



ADAPT & REUSE

Fresh Ideas and
New Approaches

SMALL MUSEUM ASSOCIATION 2012 ANNUAL CONFERENCE

Sunday, February 19 - Tuesday, February 21, 2012

Ocean City, Maryland

www.smallmuseum.org



ABOUT THE SMALL MUSEUM ASSOCIATION

The Small Museum Association is an all volunteer organization serving small museums in the Mid-Atlantic region & beyond. SMA's mission is to develop and maintain a peer network among people who work for small museums, giving them opportunities to learn, share knowledge and support one another, so that they, in turn, can better serve their institutions, communities & profession.



Jason Illari, Conference Chair

GREETINGS FROM THE 2012 SMA CONFERENCE CHAIR

On behalf of the entire SMA conference committee welcome to this year's Annual Meeting. Special thanks to all of our speakers including Sarah Brophy and Cinnamon Catlin-Legutko, our keynote and plenary speakers. In keeping with this year's conference theme "adapt and reuse" the conference planning committee is constantly engaged in consulting about how we can make things better for attendees from year-to-year. We hope our decision to move the Resource Hall to the main floor this year is convenient for you and provides easier access to great vendors between sessions. Our ongoing reinvention of the pre-conference workshops is another change we are proud of and we feel confident that the workshops will continue to develop in a positive way in the coming years. Also, check out our newly created "author table" when you have a moment over the next couple days. You will note in your registration materials our conference evaluation form. Please take a few minutes to fill out this form before you leave on Tuesday, we appreciate your feedback on all

matters related to the conference. Finally, I would like to formally welcome Mr. Rod Cofield as 2013's annual conference chair who will be taking over my role officially in March. SMA is thankful and fortunate to have Rod onboard. He is an experienced planner and one intimately familiar with the needs and concerns of smaller institutions in the region. Again, a warm welcome to everyone and thanks for your ongoing support of SMA! – Jason Illari, SMA Conference Chair and Director, Queen Anne's County Historical Society, MD

GREETINGS FROM THE SMA BOARD PRESIDENT

2011 was a great year for the Small Museum Association. Our strategic planning efforts have given us a strong sense of direction with our primary focus on ensuring the conference remains the premier source of learning, networking and communication for small museum volunteers, board members and professionals and to offer it to a broader audience. Thanks to Jason Illari, the 2012 Conference Chair and his committee, for assembling another stellar program.



Mike DiPaolo, SMA President, and a future SMA'er

This year marks the second straight year that SMA has participated as a supporting organization for the American Association of Museums' Advocacy Day, which will be next week on Monday and Tuesday, February 27th and 28th – we strongly encourage you to attend to let your Representatives and Senators know how much work you do for the community, the educational programs you provide and the economic impact you have on your town, county or state. If you can't make it to DC, visit a congressional staff office in your area, speak to your state representatives, county council members or mayor about the work you are doing. Don't be afraid to speak up for museums!

Finally, after three exciting and engaging years as President of SMA, I am delighted to introduce John Pentangelo, Curator of Naval War College Museum in Rhode Island, as our next President. With your continued support John and the Board of Directors of the organization are poised to continue to grow the Association as an essential resource and voice for small museums. Please do not hesitate to talk to any board members about ideas you have for the organization or if you are interested in getting more involved, we'd love to welcome you.

Enjoy the conference! – Mike DiPaolo, SMA President and Director, Lewes Historical Society, DE

SMA 2012 SCHEDULE AT A GLANCE

	Conference Rooms					Crystal Ballroom - Upper Level	Confer. Rooms 4-6 - Upper Level	Conference Center, 1st Floor Lobby	Conference Center, 2nd Floor Lobby	
	1	2	3	Grand Ballroom - Salon A - Lower Level	Grand Ballroom - Salon B - Lower Level					
Sunday, February 19, 2012										
12 - 7pm								Idea Lounge, <i>A place to connect and discuss anything and everything!</i>	Registration	
12:30 - 4pm Workshops	Digital Presence Workshop			PastPerfect Support Lab						
4:30 - 5:30pm State Meetings	Delaware	Maryland	Virginia	Pennsylvania + New Jersey	New York					
5:45 - 6:30pm	Wine and Cheese Reception in Resource Hall									
7:00 - 9:00pm									Meet for Eat and Engage!	
Monday, February 20, 2012										
7:45 - 8:45am						Breakfast		Idea Lounge	Registration	
8:20 - 9:15am						Keynote				
9:30 - 10:30am Sessions	Collections that Bite	Simple Machines	Museum Archives	Board 2.0	Digital Exhibits		Resource Hall			
10:30 - 11:00am	Coffee/Tea Break in Resource Hall, Sponsored by PastPerfect									
11:00 - 12:30pm Sessions	Museums & Schools	Grant-Writing	Audio Tours	Family-Friendly	Hidden Opps.					
12:30 - 1:30pm						Lunch				
1:30 - 3:00pm Sessions	IMLS Grants	Puzzles	Annual Audit	Unshackling History	Online Collections					
3:00 - 3:30pm	Ice Cream Social in Resource Hall, Sponsored by ECORITE Imaging									
3:45 - 4:45pm Roundtables	Help is on the Way	Oops!	Book Club	Emerging Professional	Partnership					
7:00 - 11:00pm						Banquet				
Tuesday, February 21, 2012										
7:30 - 8:30am						Breakfast		Idea Lounge		
8:30 - 9:20am						Plenary				
9:30 - 10:30am Sessions	GIS Based Website	New Spirits	Salt Water?		Big Ideas					
10:45 - 11:45am Sessions	Marketing	Building You Can Afford		Planning	Visitor Services Improv					

SCHEDULE OF EVENTS FOR SMA 2012

B: Beginner, I: Intermediate, E: Expert

SUNDAY, FEBRUARY 19, 2012

12:00 - 7:00pm - Registration - Conference Center Second Floor Lobby

12:30 - 4:00pm - Digital Presence Workshop - During this pre-conference workshop, participate in a variety of sessions that will help you understand and manage your museum's digital presence. *Participants are encouraged (but not required) to bring laptops or tablets. The workshop is included in the conference registration fee.* The sessions are:

A) Facebook and Online Photo Management – Does your museum Facebook? Learn how to set up a Facebook page, or better manage the one you have, and to manage your digital photographs using online tools.

B) (Re)Deconstructing Your Website - Analyze and discuss good (and not so good) museum websites, and what you can do to make yours better.

C) Managing your online presence – Your museum may be listed on social media sites you've never seen. Learn what those sites are, how your museum got on them, and how to manage your museum's brand on sites you do not control.

D) Creating an E-newsletter – Explore the different tools and options that exist for creating an e-newsletter, and which one might work best for you. - Rooms 1 - 3

12:30 - 4:00pm - PastPerfect Support Lab - Come one, come all with your PastPerfect questions! The entire PastPerfect support team can help with any kind of question from data entry to conversions to sharing collections online. Our team will be available from 12:30 - 4 to give the assistance you need. *Salon A - B (Lower Level)*

4:00 - 7:00pm - Museum Resource Hall - Rooms 4 - 6 (Upper Level)

4:30 - 5:30pm - State Meetings: Maryland, Delaware, New York, Virginia, and Pennsylvania/New Jersey, See the *Schedule-At-A-Glance* for room assignments.

5:30 - 6:30pm - Wine and Cheese Reception - Rooms 4 - 6 (Upper Level)

6:45 - 8:30pm - Eat and Engage! Eat and Engage provides an opportunity for SMA attendees to meet up for dinner and chat about a variety of topics. There will be an Eat and Engage at the Dough Roller and an Eat and Engage in the Clarion's restaurant. *The price of dinner is not included with registration. Reservations were required in advance to attend the Eat and Engage dinner program. Please meet at the registration desk at 6:45pm if attending the Dough Roller, otherwise go directly to the restaurant in the hotel.*

MONDAY, FEBRUARY 20, 2012

8:30 - 4:00pm - Registration, Conference Center Second Floor Lobby

7:45 - 9:15am - Breakfast, Crystal Ballroom

8:20 - 9:15am - Keynote Address: I'm on Overload: There's No Room for Environmental Sustainability, Sarah Brophy, "Yeah, I hear you, but trust me, we can work this out. First, relax, breathe; Second, no one goes all-green or green all at once." This will be a humorous yet honest look at why environmental-sustainability applies to our work, why it's good for us (and sometimes bad), and how you can fit it into your over-burdened workday...one step at a time. *Crystal Ballroom*

9:30 - 10:30am CONCURRENT SESSIONS

Saving History with Simple Machines (I/E), Ann Korzeniewski, Dawn Kehrer and Terry Tomasulo. After polling visiting teachers for a year, the results showed that none came for history and ALL came for science, the staff of this small local history site re-focused their content and re-interpreted their artifacts away from history to harness the educational force of simple machines. Now the program is the 'best field trip in the county according to 3rd grade teachers.' It engages students with activities that combine historic artifacts and basic mechanics, and fills the site's calendar and coffers. *Room 2*

Collections that Bite! (I) *Michael Leister.* How can a stuffed animal “bite” your staff? Do you know why an acetone smell means something entirely different than a vinegar smell in your film collection? Should a cannon ball concern you? This session will cover several areas where, unknown to you, potentially hazardous materials may be a part of your artifact collection. Ordnance, radioactive materials, bio-hazards and unstable alloys can appear benign unless you know what to look for, and more importantly, how to react once you identify a potential problem. All these and more will be discussed with photographic examples. *Room 1*

Board 2.0: Using Technology to Engage Your Board and Committees (and Keep Them On Task!) (B), *John Orr.* E-governance can keep your board informed and engaged, and support their demand for access to resources, while relying on them for their expertise to guide your efforts. This beginner session will focus on some of the easier (and sometimes free) methods of implementing e-governance in your organization. The session will conclude with a review of the online board portal BoardEffect, the leading e-governance portal for nonprofit organizations. *Salon A*

Digital Exhibits in the Small Museum Environment (I/E), *Barry Erdeljon and Sarah Gulick.* Learn about interactive display strategies for museums that are small on staff and exhibit space, but big on stories and educational content. How ‘adapt and reuse’ strategies can be applied to video and digital media to give visitors greater access to your stories and archives within limited budgets and with limited technical knowledge. The presentation will include case studies. *Salon B*

Transforming Museum Archives into Outreach Tools (I), *Gregory A. Jackson.* Many museums have archives collections that can be transformed into useful outreach tools for the museum as a whole, as well as the archives in particular. Whether your target audience is small or large, this presentation will provide ideas and activities for ways that these often-hidden collections can do some of the work in outreach activities. *Room 3*

10:30 - 11:00am - Mid-Morning Coffee Break, Sponsored by PastPerfect Software, Inc.

Resource Hall, Rooms 4 - 6

11:00 - 12:30pm CONCURRENT SESSIONS

Museum and School Collaborations: Developing Student-Centered Projects for your Museum (B/I/E), *Genevieve Kaplan.* Since 2009, the Bannkeker-Douglass Museum has teamed up with its local school district to launch a program to engage students and community members in documenting and interpreting local history. The focus on local history created greater student engagement, community interest in the project and institutions, and new partnerships and resources for the organizations. This session will help attendees better engage their local schools, create lifelong museum-goers, and develop greater ties with their communities. *Room 1*

Making Your Site Family-Friendly: Expert Advice from the Pros (B/I/E), *Beth Maloney, Dean Krimmel, Kathy Nusbaum, Rod Cofield and Dale Jones.* In this interactive session, participants are invited to bring one issue or problem they have encountered while making their site or museum more family-friendly. Referencing models from other museums and knowledge in the field of family-focused programming, interpretation and exhibit design, a panel of experts will specifically address the problem with concrete tips and suggestions for real solutions. *Salon A*

Turn It Up! Self-Produced Audio Tours For Your Museum (B/I), *Mike Connolly and Jesse Gagnon.* During this session we will explain the process of writing, recording, testing and distributing a museum audio tour to the general public without hiring an outside consultant or company. We'll discuss ideas for using audio throughout your site, selecting recording equipment and software and using your audio tour as a basis for future technological interpretive projects like mobile apps. After the workshop, the presenters will be available to provide hands-on guidance for those interested in trying the recording equipment and software. *Room 3*

Everything You Ever Wanted to Know About Grantwriting (But Were Afraid to Ask) (B), *Mary Alexander.* No experience required - in fact, this session is for those who are new to grant-writing. Bring an idea for a grant that you've been thinking about and join us for a lively discussion along with plenty of time to answer your questions. This session will NOT focus only on Maryland Historical Trust grant programs, it is a more general look at grant-writing skills. *Room 2*

Hidden Opportunities: Navigating through Tough Times (B/I/E), *Mark Thompson, Ken Rucker, Nichole Doub and Nancy Easterling.* No one ever said that operating a museum would be easy. In this session, three panelists will discuss difficulties and challenges encountered at their museums - a natural disaster, a loss of location, and economic hardship brought about by the recession - and reveal their strategies for emerging as stronger institutions. A fourth panelist will discuss the Maryland disaster plan template for museums, libraries, and archives. *Salon B*

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12:30 - 1:30pm - Lunch in the Crystal Ballroom - Includes designated table for those interested in discussing the role of SMA and advocacy. No reservations required.

1:30 - 3:00pm CONCURRENT SESSIONS

Make It Fun! Creating and Using Puzzles to Engage, Teach, and Reinforce the Learning of Your Visitors (B/I/E), *Linda Stanek and Jen Funk Weber*. Learn how to adapt and reuse your museum's information by creating puzzles to engage, teach and reinforce the learning of visitors of all ages. Jen and Linda will provide attendees with some simple puzzle templates and teach them how they can create puzzles for use in their museums, as well as expose them to software that can help them create puzzles. *Room 2*

IMLS Grants for Refreshing Your Small Museum (B/I/E), *Mark Feitl and Twinet G. Kimbrough*. The Institute of Museum and Library Services provides funds to the smallest institutions for projects ranging from conservation to exhibitions to professional development. This session will be in a panel format: members of the IMLS program staff will provide a brief overview of IMLS grant programs, and discuss a few tips for putting together a competitive application for that special project that will bring new life to your small museum. *Room 1*

The Annual Audit As Your Roadmap to Sustainability (I), *Sharon Ann Holt*. Most small museums are glad just to finish the annual audit and tax filing process, dodge a management letter, and stash the results on a shelf. At most, staff will struggle (resentfully) through the Cultural Data Project in deference to funders. But what a waste to miss all the incredibly helpful management information tucked away in these documents!! For those of us fighting our way toward sustainability (who isn't?), the annual audit and 990 are a gold mine of information. This workshop shows how to extract the gold, how to measure your organization against others like it nationally and regionally, how to use the clues in your audits and 990s to develop a long, strategic vision for your organization, and how to respond to both good and poor revenue performance. *Room 3*

Unshackling History: Recreating Experiences from American Slavery and the Underground Railroad (B/I/E), *Anthony Cohen*. Learn how one small museum in Maryland is creating new ways to interpret American Slavery and the Underground Railroad. This interactive and hands-on session will provide the audience with new ideas to adapt and reinterpret these subjects in their small museum settings. *Salon A*

Sharing Your Stuff: Getting Your Collections Online for Free (B/I), *Katherine C. Grier, Kathrinne (Kate) Duffy, Tracy Jentzsch and Beth-Ann Ryan*. Get information about your fabulous collections out to new audiences online through a variety of free sites and software (*Broadcastr, Issuu, Squirrel, Flicker: The Commons* and others). Learn about the Delaware State Libraries "Delaware Heritage Collections" program, a growing stateside catalog for objects and images. *Salon B*

3:00 - 3:30pm - Ice Cream Social - Sponsored by ECORITE Imaging - Resource Hall, Rooms 4 - 6

3:30 - 4:30pm ROUNDTABLES

The Trials and Tribulations of Collaborations and Partnerships, *Andrew A. Zellers-Frederick, Doug Horhota, Allison Conner and Sheryl Kingery Mays*. It is common practice today for organizations and institutions to both formally and informally work together on programs, projects, and events. These collaborative efforts are strongly encouraged by funding sources at all levels because it initially appears that their financial support can have a more wide-range and positive effect. This roundtable will explore the pluses and minuses of establishing and maintaining partnerships. *Salon B*

Oops! What Went Wrong and What We Learned, *Lindsey Baker, Dean Krimmel, Rebecca Lawrence, and Rod Cofield*. Join us for round table discussions on programming, strategic planning, and exhibits as we explore what happens when projects do not go exactly as planned and what we can learn from them. Bring along ideas for projects, your own stories from the trenches, questions about any of the topics and an open mind! *Room 2*

Help Is on the Way: Choosing an Assistance Program to Meet Your Museum's Needs *Lauren Silberman*. Trying to raise your institution's professional standards and set priorities? Need to stop spinning your wheels? Discuss the problems you are facing and how they might be helped out by programs like the Museum Assessment Program, Conservation Assessment Program and the Standards and Excellence Program for History Organizations. *Room 1*

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Learning and Doing: Emerging Professionals in Today's Museum, *Alana Blumenthal*. This roundtable discussion will cover the experiences of the emerging museum professional in today's economy. Participants will be asked to reflect on the varied roles that the emerging museum professional must fill, as well as how institutions can best utilize their unique skills. *Salon A*

SMA Book Club: The Green Museum by Sarah Brophy and Elizabeth Wylie, *Mary Alexander* Join our "book group" discussion of "The Green Museum" by Sarah Brophy and Elizabeth Wylie - Alta Mira Press, 2008. Engage with fellow readers to discuss the book that Merritt Price, Exhibition Design Manager at the J. Paul Getty Museum, says provides "practical advice for getting going in the right direction no matter the size of your museum." *Room 3*

7:30 - 11:00pm ANNUAL BANQUET

Adapt & Reuse The Monday night banquet is a favorite of many SMA attendees! While dressing in costume is optional, it is encouraged. Activities include dinner, dancing, awards, half and half raffle, and silent auction announcements. *Crystal Ballroom*

TUESDAY, FEBRUARY 21, 2012

8:30 - 9:20am - Plenary Address: For the Love of the Small Museum: The Making of the "Small Museum Toolkit", *Cinnamon Catlin-Legutko*. Conceived during a monster road trip to two back-to-back museum conferences, Catlin-Legutko and Stacy Klingler tackled a dream to produce practical how-to resources for their over-worked small museum colleagues. Partnering with dozens of authors, whose writings are spread over six books, the "Small Museum Toolkit" was published by Altamira Press in December 2011. Catlin-Legutko's address will serve as part motivational speech and part chronicle, ultimately sharing the five-year process that led to this acclaimed publication. *Crystal Ballroom*

9:30-10:30am CONCURRENT SESSIONS

Big Ideas in Small Museums: A Conversation about Moving Mountains (I), *Cinnamon Catlin-Legutko*. Designed as an informal conversation or "fireside chat," this session is a follow-up to Catlin-Legutko's plenary presentation. Participants are encouraged to connect with colleagues and talk about the burning issues and solutions they may have that can improve the small museum environment. Discussions will focus around the importance of assessment, planning, fundraising and board development. *Salon B*

New "Spirits" for Historic Houses: A Fresh Look at Products and Procedures for Collections Care (I), *Samantha Dorsey and Kurt Lewis*. This session aims to exorcise harmful solvents and procedural ghosts from our cleaning regimens by replacing them with eco-friendly products and techniques. Join fresh discussions about practical environmental standards, maintenance methodology, and personal safety in our historic workplaces. *Room 2*

GIS Based Website from/by/with your Collections! (I/E), *Jenny Barger, Mike DiPaolo and Shaun Tyndall*. The Lewes Historical Society wanted a new website: one that would get the word out about membership, exhibits, tours and events but also one that would allow unparalleled, easy and interesting access to our collections. Reviewing its collections and research databases led us to explore the idea of presenting our information graphically through a Google map interface (as well as a traditional search option). We were able to interweave our collections databases, cemetery surveys and historic district surveys into a rich way of exploring our community's past. Listen and ask questions about the challenges and issues that arose in creating this type of website, especially the need for clean, consistent data! *Room 1*

Salt Water? Fresh Ideas: Creative Programs in Small Spaces (B/I), *Nomi Dayan*. Explore how a small whaling museum with big dreams transformed itself into an exciting historical and underwater adventure for children and families. Get fresh inspiration with a quick stream of innovative and imaginative educational programs, events, activities, and crafts. Explore perspectives to use every inch possible and learn about out-of-the-box initiatives to leave you with inventive and resourceful ideas. *Room 3*

10:45-11:45am CONCURRENT SESSIONS

The Importance of Planning (B), *Laurie Baty and Liz Maurer*. All too often we think we can manage our small museums on a “wing and a prayer.” The importance of thoughtful and prudent strategic planning, including business planning, can’t be stressed enough. At times beginning this process can be overwhelming for an all-volunteer or small staff organization. How can a small museum make a comprehensive plan? And how can that plan actually make a difference? The speakers will go over the basics of both strategic and business plans and have helpful hints and tips for attendees. *Salon A*

Visitor Services Improv (B/I), *Rod Cofield and Mary Alexander*. Let’s face it, working with visitors is hard. They demand a lot, they’re always asking questions, they want to know everything about everything, and they don’t often care if we’re having a challenging day. But..., museums exist for visitors and thus we need to pay attention to our visitor experiences. This participatory session will draw on real life experiences to help us all become more attuned to how museums are sometimes not so visitor-friendly. Make certain you bring to the session your favorite museum visitor “character” to share ideas on how to greet/disarm/serve him or her. *Salon B*

Get the Building You Need for What You Can Afford (B/I),

David Grabitske. Building a museum, or even retrofitting or expanding an existing building to be a museum, is not an everyday occurrence. In fact, it is a once-in-a-lifetime opportunity important to get right, no matter how much or how little you can afford to spend. Learn about important considerations and terminology that will make you the expert partner that design professionals need to ensure your future facility serves your needs. *Room 2*

Extend Your Exposure: Unlikely Tools to Market Your Museum (I),

Ellen M. Owens. Many small museums market themselves in the usual ways - ads, brochures and rack cards, and word of mouth. Since small museums often have small marketing budgets, maximizing your own resources as well as those within your community are key to extending the reach of your promotional and audience-attracting efforts. This session examines several ways to reach out to new and old audiences to raise awareness for your museum/causes and how to entice these audiences inside your doors. *Room 1*

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Civil War 150 Road Show, Historical Society of Pennsylvania ♦ Griffin Discovery Room, Monticello, Charlottesville, VA ♦ Character Sketches from the World of Charles Dickens [temporary], Free Library of Philadelphia ♦ The Academy at 200: The Nature of Discovery, Academy of Natural Sciences, Philadelphia, PA [opens March, 2012] ♦ Tree Adventure Canopy Walk, Morris Arboretum, Philadelphia, PA [AAM First Prize and 2010 Philadelphia AIA Gold Medal] ♦ Evolution on the Half Shell [traveling], Paleontological Research Institute/Museum of the Earth, Ithaca, NY ♦ The Unfinished Business of Women's Equality [temporary], Vision 2020/National Constitution Center, Philadelphia, PA ♦ The Little Treehouse Play Café, Philadelphia, PA ♦ Butterfly! Academy of Natural Sciences, Philadelphia, PA ♦ Penn in the World [temporary], UPenn Museum of Anthropology and Archaeology, Philadelphia, PA ♦ Capital campaign donor recognition, WXP, Philadelphia, PA ♦ Virginia Aquarium and Marine Science Center, Virginia Beach, VA ♦ Expansion graphics and wayfinding, National Aquarium in Baltimore, Baltimore, MD ♦ Inaugural exhibits, The National D-Day Museum, New Orleans, LA ♦ Martin and Osa Johnson Safari Museum, Chanute, KS ♦ Texas Seaport Museum, Galveston, TX ♦ Perkins Memorial Tower, Palisades Interstate Park, Bear Mountain, NY ♦ Pfaltzgraff: America's Potter, Historical Society of York, PA ♦ The Moody Mansion and Museum, Galveston, TX ♦ Cody Firearms Museum, Buffalo Bill Historical Center, Cody, WY ♦ Atlanta Heritage Row, Atlanta, GA ♦ Brooklyn Children's Museum, Brooklyn, NY ♦ Staten Island Children's Museum, SI, NY ♦ Litchfield Historical Society, Litchfield, CT

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ABOUT OUR SPEAKERS

Mary Alexander administers the Maryland Historical Trust's Museum Advancement Program. With her long experience in museums, she brings a wealth of knowledge to these discussions. She is also the caretaker of the wonderful Winnie the Pooh-dle.

Lindsey Baker is the Executive Director of the Laurel Historical Society in Laurel, MD. She is also the Secretary of the Maryland Association of History Museums, the Vice President of the Prince George's County History Consortium and on the Conference Planning Committee for the Small Museum Association. She has two awesome dogs, Zinn and Stella.

Jenny Barger has been Marketing Coordinator for The Lewes Historical Society since July 2011. Prior to joining the Society she was Executive Director of Rehoboth Beach Main Street in Rehoboth Beach, Delaware. Jenny holds a BS in Parks Management from Frostburg State University.

Laurie Baty has more than 20 years of museum and archival experience. She is currently the Deputy Director of the National Capitol Radio & Television Museum, previously serving as the senior museum professional on the planning for the National Law Enforcement Museum in Washington, DC.

Alana Blumenthal is the Curator/Collections Manager of the Loudoun Museum in Leesburg, VA. She holds a B.A. from Sarah Lawrence College with a concentration in history. Her experience includes a mix of history, art, and science museums of varying sizes and regions.

Sarah Brophy is a LEED-AP (certified greenie) and an independent consultant who helps museums, zoos, aquariums, gardens and historic sites become more environmentally sustainable. She is co-author of "The Green Museum" with Elizabeth Wylie. She lives on the Eastern Shore of Maryland in a walkable town to reduce family car miles; but she really, really loves hot showers.

Cinnamon Catlin-Legutko is a passionate advocate for small museums - their successes and their needs - and she is the co-editor and chapter author of the recently published "Small Museum Toolkit." Prior to joining the Abbe Museum (Bar Harbor, Maine) as CEO in 2009, Catlin-Legutko was the director of the General Lew Wallace Study & Museum in Crawfordsville, Indiana where she led the organization to the National Medal for Museum Service in 2008.

Rod Cofield currently works at Historic London Town and Gardens as the Director of Interpretation and Museum Programs. He has been involved with museum interpretation, education, administration, and development for more than a decade.

Anthony Cohen is an historian, author and explorer of the American past. He has twice walked routes of the Underground Railroad in 1996 and 1998 and will chronicle his third journey as a documentary film titled, "Patrick & Me," to be released in 2013. He has served as consultant to the National Parks Conservation Association, Maryland Public Television, and NASA, and trained Oprah Winfrey for her role as Sethe in the film "Beloved." He is founder of the Menare Foundation, Inc., a non-profit preserving the legacy of the Underground Railroad. He received his B.A. in American Studies from American University.

Allison Conner is a recent graduate of St. Mary's College of Maryland. She has worked for Historic St. Mary's City for three years in a variety of departments including Research, Public Programs, Education and Special Events.



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Mike Connolly is the Executive Director of the New Castle Historical Society in Delaware. After years in banking (and dressing up in 18th century clothes on weekends), Mike began a new career in museums and historic preservation in 2004. Mike is also a board member of the Small Museum Association.

Nomi Dayan is the Director of Education at The Whaling Museum of Cold Spring Harbor, where she oversees the programs about Long Island, people, and the sea. She received her MA from Bank Street College in Museum Education. Previous experiences include teaching in the education departments at the Prospect Park Zoo, New York Aquarium, and Brooklyn Children's Museum. Her passion is sparking curiosity and creativity in individuals through interdisciplinary, constructivist learning about the wonders of the world.

Mike DiPaolo has been Executive Director of The Lewes Historical Society since 2001. He has served as President of the Small Museum Association and Conference Chair. Mike sits on the Boards of the Delaware Museum Association and the U.S. Life-Saving Service Heritage Association and the Board of Advisors of the National Trust for Historic Preservation. He was the 2011 recipient of the American Association of Museums Nancy Hanks Memorial Award for Professional Excellence.

Samantha Dorsey is the Curator for the City of Bowie Museums in Bowie, Maryland. Samantha has twelve years' progressive experience including museum education, interpretation, research, exhibition development and curation.

Nichole Doub is an archaeological conservator for the State of Maryland and received her master's degrees through the conservation program at University College London. Her specialization is archaeometallurgy and the conservation of archaeological metals and organics.

Kathrinne (Kate) Duffy is a graduate assistant for the Museum Studies Program at the University of Delaware. She compiles the e-postcard MuseWeekly and is editor of the newsletter "Museum Studies in Motion."

Nancy Easterling has been with Sotterly Plantation since 2005. She began as the Marketing Manager, moved briefly to Development, and then became Executive Director in 2009. She and her husband moved to St. Mary's County, Maryland in 1999 and raised their two children there.

Barry Erdeljon is an Associate Professor at Marymount University, teaching interactive multimedia, web, digital photography, and video. His specializations include interactive multimedia design and video production. He is also a consultant in museum exhibit design and technology displays.

Mark Feitl has been with the Institute of Museum and Library Services (IMLS) for over six years providing program support through the Office of Museum Services. Prior to joining the IMLS staff, he was employed for five years at the Smithsonian Institution's National Museum of Natural History and the National Museum of the American Indian. He has a Master's degree in Museum Studies from The George Washington University.


Jesse Gagnon is a second year Masters Student at the University of Delaware, and also completing the Museum Studies Certificate. She graduated with her BA from the University of New Hampshire in 2010 and is interested in the incorporation of technology into museum programming and community outreach.

Heidi Glatfelter runs Market Early America Consulting, where she works with small museums and history organizations on marketing, web strategies, research, exhibits, and social media. She is currently working with the Greater Baltimore History Alliance and the Heritage Museums of Havre de Grace, as well as writing a blog about issues relevant to history, preservation, technology in museums, and how museums can better harness the internet (www.marketearlyamerica.com/blog/).

David Grabitske is manager of outreach services for the Minnesota Historical Society in St. Paul, but grew up during the National Bicentennial near Annapolis, MD. He works closely with about 500 local historical organizations of all sizes and capacities, a number of which executed building projects in the last decade, which led to a team of authors, including David, to write a new book on building museums. David holds a bachelor's degree in history, a master's degree in nonprofit administration, and is a doctoral candidate.

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Katherine C. (Kasey) Grier is professor of history and director of the Museum Studies Program at the University of Delaware. She is not a new-media whiz, but she is trying.

Sarah Gulick is founder and principal of Studio Up!, specializing in video and educational interactive experiences for web and multimedia installations. Her recent projects include Sully Historic Site, Freedom House Museum, Calvert Marine Museum and Charmouth Heritage Coast Centre.

Doug Horhota is the Site Supervisor for Town Center at Historic St Mary's City, responsible for the interpretation of ongoing archeology as it continues to discover the first European settlement in Maryland. He is an adjunct professor for the Museum Studies program at St Mary's College of Maryland and developed "Applied Historical Printing", a course that focuses on historical printing techniques, combining the opportunity for students to interpret class lessons with visitors.

Greg Jackson is the senior archivist at Bryn Athyn College and Glencairn Museum. His past work includes independent researcher, museum guide, education coordinator and historic site curator. He holds an undergraduate degree in History, an MA in Museum Studies and certification by the Academy of Certified Archivists.

Tracy Jentzsch is the administrative assistant for Delaware's Museum Studies Program. A 2007 graduate of the program, she is the mastermind behind the program's website and social media initiatives.

Dale Jones, founder of "Making History Connections," is a recognized leader in the history, museum theatre, and living history fields as a creator of interpretive experiences and as an audience evaluator. Before founding "Making History Connections" he was a senior researcher at the Institute of Learning Innovation, and prior to that he was Director of Interpretation at the Baltimore City Life Museums.

Genevieve Kaplan currently serves as the Education & Public Programs Manager at the Banneker-Douglass Museum. She has worked in several museums in the Washington, DC and Baltimore areas since earning her master's degree in Museum Studies from The George Washington University. Ms. Kaplan has worked on a variety of museum education and exhibition projects during her museum career with special emphasis placed on museum education and technology.

Dawn Kehrer, Historian at Colvin Run Mill Historic Site in Great Falls, VA, is responsible for interpretive programs and exhibits, as well as the site's historic artifact collections care. She is a Certified Interpretive Guide (NAI).

Twinet Kimbrough has been a Museum Program Specialist at the Institute of Museum and Library Services (IMLS) for over five years working with a variety of grant opportunities. As a Program Manager, she worked with a non-profit organization as a liaison between museums and elementary schools in Washington, DC. After receiving a Master's degree in Museum Education from The George Washington University, she worked for the Smithsonian as a Museum Educator where she developed programs and presently her focus at IMLS is on the 21st Century Museum Professionals Grants and the Museum Grants for African American History and Culture.

Ann Korzeniewski, Assistant Manager at Colvin Run Mill Historic Site in Great Falls, VA, is responsible for visitor services and daily site operations. She holds an MA in History from George Mason University and is a graduate of the Seminar for Historical Administration. She has served on the board of SMA and co-chaired the Standards Committee for the AASLH Task Force for Graduated Standards for History Organizations.

Dean Krimmel works with historic sites, history museums and other cultural nonprofits to create audience-centered exhibitions and programs, interpretive plans, visitor experiences and strategic plans. After nearly 30 years in the museum and public history fields, Dean's mantra is: plan with the end in mind, build on your strengths, think audience first, act creatively and think strategically, and take some risks.

Rebecca Lawrence loves the intersection of art, history and new media and is greatly looking forward to learning with others at SMA 2012. She has developed and coordinated the education program at the Schwenkfelder Library & Heritage Center in Pennsburg, Pennsylvania since 2005.

Mike Leister is the founder of the AMC Museum; he has worked in and with small museums for over 30 years. Mike mentors and teaches within the Air Force Museum system and has served SMA on the board and conference committee in a number of positions. Mike and his wife Claudia travel extensively and enjoy the challenges small museums offer.

Kurt Lewis is a Museum Facilities Specialist for the City of Bowie Museums and Curator for the Queen Anne's County Historical Society. Seven years of museum work have provided him with collections management, field and laboratory archaeology, education, programmatic, research and exhibit development experience. Kurt is a 2005 graduate of St. Mary's College of Maryland where he majored in History.

Beth Maloney is an educational consultant providing expertise to museums and cultural organizations of diverse sizes and disciplines. She has worked as an educator and audience advocate both on staff and as a consultant since 1996 and has her MSED from the Museum Education Program at the Bank Street College of Education. Beth currently serves as Vice President of the Board for the Museum Education Roundtable.

Liz Maurer is an independent museum professional who specializes in museum project management, interpretive planning for immersive environments, and employee/volunteer development. Over a twenty year career she has worked for museums including Colonial Williamsburg, George Washington's Mount Vernon, and the National Museum of Crime and Punishment.

Sheryl Kingery Mays currently serves as the director of public programs and operations for Historic Jamestowne. Mays has worked in the museum field for more than 20 years in education, interpretation and administration. Prior to joining Historic Jamestowne, she has held positions at Thomas Jefferson's Poplar Forest, the Museum of the Confederacy, the Children's Museum & Theater of Maine and with the Historic Preservation and Museum Services Division of Henrico County (VA).

Kathy Nusbaum is the Assistant Director of Education at The Walters Art Museum. She started her career in museums as Education Coordinator in Family Programs eleven years ago and helped build successful, family-friendly programs.

John Orr has spent 15 years working in Philadelphia's cultural institutions, including the Franklin Institute, The Academy of Natural Sciences and the Masonic Library and Museum of Pennsylvania, focusing on the areas of board relations, administration and visitor services. He currently serves as the Executive Assistant at the Fleisher Art Memorial in Philadelphia where he fulfills administrative initiatives on behalf of the board and staff.

Ellen M. Owens is the Executive Director of Philadelphia's Magic Gardens, a visionary art environment, gallery, and community arts center in the heart of Philadelphia. Owens is also a professor of Museum Education at University of the Arts, is Vice-President of the Museum Council of Philadelphia, and is co founder of Homeskooled Art Gallery. Included in her previous museum experiences were positions at the Palmer Museum of Art, the Franklin Institute, and the American Philosophical Society Museum.

Ken Rucker serves as president and director of the National Capitol Historical Museum of Transportation.

Lauren Silberman is a program coordinator with the Museum Assessment Program at the American Association of Museums. She also serves on the board of the Small Museum Association and is the treasurer of the Greenbelt Museum.

Linda Stanek brings her degree in education to all she does for kids. She has published kids' books, teachers' guides, book reviews and educational pieces for nonprofit organizations and charities. She states: "Give a kid a worksheet and it's work. Give them a puzzle, and it's a game."

Mark Thompson is the Executive Director of Jefferson Patterson Park and Museum.

Allison Titman is the Assistant Director/Curator at the Hammond-Harwood House in Annapolis, MD and a member of the SMA Conference Organizing Committee. She completed the Museum Studies program at George Washington University in 2008, and since then has built boxes, researched women in the military, worn 18th century clothing, and puzzled over how to keep small museums and historic houses relevant in the 21st century.

Terry Tomasulo, Historian at Colvin Run Mill Historic Site in Great Falls, VA, is responsible for interpretive programs and museum sales operations. She holds a Certificate in Historic Preservation from Northern Virginia Community College and is a Certified Interpretive Guide (NAI).

Shaun Tyndall is the founder of Inclind, and loves thinking with the customer. He has a passion for building great websites, and helping others find their success via the web. He basically eats, sleeps and [fill in the blank]'s web business. Entrepreneurial to the core, and always problem solving. He is a confident and innovative Project Manager who truly understands the capabilities of the web, content management platforms, and building a system that will work for each individual client. Shaun's goal is help navigate web projects to successful completion with his practical approach and years of experience.

Jen Funk Weber's puzzling career as a children's author is not so puzzling when you hear she has a long history of writing coded letters to friends and making her mother solve puzzles to find her Christmas presents. She's had nine activity books published: several movie-related and several natural history fact-based. Hundreds of her puzzles have appeared in kids' magazines including American Girl, Footsteps, Highlights Puzzlemania, National Geographic World, and Sports Illustrated for Kids. She's designed educational and recreational puzzles for lodges in Alaska, retail stores, and educational publishers. She states: "Any fact, statistic, message, or information can be conveyed through a puzzle, so make it fun!"

For more than 25 years, Andrew Zellers-Frederick has served in the historical field at three National Park Service sites; and as the executive director for three National Historic Landmarks in Philadelphia: Historic Rittenhouse Town, the Masonic Library and Museum of Pennsylvania and the Woodlands Trust and Cemetery Company. His latest challenge is as the Director of the Historic Jamestowne Fund for the Colonial Williamsburg Foundation, which is a new collaborative partnership between this not-for-profit organization and Preservation Virginia as the site of America's 1607 birthplace.

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Institute of Museum and Library
Services
1800 M Street NW
9th Floor
Washington, DC 20036
202-653-4798
mfeitl@imls.gov
www.imls.gov
Representative: Mark Feitl & Twinet
Kimbrough

Catherine Adams Masek
124 St. Andrews Road
Severna Park, Maryland 21446
410-987-8519
camasek@comcast.net
www.camasek.com
Representative: Theresa Catherine
Adams Masek

Museum Studies Program
at the University of Delaware
77 North Main Street
Newark, Delaware 19716
302-831-1251
jentzch@udel.edu
www.udel.edu/museumstudies
Representative: Tracy Jentsch

OnCell Systems
1160 D Pittsford-Victor Road
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kdooley@oncellsystems.com
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Congratulations to the 2012 Lesley Van Der Lee Scholarship Winners!

Trish Kane- Collections Curator, Theodore Burr Covered Bridge Resource Center, Oxford, NY

Angela Carver- President, Children's Discovery Museum of West Virginia, Morgantown, West VA

Nancy Hickman- Assistant Director, Julia A. Purnell Museum, Snow Hill, MD

Alana Blumenthal- Curator, Loudoun Museum, Leesburg, VA

Kimberly D. Steiner- Collections Assistant, Salem County Historical Society, Salem, NJ

Marsha Stock- 1st Vice President, Hanford Mills Museum, East Meredith, NY

Jhana Levin- President, Laurel Historical Society, Laurel, MD

Danyelle Dorsey- Executive Director, Susquehanna Museum at the Lock House, Havre de Grace, MD

Haley Waugh- Graduate Museum Communication Student, The University of the Arts, Philadelphia, PA

Melissa Luthman- AmeriCorps Civil War 150 Leadership Member, Logan County Museum and Orr Mansion, Bellefontaine, OH

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Tony Shahan,
Newlin Grist Mill, PA

Alison Titman, Workshops
Hammond-Harwood House, MD

Rod Cofield, Workshops
Historic London Town, MD

Nominations for the Small Museum Association 2012 - 2013 Board

Vice President

Jason Illari

Jason Illari currently serves as Executive Director of The Queen Anne's County Historical Society in Queen Anne's County Maryland. Prior to this role, Jason worked for the Blount Mansion Association in Knoxville, Tennessee, a National Historic Landmark, working as their Executive Director and Site Manager. He has also served as Curator for the City of Bowie Museums and Curator of historic Poplar Hill Mansion in Salisbury, Maryland. Jason has been working with SMA for the past three years as annual conference chair and also serves as a MAP peer-reviewer for the American Association of Museums. He and his wife Rachel and son Daniel live on the eastern shore of Maryland and are proud supporters of small museums.

Conference Chair

Rod Cofield

I never intended to work in museums but what was meant to be a part-time college gig at Historic St. Mary's City to help with college costs has led to a fun and rewarding career. Though I started as a seasonal employee dressed in colonial costume presenting 17th century Maryland history to the public, I quickly realized that this was fun. I got to work outside, learned skills most others don't have (i.e. I can operate a colonial-era printing press and sail a square-rigged ship), and enjoyed my colleagues and the public. At St. Mary's I gained experience and moved from being a seasonal interpreter to supervising interpretive staff to eventually being in charge of the museum's education and school programs. From there I migrated to Historic London Town and Gardens to work with the museum's public programs. At London Town I became more involved with the area's museum community and am currently on the Maryland Association of History Museums' board, teach museum studies courses at St. Mary's College, and probably visit too many museums for my personal sanity.

Board Member

Rebecca Lawrence

As the first full time Museum Educator at the Schwenkfelder Library & Heritage Center Rebecca Lawrence developed a program that engages visitors of all ages including Family and Homeschool workshops, a Brown Bag Lunch lecture series, supplemental exhibition materials, and biannual K-12 student art exhibitions. In addition to diversifying its museum education program offerings, she launched its online presence on Facebook, Twitter, and the blogosphere. Rebecca holds a BFA from Kutztown University (2004) and completed graduate courses in art education. Her background as a fine artist supports her creative and enthusiastic approach to visitor engagement and learning and is reflected in her passion for education and technology in the small museum environment. Rebecca has led sessions and workshops on object based learning, homeschool audiences, and social media at the annual conferences of the American Association of State and Local History, the National Art Education Association, the PA Federation of Museums and Historic Organizations, and the Small Museum Association. She is an active member of the education and website committee for the Rural History Confederation, an organization that supports small rural institutions in South East Pennsylvania. Rebecca enjoys traveling to Germany and creative endeavors in painting and bookmaking. She lives in Fleetwood, Pennsylvania and can be found on Twitter as @museumnotations.

**SMA congratulates Dr. Katherine Grier,
Director of the Museum Studies Program
at University of Delaware,
winner of the 2012 Hunter Burley Award**