more visitors. Hear case studies of successful mobile audio tours, QR codes, interactive surveys & games, text pledging and mobile tour websites. Share your experiences and join colleagues to strategize effective mobile programs in the fast-paced world of mobile technology. Each workshop participant will receive helpful resources including a 2013 industry forecast and tips for marketing your mobile program.

Presenters. . . Kevin Dooley, VP of Market Development, OnCell
Tess Frasier, Museum Director, Museum of disABILITY History
Barbara Applegate, Director, Hillwood Art Museum
Cathy Rosa Klimaszewski, Associate Director/Ames Curator of Education, Herbert F. Johnson Museum of Art

9:30AM – 11:30AM Historic Hudson Valley Tour
Transportation for pre-registered attendees will depart from hotel lobby at 9:15AM

Historic Hudson Valley has offered the opportunity to visit their new headquarters and receive a two-part tour: Part One will be a highlight of their archives/library/special collections led by Karen Walton Morse and Jessa Krick. Part Two will be led by Brian Blaney, who will highlight the innovative architectural solutions and the many “green” aspects of their headquarters design for a cultural institution. Transportation will be provided.

10:15AM – 10:30AM Coffee Break
10:30 AM – 11:45 AM  Breakout Sessions – Concurrent

17. Engaging and Empowering Teens  .......................................................... Hudson Room
Three museums and a non-profit arts group will discuss how teen programs engage with their communities. The Hudson River Museum will focus on its award-winning Junior Docent program, as it extends its reach to families, while the Westmoreland Museum of American Art will highlight its teen advisory board’s efforts to reach other teens. No Longer Empty’s Y-Dot program turns high school students into docents for art exhibitions set in abandoned buildings, and the Bruce Museum will discuss how teens curate their own exhibition.

Co-Chairs . . . Jennifer Rabley, Hudson River Museum
          Joan McGarry, Director of Education & Visitor Services, The Westmoreland Museum of American Art

Presenters . . . Katie Henry, Manager of Youth & Family Programs, HRM
             Jodie Dinapoli, Director of Programs, No Longer Empty
             Robin Garr, Director of Education, Bruce Museum

18. Have You Heard? Bringing New Technologies to Old Stories  ........................................... River Room
Oral histories contain the stories that make up the unique history of your town. Too often they remain unheard except by researchers or the most dedicated history buff. Now it is easier than ever to share these stories with new audiences. Learn how to create compelling audio clips from your oral history interviews and share these clips easily on the web, with mobile apps, in live events, and on the radio using free tools. You will leave this workshop ready to bring new life and new listeners to your collections.

Presenters . . . Eileen McAdam, Director, Sound and Story Project
             Grace Zimmerman, Somers Historical Society
             Allyne Lange, Hudson River Maritime Museum
             Sarah Wassberg, Hudson River Maritime Museum

Learn how museum studies programs are meeting the extraordinary opportunities and daunting challenges of our field. The discussion will be initiated by representatives from several museum studies programs who will make brief presentations highlighting some of the issues they have found to be the most pressing. The audience will then be invited to add their observations.

Chair . . . Edward Aiken, Director, Graduate Program in Museum Studies, Syracuse University

Presenters . . . Claire Brown, Associate Chair and Academic Advisor, Corcoran Gallery / Corcoran College of Art + Design
              Phyllis Hecht, Program Director, Museum Studies, Johns Hopkins University
              Jack Rasmussen, Director and Curator, American University Museum, Katzen Arts Center
              Claudia B. Ocello, President & CEO, Museum Partners Consulting, LLC
              Helen M. Shannon, Director, M.A. Program in Museum Studies, The University of the Arts
              Gretchen Sullivan Sorin, Director, The Cooperstown Graduate Program

20. Partnering with Your Board to Maximize Fundraising Results  ........................................ Grand Ballroom 5
For organizations to be prosperous, board, director and staff roles must be understood, a fundraising plan developed through dialog, plus knowledge of community donor capacity and fundraising techniques. These and many critical fundraising strategies will be decoded by a panel lead by Clayton Bass, Partner with Alexander Haas, and directors from two organizations of diverse size and mission. Also, a snapshot of national fundraising trends will be presented and placed within context for MAAM members. Participants will receive fundraising strategies to strengthen board and staff collaboration and suggestions for online fundraising and board resources.

Presenters . . . Clayton Bass, Partner, Partner, Alexander Haas
               Joy Carney, Director of Gallery Advancement, Memorial Art Gallery
               Erik Nell, Executive Director, Academy Art Museum

12:00 PM – 1:30 PM  MAAM Annual Business Meeting Luncheon
                      & Coffey Award Presentation

Address by . . . Jack Rasmussen, MAAM President
               Eliza Bennington Kozlowski, AAM Board Member
1:45 PM – 3:00 PM  Breakout Sessions – Concurrent

21. National Endowment for the Humanities (NEH) Funding for Audience Building Public Programs

Hudson Room

The NEH provides funding for public programming, exhibitions, heritage trails, websites, and more through the America’s Historic and Cultural Organizations grant program. NEH Program Officer Kathy Mulvaney will explore how to apply for and receive grants for programs that could expand museum audiences. Kathy will be joined by Elizabeth Jacks, Director of the Thomas Cole Historic Park, and Jessa J. Krick, Collection Manager at Historic Hudson Valley’s Montgomery Place. They will discuss their recently funded NEH projects and explain how these projects were intended to expand their audiences.

   Chair . . . Kathleen Mulvaney, Program Officer, National Endowment for the Humanities
   Presenters . . Elizabeth Jacks, Executive Director, Thomas Cole National Historic Site
                 Jessa J. Krick, Collection Manager, Historic Hudson Valley

22. Building the “Next Gen” Appeal of Your Organization

River Room

Most every historic site and heritage organization faces the same strategic issue: how to attract younger people – as visitors, donors, members and board members. This is a problem of sustainability, which is especially timely, in light of the aging leadership and membership of many of these groups. Unless cultural organizations determine ways to strengthen their appeal to younger people, they are unlikely to survive. During this session you will hear from sites that have built “next gen” appeal and learn the techniques they use to develop a plan for the future. Topics will include: how to identify what younger people want, create winning program, and attract younger board members, donors and members. The focus will be on involving those ages 25-40.

   Chair . . . Nancy Moses, Principal, Nancy Moses Planning & Development
   Presenters . . Michael P. Cagno, MA, Executive Director, The Noyes Museum of Art of Richard Stockton College
                 Rachel Dukeman, Managing Director, Plays & Players
                 Matthew E. Pisarski, AICP, PP, Principal Planner, County of Cumberland

23. What Not to Wear: Creating Appropriate Reproduction Period Dress to Grab an Audience

Grand Ballroom 4

Since 1997, the Reproduction Period Dress Program at the NYS Office of Parks, Recreation and Historic Preservation has made about 360 separate garments for 18 NYS historic sites. The program was launched after visitors at one of our sites expressed a desire to see costumed interpreters. This presentation will show session attendees how appropriate period clothing enhances programming and attracts varied audiences, whether through first-person interpretation, third-person interpretation, school programs, reenactments, furnishing plans, workshops, special demonstrations, special events, exhibits, or lectures. Handouts will include the Program Guidelines and a list of resources.

   Chair . . . Susan Walker, Curator, NYS Office of Parks, Recreation and Historic Preservation
   Presenters . . Amanda Massie, Assistant Curator, NYS Office of Parks, Recreation and Historic Preservation
                 Heidi Hill, Site Manager, Schuyler Mansion State Historic Site
                 Connie Frisbee Houde, Independent Historic Clothing Consultant


Grand Ballroom 5

Many museums struggle with getting to know their audiences. Presenters will share an overview of traditional evaluation methods and provide tips for collecting meaningful data beyond demographics, to help improve program participation, visitation experiences, and exhibition development. Participants will gain ready-to-implement evaluation ideas that are quick, cost-effective, and build on data sources currently collected by many museums. Participants will also gain strategies to think evaluatively from the beginning of a new project, program, or exhibit. Relevant resources related to evaluation will be provided, and a question-and-answer session will allow attendees to get more personalized advice.

   Chair . . . Kara Hershorn, Museum Evaluation Consultant
   Presenters . . Tammy Messick Cherry, Museum Evaluation Consultant, TMCherry Consulting
                 Emily Craig, Research Associate, Randi Korn & Associates, Inc.
A Perfect Partnership – Homeschoolers and Historic Houses: How Sunnyside Attracted and Sustained this Unique Community of Learners

Historic House museums are constantly challenged to build new audiences. In 2011, the staff at author Washington Irving’s Sunnyside set their sights on the growing Homeschool community. We understood that this community of learners had specific needs and we hoped that if we could successfully meet those needs we would gain new constituents for our museum. In the Winter of 2011 and then in the Spring of 2012, we offered two differently themed programs, “Homeschool Days: An Irving Family Christmas” and “Homeschool Days: Irving, Industrialization, and the Modern Mid-19th Century Home.” The positive response was overwhelming and so we have embarked on a series of Homeschool Days at Sunnyside. Session participants will hear about the research and development phase of our programs; experience a modified version of the Industrialization program’s house tour; and participate in a document based hands-on activity. There will be ample time for questions and answers. Participants will leave with a packet of information that will help them design and implement their own programs for Homeschool families.

Presenter . . . . Dina R. Friedman, Site Director, Washington Irving’s Sunnyside

Evaluation 101: Practical Techniques for Getting to Know Your Audience – Part II

Many museums struggle with getting to know their audiences. This session’s presenters will share an overview of traditional evaluation methods and provide tips for collecting meaningful data beyond demographics, to help improve program participation, visitation experiences, and exhibition development. Participants will gain ready-to-implement evaluation ideas that are quick, cost-effective, and build on data sources currently collected by many museums. Participants will also gain strategies to think evaluatively from the beginning of a new project, program, or exhibit. Relevant resources related to evaluation will be provided, and a question-and-answer session will allow attendees to get more personalized advice.

Chair . . . . Kara Hershorin, Museum Evaluation Consultant

Presenters . . . . Tammy Messick Cherry, Museum Evaluation Consultant, TMCherry Consulting

Emily Craig, Research Associate, Randi Korn & Associates, Inc.

Increasing Visitation by Promoting Diversity

As part of a three-year, $65 million renovation of the New York Historical Society’s building, the DiMenna Children’s History Museum was conceived and designed especially to engage young visitors as History Detectives exploring the richness and wonder of America’s past. Set within a dramatic, immersive environment of iconic imagery of New York and America, DCHM highlights the young lives of both known and unknown New Yorkers. Engaging, interactive pavilions immerse children and families in both the lives and times of the protagonists. The vast collections of the New-York Historical Society, New York’s oldest museums, enable hands-on access to authentic historic objects, artifacts, images, maps and documents that help children understand the way they might have lived had they been born in a different era. Historic events and concepts are presented through stimulating media games and interactive learning experiences, which are integrated into the overall design through graphics and murals. This panel will discuss how the team worked to ‘make history come alive’, to be both vibrant and relevant to young people today. Participants will learn how working with the intended audience, from front-end evaluations, informal interviews and focus groups to testing of interactive and media components, and forging a strong alliance with teachers, enabled the Society to create an experience that bridged the past, present, and future, making history relevant and aligned with contemporary issues and the lives of young audiences. The panel will also discuss how DCHM became an integral component in expanding the audience of the New York Historical Society.

Chair . . . . Jo Ann Secor, Principal, Director of Museum Services, Lee H. Skolnick Architecture & Design Partnership

Presenters . . . . Sharon Dunn, Vice President for Education, New York Historical Society

Marla Supnick, President & Owner, Unified Field, Inc.

Lee H. Skolnick, Principal & Founder, Lee H. Skolnick Architecture & Design Partnership
3:15PM – 4:30PM Breakout Sessions – Concurrent (continued)


With increased security requirements & other operational challenges this past decade, NMAI-NY faced challenges galore. In order to become visitor-centric, we needed to overhaul how we worked internally with everyone who had direct contact with visitors (guards, educators, volunteers, shop, custodial and interpretive staff). On a soup-to-nuts institution-wide basis, it was important to re-think, re-train and re-vise how we worked more intentionally with our visitors. We will provide participants with instructive handouts, training examples & practical tips. We believe it is critical for the museum field to consider what effective visitor services means, grounded in a practical know-how and how-to.

Chair . . . John Haworth, Director, National Museum of the American Indian-NY
Presenters . . . Lucia DeRespinis, Director, Development & Communications, National Museum of the American Indian-NY
Margaret Sagan, Visitor Services Manager, National Museum of the American Indian-NY
Isabel Byron, Consultant & Trainer

4:30PM Adjourn
UNDERSTANDING

- Reading Financial Statements
- Developing Budgets
- Understanding the 990 Forms

Panelists:
Pat Beene, USS Intrepid; Connie Claman, Liberty Science Center; Paul Konigstein, Mission First Finance

Wednesday, Nov. 7th
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THE FINANCIALS

MAAM On Demand

Using LED Lights in Museum Environments
- What to look for in a LED lamp/fixture
- LED as it relates to curation and conservation
- Discussion of the USGA Museum’s conversion to LED
- Testing
- Manufacturers

Panelists: Robert Williams, Museum Director of the USGA Museum; Susan Wasser, Assistant Manager of Museum Operations, USGA Museum

Wednesday, Dec. 5th
1:00
MAAM On Demand programs are FREE for all MAAM Members

MAAM On Demand

Caring for Photographs
Presented by the Conservation Center for Art and Historic Artifacts
Presenter: Rachel Wetzel; CCAHA Conservator for Photographs and Works on Paper

Wednesday, Dec. 12th
1:00
MAAM On Demand programs are 1 hour telephone sessions. They are FREE for all MAAM Members.
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New York / John Haworth, Director, George Gustav Heye Center, National Museum of the American Indian
Pennsylvania / Helen Shannon, Director of Museum Exhibition Design, University of the Arts

AT-LARGE
Teddy Aiken, Director, Graduate Program in Museums Studies, Syracuse University
Barbara Barlett, Director, Lorenzo State Historic Site
Clare Brown, Corcoran College of Art and Design
Constance Claman, CFO and VP Resource Administration, Liberty Science Center
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MAAM

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