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CONFERENCE PROGRAM GUIDE

Thanks for attending the 95th Annual NEMA Conference. This year’s event is packed with more information, more networking, and more fun than ever. So where do you start? Here’s a quick “how-to” guide that will help you make the most of your conference experience.

CONFERENCE APP
Put the entire 2013 NEMA Conference at your fingertips with our exclusive conference app. You’ll have it all: access to session information, floor plans, evaluations, handouts, and information about Newport. It is available in the App Store and Google Play. Download it now! You can also access the app on all web-enabled devices. Simply type in the URL: nema2013.toursphere.com.

GREEN IS GOOD!
Our speaker handouts will be available online instead of in print. You can access handouts via our Conference App (see above) or print them on demand at the conference hotel business center (hotel guests only) on the first floor.

KEYNOTE SESSION
Salons II, III, & IV, Wednesday, 10:45 am
Don’t miss! Internationally-known museum professional Roger Mandle will provide context for the future prospects of museums and will challenge you to think about how we need to reform our concepts of museums around the world.

CONCURRENT SESSIONS
Conference sessions can fill up quickly and are on a first-come, first-seated basis. We suggest arriving at least 5 minutes prior to the starting time.

PLEASE NOTE: PROGRAM CHANGES
The Public Relevance of Science Centers, scheduled for Friday 10:45 am – 12:15 pm, has been cancelled.

CONFERENCE AMBASSADORS
Need help navigating Conference? Look for one of our Conference Ambassadors. They’re the ones wearing the cheery yellow buttons and an equally cheery smile. They’ll be glad to help!

NEMA CONFERENCE BOOKSTORE
Registration Area, Wednesday, Noon – 5:00 pm; Thursday, 8:00 am – 5:00 pm; Friday, 8:00 am – 12:00 pm
Browse the Conference Bookstore for great reads from the AAM professional development library and other publishers.

EXHIBIT HALL
Third Floor, Thursday, 8:00 am to 5:30 pm; Friday, 8:00 am to 1:00 pm
Get the latest information on innovative products and services for the museum community. The Exhibit Hall is also a hub of activity for your coffee/snack breaks, the Demonstration Station and where you pick up your on-site box lunch (pre-registration required). Enter to win raffle prizes from exhibitors and museums. Details in your registration packet.

2013 PUBLICATION AWARD WINNERS
Registration Area
Look over the winners of this year’s NEMA Publication Awards. See the best in design, production, and communication.

TALK BACK!
Registration Area
Ask a question. Make your point. Take a time-out in our “Talk Back” area to ruminate on New England museum issues and provide input to NEMA. (Talk Back wall is courtesy of 42 Design Fab; visit them in Booth #27 in the Exhibit Hall.)

THE DEMONSTRATION STATION
Exhibit Hall, Thursday and Friday
New for 2013! The Demonstration Station is the place to get fast-moving, how-to tips on mastering the latest museum field trends.

RESUME REVIEW
Bring your resume and get a one-on-one career tune-up from a seasoned museum professional – just the thing to enhance your job search! Stop by the Walk-In Registration desk to sign up for a 15-minute session with a NEMA ambassador, who will check out your C.V. and give you some on-the-spot advice.

BE SOCIAL
Connect to your community and continue the conversation by tweeting (#nema2013) and sharing lessons learned on NEMA’s social media pages. Be visual and share your photos using #NEMA2013 on Instagram.

NEMA ANNUAL LUNCHEON MEETING
Hotel Atrium, Friday 1:00 – 2:15 pm
Pre-registration required.
Find out what’s new in your association. Join us as we present NEMA’s first Lifetime Achievement Award celebrating the career of the Fairbanks Museum’s Charlie Browne.

MAKE PLANS FOR BOSTON/CAMBRIDGE IN 2014!
Mark your calendar for the 2014 NEMA Conference, November 19-21, in Cambridge, MA. Join us for three memorable days of city excitement, entertaining events, and museums galore. Session proposals are due February 1, 2014. Please visit www.nemanet.org.

QUESTIONS?
Visit the NEMA Registration Desk on the Ground Floor from 8:00 am – 5:00 pm Wednesday and Thursday, 8:00 am till noon on Friday.
6:30 – 7:00 am
**NEMA FITNESS**
**Morning Walk**
Hotel Lobby
Join NEMA Director Dan Yaeger for an energizing walk around beautiful downtown Newport.

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

8:00 – 9:00 am
**WELCOME COFFEE AND BAKED GOODS**
Registration Area
Hosted by

8:15 – 9:00 am
**NEMA CONFERENCE PREVIEW**
NEW FOR 2013!
Middletown Suite
First time at a NEMA conference? Learn how to make the most of it. Join Amanda Gustin and Ashley Martin, co-chairs of the Young and Emerging Professionals PAG, for coffee and tips for how you can use your time to your best advantage.

Co-chairs: Amanda Gustin, Public Programs Coordinator, Vermont Historical Society; Ashley Martin, Assistant to the Executive Director, Harvard Museums of Science and Culture, MA

9:00 – 10:30 am
**CONCURRENT SESSIONS**

**Business Models and Earned Income for Historic Houses**
Salon I
Historic sites always look for sustainable ways to increase earned income. This session examines ways institutions are addressing earned income through creative programs, adopting an entrepreneurial mindset, and creating sustainable business plans. Participants will be given a case study, questions to answer, and problems to solve. The aim of this exercise is to make participants consider what you need to create a sustainable business model.

Chair: Ken Turino, Manager of Community Engagement and Exhibitions, Historic New England, MA
Speakers: Joshua Campbell Torrance, Executive Director, Woodlawn Museum, Gardens & Parks, ME; Lawrence Yerdon, President and CEO, Strawberry Banke, NH

**Conservation, Replication, and Public Presentation Enterprise**
Join us to explore how conservation projects can become a focal point for the visitor experience. At Rough Point in Newport, one object was stabilized and then replicated for display in the museum. At Vermont’s Shelburne Museum, a carousel “orchestration” was repaired so that it could be operated for visitors. And at the Preservation Society of Newport County, a set of lacquer panels was conserved on public view. Learn about these revelatory museum programs and how they might be applied in your museum.

Chair: Bruce MacLeish, Director of Collections, Newport Restoration Foundation, RI
Speakers: Alexandra Allardt, ArtCare Resources, RI; Richard Kerschner, Director of Preservation and Conservation, Shelburne Museum, VT; Jeff Moore, Chief Conservator, The Preservation Society of Newport County, RI

**Is Your Museum Ethical?**
Weatherly
Does mission or money really call the shots in your museum? A code of ethics is an essential, core document for navigating the sometimes shadowy terrain of negotiating with funders. Through a mix of candid presentations and group discussion, this session explores how applying ethical standards supports long-term financial sustainability. You will leave with a toolkit of resources and practical exercises to create and/or interpret your own institution-specific code of ethics.

Chair: Rebecca Smith, Assistant Curator, Chatham Marconi Maritime Center, MA
Speakers: Julie Hart, Senior Director, Standards and Excellence Programs, American Alliance of Museums, D.C.; Laura Howat, Trustee, Brattleboro Museum and Art Center, VT; Holly Smith-Bove, President, Springfield Museums, MA; Dennis Stark, First Vice President, Preservation Society of Pawtucket, RI; Jim Welu, Director Emeritus, Worcester Art Museum, MA

**Legal Issues and Museums: Are Lawyers Needed Now More Than Ever?**
Columbia
The legal issues facing museums are becoming increasingly more complex and commonplace. This session will survey the past year of key legal developments and highlight several diverse topics, including tax and legislative initiatives, litigation and other claims involving works of art, intellectual property matters, and collection management issues. The goal of the session is for attendees to recognize and identify potential legal issues before they become legal problems.

Co-chairs: S. Jason Baletsa, Associate General Counsel Group, Suffolk University, MA; Jonathan M. Freiman, Partner and Co-Chair, Art and Museum Law Practice, Wiggin and Dana LLP, CT

**We Are All In It Together: Museum Partnerships to Meet Community Needs**
Freedom
Opportunities and challenges arise when museums step outside their “traditional role” to address vital community issues. This session explores a variety of topics: identifying specific community challenges, proposing a program to trustees, securing funding, “mission creep,” and how museums can work with local partners to address systemic social challenges.
Inside the Boardroom: Temple of Wisdom or Little Shop of Horrors?
Courageous
Here’s your chance to understand the tools you and your board need to handle the challenges facing museums today. We’ll review the “why” and the “how” of trusteeship, giving board members and museum directors a thorough understanding of their critical and non-negotiable duties. Then we will examine real-life examples of board issues and discuss how you might handle such situations to achieve an effective resolution.

Co-chairs: Eric Hertfelder, Trustee of the Newport Restoration Foundation and former Executive Director of the Fort Adams Trust, RI; Susan Robertson, Executive Director, Gore Place, MA

Who Needs Docents? We Do! The Building Blocks of a Successful Docent Program
Stars & Stripes
Develop a framework for starting, sustaining, and reinvigorating successful docent programs in your museum. Panelists will offer insights gleaned from coordinating docent programs at three different institutions: a college art museum, a living history museum, and a consortium of four art, history, and science museums. Together, we’ll discuss recruitment strategies, training models, and management techniques. You’ll also have an opportunity to share your docent program’s goals, needs, and success stories.

Chair: Amanda L. Goodheart, School Programs Assistant, Springfield Museums, MA
Speakers: Kim Adams, Coordinator of Volunteers and Interns, Old Sturbridge Village, MA; Laura Cienciwa, Art & History Docent Coordinator, Springfield Museums, MA; Katie Merrill, Science Docent Coordinator, Springfield Museums, MA; Wendy Somes, Coordinator of Community Programs, Mead Art Museum, MA

Noon – 5:00 pm
BOOKSTORE OPEN
Registration Area
Hosted by

KEYNOTE SESSION
10:45 am - 12:15 pm
Salons II, III, & IV

12:30 – 1:30 pm
OPENING LUNCH
Hotel Atrium
Ticket Required
It’s all about the networking! Meet up with colleagues, reconnect, and have fun strengthening your ties to this talented, generous, and committed museum community that we know as the NEMA Family!

12:30 – 1:30 pm
DIRECTORS AND TRUSTEES LUNCH
Salon I
Ticket Required
Break bread with your fellow museum leaders. Share stories, ideas, and encouragement. Bring back inspiration for your own institution. The Directors and Trustees Luncheon is a popular feature of the NEMA Conference for good reason. During lunch, NEMA Executive Director Dan Yaeger will recap this summer’s leadership workshops, Best and Brightest: Cultivating the Next Generation of Museum Leaders, and will facilitate discussion.

Hosted by

Welcome from Phelan Fretz, President, New England Museum Association; remarks from Laura Lott, COO, American Alliance of Museums and NEMA Executive Director Dan Yaeger.

2013 CONFERENCE KEYNOTE SPEAKER
ROGER MANDLE

NEMA is proud to announce Dr. Roger Mandle as the keynote speaker for the 95th Annual NEMA Conference. Dr. Mandle is an internationally-known museum professional whose career highlights include leadership positions in the Toledo Museum of Art, National Gallery of Art, Rhode Island School of Design, and, most recently, the Qatar Museums Authority. He is currently principal of Roger Mandle Associates, a consulting firm which helps lead museums and cultural organizations through transitional change. His keynote presentation will provide context for the future prospects of museums and will challenge you to think about how we need to reform our concepts of museums around the world.
“Lean times demand better leadership. How can I remain a strong, motivated leader?”

Qm² Roundtables for Executives

Peer problem-solving forums for museum leaders


Qm² Roundtable members see quantifiable results in:
- Board engagement, civic reach and fundraising
- Management efficiency and staff leadership
- Long-term organizational sustainability

Since 1996, the Qm² community of consultants has helped museums build successful futures through leadership learning, visitor-centered interpretive planning and evaluation, exhibition development, management and organizational design.
**1:40 – 5:15 pm**

**OFF-SITE SESSIONS**

**Making Meaning: Engaging the Past, Enlivening the Present (Sold Out)**

Ticket holders meet in the Hotel Lobby at 1:40 pm. Bus leaves promptly at 1:50 pm.

Chair: Dr. Laurie Ossman, Director of Museum Affairs, The Preservation Society of Newport County, RI
Speakers: Caitlin M. Emery, Research and Interpretation Coordinator; Brittany L. Hullinger, Museum Affairs Coordinator, The Preservation Society of Newport County, RI

**Shake, Rattle, and Roll! Operating a 19th Century Train in the 21st Century**

Ticket holders meet in the Hotel Lobby at 1:45 pm for the short walk to the Old Colony & Newport Railway. Limited tickets may be available at Walk-in Registration.

Take a unique ride on the historic Old Colony & Newport Railway. See parts of Aquidneck Island you might not otherwise see, such as Naval Station Newport, while enjoying the beauty of Narragansett Bay. Uniformed conductors will narrate the history and significance of places and people served by the railroad. They’ll share thoughts on the challenges involved in operating a “moving museum” with equipment that is over 100 years old. The Old Colony’s historic rail cars (our “travelling exhibits”) will give you a sense of what local rail travel was like in the late 19th and early 20th centuries.

Chair: Chuck Fillipo, Public Relations Coordinator, Old Colony & Newport Railway, RI

**Environmental and Climate Change Communication: Our Public is Ready. Are We?**

**Courageous**

To help communities adapt and become more sustainable, museums must change how they connect with them. Yale University’s Climate Change Communication Project and New England Aquarium’s National Network for Ocean and Climate Change Interpretation will help us understand how to communicate with different audiences about climate and ocean change, and practice more effective environmental communication techniques. Discuss the differences between learning and engagement and how to help audiences reflect on their capacity as civic actors.

Chair: Sarah Sutton Brophy, LEED-AP, Principal, Sustainable Museums, MA
Speakers: John Anderson, Director of Education, New England Aquarium, MA; Lisa Fernandez, Assistant Director, Yale Project on Climate Change Communication, CT

**Let’s Talk: Making the Executive Director/Board Relationship Work in Very Small Museums**

**Stars & Stripes**

The ED of a museum with a budget under $150K is a jack-of-all-trades, mostly on their own, and responsive to many bosses. While the board guides the organization, the ED also often needs to manage the “bosses” as volunteers. Use this session to develop a toolbox of best practices: communications, board management, setting boundaries, engaging committees, dealing with difficult board members, exploring opportunities. Come prepared to brainstorm and share.

Chair: Barbara Palmer, Executive Director, The Bidwell House Museum, MA
Speaker: Eileen Mahoney, Administrative Manager, The Bidwell House Museum, MA

**Making the End Run: Innovative Ways to Engage and Retain High School Audiences**

**Columbia**

Museums increasingly encounter difficulty when trying to get into high schools and engage teenage students. For several years the Bangor Museum and History Center has utilized innovative ways to collaborate with teachers, students, and parents that reach far beyond classroom walls and into the fabric of the community. Use this case study to discover how your museum can benefit from increased student internships, long-term involvement, national exposure, plus many unexpected outcomes.

Chair: Jennifer Pictou, Executive Director, Bangor Museum and History Center, ME

**Newportal: A Collaborative Effort for Online Collections Access**

**Freedom**

Five cultural institutions in Newport, RI, are creating NewPortal, an online collaborative collections catalog, combining information from their technologically-disparate database systems. Learn about the processes, pitfalls, and challenges of technological collaboration between small institutions without a dedicated IT staff. Presenters will explain the development of NewPortal and where it stands today, as well as how other small institutions can implement similar collaborative technology projects.

(continued on page 7)
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Telling a Better Story Outside the Walls of Your Museum

Weatherly

Outdoor spaces provide organizations with unique opportunities for wayfinding and interpretation. Visitors encounter a range of electronic media and signage throughout their visit to any property. Done well, these media convey engaging and meaningful messages. Bring examples of your thorniest exterior wayfinding and exhibit challenges to this session, for discussion with other participants. You’ll take away valuable techniques to turn ordinary media and exterior spaces into extraordinary experiences.

Co-chairs: Stefanie Joy Muscat, Owner and Principal, Betara, MA; Dennis O’Brien, Owner, Maps and Wayfinding, LLC, CT

Treading Water in the Shark Pool: Transforming an Organization on the Brink

Enterprise

How does an organization address years of deficits, triage concerns of a demoralized staff, and resuscitate an organization on the brink? New leaders at the American Textile History Museum worked with staff to develop effective low-cost methods for engaging the community and re-engaging donors, resulting in increased gifts and attendance. Join the discussion of how “out of the box” thinking can result in successful, innovative new initiatives at your museum.

Join Holly Smith-Bové, President of the Springfield Museums, for a look at her distinguished career and a discussion of working in the museum field. Prior to joining the Museums, Holly worked in finance and management for more than 20 years as CFO and COO of Motherwear, Inc. A graduate of Hamilton College, she also completed a professional development program for new museum directors presented by the Yale School of Management and the American Alliance of Museums, as well as the Achieving Excellence executive leadership program of Harvard University’s John F. Kennedy School of Government.

Co-chairs: Sally Gould, CFRE, Director of Development, American Textile History Museum, MA; Jonathan A. Stevens, President and CEO, American Textile History Museum, MA

3:15 – 3:30 pm
SNACK BREAK
Registration Area

Hosted by
Kevin P. Martin & Associates, P.C.

3:30 – 3:45 pm
3:45 – 5:15 pm
CONCURRENT SESSIONS

21st Century Museum Community: Using Collections & Technology to Strengthen Relationships with Individuals, Schools, and the Public

Stars & Stripes

Recently, many museums have placed renewed emphasis on making their collections and mission more active, participatory, representative, and part of people’s daily lives. These are key characteristics of contemporary culture, and recognized as essential components of the 21st century museum experience. Come explore the philosophy, structure, benefits, and challenges of participatory programs that use both physical and online collections at two different museums. You will leave with replicable program models and resource material.

Co-chairs: Krystal Kornegay Rose, Online Learning Community Project Manager, Mystic Seaport, CT; Kathleen Neumann, MSE Teacher Fellow, Mystic Seaport, CT; Larissa Vigue Picard, Community Partnership Coordinator, Maine Historical Society

Creating Experiences for Visitors to “Think with Their Hands”

Salon I

Museums are one of the few places where children and adults still get authentic experiences with real materials and the problem solving that comes with making things from scratch. Experience the process as you try engaging in hands-on activities from art, children’s, history, and science museums. Learn how these educators are providing programming that encourages exploration, ingenuity, and even playfulness.

Co-Chairs: Denise Leblanc, Director of Learning Experiences, The Discovery Museums, MA; Kate Legg, Manager of Family and Youth Programs, deCordova Sculpture Park and Museum, MA; Paul Orselli, Chief Instigator, Paul Orselli Workshop (POW!), NY; Cathy Saunders, Director of Education, Providence Children’s Museum, RI; Melissa Westlake, Curator of Education, Historic Newton, MA
How Drastic Is Your Plastic?
Courageous

How does one begin to develop a collections care plan for art or artifacts composed of plastic? Learn about the special requirements of one of today’s most prevalent materials: condition reporting, handling issues, exhibition, and storage concerns will be highlighted. You’ll also hear about basic deterioration mechanisms of plastics and instrumentation that can be used to identify them. Concrete take-aways will include an action plan, a condition report form with germane terminology, materials to use and avoid with plastics, plus bibliographic and electronic resources.

Co-chairs: James Martin, Director, Orion Analytical, LLC., MA; Ingrid A. Neuman, Museum Conservator, Rhode Island School of Design Museum, RI

Intellectual Property Licensing for Museums
Weatherly

This roundtable discussion will be hosted by attorneys familiar with intellectual property licensing. You’ll get a brief introduction on common intellectual property licensing scenarios (i.e. image licensing, music licensing, etc.) and suggestions for how to approach common legal issues with practical and common sense solutions. Bring examples of your museum’s current license templates to share with your colleagues. Discover how other museums are handling their licensing practice, gain exposure to different licensing templates used within the field, and ask the attending attorneys questions about the legal significance and consequence of certain clauses contained in the licensing language. This panel will be of particular interest to those engaged in both granting and receiving IP licenses on behalf of their museum.

Chair: Katherine E. Lewis, Contract Attorney Advisor, Smithsonian Institution, Office of Contracting, NY
Speakers: Andrew D. Epstein, Attorney, Barker, Epstein & Loscocco, MA; Alyssa Reiner, Esq., ABA Intellectual Property Law Section, MA; Nina Zannieri, Executive Director, Paul Revere Memorial Association, MA

Freedom

What makes successful history museum leaders tick? Can curators and educators be leaders, or are the only leaders CEOs? What do personal narratives teach us about leadership at one of the most challenging times in the field’s history? Recent research of history museum leaders in the US and Canada has revealed important discoveries about the characteristics of 21st century leadership and why it’s important. Attend the session, then ask yourself, am I a leader?

Chair: Anne Ackerson, Leading by Design, NY
Speakers: Joan H. Baldwin, Curator of Special
Radical Engagement  
*Columbia*

Do you wonder how to build museums and audiences for the majority-minority future of New England and the US? Does your museum want to attract and retain a range of staff and audiences, but it just isn’t working very well? You may be erecting and maintaining barriers without being aware of them. Find out how museums look from perspectives different from the traditional museum-goer, and how museum strategies can, perhaps unwittingly, provide barriers to change.

**Chair:** Dan Elias, Executive Director, New Art Center, MA  
**Speakers:** Catrina Hill, Associate Curator, Peabody Essex Museum, MA; Rosario Ubiera-Minaya, Director of Outreach and Engagement, North Shore Community Health Inc., MA; Annawon Weeden, Mashpee Wampanoag culture bearer, MA

Thinking Outside the Hearth: Innovative Strategies and Ideas for Historic Foodways Programming  
*Enterprise*

Looking to develop hands-on, sensory experiences with a foodways theme, but lack a historic hearthsideside? Seeking to align your programming with the burgeoning interest in and support of local farms, chefs, and heritage foods? This session will offer insight into successful (and less successful) programming experiences with suggestions on how sites can collaborate with local chefs, restaurants, and other food purveyors and experts to engage new audiences with innovative programs and projects centered on foodways.

**Chair:** Elyssa Tardif, Director, Newell D. Goff Center for Education and Public Programs, Rhode Island Historical Society  
**Speakers:** Michelle Moon, Assistant Director for Adult Programs, Peabody Essex Museum, MA; Kathleen M. Wall, Colonial Foodways Culinarian, Plimoth Plantation, MA

5:30 – 6:15 pm  
**NEWCOMERS RECEPTION**  
Hotel Atrium

New to the museum field? First NEMA conference? Get the lay of the land at this laid-back gathering. Sip some wine with NEMA staff and board members. Swap business cards with emerging museum professionals and other newcomers like yourself. Get an inside look at the New England museum community and how you can plug in.

Ticket is required. If you did not sign-up in advance, please go to the Walk-in Registration Desk, as a limited number of tickets may be available.

Hosted by

**EVENING EVENT**

**WELCOME TO NEWPORT! OPENING EVENT AT THE BREAKERS  
6:20 – 9:00 pm**

Ticket holders meet in the Hotel Lobby at 6:20 pm. Bus leaves promptly at 6:30 pm. Buses will pick up at The Breakers at 8:30 pm and 9 pm to return to the hotel.

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**Principal**s John Carney & Larissa Hansen Hallgren
7:00 – 8:00 am  
**NEMA FITNESS**  
**Morning Pilates**  
Middletown Suite  
Join Dawn Salerno, a certified Pilates instructor, for a rejuvenating stretch and strengthening class. Bring a mat, bottle of water, and dress in comfortable clothing.

8:00 am – 5:00 pm  
**REGISTRATION AND BOOKSTORE OPEN**  
Hosted by

8:00 am – 5:30 pm  
**EXHIBIT HALL OPEN**

8:00 – 9:00 am  
**IMP PROFESSIONAL AFFINITY GROUP BREAKFAST**  
Middletown Suite  
Breakfast will be provided for those who registered for it in advance, or you may bring your own.  
The IMP PAG will host its annual breakfast meeting to get reacquainted with fellow IMPs, review the group’s accomplishments from the past year, gather feedback from members on their vision for the group, and set goals for the year to come. This interactive session is all about input from seasoned IMPs who wish to further the visibility of the PAG to networking newcomers curious about being an IMP. Attendance by non-IMP affiliates with interest in the group is encouraged.  
Co-chairs: Trip Anderson, Innoventive Design, NH; Thomas Couruy, CCiK Consulting, MA; Matt Kirchman, President/Creative Director, Object IDEA, MA; Jeanne Koles, Principal, Jeanne Koles Consulting, MA

8:00 – 9:00 am  
**WAKE-UP COFFEE AND BAKED GOODS IN EXHIBIT HALL**

8:30 am – 12:30 pm  
**OFFSITE SESSIONS**

**America’s Playground: Sports in Newport during the Gilded Age**  
Ticket holders meet in the Hotel Lobby at 8:35 am. Bus leaves promptly at 8:45 am. Limited tickets may be available at Walk-in Registration.  
In addition to its famous oceanscapes, summer “cottages,” and historic houses, Newport is noted for its sporting traditions which influenced the way America once played – and continues to play today. Tennis, sailing, polo, and golf all became popular throughout the country in large part because they came of age in Gilded Age Newport. The first US Nationals tennis tournament was played in 1881 at the Newport Casino. Newport proudly hosted the America’s Cup sailing races for 50 years. In 1876, polo was played in America for the first time in neighboring Portsmouth, RI. And in 1895 the first US Open golf tournament was played at the Newport Country Club. This session will provide an enlightening and informative discussion about the unique role Newport has played in America’s sporting identity and how sports generally can create an identity for your destination.  
Moderator: Edward Achorn, Vice President and Editor, Providence Journal, RI  
Speakers: Douglas Stark, Museum Director, International Tennis Hall of Fame & Museum, RI; Barclay Douglas, President, Newport Country Club, RI; Dan Keating, Founder and President, Newport International Polo Series, RI; Dyer Jones, Chief Executive Officer, Herreshoff Marine Museum/America’s Cup Hall of Fame, RI

**Cabinet-Making Tour (Sold Out)**  
Ticket holders meet in the Hotel Lobby at 9:00 am promptly for the tour.  
Chair: Pieter Roos, Executive Director, Newport Restoration Foundation, RI  
Speaker: Marianne Keeley, Head Guide, Whitehorne House and A. Bruce MacLeish Director of Collections, Newport Restoration Foundation, RI

New for 2013!

**Demonstration Station**  
NEMA’s new Demonstration Station, located in the Exhibit Hall, is just the place to get fast-moving, how-to tips on mastering the latest museum field trends. Each demonstration is 30 minutes.  
Check out the schedule:

**Thursday**  
9:15 am  
Learn How to Create and Shoot High-Quality Digital Images  
9:45 am  
Learn How to Climb the Alliance’s Continuum of Excellence  
11:15 am  
Need an Exhibit Mount in a Hurry?  
11:45 am  
Learn How to Demystify Credit Card Processing  
3:15 pm  
Learn How to Clean Your Textiles Safely  
4:00 pm  
So You Think You Want to be an Independent Museum Professional?  

**Friday**  
9:00 am  
Learn How to Find, Connect with, and Keep a Mentor  
9:30 am  
Learn How to Prepare for a Collection Assessment  
11:00 am  
Shape Dance: Learn How to use Performance to Enhance Visitor Experience
CONCURRENT SESSIONS

Access ... It’s Not As Scary as You Think!
Columbia

Many museums, historic sites, and other cultural organizations are just starting to understand the necessity of access within their institutions. This introduction will include an exploration of myths and realities surrounding people with disabilities and will strengthen your comfort level, enabling you to better serve this audience. An overview of access services, practical tips, scenarios, and legalities of the Americans with Disabilities Act will arm you with tools to make it work! (You’re welcome to continue the discussion in-depth in “Access...The Next Step” at 11 am in the same room.)

Co-Chairs: Maria Cabrera, Community Relations Supervisor, Museum of Science, MA; Katherine Farrior, Docent Coordinator, John F. Kennedy Presidential Library and Museum, MA; Charles Washburn, Executive Director, VSA Massachusetts

Stars & Stripes

This panel will discuss collaborations and collaborative practices within museums—from the actual application, to the best implementation, and what to avoid. The panel will examine collaborations from a variety of vantage points: interdepartmentally, externally, and institutionally. From a panel of representatives from a wide-range of organizations, you will hear specific case studies, along with generalized advice for your institution to navigate this recession-led, cultural phenomenon.


Speakers: Jennifer Brundage, National Outreach Manager for New England, Smithsonian Institution, D.C.; Deborah G. Douglas, Director of Collections, MIT Museum, MA; Lee Wright, Founder, The History List and Trustee, Marlborough Historical Society, MA

“Extreme” Museum Renovation at the Peak of New England
Weatherly

With absolutely brutal weather conditions, Mount Washington is one of the world’s most extreme places. Mount Washington Observatory is midway through a complete redesign of its outdated mountaintop museum—a space visited each summer by over 100,000 people. In spring 2014, the museum will reopen as “Extreme Mount Washington.” This session will look at the evolution of the museum storyline, from very broad-based to highly focused, and the tradeoffs that guided decision-making during planning and design.

Chair: Scot Henley, Executive Director, Mount Washington Observatory, NH

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Gaming in Museums: From Low-Tech to High-Tech
Salon I
What makes a game fun? Why do we need games in museums and how can they enhance interpretation? Games at museums can attract new audiences and keep current visitors engaged and returning for new experiences. Learn about the options for high-tech and low-tech games and examples of these in museums. Find out how you can develop a game with a limited budget or staff and take part in a short workshop to develop a game concept.
Chair: Tamar Agulian, Education Specialist, Gore Place, MA
Speakers: Kellian Adams, Games for Learning, Green Door Labs, MA; Robert Kühne, Director of Exhibits, Family Learning Project Director, USS Constitution Museum, MA

Taking the Ropes Down: A Survival Guide to Reinterpretation
Freedom
Reinterpretation is an exciting venture, but not without challenges. From easing staff through changes, to keeping the public engaged when you’re closed, there is much to consider when deciding how to retell your story. Learn what to do, and what not to do, from the Florence Griswold Museum, which has successfully completed the process, the Stowe Center, which is at the beginning, and Linda Norris, who has guided many museums through re-interpretation and survived to talk about it.
Chair: Shannon Burke, Director of Education and Visitor Services, Harriet Beecher Stowe Center, CT
Speakers: Elizabeth Burgess, Collections Manager, Harriet Beecher Stowe Center, CT; Brian Cofrancesco, Program Coordinator, Harriet Beecher Stowe Center, CT; Linda Norris, The Uncataloged Museum, NY; David Rau, Director of Education & Outreach, Florence Griswold Museum, CT

Transforming Volunteer Programs
Courageous
Volunteers play a key role in the visitor experience, including wayfinding, promoting relevant programming, and engaging visitors with enriching content. In this session, we will share the successes and challenges of transforming two museum volunteer programs to better serve visitors. Learn how we encouraged volunteers to come out from behind the traditional information desk, and centralized access to information and resources. Finally, brainstorm with us how we can best help volunteers adapt to change.
Chair: Julia Brucker, Manager of Tours and Visitor Learning Programs, Isabella Stewart Gardner Museum, MA
Speaker: Linton Young, Senior Manager, Visitor Experience, Museum of Fine Arts, Boston, MA

UnChristmas Tidings: Balancing Authenticity and Festivity
Enterprising
This session will provide a survey of challenges and successes with holiday programming, including examples of innovative “UnChristmas” programming. Hear how museums have balanced accurate interpretation of New England’s past with the public’s desire for a festive experience. We’ll discuss the role of museums in combating misconceptions about holiday traditions, especially in the context of current debates about Christmas. Finally, participants will receive some concrete tips and resources for ensuring accuracy in their holiday history interpretation.
Chair: Lisa Dady, Director of Education and Public Programs, Newport Restoration Foundation, RI
Speakers: John Forti, Curator of Historic Landscapes, Strawbery Banke, NH; Debra Friedman, Senior Vice President, Public Programs, Old Sturbridge Village, MA

9:15 – 9:45 am
DEMONSTRATION STATION IN THE EXHIBIT HALL
Learn How to Create and Shoot High-Quality Digital Images
Edward Coderre, President, The Digital Ark, RI

9:45 – 10:15 am
DEMONSTRATION STATION IN THE EXHIBIT HALL
Learn How to Climb the Alliance’s Continuum of Excellence
Julie Hart, Senior Director, Standards & Excellence Programs, American Alliance of Museums, DC

10:30 – 11:00 am
COFFEE BREAK IN THE EXHIBIT HALL

11:00 am – 12:30 pm
CONCURRENT SESSIONS

Alternative Ways to Manage Data: Cloud-Based Data Management Systems
Freedom
With the growth of digital asset management and popularity of internet-based software platforms, museum professionals are looking to the cloud for solutions to collections-data management. Whether it is their low- or no-cost price tag, the remote accessibility, or ease of upgrade, cloud-based data management systems may be a better choice than traditional off-the-shelf products. Join our presenters from across the museum spectrum to discuss eHive, Collection Space, Collective Access, SKIN Museum, and Collector Systems.
Chair: Camille Myers Breeze, Director, Museum Textile Services, MA
Speakers: Erica Donnis, Independent Museum

(continued on page 15)
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(continued from page 13)

Consultant, VT; Megan Forbes, Project Manager, CollectionSpace, KY; John T. Hart, Jr., Assistant Curator of Collections, The Farmers’ Museum, NY; Eric Kahan, President, Collector Systems, LLC, NY

It’s in the Bag: Developing Family Backpacks for your Museum
Weatherly

Family backpacks can offer sites a way to create non-staffed family experiences in which the parents become the facilitator, rather than the bystander, of their family’s learning. Members of the USS Constitution Museum and Gore Place’s backpack development teams will share their design, testing, and fabrication processes. You will learn tricks to create low-cost prototypes to test with the public and will leave with a toolkit to develop your own backpack program.

Chair: Lauren McCormack, Manager of Bicentennial Programs, USS Constitution Museum, MA
Speakers: Rebecca Crawford, Manager of Academic & Family Programs, USS Constitution Museum, MA; Susan Katz, Education Specialist, Gore Place, MA

Access…The Next Step
Columbia

Continue the access discussion with a more in-depth look at how to create a more inclusive environment in your museum. Learn how to address the needs of older visitors, support all students in school groups, and use your awareness of accessibility issues to build more inclusive facilities, websites, and communications. This session builds on “Accessibility… The Next Step” at 9 am and gives you the tools to create policies and procedures that give your museum a good base for total customer service. (Newcomers are welcome too.)

Chair: Hannah Goodwin, Manager of Accessibility, Museum of Fine Arts, Boston, MA
Speakers: Larry Goldberg, Director, WGBH National Center for Accessible Media (NCAM), MA; Nora Nagle, ADA and 504 Accessibility Coordinator, Museum of Science, MA

Building Your Case with Government:
Advocacy and Legislation 101
Enterprise

Is advocating with your local government a priority, but you are not sure how to start? Join us to learn how to be most effective at making the case to your elected officials. Led by expert arts advocates, this session provides orientation for engaging in advocacy and ways to apply it to city hall, the state legislature, and beyond. Following the presentation, we’ll gather by state to discuss current advocacy issues.

Co-chairs: NEMA’s Advocacy Committee (Maria Cabrera, Supervisor, Community Relations, Museum of Science, MA; Judith Tolnick Champa, Editor-In-Chief, Art New England; Janie Cohen, Executive Director, Robert Hull Fleming Museum, VT; Leah Fox, Director of Interpretation and Audience Engagement, Currier Museum of Art, NH; Kate McBrien, Curator of Historic Collections, Maine State Museum; Dawn Salerno, Director of Education, Mystic Arts Center, CT)

Cultural and Heritage Tourism in New England
Stars & Stripes

New England attracts visitors with its bountiful culture and heritage. From learning about our pre-colonial past at the Mashantucket Museum to cutting-edge art being created in our states, this region has a unique draw for visitors and locals who seek inspiration. Much of the New England experience is the cultural backbone of America. Promoting New England history, art, and culture as vibrant and relevant to life today is a stimulant to learn even more. As integral pieces of the region and communities where they exist, museums serve as both anchors and beacons for economic growth. Learn how to maximize your marketing efforts by harnessing tourism marketing opportunities.

Chair: Jonathan Lhooe, Founder, VisitNewEngland.com, RI
Speakers: Paul Cripps, Executive Director, Destination Plymouth, MA; Lynne McCormack, Director, City of Providence, Art, Culture + Tourism, RI; Andrew Wood, VP Marketing & Public Affairs, Sea Research Foundation, Mystic Aquarium, CT

Curating, Debating, Drawing, Seeing, Writing:
Using Collections to Engage College Students
Salon I

Learn how faculty members and museum staff use collections and exhibitions in college-level teaching. Presenters will share case studies of their experiences and those of their colleagues in using objects to enhance student learning and will share examples of assignments that have helped students develop their skills at curating, debating, drawing, seeing, and writing, and, of course, at thinking critically and communicating effectively. Examples will range from brief one-time exercises to semester-long projects.

(continued on page 17)
You recognize greatness when you see it. Explore how our online and on-campus museum studies courses and part-time graduate program can help you bring history and art to life.

Spring registration begins Dec. 2. Classes start Jan. 27.
Valuing Neurodiversity: Interns with Asperger’s Syndrome in a Museum Gallery Guide Program

Courageous

This panel will present three perspectives of a supervised summer placement of college-age adults with diagnoses of Asperger’s Syndrome in the Harvard Museum of Natural History Gallery Guide summer volunteer program. A Massachusetts General Hospital Aspire job coach will discuss her role in supporting the interns as they develop social and workplace competencies in a structured environment. The HMNH volunteer coordinator will discuss how training in explicit communication skills and development of gallery “stories” is useful and productive for the entire volunteer team. The director of the MGH Aspire program will discuss the long-term benefit to the individual interns and their families of this museum intern placement. The panel will address questions from other museum programs interested in partnering with job-skill building programs for young adults with disabilities. In addition the panel will share strategies for working with neurodiverse individuals in a volunteer program.

Chair: Margaret Tamulonis, Manager, Collections and Exhibitions, Fleming Museum of Art, VT
Speakers: Alison Barnes, Visiting Assistant Professor of English and Faculty Liaison to the Tang Museum, Skidmore College, NY; Jill Deupi, Director & Chief Curator, Bellarmine Museum of Art, CT; Leah Niederstadt, Assistant Professor of Museum Studies and Curator of the Permanent Collection, Wheaton College, MA

11:15 – 11:45 am
DEMONSTRATION STATION IN THE EXHIBIT HALL

Need an Exhibit Mount in a Hurry?
Learn to make simple but elegant mounts from acid-free corrugated cardboard and acrylic rods with minimal tools.
David Dempsey, Associate Director for Museum Services, Smith College Museum of Art, MA

11:45 am – 12:15 pm
DEMONSTRATION STATION IN THE EXHIBIT HALL

Learn How to Demystify Credit Card Processing
Dan Verrico, Manager of Sales, Strategic Payment Systems, MA

“You can’t wait for inspiration. You have to go after it with a club.”

~ Jack London

Let’s talk about your next project.
(We’ll bring the club.)
Wednesday

6:30 – 7:00 am
Morning Walk
8:00 am – 5:00 pm
Registration Open
8:00 – 9:00 am
Welcome Coffee and Baked Goods
Hosted by Mystic Scenic Studios, Inc.
Registration Area
8:15 – 9:00 am
NEMA Conference Preview
Middletown Suite
9:00 – 10:30 am
Concurrent Sessions
› Business Models & Earned Income, Salon I
› Conservation, Replication & Presentation, Enterprise
› Is Your Museum Ethical?, Weatherly
› Legal Issues and Museum, Columbia
› We Are All In It Together, Freedom
› Inside the Boardroom, Courageous
› Who Needs Docents?, Stars & Stripes
Noon – 5:00 pm
Bookstore Open
Hosted by University of Massachusetts Public History Program
12:30 – 1:30 pm
Opening Lunch
Hotel Atrium

Directors and Trustees Lunch
Hosted by Om² and U.S. Trust Bank of America Private Wealth Management
Salon I

10:45 am – 12:15 pm
Keynote Session
Salons II, III, & IV
1:40 – 5:15 pm
Off-site Sessions
› Making Meaning: Engaging the Past, Enlivening the Present
› Shake, Rattle, and Roll!
1:45 – 3:15 pm
Concurrent Sessions
› Futures Scenarios Game, Salon I
› Environmental and Climate Change, Courageous
› Let’s Talk, Stars & Stripes
› Making the End Run, Columbia
› Newport, Freedom
› Telling a Better Story, Weatherly
› Treading Water in the Shark Pool, Enterprise
2:30 – 3:30 pm
Career Conversation with Holly Smith-Bové
Newport Suite
3:15 – 3:45 pm
Snack Break
Hosted by Kevin P. Martin & Associates
Registration Area
3:45 – 5:15 pm
Concurrent Sessions
› 21st Century Museum Community, Stars & Stripes
› Creating Experiences for Visitors, Salon I
› How Drastic Is Your Plastic?, Courageous
› Intellectual Property Licensing for Museums, Weatherly
› Leadership Matters, Freedom
› Radical Engagement, Columbia
› Thinking Outside the Hearth, Enterprise
5:30 – 6:15 pm
Newcomers Reception
Hosted by Tufts University Museum Studies Program
Hotel Atrium

Evening Events (See Page 9)
› Welcome to Newport! Opening Event at The Breakers, hosted by Experience Design

Thursday

7:00 – 8:00 am
Morning Pilates
Middletown Suite

8:00 am – 5:30 pm
Registration and Bookstore Open
Hosted by University of Massachusetts Public History Program
8:00 am – 9:00 am
Exhibit Hall Open
8:00 – 9:00 am
IMP Professional Affinity Group Breakfast
Middletown Suite
8:00 – 9:00 am
Wake-up Coffee and Baked Goods in Exhibit Hall
8:30 am – 12:30 pm
Offsite Sessions
› Sports in Newport during the Gilded Age
› Cabinet-Making Tour
9:00 – 10:30 am
Concurrent Sessions
› Access…It’s Not As Scary as You Think!, Columbia
› Collaborations, Stars & Stripes
› “Extreme” Museum Renovation, Weatherly
› Gaming in Museums: From Low-Tech to High-Tech, Salon I
› Taking the Ropes Down, Freedom
› Transforming Volunteer Programs, Courageous
› UnChristmas Tidings, Enterprise
9:15 – 9:45 am
Demonstration Station in the Exhibit Hall
› Learn How to Create and Shoot High-Quality Digital Images
9:45 – 10:15 am
Demonstration Station in the Exhibit Hall
› Learn How to Climb the Alliance’s Continuum of Excellence
10:00 – 11:00 am
Career Conversation with Ruth Taylor
Newport Suite

95th Annual NEMA Conference 2013
Friday
7:00 – 8:00 am
Morning Yoga
Middletown Suite

8:00 am – 12:00 pm
Registration and Bookstore Open
Hosted by University of Massachusetts Public History Program

8:00 am – 1:00 pm
Exhibit Hall Open

8:00 – 9:00 am
Wake-up Coffee and Baked Goods in Exhibit Hall

8:45 am – 12:30 pm
Offsite Sessions
- Tour of the U.S. Naval War College Museum
- Connoisseurs Tours at the Newport Historical Society

8:45 – 10:15 am
Concurrent Sessions
- Caring for Your Learners, Columbia
- It’s About People!, Courageous
- Management of Cultural Landscapes, Stars & Stripes
- “The New Recruits,” Weathersly
- Special Event Success, Salon I
- Piloting into the Future, Freedom
- Perfecting Your Elevator Speech, Enterprise

10:45 – 11:45 am
Career Conversation with Elizabeth Goddard
Newport Suite

9:00 – 9:30 am
Demonstration Station in the Exhibit Hall
- Learn How to Find, Connect With, and Keep a Mentor

9:30 – 10:00 am
Demonstration Station in the Exhibit Hall
- Learn How to Prepare for a Collection Assessment

10:15 – 10:45 am
Coffee Break in Exhibit Hall

10:45 am – 12:15 pm
Concurrent Sessions
- Consolidating and Preserving Cultural Assets, Columbia
- Building a Strong Culture of Philanthropy, Weathersly
- The “Public Programming” Conundrum, Salon I
- Innovative Collaborations, Freedom
- The Top 10 Reasons Your Museum, Enterprise

11:00 – 11:30 am
Demonstration Station in the Exhibit Hall
- Use Performance to Enhance Visitor Experience

12:15 – 1:00 pm
Exhibit Hall Closing Reception and Raffle

1:00 – 2:15 pm
Annual Luncheon Meeting, Hotel Atrium

2:30 – 4:00 pm
Concurrent Sessions
- Giving Trends of High Net Worth Philanthropists, Weathersly
- Visit with Friends, Columbia
- Shared Authority, Freedom

95th Annual NEMA Conference 2013

Conference at a Glance

10:30 – 11:00 am
Coffee Break in the Exhibit Hall

11:00 am – 12:30 pm
Concurrent Sessions
- Alternative Ways to Manage Data, Freedom
- It’s in the Bag, Weatherly
- Access... The Next Step, Columbia
- Building Your Case with Government, Enterprise
- Cultural & Heritage Tourism in New England, Stars & Stripes
- Curating, Debating, Drawing, Seeing, Writing, Salon I
- Valuing Neurodiversity, Courageous

11:15 – 11:45 am
Demonstration Station in the Exhibit Hall
- Need an Exhibit Mount in a Hurry?

11:45 am – 12:15 pm
Demonstration Station in the Exhibit Hall
- Learn How to Demystify Credit Card Processing

12:45 – 2:20 pm
PAG Lunches
- Children’s Museums PAG, Newport Suite
- College and University Museums PAG, Courageous
- Development, Membership, Public Relations & Marketing PAG, Stars & Stripes
- Education PAG, Salon I
- Exhibitions PAG, Columbia
- Library and Archives and Curators PAGs, Enterprise
- The Museum Directors’ Discussion, hosted by New England Insurance Services, Inc., Freedom
- Registrars PAG, hosted by Huntington T. Block, Weatherly

1:45 – 4:30 pm
Offsite Sessions
- Collection Research at Marble House
- Colonial Walking Tour

2:30 – 3:00 pm
Snack Break in the Exhibit Hall
Hosted by POW!

3:00 – 4:30 pm
Concurrent Sessions
- Excellence at All Levels, Enterprise
- Littlest Learners & Museum Moms, Freedom
- Managing Multiple Volunteers with Minimal Staff, Columbia
- New Programs & New Media, Weatherly
- Taking Play Seriously, Salon I
- The Smoking Gun, Courageous
- Who Cares about Global Warming?, Stars & Stripes

3:15 – 3:45 pm
Demonstration Station in the Exhibit Hall
- Learn How to Clean Your Textiles Safely

4:00 – 4:30 pm
Demonstration Station in the Exhibit Hall
- So You Think you Want to Start Your Own Business?

4:30 – 5:30 pm
Exhibit Hall Reception

Evening Events (See Page 23)
- Directors and Trustees Dinner, hosted by Museum Search & Reference
- Murder at the Museum
- Dinner Discussion

Thursday
9:00 – 9:30 am
Demonstration Station in the Exhibit Hall
- Learn How to Find, Connect With, and Keep a Mentor

9:30 – 10:00 am
Demonstration Station in the Exhibit Hall
- Learn How to Prepare for a Collection Assessment

10:15 – 10:45 am
Coffee Break in Exhibit Hall

10:45 am – 12:15 pm
Concurrent Sessions
- Consolidating and Preserving Cultural Assets, Columbia
- Building a Strong Culture of Philanthropy, Weathersly
- The “Public Programming” Conundrum, Salon I
- Innovative Collaborations, Freedom
- The Top 10 Reasons Your Museum, Enterprise

11:00 – 11:30 am
Demonstration Station in the Exhibit Hall
- Use Performance to Enhance Visitor Experience

12:15 – 1:00 pm
Exhibit Hall Closing Reception and Raffle

1:00 – 2:15 pm
Annual Luncheon Meeting, Hotel Atrium

2:30 – 4:00 pm
Concurrent Sessions
- Giving Trends of High Net Worth Philanthropists, Weathersly
- Visit with Friends, Columbia
- Shared Authority, Freedom

95th Annual NEMA Conference 2013

Conference at a Glance
**Children’s Museums PAG**

**Newport Suite**

Join us for an open discussion of the latest successes and challenges in children’s museums and how the Children’s Museums PAG can better serve NEMA professionals. We’ll discuss what’s new with colleagues, recent museum successes and challenges, and what future workshop topics would be most useful for participants.

*Co-chairs: Kim Kuta Dring, Director of Content Development and Evaluation, Stepping Stones Museum for Children, CT; marypaz, Independent Museum Professional, MA; Paula Rais, Director of Community Engagement, The Children’s Museum of New Hampshire*

**College and University Museums PAG**

**Courageous**

Keep the conversation going at this year’s PAG roundtable luncheon. Join colleagues across New England for lively discussions about current issues and follow-up with peers on the topics presented at our July PAG workshop. Together we’ll explore innovative ideas as well as pragmatic approaches to common challenges.

*Co-chairs: Dr. Jill Deupi, Director, Bellarmine Museum of Art, CT; Kristina Durocher, Director, Museum of Art, University of New Hampshire*

**Development, Membership, Public Relations & Marketing PAG**

**Stars & Stripes**

Join the chairs and your colleagues for an informal discussion of how NEMA can best provide for your professional development needs. Are you a one-person development/membership shop or do you work in a large organization and provide specialized talent? Do you prefer to learn at your own pace? Remotely? Or in face to face meetings? The answers to these questions and more will help NEMA better plan workshops, events and/or online resources to strengthen your skills and enhance your professional life.

*Co-chairs: Allison Crosscup, Assistant Director, Institutional Giving, Peabody Essex Museum, MA; Leigh Thomas, Assistant Director, Slater Memorial Museum, CT*

**Education PAG**

**Salon I**

Enjoy lunch and a great conversation with colleagues. As we climb the career ladder, many museum educators find themselves far removed from what initially drew them to the field—directly engaging with students/audiences to create excitement around learning. Our conversation will center on ways we can remember, re-connect with, and/or redefine our passion for museum education.

*Co-chairs: Elisabeth Nevins, Seed Education Consulting, MA; Jane Seney, Educator for Tour and Docent Programs, Currier Museum of Art, NH*

**Exhibitions PAG**

**The Artist in the Museum**

**Columbia**

Join the Exhibits PAG for presentations on two unique models of artist-museum collaborations that invited the artists to explore, distill, and respond to collections and environments in the Roger Williams Museum of Natural History and the MIT Museum.

*Co-chairs: Jan Crocker, Exhibits Manager, Heritage Museums & Gardens, MA; Chris R. Sancomb, Exhibit Designer, Providence Children’s Museum, Critic at RISD Sculpture department and Instructor of the Perception Lab course in partnership with the MIT Museum*

*Speaker: Erik Carlson, Co-Creator and Curator of the Curiouser Exhibit, Museum of Natural History and Planetarium at Roger Williams Park, RI*

**Library and Archives and Curators PAGs**

**Enterprise**

This year the Library & Archives and Curators PAGs are teaming up to discuss a topic of interest and importance to both professional disciplines: digital collaborations and the sharing of collections information. Representatives from the Newport Cultural Consortium will discuss their work on a groundbreaking online collaborative collections database called NewPortal that will serve the constituents of five cultural institutions based in and around Newport.

*Library & Archives Co-Chairs: Rebecca Parmer, Archivist, USS Constitution Museum, MA; Elizabeth Rascio, Archivist, Bostonian Society, MA*

*Curators Co-Chairs: Darren Brown, Collections Curator, Beverly, MA; Heather Leavell, Curator, Peabody Historical Society, MA*

**The Museum Directors’ Discussion**

**Freedom**

Back by popular demand! This is an opportunity for CEO/Directors to discuss concerns and challenges in an open forum setting. Our facilitator will keep the conversation moving while we share ideas and solutions. Whether you are a seasoned or a first-time director, this discussion will be for CEOs of any size museum. Participation is limited to CEO/Directors.

*Chair: Susan Goganian, Director, Beverly Historical Society, MA*

Hosted by
Meet. Eat. Chat. Connect with your fellow registrars/collections managers/collections care professionals over lunch and tell us what you have been up to during the past year. Share your updates from the field, ask for advice, tell us about a new project or just come to meet your colleagues.

Co-chairs: Mary Busick, Registrar for Loans & Exhibitions, Wadsworth Atheneum Museum of Art, CT; Meredith Vasta, Registrar/Collection Manager, Mashantucket Pequot Museum & Research Center, CT
Speakers: Darlene Bialowski, Principal, Darlene Bialowski Art Services, NH; Eric Fischer, Senior Vice President, Willis Fine Art, Jewelry and Specie, MA; Anne Goslin, Associate Registrar, Yale University Art Gallery; Jeff Minett, Senior Vice President, Aon Huntington Block Insurance Agency, Inc., NY

Hosted by

1:45 – 4:30 pm
OFFSITE SESSIONS

Collection Research at Marble House (Sold Out)
Ticket holders meet in the hotel lobby at 1:35 pm. Bus leaves promptly at 1:45 pm.
Chair: Paul Miller, Curator, The Preservation Society of Newport County, RI

Colonial Walking Tour (Sold Out)
Ticket holders meet in the hotel lobby promptly at 1:50 for the tour.
Chair: Liz Spoden, Education Assistant, Newport Restoration Foundation, RI
Speakers: Meryle Cawley, Director of Membership and Visitor Services, Touro Synagogue Foundation, RI; Chuck Flippo, Loeb Visitors Center, RI; Ingrid Peters, Director of Education, Newport Historical Society, RI

2:30 – 3:00 pm
SNACK BREAK IN THE EXHIBIT HALL

Hosted by

3:00 – 4:30 pm
CONCURRENT SESSIONS

Excellence at All Levels: Applying Standards at Your Museum
Enterprise
Museum standards can be met by museums of all sizes and disciplines. Get an overview of national standards and find out how applying standards to your museum’s operations can help you to showcase your achievements and high levels of service and professionalism. Find out more about programs like MAP and StEps and the pathways to Accreditation.

Chair: Julie Hart, Senior Director, Standards & Excellence Programs, American Alliance of Museums, DC
Speakers: Carl R. Nold, President and CEO, Historic New England, MA; Douglas Stark, Museum Director, International Tennis Hall of Fame and Museum, RI

Littlest Learners & Museum Moms: Enriching Museum Education for Prewalkers, Preschoolers, and their Caregivers
Freedom
Join roundtable discussions with educators at everything from historic homes to art museums and aquariums as we grapple with meaningful programs for young children and their caregivers. Discussion topics will include the who, what, where, and when, but more importantly the “why” of including this demographic in your programming. Tease out your challenges and brainstorm solutions with your peers! Materials including sample lesson plans and suggested readings will be provided for session attendees.
Chair: Melissa Houston, Registrar, The Barnum Museum, CT
Table Leaders: Carolin Collins, Education Program Manager, Historic New England, MA; Brooke DiGiovanni Evans, Head of Gallery Learning, Museum of Fine Arts, Boston, MA; Alicia Herman, Freelance Editor, RI; Hannah Pickard, Education Programs Supervisor, New England Aquarium, MA; Erin Strogoff, Coordinator of Youth & Family Programs, Connecticut Historical Society

Hosted by

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413-545-1330
Managing Multiple Volunteers with Minimal Staff
Columbia
In art, science, and history centers alike, resources are scarcer than ever and staff must do more with less. Unpaid docents and volunteers can fill gaps and add benefit to the community, but how do you manage this without a dedicated volunteer coordinator? Join an interactive panel discussion with representatives from three small museums to discuss how volunteer programs are built, managed, and sustained, and how we balance these tasks with our other day-to-day responsibilities.

Chair: Carrie Midura, PR & Development Assistant, Andover Historical Society, MA
Speakers: Andrew Hong, Public Programs Coordinator, MIT Museum, MA; Patricia Lane, Visitor Services Manager, MIT Museum, MA; Pat Walker, Director of Education, Danforth Art, MA

New Programs & New Media: The Synergy of Success
Weatherly
How did one New England museum increase its admissions by 11% in a single year without a blockbuster exhibition? Are there transferable strategies for your museum, regardless of its size? Join this session and trade ideas with two accomplished communicators who share a combined half century of broadcast journalism experience AND nearly as long in public sector and museum communications. Explore creative ways of engaging your audience with new programs and new media to build admissions.

Co-chairs: Andrea Carneiro, Communications Manager, The Preservation Society of Newport County, RI; John Rodman, Director of Museum Experience, The Preservation Society of Newport County, RI

Taking Play Seriously: Play and Learning for Adult Audiences
Salon I
Discovery, playfulness, imagination - they’re not just for kids anymore. Today, museums are inviting adult audiences to get in on the fun. In this session, develop strategies that invite adults to explore, empathize, and enjoy authentic social interactions. Using real-world examples, we’ll review changing perspectives on the role of play in adult lives, share useful references on play and hands-on learning for adults, and offer criteria for developing adult-friendly interactivity. Serious fun!

Chair: Michelle Moon, Assistant Director of Adult Programs, Peabody Essex Museum, MA
Speakers: Amanda Lopez, Director of Museum Education and Interpretation, Historic Deerfield, MA; Lauren McCormack, Bicentennial Programs Coordinator, USS Constitution Museum, MA; Marilyn Solvay, Museum Consultant, ME

The Smoking Gun: Firearms in Small Institutions
Courageous
Leaving the politics and arguments of gun ownership and control at the door, this session will give curators and directors of small institutions the resources to make informed decisions about their firearms collections. Presenters will provide attendees with general guidelines and a starting place to research and find solutions for the needs of their own collection. You will receive a packet outlining state-specific legislation and resources for the New England area.

Co-chairs: Katherine Chaison, Co-Director and Curator, and Stacey Fraser-deHaan, Co-Director and Educator, Ipswich Museum, MA

Who Cares about Global Warming? Museums Should – Now More Than Ever
Stars & Stripes
Our global warming expert will lay out possible climatic impacts on New England, where summers could resemble those in southern states by the end of this century. Then in roundtable groups, we will discuss strategies for our diverse museums to inform public opinion and promote responsible action. We will learn from each other how the climate change challenge offers opportunities for new exhibits and programs to attract patrons while fulfilling our cultural missions.

Chair: Sherman “Pat” Morss, AIA, LEED-AP; Associate
Principal, Finegold Alexander + Associates Inc., Life Trustee, USS Constitution Museum, MA
Speakers: Phelan Fretz, Executive Director, ECHO Lake Aquarium and Science Center, Leahy Center for Lake Champlain, VT; Susan Foster Jones, Director of Education, Concord Museum, MA; Christopher Schaffner, P.E., LEED Fellow, The Green Engineer, MA

**3:15 – 3:45 pm**
**DEMONSTRATION STATION IN THE EXHIBIT HALL**
Learn How to Clean Your Textiles Safely
Camille Breeze, Director, Museum Textile Services, MA

**4:00 – 4:30 pm**
**DEMONSTRATION STATION IN THE EXHIBIT HALL**
So You Think you Want to Start Your Own Business?
Get Advice and Tips for Starting and Growing Your Own Business.
Independent Museum Professional PAG Co-chairs: Trip Anderson, Matt Kirchman, and Jeanne Koles

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**EVENING EVENTS**

**EXHIBIT HALL RECEPTION**
**4:30 – 5:30 pm**
A great way to end the afternoon! Join us for wine and delicious hors d’oeuvres in the action-packed Exhibit Hall, the place to be for interacting with the latest innovative products and services. Get your raffle cards signed for great prizes (drawing is Friday afternoon), chat with friends, and relax a bit before your evening starts. Happy hour indeed!

**DIRECTORS AND TRUSTEES DINNER**
**5:45 – 9:00 pm**
Ticket holders meet in the Hotel Lobby at 5:45 pm. Bus leaves promptly at 5:55 pm. Limited tickets may be available at Walk-in Registration.
Hosted by

**MURDER AT THE MUSEUM**
**6:05 – 9:00 pm**
Ticket holders meet in the Hotel Lobby at 6:05 pm. Bus leaves promptly at 6:15 pm.

**DINNER DISCUSSION**
Attendees should meet in the Hotel Lobby at 6:30 pm. Dinner will be at 7:00 pm.
Not up for a formal evening event, but want a bit of socializing? Join the NEMA Young and Emerging Professionals for a casual dinner discussion. Dinner is Dutch treat. Sign up at Walk-in Registration to make your reservation. Space is limited; sign up early. Please note: transportation is on your own. Dinner theme will be “Breaking into the Museum Field” at the Brick Alley Pub.
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The use of theatrical techniques to tell the stories of museum exhibits and objects is now a proven interpretive and educational strategy. In this session, participants will witness the power and variety of live museum performance and discuss how these experiences create meaningful connections with visitors. Presenters will define common terms, share best practices, and explain processes for theatrical program implementation. Participants will then brainstorm ideas for using these methods at their home institutions.

Chair: Jillian Finkle, Immediate Past President, International Museum Theatre Alliance (IMTAL), Former Education Programs Coordinator, Providence Children’s Museum, RI
Speakers: Lynne McLain, Manager of Interpretation and Graphics, Roger Williams Park Zoo, RI; Richard Pickering, Deputy Executive Director, Plimoth Plantation, MA

Management of Cultural Landscapes and Historic Gardens
Stars & Stripes

Unlike buildings and objects, historic gardens and landscapes cannot interpret one isolated time period. Instead, gardens show the rich layers of history through which they’ve grown. Panelists will present the myriad challenges and rewards of cultural landscape management. They will touch on environmental issues, funding sources, educational and interpretive programs, and multidisciplinary management strategies as they relate to historic grounds and gardens of public museums and institutions.

Chair: Mike Volmar, PhD, Chief Curator, Fruitlands Museum, MA
Speakers: Katie Parent, Head Gardner, Newport Restoration Foundation, RI; Gail Read, Gardens Manager, Blithewold Mansion, Gardens, and Arboretum, RI

“The New Recruits:” Newport Art Museum’s MUSE Program and the Next Generation of Museum Professionals & Audiences
Weatherly

When did you first think about becoming a museum professional? For many of us, it was at an early age, which means the future of our field depends on raising awareness of the museum profession in our community schools. This panel of educators from the Newport Art Museum, along with students
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and community partners from the MUSE: Museum Studies Program, will talk about how they are introducing high schoolers to museum practice. MUSE brings high school students to museums and cultural institutions, demonstrating first-hand the diversity of careers in the arts and museum field. You will come away with strategies to help museums actively reach out to high schools through art curriculum and enlist young adults as the next generation of museum audiences and professionals.

Co-chairs: Maggie Anderson, Director of Education, Newport Art Museum, RI; Peter Dickinson, MUSE Coordinator, Newport Art Museum, RI
Speakers: Kelsey Gowen, MUSE Alumnae, RI; Amy Levesque, Curatorial Intern and Visitor Services, Newport Art Museum, RI; Mel Olsen, Art Department Chair, Portsmouth High School, RI; Liz Spoden, Education and Public Programs Assistant, Newport Restoration Foundation, RI

Special Event Success: Fundraisers and Friendraisers
Salon I
Special events can be a great way for organizations to raise money, increase awareness, and engage audiences. They can also be time consuming, costly, and results can be difficult to measure. Discover the differences between fundraisers and friendraisers and how your museum can incorporate both into fundraising strategies. This panel discussion will offer practical advice on event creation, marketing, building awareness, and event follow-up in addition to case studies.

Chair: Michelle Spinei, Development Officer, Bruce Museum, CT
Speakers: Becky Conelias, Development Assistant, Bruce Museum, CT; Laurie Labrecque, Director of Special Events, Fort Adams Trust, RI; Jamie Pearl, Events Manager, The Aldrich Contemporary Art Museum, CT

Piloting into the Future
Freedom
How can pilot projects leapfrog us into the future? The Education and Digital Media departments at New York’s Metropolitan Museum of Art have been experimenting collaboratively with programs that involve new technologies and seek to make the museum relevant for audiences today and tomorrow. Recent Met programs involving 3D scanning and printing technologies will serve as our case-study, as we consider how museums can strategically draw from their missions and histories to define pilot projects and then turn experiments into sustainable strategies.

Chair: Jacqueline Terrassa, Managing Museum Educator, Gallery and Studio Programs, The Metropolitan Museum of Art, NY
Speaker: Don Undeen, Manager of Media Lab, The Metropolitan Museum of Art, NY

Perfecting Your Elevator Speech
Enterprise
Situation stressful. You’ve got two minutes of face time with a VIP. You’ve got two hours of information to share. What to do? Break out your elevator speech! As a successful museum professional, your elevator speech is a critical component of your communications arsenal. You absolutely have to be able to make your case in two minutes or less whenever key opportunities present themselves. So here’s a key opportunity for your professional growth: spend a few minutes with us to learn (or review) the elements of developing and presenting your elevator speech. You’ll learn how to compose your elevator speech, present like a pro, ad lib, relax, use body language, and get to “yes.”

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

9:00 – 9:30 am
DEMONSTRATION STATION IN THE EXHIBIT HALL
Learn How to Find, Connect With, and Keep a Mentor
Young and Emerging Professionals Co-Chairs Amanda Kay Gustin and Ashley Martin

9:30 – 10:00 am
DEMONSTRATION STATION IN THE EXHIBIT HALL
Learn How to Prepare for a Collection Assessment
Jessica Bitely, Preservation Specialist, Northeast Document Conservation Center, MA

10:15 – 10:45 am
COFFEE BREAK IN EXHIBIT HALL

10:45 am – 12:15 pm
CONCURRENT SESSIONS
Consolidating and Preserving Cultural Assets: a Game-Changer in Worcester
Columbia
For many, it came as a shock: the Higgins Armory Museum was to close in the fall of 2013, moving its collection and endowment to the Worcester Art Museum. But, behind the scenes, the transfer of assets was discussed for years as the best of all possible outcomes, keeping the Higgins collection intact and in its community, strengthening the WAM with a “game-changer” to jumpstart a new museum vision. Join the leaders of the Higgins and WAM for a unique case study of the warning signs of organizational danger, how to assess your business model, and how institutions can successfully integrate to accomplish win/win outcomes.

Co-Chairs: Suzanne Maas, Interim Director, Higgins Armory Museum, MA; Matthias Waschek, Executive Director, Worcester Art Museum, MA

(continued from page 25)
Building a Strong Culture of Philanthropy from Top to Bottom

Weatherly

A strong, vibrant culture of philanthropy starts at the top and extends throughout your organization. This interactive panel session will cover “how” to build and nurture a culture of philanthropy, and “why” it is fundamentally important to your institution’s fundraising success. We will review the essential elements critical to a strong, enduring fundraising program. Donor-centered vs. transactional fundraising will be explored. Trustees, CEOs, managers and development directors will benefit from this session.

Chair: Mary B. Kozik, Chief of Institutional Advancement, The Preservation Society of Newport County, RI
Speakers: William P. Egan, Angela Fischer, and Janet L. Robinson, Trustees of The Preservation Society of Newport County, RI

The “Public Programming” Conundrum

Salon I

Museums create an array of public programs for a range of audiences to meet diverse institutional goals. Increasingly, education departments are asked to share or cede responsibility to marketing, membership, development or even a new “public programming” department. Folks from education, membership, development or even a new “public programming” department. Folks from education, marketing, and membership who have responsibility for creating public programs (perhaps in happy harmony with other departments, perhaps not!) will discuss this trend and share their secrets of success, frustrations, and emerging questions.

Chair: Laura Roberts, Principal, Laura Roberts Consulting, MA
Speakers: Catie Camp, Membership and Annual Fund Coordinator, Gore Place, MA; John Rodman, Director of Museum Experience, Preservation Society of Newport County, RI; Jessie Schlosser Smith, Director of Program Planning, Isabella Stewart Gardner Museum, MA

Innovative Collaborations: Providing Professional Development, Classroom Resources and Field Trip Opportunities for Educators in Your Community

Freedom

Museums, zoos, technology and science centers provide resources and support to those who teach the next generation of students to be creative thinkers. Learn about highly successful collaborative programs that the Museum Institute for Teaching Science facilitates with partner institutions including Professional Development Summer Institutes and Seminars, and the Science by Connections website. Discover how to develop and fund partnerships that will work in your geographic region and explore the Science by Connections website.

Chair: Sandra Ryack-Bell, Executive Director, Museum Institute for Teaching Science, Quincy, MA
Speakers: Meghan Bone, School and Teacher Program Coordinator, Berkshire Museum, MA; Gail Janecek, Education Curator, Buttonwood Park Zoo, MA; Jennifer Klein, Education Director, Museum Institute for Teaching Science, MA; Kathy Hirbout, Education Program Coordinator, American Textile History Museum, MA; Rebecca Lofgren, Park Ranger, Tsongas Industrial History Center, Lowell National Historical Park, MA

The Top 10 Reasons Your Museum Should Care About Investing in an Outdoor Discovery Space

Enterprise

Be inspired by leaders from diverse organizations: an art and history museum, a children’s museum, a nature center, and a zoo. Each presenter will discuss the impacts outdoor discovery spaces have had on their organizations, including generating increased visitation, income, membership, giving, and visitor engagement. Best practice examples and tips will be shared. A “top ten” format will be used to share compelling information about why building an outdoor space will make a difference!

Chair: Tobey Eugenio, Principal Consultant, Heritage Museums & Gardens, MA
Speakers: John Galluzo, Director of Education and Camping, South Shore Natural Science Center, MA; Christopher Hitchener, “Our Big Backyard” Program Manager, Roger Williams Park Zoo, RI

10:45 - 11:45 am
CAREER CONVERSATION
Newport Suite

Join Elizabeth “Lisa” Goddard, Executive Director of the Newport Art Museum, for a look at her distinguished career and a discussion of working in the museum field. Lisa is a well-known printmaker whose work is in the collections of numerous universities, businesses and individuals across the region. She has also worked in radio and television in Syracuse, Denver, Middlebury and Burlington, VT, and Boston. She won a New England Emmy Award for her program, “Miller’s Court.”

11:00 – 11:30 am
DEMONSTRATION STATION IN THE EXHIBIT HALL

Shape Dance: Learn How to use Performance to Enhance Visitor Experience
Jillian Finkle, Immediate Past President, International Museum Theatre Alliance, RI

12:15 – 1:00 pm
EXHIBIT HALL CLOSING RECEPTION AND RAFFLE

Don’t miss this special opportunity to explore the services and products in the Exhibit Hall. Will you win one of the wonderful raffle prizes generously donated by our exhibitors? Perhaps you’ll win a registration to next year’s conference! Bring your signed raffle card and join in the fun.
1:00 – 2:15 pm

ANNUAL LUNCHEON MEETING
Hotel Atrium
Find out what’s new in your association! Make your vote count in electing the NEMA board and officers. Celebrate the career of Charlie Browne, our first Lifetime Achievement Award recipient. Swap stories with friends over a pleasant lunch.
Chair: Phelan Fretz, Executive Director, ECHO Lake Aquarium and Science Center, Leahy Center for Lake Champlain, VT

2:30 – 4:00 pm

CONCURRENT SESSIONS

Giving Trends of High Net Worth Philanthropists
Weatherly
This will be an interactive session reviewing key findings of the largest nationwide study to date on the giving behaviors and motivations of wealthy donors to nonprofits. Established in 2006, the Bank of America Study of High Net Worth Philanthropy, conducted in partnership with The Center on Philanthropy at Indiana University, is the most comprehensive survey of the charitable practices and attitudes of wealthy Americans and what issues drive their charitable activities.
Chair: David Ratcliffe, Managing Director, National Philanthropic Practice Executive for Philanthropic Solutions, U.S. Trust Bank of America Corporation, MA
Speaker: Eric A. Lowery, Managing Director, US Trust, MA

Visit with Friends: An Institutional Campaign to Change Perceptions
Columbia
On December 12, 2012, the Yale University Art Gallery celebrated the grand opening of its renovated and expanded museum. To promote the opening, the public relations team, consisting of museum staff and a PR consultant, developed and implemented a strategic communications plan. This panel discussion will serve as a case study focusing on timelines, goals, challenges/opportunities, staff profiles, budget, qualitative/quantitative statistics, lessons learned, and next steps.
Chair: Maura Scanlon, Director of Public Relations, Yale University Art Gallery, CT
Speaker: Jill Westgard, Deputy Director for Advancement, Yale University Art Gallery, CT

Shared Authority: The Key to Museum Education as Social Change
Freedom
Drawing on the latest issue of the Journal of Museum Education, this session explores why a framework of “shared authority” must underlie effective social change work when museums and collaborating organizations work together to engage audiences on pressing social issues. You will gain insight into the challenges and rewards of authentic, reciprocal collaboration through the presenters’ case studies, and will consider how this type of engagement serves museums, our missions, and the larger community.
Chair: Cynthia Robinson, Director, Museum Studies Program, Tufts University, MA
Speakers: Elizabeth Duclos-Orsello, Associate Professor, American Studies and Faculty Fellow for Service-Learning, Salem State University, MA; Yael Filipovic, Education, Canadian Center for Architecture, Canada; Elizabeth Kunz Kollman, Senior Research & Evaluation Associate, Museum of Science, MA

Lifetime Achievement Award

We are thrilled to present the first NEMA Lifetime Achievement Award to our good friend and colleague, Charlie Browne, who has retired from the Fairbanks Museum & Planetarium after 35 years of service, including 21 years as executive director. Throughout his career, he has been an active supporter and leader of NEMA, serving on the board for many years, and has advanced the museum field nationally through leadership in AAM. Please join us at the NEMA Annual Meeting to recognize Charlie’s achievements and contributions.

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Thanks to:

Conference Chairs:
Trudy Coxe, The Preservation Society of Newport County
Ron Potvin, John Nicholas Brown Center
Doug Stark, International Tennis Hall of Fame and Museum

Host Institutions:
International Tennis Hall of Fame Museum
Newport Art Museum
Newport Historical Society
Newport Restoration Foundation
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