

MID-ATLANTIC ASSOCIATION OF MUSEUMS
ANNUAL MEETING 2017

PRELIMINARY PROGRAM, REGISTRATION AND SPONSORSHIP OPPORTUNITIES

*Making Museums Matter:
From Advocacy to Action*

OCTOBER 19–21, 2017 | PITTSBURGH, PA

Renaissance Pittsburgh Hotel

107 6th St., Pittsburgh, Pennsylvania



Mid-Atlantic
Association of Museums

Welcome to MAAM 2017, MAKING MUSEUMS MATTER: *From Advocacy to Action*

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GECKO GROUP

COVER IMAGE:
Skyline at Sunrise
Image courtesy of Dave DiCello via Visit Pittsburgh

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Renaissance Pittsburgh Hotel Arch
Image courtesy Renaissance Pittsburgh Hotel

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Lobby of the Renaissance Pittsburgh Hotel
Image courtesy of Renaissance Pittsburgh Hotel

Museums connect people with artifacts and ideas that present diverse perspectives. Whatever challenges our country and communities may face, museums will continue to play a vital role through the interpretation of different cultures, the facilitation of difficult conversations, and the presentation of fact-based information.

The 2017 MAAM conference in Pittsburgh, PA will examine how museums respond to those challenges and opportunities of today, along with addressing best practices in technology, interpretation, and collection-related issues.

Don't Delay!

Call 412-562-1200 to reserve a discounted MAAM Annual Meeting room rate at the Renaissance Pittsburgh Hotel.

PLEASE NOTE:
MAAM conference room rates end on **September 22, 2017.**



Schedule-at-a-Glance

WEDNESDAY, OCTOBER 18, 2017

Time	Event / Meeting	Location
6:00 p.m.–8:00 p.m.	White Gloves Gang Dinner <i>(Pre-registration required)</i>	TBD

THURSDAY, OCTOBER 19, 2017

Time	Event / Meeting	Location
9:00 a.m.–4:00 p.m.	White Gloves Gang Event <i>(Pre-registration required)</i>	Various museums
1:00 p.m.–4:00 p.m.	Cornerstone™ Workshop: Creating a Truly Inclusive Museum <i>(Pre-registration required; additional fee)</i>	Renaissance Pittsburgh Hotel
1:00 p.m.–4:00 p.m.	MUSEUM TOURS: <i>(pre-registration and additional fees)</i> Rivers of Steel National Heritage Area	Homestead Pittsburgh
1:00 p.m.–2:30 p.m.	The Frick Pittsburgh	Pittsburgh
1:00 p.m.–2:30 p.m.	The Andy Warhol Museum	Pittsburgh
3:00 p.m.–4:30 p.m.	Mattress Factory	Pittsburgh
2:00 p.m.–5:00 p.m.	Conference Registration	Renaissance Pittsburgh Hotel
6:00 p.m.–8:00 p.m.	Opening Reception <i>(Pre-registration required; no additional cost to registrants)</i>	Phipps Conservatory and Botanical Gardens

FRIDAY, OCTOBER 20, 2017

Time	Event / Meeting	Location
7:30 a.m.–4:00 p.m.	Registration	Renaissance Pittsburgh Hotel
7:30 a.m.–9:00 a.m.	Continental Breakfast Keynote Address	Renaissance Pittsburgh Hotel
9:30 a.m.–4:00 p.m.	Exhibitors Hall	Renaissance Pittsburgh Hotel
9:15 a.m.–10:30 a.m.	BREAKOUT SESSION I 1 Tools for Your Advocacy Toolbox 2 A National Historic Landmark Creates a New Visual Identity and Reaches a New Virtual Audience 3 In the Public Classroom: Connecting Controversial Collections with Contemporary Issues 4 Driving While Black, A Roundtable	Renaissance Pittsburgh Hotel
10:30 a.m.–11:00 a.m.	Coffee/Tea/Water Break	Renaissance Pittsburgh Hotel
11:00 a.m.–12:15 p.m.	Stephen Weil Memorial Lecture: Ruth Abram, The International Coalition of Sites of Conscience	Renaissance Pittsburgh Hotel
12:30 p.m.–1:45 p.m.	Emerging Museum Professionals Leadership Lunch <i>(by invitation only)</i> OR Lunch on Your Own	Renaissance Pittsburgh Hotel
2:00 p.m.–3:15 p.m.	BREAKOUT SESSION II 5 The Right Team at the Right Time: Optimizing Your Next Museum Building Project's Success 6 ACTION! Experiential Student Learning in Historical Places 7 Shaping Your Museum Career to Ensure Success and Job Satisfaction 8 Writing Fresh and Fascinating Labels	Renaissance Pittsburgh Hotel

FRIDAY, OCTOBER 20, 2017 *(continued)*

Time	Event / Meeting	Location
3:15 p.m.–3:45 p.m.	Coffee/Tea/Water Break	Renaissance Pittsburgh Hotel
4:00 p.m.–5:15 p.m.	BREAKOUT SESSION III 9 How to Get the Green Building You Want 10 Recreating the Whimsical World of Peale's Museum 11 Deaccessioning and the Ethical Use of Deaccession Funds 12 The Museum as Connector: Creating Community and Campus Collaborations	Renaissance Pittsburgh Hotel
6:00 p.m.–7:30 p.m.	Katherine Coffey Honoree Reception	Renaissance Pittsburgh Hotel
7:45 p.m.	Birds of a Feather Dine-Around	Pittsburgh Area Restaurants
9:00 p.m.–10:00 p.m.	Emerging Museum Professionals Networking Reception <i>(Sponsored by MAAM and NAME)</i>	Renaissance Pittsburgh Hotel

SATURDAY, OCTOBER 21, 2017

Time	Event / Meeting	Location
7 a.m.–12:00 p.m.	Registration	Renaissance Pittsburgh Hotel
7:30 a.m.–8:30 a.m.	Continental Breakfast	Renaissance Pittsburgh Hotel
8 a.m.–12:15 p.m.	Exhibitors Hall	Renaissance Pittsburgh Hotel
8:30 a.m.–9:45 a.m.	BREAKOUT SESSION IV 13 Advocating for Collections Care 14 Designing Exhibitions for Flexibility and Change 15 The Keys to Successful Inclusion: Communication, Collaboration, and Creative Problem Solving 16 Social Media: What You Need to Know	Renaissance Pittsburgh Hotel
9:45 a.m.–10:00 a.m.	Coffee/Tea/Water Break	Renaissance Pittsburgh Hotel
10:00 a.m.–11:15 a.m.	BREAKOUT SESSION V 17 What's the Shake Down on the Shake Up?—Protecting Collections during Construction 18 Think Global, Buy Local: Museums Engage the Maker Movement 19 AAM's Curator Core Competencies 20 Building Museum Educator Peer-to-Peer Networks	Renaissance Pittsburgh Hotel
11:15 a.m.–12:15 p.m.	Resume Review by MAAM Board Members <i>(on-site registration required)</i>	Renaissance Pittsburgh Hotel
12:30 p.m.–2:15 p.m.	Business Luncheon State of AAM Keynote Address	Renaissance Pittsburgh Hotel
2:30 p.m.–3:45 p.m.	BREAKOUT SESSION VI 21 The Pennsylvania Cultural Resilience Network: Protecting a State's Cultural Resources 22 Lo-Fi Museum Moments in a Digital World 23 Take One Step Back...Move Ten Steps Forward: Crafting a Benefit-Driven Marketing Message 24 Living Outside the Box: Pittsburgh Area Furnaces and Interpreting the Industrial and Post-Industrial Landscape	Renaissance Pittsburgh Hotel

Workshop, Volunteer Service Event, and Opening Reception

NOTE: All times are approximate and subject to change.

Pre-registration is required for all of these activities, and additional fees are only required for the workshop.

White Gloves Gang Dinner

WEDNESDAY, OCTOBER 18

6:00 p.m.–8:00 p.m.

Join the Registrar's Committee of MAAM for a pre-event dinner. Learn about various host museums and volunteer projects that we'll be working on tomorrow and network with other collections care professionals.

Location: TBD

Contact: ElizabethA@thekellycollection.org

Note: Pre-registration is required; Free

White Gloves Gang Day of Service

THURSDAY, OCTOBER 19

9:00 a.m.–4:00 p.m.

Join us for the 20th annual White Gloves Gang. Collections care professionals (and museum studies students who aspire to become registrars, collections managers, archivists, conservators, art handlers, or preparators) will help a smaller museum in the Pittsburgh region complete a collections project. Projects typically include collections inventory, rehousing collections, rolling textiles, scanning photographs, and numbering objects.

Location: Various locations in Pittsburgh

Contact: ElizabethA@thekellycollection.org

Note: Pre-registration is required; Free

Cornerstone™ Workshop: Creating a Truly Inclusive Museum

THURSDAY, OCTOBER 19

1:00 p.m.–4:00 p.m.

More and more funders are asking museums to serve diverse audiences and to be responsive to the community, but what does that mean? Join Gretchen Sullivan Sorin for this hands-on workshop that will provide you with useful resources for offering more inclusive programming. The workshop will provide a broad overview on what inclusion really means, offer successful examples of how other museums are working to serve broader audiences, and provide some exercises to help you to feel more comfortable talking about difficult and controversial issues.

Location: Renaissance Hotel

Note: Pre-registration is required; Additional Fee: \$15 for MAAM members; \$20 for non-MAAM registrants

Opening Reception at Phipps Conservatory and Botanical Gardens

THURSDAY, OCTOBER 19

6:00 p.m.–8:00 p.m.

Join friends and colleagues at MAAM's opening reception in the spectacular Phipps Conservatory and Botanical Gardens. Enjoy drinks and hors d'oeuvres in the Special Events Hall in the Tropical Forest and access to the entire conservatory throughout the evening, including the special exhibit, SUPER. NATURAL. Glass Art by Jason Gamrath.

Phipps has been a central cultural institution in Pittsburgh for 120 years, advocating for the importance of nature while advancing the role of the public garden in the fields of education, outreach, and sustainable innovation. In its remarkable evolution Phipps has stayed true to its roots as a Victorian-era conservatory while becoming a world leader in green innovation—truly representing Pittsburgh as a city that melds the old with the new, and the perfect place to kick off MAAM 2017!

Location: Phipps Conservatory and Botanical Gardens, One Schenley Park, Pittsburgh, PA, 15213

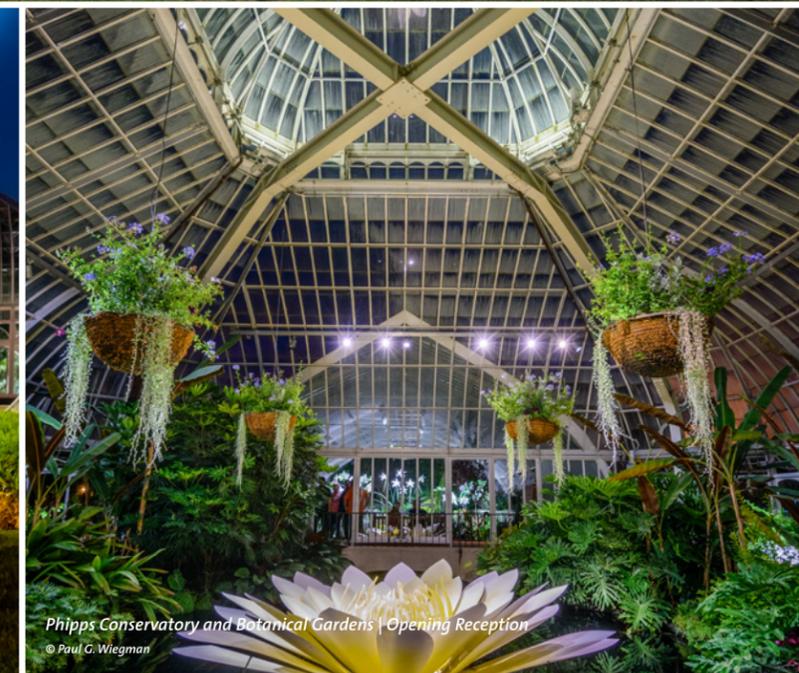
Note: Pre-registration is required, but event is free to conference registrants. Transportation will NOT be provided, but Phipps Conservatory is located a short car ride from the Renaissance Hotel



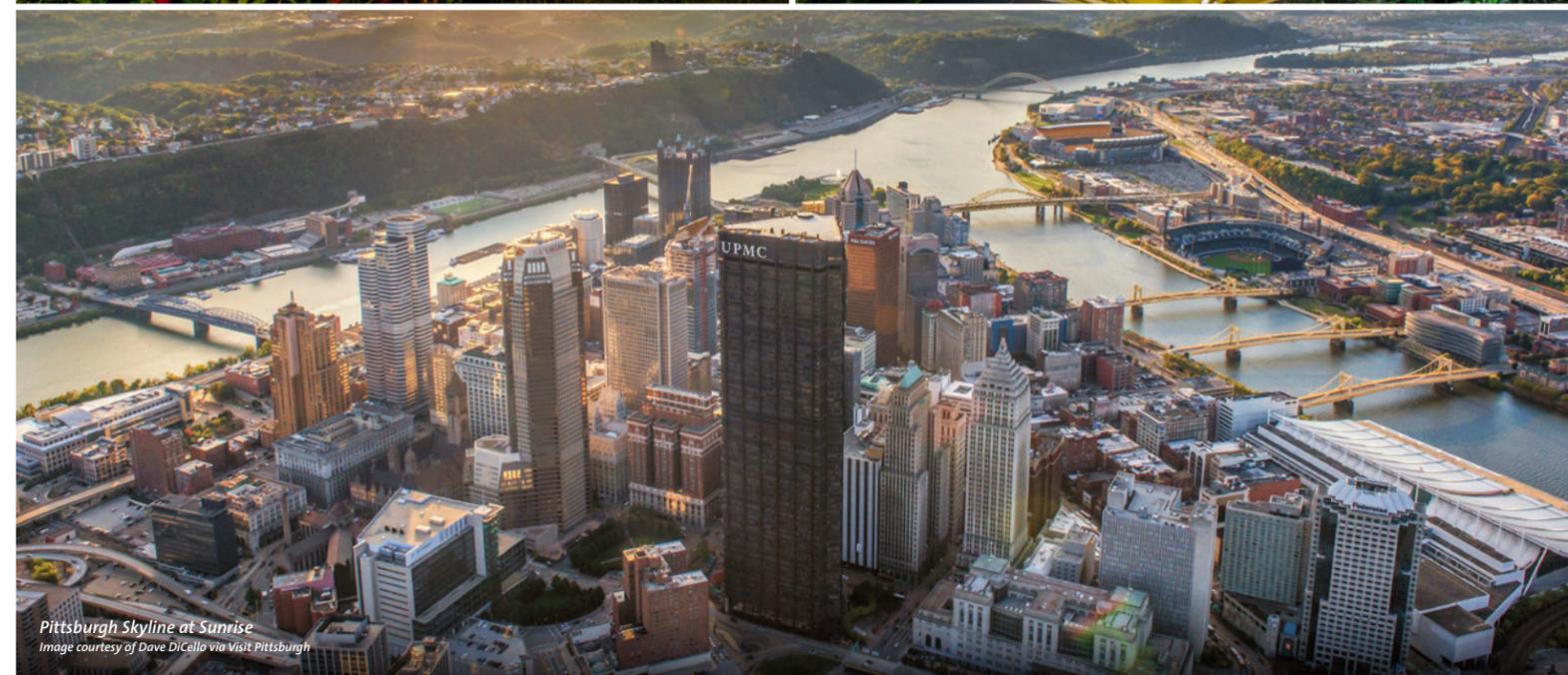
Phipps Conservatory and Botanical Gardens | Opening Reception
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Phipps Conservatory and Botanical Gardens | Opening Reception
© Paul G. Wiegman



Phipps Conservatory and Botanical Gardens | Opening Reception
© Paul G. Wiegman



Pittsburgh Skyline at Sunrise
Image courtesy of Dave DiCello via Visit Pittsburgh



The Frick Pittsburgh
Image courtesy of The Frick Pittsburgh



Mattress Factory
Image courtesy of Mattress Factory



Carrie Blast Furnace
Image courtesy of Rivers of Steel National Heritage Area



The Andy Warhol Museum
Image courtesy of Sarica Feng

Museum Tours

NOTE: All times are approximate and subject to change.

Pre-registration and additional fees are required for these events.

To experience all that Pittsburgh museums and historic sites have to offer, arrive early to participate in a wonderful selection of pre-conference tours, which have been arranged through the generosity of the following four institutions. Two of the venues are within a short walk or even shorter car ride from the conference hotel. The two-site visit to Rivers of Steel/ Frick Pittsburgh will include bus transportation from the hotel. All locations represent the diverse, exciting museum environment in Pittsburgh, and we encourage you to visit these amazing sites and others on your own following the conference.

Rivers of Steel National Heritage Area and The Frick Pittsburgh

(dual site visit)

THURSDAY, OCTOBER 19

1:00 p.m.–4:00 p.m.

This visit pairs two very different historic sites that both work to preserve the history and structures of 19th-century Pittsburgh while also connecting with life, art, and culture in the 21st-century.

The afternoon begins with a tour of the Carrie Blast Furnace site with Ron Baraff, Director of Historic Resources and Facilities for the Rivers of Steel National Heritage Area, which operates this site that was once part of the U.S. Steel Homestead Works. As you tour this rare remnant of Pittsburgh's industrial past, you will learn how the site explores history, art, and the environment to engage visitors and build on their knowledge of Pittsburgh's steel heritage.

At The Frick Pittsburgh, a historic site that includes the home of Henry Clay Frick and his family and an art museum built by his daughter Helen, you will join members of the curatorial department for a sneak peek at the exhibition *Undressed: A History of Fashion in Underwear*, organized by the Victoria and Albert Museum in London. The exhibition does not open to the public until October 21, and the Frick is the only venue for the exhibition in the United States. Members of this special tour will be among the first in the country to see this spectacular exhibition.

Note: Transportation from the conference hotel to these two sites **will be** provided.

Fee: \$20 for MAAM Members; \$30 for non-MAAM registrants

The Andy Warhol Museum

THURSDAY, OCTOBER 19

1:00 p.m.–2:30 p.m.

Part of the Carnegie Museums of Pittsburgh, The Andy Warhol Museum tells Andy Warhol's story and explores his legacy through the largest collection of Warhol art and archives in the world. Join Danielle Linzer, Director of Learning and Public Engagement, to explore accessibility initiatives at the museum, including in-gallery, three-dimensional reproductions of signature works in the collection and the free "Out Loud" audio guide app that offers vivid visual descriptions and guided tactile narration of these works, designed for visitors who are blind or have low vision.

Note: Transportation **will NOT** be provided. The museum is a short walk from the hotel. Pre-Registration is required.

Fee: \$10 for MAAM members; \$15 for non-MAAM registrants.

Mattress Factory

THURSDAY, OCTOBER 19

3:00 p.m.–4:30 p.m.

Interested in seeing contemporary art in a very unique setting? This visit is for you! Founded in 1977, Mattress Factory is a contemporary art museum and experimental lab featuring site-specific installations created by artists in residence from around the world. Mattress Factory has also been a catalyst for community revitalization on Pittsburgh's North Side. Through rich and diverse programming, Mattress Factory uses installation art to challenge, excite, and motivate students and learners of all ages to engage the world around them in new and creative ways. Join some talented staff members for a tour of the spaces and conversations about their work in a setting you won't forget.

Note: Transportation **will NOT** be provided. The museum is a short car ride from the hotel. Pre-registration is required.

Fee: \$10 for MAAM members; \$15 for non-MAAM registrants.

Session Descriptions

 a session endorsed by NAME

 a session similar to sessions to be offered by MAAM 2018 Building Museums™ Symposium in Philadelphia on March 9–11, 2018

 a session that strongly supports the conference theme: 'Making Museums Matter: From Advocacy to Action.'

SESSION #1:

Tools for Your Advocacy Toolbox

Friday, October 20 | 9:15 a.m.–10:30 a.m.

Attend this roundtable session and gain the knowledge and skills to become more effective advocates for your museum. Experienced museum advocates will guide you in examining your own capacity to conduct advocacy work and inventorying your available assets. Learn how to assess the comfort level of your boards in advocating both publicly and privately and how to identify allies and opponents critical to securing funding, making policy, or passing legislation.

Chair: *Judith Landau, Internship Coordinator Museum Studies Advanced Academic Programs, Johns Hopkins University Zanvyl Krieger School of Arts and Sciences, Washington, D.C.*

Speakers: *Ember Farber, Director, Advocacy, American Alliance of Museums; August R. Carlino, President and Chief Executive Officer of the Rivers of Steel Heritage Corporation, the managing entity for the Rivers of Steel National Heritage Area; Sean Blinn, Advisory Board, Somerset County Cultural and Heritage Commission, Somerville, New Jersey*

SESSION #2:

A National Historic Landmark Creates a New Visual Identity and Reaches a New Virtual Audience

Friday, October 20 | 9:15 a.m.–10:30 a.m.

Discover how the Seward House Museum, home of Abraham Lincoln's Secretary of State William Seward, as part of a strategic planning effort, created a new visual identity and reached out to the virtual visitor. Using both a consultant design firm and an in-house team, this historic house museum with modest resources rebranded itself as "one house/many stories," and successfully redesigned its website to reach the non-traditional virtual visitor.

Chair: *Billye Chabot, Executive Director, Seward House Museum, Auburn, NY*

Speakers: *Allison Hinman, Director of Development, Seward House Museum, Auburn, NY; Jeffrey Ludwig, PhD, Director of Education, Seward House Museum, Auburn, NY*

SESSION #3:

In the Public Classroom: Connecting Controversial Collections with Contemporary Issues

Friday, October 20 | 9:15 a.m.–10:30 a.m.

Penn Museum's The Public Classroom explores contemporary issues linked to the university museum's collections. The Morton Cranial Collection, which was historically used to justify arguments for racial inequality, is being used to tackle misconceptions about race and racism through multidisciplinary conversations and related educational materials. Learn at this roundtable session about the program's development, its website, teaching tools, successes, and lessons learned.

Chair: *Kate Quinn, Director of Exhibitions and Public Programs, University of Pennsylvania Museum of Archeology and Anthropology, Philadelphia, PA*

Speakers: *Michael Tedesch, Creative Director, Interactive Mechanics, Philadelphia, PA; Stacey Mann, Content Specialist and Consultant, Philadelphia, PA*

SESSION #4:

Driving While Black, A Roundtable

Friday, October 20 | 9:15 a.m.–10:30 a.m.

Join historian Gretchen Sorin for a discussion of her research on the history of travel in Jim Crow America and the *Negro Motorist's Green Book*. Sorin's research is the subject of a documentary in collaboration with acclaimed filmmaker Ric Burns and Steeplechase Films. In addition to showing the trailer for the film, Sorin invites participants

to discuss the role of museums in addressing contemporary social issues.

Speakers: *Gretchen Sorin, Director, Cooperstown Graduate Program*

SESSION #5:

The Right Team at the Right Time: Optimizing Your Next Museum Building Project's Success

Friday, October 20 | 2:00 p.m.–3:15 p.m.

The complexities of building, restoring, or renovating any cultural facility can be effectively managed during a project's design-planning phase. This session's panelists will describe different consultant/builder procurement methods and provide guidance to attendees about how their institutions can reduce their financial exposure and promote on-time delivery of their building project through effective decision-making approaches.

Chair: *Michael Myers, Project Manager, The Whiting-Turner Contracting Company, Baltimore, MD*

Speakers: *David Fante, Principal, Ewing Cole, Philadelphia, PA; Alan Dirican, Director of Facilities, Dumbarton Oaks, Washington, D.C.*

SESSION #6:

ACTION! Experiential Student Learning in Historical Places

Friday, October 20 | 2:00 p.m.–3:15 p.m.

Giving students a role to play when they visit museums is a powerful technique for engaging them in your galleries and in their classrooms. At the University of Pennsylvania Museum of Archeology and Anthropology, educators have created new experiences that cast students in the roles of archaeologists, ancient Romans, and conservation experts. Discover how one museum has developed new programs to create this participatory experience for middle school students, elementary school students, and students with intellectual disabilities.

Chair: *Ellen M. Owens, Director of Learning Programs, University of Pennsylvania Museum of Archeology and Anthropology, Philadelphia, PA*

Speakers: *Kevin Schott, Education Programs Manager, Penn Museum, Philadelphia, PA; Thomas Leischner, GRoW Annenberg Museum Educator and Teen/High School Programs Specialist, Penn Museum, Philadelphia, PA; Megan Becker, GRoW Annenberg Museum Educator Access Programs Specialist, Penn Museum, Philadelphia, PA*

SESSION #7:

Shaping Your Museum Career to Ensure Success and Job Satisfaction

Friday, October 20 | 2:00 p.m.–3:15 p.m.

Find yourself 'going it alone' when it comes to career training and development? Ever wonder how corporations and other for-profits are investing in their employees? In this roundtable session, discover how 21st-century ideas can help the museum worker succeed in the present job landscape. A practical framework of career brand management based on a State University of New York study, available low-cost tools, and career coaching will be shared with session attendees.

Chair: *Ashley Harper, Manager of Corporate and Government Relations, Delaware Art Museum, Wilmington, DE*

Speaker: *Donna Bencivengo, MS, Performance Consultant*

SESSION #8:

Writing Fresh and Fascinating Labels

Friday, October 20 | 2:00 p.m.–3:15 p.m.

In this age of shrinking attention spans, exhibition labels must be fresh and fascinating. If developed properly, words and images can transform ideas into compelling opportunities for visitors to interact with information. During this hands-on workshop, participants will gain a nimble writing toolkit to create engaging labels that communicate ideas successfully and make content come alive.

Chair: *Karen de Seve, Principal, Creative Force, Creative Content Studio, Summit, NJ*

Speaker: *Hicks Wogan, Manager of Exhibition Development, National September 11 Memorial Museum, New York, NY*

SESSION #9:

How to Get the Green Building You Want

Friday, October 20 | 4:00 p.m.–5:15 p.m.

Many of us start out with good intentions to build a green building, yet often fail to meet those high expectations. During this interactive session you will be introduced to some of the most important rating systems related to green buildings, human health, and landscapes. Attend this session and learn how the Phipps Conservatory, site of the conference opening reception, used these ratings to clearly define its expectations before hiring a design team for its green museum building project.

Chair: *Richard Piacentini, Executive Director, Phipps Conservatory and Botanical Gardens, Pittsburgh, PA*

Speakers: *Jason Wirick, Director of Facilities and Sustainability, Phipps Conservatory and Botanical Gardens, Pittsburgh, PA; Meghan Scanlon, Wellness and Sustainability Specialist, Phipps Conservatory and Botanical Gardens, Pittsburgh, PA*

SESSION #10:

Recreating the Whimsical World of Peale's Museum

Friday, October 20 | 4:00 p.m.–5:15 p.m.

Discover how Independence National Historical Park addressed the design challenge of using media to interpret and recreate Peale's Museum, with only limited visual resources available. Panelists will also reveal the issues encountered in creating an exhibit on Peale, Peale's innovative museum techniques, and the creative choices and debates that led to an innovative historical interpretive experience. Use of the video as an educational component, and visitor responses to it in the context of the exhibit will be presented. An open discussion of creative media options for interpreting history will follow.

Chair: *Peter Argentine, Principal, Argentine Productions, Pittsburgh, PA*

Speakers: *Amy Noel Ellison, Andrew W. Mellon Post-Doctoral Curatorial Fellow, American Philosophical Society Museum, Philadelphia, PA; William Caughlan, Interpretive Ranger, Independence National Historical Park, Philadelphia, PA; Ali Rospond, Museum Education Assistant, American Philosophical Society Museum*

SESSION #11:

Deaccessioning and the Ethical Use of Deaccession Funds

Friday, October 20 | 4:00 p.m.–5:15 p.m.

AAM's Code of Ethics requires that proceeds from the sale of non-living collections be spent on acquisitions or "direct care of collections." Panelists will discuss how AAM's 2016 White Paper "Direct Care of Collections: Ethics, Guidelines and Recommendations," acknowledges and encourages discussions to help museums of various disciplines define "direct care of collections." Attendees are encouraged to bring questions and concerns regarding deaccessioning and the ethical use of deaccession proceeds.

Chair: *Susan E. Hanna, Regional Curator, Bureau of Historic Sites & Museums, PHMC, Harrisburg, PA*

Speakers: *Ellen Endslo, Director of Collections/ Curator, Chester County Historical Society, West Chester, PA; Stacey Swigart, Consultant and Member, Direct Care White Paper Task Force, Philadelphia, PA; Debra Hughes, Curator of Collections and Exhibits, Hagley Museum and Library, Wilmington, DE*

SESSION #12:

The Museum as Connector: Creating Community and Campus Collaborations

Friday, October 20 | 4:00 p.m.–5:15 p.m.

Learn how a partnership between Washington College and an African American historic site evolved into a county and campus-wide public history program that bridged historical town/gown divides and proved transformational for the community. Panelists will highlight how exhibitions and programs researched and curated by community tradition bearers, scholars, and college students catalyzed important intergenerational and inter-racial conversations about race and place.

Chair: *Jean Wortman, Assistant Director, Starr Center for the Study of the American Experience at Washington College, Chestertown, MD*

Speakers: *Nina Johnson, Executive Director, Sumner Hall, Chestertown, MD; Danielle Bing, Student Intern/May 2017 graduate of Washington College, Chestertown, MD*

SESSION #13:**Advocating for Collections Care***Saturday, October 21 | 8:30 a.m.–9:45 a.m.*

Museums could not exist without the collections care that happens behind the scenes. By raising awareness about the importance of collections care both internally and externally, museum staff can play a greater role in preserving collections well into the future. This session will explore avenues for collections advocacy and focus on securing the necessary resources for preservation initiatives and artifact conservation treatment. Attend this session and discover how to incorporate a preservation message into all of your museum's advocacy efforts.

Chair: *Dyani Feige, Director of Preservation Services, Conservation Center for Art & Historic Artifacts, Philadelphia, PA*

Speaker: *Michael Norris, Vice President of External Operations, Greater Philadelphia Cultural Alliance, Philadelphia, PA*

SESSION #14:**Designing Exhibitions for Flexibility and Change***Saturday, October 21 | 8:30 a.m.–9:45 a.m.*

"Permanent" museum exhibitions are typically definitive, durable, and reflective of an institution's established views on a topic at a given time. But, what happens when interpretations evolve, new information emerges, and alternative artifacts are uncovered? In this presentation, an exhibition designer and his clients offer multiple strategies for designing permanent exhibitions that are flexible enough to accommodate change and updates.

Chair: *Paul Rosenblatt AIA, Principal, Springboard Design, Pittsburgh, PA*

Speakers: *Richard Burkert, Executive Director, Johnstown Flood Museum, Johnstown, PA; Lauren Baimsfather Ph.D., Executive Director, Holocaust Center of Pittsburgh, Pittsburgh, PA; Keny Marshall, Director of Exhibitions, The Andy Warhol Museum, Pittsburgh, PA*

SESSION #15:**The Keys to Successful Inclusion: Communication, Collaboration, and Creative Problem Solving.***Saturday, October 21 | 8:30 a.m.–9:45 a.m.*

Learn communication skills and outreach strategies at this roundtable session that will engage the disability community and attract new and diverse audiences to your institution. Presenters will share simple adaptations from the Art Studio at the Children's Museum of Pittsburgh, offer tangible tips, which can be used in any space, and guide participants in brainstorming solutions to their own museums' accessibility challenges.

Chair: *Viv Shaffer, Accessibility & Inclusion Coordinator, Children's Museum of Pittsburgh, Pittsburgh, PA*

Speaker: *Carina Kooiman, Art Studio Manager, Children's Museum of Pittsburgh, Pittsburgh, PA*

SESSION #16:**Social Media: What You Need to Know***Saturday, October 21 | 8:30 a.m.–9:45 a.m.*

Find out how social media can tell your story, build an online audience, increase engagement, find "influencers," and more. Understand what platforms (twitter, Instagram, Facebook, and Snapchat) might be right for your institution based on target audiences and staff resources. Museum professionals will present challenges and opportunities they have faced using social media at their museums. This session will also include a roundtable discussion so participants will have the chance to present issues related to their institutions and brainstorm ways to improve social media engagement.

Chair: *Jessica Jenkins, Manager of Marketing and PR, Delaware Art Museum, Wilmington, DE*

Speakers: *Sarah Reck, Web & Social Media Content Manager, Senator John Heinz History Center; Brandon Potter, Social Media Coordinator, Delaware Art Museum, Wilmington, DE; Jennifer Rogers, Social and New Media Manager, The Frick Pittsburgh, Pittsburgh, PA*

SESSION #17: BUILDING MUSEUMS**What's the Shake Down on the Shake Up?—Protecting Collections during Construction***Saturday, October 21 | 10:00 a.m.–11:15 a.m.*

As museums undergo renovations and expansions, staff must grapple with providing public programming and protecting valuable collections in proximity to construction areas. Panelists will examine the challenges presented by a whole-building modernization project and how to ensure safe environmental conditions

through real-time monitoring of noise, vibration, and dust. Learn Industry approaches to threat criteria and mitigation.

Chair: *Marc Newmark, Principal Consultant, Acentech, Inc., Cambridge, MA*

Speakers: *Mark Aronson, Chief Conservator, Yale Center for British Art, New Haven, CT; William Wade, Senior Scientist, Environmental Health and Engineering, Inc., Needham, MA*

SESSION #18:**Think Global, Buy Local: Museums Engage the Maker Movement***Saturday, October 21 | 10:00 a.m.–11:15 a.m.*

As museums strive to engage visitors through programming and exhibitions, their stores can reinforce the visitor experience by offering museum-goers access to objects designed specifically to capture their memories and feelings about their visits. In this session, participants will be introduced to inventive partnerships and programming amongst Pittsburgh museums and the region's community of makers, craft businesses, and artist entrepreneurs.

Chair: *Robert Burack, Director, Brocade Studio, Pittsburgh, PA*

Speakers: *Caitlin Stone, Education Specialist, The National Aviary, Pittsburgh, PA; Sam Ditch, Museum Store Manager, Mattress Factory, Pittsburgh, PA; Nisha Blackwell, Founder & Lead Designer, Knotzland, Pittsburgh, PA*

SESSION #19:**AAM's Curator Core Competencies***Saturday, October 21 | 10:00 a.m.–11:15 a.m.*

The words curate and curator are widely used and hotly debated. What does it mean to curate a collection, an exhibition, or a website? 21st-century curators encourage civic, social, and cultural dialogue by sharing ideas and creativity through public interaction, research, interpretation, and exhibition of collections. Using the Curator Core Competencies created by AAM's Curators Committee as a guide, engage in this roundtable discussion about the knowledge, skills, and experience required today to be successful in this profession.

Chair: *Ellen E. Endslow, Director of Collections/Curator, Chester County Historical Society, West Chester, PA*

Speaker: *Susan E. Hanna, Regional Curator, Bureau of Historic Sites and Museums, Pennsylvania Historical and Museum Commission, Harrisburg, PA*

SESSION #20:**Building Museum Educator Peer-to-Peer Networks***Saturday, October 21 | 10:00 a.m.–11:15 a.m.*

Join the roundtable conversation with a panel of museum educators from across disciplines to explore models for peer-to-peer communication. Discover the value of virtual, in-person, as well as national networks for developing professional best practices and forging relationships between institutions and across museum departments. Based on the experiences of the Pittsburgh and Philadelphia Museum Education Roundtables, learn how to establish and grow networks and experiment with new formats to foster collegial synergy and interaction.

Chair: *Mariruth Leftwich, Director of Education, Senator John Heinz History Center, Pittsburgh, PA*

Speakers: *Becky Gaugler, Independent Museum Educator, Pittsburgh, PA; Saraly Rosenfield, Director of Education, Delaware Art Museum, Wilmington, DE*

SESSION #21:**The Pennsylvania Cultural Resilience Network: Protecting a State's Cultural Resources***Saturday, October 21 | 2:30 p.m.–3:45 p.m.*

Cultural institutions that lack the ability to develop comprehensive emergency preparedness and response measures put their artifacts at risk. Attendees will learn how the Conservation Center for Art and Historic Artifacts worked with cultural partners in PA to form active response networks. Building upon the Pennsylvania Cultural Resilience Network experience, roundtable discussions will focus on gaps in, and the need for, cultural response at participants' institutions, and how lessons learned in PA can apply to other statewide emergency response networks.

Chair: *Carolyn Keller, Independent Consultant, Pittsburgh, PA*

Speaker: *Miranda Nixon, Preservation Coordinator, University of Pittsburgh, Pittsburgh, PA; Dyani Feige, CCAHA Director of Preservation Services, Director of Preservation Services, Conservation Center for Art & Historic Artifacts, Philadelphia, PA*

SESSION #22:**Lo-Fi Museum Moments in a Digital World***Saturday, October 21 | 2:30 p.m.–3:45 p.m.*

Museums are increasingly embracing digital technology to create more immersive visitor experiences. How do we ensure that these experiences also incorporate "slow" moments for reflection and contemplation? How do we strike a balance between educating and entertaining, between reflecting and engaging? Join in a discussion addressing digital technology's impact on museum goers and how lo-fi exhibit spaces can successfully co-exist in a digital world.

Chair: *Bevin Savage Yamazaki, Arts and Culture Practice Leader, Gensler, New York, NY*

Speakers: *Sara Devine, Director of Digital Engagement, Brooklyn Museum, Brooklyn, NY; Zoë Ryan, John H. Bryan Chair and Curator of Architecture and Design, Department of Architecture and Design, The Art Institute of Chicago, Chicago, IL*

SESSION #23:**Take One Step Back...Move Ten Steps Forward: Crafting a Benefit-Driven Marketing Message***Saturday, October 21 | 2:30 p.m.–3:45 p.m.*

Although museums offer extraordinary opportunities to learn new things in engaging environments, the product-driven marketing message is often about what is on view vs. why people should care, choose to attend, and spend valuable time and money. Using mini case studies and examples from several cultural institutions, participants will discover how to re-examine their museums' message in order to appeal to a broader, more diverse audience.

Chair: *Clint White, President and Co-Creative Director, Wit Media, New York, NY*

Speakers: *Ann Greer, former Director of Communications, the Phillips Collection, Washington, D.C.; Garland Scott, Head of External Relations, Folger Shakespeare Library, Washington, D.C.*

SESSION #24:**Living Outside the Box: Pittsburgh Area Furnaces and Interpreting the Industrial and Post-Industrial Landscape***Saturday, October 21 | 2:30 p.m.–3:45 p.m.*

From 1884–1982, Pittsburgh area furnaces produced iron that became the steel that built the world. Furnaces, #6 & #7, now closed, are National Historic Landmarks and remain some of the last vestiges of the region's industrial history. In this session, learn how the Rivers of Steel National Heritage Area has helped to celebrate the region's evolution from a place of heavy industry and blue-collar work to one of wonder, exploration, and inspiration for 21st-century visitors.

Chair: *Ron Baraff, Director of Historic Resources and Facilities, Rivers of Steel National Heritage Area*

Speaker: *Chris McGinnis, Director and Chief Curator, Rivers of Steel Arts (ROSA), Rivers of Steel National Heritage Area, Homestead, PA*

ABOUT...

The Stephen Weil Memorial Lecture is named in honor of Stephen E. Weil (1928-2005) whose career and writings exemplified visionary thinking about the meaning of museums as public institutions. Weil was the longtime deputy director of the Hirshhorn Museum and Sculpture Garden and wrote such seminal works as Rethinking the Museum and Other Meditations (1990) and Making Museums Matter (2002).

The Katherine Coffey Award is given to individuals in the MAAM region who have shown leadership and exemplary service to their museums and communities over the course of their careers. Katherine Coffey (1900-1972) had a long and distinguished career as an educator and art museum administrator retiring in 1968 as director of the Newark Museum.

Registration Rates

NOTE: all receptions, keynotes, some meals, and breakout sessions are covered in the registration fee.

CONFERENCE RATES		
	Early Bird (by 9/15/17)	Regular Rate
<input type="checkbox"/> MAAM Member	\$275	\$335
<input type="checkbox"/> Non-MAAM Member	\$335	\$400
<input type="checkbox"/> Speaker/Presenters	_____	\$200
<input type="checkbox"/> Emerging Museum Professionals (3 years or less)	_____	\$250
<input type="checkbox"/> Student	_____	\$150
<input type="checkbox"/> One-Day	_____	\$200
<input type="checkbox"/> Volunteer	_____	\$100

WORKSHOP AND MUSEUM TOUR FEES	
	Additional Fee
<input type="checkbox"/> Cornerstone™ Workshop: Creating a Truly Inclusive Museum	\$15 MAAM; \$20 Non-MAAM
<input type="checkbox"/> Rivers of Steel/ The Frick Pittsburgh	\$20 MAAM; \$30 Non-MAAM
<input type="checkbox"/> The Andy Warhol Museum	\$10 MAAM; \$15 Non-MAAM
<input type="checkbox"/> Mattress Factory	\$10 MAAM; \$15 Non-MAAM

RECEPTION ONLY (For MAAM friends, partners, and spouses not registered for the conference)	
<input type="checkbox"/> Opening Reception at the Phipps Conservatory	\$30
<input type="checkbox"/> Katherine Coffey Award Reception	\$25

HOTEL INFORMATION	
Renaissance Pittsburgh Hotel 107 Sixth Street, Pittsburgh, PA 15222 (412) 562-1200 www.renaissancepittsburghpa.com	Call 412-562-1200 to reserve a discounted MAAM Annual Meeting room rate. (rates end 9/22/17)

Advertisement Rates and Purchase Opportunities

ADVERTISEMENT OPPORTUNITIES	
	Advertisement Rate
<input type="checkbox"/> Full Page Color (7.5" w x 10" h)	\$750
<input type="checkbox"/> Half Page Color (7.5" w x 4.75" h)	\$500
<input type="checkbox"/> Quarter Page Color (3.5" w x 4.75" h)	\$350

Note: All advertisement documents should be high resolution PDF, TIF, or JPEG format—CMYK with cropmarks included, please.

ADVERTISEMENT INFORMATION	PAYMENT INFORMATION
PLEASE TYPE OR PRINT CLEARLY AND ENTER INFORMATION EXACTLY AS IT SHOULD APPEAR IN ALL MID-ATLANTIC ASSOCIATION OF MUSEUMS LISTINGS. Company/Organization _____ Primary Contact _____ Title _____ Address _____ _____ Billing Address (if different from above) _____ _____ Phone _____ Fax _____ Email _____	<input type="checkbox"/> Check (payable to Mid-Atlantic Association of Museums) <input type="checkbox"/> Paper Invoice <input type="checkbox"/> E-Invoice (via PayPal) If Requesting a PayPal Invoice, please provide: Contact Name _____ Phone _____ Email _____

Please remit this form and all subsequent documents to ashaughnessy23@gmail.com in the proper format by September 1, 2017. If you are sending a check, please remit payment and form to: MAAM, ATTN: Averie Shaughnessy-Comfort | PO Box 4 | Cooperstown, NY 13326

Sponsorship Packages

SPONSORSHIP LEVEL <i>(Select One)</i>	SPONSORSHIP BENEFITS	INCLUDED EVENTS <i>(Select One)</i>
<input type="checkbox"/> GOLD \$3,500	<ul style="list-style-type: none"> • Full page advertisement in conference program • Logo and description in the conference program • Table in Exhibitor Hall • MAAM Corporate Membership for 1 year • 3 complimentary registrants • Prominent signage and chance to welcome guests at one of the following events: Opening Reception, Stephen Weil Lecture, Katherine Coffey Award Honoree Reception 	<input type="checkbox"/> Opening Reception <input type="checkbox"/> Stephen Weil Lecture Package <input type="checkbox"/> Katherine Coffey Package
<input type="checkbox"/> SILVER \$2,500	<ul style="list-style-type: none"> • Half page advertisement in conference program • Logo and description in the conference program • Table in Exhibitor Hall • MAAM Corporate Membership for 1 year • 2 complimentary registrants • Prominent signage and chance to welcome guests at one of the following events: Opening Breakfast, Closing Breakfast, Leadership Luncheon, Business Luncheon 	<input type="checkbox"/> Opening Breakfast <input type="checkbox"/> Closing Breakfast <input type="checkbox"/> Leadership Luncheon Package <input type="checkbox"/> Business Luncheon Package
<input type="checkbox"/> BRONZE \$1,500	<ul style="list-style-type: none"> • Quarter page advertisement in conference program • Logo and description in the conference program • Table in Exhibitor Hall • MAAM Corporate Membership for 1 year • 1 complimentary registrants • Prominent signage and chance to welcome guests at one of the following events: Thursday Morning Break Session, Thursday Afternoon Break Session, Friday Morning Break Session, 1 Conference Session Block 	<input type="checkbox"/> Thursday Morning Breakfast Session <input type="checkbox"/> Thursday Afternoon Break Session <input type="checkbox"/> Friday Morning Break Session <input type="checkbox"/> One Conference Session Block
<input type="checkbox"/> FELLOWSHIPS \$500	<p>Student Sponsor</p> <ul style="list-style-type: none"> • Scholarship to sponsor the registration fee/attendance of undergraduate/graduate level museum studies and public history students to the conference • Logo and description in the conference program <p>Emerging Professional Sponsor</p> <ul style="list-style-type: none"> • Scholarship to sponsor the registration fee/attendance of emerging museum professionals to the conference • Logo and description in the conference program 	<input type="checkbox"/> Student Scholarship <input type="checkbox"/> Emerging Professional Scholarship

SPONSOR INFORMATION

PLEASE TYPE OR PRINT CLEARLY AND ENTER INFORMATION **EXACTLY** AS IT SHOULD APPEAR IN ALL MID-ATLANTIC ASSOCIATION OF MUSEUMS LISTINGS.

Company/Organization _____

Primary Contact _____

Title _____

Address _____

Billing Address (if different from above) _____

Phone _____ Fax _____

Email _____

PAYMENT INFORMATION

Check (payable to Mid-Atlantic Association of Museums)

Paper Invoice

E-Invoice (via PayPal)

If Requesting a PayPal Invoice, please provide:

Contact Name _____

Phone _____

Email _____

ADDITIONAL INFORMATION *(Required)*

Will you need an exhibitors table? Yes No

If yes, do you need a power source? Yes No

Please remit this form and all subsequent documents to ashaughnessy23@gmail.com in the proper format by September 1, 2017. If you are sending a check, please remit payment and form to: MAAM, ATTN: Averie Shaughnessy-Comfort | PO Box 4 | Cooperstown, NY 13326

AN EXHIBIT 2,000 YEARS IN THE MAKING

TERRACOTTA WARRIORS: GUARDS FOR ETERNITY is a collaboration between The Franklin Institute (Philadelphia) and the Pacific Science Center (Seattle). Gecko Group and Universal Services Associates, Inc. are the design/build team that brought this remarkable project to life.

The exhibit explores the science behind China's ancient terracotta figures in a variety of ways, including engaging interactives, powerful media, and immersive theatrical experiences. Visitors uncover how and why the warriors were made and glimpse mysteries yet to be uncovered.

Experience the exhibit for yourself this fall at the Franklin Institute.



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