Have You...

...Seen Us Lately?

#HaveYouSeenUsLately
As VAM travels to Richmond over March 7-10, 2015 we examine how the capital city on the James has changed, especially since our last visit five years ago. With a booming arts and foodie scene, multiple museum renovations and expansions (completed and underway), increasing accessibility and use of the James River, and an advanced mindset of risk taking and inclusiveness, “RVA” offers the perfect location to explore the theme #HaveYouSeenUsLately?

Our goal is to feature trends in the museum field and a program that provides thoughtful, interesting and interactive sessions that cover best practices, techniques, or models. And who better to make an impact on the success of the conference than our members! Share your success stories and lessons learned, your renowned programs and resourceful partnerships, your tried and true documents and policies that you simply can’t live without.

The annual conference is VAM’s premiere program devoted to education, networking, and information sharing.
ANNUAL CONFERENCE 2015
OMNI RICHMOND HOTEL
MARCH 7TH - 10TH
RVA

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VIRGINIA ASSOCIATION of MUSEUMS

vam
2015 VAM Annual Conference Schedule:

Saturday, March 7, 2015

10:00am - 2:30pm  Historic House Museum Forum at Maymont
You’re Going to Make it After All:
Historic House Museums in Our
Changing Culture - $

2:00pm - 4:00pm  Behind-the-Scenes Tours $
• Virginia Historical Society storage
• Virginia Holocaust Museum archives
• Keith Fabry Reprographics print shop

2:00pm – 5:00pm  Registration Open – Omni Richmond Hotel

5:30pm - 7:30pm  Scholarship Fundraiser – Ales at Agecroft Hall $

Sunday, March 8, 2015

10:00am – 5:00pm  Registration Open – Omni Richmond Hotel,
Second Floor

1:00pm – 5:00pm  Leadership Forum: Putting Community First $

1:00pm – 2:30pm  Concurrent Sessions 1

2:30pm – 3:30pm  Exhibit Hall Sneak Peak Coffee Break
Exhibit Hall

3:30pm – 5:00pm  Concurrent Sessions 2

5:00pm – 6:30pm  Exhibit Hall Welcome Reception
& Silent Auction Opens

6:30pm – 9:30pm  An Evening at the Virginia War Memorial
& Virginia Museum of Fine Arts

9:30pm – til    Hospitality Suite – Omni Richmond Hotel

Monday, March 9, 2015

7:30am – 5:00pm  Registration Open - Omni Richmond Hotel,
Second Floor

8:30am – 10:00am  Advocacy Session at the State Capitol
(tentative)
Monday, March 9, 2013 continued

9:00am – 10:00am  One-Hour Focus Series

10:00am – 11:00am  Morning Coffee Break – Exhibit Hall

11:00am – 12:30pm  Concurrent Sessions 3

12:30pm – 2:00pm  Lunch with the Exhibitors – Exhibit Hall

Seated Lunch Presentation with Preservation Virginia & John Tyler Community College’s Rosenwald Schools project $

2:00pm – 3:30pm  Concurrent Sessions 4

3:30pm – 4:00pm  Afternoon Coffee Break - Exhibit Hall

4:00pm – 5:30pm  Concurrent Sessions 5

5:30pm – 7:00pm  Closing Reception & Silent Auction Ends Exhibit Hall

7:00pm – 9:30pm  Monday Evening Event

Court End by Moonlight $

Tuesday, March 10, 2015

7:30am – 8:45am  Circuit by Segway $

9:00am – 1:00pm  Silent Auction Sales – Registration Desk

9:00am – 10:30am  Keynote featuring Dr. Edward Ayers and Business Meeting

10:30am – 11:00am  Morning Coffee Break

11:00am – 12:30pm  Concurrent Sessions 6

12:30pm  Conference Officially Ends

1:00pm  Capstone Luncheon featuring VMFA’s integration of programming with exhibitions, Virginia Museum of Fine Arts $
Saturday, March 7, 2015

10:00am - 2:30pm

HISTORIC HOUSE MUSEUM FORUM
You’re Going to Make it After All: Historic House Museums in Our Changing Culture

Maymont, Garden Hall
1700 Hampton Street Richmond, Virginia 23220; free parking
Registration: $25, includes admission to the forum, lunch, refreshments, and tour of Maymont

Many historic house museums across the country face dramatic declines in funding and annual visitation. Their challenges are multiplied by changes in tourism patterns and learning preferences, the deterioration of history/social studies education, and a general shift in American values. This environment of change leads some historic site professionals to question the importance of historic house museums in today’s culture and how they can be sustained in the future. Presentations at this forum demonstrate how some house museums are adapting to our changing culture and at the same time holding true to our role as stewards of the historic resources and collections with which we are entrusted and interpreters of the stories of our past that they embody.

Speakers: Daniel P. Jordan, Partner, Bryan and Jordan Consulting, LLC and Retired President, Monticello; Karen L. Daly, Executive Director, Dumbarton House-NSCDA; Keith MacKay, Executive Director, Wilton House Museum; Gretchen Pendleton, Curator, Stratford Hall; David Voelkel, The Elise H. Wright Curator of the General Collection/Director of Collections, The Valentine; Dale Wheary, Curator/Director, Historical Collections & Programs, Maymont
2:00pm - 4:00pm

**BEHIND-THE-SCENES TOURS**

Additional Fee: $10 each; Free for Benefactor members

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**Virginia Historical Society Storage**

The Virginia Historical Society is excited to present a behind-the-scenes tour for participants in the annual VAM conference for 2015. We’ll be exploring the building’s halls and storage spaces to show the nuts and bolts of how things run as well as highlighting some treasures from our collection. Come enjoy an up-close look at our manuscripts, artifacts, and the compact shelves that contain them.

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**Virginia Holocaust Museum Archives**

*Details TBA*

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**Keith Fabry Reprographics: print shop inner workings**

Keith Fabry Reprographics-helping museums create something great. Come tour our facility featuring large format digital printing, fabrication and installation expertise. Experience first-hand flatbed UV printing, lamination, digital routing and prototyping in a custom work shop.

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5:30pm - 7:30pm

**SCHOLARSHIP FUNDRAISER: Ales at Agecroft**

Additional Fee: $60 conference attendees; $75 non-conference attendees

Take a trolley ride from the conference hotel to Agecroft Hall and venture back in time to a fourteenth century English Manor house now resting on the banks of the James River. Enjoy an evening featuring Richmond’s finest craft brews paired with delicious pub fare. Mingle with seventeenth century gentry while experiencing traditional music. Enhance your beer IQ by interacting with the brewers themselves as you sample each brew on your beer passport. Every attendee will receive a pint glass to commemorate (or, perhaps, just to remember…) this special night supporting VAM’s Scholarship Fund.

**SPONSORED BY:** Eagle Construction.
Sunday, March 8, 2015

10:00am – 5:00pm

REGISTRATION DESK OPEN
The VAM Career Center will be open throughout the conference. New this year, we’ll be featuring a Headshot Lounge as part of our career center. Need a fresh new headshot? Get one here (and be sure to post it to your online VAM profile!)

1:00pm – 4:30pm

LEADERSHIP FORUM: Putting Community First
Additional Fee: $30 conference attendees; $45 non-conference attendees

What have we learned about history museums that are using history to make an impact on their communities? Findings from The History Relevance Campaign’s Impact Project that illustrate how different history museums are making an impact will be shared and discussed. In addition, forum participants will work together to identify the challenges of putting the community first and the type of tools and resources museums need to make an impact.

Speakers: Tim Grove, Chief of Museum Learning, National Air and Space Museum, Smithsonian Institution; Conny C. Graft, Research and Evaluation; Additional Speakers TBA

SPONSORED BY: Glavé and Holmes Architecture

1:00pm – 4:00pm

WORKSHOP

Teaching Colonial Virginia Through Primary Documents & Objects
This interactive workshop will highlight the importance of primary documents and how to use them at your site to teach history in a museum environment. Participants will work collaboratively in this hands-on session, where they’ll use primary documents or objects related to Colonial Virginia. The goal is to get participants to “read” documents and objects and use these in hands-on activities they can develop at their own sites. The themes are broad and include Architecture, Servitude, Slavery, Economy, Politics, Customs, Health, Households, Landscapes, and Crime & Punishment. This hands-on session
will benefit participants by modeling how to teach creatively using primary source documents in a museum setting.

Speakers: Richard Teagle, Education Director and Curator, Foundation for Historic Christ Church

1:00pm – 2:30pm

CONCURRENT SESSIONS I

Evaluation 101
Evaluation 101 will introduce museum practitioners to types of and best practices for museum evaluation. Presenters will provide an overview of museum evaluation (including how to plan for an evaluation, different types of evaluation, and techniques), and then will allow time for a question and answer session.

Speakers: Emily Craig, Research Associate, Randi Korn & Associates; Cathy Sigmond, Research Assistant, Randi Korn & Associates, Inc.; Additional speakers TBA

Location, Location, Location: How Income Inequality Affects Museums and How We Can Fix It
As museum professionals, we strive to bring informal education and learning to a wide variety of visitors - but is that really the case? Does our attendance reflect the diversity of our larger area, or are we seen as places of privilege? Based on a study from a doctoral dissertation, this session will examine research on where museums and other informal education institutions are located based on local income inequality, and how this influences public perceptions of who museums serve. This session will also explore strategies for reaching out to traditionally underrepresented groups and include time for brainstorming solutions to real-world issues of reaching out to those who are not normally museum visitors.

Speakers: Miriam Musco, Science Museum of Western
There’s an App for That: New Tools for Connecting Museums to Audiences

American culture is increasingly online and mobile. While museums have recognized the importance of digital connectivity, many were limited in their aspirations by the expense of developing online and mobile content. Today, a host of free, flexible, and affordable apps have emerged that encourage rapid content development, with professional design, at very low cost. They have become small to medium-sized museums’ most effective and powerful tools for communications, accessibility, and outreach. This educational session will include discussion, interactive experiences, and demonstrations of mobile apps and Google tools that promise to change museums’ approach to connecting with both distant and on-site audiences.

Speakers: FrannMarie Jacinto, Consultant, The Extroverted Museum Initiative and SEMC Communications Coordinator; Elizabeth Maurer, Director of Programs, National Women’s History Museum

Printing the Past: Fostering an Interdisciplinary Approach to Museum Education Through 3D Scanning & Printing

For over two decades, Historic Jamestown’s Jamestown Rediscovery Project has faced the challenge of sharing a world famous archaeological excavation with the touring public. Recently, the education department is using an interdisciplinary approach to avoid stagnant programming. The Jamestown Rediscovery education team has developed new programs, incorporating new technology that allows students the opportunity to participate in archaeological research and handle artifacts. This session focuses on a new approach to museum pedagogy through a partnership with VCU’s Virtual Curation Laboratory. This three part session will demonstrate how a small museum with a new staff and limited resources can use technology and partnerships to create a sophisticated, interdisciplinary educational experience without busting the budget. A Q&A period will also be offered.

Speakers: Dr. Bernard Means, Director, Virtual Curation Laboratory at VCU, Virginia Commonwealth University; Mark Summers; Manager of Public and Educational Programs, Historic Jamestown-Jamestown Rediscovery

2:30pm – 3:30pm

EXHIBIT HALL SNEAK PEAK

Coffee Break – Exhibit Hall
CONCURRENT SESSIONS II

Do We Do Science (Technology, Engineering and Math) Here?
How do museums in non-STEM subject areas incorporate STEM into their programs? STEM can be a bridge between disciplines or an awkward add-on. What are the advantages and challenges of including STEM concepts in your art or history programs? Join us as we share lessons learned from projects tried at several Virginia museums, and share your ideas about this trend and its relevancy to museums in all academic disciplines.

Speakers: Anne Marie Millar Baker, Director of Education and Distance Learning, The Mariners’ Museum; Patricia Balderson, Museum Education Manager, Art Museums of Colonial Williamsburg; Anne Price-Hardister, On-Site Education Program Manager, Jamestown-Yorktown Foundation; Pam Pettengell, Director of Outreach Education and Special Services, Jamestown-Yorktown Foundation

Have You Thought About IMLS Funding Lately?
A museum program specialist from the Institute of Museum and Library Services will discuss creative ways to write a competitive application for your next great project. The panel will include museum professionals who will share practical examples from their own experiences as recipients and/or reviewers of IMLS grant programs.

Speakers: Mark Feitl, Museum Program Specialist, Institute of Museum and Library Services; Additional speakers TBA

Locally Sourced Culture: Engaging the Community with Your Museum
Museums have so much to offer to schools and community groups, but how do you get them in the door and keep them coming back? In this session, attendees will engage in discussions about creating and expanding their community reach. Identify organizations in your community and hear strategies for creating sustainable partnerships. Learn new ways to connect the curated walls of your museum to the walls of a classroom through education programs and outreach strategies that are effective for small or large institutions. This session will empower you from thinking “Why aren’t they visiting us again?” to “Wow, I can’t believe they’re here again!” The goal is, when you ask in your neighborhood “Have you seen us lately?” the answer is an emphatic YES!

Speakers: Sarah Erdman, Founder, Cabinet of Curiosities; Richard Gillespie, Director of Education, Mosby Heritage Area Association; Doug Horhota, Programs Coordinator, Manassas Museum System; Stacia Jackson, Founder, Jumpstart
The Language of Grantwriting
Do you scratch your head when working on a grant or don’t know where to start? Learn the language of grant writing from a seasoned grants professional who will shed light on how to write effectively for each element of a grant application.

Speakers: Melissa A. Mullins, GPC, Executive Assistant/Grant Writer, Norfolk Botanical Garden

5:00pm – 6:30pm

EXHIBIT HALL WELCOME RECEPTION & SILENT AUCTION OPENS

SPONSORED BY: Willis Fine Art

6:30pm – 9:30pm

AN EVENING WITH THE VIRGINIA WAR MEMORIAL & VIRGINIA MUSEUM OF FINE ARTS
Additional Fee: $30

Join us to explore two of Richmond’s wonderful museums. At the War Memorial, you will enjoy hors d’oeuvres and refreshments and listen to a military band while enjoying one of the most spectacular views of the city and the James River and exhibits highlighting the Commonwealth’s military heritage. Then you will move to the VMFA where you will get to see one of the top ten art museums in the US while enjoying dessert. The Civil War 150th History Mobile will also be on hand outside the Museum. Don’t miss one of the last chances to see this statewide mobile history tour, and hear from the Virginia Historical Society staff about the ongoing Story of Virginia Campaign and gallery renovations.

9:30pm

HOSPITALITY SUITE – Hotel

SPONSORED BY: Cinebar Productions
Monday, March 9, 2015

7:30am - 5:00pm

REGISTRATION DESK OPEN

8:30am – 10:00am

ADVOCACY SESSION AT THE VIRGINIA STATE CAPITOL

Take advantage of our location in Richmond to visit the capitol, learn the basics of museum advocacy, and get more comfortable in your role as an advocate for your museum.

9:00am – 10:00am

ONE-HOUR FOCUS SERIES

Risk Management Strategies to Assure Positive Visitor Experiences During AND After Your Renovations

Join in this interactive and informative roundtable discussion to learn about the challenges that some of Virginia's cultural institution’s faced during recent renovations and the strategies that were used (along with others that could be used) to entice visitors during construction. Additionally, we will discuss the steps taken to ensure a positive and safe visitor experience during and after renovations were complete.

Speakers: Michael Harding, WSO-CSE, Senior Loss Control Specialist, Markel Specialty Programs; William Martin, Director, The Valentine; Dana Evans, Executive Director, Museum of the Shenandoah Valley

The (Not So) Accidental Tourist

Virginia’s eleven Welcome Centers and 30 Rest Areas reach an estimated 30 million travelers annually. These offer robust promotions, from short-term brochure distribution, large-scale digital presentations to on-site demonstrations and year-long ad panels. Learn about the wealth of opportunities available (some at no charge) to spread the word about your organization and reach these not so accidental tourists.

Speakers: Jonathan Lyle, Managing Director, Highway Information Media; Additional speakers TBA
The Top Ten Reasons Why Social Media is #Awesomesauce

Social media isn’t just a fad any more. Join this fun and interactive session to learn the top reasons why your organization should be using social media and where to start.

Speakers: Liz Williams, Assistant Director, City of Alexandria/Gadsby’s Tavern Museum

Using Collective Access to Manage a Small Collection

Collective Access (CA) is an open-source collection management software with customizable features that allows its adaptation to a variety of uses. These include: highly flexible metadata definitions for objects, collections, and users, web-based data entry and content access, and a separate, configurable public interface to some or all of the content. It allows association of geo-references (and maps) with system elements, links to online category lists, the ability to catalog and present a wide variety of media formats, and ad-hoc creation of presentations and geographical tours related to specific topics. Learn from the experiences of a local historical society that has used CA to catalog and disseminate its digital collections. Topics covered will include creation of the metadata, system hardware and internet interface, and examples of entering, accessing, and displaying content in the underlying collections.

Speakers: John R. Tole, President, Rappahannock Historical Society

We’ll Be Seeing You Soon! Inaugural Poster Session for Students in Museum Studies

Undergraduate and graduate students in colleges and universities will be our future employees and colleagues. They are currently engaged in challenging and important work in museums throughout Virginia and the District of Columbia. In the classroom and as interns, they are doing research, producing exhibits, conducting oral history interviews, creating website content, and developing public programs. This inaugural poster session, inspired by the SEMC Spotlight on Student Research in Museums, will showcase selected student projects and offers a way for students to connect with experienced museum professionals and other students.

CO-MODERATORS/ORGANIZERS: Patricia Hobbs, Associate Director, UCAH, Washington & Lee University; Barbara Batson, Exhibitions Coordinator, Library of Virginia; and Whitney A. J. Robertson, Fashion & Textiles - Museum Collections - Nonprofit Development
CONCURRENT SESSIONS III

Build Your Toolkit for Comprehensive Campaigns

Museums often rely on memberships and sponsorships as the main source of support. Heavily emphasizing annual appeals and special events, museum leaders worry about how introducing a major campaign (such as a capital or endowment campaign) will affect the annual fund, which supplies needed operational revenue. This session provides tools that any size museum can use to help balance needs for major fundraising campaigns without depleting annual funds. Referred to as “comprehensive,” campaigns that combine capital, endowment, annual, etc. ensure that major campaign initiatives work in tandem with annual efforts. Learn how the opportunity of a major campaign affords the possibility of raising the bar for all gifts, including annual giving and planned giving, and build up your museum’s philanthropic toolkit.

Speakers: Allan Burrows, President, Capital Development Services; Additional speakers TBA

Carpe Diem: Adopting Collaborative Approaches to Breathe New Life Into Special Events

Is the “special” missing from your special events? There is no better way to showcase your museum than through special events. The most diverse and dynamic programs blend collections, education, archives, historical interpretation, social media and print material. By leveraging resources from all departments and through partnerships, you can go from the same old one-dimensional event to creating opportunities for visitors to engage deeply with your museum, both within and outside your walls. Join us and seize this opportunity to learn, discuss, and share ideas on how to use collaboration in your museum in order to create relevant and impactful special events programming.

Developing Family Friendly Historic House Tours

Using lessons learned at Thomas Jefferson’s Monticello and George Mason’s Gunston Hall, we will investigate the joys and challenges of engaging families with children on guided historic house tours. We’ll share our current program models, and discuss what we have learned (and are still learning!) about preparing front-line staff, balancing the needs of different guests, establishing expectations, and managing restless children. This session will be useful to those responsible for both planning and/or delivering tours.

Speakers: Rachel Baum, Manager of Family Programs, Monticello; Lacey Villiva, Education Manager, George Mason’s Gunston Hall

Museums Meet the Media

Staff from across museum departments may have to work with the media, but how do you relate relevant information about your activities that will gain you coverage? Whether you are new to media relations or want to brush up on the latest advice, take part in this fascinating session and learn more about what the media expects from museums and arts organizations. From how to write an intriguing, yet informative press release, gaining tips on distribution techniques, or building a positive relationship with the media, journalists and museum staff will share insights into developing your next campaign.

Speakers: Ginger Levit, Arts Journalist; Suzanne Hall, Chief Communications Officer, Virginia Museum of Fine Arts; Edwin Slipek, Senior Contributing Editor, Style Weekly; Martha Steger, Owner, Editorial Services; Brian Wells, Director of Development and Communications, Chrysler Museum of Art

Please Don’t Feed the Dust Bunnies: Cleaning & IPM Hand in Hand

While nobody likes to clean and the task can feel as if it takes up more time during our already packed days, it is important to keep our museums or historic homes free of dust and insects. By taking even just an hour a day, we can help to mitigate the damage that dust and pests cause, saving us from spending even more time trying to correct the problems. Hear from Morven Park and Tudor Place - both of whom experienced prior textile related pest infestations - and learn how these organizations took control of the problems with their small staffs and limited budgets, and how you can too!

Speakers: Gwyneth Mac Murtrie, Registrar, The Westmoreland Davis Memorial Foundation, Morven Park; Joni Joseph, Collections Manager, Tudor Place Historic House and Garden
12:30pm – 2:00pm

**LUNCH WITH THE EXHIBITORS – Exhibit Hall**

Visit, eat, and mingle with our great product and service providers between your morning and afternoon sessions. Included with conference registration.

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**Seated Lunch Presentation on Preservation Virginia & John Tyler Community College’s Rosenwald Schools Project**

*Additional Fee: $10 Limited Seating; Registration required.*

Join us for a special lunch program on Rosenwald School projects in Virginia. Representatives from Preservation Virginia and John Tyler Community College will share progress that has been made in recording and documenting Rosenwald Schools in Virginia, as well as education initiatives designed to help local communities restore these important structures.

2:00pm – 5:30pm

**WORKSHOPS**

**What You Don’t Know CAN Hurt You! Incorporating Risk Management Best Practices into Cultural Institutions**

Cultural institutions are constantly facing a variety of risks. Some may be minor while others can have a devastating effect – possibly crippling an organization. By effectively incorporating risk management practices into your day-to-day affairs you can get the peace of mind and security to pursue your goals without the fear of unexpected setbacks. During this interactive workshop we will explore how your cultural institutions can better protect what you’ve worked so hard to build. We will reflect on today’s realities and how risk management is an essential tool to identify which risks you are actually facing, how to gauge the impact of those risks, and steps you can take to lessen those risks.

*Speakers:* Michael Harding, WSO-CSE, Senior Loss Control Specialist, Markel Specialty Programs; Jamie Gregory, Program Development Specialist, Markel Artworks
Identification and Care of Photographs

This hands-on workshop offers an in-depth introduction to the preservation of photographs, including their identification, deterioration, and care. Participants will learn how to recognize various photographic formats and study the preservation problems associated with each format type. The workshop will also discuss storage concerns and preservation priorities, including environmental guidelines and proper care and handling. Participants are encouraged to bring photographs for examination and discussion.

Speakers: Monique C. Fischer, Senior Photograph Conservator, Northeast Document Conservation Center

2:00pm – 3:30pm

CONCURRENT SESSIONS IV

Controversy and Community Engagement

One of the most successful strategies in minimizing backlash to the presentation of a controversial issue is involving both staff and the community in its development from inception to implementation. This roundtable features professionals from a variety of institutions that have successfully navigated this potentially tricky process.

Speakers: Barbara Batson, Exhibitions Coordinator, Library of Virginia; Mark Howell, Howell Consulting; Robin Reed, Director, Casemate Museum; Justin Reid, Associate Director, Robert Russa Moton Museum

Blending the Experience: Exhibit Galleries and Living-History

When indoor galleries are combined with outdoor living-history the story can be enhanced or lost in the transition. At the American Revolution Museum at Yorktown, under construction, indoor exhibit techniques and expanded living-history areas are planned to work together to tell a more multi-faceted story about the people and events of the Revolutionary War. Share your museum’s methods of combining artifacts with interpretation and demonstration to enhance the audience experience.

Speakers: James Holloway, Director of Museum Education Services, Jamestown-Yorktown Foundation; Rhonda Tyson, Exhibits Manager, Jamestown-Yorktown Foundation
The Effective Major Gift Ask: A Case Study in Converting Passion into Dollars

Nonprofit organizations have a greater need than ever to fundraise, and most realize that an effective major gifts program is crucial to their success. We will focus on current trends, effective major gift fundraising, the role of the board and volunteers in major gift calls, and the importance of building relationships and proper donor cultivation. This session offers a unique glimpse into a successful major gift fundraising operation featuring the Virginia-based consulting firm, The Curtis Group, and the Corporation for Jefferson’s Poplar Forest who will discuss ways they have deepened relationships and converted their constituent’s passion for Thomas Jefferson and his retreat into transformative major gifts during the first two phases of their capital campaign.

**Speakers:** Keith Curtis, Founder and President, The Curtis Group; Jeffrey L. Nichols, President & CEO, Thomas Jefferson’s Poplar Forest; Alyson M. Ramsey, Director of Development, Thomas Jefferson’s Poplar Forest; Phillip C. Stone, Chairman, Thomas Jefferson’s Poplar Forest

3:30pm – 4:00pm

**AFTERNOON COFFEE BREAK – Exhibit Hall**

4:00pm – 5:30pm

CONCURRENT SESSIONS V

Why You Need a Young Patron Cohort (And How to Create One)

Want to figure out how to engage the 25-45 population at your institution, but have no idea where to start? If so, you may want to consider forming your own Young Patron Cohort - a task force dedicated to vision-casting events, addressing issues unique to your organization, and establishing buy-in for the younger generations. This session will equip institutions of all sizes with a toolkit to formulate their own cohort whether you are an executive director or a junior collections assistant. You will be provided with best (and worst) practices, discussion topics, and other tried and true resources.

**Speakers:** Cynthia E. Chin, Special Assistant to the President, George Washington’s Mount Vernon
**Back to the Future: Applying 21st Century Tools & Learning Skills to Manuscript Collections**

This session highlights the ways combining 21st century learning skills with modern technology can breathe life into manuscripts for today's student. We will look at several collections from the VHS manuscript holdings, and demonstrate how primary source analysis and focused inquiry lead to effective learning. We will examine how these documents are used within the museum, and also how the lesson is adapted and delivered for HistoryConnects, the distance learning initiative from the VHS. Participants will work with unique, mostly unknown sources and 21st century tools, including social media, to create modern, relevant lesson ideas for today's student. Primary sources from the 17th, 18th, 19th, and 20th centuries will be used.

**Speakers:** Evan Liddiard, Senior Education Specialist, Virginia Historical Society; Chris Van Tassell, Program Coordinator, Virginia Historical Society

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**In & Out of Focus: Interpreting Outside the Box**

Museums, historic sites and nature parks face growing pressure to expand their reach and impact in their local communities and to attract new visitors. Some sites have chosen to expand their interpretation beyond traditional boundaries. This session will cover three diverse places that are beginning to interpret stories that are not traditional to their period or topic of significance. Discussion will include the successes, weakness, opportunities and challenges presented by these programs.

**Speakers:** Kiersten Conley, Assistant Manager, Ellanor C. Lawrence Park; Emmanuel Dabney, Petersburg National Battlefield Park, Park Ranger; Drew Gruber, Colonial Williamsburg, Historian; Robert Orrison, Historic Site Operations Supervisor, Prince William County Historical Preservation Division
5:30pm – 7:00pm

CLOSING RECEPTION & SILENT AUCTION ENDS – Exhibit Hall

7:00pm – 9:30pm

MONDAY EVENING EVENT – Court End by Moonlight
Additional Fee: $10

Your evening will center on the newly renovated galleries of The Valentine; while enjoying food and beverages there. Tour guides will take groups to visit the White House of the Confederacy and the John Marshall House.

SPONSORED BY: Markel Artworks
Tuesday, March 10, 2015

7:30am – 8:45am

SEGWAY TOUR OF HISTORIC RICHMOND
Additional Fee: 25$ limited spaces available

Explore the landmarks of historic downtown Richmond on a Segway! Enjoy this new twist on an old VAM standby, the Circuit Walk, while still supporting VAM’s Circuit Riders program. Meet at the lobby of the Omni Richmond Hotel.

SPONSORED BY Segway of Richmond

9:00am – 1:00pm

SILENT AUCTION SALES

9:00am – 10:30am

KEYNOTE FEATURING DR. EDWARD AYERS, BUSINESS MEETING

A teacher and scholar of American history, Edward L. Ayers, Ph.D., was named president of the University of Richmond in 2007. Additionally, Dr. Ayers is the 19th century American History Guy on the Virginia Foundation for the Humanities’ BackStory radio program. He received a National Humanities Medal by President Obama in 2013, and has authored / edited 10 books.

10:30am – 11:00am

MORNING COFFEE BREAK

11:00am – 12:30pm

CONCURRENT SESSIONS VI
What Is MEST and How Can You Get Involved?

VAM’s Richmond area Museum Emergency Support Team (MEST) is an active group dedicated to learning about and promoting the importance of emergency preparedness at cultural institutions. Learn how to engage with large public institutions, small historic sites, or corporate art collections plus with first responders. By sharing their missteps and successes as well as information and new ideas to remain active, RVA MEST will help you start (or restart) a group back home.

**Speakers:** Tracy Bryan, Site Manager, Virginia Historical Society; Kathy Garrett-Cox, Manager of Historical Collections, Maymont Foundation; Libby Howlett, Manager of Collections, Agecroft Hall; Jackie Mullins, Registrar and Collections Manager, The Valentine

The Clothes Make (And Break) a Man

Historical clothing at living history sites is an amazing education tool when done correctly, but budget constraints, proper training and cultural barriers often mean that historical clothing can do more harm than good if done improperly. Clothing should give the interpreter instant credibility on your historic site, but this can be hard to achieve at times. Our panel will outline scenarios where sometimes the best course of action is to put staff in polo shirts and khakis, rather than short gowns and petticoats. We will also offer compromises for historic sites that are struggling with historical clothing issues.

**Speakers:** Christopher Daley, Historical Clothing Supervisor, Jamestown-Yorktown Foundation; Julie Herczeg, Costumer, Frontier Culture Museum

Historic Court Records and African American Research

The Commonwealth of Virginia has 120 circuit courts and elected clerks of the circuit court who are tasked with the retention of valuable records, some dating back to the origins of their respective counties. This session will showcase the Historic Records Program at the Loudoun County Circuit Court Clerk’s Office and how they are taking steps to preserve, index, and scan their collection. Staff at the Library of Virginia will offer invaluable information on the types of collections available at the Library and how to search for records through their various resources. Spotlighted will be African American research in Virginia from the Colonial era to approximately 1870 through a description of available records and case studies. This will be a not-to-be-missed-session for anyone involved in African American research or who are interested in learning more about using circuit court records or the wealth of resources available at the Library of Virginia.

**Speakers:** Cara, Griggs, Reference Archivist, Library of Virginia; Eric Larson, Historic Records Manager, Loudoun County Circuit Court Clerk’s Office
Conservation and Cultural Relations: A Discussion on Repatriation

The Monuments Men has recently brought provenance into popular culture. But, the issue of repatriation has long been discussed in many areas of the museum community and often presents some challenging issues. The majority of collecting organizations have objects with provenance questions and the process to resolving these issues is not always clear. The Head Curator from the Hermitage Museum and Gardens in Norfolk, VA and the Coordinator of Provenance Research at the Virginia Museum of Fine Arts will share some small and large museum experiences with these issues, discuss some of the current debate ongoing in the museum field, and identify some of the challenges and potential benefits that repatriation may raise with collecting organizations. This interactive session will culminate with debate on some potential scenarios for how to tackle similar issues at your own organization. Bring your own experience, challenges and questions.

**Speakers:** Steven Blashfield, Trustee, Hermitage Museum and Gardens; Colin Brady, Head Curator, Hermitage Museum and Gardens; Karen Daly, Registrar for Exhibitions, Coordinator of Provenance Research, Virginia Museum of Fine Arts

What Employers Seek in Students, Recent Graduates, and Public History Professionals

This session will discuss strategies of interest to students, new graduates, and public history professionals as they seek to advance their careers and be successful in the evolving world of museums and public history. As part of this discussion, panelists will share insight from their experience as leaders in the field across three platforms, a history organization, a national association of history organizations, and a national association of public history professionals. The panelists will acknowledge the importance of traditional academic training, but particularly highlight skills, abilities, and experiences beyond these curriculums and which are necessary for professional success and fulfillment in diverse public history settings. Finally, this session will facilitate conversations allowing participants and panelists to engage in a dialogue about specific situations in addition to general case studies.

**Speakers:** Bob Beatty, Interim President and CEO, American Association for State and Local History; Scott Stroh, Executive Director, Gunston Hall; TBD representative from academia or the National Council for Public History
12:30pm

CONFERENCE OFFICIALLY ENDS

1:00pm

CAPSTONE LUNCHEON AT THE VMFA
(covering VMFA’s integration of programming with exhibitions)

Additional fee: $25

Come listen to Greg Haley and his staff discusses the thought process that goes into their menu concepts. Amuse has won numerous awards, including 2011 Style weekly’s Restaurant of the year. Join us for a thought provoking conversation on the relationship between our galleries and menu concepts. Chef Haley will walk you through the beginning stages of international cuisine development to the use of local purveyors. A true entertaining and palate enticing talk on the art of food.
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THE OMNI RICHMOND HOTEL

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Ask for the Virginia Association of Museums room block.

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