

**Twenty-third Annual Conference of the
Small Museum Association**



Stayin' Alive



**Sunday, February 25 -
Tuesday, February 27, 2007**

**Ocean City, Maryland,
Clarion Fontainebleau Hotel**

Sunday, February 25, 2007

Registration: 12:00–4:00 pm

Pre-Conference Workshops: 1:00–4:00 pm
(*there is a \$25 fee for each workshop session*)

Grant Writing 101– *Linda Norris & Mary Alexander*

Qualifications: No experience with grant writing and an idea for a project to be funded. Outcomes: This hands-on workshop will provide you with experience drafting a grant application. Topics to be addressed are: 1) Describing the need; 2) Outlining your project and how it will use the requested support for staff, funds, and resources; 3) How will you know when you can call your project a success? 4) Basic budgeting for the math-challenged.

Grant Writing 202– *Rose Colby & Connie Anderton*

Qualifications: Experience with grant writing and fundraising projects and an idea for a project for which you are seeking funds. This workshop will help you 1) Develop a diversified fundraising plan including major gifts, grants, sponsorships, and in-kind donations; 2) Involve organized groups of volunteers as fundraising leaders; 3) Identify effective, low cost methods for bringing in new dollars.

Marketing For Museums– *Jeffrey Cannon*

The goal is to have participants critically evaluate how they market and to whom. With the limited funds available for marketing in small museums, the session will look at existing public opportunities and resources. In addition, pooling of resources will be examined as well as how a marketing message needs to be relevant to targeted audiences.

Master Planning—It's Not Just For the Big Sharks–

Doug Mund

Throughout the years, master planning has been a tool for museum planning and growth. This workshop will show how master planning can be an incredible tool for smaller museums wishing to instill strong connections and projects with donors, communities, and membership.

Trip: Bus leaves at 1:00

(*There is a \$25 fee for the bus trip, 15 person limit.*)

Ward Museum of Waterfowl Art

We invite you to explore this comprehensive collection of waterfowl carving, from antique working decoys to internationally acclaimed contemporary sculpture and painting.

Exhibit Hall: 4:00–10:00 pm

State Meetings: 4:30–5:30

New York: New York meet & greet

Maryland: Meeting of the Maryland Association of History Museums and the Maryland Museum Mavens

Delaware: Meeting of the Delaware Museum Association

Pennsylvania: Meeting of the Pennsylvania Federation of Museums & Historical Organizations

Virginia: Virginia meet & greet

Wine and Cheese Opening Reception:
6:30–10:00 pm

Monday, February 26, 2007

Registration: 8:00–10:00 am

Breakfast: 7:45–8:45

Keynote: 9:00–10:00 am

What “They” Don’t Teach You in Museum School

Michael Ripton

Working in museums and historical societies is hard, but rewarding work. But wouldn't it have been nice if “they” told you *the truth* about the work while you were studying for it? Regardless, we wouldn't be doing our jobs if we didn't love and respect our work, so come feel re-energized about the path you chose after hearing from Michael Ripton, Executive Director of the Mechanicsburg Museum Association.

Mid-Morning Break: 10:00–10:15 am

Concurrent Sessions: 10:15–11:45

Renting Your Historic House For Profit Exposure–

Jill Dixon & Debbi Breen

Non-profits that manage historic house museums are facing increasing fiscal challenges and a decline in museum attendance. Hear how to put together a rental program to generate income, expose your museum to an untapped audience and effectively promote your mission without spending a lot of start-up money. (advanced)

Education Through Entertainment: Trick Them Into Learning –*Peter Leighton*

Often, small museums do not reach their visitation and income potential because they avoid creating programs that can attract a wide range of students. Museums have more resources in certain fields than a school does, allowing educators to provide engaging educational programs for students of all ages. This session will discuss strategies to entertain, educate and control students at your museum site. (advanced)

NEH Grants–*Karen Mittleman*

What is the National Endowment for the Humanities and what can it do for my museum? Karen Mittleman from NEH will present information about federal grants that will benefit even the smallest of institutions. (advanced)

Labeling Artifacts–*Claudia Leister*

In this session, learn the specific “how to’s” and “what not to do’s” when it comes to labeling your artifacts with their accession numbers. (nuts & bolts)

Lunch: 11:45 am–1:00 pm

Concurrent Sessions: 1:00–2:30 pm

Integrated Pest Management–*Wendy Jessup*

Twenty years after being introduced as a viable method to reduce pesticide use in museums, Integrated Pest Management sometimes seems like a daunting task requiring lots of staff time and resources—especially for small museums. This session will provide tips for keeping the critters out and the collections intact without breaking your budget or causing staff overload or meltdown. (advanced)

Non-Profit Management 202–*Hurst Hessey*

Working for a non-profit does not mean that you are without legal and fiscal responsibilities. Pick the brains of SMA’s legal counsel regarding your non-profit management issues. (advanced)

Trends in Web Design & Development–

Jan A. Heirzler

In this session, learn some quick, easy, and inexpensive methods for developing and maintaining your website. (nuts & bolts)

So You Want to Design an Outdoor Field Trip?: Outdoor Education and Curriculum Development for First Timers–*Gina B. Tulin*

Tired of developing programs for inside your museum? Ever want to spend more time with visiting groups outside on the grounds of your facility? You can! Come and spend an information-packed session and learn how to think outside the box (or the museum) and create a fun and educational program for visiting groups. (nuts & bolts)

Building a Comprehensive Docent Program–

Julie Bryan

Whether starting a new docent program or working with an existing one, having a strong docent program is essential. This workshop discusses the five components of building a comprehensive docent program and how to implement them. (nuts & bolts)

Snack Break: 2:30–2:45 pm

Concurrent Session: 2:45–3:45 pm

A Primer on Handling, Installing, and Interpreting Paintings in Non-Gallery Situations–

Barbara Applegate

There are many institutions that hold collections of paintings important to their own mission, but also to the history of art. Attendees will gain information about the physical nature of paintings, care and installation pointers, and perhaps most importantly, suggestions for making these works accessible to the public. (nuts & bolts)

Exhibit Labels–*Cynthia Copeland*

Do you want visitors to read your labels? Here’s how to make that happen. Through discussion and presentations, this workshop will get participants started in creating labels that engage visitors. (nuts & bolts)

Treasures of NOAA’s Ark: What NOAA Can Offer Small Museums–*Andrew Larkin*

The National Oceanic and Atmospheric Administration offers grant funding, exhibit support and education programs for museums large and small. Come learn about how the nation’s premier environmental science agency can help provide you with tools to improve scientific and environmental literacy in your community. (advanced)

Insurance for Non-Profits—*Brian Phoebus*

The National Trust Insurance Services was created to build innovative insurance programs for historic property owners. Learn how to shop for museum insurance which will handle every insurance need of a facility, its collections, and its operations. (advanced)

Roundtable Discussions: 3:45–4:45 pm

Education v. Curation—

Brent Rudmann & Tiffany Davis

Does breaking up daily fist fights between your curator and educator fall under “other duties as assigned” on your job description? Come to this lively roundtable to discuss the issues and offer solutions on how to keep the peace in your museum!

Museums and Kids—*Pamela Williams*

Short people—tall order...How do you create an entertaining and educational experience for kids in your museum. Share your ideas, bring your questions, offer your solutions.

One Full-Time Employee—*Michael DiPaolo*

Exhibits to be dusted, phone calls to be returned, pictures to be hung, visitors loaded with questions, and only one employee to make it all happen. If this scenario sounds familiar, join us at this roundtable and share your methods for staying organized while maintaining your sanity!

8-Tracks vs. iPods—*Marianne Della Croce*

Um...what’s an 8-track look like?

Um...how do you turn on an iPod?

If you are asking either of these questions, then you should attend this roundtable! Learn what makes people of different generations tick, and learn how staff, volunteers, board members, and visitors can work to achieve your mission’s goals.

A National Voice for Small Museums—

Cinnamon Catlin-Legutko, Ken Hickman,

Lisa Mason-Chaney, Ann Korzeniewski

Come join our panelists as they report on the activities of the AASLH Small Museums Committee, and discuss the nature of small museums in the U.S. and what their emerging and existing needs are. This roundtable will also emphasize the value of small museum organizations providing a big voice for many small museum on the national stage.

Cocktail Hour: 6:00–7:00 pm

Costume Banquet & Silent Auction:

7:00–11:00 pm

Stayin’ Alive

*Well you can tell by the way we use our walk,
We’re museum folk: no time for talk.*

It’s time to break out your polyester pants and learn how to do the Hustle for our annual costume banquet!

Tuesday, February 27, 2007

Breakfast: 8:00–8:30 am

Plenary Speaker: 8:30–9:20 am

Shifting Sands: Focus or Get Washed Away—

Jeff Buchheit

There is only so much time in the day. Much like the boundless ocean and ever shifting beach, we live in a rapidly changing world with limitless information, limitless possibilities, and ever increasing expectations. If we don’t focus our efforts, we’ll get “washed away,” becoming irrelevant to the very communities we aim to serve. How do we choose what to do first?

Concurrent Sessions: 9:30–10:30 am

Milestones & Memories: A Case Study in

Permanent Exhibits and Museums as a Forum for Discussions on Contemporary Community Issues—

Liora J. Cobin

The Evanston Historical Society recently opened *Milestones & Memories*, its first long-term exhibit in 50 years. This session will examine *Milestones & Memories* and how it was developed to open a larger conversation about how the past can inform the present. It will look at initial signs of the exhibit’s effectiveness and the usefulness of “permanent” exhibits within contemporary small museums. (advanced)

How to Turn Assessments into Dollars: MAP &

CAP—*Cinnamon Catlin-Legutko, Kate Marks & Jeff Buchheit*

How do you integrate assessments into your strategic plan and realize your goals? Come hear from museum professionals who have participated in MAP and CAP. Learn how they shaped the recommendations into strategic goals and turned their assessment experience into real dollars to support their work. (advanced)

Vintage Clothing Exhibits for Small Museums: Yes, Amateurs Can Do It, on Tight Budgets! –

*Kathleen Scholl, Susan K. Wooden,
Elizabeth Lehman & Cecilia Fox*

This session explores the way a handful of volunteers without previous exhibit design experience or knowledge of textile and clothing conservation and with extremely limited resources staged the award-winning display *Fashion & Finery: Three Centuries of Clothing and Accessories from the Historical Society of Harford County Collection*. The session explores all of the steps in the process and is designed to help you benefit from the lessons we learned. (nuts & bolts)

Growing Through Community Partnerships and Volunteer Involvement–*Amy Walton*

In this interactive session, participants study various ways to harness enthusiasm by partnering with other museums and organizations, and utilizing volunteer assistance. In addition to successful partnership approaches, this session serves to unravel ideas as they pertain to effective recruitment and incorporation of volunteer groups. (nuts & bolts)

Reliving the Past: Museum Programs for Senior Citizens–*Deborah Starker & Meg Wastie*

Senior citizens are members of the community who tend to become less represented in museum programs often because of transportation and/or disability programs. In this session, Deborah Starker and Meg Wastie describe the variety of tours and programs at the Museum of Early Trades & Crafts that are specifically designed for senior citizens while maintaining professional standards for museum education: accessibility, accountability, and advocacy. (nuts & bolts)

Concurrent Sessions: 10:45–11:45 am
From Rags to Rungs: Maintaining Your Collection Inside and Out–*Sandra Huber & Nahn Tseng*

Small historic house museums often have small staff size, small budgets, and too little time to take face the chores of maintaining a historic property. By tackling seemingly large tasks in a few, easy steps and by keeping staff engaged, this presentation will focus on the preventative maintenance of everything on either side of the front door. (advanced)

Planning, Exhibit Evaluation and You: How to Use a Simple Evaluation Tool to Create Better... –

Linda Norris & Stephanie Przybylek

Learn how to use a peer review tool to evaluate your exhibit's appeal and relevance to visitor in an active learning session. (advanced)

A “Traditional Youth Audience:” Girl Scouts Provide Museums a Bridge to Community–

Karen L. Daly & Brigid N. Howe

What do Girl Scouts do besides camp and sell cookies? They visit museums in ever increasing numbers! Learn how this seemingly traditional audience can help small museums increase youth attendance, build community partnerships, and reach underserved audiences within their communities. Define the Girl Scout audience, examine a successful program model, and hit the ground running when you return home by developing your own action plan. (nuts & bolts)

Is Reproduction a Dirty Word in the Interpretation of Historic Sites? Successfully Integrating Reproduction Objects in Period Rooms –

Lisa Bedell

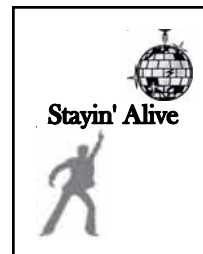
Ideally, historic houses display furnishings in period rooms with objects that were original to the site, or at least of the same period. Realistically, this is not always possible. This session will look at determining when it is appropriate to incorporate reproduction objects into a room, how to research the appropriate object to use and how to find a maker of the objects. (advanced)

Who Are These People and Why Are They Here? An Interactive Session on Discovering and Attracting Museum Audiences – *Susan L. Nolan*

In this interactive session, we will identify our existing audiences, discover audiences that remain untapped, and discuss ways to attract individuals and groups from difficult to reach demographics, such as teens and families. We will explore questions such as, “How do local residents differ from tourists when it comes to their interest in museums,” and “How do we make people care enough about history to spend their leisure time and money at a museum?” (advanced)

Check-Out: 1:00 pm

REGISTRATION FOR THE 2007 SMA ANNUAL CONFERENCE



Name _____

Title _____

Institution _____

Institution's Address _____

Institution's Website _____

E-mail _____

Daytime phone (____) _____

Early Registration \$150 _____
(MUST be postmarked on or before February 10, 2007)

Student Registration \$130 _____
(Please include copy of student id)

Daily Rate \$110 _____

Late Registration \$175 _____

Walk-In Registration \$195 _____

Pre-Conference Workshop \$25 _____
(Please check the one you are attending)

____ Grant Writing 101

____ Grant Writing 202

____ Marketing For Museums

____ Master Plans

____ Ward Museum of Waterfowl Art Trip

Meals only for non-registered guests \$110 _____

(Guest's name: _____)

TOTAL INCLOSED \$ _____

Send the registration form (only one attendee per form, please) with fee to:

Deborah Sellars, SMA AC '07 Registrar
3260 Barratts Chapel Road
Frederica, DE 19946

Make checks payable to SMA

SMA cannot accept credit cards

All registrations must be received in writing. No phone or fax registrations will be accepted.

Cancellations up to 2 weeks prior to the conference will be refunded at 50%.

Cancellations made after this time will not receive a refund.

Registration fees include: Wine and Cheese Reception on Sunday; Sessions, Breakfast, Lunch, Snacks, and Banquet Dinner on Monday; Sessions and Breakfast on Tuesday; One year Membership to SMA.
(Pre-conference sessions are extra as noted.)

Annual Conference Silent Auction

Yes...it's happening again this year! Help us out! Be inventive, creative, whimsical...put together a package, a getaway, and educational opportunity...or bring fabulous and intriguing items from your museum shop.

Here's your chance to spread the word about your site, and your local area's attractions. Proceeds this year's fourth annual Silent Auction will fund scholarships for first time attendees next year! Put on your thinking cap, create, and donate! And, you can start immediately! Don't wait for the holiday rush...do it now!

Please email Pam Williams at pwilliams@cityofbowie.org for details, mailing address, or to announce fabulous ideas and donations. You do not have to attend the conference to donate.

And, all of those scholarship winners for 2008 will applaud YOU for helping to provide them with an opportunity to enjoy all the Annual Conference has to offer.

The Small Museum Association would like to thank the following sponsors for their generous support:



BY CHOICE HOTELS

Small Museum Association
P.O. Box 447
Baltimore, MD 21203-0447

HOTEL INFORMATION

The 2007 SMA Annual Conference will be held at the Clarion Fontainebleau Hotel on the ocean at 10100 Costal Highway. Special rates of \$54.00 per night plus tax (tax total is 9% – 6% MD, 3% OC) for Friday (February 23) thru Wednesday (February 28) night. This rate is for all rooms except condominiums. Condominiums, located at the Marigot Beach facility adjacent to the hotel building, are \$64.00 (1 bedroom), \$118 (2 bedroom) and \$170 (3 bedroom) plus tax per room per night. Call 1-800-638-2100 and specify the SMA Conference when making reservations.

Advance registration must be made directly with the hotel. Reservations at a discounted rate are not guaranteed if made past February 1, 2007. If paying by check, checks must be received by the hotel within 10 days of MAKING your reservation. Personal checks will not be accepted at the hotel. The hotel can not accept payment by check the week of the event. Cancellations up to 72 hours prior to the conference will be refunded. Cancellation after this time will not receive a refund.

Tax exempt status will only be granted with certificate accompanying payment by tax-exempt institution or company. Tax exempt status will not apply to use of personal checks or credit cards. 3% Ocean City tax is not covered by tax exemptions. A credit card will be required to guarantee reservations at the time of reservation, but will not be charged unless attendee fails to cancel within time period stipulated by hotel.

Guest room rates are based on single or double occupancy, while condominium rates are based on a maximum of two people per bedroom. Extra person charge is \$15 per night. Condominium rates do not include daily housekeeping charges.

Check-in is at 4:00 pm. Check-out time is 11:00 am.

For any questions regarding the 2007
SMA Annual Conference, please contact:

Deborah Sellars, SMAAC '07 Registrar
302-677-5993, deborah.sellars@dover.af.mil