

What's In It For Me?

2019 Annual NEMA Conference
Burlington, Vermont
November 6-8, 2019

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*NEW ENGLAND
MUSEUM ASSOCIATION*

What's in it for you?

**2019 NEMA ANNUAL CONFERENCE
BURLINGTON, VERMONT
NOVEMBER 6-8, 2019**

It's your career. Take charge of it.

Come to the NEMA Conference this November and see what it can do for you. Take advantage of the country's largest regional gathering of museum professionals, with 90+ professional development sessions, lively discussions, and tons of networking opportunities that challenge your intellect and boost your museum passion to a whole new level.

Whether you're new to museums or a seasoned pro, the NEMA Conference is the place to be.

See What's In It For You in Burlington!

Burlington, Vermont, is probably the greenest, hippest, most happening small city in America. Really, how many places were built by Ethan Allen, gave birth to Ben & Jerry's, taught Phish to sing, and made Burton (snowboards) fly? It's consistently ranked as one of the country's most livable, walkable, and healthy places. And (hold onto your hats, trivia buffs) Burlington is the smallest US city to be the largest city in its state!



So Burlington definitely has something in it for you: strolling along Lake Champlain, lots of great museums, a bustling downtown cultural district, fabulous restaurants, and, for three days in November, the best museum gathering you'll find anywhere. You so want to be there!

Thank you to
our sponsors!



Are you interested in sponsoring the NEMA conference? [Click here](#) for details.

Great Reasons to Attend in 2019!

- 90+ professional development sessions and events.
- Network with more than 800 museum colleagues.
- Terrific off-site and after hours events in Vermont. (Don't miss our opening night event at ECHO, Leahy Center for Lake Champlain!)
- Keynote Session featuring Dr. Gretchen Sorin, speaking about her upcoming Steeplechase Films/PBS documentary, *Driving While Black*, and its messages for museum people.
- TED Talk-style "Story Telling Sessions" put you in touch with the successes (and failures) of your New England colleagues.
- Learn about the latest innovative products & services in the NEMA Exhibit Hall.
- The Demonstration Station is the place to get fast-moving, how-to tips on mastering the latest museum field trends.
- "Museums & Climate Change" Think Tank session where YOU help the field address this urgent issue impacting museums and collections.
- New flexible schedule! Including one-hour sessions in addition to our traditional 90-minute sessions, allowing for more choices.
- Give back to the field by joining our Exhibits PAG for a service project on Tuesday.
- Meetups galore – follow [#NEMA2019](#) on Twitter to join in.
- Be visual and share your conference photos using [#NEMA2019](#) on Instagram and in the App.



**Give
Back!**

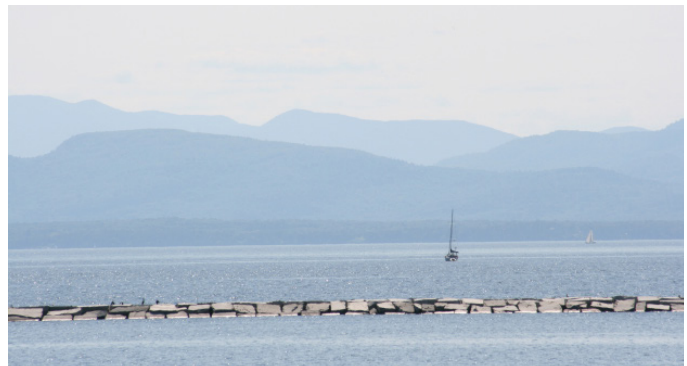
Do Some Good!

Join the Exhibits PAG in a Day of Service on November 5 (the day before the conference), and share your skills with a local museum in need of help. [Click here](#) for details and to volunteer.

**Scholarships
are available!**
See page 33.

NEMA Code of Conduct

Starting with the 2019 conference, NEMA is introducing a **Code of Conduct** for all of its events, whether in person or online. All attendees agree to abide by the code in order for us to work together toward inclusion, safety, respect, and professionalism. Contact the NEMA office if you have questions.



Tuesday, November 5

PRE-CONFERENCE WORKSHOPS AND TOURS

Tuesday workshops and tours are not included in the conference registration fee and require pre-registration. See the registration form on page 35 for details.

200 Years—200 Objects: Sullivan Museum and History Center

12:30 – 2:30 pm

Join the Sullivan Museum and History Center on the campus of Norwich University, the nation's oldest private military college. Enjoy a lunch in the rotunda of the museum, walk through the galleries of *200 Years—200 Objects: Norwich University Bicentennial* exhibit, and take a behind-the-scenes tour of museum storage where one-of-a-kind objects from Norwich's 200-year history are preserved.

Fee of \$25 includes lunch, guided tour, and program.

Public Art: Affordable, Accessible, Sustainable at Middlebury College Museum of Art

12:30 – 4:30 pm

Middlebury College's idyllic campus and public art collection serve as a backdrop for this session examining the trials and tribulations of preserving and protecting outdoor art. You will learn about the successes and failures of building and contextualizing a public collection, explore works in situ that illustrate creative and innovative methods for installation and maintenance on a small budget, and discover new conservation tools. Lunch is provided, with time to visit Middlebury College Museum of Art's fine art collections and women's suffrage exhibit.

Fee of \$35 includes lunch, guided tour, and program.

Grow Where You're Planted: Engaging Art and Science in Conservation

1:30 – 4:30 pm

The Birds of Vermont Museum integrates elements of one man's vision into a whole, highlighting art, science, and conservation. For this special pre-conference visit, you will be engaging individually with the collection and grounds. Then, gathering for a group program, we show how we use art to develop techniques of scientific observation for greater connections with the natural world. Finally, we will have a conversation centering on how approaches from both science and art can inspire profound experiences, which inform one's conservation ethic.

Fee of \$10 includes program and refreshments.

NEMA DAY OF SERVICE

NEMA Exhibits PAG Day of Service at the Heritage Winooski Mill Museum

2:00 – 5:00 pm

The Exhibits PAG is seeking museum professionals with exhibits planning, evaluation, or fabrication experience to volunteer an afternoon of brainstorming, sketching, prototyping, and bubble diagramming to help the Heritage Winooski Mill Museum.

With your help we will help jump start the Heritage Winooski Mill Museum with exhibition ideas which reflect its new mission and vision. In 2016, the museum took the opportunity to strategically reimagine itself and is now turning its attention to exhibitions. In Spring 2019, the trustees and staff of the museum adopted a new mission: *Weaving our industrial and cultural past with what matters to our community today.*

Using the museum's new mission and its core values of education, collaboration, community, connection, inclusion, and empowerment, this year's NEMA Service Volunteers will partner with museum staff and trustees to incubate ideas and develop the seeds of new (or remediated) exhibition opportunities for the museum. While this is an afternoon of volunteer service, participants are sure to come away with new ideas that they can apply to their exhibit practice back home.

[Click here](#) to volunteer.

You want me to climb where?

TUESDAY EVENING

"Vacuuming Porcupines" and Other Museum Utterances

7:00 – 8:30 pm

Have you ever taken a moment to think about the weirdest sentence you have ever said in the course of your museum work? Or the wackiest solution you've had to an unusual problem? Join exhibit designer Betsy Loring for an open-mic evening of comedy and story sharing. Come prepared with your best moments of "What did I just say?" and "You want me to climb where?" to share with other conference attendees, because sometimes we just need a laugh. So bring your best weirdest work sentence (or just listen and vote for your favorite) and get ready for a fun kickoff to #NEMA2019.

Everyone is invited! Cash bar.

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Wednesday, November 6

NEMA FITNESS

6:30 – 7:00 am

Join NEMA Director Dan Yaeger for his annual kick-off-the-conference morning walk.

EXHIBIT HALL OPEN

8:00 am – 6:00 pm

REGISTRATION OPEN

8:00 am – 5:00 pm

Hosted by



Museum Textile Services

NEMA CONFERENCE PREVIEW

8:00 – 8:30 am

First time at a NEMA conference? Learn how to make the most of it. Grab a coffee in the Exhibit Hall and join us for tips on how you can use your time to your best advantage. Download the “Newcomer Handbook” [here](#). Watch our “Crush the Conference” tips video [here](#).

WELCOME COFFEE AND MORNING TREATS IN THE EXHIBIT HALL

8:00 – 8:45 am

CONCURRENT SESSIONS

8:45 – 10:15 am

Inclusive Audience Engagement in a Gallery Setting

In this session you will explore visual art pieces through a model of inclusive gallery tours initially developed for people with dementia and their care providers through a partnership between VSAVT, VABVI, and the Flynn Center. Following an overview of the program, you’ll examine techniques and strategies demonstrated during the gallery tours and consider how these can be applied to your own practice and with a variety of populations based on universal design for learning.

Facilitator: Alexandra Turner, Inclusive Arts Specialist, Inclusive Arts Vermont, VT

Speaker: Heidi Swevens, Director of Community Partnerships, Inclusive Arts Vermont

Introduction to Analyzing Open-Ended Audience Data: Impact Beyond the Numbers

Understanding visitors’ perspectives and experiences is critical to improving offerings and demonstrating impact to stakeholders, but many museum professionals lack

training in systematic analysis of qualitative visitor data. Don’t shy away from open-ended questions! This session introduces the language and techniques behind qualitative data analysis, and you will be able to practice two different approaches that can be used to unpack the richness in a wide variety of open-ended visitor data.

Facilitator: Christina Smiraglia, Research Analyst, Harvard University, MA

Speaker: Lynn Baum, Principal, Turtle Peak Consulting, MA

Reimagining Meaning in Membership

Generally, memberships come with unlimited visits and small member perks, but beyond transactional discounts or member-morning type events how are we connecting personally to our members? This session will explore some of the latest trends in museum membership and then break into think-tank tables to explore ways of personalizing the membership experience. You will get a chance to share ideas to increase engagement, foster personal relevance, and strengthen your membership base.

Facilitator: Nina Ridhibhinyo, Director of Programs and Strategy, ECHO, Leahy Center for Lake Champlain, VT

Speakers: Alexis DiBartolomeo, Membership and Events Manager, Shelburne Museum, VT; Kerin Durfee, Director of Earned Revenue and Guest Services, ECHO, Leahy Center for Lake Champlain, VT; Bill Elliston, Curator of Education, Wildlife Conservation Society, Prospect Park Zoo, NY

Setting and Achieving Goals for the Yale Peabody Museum

Making goals for a museum redesign is hard, but sticking to them throughout the process is even harder. With construction starting in 2020, the Yale Peabody Museum is embarking on a new era, one that increases student engagement and collections-based teaching. From addressing K through 12 logistics to meeting sustainability objectives, the director and lead architect will address how a design reaches everyone.

Facilitator: Justin Hedde, Associate Principal, Centerbrook Architects, CT

Speakers: Mark Simon, Principal, Centerbrook Architects; David Skelly, Director, Yale Peabody Museum, CT

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Statewide Collaborations: What's in it for me?

In January 2020, the Vermont Curators Group will launch the project, "2020 Vision: Seeing the World Through Technology." Participating institutions will mount exhibitions around the theme, and the group will pool resources to market their efforts. Statewide collaborations—art and history trails, thematic marketing, acquisition consortiums—have proliferated in New England in recent years. Panelists representing several states and project types will have an open and frank discussion about their benefits and challenges.

Facilitator: Andrea Rosen, Curator, Fleming Museum of Art, University of Vermont

Speakers: Jessica Skwire Routhier, Arts Writer and Editor; Managing Editor, Panorama, the Journal of the Association of Historians of American Art; Gillian Sewake, Project Manager, "2020 Vision: Seeing the World Through Technology," a project of the Vermont Curators Group; Carey Mack Weber, Frank and Clara Meditz Executive Director, Fairfield University Art Museum, CT

The "We" of Board Chair-CEO Leadership

Trust and communication are key components of the relationship between Board Chair and CEO. In times of great change, whether it's new leadership, financial, staff or community trouble, or new strategic plans, this connection is critical. In this session, three Chair-CEO teams will share successes and painful moments, and reflect on how trust built through a recent hiring process, community linkages, and strategic planning, is indispensable.

Facilitator: Phelan Fretz, Executive Director, ECHO, Leahy Center for Lake Champlain, VT

Speakers: Lucy Hale, President and CEO, EcoTarium, MA; Amanda McMullen, President and CEO, New Bedford Whaling Museum, MA



The Art of Race and Relationship Building

The RISD Museum and the Center for Reconciliation co-developed a program series called The Art of Race, which utilizes inquiry-based pedagogy to spark complex discussions with public audiences about the history of race in America. In this session, you will participate in a model program, learn about the successes and challenges of the program, and leave with strategies for developing partnerships grounded in shared authority that support inclusive and sustainable programming, especially around fraught themes or topics.

Facilitator: Alexandra Poterack, Associate Educator, Public and Academic Programs, RISD Museum, RI

Speaker: Elon Cook Lee, Program Director & Curator, Center for Reconciliation, RI

What Is the Place? Why Am I Here?

Museum professionals who work in visitor services are often met with the challenge of a "fifth season," whether it's a holiday celebration, community event, or abundance of group travel. Museums and historic sites are turned into "attractions" bringing in visitors with different needs and expectations than at other points during the year. This session will address two topic areas—internal self-care practices for staff to maintain their best attitudes and external, visitor-focused practices that ensure visitors have the best possible experiences during peak seasons.

Facilitator: Julie Arrison-Bishop, Special Projects Manager, The House of the Seven Gables, MA

Speakers: Rachel Christ, Education Director, Salem Witch Museum, MA; Ryan Conary, Program Manager, Essex National Heritage Area, MA; Emily Holmes, Education Director, Paul Revere House, MA

What Went Into It and What We're Learning: Two IMLS Collections Stewardship Projects in Vermont

Ever wonder what goes into writing a successful IMLS Museums for America Collections Stewardship grant proposal? Interested in improving storage for garments or gaining a better understanding of your collections care needs? In 2018, Shelburne Museum and Fleming Museum at the University of Vermont were each awarded IMLS Museums for America grants for collections stewardship projects. In this panel discussion, project directors will share how they prepared for writing these proposals, what they have learned from their projects so far, and what aspects of their projects could be easily adapted for use at small and mid-sized institutions.

Facilitator: Nancie Ravenel, Objects Conservator, Shelburne Museum, VT

Speakers: Carolyn Frisa, Paper Conservator, Works on Paper, VT; Sarah Stevens, Textile Conservator, Zephyr Preservation Studio, NY; Margaret Tamulonis, Manager of Collections and Exhibitions, Fleming Museum of Art, University of Vermont

STORY TELLING SESSIONS

Brief Presentations with Big Meaning

8:45 – 10:15 am

Vision/Action: Mobilizing Cultural Communities to Tackle Climate Change

Join us for a Storytelling Session that highlights the recent work of the Boston Green Ribbon Commission Cultural Institutions Working Group as it seeks to mobilize museums and cultural organizations around the topic of climate change. Come learn how Boston-area institutions are working together to implement energy and resilience plans for their facilities, and develop programs that help staff and audiences process and take action on issues related to climate change.

Speaker: Annie Lundsten, Consultant, Green Ribbon Commission, MA

Boating for Everybody

On-water activities like fishing, boating, and swimming are great ways for families and individuals of all ages to stay healthy and active during the summer months. The Antique Boat Museum is seeking to break down barriers for the increasingly diverse year-round population of Northern New York through education and programming that introduces new boaters to basic safety, our region's unique biosphere, and the variety of non-motorized craft that are affordable and user-friendly.

Speaker: Amanda Dudley, Director of Education, Antique Boat Museum, NY

DEMONSTRATION STATION

9:30 – 10:00 am

VR, AR, and Spatial Computing: Engaging Museum Visitors With Immersive Technologies

Aaron Schwartzbard, CTO and co-founder, Frameless Technologies

BOOKSTORE OPEN

Noon – 5:00 pm

OPENING LUNCH

Noon – 12:45 pm

Ease into the 2019 NEMA Conference with flavorful food and conversation. Reconnect with colleagues, meet new friends, and have fun strengthening your ties to the NEMA family!

DIRECTORS AND TRUSTEES LUNCH

Noon – 12:45 pm

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.

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KEYNOTE SESSION

10:30 am – Noon

Welcome from Dawn E. Salerno, President, New England Museum Association and NEMA Executive Director Dan Yaeger.



NEMA is proud to announce Dr. Gretchen Sorin as the keynote speaker for the 2019 annual conference.

For more than 30 years, Gretchen has served the field as museum educator, director, and consultant to more than 200 museums around the U.S. Currently the director of the Cooperstown Graduate

Program, she is committed to training the next generation of museum professionals, supporting diversity in the museum field, and encouraging museums to be more active in civic responsibility and social justice.

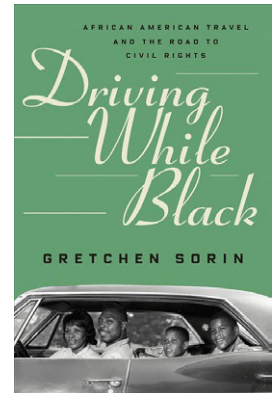
Gretchen will speak about her research for the upcoming book *Driving While Black: African American Travel and the Road to Civil Rights* and PBS documentary produced by Ric Burns and Steeplechase Films, to be released early 2020.

Her vantage point at the intersection of museums, history, and DEAI are sure to provide valuable insights into the issues confronting our institutions today.

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KEYNOTE



Announcing Philanthropic Program For Small And Medium Museums



NOVUS LAURUS
Enhancing Museum Experience With Technology.

Providing \$100/month Websites With FREE Development.



If your museum qualifies as a small or medium museum you get a website with:



Glossy video homepage



No initial development or build fees



10 -25 page modern website such as below
<https://tumblehomebooks.org>
<https://innovationwomen.com>



Optimized for desktop and mobile



Includes hosting cost



Includes upto 5 monthly content updates



Attend our conference session on Wednesday to learn about this program and to see self guided tours with interactive maps for 3 major cultural institutions.

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This is a NEMA approved program!

Get in touch today if you qualify as small or medium
info@novuslaurus.com

DESSERT AND COFFEE IN EXHIBIT HALL

12:45 – 1:15 pm

Sweets!

NEMA BOARD AND PAG INFORMATION SESSION

12:45 – 1:15 pm

Interested in leadership opportunities with NEMA? Join us for an informal information session about the “inner workings” of your museum association and how you might move our mission to the next level. We’ll talk about the NEMA Board of Directors, our Professional Affinity Groups (PAGs), and other opportunities for leadership. So grab your coffee and come on by!

CONCURRENT SESSIONS

1:15 – 2:15 pm

Giving Teachers What They Want: How to Foster Deeper Connections Between Sites and Schools

How do we inspire local teachers with immersive professional development experiences at our museums to foster sustained school-museum partnerships and engagement? As barriers to traditional field trips become more prevalent, focusing education programming on supporting educators can lead to more quality student-site interactions, a deeper valuing of our museums in the community, and an expansion of museum capacity. Join us as we discuss and practice practical and more nuanced strategies for collaborating with teachers.

Facilitator: Beth Beringer, Director of Education Programs, Essex Heritage, MA

Speakers: Luis Bango, Educational Technology Specialist, Woodstock Union High School/Middle School, VT; Joan Haley, Director of Partnership Education Programs, Shelburne Farms, VT; Courtney Richardson, Director of Education and Public Programs, Cape Ann Museum, MA

Hands-on Learning for Grown Ups

Museum professionals think extensively about providing engaging learning opportunities for visitors, although often the target demographic is school-age children or families with children. Adults love hands-on learning opportunities too! In this session, museum educators will present experiential programs that not only appeal to adults, but also attract first-time visitors. You will take part in a group brainstorm and develop ideas for active learning programs for adults that could be done in your own institution.

Speakers: Brindha Muniappan, Senior Director of the Museum Experience, Discovery Museum, MA (NEMA Board); David Rau, Director of Education & Outreach, Florence Griswold Museum, CT

Otto Dix’s The Pregnant Woman (1931): Female and Male Responses in the #MeToo Movement

Otto Dix’s “The Pregnant Woman” (1931) provides contemporary female and male viewers with significant questions: Why isn’t pregnancy a more prevalent theme in Western art? Is Dix’s work a depiction of beauty or deformation? What are the medical and social implications of the work? What is the significance of female and male perspectives in viewing this painting?

Facilitator: Marcia Lagerwey, Ph.D., Senior Curator, Worcester Art Museum, MA

Speakers: James Cocola, Ph.D., Associate Professor of Literature, Film, and Media, Worcester Polytechnic Institute, MA; Loren Hoekzema, Ph.D., Independent Scholar, MA; Sherrilyn Sethi, D.M.H., Assistant Residency Director, Curriculum Development and Assessment, U. Mass. Medical School, MA

Strategic Planning and ME: An Easy 1-2-3 Approach to Metrics, Evaluation, and Connecting the Dots

Faced with multiple stakeholders, different goals, and limited resources? The Balanced Scorecard is a flexible strategic planning framework with a focus on “ME” (Metrics and Evaluation). This easy tool can drive transformational change, simplify complex ideas, focus resources, and align multiple stakeholders to common goals. Learn how to develop a strategy map (a simple one-page diagram) for an organization or a specific program, create a “Top Ten” dashboard, and actually put your map to use.

Speaker: Sue Dahling Sullivan, Chief Strategic Officer/ArtWeek Lead Champion, Boch Center, MA

Successful Network Building & Partner Relationships

Partnerships can help your museum to increase its visibility, expand its audience, increase capacity, develop long lasting relationships with organizations outside of the non-profit museum structure and amplify your and your partners’ missions. It also can empower underrepresented communities, tell unique stories, and bring in new perspectives, ideas, and innovations to the work you do. The goal of partnerships is to enhance the mission and goals of each party, build strong relationships through mutually beneficial arrangements with clearly defined project goals, responsibilities and benefits. We will provide examples, share successes and pitfalls to avoid in managing our 55+ partnerships. You’ll then pair up and create or share a partnership with someone in the room. This may create new synergy or just be a way to start thinking about how this model could be used as a resource in your institution.

Speakers: Samantha Cullen-Fry, Indigenous Empowerment Network Program Coordinator; Lorén Spears, Executive Director, Tomaquag Museum, RI (NEMA Board)

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You Say Tomatoe, I Say Tomato: Dealing with Communication and Conflict

Good organizational culture is a key element to developing a high-performing team and fostering a positive workplace. Participants will learn how to communicate effectively with teams in the workplace. We will look at our individual styles and the possible styles of those we work with in internal and external teams, and discuss the best ways to be clear and effective in our communications with each other. This session will talk about real-world strategies when dealing with communication conflicts with co-workers, supervisors, and employees. We'll also talk about those silent forms of communication that we have to pay attention to when working in team, organizational, and cultural norms, and try to work together to develop action plans for those in the midst of a communication crisis.

Speaker: Wyona Lynch-McWhite, Vice President, Arts Consulting Group, MA (NEMA Board)

STORY TELLING SESSIONS

Brief Presentations with Big Meaning

1:15 – 2:15 pm

A New Twist on Living History & Visitor Engagement: A Case Study at Chimney Point & Mount Independence State Historic Sites

How do you make history come alive for visitors when your highly significant historic site is largely archaeological? What are interpretive options when the landscape's history is mainly evident through subtle archaeological features and your budget is limited? This case study shows the approach at Vermont's Chimney Point and Mount Independence State Historic Sites, using the historic and archaeological record and creative twists on living history and experimental archaeology to engage and excite visitors.

Just for you!

Special Technology Offer for NEMA Members

1:15 – 2:15 pm

The best websites today are visually dynamic, have a clean, multi-platform design, and contain action-oriented content that helps attract visitors (especially Millennials) to your doors. Does this describe your current web presence? If not, this presentation might be for you. Thanks to a special offer from one of our NEMA Conference sponsors, Novus Laurus, you can upgrade your institutional website with effective, cutting-edge features for very low cost.

Speaker: Pradeep Aradhya, CEO, Novus Laurus, MA



Speaker: Elsa Gilbertson, Regional Historic Site Administrator, Vermont Division for Historic Preservation

Who Moved My Museum? Keeping Your Stakeholders Engaged During Times of Change

Change is hard. And the more beloved your organization, the more passionate your members and supporters, the harder it can be. Join a museum marketing professional and a brand strategy consultant for a pragmatic and informative talk on how to navigate change without losing momentum or members. Walk away with practical advice on how to engage your internal and external stakeholders as informed champions of change...all on a minimal marketing budget.

Speakers: Ann Sgarzi, Director of Marketing, Discovery Museum, MA; Michele Levy, Founder and Principal Brand Therapist, ML Brand Strategy Consulting, MA

OFF-SITE SESSIONS

1:15 – 4:45 pm

Pre-registration is required. Registration is limited. Fee of \$15 includes transportation.

Champlain Longboats: All in the Same Boat at Lake Champlain Maritime Museum

Get in the boat with "Champlain Longboats," Lake Champlain Maritime Museum's student boatbuilding and rowing program. You'll get the chance to row the museum's 32' traditional wooden rowing gigs in groups on the Otter Creek in Vergennes, experiencing the inclusive "you show, you row" policy of a program that involves over 600 youth each year in on-water education. Row with your fellow museum professionals and learn how a museum engages community in history, ecology, and health through rowing.

Speakers: Elizabeth Lee, Education Director, Susan McClure, Executive Director, Nick Patch Director, Champlain Longboats, Lake Champlain Maritime Museum, VT

Energy Commons - Toward a Sustainable Us

ECHO, Leahy Center for Lake Champlain re-imagined its three-acre Burlington waterfront destination as a public space strengthening connections between people, place, and our shared energy future. Funded through public tax funds, private donations, and business investors, "Energy Commons" features an artist-inspired outdoor cafe, bike racks and sculpture park, renewable energy exhibits, solar-covered parking, and stormwater bioswales. In this session you'll visit the outdoor installations and meet the placemaking co-creation team of scientists, artists, educators, investors, and civic leaders through a series of workshops.

Facilitator: Phelan Fretz, Executive Director, ECHO, Leahy Center for Lake Champlain, VT

Speakers: Elizabeth Billings, Artist; Chad Farrell, CEO, Encore Renewable Energy, VT; Stephanie

Hurley, Assistant Professor, University of Vermont; Mike Kanarick, Customer Care and Communications, Burlington Electric Department; Tyler Vendituoli, Artist; David Bardaglio, Director of Finance and Administration, Nina Ridhibhinyo, Director of Programs and Strategy, Steve Smith, Director of Animal Care and Facility, ECHO, Leahy Center for Lake Champlain, VT

“Free & Safe:” Social Justice at the Rokeby Museum

Enjoy an afternoon at Rokeby Museum, a National Historic Landmark and one of America’s best-documented and most significant Underground Railroad sites. In this session you’ll hear about the museum’s commitment to social and racial justice. You’ll then tour *Free & Safe*, the only permanent exhibit in New England devoted to enslavement and abolition, followed by discussion about how the issues of the past connect to the present. Topics will include pushback from the local community on Rokeby’s placing Black Lives Matter signs on the site and Rokeby’s response.

Speakers: Catherine Brooks, Executive Director; Marty Dewees, Board Chair; Elise Guyette, Board Member; Jane Williamson, Director Emerita, Rokeby Museum, VT

Rising from the Ashes: UVM Redesigns its Natural History Museum after a Fire

Take a tour of Torrey Hall, home of the University of Vermont Natural History Museum, and see a beautifully-restored exterior and an interior stripped after a 2017 fire to reveal the original mid-19th-century construction, now a blank slate for a modern museum environment. We will share the planned redesign including access, display, and collection security.

Speakers: David S. Barrington, Museum Director, University of Vermont Natural History Museum; Richard Kerschner, Conservation and Preservation Specialist, VT

SESSION BREAK

2:15 – 2:30 pm

DEMONSTRATION STATION

2:30 – 3:00 pm

Mini PD: 20 Minutes of Training with Your Volunteers and Staff Every Day!

Facilitator: Janna Doherty, Early Childhood Program Manager, Museum of Science, MA

MINDFULNESS BREAK

2:30 – 3:15 pm

Take a few minutes to disengage, center yourself, and gain energy for your busy conference. Join NEMA Director Dan Yaeger for quiet conversation and a guided meditation.

Breathe!

CONCURRENT SESSIONS

2:30 – 3:30 pm

“Is This Thing On?”: Exploring Communication Strategies for Small Museums

Social media, podcasts, blogs, radio, email, print... Today’s communication landscape is daunting and fractured. How can a small museum navigate communicating with constituents through all the static, especially when marketing and PR are the “and” part of your job duties? Join this roundtable discussion to share possibilities, struggles, and strategies for getting the word out.

Facilitator: Eileen Corcoran, Community Outreach & Media Coordinator, Vermont Historical Society

Speakers: Tracy Haether, Director, Noyes House Museum, VT; Alex Lehning, Executive Director, Saint Albans Museum, VT; Amy Mincher, Consultant, VT

Engage All Ages: Strategies to Engage Students and Families in Museum Programs

How is audience engagement defined and measured in your programs? The USS Constitution Museum identified a set of engagement strategies that inform the design, facilitation, and evaluation of student and family programs. Learn about the evolution of these strategies, the tools used to measure them, and how they are put to action in our latest programming initiative, *All Aboard USS Constitution*. You’ll leave with resources and practices to implement in your own programs.

Facilitator: Sarah Dunbar, Assistant Education Manager, USS Constitution Museum, MA

Speakers: Mary Ellen Munley, Principal, MEM & Associates, VT; Sarah Watkins, Senior Vice President and Chief Experience Officer, USS Constitution Museum, MA

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Historical Interpretation in the Woods: On-Line Mapping for Your Museum

The Dorset Historical Society has created several popular online maps of historic districts, historic sites, and old hiking trails. See the ways you can update your institution's old walking tours with on-line maps.

Facilitator: Jon Mathewson, Curator, Dorset Historical Society, VT

It's Never Too Early to Start Planning for the Holidays at Your Historic Site

For many historic sites, Christmas and New Year's are the most-visited times of the year, but they often struggle with interpreting the holidays. In this session, panelists will briefly present the evolution of holiday traditions, then offer resources for research. You'll hear about curatorial issues and concerns, how to solve problems including pressure on staff, lack of storage space, etc., and how celebrating the holidays can increase attendance and become a substantial source of revenue.

Facilitator: Kenneth Turino, Manager of Community Engagement and Exhibitions, Historic New England, MA

Speakers: Karla Rosenstein, Site Manager, The Eustis Estate, Historic New England, MA; Gregory R. Weidman, Curator, Hampton National Historic Site, MD

Making Sense of Numbers: Storytelling and Finance at Museums

Back by popular demand! How many of us feel less than thrilled about numbers? This session introduces basic principles of museum finance. Engaging financial oversight with mission and interpretation, you'll get insights into how to cultivate confidence and strategy amongst museum administrators and trustees without formal training in finance. Part pep talk, part discussion, we will address the preparation for and execution of sound and strategic financial planning in small museums of all kinds.

Facilitator: Rebekah Beaulieu, Director, Florence Griswold Museum, CT (NEMA Board)

Pitching Camp: The Hidden Benefits of Summer Camp Programs

This session will break open the world of summer camps! Discuss the barriers to starting and maintaining camps. Brainstorm how to use camps to draw in new audiences and strengthen ties to schools and community. Hear from teenagers inspired by camp experiences to stay engaged with museums into adulthood. Take time to examine the assets of your institution, generate ideas for innovative programming, and discover how summer camps could benefit all aspects of your museum.

Facilitator: Rebecca Coppola, Director of Education, Strawberry Banke Museum, NH



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Speakers: Maddie Behil, Roleplaying Coordinator, Strawberry Banke Museum, NH; Lucy Gilchrist, Student, Phillips Exeter Academy, NH; Emma Kinsey, Student, Oyster River High School, NH



Real IMPact (or, The Value of IMPs)

Are you weighing the costs and benefits of hiring an Independent Museum Professional (IMP)? Are you an IMP, or prospective IMP, wondering how to price your products or services? Are you just curious about the monetary and non-monetary effects of IMPs on museum projects? Come hear about the real impact of IMPs,—both challenges and advantages— through examples of IMP-supported projects and preliminary results from the 2019 New England Independent Museum Professionals Fee Survey.

Facilitator: Rebecca Migdal, Independent Museum & Collections Consultant, MA

Speakers: Camille Breeze, Director & Chief Conservator, Museum Textile Services, MA; Christie Jackson, Senior Curator, The Trustees of Reservations, MA; Ernesto Mendoza, One By Design, MA; Claudia Ocello, Museum Partners Consulting, NJ; Danielle Steinmann, Director of Visitor Interpretation, The Trustees, MA

Working Together Equitably: Reframing our Thinking from “What’s in it for Me?” to “What’s in it for Us?”

Women in the museum field continue to struggle with long-entrenched barriers like pay inequity, professional advancement, parental leave policies, and of course, harassment. While this outlook may seem grim, this session will draw intersectional inspiration from individuals who have enacted change in their own workplaces. You will leave the session with an understanding of both implicit and explicit gender biases and resources for shifting the mindset of “what’s in it for me?” to include “what’s in it for us?”

Facilitator: Elise Couture-Stone, Independent Museum Professional, MA

Speakers: Anne Ackerson, Consultant, NY; Wyona Lynch-McWhite, Vice President, Arts Consulting Group, MA (NEMA Board); Erin Wederbrook-Yuskaitis, Co-Director of Education, Old North Church and Historic Site, MA

STORY TELLING SESSIONS

Brief Presentations with Big Meaning

2:30 – 3:30 pm

Wearing Our Heritage: A Case Study in Decolonization

Lake Champlain Maritime Museum and Vermont Abenaki Artists Association worked together to create

a decolonized exhibition and programs called “Wearing Our Heritage.” This “How We Did It” presentation describes the challenges, opportunities, and outcomes of presenting Indigenous perspectives on history and culture since four Abenaki Tribes were recognized by the State of Vermont. This case study provides context for frank discussion of issues such as appreciation versus appropriation of Indigenous culture, and acknowledging Indigenous authority.

Speakers: Vera Sheehan, Director, Vermont Abenaki Artists Association; Eloise Beil, Director of Collections and Exhibits, Lake Champlain Maritime Museum, VT

Maybe It’s Just Not a Place for Me: Fostering Inclusive Cultural Critique

Critique is a hallmark of the art field, but yet the vast majority of cultural critics, curators, museum leadership and museum visitors are white and affluent. What is critique without diversity? The artist-run project “Look at Art. Get Paid” hired 41 Rhode Islanders who don’t go to art museums to visit the RISD Museum as guest critics. Hear from the critics and artists directly.

Speakers: Josephine Devanbu and Maia Chao, Co-Lead Artists, Look at Art. Get Paid., RI

COFFEE BREAK IN THE EXHIBT HALL

3:30 – 4:00 pm

Coffee!

CONCURRENT SESSIONS

4:00 – 5:00 pm

Audience, Access & Across-Sector Collaboration

How can a small museum reach more students? Visiting individual classrooms is great, but time consuming. Tight budgets and time constraints curtail teachers’ ability to bring their students to you. In this session we will describe a collaboration between four unusual partners - a small museum, a National Park site, a government agency, and a private foundation - and the program that they offered to over 1,500 students over the course of one month.

Facilitator: Lane Sparkman, Associate Director of Education and Public Programs, RI Department of State

Speakers: Lorén Spears, Executive Director, Tomaquag Museum, RI (NEMA Board)

(continued on page 14)

(continued from page 13)

Cato & Dolly: Engaging Audiences and Sharing Unheard Voices Through Theatre

The immediacy and intimacy of theatrical performance can engage visitors and enhance their museum experience while amplifying exhibit content and challenging questions. The Bostonian Society created a new play, *Cato & Dolly*, to expose audiences at Boston's Old State House to often unheard historical voices, as their institutional mission became more expansive and inclusive. Learn about the potential to use theatre to expand and diversify the perspectives and voices you're sharing at your institution.

Facilitator: Patrick Gabridge, Producing Artistic Director, Plays in Place, MA

Speakers: Jon Ferreira, Interpretive Programs Developer, The Bostonian Society, MA; Courtney O'Connor, Associate Artist, Plays in Place, MA

From the Inside Out – How to Engage Your Public Within and Beyond the Museum's Wall

Maximizing employees' engagement and transforming the visitor experience are outcomes of a journey undertaken in 2016 by Montreal's McCord Stewart Museum, a participatory and community-oriented institution. So how does a museum involve its own team and its visitors to become a playground for change and better understanding? Based on key learnings and case studies, this session will tell the story of this not-so-small revolution that has transformed the museum from the inside out.

Speakers: Pascale Grignon, Director, Marketing, Communications and Visitor Experience, and Mélanie Deveault, Head of Education, Community Engagement and Cultural Programs, Musée McCord Stewart, QC

Getting Their Foot in the Door: Strategies for Mentoring and Working with High School and College-Age Volunteers, Interns, and Staff

Stumped on how best to engage young interns, volunteers, and part-time staff at your museum? Join a discussion about strategies for mentoring and working with teen and college-level interns and employees in museums, facilitated by experienced staff from a range of institutions. Participants will have an opportunity to put themselves in an intern's shoes, work through common challenging situations, and walk away with concrete strategies for mentoring their young staff, interns, and volunteers.

Facilitator: Christina Errico, Coordinator, Informal Engineering & Computer Science Learning, Museum of Science, Boston, MA

Speakers: Katia Christakis, Studio Art Program Coordinator, Museum of Fine Arts, Boston, MA; Martha Schnee, Youth and Teen Programs Coordinator, Portland Museum of Art, ME

Healing Spaces: Museums Respond to the Opioid Epidemic

How can museums address the opioid epidemic? How can we be places of hope and healing? This session will explore different approaches cultural organizations have taken including the Currier Museum of Art's program called the "Art of Hope," the Brattleboro Museum & Art Center's recent photography exhibit "If She Has a Pulse, She Has a Chance," and the Vermont History and Health's work to contextualize this public health issue.

Facilitator: Newton Rose, Principle Museum Consultant, Vermont History & Health

Speakers: Danny Lichtenfeld, Director, Brattleboro Museum & Art Center, VT; Corie Lyford, Studio Outreach Manager, and Lynn Thomson, Assistant Director of Art Education/Community Engagement, Currier Museum of Art, NH

On the Road: Rewards and Challenges of Off-Site Exhibits

"What's in it for me?" when we create off-site exhibits? We'll share multiple examples from a small historical society and mid-size history museum, including the Historical Society of Greenfield's recent "Signs of Other Times" installation at a local bank and the Pocumtuck Valley Memorial Association/Memorial Hall Museum's "The Time of My Life—Vintage Views of Western Massachusetts" exhibit which traveled to multiple venues. Discussion includes rewards, challenges, tips for success, and avoiding pitfalls.

Facilitator: Sheila Damkoehler, Outreach Coordinator, Pocumtuck Valley Memorial Association/Memorial Hall Museum, MA

Speaker: Meg Baker, Board Secretary, Historical Society of Greenfield, MA

Protecting Collections in an LED Lighting Age

Should you use LEDs or Fiber Optic Lighting in your display cases? What is the right approach for lighting delicate artifacts in 2019? We will explore a variety of lighting techniques including: light sources, occupancy sensors, and lighting control systems. We will also present a case study detailing the conservation issues regarding the lighting of George Washington's Tent at the Museum of the American Revolution in Philadelphia.

Facilitator: Steven Rosen, FIALD, President and Creative Director, Available Light, Inc., MA

Speakers: Derek Barnwell, Assoc. IALD, Principal, Available Light, MA; David Seibert, Director of Exhibition Design, Peabody Essex Museum, MA

Quality over Quantity: Telling the Story of Your Museum Volunteers with Strategic Impact Measures

Museums depend on volunteers to help serve visitors and assist behind the scenes. But just how exactly do volunteers enhance the visitor experience? That's the question we answer when we develop strategic

volunteer impact measures. In this hands-on session, participants will consider two common volunteer roles — the docent and information desk volunteer — and work together to create an impact measure for each role. Learn step-by-step how to demonstrate your volunteers' value to a wider audience.

Facilitator: Elisa Kosarin, Volunteer Engagement Specialist, Twenty Hats, VA

Speaker: Ellary Gamache, Visitor Experience and Logistics Coordinator, Rhode Island Historical Society

DEMONSTRATION STATION

4:15 – 4:45 pm

Herstory Unsanitized

Ehris Urban and Velya Jancz-Urban, Grounded Goodwife, LLC

EXHIBIT HALL OPENING RECEPTION

5:00 – 6:00 pm

A great way to wind down your afternoon! Join us for drinks 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 Thursday afternoon), chat with friends, and relax a bit before your evening starts. Happy hour indeed!

Mingle!



Opening Party!

Start your NEMA Conference off with some high-energy science. Come experience ECHO, Leahy Center for Lake Champlain After Dark! ECHO is an innovative science and nature center located on Burlington's scenic waterfront.

ECHO After Dark!



The full building of exhibits will be open exclusively for NEMA guests to visit and explore while they enjoy a selection of local Vermont craft brews and wine as well as tasting food stations catered by our locally sourced catering company, Sugarsnap.

Exhibits include over 70 species from Lake Champlain and the surrounding basin, plus many hands-on activities that describe Vermont history, geology, and culture. You will also be able to see our traveling exhibit, "Innovation Playground," an ECHO-created exhibit featuring

a makerspace and enjoy the Sea Tank to explore what Lake Champlain was millions of years ago- a salt water ocean.

Time: 6:15 – 9:00 pm. Registration fee of \$50 includes dinner and transportation. Cash bar.



Thursday, November 7

INDEPENDENT MUSEUM PROFESSIONALS AFFINITY GROUP BREAKFAST

7:30 – 8:30 am

Start your day with coffee and colleagues at the IMP PAG annual breakfast meeting. This session is open to all, from seasoned IMPs to those curious about being an IMP. We will discuss PAG activities for the year and the new American Alliance of Museums (AAM) professional network for IMPs. Representatives of the professional network will lead a discussion about this exciting new group and resource!

PAG Co-chairs: Rebecca Migdal, Museum Consultant, MA; Ernesto Mendoza, One By Design, MA

Presenters: Claudia Ocello, Museum Partners Consulting, NJ; Laura Roberts, Roberts Consulting, MA

Pre-registration with breakfast is \$15. All may attend for free without the breakfast.

REGISTRATION OPEN

8:00 am – 5:00 pm

Hosted by



BOOKSTORE OPEN

8:00 am – 5:00 pm

EXHIBIT HALL OPEN

8:00 am – 3:00 pm

WAKE-UP COFFEE AND MORNING TREATS IN EXHIBIT HALL

8:00 – 8:45 am

Hosted by



OFF-SITE SESSION

8:45 – 11:30 am

Pre-registration is required. Registration is limited. Fee of \$15 includes transportation.

Share and Share Alike: Community Exhibit Spaces

Do you ever think about opening up your exhibition space to outside organizations? Do you think it will make your life easier or harder? Maybe both? Travel to the Vermont History Museum to learn about two exhibition galleries with two different levels of community engagement and discuss the benefits and pitfalls of opening your galleries to other organizations.

Speakers: Eileen Corcoran, Community Engagement & Media Coordinator and Amanda Gustin, Public Program Manager, Vermont Historical Society; Bill Budde, Arlington Historical Society, MA; Jocelyn Hebert, Green Mountain Club, VT

CONCURRENT SESSIONS

8:45 – 10:15 am

All Hands on Deck! Delivering That Rich Museum Content Virtually!

The Lake Champlain Maritime Museum, has begun experimenting with the delivery of virtual offerings from its rich collection of artifacts to schools across Vermont. This past Fall, the museum started to experiment with "broadcasting" content from the Battle of Valcour Island collection and sharing through video connections. The experience was a success and the museum is looking to extend its reach over New England. Are other museums interested in joining this conversation?

Facilitator: Peter Drescher, State Director of Education Technology, VT Agency of Education

Speakers: Elizabeth Lee, Education Director and Chris Sabick, Archaeological Director, Lake Champlain Maritime Museum, VT

Boundless Museums: Breaking Down Barriers for All Visitors

What exhibition strategies will help us attract higher attendance, provide more meaningful experiences, and earn the trust of non-traditional museum goers? A presentation of museum projects that include: an immersive *Van Gogh For All* exhibition; a thought-provoking labeling initiative based on Colonial portraits; exhibition learning lounges and bilingual labels; and underrepresented LGBT histories at an historic house will set the stage for this interactive session. Please come with your own exhibition "case study" challenge to share in workgroup discussions.

Facilitator: Kay Simpson, President/CEO, Springfield Museums, MA

Speakers: Barbara Callahan, Education Fellow and Erin Corrales-Diaz, Assistant Curator of Art, Worcester Art Museum, MA; Laura Howick, Director of Education, Fitchburg Art Museum, MA

Fundraising For All of Us - It's a Team Effort!

Fundraising—it's not so scary! In this session you will learn effective ways to motivate staff and board members to be better fundraisers and hear strategies for attracting and retaining members. Together, we'll brainstorm 100 Fresh Ideas for Events (& what appeals to younger people), and panelists will lead a 30-minute exercise around major gifts, where participants practice Making the Ask. This session is geared for participants new to development.

Facilitator: Kristina Durocher, Director, Museum of Art, University of New Hampshire (NEMA Board)

Speakers: Dawn E. Salerno, Executive Director, Roche-Jones Duff House, MA (NEMA Board); Pilar Garro, Director of Development, House of Seven Gables, MA (NEMA Board); Doug Perkins, Associate Director, Operations and Finance, Middlebury College Museum of Art, VT (NEMA Board); Marieke Van Damme, Executive Director, Cambridge Historical Society, MA (NEMA Board)

Hot Issues and Deep Reflection: Programs to Enter the Heart of Hard Subjects

In response to troubling times, museums large and small are presenting art, history, and science exhibitions which face squarely serious, immediate issues that are frightening, divisive, raw, and politically fraught. In this session, we share lessons learned and original techniques for constructing experiential programming around difficult, but necessary, issues of contemporary life in support of both museum staff and visitors.

Facilitator: Annie V.F. Storr, Resident Scholar, Brandeis University, WSRC and Kniznick Gallery, MA

Speaker: Sara Zela, Education and Communications Manager, University of New Hampshire, Museum of Art

Photographing and Digitizing Collections: Essential Approaches for Success

Digital projects are essential for outreach initiatives, making collections available to national and international audiences, as well as documenting objects within our museums as a record or snapshot of their current intrinsic value. However, photography or digital projects, especially on a large scale, can be daunting. Learn diverse approaches and fundamental skills to manage any size project whether for exhibition, publication, or online platforms while meeting professional standards of the 21st Century.

Facilitator: Christina Milliman, Principal, C. Ely Milliman Consulting, NY

Speakers: Kristen Costa, Curator, Newport Restoration Foundation, MA; Michelle VanAuken, Information Technologist, University Museums at Colgate University, NY

Museums and Climate Change

Only a few years ago, it seemed that climate change was an issue on the distant horizon. Now, it seems that climate change is suddenly upon us, with crazier-than-normal weather "events," ever more urgent atmospheric predictions, and increasingly shrill political dialogue. The topic has vaulted to a high priority in our national conversation. Museums, especially those in New England, are being called to advance the conversation in meaningful ways. How can museums best engage with the issue of climate change? How do we convince our board, staff, and stakeholders to become more socially responsible? Do we pursue green practices in our operations or are we guilty of "greenwashing" to make ourselves feel better? Is there an existential threat to our museum and collection from climate change, and what can we do about it? This Think Tank session is an opportunity to explore issues and engage our NEMA community in creative solutions that make a difference to our field's future.

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

Facilitators: Thomas Denenberg, Executive Director, Shelburne Museum, VT; Phelan Fretz, Executive Director, ECHO, Leahy Center for Lake Champlain, VT; Matt Kirchman, Principal, ObjectIdea, MA (NEMA Board); Laurie P. Lamarre, Curator of Collections, Fairfield Museum and History Center, CT; Annie Lundsten, Consultant, Boston Green Ribbon Commission, MA; Kelsey Mullen, Director of Education, Providence Preservation Society, RI

Using Design Thinking to Solve Problems Throughout the Museum

Design Thinking is a problem-solving methodology most commonly used in the museum field for exhibit design challenges. However, this human-centered approach can be applied to a variety of programmatic and operational challenges. This conference session will provide an overview of Design Thinking, and an interactive introduction to the process. Presenters will (continued on page 20)



QUICK GLANCE

TUESDAY

12:30 – 5:00 pm

Pre-Conference Workshops & Tours

- 200 Years—200 Objects
- Grow Where You're Planted
- Public Art: Affordable, Accessible, Sustainable
- NEMA Exhibits PAG Day of Service

7:00 – 8:30 pm

"Vacuuming Porcupines" and Other Museum Utterances

WEDNESDAY

6:30 – 7:00 am

NEMA Fitness

8:00 am – 6:00 pm

Exhibit Hall Open

8:00 am – 5:00 pm

Registration Open

Hosted by Museum Textile Services

8:00 – 8:30 am

NEMA Conference Preview

8:00 – 8:45 am

Welcome Coffee and Morning Treats in the Exhibit Hall

8:45 – 10:15 am

Concurrent Sessions

- Inclusive Audience Engagement
- Introduction to Analyzing Open-Ended Audience Data
- Reimagining Meaning in Membership
- Setting and Achieving Goals
- Statewide Collaborations
- The "We" of Board Chair-CEO Leadership
- The Art of Race & Relationship Building
- What Is the Place? Why Am I Here?
- What Went Into It & What We're Learning

8:45 – 10:15 am

Story Telling Sessions

- Mobilizing Cultural Communities to Tackle Climate Change
- Boating for Everybody

9:30 – 10:00 am

Demonstration Station

- Engaging Museum Visitors with Immersive Technologies

10:30 am – Noon

Keynote Session

Hosted by Hosted by Novus Laurus

Noon – 5:00 pm

Bookstore Open

Noon – 12:45 pm

Opening Lunch

Noon – 12:45 pm

Directors and Trustees Lunch

Hosted by Arts Consulting Group

12:45 – 1:15 pm

Dessert and Coffee in Exhibit Hall

12:45 – 1:15 pm

NEMA Board and PAG Information Session

1:15 – 2:15 pm

Concurrent Sessions

- Giving Teachers What They Want
- Hands-on Learning for Grown Ups
- Female and Male Responses in the #MeToo Movement
- Strategic Planning and ME
- Successful Network Building & Partner Relationships
- Dealing with Communication & Conflict
- Special Technology Offer for NEMA Members

1:15 – 2:15 pm

Story Telling Sessions

- Who Moved My Museum?
- A New Twist on Living History & Visitor Engagement

1:15 – 4:45 pm

Off-Site Sessions

- Champlain Longboats
- "Free & Safe:" Social Justice
- Rising from the Ashes
- Energy Commons

2:15 – 2:30 pm

Session Break

2:30 – 3:00 pm

Demonstration Station

- Mini PD!

2:30 – 3:15 pm

Mindfulness Break

2:30 – 3:30 pm

Concurrent Sessions

- "Is This Thing On?"
- Engage All Ages
- Online Mapping
- It's Never Too Early to Start Planning for the Holidays
- Making Sense of Numbers
- Pitching Camp
- Real IMPact (or, The Value of IMPs)
- Working Together Equitably

2:30 – 3:30 pm

Story Telling Sessions

- Wearing Our Heritage
- Maybe It's Just Not a Place for Me

3:30 – 4:00 pm

Coffee Break in the Exhibit Hall

4:00 – 5:00 pm

Concurrent Sessions

- Audience, Access & Across-Sector Collaboration
- Engaging Audiences & Sharing Unheard Voices
- From the Inside Out
- Getting Their Foot in the Door
- Healing Spaces
- On the Road
- Protecting Collections in an LED Lighting Age
- Quality over Quantity

4:15 – 4:45 pm

Demonstration Station

- Herstory Unsanitized

5:00 – 6:00 pm

Exhibit Hall Opening Reception

6:15 – 9:00 pm

Welcome to NEMA 2019!

ECHO After Dark

THURSDAY

7:30 – 8:30 am

IMP Breakfast

8:00 am – 5:00 pm

Registration Open

Hosted by Museum Textile Services

8:00 am – 5:00 pm

Bookstore Open

8:00 am – 3:00 pm

Exhibit Hall Open

8:00 – 8:45 am

Wake-up Coffee and Morning Treats in Exhibit Hall

Hosted by UMass Boston, History Department

8:45 – 11:30 am

Off-Site Session

- Share and Share Alike

8:45 – 10:15 am

Concurrent Sessions

- All Hands on Deck!
- Boundless Museums
- Fundraising For All of Us
- Hot Issues and Deep Reflection
- Photographing & Digitizing Collections
- Museums and Climate Change
- Using Design Thinking
- Your Personal Mission

8:45 – 10:15 am

Story Telling Sessions

- A Balancing Act
- Tapping into Social-Emotional Learning

9:45 - 10:15 am

Demonstration Station

- "Cato & Dolly," a performance by Plays in Place

10:15 – 10:45 am

Coffee Break in the Exhibit Hall

10:45 am – 12:15 pm

Concurrent Sessions

- Are your Artifacts and Documents Protected?
- Civic Engagement and the Museum
- Deferred Maintenance
- Emotionally Intelligent Leadership
- Cultural Heritage Emergency Network
- Pop-Ups vs Permanence
- Queer Possibility
- So You Want To Be A CEO?
- What's In It For Museum Staff?

10:45 am – 12:15 pm

Story Telling Sessions

- Hands-On Relevance
- The Cafeteria Project

10:45 – 11:15 am

Demonstration Station

- Designing Data-Based and Member-Friendly Benefits Strategies

11:30 am – Noon

Demonstration Station

- Basics of Moldmaking and Casting

12:15 – 2:15 pm

PAG Lunches

- Children's Museums
- Curators PAG
- Educators
- Exhibitions
- Historic Sites Open Mic Lunch
- Library and Archives PAG
- Membership, Development, PR/Marketing
- The Museum Directors' Discussion
- Registrars & Collections Care Specialists, hosted by Huntington T. Block
- Open Networking Lunch

12:45 – 4:00 pm

Off-Site Session

- College Museums and Collaboration: An Afternoon at the Fleming Museum Hosted by AAMG

2:15 – 3:00 pm

Exhibit Hall Closing Reception and Raffle Prize Drawing

3:00 – 4:30 pm

Concurrent Sessions

- Creative Co-Curation Across Small Museums
- Don't Guess, Assess!
- Getting Serious about Performance Metrics
- Hack Your Hiring
- Museum Salaries
- No Benefits Attached: Fundraising Strategies Beyond Membership
- You Can Do It Too! Taking Your Collections from Obscurity to Accessibility

3:00 – 4:00 pm

Career Conversation with Marilyn Hoffman

3:00 – 4:30 pm

Story Telling Sessions

- The Revitalizing Power of Professional Interpretation
- Making "Seekers and Scholars"

4:30 – 5:00 pm

Newcomers Reception

Hosted Tufts University Museum Studies Program

5:30 – 8:30 pm

Evening Events

- Directors and Trustees Reception, hosted by Museum Search & Reference
- An Evening at the Shelburne Museum, hosted by Harvard University Extension School
- Dinner Discussions

FRIDAY

8:00 am – Noon

Registration Open

Hosted by Museum Textile Services

8:00 am – Noon

Bookstore Open

8:00 – 8:45 am

Wake-up Coffee & Morning Treats

8:45 – 9:45 am

Concurrent Sessions

- Creating Community Through Summer Camps
- Donor-Centric Letter Writing Workshop
- Exhibition Planning ABCs
- Woman's Suffrage Centennial
- Is NEH Funding Right for Me?

- Telling Other Stories
- Tips for Telling Your Story
- An Introduction to Assessment Programs for Museums

9:45 – 10:00 am

Session Break

10:00 – 11:00 am

Concurrent Sessions

- (Re)opening Doors
- Getting Ready for School
- Intangible Histories – Making Meaning from Memory
- Successful Executive Searches
- Tainted Money
- Using Audio to Decolonize Permanent Exhibits

11:00 – 11:15 am

Session Break

11:15 am – 12:15 pm

Concurrent Sessions

- Community-Powered Podcasting
- Moving From Data Aware to Data Driven
- Museum Living Labs
- Programming Outside the Museum
- Strategic Planning for IMPs
- Unraveling the Stories
- What IS In It for Me?

11:30 am – 12:15 pm

Career Conversation with Jane Williamson

12:15 – 2:00 pm

Closing Luncheon and Annual Meeting



(continued from page 17)

discuss how they have used Design Thinking to plan a special event, support visitors with special needs, and design an early childhood exhibition.

Facilitator: Sherlock Terry, Director of Exhibits, Montshire Museum of Science, VT

Speakers: Trish Palao, Marketing and Communications Manager and Jennifer Rickards, Deputy Director, Montshire Museum of Science, VT

Your Personal Mission: Connecting to the WHY Behind Your Work

Museum professionals embody the missions of their organizations every day. But what's in it for them? This session guides you to gain clarity on your personal WHY, your core purpose, so that you can connect to your work more deeply and develop your career path with intention. You will leave with a fully-articulated personal mission statement and ideas on how to utilize it to focus your path, filter career opportunities, and fuel your work.

Facilitator: Tara Young, Independent Museum Professional, Tara Young Consulting, MA

Speakers: Elise Couture-Stone, Certified Fundraising Executive (CFRE), Independent Museum Events and Fundraising Consultant, MA; Betsy Loring, Project Manager & Museum Exhibit Developer, Loring Collaborative Consulting, MA; Carole Ann Penney, Strategic Career Coach, Penney Leadership, LLC, RI

STORY TELLING SESSIONS

Brief Presentations with Big Meaning

8:45 – 10:15 am

A Balancing Act: Revitalizing and Transforming the Historic House Museum through Authentic Engagement Experiences to Develop New Audiences & Growth

This session focuses on how small historic sites can create dynamic programming and authentic experiences of integrity while also attracting new visitors for audience growth and development.

Speakers: Andrea Caluori, Engagement Manager and Sara Patton Zarelli, Engagement Manager, The Trustees, MA

Tapping into Social-Emotional Learning within Middle and High School-Museum Partnerships

How can museum educators create an effective school partnership that meets the needs of administration, teachers, students, and the museum? This presentation will showcase how, when art museum educators and teaching artists focus on social-emotional learning, they can craft interdisciplinary, dynamic, and personal curricula that are appealing and meaningful across stakeholders.

Speaker: Jessie Magyar, Community Outreach Coordinator, Institute of Contemporary Art / Boston, MA



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DEMONSTRATION STATION

9:45 – 10:15 am

"Cato & Dolly," a performance by Plays in Place

COFFEE BREAK IN THE EXHIBIT HALL

10:15 – 10:45 am



CONCURRENT SESSIONS

10:45 am – 12:15 pm

Are your Artifacts and Documents Protected? Climate Control Considerations for Small and Medium-Size Museums

Do you have concerns about how to maintain a proper level of climate control in your museum's exhibit and storage spaces? This session will focus on practical approaches, particularly for existing buildings. The USS Constitution Museum's Director of Exhibits and consulting engineers will discuss the merits of tested strategies ranging from humidity and temperature control in gallery spaces, to exhibit case options, to archival storage. We want to hear about your experiences and will reserve time for an interactive discussion.

Facilitator: Sherman "Pat" Morss, Life Trustee, USS Constitution Museum, MA (NEMA Board)

Speakers: Dan Fisher, Member, Principal Owner, and Scott Fitch, Member, Principal Owner, Innovative Construction & Design Solutions, LLC, CT; Robert Kiihne, Director of Exhibits, USS Constitution Museum, MA

Civic Engagement and the Museum: Inspiring Our Audiences to Action

While many museums seek to create spaces for collaboration and conversation, Americans are hungry to talk about and engage in the civic process. To better serve our audiences we can continue learning from one another about how best to present civic issues in exhibits, interpretation, and institutional messaging. Come hear quick examples from the speakers, continue the conversation and have time to reflect on next steps for your work or institution.

Facilitator: Paul Fenton, Senior Community Engagement Coordinator, New England Aquarium, MA

Speakers: Emily Dunnack, Director of Education, Old Sturbridge Village, MA; Kelly Kryc, Director of Conservation Policy and Leadership, New England Aquarium, MA; Christina Turner, Director of Education, New Bedford Whaling Museum, MA

Deferred Maintenance: Investing in the Upkeep and Care of Our Frontline Staff

As historic sites tackle issues of social relevance, the work of frontline staff has evolved. Recruitment, training, and compensation models haven't. Session

participants will identify the skills staff need to engage visitors in relevant learning experiences and the training and support required to make this work personally and institutionally sustainable.

Facilitator: Elisabeth Nevins, Interim Director of Education and Exhibitions, Bostonian Society/Old State House Museum, MA

Speakers: Shannon Burke, Museum Consultant, CT; Purvi Patwari, Principal, Segovia HR Solutions, MA

Emotionally Intelligent Leadership

There are many ways to lead, and there are many skills and traits successful leaders possess. Great leaders accurately read emotions, harness their power, understand their causes, and effectively manage emotions. In essence, they are emotionally intelligent. This workshop is not about being positive or charismatic. It is about assessing your emotional skills, leveraging emotions and learning strategies to achieve results. This session is for busy leaders who want useful tips on how to strengthen emotional intelligence skills using real-life examples.

Facilitator: Phelan Fretz, Executive Director, ECHO, Leahy Center for Lake Champlain, VT

Speaker: Lisa Rees, Owner of LTR Leadership and Leadership Coach at U.S. Citizenship and Immigration Services, VT

Join a Cultural Heritage Emergency Network? What's In It for Me?

The cultural heritage embodied, collected, displayed, and performed by cultural institutions, artists, and arts organizations helps define a community's identity, capture its history, revel in its spirit, and propel its economic vitality. What can each of us do to protect our nation's irreplaceable cultural, artistic, and historical resources? From best practices to resources, learn how you can help launch a cultural heritage emergency network in your community, your county, or even your state.

Facilitator: Lori Foley, Administrator, Heritage Emergency National Task Force, Federal Emergency Management Agency (FEMA), DC

Speakers: Rachel Onuf, Vermont Historical Records Program Coordinator, Vermont State Archives & Records Administration; Meg Ostrum, Museum and Arts Consultant, VT

Pop-Ups vs Permanence: Are Temporary Exhibits the Future of Museums?

With the growing trend of pop-up retail, art, activations, and branding experiences, and with the increased surplus of traveling exhibitions available for lease or currently being developed, what's the future of permanent exhibitions, and how is this change affecting visitor experiences and expectations? Touching on a broad range of questions, this session includes a variety of perspectives and expertise from

(continued on page 22)

(continued from page 21)

the field, including institutional planning, exhibition design, technology, and architecture.

Facilitator: David Whitemyer, Director of Business Development, Luci Creative, MA

Speakers: Elena Kazlas, Principal, ConsultEcon, MA; Matthew Oudens, Principal, Oudens Ello Architecture, MA; Dan Sullivan, Head of Growth & Partnerships, Cuseum, MA

Queer Possibility

In American culture where heterosexual and cisgender white patriarchy is considered the default, queer history is ignored, hidden, and erased. Interpreting queerness in museums requires intention and creativity. This session will challenge cultural assumptions about sexuality and gender identity in museum interpretation using the concept of Queer Possibility. Examine case studies and try out Queer Possibility interpretive strategies in a hands-on exercise. How might you queer your own museum practice?

Facilitator: Margaret Middleton, Exhibit Designer, RI (NEMA Board)

Speakers: Ria Brodell, Artist, Educator, Author, School of the Museum of Fine Arts, Boston, MA; Jazzmen Lee-Johnson, Artist, Curator, Scholar, RI

So You Want To Be A CEO?

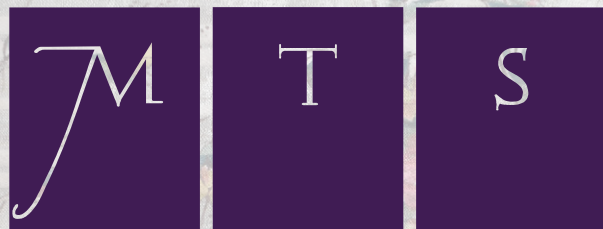
Repeating one of last year's most popular sessions! Join a panel of current museum directors for a frank and open discussion of the demands and rewards of museum leadership. Ask your burning questions about life in the corner office: Is it really all about fundraising? What do the panelists wish they would have known before taking their first director role? What are the best (and most challenging) parts of the job? Meet other aspiring leaders and learn a bit about making the move up in the field.

Facilitator: Charles Clark, Executive Director, Castle in the Clouds, NH

Speakers: Emma Bray, Executive Director, American Independence Museum, NH; Adam Kane, Executive Director, Fairbanks Museum & Planetarium, VT; Michelle Landry, Superintendent, Roosevelt Campobello International Park, NB

What's In It For Museum Staff?

Museum workers give their energy and sweat each day to educate audiences and improve lives. Yet who is looking after our well being? When are we encouraged to "experience like a visitor" and practice what we preach about story, meaning, and experience? In this hands-on session, we will feed and care for YOU by engaging all five senses in exercises meant to delight,



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soothe, humor, and connect. Participate as you care to and are able.

Facilitator: Rainey Tisdale, Independent Museum Professional, MA

Speaker: Marieke Van Damme, Executive Director, Cambridge Historical Society, MA (NEMA Board)

STORY TELLING SESSIONS

Brief Presentations with Big Meaning

10:45 am – 12:15 pm

Hands-On Relevance

Many museums offer hands-on programming to further engage visitors with the content of their exhibits. Often created for specific audiences, how can this content be expanded to become relevant to a wider range of people? In this interactive talk, you will learn how the MIT Museum has designed active learning workshops for students, educators, and adults that, without changing the overall framing, contextualize learning to be relevant to the interests and needs of these groups.

Speaker: Brian Mernoff, Education Coordinator, MIT Museum, MA

The Cafeteria Project

Hear the story of how a community college generated student interest in its small art collection. The synopsis: a professor exhibits a work of art in the college cafeteria with a sign inviting students to critique the art on sticky notes. The responses were insightful, touching, and hilarious. Discuss how the program worked and how it might work for you.

Speaker: Roland Blanchette, Professor/Curator, Massasoit Community College, MA

DEMONSTRATION STATION

10:45 – 11:15 am

Designing Data-Based and Member-Friendly Benefits Strategies

David Ellis, Vice President, DoubleKnot

DEMONSTRATION STATION

11:30 am – Noon

Basics of Moldmaking and Casting

Reynolds Advanced Materials

PAG LUNCHES

12:15 – 2:15 pm

(See page 24 for descriptions.)

OFF-SITE SESSION

12:45 – 4:00 pm

Pre-registration is required. Registration is limited. Fee of \$15 includes transportation.

College Museums and Collaboration: An Afternoon at UVM's Fleming Museum of Art

Organized by the College and University Museum PAG

Pick up your box lunch at the hotel, if you've ordered one, or bring your own and join us at the Fleming Museum of Art for an afternoon of networking and discussion.

This informal lunch panel and discussion will focus on the ways New England's academic museums and galleries have and can continue to collaborate, sharing limited resources to maximize outcomes, especially in the digital age. Topics will include an exchange of Asian objects between the museums at the University of Vermont and Middlebury College; a collaboration to digitally reconstruct an ancient Assyrian palace from individual reliefs, led by the Bowdoin College Museum of Art; and the New Media Arts Consortium, in which college museums co-purchase contemporary artworks in new media. Following discussion, attendees will have the opportunity to tour the museum's galleries and two special exhibitions on art and activism: *Be Strong and Do Not Betray Your Soul: Selections from the Light Work Collection* and *RESIST! INSIST! PERSIST!*

Facilitators: Deborah Disston, Director, McIninch Art Gallery, Southern New Hampshire University, College and University Museum PAG chair; Andrea Rosen, Curator, Fleming Museum of Art, VT

Speakers: Dr. Sean Burrus, Andrew W. Mellon Curatorial Fellow, Bowdoin College Museum of Art, ME; Dr. Sarah Laursen, Curator of Asian Art and Douglas Perkins, Associate Director, Operations and Finance, Middlebury College Museum of Art, VT (NEMA Board)

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Raffle!

EXHIBIT HALL CLOSING RECEPTION AND RAFFLE PRIZE DRAWING

2:15 – 3:00 pm

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.

PAG Lunch Sessions (12:15 - 2:15 pm)

Collect your lunch and participate in your choice of these PAG luncheon discussions. Box lunches ordered in advance (see registration form) will be available in the Exhibit Hall. Box lunches will **not** be available for purchase onsite.

Children's Museums Finding our Niche!

Join us for an informal lunch and opportunity to roundtable with fellow colleagues from children's museums and other institutions with an interest in serving family audiences. The floor will be open to discuss what really matters to those engaging children and family audiences. What are the questions and challenges we face? What are the hot trends or current visitor needs that are driving the strategic directions in children's museums? Whether you are from a long-established museum or engaged in a newer museum, this is an opportunity to listen and share how our museums are finding our niche amongst the growing field of children's museums.

PAG Co-Chairs: Antonio Méndez, Countdown to Kindergarten Educator, Boston Children's Museum; Beth A. Weller, Director of Operations, The Children's Museum, CT

College and University Museum PAG Lunch

Join us for an off-site session at the Fleming Museum of Art. You must register separately for the off-site session.

Curators PAG

Join us to discuss what we can do for each other. We'll talk about what curators (and others who sometimes wear the curator hat) need and want from interacting with our colleagues in the field, and what role the Curators PAG can play in that. We'll also have time for informal networking and conversation. We are seeking additional PAG chairs, so please join us if you're interested learning about serving the PAG in this way.

PAG Chair: Tegan Kehoe, Exhibit and Education Specialist, Russell Museum of Medical History and Innovation at Massachusetts General Hospital, MA

Educators PAG

Join us as we consider the necessity of advocating for our needs as educators. What resources are required to meet our educational mission and sustain our personal practice? How do we make our case within our institution that these are investments worth making? Ask questions, share ideas, offer advice, and connect with a network of peers and mentors who can continue to provide inspiration, support, and resources long after we leave the conference.

PAG Chair: Elisabeth Nevins, Interim Director of Education & Exhibitions, Bostonian Society/Old State House Museum, MA

Exhibitions PAG

Join us for a friendly networking and creative brainstorming, whether exhibits are your life's work or a fraction of your job! Meet colleagues, discuss your personal exhibit successes and challenges, and contribute your ideas to inspire and influence upcoming 2020 Exhibit PAG activities, including future workshops, conference sessions, and behind-the-scenes field trips.

PAG Co-Chairs: Laurie P. Lamarre, Curator of Exhibitions, Fairfield Museum and History Center, CT; Betsy Loring, expLoring exhibits & engagement, LLC, MA

Historic Sites Open Mic Lunch

When else do you have a group of beautiful brains to bounce vexing museum questions off of, free of charge? Over lunch, we'll be opening up the proverbial mic for participants to share (in 3 minutes or less!) recent successes, roadblocks, or other questions with the group. Real-time feedback guaranteed. Come dish and dine with the most eclectic PAG at the conference.

PAG Co-Chairs: Kelsey Mullen, Director of Education, Providence Preservation Society, RI; Emma Bray, Executive Director, American Independence Museum, NH

Library and Archives PAG

Join us for an informal networking lunch. You'll have the opportunity to meet new colleagues and reconnect with others, share details about current projects, and discuss curatorial questions and concerns in a casual, relaxed atmosphere. We are actively seeking new PAG Chairs. If you are interested in serving the PAG this way please join us for lunch.

Facilitators: Rebekah Beaulieu, Director, Florence Griswold Museum, CT (NEMA Board); Patrick Ford, Special Collections Librarian, Mystic Seaport Museum, CT

Membership, Development, PR & Marketing PAG

Join us for an informal networking lunch. You'll have the opportunity to meet new colleagues and reconnect with others, share details about current projects, and discuss curatorial questions and concerns in a casual, relaxed atmosphere. We are actively seeking new PAG Chairs. If you are interested in serving the PAG this way please join us for lunch.

PAG Chair: Heather Rockwood, Development and Marketing Associate, Newport Historical Society, RI

The Museum Directors' Discussion

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 only.

Facilitator: Dawn E. Salerno, Executive Director, Rotch-Jones-Duff House and Garden Museum (NEMA Board)

Registrars & Collections Care Specialists (RACCS)

Join us for an update on what we have been up to as a community, both locally and nationally. This will also be an opportunity to meet and visit with colleagues, ask questions, seek advice, get things off your chest, humble brag about what you have been up to, commiserate about the stuff that hasn't gone well, and make confessions, should that be needed. We are seeking additional PAG chairs, so please join us if you're interested learning about serving the PAG in this way.

PAG Chair: Daniel Neff, Curator, Fairbanks House, MA

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CONCURRENT SESSIONS

3:00 – 4:30 pm

Creative Co-Curation Across Small Museums

We challenge directors and curators of small museums throughout New England to investigate the unexpected ways in which the stories of our institutions and archival collections overlap. How can we harness these commonalities to curate thought-provoking, inspiring, and exciting exhibits/experiences that encourage disparate communities to unite and work together around shared histories? How can we pool our limited resources and create shared and expanded networks of awareness and education?

Facilitator: Cassandra Peltier, Executive Director, Susan B. Anthony Birthplace Museum, MA

Speaker: Michelle Abrams, Craig W.C. Brown Curator, Veterans Association of the First Corps of Cadets Headquarters and Museum, MA

Don't Guess, Assess! How to Incorporate Evaluation Practices into Museum Programming

This session will share practices and examples of incorporating evaluative thinking and reflective practice into our work as practitioners. This high-energy "how to" session will introduce practical, tested approaches for building evaluation capacity and using data to improve educational products and professional practices. Speakers will share case studies and sample worksheets, documents, and resources so all attendees leave the conference with the ability to immediately put into practice evaluation techniques that will elevate their institutional programming and practices. The session is particularly relevant for educators, program and exhibit developers, and managers.

Facilitator: Ali Jackson, Director of Partnerships, Sciencenter, NY

Speakers: Nina Ridhibinyo, Director of Programs & Strategy, and Phoebe Townsend, Staff Resource Manager, ECHO, Leahy Center for Lake Champlain, VT; Erin Wederbrook Yuskaitis, Co-Director of Education, Old North Church & Historic Site, MA

Getting Serious about Performance Metrics

Metrics! Impact! Accountability! We all want our organizations to be able to demonstrate that we make a difference in our communities and with our audiences. But what can we point to beyond attendance and financial reports to make our case? Come with one goal from your museum's plan that eludes your search for metrics and together we will workshop some feasible and effective approaches, drawing on the lessons from NEMA's Assessing Museum Impact project.

Facilitator: Laura B. Roberts, Principal, Roberts Consulting, MA



CAREER CONVERSATION WITH MARILYN HOFFMAN

3:00 – 4:00 pm

Join Marilyn Hoffman of Museum Search and Reference for a look at her career and a discussion of working in the museum field. Marilyn's museum experience includes the Metropolitan Museum in New York, Museum of Fine Arts, Boston, RISD Museum, and executive director positions at the Fuller Museum and Currier Museum of Art. Since 2004, she has been principal of Museum Search and Reference, an executive search firm that manages transitions in museums nationwide. She is also the 2019 NEMA Lifetime Achievement Award honoree.

Speakers: Lynn Baum, Principal, Turtle Peak Consulting, MA; David Ellis, President Emeritus, Museum of Science, MA; George Hein, Professor Emeritus, Lesley University, MA; John Jacobsen, President, White Oak Associates, MA

Hack your Hiring

Whether you're the director of a small museum, a department head bringing on seasonal staff, or a veteran HR professional, hiring is one of the most important, and oftentimes most daunting, areas of museum administration. Join us for an interactive discussion of the best practices, resources, and strategies you need to make your next hire.

Facilitator: Amanda Goodheart Parks, Director of Education, New England Air Museum, CT

Speakers: Purvi Patwari, Principal, Segovia HR Solutions, MA; Dawn E. Salerno, Executive Director, Rotch-Jones-Duff House and Garden Museum, RI (NEMA Board)

Museum Salaries: Turning Talk into Action

The museum profession suffers from systemic under-compensation and pay inequality. The session will identify multiple strategies to effect change and focus on institutional policy, priorities and practices; the role of professional associations as resources and advocates; and unionization. Ample time will be available for audience discussion and brainstorming.

Facilitator: Lawrence Yerdon, President & CEO, Strawberry Banke Museum, NH

Speakers: Michelle Epps, President, National Emerging Museum Professionals Network, IL; Mark Gold, Partner, Smith Green & Gold, LLP, MA; Alicia Graziano, Organizer, United Auto Workers Local 2110, NY

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Museum Search & Reference

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**Marilyn Hoffman,
Principal**

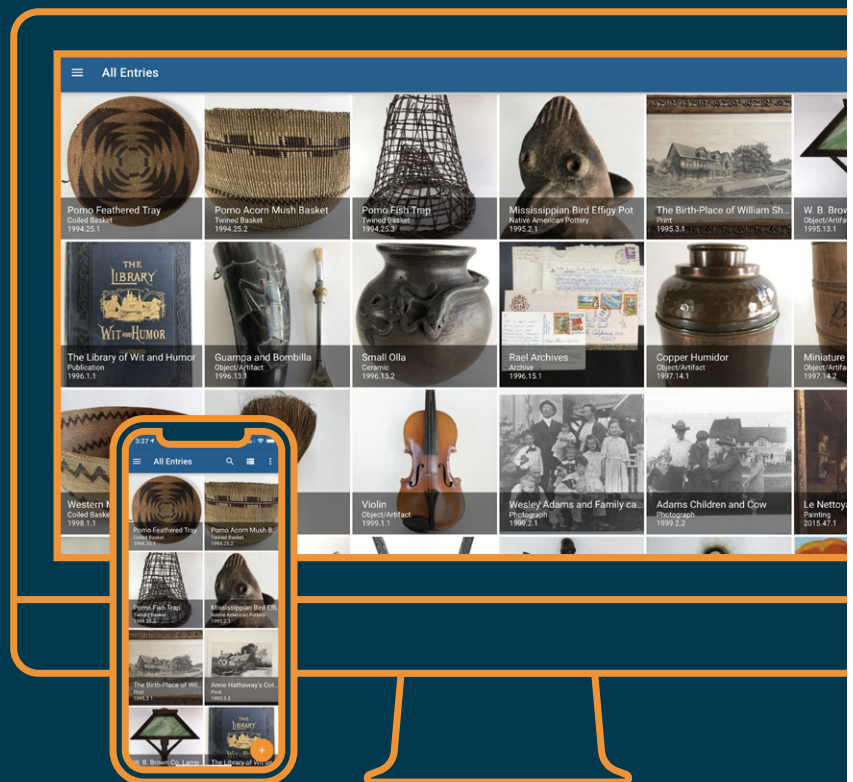
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No Benefits Attached: Fundraising Strategies Beyond Membership

Many traditional historical societies and museums rely on membership as their main fundraising message. However, data shows that while members may make up 90% of your constituency, they only provide for 10% of fundraising revenue. How do small museums and historical societies then solicit unrestricted revenue from major donors? Join the discussion to share creative ideas and strategies for growing your annual fund.

Facilitator: Tori Hart, Development Manager, Vermont Historical Society

Speakers: Stephanie Glock, Business Manager, Fleming Museum of Art, University of Vermont; Kate Olney, Director of Development & Community Relations, Vermont Historical Society

You Can Do It Too! Taking Your Collections from Obscurity to Accessibility

Get insight and inspiration to tackle your own collections challenges head-on by joining Fort Ticonderoga in a discussion about how we documented, cataloged, and re-housed nearly 40,000 objects over the last three years. Topics will include working in compromised storage environments, reconciling objects with legacy institutional records, and creating pathways to accessibility for previously "hidden" collections. We will share our strategies for success so that others can feel empowered to tackle their own collections challenges!

Facilitator: Miranda Peters, Director of Collections, Fort Ticonderoga, NY

Speakers: Tabitha Hubbard, Assistant Registrar, Tyler Ostrander, Cataloger, and Margaret Staudter, Registrar & Site Archaeologist, Fort Ticonderoga; NY

STORY TELLING SESSIONS

Brief Presentations with Big Meaning

3:00 – 4:30 pm

The Revitalizing Power of Professional Interpretation: The Web of Interpretation

Does it really matter what WE think the visitor "should know"? Or should we create opportunities, through skillful interpretation, to connect the visitors' life's experience, hearts, emotions and intellect, to the objects and stories of our sites? In this session, learn how the revitalizing power of professional interpretation, combined with thematic interpretation of your organization's guiding mission statement can answer the "What's in it for me?" question for visitors and staff.

Speaker: Scott Davison, Director of Education & Interpretation, American Precision Museum, VT

Making "Seekers and Scholars" the Mary Baker Eddy Library Podcast

"Seekers and Scholars" is the podcast of The Mary Baker Eddy Library. Learn what we've learned about making podcasts that connect our collections and areas of specialization with the Library's core audience and with new audiences. Our content lends itself to episodes that concentrate on topics pertaining to the work of libraries and museums, religious studies, intellectual history, women in leadership, media studies, and related subjects, and the cross sections between them. We will discuss what has worked well for our listeners, the challenges we face in expanding our listenership while continuing to satisfy our existing audience, and what we still need to figure out for the podcast to bring out more fully "what's in it" for our present and sought-after listeners.

Speakers: Jonathon Eder, Programs Manager and Michael Hamilton, Executive Director, Mary Baker Eddy Library, MA



Networking!

NEWCOMERS RECEPTION

4:30 – 5:00 pm

Whether you're a first-timer at the NEMA conference or a seasoned veteran, join us for a mix-and-mingle opportunity where you can give and get advice and contacts. Sip some wine with NEMA staff and board members. Swap business cards. Get an inside look at the New England museum community and how you can plug in.

Registration is limited, so make sure you sign up on the conference registration form. Cash bar and hors d'oeuvres. Conference newcomers get one drink ticket.

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Evening Events

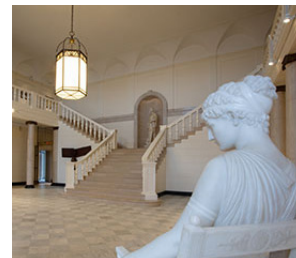
DIRECTORS AND TRUSTEES RECEPTION

Join your colleagues for an evening reception in the elegant Marble Court at the University of Vermont's Fleming Museum of Art. Designed in 1931 by the renowned architectural firm of McKim, Mead & White, the museum's Marble Court is one of Vermont's most celebrated public spaces. You won't want to miss the exciting suite of exhibitions on view in the Fleming focusing on the art of resistance, persuasion, and protest.



Time: 5:30 – 7:30 pm. Registration fee of \$50, includes transportation and heavy hors d'oeuvres. Cash bar.

Hosted by



AN EVENING AT THE SHELburnE MUSEUM

Join NEMA colleagues at Shelburne Museum for an evening reception at the Pizzagalli Center for Art and Education. The museum's curators will provide a gallery walk of current exhibitions: *Joel Barber & the Modern Decoy*, the first major exhibition to focus on the artistic achievements of pioneering decoy collector Joel Barber, and *Time Lapse: Contemporary Analog Photography*, featuring



contemporary artists exploring large format cameras and early photographic processes as they view traditional subjects through new lenses.



Time: 6:00 – 8:00 pm. Registration fee of \$35 includes transportation, heavy hors d'oeuvres, and entertainment. Cash bar.

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DINNER DISCUSSIONS

Explore Burlington's restaurant scene, engage in lively conversation, and meet new friends and colleagues at one of our informal dinner discussions! Visit the walk-in registration desk at conference to sign up for a slot at one of the following options, or keep an eye on the NEMA website and conference app for upcoming additions. You are responsible for your own transportation and dinner costs; we're providing the venues and the discussion leaders!



Topics include:

- Museum salaries and benefits, led by NEMA board member Kate McBrien
- Women's issues in museums, led by NEMA board member Marieke Van Damme and NEMA membership & development manager Scarlett Hoey
- A tour of the Lost Mural at Ohavi Zedek Synagogue led by Aaron Goldberg. Join us for an hour of exploration and reflection in the synagogue, featuring the story of the mural's origins and reappearance, to be followed by further discussion over dinner.

Friday, November 8

REGISTRATION OPEN

8:00 am – Noon

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BOOKSTORE OPEN

8:00 am – Noon

WAKE-UP COFFEE AND MORNING TREATS IN REGISTRATION AREA

8:00 – 8:45 am

CONCURRENT SESSIONS

8:45 – 9:45 am

Creating Community Through Summer Camps

For museums, creating summer camp programs that provide a fun, interactive, and educational experience for children has its own logistical and educational concerns beyond those already existing for the institution. This session will be a round table for camp staff to bring up their concerns, find creative solutions with the help of other museum camp staff, and brainstorm what has worked well in our respective institutions so that we can share those positive experiences.

Speakers: Barbara Jarnagin, Associate Director of School and Family Programs, and Mary Koehler, Educator Specialist and Director of Summer Day Camp, Mystic Seaport Museum, CT

Donor-Centric Letter Writing Workshop

For whom do you write your annual appeal letters? In what formats does your institution send out appeals? If you don't know what donor-centric letter writing is, or why your institution should change their successful styles, come learn, and write, your own donor-centric letter in this hands-on workshop.

Speakers: Alicia Cipriano, Development Coordinator, Newport Restoration Foundation, RI; Heather Rockwood, Development and Marketing Associate, Newport Historical Society, RI

Exhibition Planning ABCs* (Things to Address Beyond Content)

If you're new to exhibit planning, it's easy to get excited about developing content, whether it's wigs, wombats, or widgets. But who gets excited about questions like "Can we afford everything?," "How do I get an illustrator to draw what's in my head?," or "Do

we have enough outlets?" Learn how to think through these practical, but important matters. You'll come away with new tools, new excitement, and maybe a piece of chocolate.

Facilitator: Betsy Loring, expLoring exhibits & engagement, LLC, MA

Speakers: Todd Harris, CEO, 42 Design Fab; Laurie Lamarre, Curator, and Dianne Lee, Collections Manager, Fairfield Museum and History Center, CT

How Will Your Museum Commemorate the Woman's Suffrage Centennial?

2020 is the 100th anniversary of the ratification of the 19th Amendment. In this information-sharing session you will hear different approaches that institutions are taking to commemorate this event and learn about resources that you can use to plan your own programming. Whether you have your Centennial plans all laid out or just starting to think about it, all are welcome. There will be time for networking and sharing and brainstorming ideas.

Facilitator: Cathy Saunders, Lighting the Way Project Coordinator, New Bedford Whaling Museum, MA (NEMA Board)

Speakers: Rachel Onuf, Vermont Historical Records Program Coordinator, Vermont Historical Records Program; Cassandra Peltier, Executive Director, Susan B. Anthony Birthplace Museum, MA

Is NEH Funding Right for Me?

In this session, learn about grant opportunities from the National Endowment for the Humanities that support exhibition, preservation, interpretation, and capacity building projects that foster deeper understandings of cultures, history, and multiple perspectives. Learn critical tips for a more competitive, and smooth, application, a process which can also serve to strengthen your project in itself. Because NEH guidelines can change with each deadline, this session is an opportunity to receive the latest updates for late 2019 and 2020 offerings.

Speaker: Jill Austin, Senior Program Officer, National Endowment for the Humanities, DC

Telling Other Stories: Adding More Voices to History Museums and Historic Sites

How can museums and historic sites expand their stories to include a wider audience? Presenters share examples of changes that helped engage communities and visitors in new ways. Hear how John Jay Homestead used community voices in an exhibit, how the Vermont History Museum added a photo booth to expand interpretation of a mid-century mural, (continued on page 30)

(continued from page 29)

and how Fort Ticonderoga included diverse stories in teacher workshops, all to reach beyond the traditional stories and engage today's audience.

Facilitator: Victoria Hughes, Museum & Education Manager, Vermont Historical Society, VT

Speakers: Richard Strum, Director of Academic Programs, Fort Ticonderoga, NY; Bethany White, Interpretive Programs Director, John Jay Homestead State Historic Site

Tips for Telling Your Story and Working with the Media

Museums have invested in their own media to market themselves. Additionally, earning attention from other media remains an important part of the marketing mix. Learn from Mel Allen, the editor of *Yankee*, how to maximize the impact of communications you control and how to interest other media in featuring your museum. Mel and a travel writer will provide tips and advice what makes a story engaging to your audience and to other media.

Speaker: Mel Allen, Editor, Yankee Magazine

Where Do I Start? An Introduction to Assessment Programs for Museums

From AASLH StEPS to AAM MAP and Accreditation programs, there exist a variety of assessment opportunities for museums. But which one is right for you? This session is intended to introduce, clarify, and spark interest in museum assessment programs. Including perspectives from a peer reviewer, a museum colleague who has successfully undergone an assessment, and an AAM accreditation commissioner, this session will help you comprehend the process and benefits of different assessment offerings.

Speaker: Rebekah Beaulieu, Director, Florence Griswold Museum, CT (NEMA Board)

SESSION BREAK

9:45 – 10:00 am



CONCURRENT SESSIONS

10:00 – 11:00 am

(Re)opening Doors: How One Museum is Experimenting with Audience Engagement After a Major Expansion

During a three-year renovation and expansion, the staff at the Hood Museum of Art reflected on how the museum's programs further its mission. As an academic and regional museum, the Hood is committed to serving the needs of different audiences. Three Hood staff members will discuss new programs that engage targeted audiences in exciting ways. They will also discuss the role of collaboration and failure in their process.

Speakers: Isadora Italia, Campus Engagement Coordinator, Sharon Reed, Programs and Events Coordinator, and Jamie Rosenfeld, Museum Educator, Hood Museum of Art, NH

Getting Ready for School with Degas and the Dinosaurs

Does your museum help prepare children to thrive and be a part of their schools, communities, and the world around them? School readiness activities come in all shapes and sizes, and museums can be unique venues for offering this type of programming. Join art and science museum educators as we explore a variety of thematic materials, try out hands-on activities, and participate in facilitated discussions all about early learner skill building and school readiness.

Facilitator: Cory Kelly, Early Childhood Programs Coordinator, Museum of Science, Boston, MA

Speaker: Abby McBride, Manager of Family Programs, Museum of Fine Arts, Boston, MA

Intangible Histories – Making Meaning from Memory

Moving towards inclusive museums means sharing a broader range of stories, even those that are not well documented or marked by objects. We can share these stories, through oral history, personal artifacts, conservation of traditional practices, and sharing through experience. This panel invites professionals from the Rokeby Museum, the Florence Griswold Museum, and GSM Project to share the techniques they use to show these intangible histories and create meaning out of the memories and stories of individuals.

Facilitator: Erika Kiessner, Creative Director, GSM Project, QC

Speakers: Marie-Claude Baillargeon, Designer, GSM Project, QC; David Rau, Director of Education and Outreach, Florence Griswold Museum, CT; Jane Williamson, Director Emerita, Rokeby Museum, VT

Successful Executive Searches: Innovative Strategies & Satisfied Stakeholders

Your museum's executive director just announced that they are leaving, but there is no money in the budget

to hire a search firm and all of your stakeholders have strong opinions. No need to panic! This panel will reveal the strategies deployed by search professionals so that you can ensure a successful transition for your museum and satisfy your community.

Speakers: Marilyn Hoffman, Principal, Museum Search & Reference, NH; Anne M. Lampe, CEO, and Gina Russo, Search Committee Chair, Museum Trustee Association, MD

Tainted Money

William Booth, founder of The Salvation Army, is alleged to have said, "the problem with tainted money is there t'aint enough of it," expressing the idea that it doesn't matter where the money comes from as long as it goes to a good cause. But that philosophy today is being put to the test. Activists, artists, and museum workers are pushing back, calling out museum donors who have made their money from weapons, drugs, fossil fuels, or activities that conflict with the mission. The moment raises important questions. Is all money really good money? How do we define "tainted money" and adhere to our principles? Are we setting ourselves up for a slippery slope when we judge the origins of someone's gift? Join us for a discussion of how museums – including yours – are dealing with this new reality.

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

Using Audio to Decolonize Permanent Exhibits

Peabody Museum exhibits are co-curated with Indigenous experts, but the community has few opportunities to contribute to interpretation of exhibits over time. The Native American Poets Playlist is a community-curated project that refreshed permanent displays. Wandering freely through the galleries, visitors listened to contemporary poems that reflect the realities, concerns, and thinking of Native American individuals from diverse tribal backgrounds. Learn about the benefits of the project and how to implement, support and evaluate your own.

Facilitator: Polly Hubbard, Peabody Museum Education Director, Harvard Museums of Science & Culture, MA

Speakers: Shelly Lowe, Executive Director Harvard University Native American Program, Harvard University, MA; Larry Spotted Crow Mann, Community Reviewer, MA

SESSION BREAK

11:00 – 11:15 am

CONCURRENT SESSIONS

11:15 am – 12:15 pm

Community-Powered Podcasting

Have you thought about creating a podcast, but aren't sure you can do it yourself? Partnering with other organizations in your community can share the work and the rewards of podcasting. Reaching out to



CAREER CONVERSATION WITH JANE WILLIAMSON

11:30 am – 12:15 pm

Join Jane Williamson, Director Emerita of Rokeby Museum, for a look at her career and a discussion of working in the museum field. Jane started as a volunteer at Rokeby Museum in 1989 and retired as director at the end of 2017, after more than 20 years in the post. Shepherding an underfunded, but historic gem with 90 acres and a dozen historic buildings meant tackling every possible task. Her signature achievement was the opening of a new education center and permanent exhibition on the Underground Railroad in 2013.

experts beyond your walls can also build and grow meaningful relationships and help you to reach new audiences.

Facilitator: Amanda Gustin, Public Program Manager, Vermont Historical Society

Speakers: Ryan Newswanger, Director of Communications, Vermont Humanities Council; Mary Wesley, Discovering Community Program Co-Coordinator & Media Producer, Vermont Folklife Center

Moving From Data Aware to Data Driven

This session looks across museum data sources to propose seamless ways to leverage technologies to further engage visitors and donors, and increase their satisfaction with the museum and its programming. Legacy systems and emerging technologies will be considered.

Facilitator: Katherine Jones, Program Director, Museum Studies, Harvard University Extension School, MA

Museum Living Labs: When Museums Become Hubs for Technological Innovation

During this session, three museum professionals will share their personal experiences in developing and coordinating living labs, which are user-centred, open innovation ecosystems. You will leave the session with a better understanding of the benefits provided by living labs to museums and their communities. You'll also acquire tools to foster and accompany interdisciplinary teamwork. Overall, the session aims to spark questions, discussions and reflections about the challenges and opportunities offered by living labs.

Facilitator: Charlene Belanger, Educational Programs Manager – Digital Engagement, Montreal Museum of Fine Arts, QC

Speakers: Ana-Laura Baz, Director of Digital Engagement, Quebec Museum of Civilization; Valerie Therrien, Director, Musée POP, QC

(continued on page 32)

(continued from page 31)

Programming Outside the Museum Box

Traditionally, public programs in museums have relied on current book publications or partnering with like organizations within the cultural realm. But to engage more deeply with their communities, today's museums are looking to work with non-traditional entities to educate and reach a new audience. Local businesses, other non-profits, or advocacy organizations can all make great partners to offer dynamic programming. This session will explore the benefits and pitfalls of these new relationships.

Facilitator: Kate McBrien, Principal, McBrien Museum Consulting, ME (NEMA Board)

Speakers: Scott Davison, Education Director, American Precision Museum, VT; Robert Worstell, Linde Family Head of Community and Studio Art, Museum of Fine Arts, Boston, MA

Strategic Planning for Independent Museum Professionals

You've proven that you can support yourself as a consultant, but how can you increase your job security moving forward? This frank exploration of how Museum Textile Services reviewed its business plan and reimagined its future as a center for preservation and collections-care resources will serve as a model for independent museum professionals and small museums to balance outreach and income. Borrowing from traditional strategic planning models, this presentation will provide a customizable system for setting and achieving short- and long-term business goals.

Speakers: Camille Breeze, Director & Chief Conservator, Morgan Carbone, Associate Conservator, and Leah Ceriello, Administrator, Museum Textile Services, MA

Unraveling the Stories: The Role of Oral Histories in Museums

Featuring oral histories in exhibits large and small makes complex history personal. When shared, oral histories in partnership with museums provide greater accessibility to collections for archives with limited public interaction. However, introducing oral histories into museum galleries raises a new set of challenges for both curators and oral historians. This panel will discuss some of these challenges including exhibit design, how oral histories support exhibits, and/or the role oral historians play in museum education.

Facilitator: Joseph Cates, Curator of Education and Public Programs, Sullivan Museum and History Center, VT

Speakers: Fred Calabretta, Director of Collections Management & Senior Curator, Mystic Seaport Museum, CT; Andy Kolovos, Associate Director and Archivist, Vermont Folklife Center; Gerald Zahavi, Director, Documentary Studies Program, University at Albany, SUNY, NY

What IS In It for Me?

How can we begin to truly understand who our young adult audiences are and how do we use this knowledge to build and sustain successful youth programs in formats that work for students? Students and staff from The Lake Champlain Maritime Museum and New Bedford Whaling Museum will share what they have tried, learned, accomplished, and look forward to while engaging in museum-based youth development programs.

Facilitator: Elizabeth Lee, Director of Education, Lake Champlain Maritime Museum, VT

Speakers: Matt Harrison, LCMM Educator and former AmeriCorps member, Nick Patch, Director of Champlain Longboats, Lake Champlain Maritime Museum, VT; Christina Turner, Director of Education, New Bedford Whaling Museum, MA

CLOSING LUNCHEON AND ANNUAL MEETING

12:15 – 2:00 pm

Close out your 2019 conference by celebrating the winners of the 2019 NEMA Excellence Awards and commemorate the career of Marilyn Hoffman, NEMA's 2019 Lifetime Achievement Awardee. Hear about NEMA's latest initiatives, then help elect the next NEMA board and officers during a brief annual meeting before heading home from a great conference.

Congrats!



LIFETIME ACHIEVEMENT AWARD

Marilyn Hoffman has enjoyed a meaningful and multifaceted

museum career that has made an impact on the field in many ways. At age 27, she became Director of the Fuller Museum in Brockton, MA, and then took the helm of one of the top 100 art museums in North America, the Currier Museum of Art in Manchester, NH. She previously held two curator posts and early in her career did a graduate internship at the Metropolitan Museum in New York, and held educator positions at the Boston Museum of Fine Arts and RISD Museum in Providence. She holds a B.A. and M.A. in Art History from Brown University.

Since 2004, Marilyn has been principal of Museum Search and Reference, an executive search firm that manages transitions in museums nationwide. Her dedication to NEMA has been profound, serving on the board, as an officer, as a frequent presenter, and as a sponsor. NEMA is grateful for her commitment to the field, her mentorship of museum leaders, and her service to our organization. We are proud to honor Marilyn Hoffman with the 2019 NEMA Lifetime Achievement Award.

Scholarships and Fellowships

Thanks to the generosity of sponsors, several scholarships and fellowships are available to help make the NEMA conference more affordable. For complete information on the application process, visit nemanet.org/scholarships. Application postmark deadline: September 20, 2019.

NEMA Fellowship Award

The NEMA Fellowship Award offers a museum professional or student the opportunity to work with NEMA in building thought leadership for our region's museum field. One NEMA Fellow will be chosen and awarded a stipend of \$750 toward attendance at the conference. The NEMA Fellow will contribute thought leadership by writing a minimum of three articles on museum-related themes for NEMA publications during the following year. The NEMA Fellow is expected to produce these materials based on their exploration of museum issues and/or experience at the NEMA Conference.

Delia Isabel Griffin Award

Named after NEMA's founder, and in celebration of the NEMA Centennial, the Delia Isabel Griffin Award is for an individual who exemplifies collaboration, innovation, and progress in the field. Eligible recipient will have 10 or more years of service in the New England museum field. This award includes conference registration and a one-year individual NEMA membership. These funds are made possible by the generosity of Centennial Appeal donors.

Celebrating
100 YEARS
of NEMA

NEMA Professional Development Award

A limited number of conference registrations are available to individual members of NEMA and employees of NEMA institutional members who need financial assistance. It is expected that recipients and/or their employer will provide some of the costs of attending the conference. These funds are made possible by the generosity of Centennial Appeal donors.

AASLH Small Museum Scholarship

To encourage an AASLH member working in a small museum (budget of \$250k or less) to attend the conference. This scholarship will cover the cost of full-conference registration.

University Products Curatorial Scholarship

The Curators Professional Affinity Group, with support from University Products, provides a full-conference registration for an individual member of NEMA or an employee of NEMA institutional members to be used for a full-conference registration. Any curator who has worked in the field five years or less, and works for an institution with an annual budget of \$250k or less, is eligible for the award.

Vermont Humanities Scholarship

A stipend is awarded to support full-conference registration for 8 museum professionals that are residents of Vermont. Scholarships are supported in part by the Vermont Humanities Council.

INCLUSION SCHOLARSHIPS

Vermont Humanities Diversity Scholarship

A stipend is awarded to support full-conference registration for museum professionals that are residents of Vermont and from historically underrepresented communities. Two scholarships will be awarded: one designated for a racial or ethnic minority candidate and one for an Indigenous candidate. Supported in part by the Vermont Humanities Council.

NEMA Diversity Scholarship

Established to make the conference financially accessible for students and museum professionals whose racial, ethnic, and/or gender identity has been historically marginalized so that they can attend the conference. Scholarship includes a full-conference registration and up to \$100. These funds are made possible by the generosity of Centennial Appeal donors.

NEMA Board Diversity Scholarship

A NEMA board funded scholarship to make the conference financially accessible for students and museum professionals whose racial, ethnic, and/or gender identity has been historically marginalized. Scholarship includes a full-conference registration and three-night stay in the conference hotel.

Diversity Fellowship

Sponsored by the John Nicholas Brown Center for Public Humanities and Cultural Heritage at Brown University
This \$500 fellowship is awarded to a culturally diverse museum professional to attend the annual conference. NEMA members from diverse social, economic, racial, or ethnic backgrounds whose attendance at the conference will benefit their museum and whose commitment to museum work will be reinforced by their participation are encouraged to apply. Applicants must register for the entire conference.

EDUCATIONAL PROGRAM BASED

Cynthia Robinson Scholarship

Priority will be given to current students or recent graduates (within five years) of the Tufts Museum Studies Program. A \$500 stipend is awarded to support registration, travel, and lodging. Support provided by Cynthia Robinson.

Katherine Burton Jones Scholarship

Priority will be given to current students or alumni of the Harvard University Extension School Museum Studies Program. A \$500 stipend is awarded to support registration, travel, and lodging. Support provided by The International Tennis Hall of Fame.

The Laura B. Roberts Scholarship

Priority will be given to graduates of Harvard Museum Studies, Tufts Certificate, Bank Street Museum Leadership, and Cooperstown programs. A \$500 stipend is awarded to support registration, travel, and lodging. Support provided by Laura B. Roberts.

University of Vermont Scholarships

A limited number of conference scholarships are available for current UVM students to cover the registration cost of attending. Support provided by the Office of the VP for Research, History and Religion Departments, and the Fleming Museum of Art.

Conference Information



For conference updates and the latest news, follow us on Twitter ([@nemanet](#), [#nema2019](#)) or Facebook and Instagram.



Hotel Information

For the discounted NEMA rate you must reserve your room by **October 22**.

DoubleTree by Hilton Burlington
870 Williston Road
South Burlington, VT 05403

A block of rooms has been reserved starting at \$159 for a Single or Double. Special room arrangements may be requested, but cannot be guaranteed (king bed, etc.).

Conference sessions will be held at the hotel unless otherwise noted.

Reservations can be made online or by calling 802-865-6600. Make sure you mention NEMA to receive the group rate.

Complimentary parking is available at the conference hotel.

Roommate Matching Service

NEMA provides a roommate matching service to help attendees with the cost of accommodation. If you are looking for someone to room with, call or email the NEMA office with your name, phone number, and the nights you will be staying. NEMA does not guarantee that roommates will be available.

Go Green and Carpool

Please call or email NEMA if you need a ride, or are willing to offer a ride, to the conference. NEMA does not guarantee that carpool rides will be available.

Child-Friendly Conference Policies

NEMA is a family-friendly conference. We welcome new parents and their small museum fans! Visit [nemanet.org/conference](#) for complete details.

Volunteering

Volunteering is an easy way to save you and your institution money while still being able to attend many of the great sessions offered at conference. It's simple: work one shift and you attend one day for free; work three shifts and your whole conference registration is free! Sign up at [nemanet.org/conference](#).

Online Registration

Registering for conference couldn't be easier. Just [click here](#) to register. Or, if you prefer, complete the form on the next page and return it to us by mail no later than October 18 (October 4 if you want the Early Bird discount).

Early Bird Registration (October 4 Deadline)

Why Early Bird?

- * Sign up early and save up to 35%!
- * Reserve your choice of popular ticketed events before they sell out.
- * Order your choice of lunch options.
- * Get your name on the official registration list and tell everyone you're here!

Standard Registration (October 5 - October 18)

If you register after October 4, the Standard Rate applies. After October 18 advance registration is closed, although you may still attend as a walk-in, but meals, off-site sessions, and events will not be available.

Walk-In Registration

Register at the door for a day or the full conference. The Standard Rate applies, but you will not be able to order lunch, and evening/off-site events may be sold out.

Speakers

NEMA appreciates its colleagues who participate as panelists and speakers. If you plan to attend the conference beyond the session in which you're participating, we offer a significant discount on registration. See the registration form for the speaker rate.

Group Rate

NEMA member museums can send 10 or more employees and save 25% off the member rate! Contact the NEMA office to register.

Registration Policies

If your institution is sending more than one attendee to the conference and paying by a single check, please submit all of your registration forms together.

Payment must be submitted with the registration form. Please do not email the registration form without payment information included.

One-day registrations may not be split between days. Full conference registrations may not be split among multiple people.

You may transfer your registration to another person at any time prior to conference. Please call the NEMA office with the name of your replacement. Once the conference begins, you cannot transfer or share your registration.

If you would like to bring a guest to a lunch or evening event, please use our "Guest" form online or call the NEMA office for details.

Cancellation Policy

If you need to cancel your registration and special event tickets, we will provide a refund (less a 25% processing charge). We must receive your refund request in writing (mail or email) no later than October 18. After that date there are no refunds. Refunds will be mailed after the conference.

For More Information

Please call NEMA at 781-641-0013 or email conference@nemanet.org. While we are happy to answer your questions, we cannot accept registrations, hold spots for tours or dinners, or make other arrangements by phone.

Thanks for making the conference possible!

Host Institutions

Birds of Vermont Museum; ECHO Leahy Center for Lake Champlain; Fleming Museum of Art; Lake Champlain Maritime Museum; Middlebury College Museum of Art; Rokeby Museum; Shelburne Museum; Sullivan Museum and History Center; University of Vermont Natural History Museum; Vermont Historical Society

Scholarship Sponsors

AASLH; Cynthia Robinson; Laura B. Roberts; John Nicholas Brown Center for Public Humanities and Cultural Heritage at Brown University; The International Tennis Hall of Fame; University Products; University of Vermont: UVM's Office of the Vice President for Research, History and Religions Department; Vermont Humanities

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REGISTRATION FORM

Each registrant must be listed on a separate form. Please make copies if necessary and complete both sides of this form. Mail or email with your payment by October 4, 2019 for the Early-Bird Rate or by October 18 for the Standard Rate to:

NEMA 2019 Annual Conference
22 Mill Street, Suite 409
Arlington, MA 02476
conference@nemanet.org

Save time with online registration!
nemanet.org/conference-register

Group rates are available!
See page 34.

Registrant Information

Print or type clearly. Your badge and the registration list will be printed with the information below.

First Name _____ MI _____ Last Name _____

Title _____

Institution _____

Mailing Address _____

City/State/Zip _____

Work Phone _____ Twitter Handle (optional) _____

Check here if you would NOT like your phone number on the registration list.

Email _____

Check here if you would NOT like your email address to appear on the registration list.

Membership Information

If registering at member rates, please check one:

- Individual Member
- Institutional Member
(Includes Institutional Affiliate Members)
- Academic Affiliate Member
- Business Member
- New NEMA Member (Fill out information below.)
- Mid-Atlantic Association of Museums member
- Museum Association of New York member

Join NEMA Now!

- \$50 Individual Member**
Employees of museums and related non-profits.
- \$40 Reduced**
 - Full-time Student (copy of ID required)
 - Job hunting (currently unemployed)
 - Volunteer or Retiree

For institutional and business membership, please visit nemanet.org for membership information.

If Registering as a Speaker:

Session title: _____

I will only be attending my session. (No registration fee.)

Attendee Information

- This is my first time attending a NEMA conference.
- I'm willing to give a ride to a fellow registrant from my area.
- I need a ride to conference.*
- I am interested in sharing a room at conference. *
Note: Your contact information will be made available to others who have expressed an interest in sharing a room.
Which nights would you need a roommate?
 Tuesday Wednesday Thursday
- I have special accessibility needs requiring consideration. (You will be contacted by NEMA staff.)

*NEMA does not guarantee that a room share or ride share will be available.

Code of Conduct

As we work together as a sector towards inclusion, we expect and encourage our attendees to help us create a safe and positive experience for everyone. We expect all conference and events participants to abide by this code of conduct at all NEMA events. Visit, nemanet.org/code-conduct, to read the full Code.

I agree to abide by NEMA's Code of Conduct

(Please complete other side.)

REGISTRATION FORM CON'T

Conference Program Registration

Please circle the appropriate fee:

Full Meeting	Early-Bird by 10/4/19		Standard Rate 10/5-10/18/19	
	Lunch	NO Lunches	Lunch	NO Lunches
Member Rate	\$315	\$275	\$395	\$355
Non-member	\$415	\$370	\$500	\$465
Full-time Student*	\$155	\$115	\$180	\$140
Trustee**	\$220	\$180	\$280	\$245
Speaker	\$240	\$200	\$240	\$200
One Day – Wednesday OR Thursday OR Friday (Please circle day)				
Member Rate	\$205	\$190	\$250	\$235
Non-member	\$285	\$270	\$325	\$310
Full-time Student*	\$120	\$105	\$130	\$115
Trustee**	\$145	\$130	\$185	\$170
Speaker	\$145	\$130	\$145	\$130

* All students must enclose a photocopy of their ID. **Trustees from museums or non-profit organizations are eligible for this rate. Please specify your institution in the "Registrant Information" section on the reverse.

NO LUNCH TICKETS WILL BE SOLD ON-SITE!

After October 18, you must phone NEMA to inquire about pre-registering at the Standard Rate. On-site registrants pay the Standard Rate with NO Lunches.

Conference Event Registration

Pre-registration is essential to guarantee tickets. Check box next to events & meals. Specific sessions are listed if registration is required. Please check the NEMA website for an up-to-date list of ticketed sessions and event availability.

Off-site Programs

- Please indicate if you will be driving yourself to off-site sessions and/or events.

Tuesday Pre-Conference Off-Site Sessions

- \$10 Grow Where You're Planted: Birds of VT Museum
 \$35 Public Art: Affordable, Accessible, Sustainable: Middlebury College Museum of Art
 \$25 200 Years—200 Objects: Sullivan Museum & History Center

Wednesday Off-Site Sessions & Events

- \$15 Energy Commons: Toward a Sustainable Us
 \$15 Rising from the Ashes: UVM Redesigns its Natural History Museum
 \$15 Champlain Longboats: Lake Champlain Maritime Museum
 \$15 Free and Safe in Ferrisburgh: Rokeby Museum
 \$50 Welcome to NEMA 2019! ECHO After Dark

Thursday Off-Site Sessions & Events

- \$15 IMP PAG Meeting with Breakfast
 \$15 Share and Share Alike: Vermont Historical Society
 \$15 College Museums & Collaboration: Fleming Museum of Art
 \$0 Newcomers Reception
 \$50 Directors & Trustees Reception: Fleming Museum of Art
 \$35 An Evening at the Shelburne Museum

If you chose the lunch option, please select from the following:

Wednesday

- Opening Lunch
 I will not be attending
 Museum Director & Trustee Lunch
 I will not be attending

Thursday Box Lunch

- Black Forest Ham
 Roasted Turkey
 Roasted Vegetables & Hummus (Vegetarian)
 I will not be attending

Friday Annual Meeting Lunch

- Chicken Vegetarian
 I will not be attending

Are you vegetarian? Yes No

- I have special dietary needs requiring consideration (allergies, vegan). Please list.

Payment

All registration and special events must be prepaid. We are unable to accept purchase orders or government training vouchers.

Please confirm days attending:

- Wednesday Thursday Friday

Payment Enclosed

Registration Fee	\$ _____
Off-Site Sessions & Events Fees	\$ _____
NEMA Annual Appeal Donation	\$ _____
Membership Fees	\$ _____
Total of all Fees	\$ _____

Method of Payment

- Check is enclosed (payable to NEMA); mail only.
 Charge my credit card for the total amount above.
 Visa MasterCard American Express

Card Number _____

Expiration Date _____ CVC/CSC _____

Cardholder's Signature _____

Print Name as it Appears on Card _____