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Georgia Association of Museums

Annual Conference: January 18 – 20, 2023

Museums: The (Fill in the Blank) Frontier

Preliminary Program as of November 4, 2022

Unless noted, all events take place at the Clarence Brown Conference Center, 5450 State Route 20, Cartersville.

Tuesday, January 17: Pre-Conference Tours and Workshops

10 – 11 AM

The Grand Theatre: More than a Century of Storytelling

The Grand Theatre was built in 1910 and has played host to an expansive history of storytelling. Tour this beautiful building and hear stories about the many iterations of the theatre, plus its notable events and people. The tour will involve climbing stairs. (**Free, advance registration required. Meet at the Grand Theatre, 7 N. Wall Street, Cartersville.**)

2 – 3:30 PM

Creative Programming Relevant to Your Museum

In this special workshop, enjoy a sample of programming at the Etowah Indian Mounds State Historic Site, followed by discussion about developing new programs for your museum. Then take a guided tour of the site. (**Free, advance registration required. Meet at Etowah Indian Mounds, 813 Indian Mounds Road SE, Cartersville.**)

2 – 4 PM

Tellus Science Museum Exclusive Director's Tour

Tellus Executive Director Jose Santamaria will take you behind the scenes to experience the museum's history, educational spaces, collections storage, specimen preparation lab, and more. See some of the museum's scientific equipment, including the roof! The tour will involve considerable walking and climbing stairs. (**Free, advance registration required. Meet at Tellus Science Museum, 100 Tellus Drive, Cartersville.**)

6 – 8 PM

Pre-Conference Social at Mellow Mushroom, 28 S. Wall Street, Cartersville. Meet new friends and catch up with old ones during a Dutch-treat mixer!

Wednesday, January 18

8:45 AM – 3 PM

Registration

9 AM – 1 PM

Exhibit Hall Set-Up

9 – 10:30 AM

Guided Tour of Noble Hill-Wheeler Memorial Center

Noble Hill School, constructed with local funds and support from the Julius Rosenwald Foundation, served as a school for African American students from 1924 to 1955. In the 1980s, Noble Hill graduate and educator Dr. Susie Wheeler, Cartersville native and Georgia Supreme Court Justice Robert Benham, and others raised more than \$200,000 to restore the building. It is now known as the Noble Hill-Wheeler Memorial Center and serves as a Black cultural museum focusing on educational, religious, economic, social, and civic activities in the early 1900s. (**Free, advance registration required. Meet at Noble Hill-Wheeler, 2361 Joe Frank Harris Parkway, Cassville, a 12-minute drive.**)

9:30 – 10:45 AM: Concurrent Sessions

Walking the Fine Line of Museum Security

Panelists: Cecil D. Mann, Savoy Automobile Museum; Jimmy D. Tidwell, Booth Western Art Museum; Keith Bailey, Etowah Indian Mounds State Historic Site; Rachel McLucas, Oak Hill & The Martha Berry Museum

The goal of museum security is to ensure the facility is opened to visitors in a responsible manner. It's often a careful balancing act for public museums to keep objects safe while allowing hundreds or thousands of visitors to view them every year. This panel discussion will explore how security personnel from small to large museums protect collections and train staff on practical methods and scenarios encountered while managing outdoor Indigenous sites, festivals, historic homes, art, science and automobile museums.

Summer sCOOL

Chair: Maddie Davis, Museum of History and Holocaust Education; Panelists: Camille Coe, Ashlee Grenard, Camden Anich, all with Museum of History and Holocaust Education

In this session the education team at the Museum of History and Holocaust Education (MHHE) at KSU will celebrate with you their successes and share their learning moments from facilitating 6 weeks of summer camps designed for ages 5 through 14. Participate in a range of activities while experiencing classroom management techniques followed by a discussion on the benefits summer camps could have for your institution, your staff, and your community.

10 AM – Noon: Workshop

Grants for Georgia Arts and Humanities Organizations

Chair: Allen Bell, Georgia Council for the Arts; Presenter: Jerald Crook, Georgia Humanities

Georgia Council for the Arts (GCA) is the state's official arts agency. Georgia Humanities (GH) is the only organization providing statewide support of the humanities. These two agencies offer several grant programs annually to support arts and humanities projects and organizations. This workshop will provide information to potential applicants about grant programs offered by GCA and GH, how to apply, and what to do if you receive a grant.

11 AM – 12: 15 PM: Concurrent Sessions

The Boundless Frontier: Oral History and the Power of Personal Story

Chair: T Cat Ford, Coffee County Memory Project; Panelists: Thomas Johnson, Coffee County Historical Society; Ricardo Mulero, Coffee County Memory Project; Jess Alden, Georgia Humanities; Project Interviewees to potentially include Juanita Harrell Williams, Jerome Loving, Oscar Street, and others

The Coffee County Memory Project is a collaborative oral history project with 120 interviewees that focuses on federally mandated school integration in Coffee County. With support from Georgia Humanities, Georgia Tech's SLS initiative and Emory University's Center for Digital Scholarship, two virtual exhibitions augmented by photo and document archives were completed and are included in the Civil Rights Digital Library. Diverse personal stories provide a unique lens into past events and give the visitor a multidimensional view of history. Panelists, including project interviewees, will share their community engagement experience, challenges, rewards, and results.

Building Long-term Partnerships for Lasting Impact

Chair: James Newberry, Department of Museums, Archives and Rare Books, Kennesaw State University; Panelists: Jennifer Dickey, Ph.D., Department of History and Philosophy, Kennesaw State University; Marcy Breffle, Purpose Possible; Kelly Hoomes, Department of Museums, Archives and Rare Books, Kennesaw State University; McKenzie Brick, Kennesaw State University; Jessica VanLanduyt, Historic Oakland Foundation

This session will highlight an ongoing partnership between Historic Oakland Foundation (HOF) and the Department of Museums, Archives and Rare Books (MARB) at Kennesaw State University. Over the past decade, HOF and MARB have developed two exhibit projects and associated programming through the efforts and expertise of cemetery staff, university staff and students, and community stakeholders. Panelists will explore practical and theoretical questions involved in the

development of both exhibits as well as the mutual effort to coordinate effectively, set reasonable expectations, and maximize benefits for all parties involved.

12:15 – 2:15 PM

Lunch on your own

2 – 4 PM

Exhibit Hall Open

2:15 – 3:30 PM: Concurrent Sessions

Is My Museum Relevant and Inclusive? The Journey to Attract More Diverse Audiences and New Donors

Chair: Dave Paule, Our Fundraising Search; Panelists: David Moore, Historic Oakland Foundation; Seth Hopkins, Booth Western Art Museum

The pandemic was not the only factor in changes in cultural thinking, as racial and political unrest have caused us to reexamine what we value. In order to increase visitation and revenue, museums have been challenged to be more accessible and creative than ever to meet the expectations of a growing number of younger, diverse, and more educated audiences. Learn ways to attract new donors by expanding programming in support of your mission to reflect the changing expectations of a younger, more diverse audience.

Circle the Wagons: The New Frontier of Volunteering

Chair: Tiffany Hughes, Booth Western Art Museum; Panelists: Dan Hart, Museum of Aviation; Anna Monroe, Marietta History Center; Mary Margaret Fernandez, American Association of Museum Volunteers

Throughout the pandemic, volunteer managers have been in challenging, uncharted territory – trying to maintain their current volunteer force during the shutdown. When museums reopened, the new dilemma was both recruiting volunteers, and finding opportunities in which they were interested while navigating new protocols established to keep everyone safe. Additionally, recognition of those whose involvement had been limited was important. Panelists will discuss how their programs changed during Covid, and how they now maneuver the Three R's of Volunteering: Recruiting, Retention and Recognition. Attendees will explore this new frontier with the panelists with plenty of opportunity for input and questions.

2 – 4 PM: Workshop

EMP Warm-UP Hour Workshop

Chair: Emily Knight, Bernard A. Zuckerman Museum of Art; Presenters: Heidi Schureck, Fernbank Museum of Natural History; Allison Moore, Oak Hill & the Martha Berry Museum; Ariana Yandell, Atlanta History Center

This improvisational-inspired workshop will help Emerging Museum Professionals exercise the necessary professional skills to feel empowered and equipped to flourish in the museum field. No matter if you're an ENFP or an Aries, this workshop will help you engage in a professional capacity when talking about yourself and what you do.

3 – 4:30 PM

Guided Tour of Summer Hill Museum

Summer Hill School was established in 1889 to serve African American students in Cartersville. In 1922, with funds from the Julius Rosenwald Foundation and raised from the local community, a new school was constructed which expanded over the years to accommodate all grades by 1951. Summer Hill School closed in 1968. Today, the current structure houses a museum, library, and spaces for after-school and community programming. Come meet the "4th Grade Gang," the last 4th grade class to attend the school prior to integration. They will share their unique experience of attending Summer Hill and going through integration into the Cartersville schools. (**Free, advance registration required. Meet at Summer Hill, 129 Aubrey Street, Cartersville.**)

4 – 5:30 PM

EMP (Emerging Museum Professionals) Happy Hour

Meet at Drowned Valley Brewing Company, 4 S. Tennessee Street, Cartersville, for networking, games, and beverages. Attendees are encouraged to carpool or use rideshares to Drowned Valley and the Savoy Automobile Museum to join the progressive dinner.

5:15 – 8:30 PM

Progressive Dinner (buses depart from Brown Center)

5:30 PM Appetizers and Drinks at Savoy Automobile Museum

6:30 PM Dinner and Drinks at Booth Western Art Museum

7:30 PM Dessert at Bartow History Museum

Thursday, January 19

8:45 AM – 3:30 PM

Registration

9 AM – 5 PM

Exhibit Hall Open

9 – 10:15 AM: Concurrent Sessions

Storytelling in Museums: On the Frontiers of Ethics and Engagement

Chair: Adina Langer, Museum of History and Holocaust Education; Panelists: Lois Carlisle, Writer & Historian; Deitrah Taylor, Independent Public Historian and Dramaturg; Mary Margaret Fernandez, National Trust for Historic Preservation; Rebecca Melsheimer, Tellus Science Museum

Museums are in the business of telling stories from as many perspectives as possible to present the complexity and contradiction of history, culture, and science. This roundtable will bring together Georgia contributors to the new book *Storytelling in Museums* (Rowman & Littlefield/AAM Press, 2022) to share insights from their work in digital marketing, cemetery interpretation, dramaturgy in public history, personal narratives in Holocaust education, and exhibit curation in science museums. Attendees will learn how visitor-oriented storytelling methods, and the ethical and compassionate inclusion of local and personal narratives, can be a powerful tool in service of your organization's mission.

Adding Interactive Elements to Your Exhibits

Chair: Rick Spears, Fernbank Science Center; Panelist: Ashley Quinn, William P. Wall Museum of Natural History

See examples of what can be done to add simple interactive exhibit elements for your guests to – well – interact with! From low-tech to no-tech, and low-cost to no-cost, it doesn't take much to enhance the interactivity of existing museum exhibits. However, the results can have a huge impact on guest experiences!

Accessibility 101

Chair: Lowell Fuchs, Arts InCommunity; Panelists: Kat White, Juliette Gordon Low Birthplace; Jackson McQuigg, Atlanta History Center

Thinking about how to make your historic site more accessible, but not sure where to start? This session will offer practical tools, tips, and tricks to make real change at your museum. Sites discussed will include a historic house museum, a traditional museum, and historic gardens with animals.

10:15 – 10:45 AM

Coffee Break with Exhibitors

10:45 AM – Noon: Concurrent Sessions

Whose Body Parts Are These???

Chair: Jonathan Scott, Carter-Coile Country Doctors Museum; Panelists: Ashleigh Oatts, TRR Cobb House; Kris Allen, Atlanta History Center

So many of us have taken a position at an existing historic house or museum where we are the first trained museum professionals in that institution's history. Overhauling these sites can be a challenge – managing previously unmanaged collections, fundraising to fill nonexistent coffers, replacing the old and comfortable with something new, innovative, and inclusive. It can also be an adventure, where we might suddenly find ourselves in a position to make a meaningful impact in our communities. This moderated discussion will explore these themes as they apply to the experiences of several emerging museum professionals.

The Digital and In-Person Frontier: Harnessing Technology for a Hybrid Future

Panelists: Laura Flusche, Ph.D., Museum of Design Atlanta; Alex Avery, Gather Learning

As museums in the (post) pandemic present rebuild and reimagine, few issues are as important as the role that technology will play. Choosing digital tools, balancing digital and in-person programs and resources, and using technology to expand reach and enhance value are top-of-mind questions. This case study from Museum of Design Atlanta (MODA) and its technology partner, Gather Learning, explores how MODA created a digital experience for its community that brought its programs together, welcomed everyone, and reflected the museum's "radical friendliness." Gain ideas and inspiration for how museums of every size can meet today's challenges effectively and sustainably.

The Calescent and Challenging Frontier for Museums and Historical Sites with Climate Change

Chair: Jenny Houlroyd, Georgia Institute of Technology; Panelists: Sean Castillo, Georgia Institute of Technology; Cara Eck, Georgia Institute of Technology; Amelia Gallo, Thomasville History Center

This session will focus on the changing work environments that employees, volunteers, and guests of museums and cultural heritage sites face with rising temperatures and extreme weather. Presenters will review the science behind heat hazard recognition, including: assessing environmental conditions, determining level of physical activity, making adjustments for clothing and attire, and considering personal risk factors such as acclimatization. Attendees will learn how to monitor conditions, how to develop a plan of action to prevent heat related illness, and what to do if employees, volunteers, or guests begin to exhibit symptoms of heat related illness.

Noon – 1:15 PM

Keynote Luncheon and GAM Business Meeting

Keynote Speaker: W. Richard West Jr., Founding Director and Director Emeritus of the Smithsonian's National Museum of the American Indian

W. Richard West, Jr. is Founding Director and Director Emeritus of the Smithsonian Institution's National Museum of the American Indian, where he served from 1990 to 2007. He is also President and CEO Emeritus, Ambassador, Native Communities, of the Autry Museum of the American West, which he directed from 2013 to 2021. He is a citizen of the Cheyenne and Arapaho Tribes and a member of the Society of Southern Cheyenne Peace Chiefs.

West has served as Chair of the Board of Directors of the American Alliance of Museums and Vice President of the International Council of Museums. His current board affiliations include: Association of Tribal Archives, Libraries, and Museums; International

Coalition of Sites of Conscience; California Association of Museums; Denver Art Museum; and UCLA Institute of Environment and Sustainability. West previously served on the boards of the Ford Foundation, Stanford University, and the Kaiser Family Foundation.

West, who grew up in Muskogee, Oklahoma, was born in San Bernardino, California, the son of American Indian master artist Walter Richard West Sr., and Maribelle McCrea West. He earned a bachelor's degree in American history from the University of Redlands, a master's degree in American history from Harvard University, and a law degree from Stanford University. West is currently consulting on a project for the Etowah Indian Mounds State Historic Site near Cartersville.

1:30 – 2:45 PM: Concurrent Sessions

The New and Improved MUSE: How Can It Help You?

Chair: Andrea Miskewicz, Museum of History and Holocaust Education; Panelists: Christa McCay, Marietta History Center; Marcy Breffle, Purpose Possible

Museum Services Exchange (MUSE) grants fund consulting services provided by and for GAM members. Consultation areas range from developing an organizational structure to collection management, from exhibit design to labeling to educational outreach, and from membership concerns to financial resources development. Join this session with MUSE consultants, recipients, and program managers to learn how you and your organization can benefit from a MUSE grant!

Museums: The Collaborative Frontier

Chair: Erin Zaballa, Georgia Reptile Society and Booth Western Art Museum; Panelists: Sam Harris, Booth Western Art Museum; Jordan Duncan, Bartow History Museum; Nicolette Paglioni, Booth Western Art Museum

Interdisciplinary programming offers visitors opportunities to make connections and broaden their learning experiences while providing museum educators opportunities to develop engaging collaborative programming and creative partnerships. In this session, educators from Booth Western Art Museum, Bartow History Museum, and Georgia Reptile Society will share their experiences with developing interdisciplinary programming in partnership with other organizations, including museums, schools, non-profits, Georgia State Parks, Boy and Girl Scouts, cultural organizations, and environmental/animal groups. Panelists will discuss strategies for integrating multiple disciplines into a program, finding interdisciplinary collaborators, and working with them to create successful programs.

Preparing for Disasters – The Scariest Frontier!

Chair: Christine Wiseman, Atlanta University Center Robert W. Woodruff Library; Panelists: Tina Seetoo, Delta Flight Museum; Laura Seifert, Savannah Archaeological

Alliance; Karin Johnston Dalton, Georgia Capitol Museum; Rebecca Bush, Columbus Museum

Disasters aren't as scary if you are prepared and have identified local resources before a disaster strikes. This session will provide an update on disaster resources for cultural heritage organizations in Georgia. Through collaboration and networking with local, regional and national organizations, disaster planning and response can be a lot less intimidating. Learn about a new group of Georgia Heritage Responders trained specifically in emergency response for cultural heritage collections. Also, meet representatives from Georgia's two Alliance for Response networks and learn how the GaNCH database can be used in disaster planning and response.

3 – 4:15 PM: Concurrent Sessions

You Can Do It! DEAI Best Practices for Museum Professionals

Chair: Patty Petrey Dees, Booth Western Art Museum; Panelists: Tyler Crafton-Karnes, Museum of History and Holocaust Education; Katie Ericson, Michael C. Carlos Museum

DEAI initiatives can be overwhelming for many museums and museum professionals. Join panelists from the Carlos Museum, Museum of History and Holocaust Education, and Booth Museum as they share success and failures of implementing DEAI through programming, exhibitions, and marketing. Learn tangible ways to apply DEAI best practices, no matter the size of your museum's budget or staff.

Organizing Chaos

Chair: David Dundee, Tellus Science Museum; Panelist: Kelly Cargill, Columbus Museum

Every museum wants to have a well-attended event, but when you succeed in attracting a crowd, there are also challenges. Directing traffic flow with carefully planned signage helps visitors avoid frustration and enjoy your event! Panelists will discuss large-scale educational and fundraising events that attracted hundreds or thousands of visitors, adventures in signage, and solutions to organizing the chaos of a successful event.

Collaborating with Consulates

Panelists: Adisde Handal Gamundi, Tourism and Cultural Affairs, Consulate General of Mexico in Atlanta; Jessica VanLanduyt, Historic Oakland Foundation; Bobbi Hohmann, Ph.D., Fernbank Museum of Natural History; Sally Macaulay, Marietta Cobb Museum of Art

Did you know that 73 foreign governments maintain consulates or trade offices in Georgia? Learn more about how museums can forge new cultural partnerships with these diplomatic representatives to better connect with your community. Panelists will

share their own collaborative experiences in developing and implementing a variety of programs and events.

4:15 – 5 PM
Ice Cream Social with Exhibitors

6 – 8:30 PM
GAM Auction and Dinner at Tellus Science Museum (buses depart from Brown Center)

Friday, January 20

8:45 – 10:45 AM
Registration

9 – 11 AM
Exhibit Hall Open

9 – 10:15 AM: General Session
The Horrors, the Humors, and the Completely Improbables

Chair: Amelia Gallo, Thomasville History Center; Panelist: Ashleigh Oatts, TRR Cobb House

Do you think that you have the wildest work story in all of Georgia? Join us for a series of fun anecdotes about all the wild and wacky things that go on behind the scenes, plus share a few of your own. This is designed for museum professionals who want to be able to say, "At least that didn't happen to me" or "At least I have the wildest story." Bring your craziest museum story to share and commiserate over our most unusual "other duties as assigned!"

10:15 – 10:45 AM
Coffee Break with Exhibitors

10:45 AM – Noon: Concurrent Sessions

Collections, We Have a Problem

Chair: Polly Huff, Georgia Museum of Agriculture & Historic Village; Panelists: Ephraim Rotter, Thomasville History Center; Christa McCay, Marietta History Center

Focusing on discussion topics raised at the 2022 conference, the curators of three institutions of various sizes will discuss a case and a solution they utilized when tackling a large, unprocessed collection. The panel will also offer a safe space to curators to share issues facing them at their own institutions, and the room will collaborate in offering a friendly ear and maybe even a solution. Come ready to share, and leave heard and seen by your curatorial peers.

Building a Winning Board

Chair: Marcy Breffle, Purpose Possible; Panelist: Laura Hennighausen, Purpose Possible

Board members should be an organization's biggest champions. But when it comes to fundraising, some board members may be content to sit on the sidelines. This session presents practical applications to activate and engage board members to rally for your organization. Score recommendations to recruit new talent and leverage skills to build a winning board!

Georgia Museum Educators Roundtable

Chair: Amelia Gallo, Thomasville History Center; Panelist: Callan Steinmann, Georgia Museum of Art

Join the Georgia Museum Educators group for a discussion of "The (Fill in the Blank) Frontier" of Museum Education. Attendees will be encouraged to share their institution's evolving approaches to programming for all ages.

Noon – 1:30 PM

GAM Awards Luncheon

1:30 – 2 PM

GAM Board Meeting