



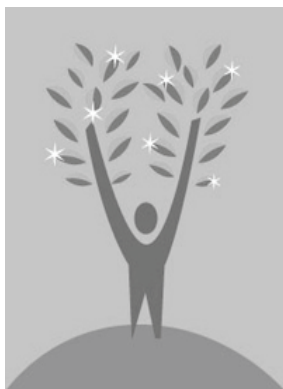
Seeds of Change: CAM in the Heart of California

California Association of Museums
Final Conference Program
Fresno, California
February 25-28, 2008

Sponsored in part by
The James Irvine Foundation
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*Thank you to our sponsors and funders for their
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Welcome to

Seeds of Change:

CAM in the Heart of California!

**Conference Program
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CALIFORNIA ASSOCIATION OF MUSEUMS

The California Association of Museums is supported in part by a grant from the California Arts Council, a state agency, and the National Endowment for the Arts, a federal agency.



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Achieving a Greener Conference – Walking the Talk

Welcome to the green *Seeds of Change* 2008 CAM Conference, Fresno!

In just two years, the Green Museums Initiative (GMI) has accomplished the goals of reducing CAM's ecological footprint. Our annual meeting is more sustainable than ever, as we have thought of new ways to **Be Green** at this year's event.

Last year in Long Beach, GMI introduced *Greening the Conference: Walking The Talk* booklet that described the committee's first steps. This booklet was mailed to state, regional and national museum associations in hopes that we would inspire others. Several representatives called CAM's effort "groundbreaking" and California Senator Alan Lowenthal, a member of the California State Senate's Environmental Quality Committee, called it "real leadership".

This year, GMI used the decision as to whether to print the booklet as an opportunity to **Think Green**. We chose instead to print information about how this conference is green on the tote bag. Will we print a booklet again next year? Find out more about the green ideas found at the conference and read the full booklet on-line at www.greenmuseums.info.

We also added Green Travel Tips this year and with the support of our Green Leader Sponsors were able to take these actions at this year's conference:

**Carbon Neutral • Sustainable Cuisine • Real Dishes • Eat Locally
Recycled Plastic Bottle Lanyards • Certified Green Printer • Reduced Waste
100% Recycled Paper • Vegetable Inks • The CAMMY Coach • Green Event Guidelines
Organic Cotton Tote Bag • Fair Trade • Recycling and more**

The GMI Committee is developing a website that will focus on essays by "green" experts and "how to" information designed for both basic and advanced levels of engagement. Website users will have the chance to learn from each other in an online forum.

We want to hear from you! What are you doing? What type of information would you most like to see on this webpage? At this conference you can attend *Session 1A: Going Green (Part 1): What you Can Do to Implement Green Practices Now* and share your ideas. Help us create an extraordinary resource for the everyday work of becoming a **Green Museum**. And don't forget to attend *Session 2A: Going Green (Part 2): Cradle-to-Cradle Exhibits!*

— Kate Davies, Chair, Green Museums Initiative Committee

Special Thanks To:

Green Museums Initiative Committee: Alan Baker, Executive Director, Charles Paddock Zoo; Sarah Kennington, Registrar, Fowler Museum at UCLA; Barbara Long, VP Government Relations and Special Projects, Aquarium of the Pacific; Adrienne McGraw, Director of Programs and Interpretation, Filoli Center; Tim McNeil, Assistant Professor & Director, UC Davis Design Museum

Inspire Green. GMI Mission: To inspire California museums to develop green business practices, eco-friendly facility management, and sustainable programming.

Green Leader Sponsors:

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Free Admission to Fresno Museums



The following museums are offering free admission to CAM conference attendees when they present a name badge or conference registration receipt between Sunday, February 24, 2008 and Thursday, February 28, 2008! Please be sure to check their websites or call to confirm hours of operation, directions, and other information. Transportation is not provided; directions available at the Registration Desk.

Fresno Art Museum

Since its inception as a regional arts center in 1948, the Fresno Art Museum has grown into an important museum of contemporary and modern art. Exhibitions include a wide range of contemporary as well as modern works by local, national and international artists. With additional emphasis on Mexican art from pre-Columbian times to the present, and with the planned bequest of significant collections of pre-Columbian ceramics and French post-impressionist graphics, the Museum is working to serve as both an educational facility and a repository for important collections from the Central Valley. Please note: the Museum is closed on Mondays. 2233 N. 1st Street, Fresno, CA 93703; 559-441-4220; www.fresnoartmuseum.org.

Fresno Chaffee Zoo

Fresno Chaffee Zoo is your central valley destination for outrageous adventure! Journey to the Sunda Forest, territory to our tigers, orangutans, and siamangs. It's an experience of a lifetime, every day at Fresno Chaffee Zoo! See the behind-the-scenes tours on Monday, February 25, 2008. 894 W. Belmont Avenue, Fresno, CA 93728; 559-498-5910; www.fresnochaffeezoo.com.

Fresno Metropolitan Museum's Reeves ASK Science Center

For the first time in its history, the Fresno Metropolitan Museum is undergoing an interior upgrade of its historic 1922 building. The Fresno Metropolitan Museum is entering a new phase in exhibition development with the debut of *Crossroads: The Meeting of Art and Science* at the Reeves ASK Science Center's Temporary Location (933 Van Ness Avenue). *Crossroads* was developed by the Met and features hands-on, interactive stations exploring the intersections between art and science. 933 Van Ness Avenue, Fresno, CA 93721; 559-441-1444; www.fresnomet.org.

Kearney Mansion Museum

Kearney Mansion was home to one of California's premier agribusiness pioneers, M. Theo Kearney. When visitors tour the Mansion, they learn more about this extraordinary man, his home, and his role in organizing the first raisin grower co-operative. See the tours offered on Monday, February 25, 2008. 7160 W Kearney Blvd, Fresno, CA 93706; 559-441-0862; www.valleyhistory.org/KearneyMansionMuseum.html.

**Is your
museum
boxed in
by limited
time or
money?**



Roma Barnes, © 2007 Evvy Eisen, from CERA's "Multiply by Six Million: Portraits and Stories of Holocaust Survivors" exhibition.

Think outside the box!

California Exhibition Resources Alliance (CERA) provides engaging, high-quality exhibitions at very affordable fees. And they arrive ready to install in your museum or gallery space.

**Call 916. 451. 8627 or visit
www.ceraexhibits.org**



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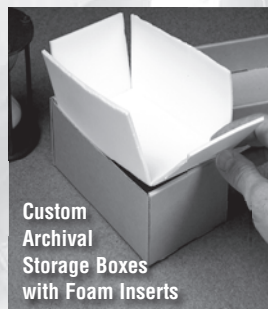
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Schedule at a Glance

Monday, February 25

- 9:00 am - 12:00 pm **Workshop: Fundraising for Conservation Projects / Salon D2**
- 9:00 am - 12:00 pm **Tours: Animal Encounters at the Fresno Chaffee Zoo**
- 10:00 am - 4:00 pm **Workshop: Mediated Experiences: Silent Guided Tours of Silent Nods vs. Engaged Dialogue / Fresno Chaffee Zoo**
- 10:00 am - 4:00 pm **Tours: Kearney Mansion Museum**
- 10:00 am - 3:00 pm **CERA Quarterly Meeting / Salon D1**
- 11:00 am - 2:00 pm **Workshop: Heart of the Museum: Leadership Teams & Managing Change / Salon D3**
- 1:00 pm - 4:00 pm **Workshop: Handling & Housekeeping for Collections / Salon D2**
- 5:00 pm - 9:00 pm **Event: Reassembling History at Table Mountain Rancheria**
Sponsored by Table Mountain Rancheria

Tuesday, February 26

- 8:00 am - 9:00 am **Continental Breakfast / Conference Center Foyer / *Sponsored by Dunsmuir House & Gardens***
- 9:00 am - 10:30 am **Opening General Session and Keynote Address / Salon B**
- 10:45 am - 12:00 pm **Concurrent Sessions - *Sponsored by Architectus***
- Session 1A: Going Green (Part 1): What You Can Do to Implement Green Practices Now / Salon D1
 - Session 1B: Web 2.0 (Part 1): What's All the Buzz? Using New Technologies to Educate and Increase Participation / Salon A1
 - Session 1C: The Perfect Collection: Conceiving It, Creating It, Collecting It / Salon D2
 - Session 1D: Why Should I Care? Constructing Relevant Experiences for Today's Audiences / Salon D3
- 12:15 pm - 1:45 pm **CAMMY Award and Members' Luncheon / Sequoia Ballroom**
Sponsored by Gallagher & Associates
- 2:00 pm - 3:30 pm **Concurrent Sessions - *Sponsored by Santa Barbara Museum of Art***
- Session 2A: Going Green (Part 2): Cradle to Cradle Exhibits / Salon D1
 - Session 2B: Web 2.0 (Part 2): Brainstorming the Possibilities / Salon A1
 - Session 2C: ¡Conectate! Engaging Media Partners to Tap into the Latino Market / Salon D3
 - Session 2D: Developing a Statewide Cultural Infrastructure: A Discussion on Museums and the Role of Government / Salon D2
- 3:30 pm - 4:15 pm **Exhibit Hall Opening & Ice Cream Reception / Salon B & C**
Sponsored by Santa Barbara Zoo
- 4:15 pm - 5:45 pm **Concurrent Sessions**
- Session 3A: Growing Your Membership Base / Salon D1
 - Session 3B: Inspiring Action: Approaches to Activating Visitors through Exhibit Design / Salon A1
 - Session 3C: Museum Geeks: The Next Generation / Salon 3C
- 6:00 pm - 9:30 pm **Event: Groovin' to the Art Beat 60's Style at the Fresno Art Museum**

Don't miss the Exhibit Hall!

Tuesday, February 26

3:30 - 5:45 pm

Wednesday, February 27

9:45 am - 6:30 pm

Wednesday, February 27

7:30 am - 8:30 am **Continental Breakfast /**
Conference Center Foyer
Sponsored by Claremont Museum of Art

8:30 am - 10:00 am **Concurrent Sessions**
Sponsored by Willis Fine Art

- Session 4A: What it Really Takes to Put Your Store Online / Salon D2
- Session 4B: Up and Coming: New Research in Collections Management / Salon A2
- Session 4C: Using the 990 to Market your Museum / Salon D3
- Session 4D: Museums and Libraries: A Catalog of Knowledge, An Inventory of Ideas / Salon D1

9:45 am - 6:30 pm **Exhibit Hall Open**
Salon B & C

9:45 am - 10:30 am **Watercooler Discussion**
Topic: Volunteer
Management / Salon B & C

10:00 am - 10:30 am **Exhibit Hall Break / Salon B & C**

10:30 am - 12:00 pm **Concurrent Sessions**

- Session 5A: Repatriation and NAGPRA: Three Practitioners' Perspectives / Salon D1
- Session 5B: Diversity From the Inside Out / Salon D2
- Session 5C: New and Alternate Funding Streams for Museums / Salon A2
- Session 5D: Building and Maintaining Successful Museum Outreach Programs / Salon D3

12:15 pm - 1:45 pm **Director's Luncheon / Salon A1**
Sponsored by Jones & Jones Architects

12:45 pm - 1:45 pm **Lunchtime Learning Opportunities**

- Session 6A: Exhibition Development in Medium-Large Museums: The Process and the Team / Salon D1
- Session 6B: Learning Styles & Museums / Salon A2
- Session 6C: Collection Management Round Table Discussions / Salon D2

2:00 pm - 3:30 pm **Concurrent Sessions**

- Session 7A: New Government Funding for Museums / Salon D1
- Session 7B: Interpreting Native Culture (Part 1): Activating Community Connections / Salon D2
- Session 7C: Re-imagining the Museum in the 21st Century / Salon A2
- Session 7D: Collection Storage Environments / Salon D3

3:15 pm - 4:00 pm **Watercooler Discussion Topic: Museum Finances / Salon B & C**

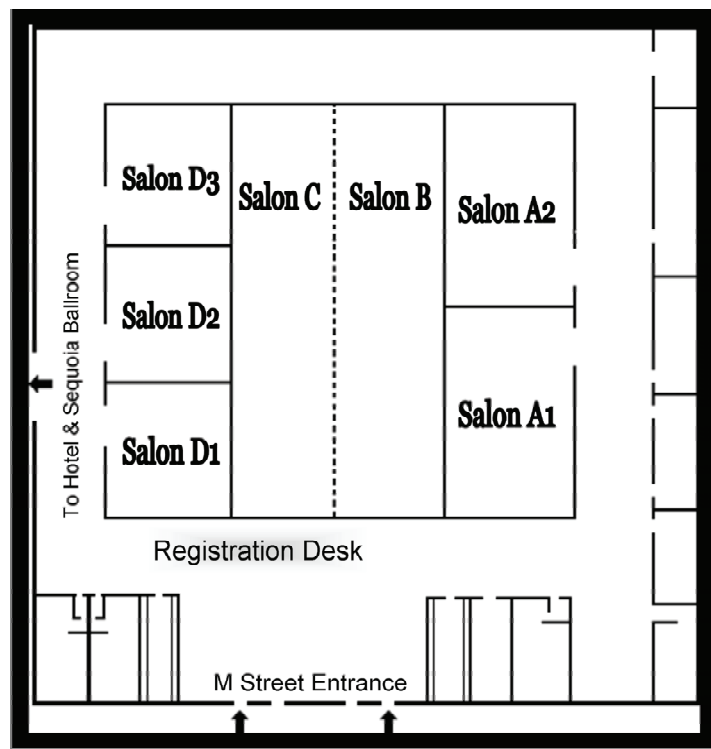
3:30 pm - 4:00 pm **Exhibit Hall Break / Salon B & C**

4:00 pm - 5:30 pm **Concurrent Sessions**

- Session 8A: Interpreting Native Culture (Part 2): Exploring the Museum's Role in Culturally Sensitive Issues / Salon D2
- Session 8B: Staying Connected with your Volunteers / Salon D1
- Session 8C: It's More than Setting the Goal—Methods for Achieving Success / Salon A2

5:30 pm - 6:30 pm **Exhibit Hall Closing Reception / Salon B & C**
Sponsored by the Oakland Museum of California

6:30 pm - 9:00 pm **Event: Sipping Under the Stars - The Downing Planetarium**



Thursday, February 28

8:00 am - 6:00 pm **Field Trip: Hike the Sierra**

Monday, February 25th

8:00 am – 5:00 pm

REGISTRATION AND CONFERENCE INFORMATION OPEN
Conference Center Foyer

See times below

TOURS/MEETING/WORKSHOPS

TOUR: Animal Encounters at the Fresno Chaffee Zoo

Drop in between 9:00 am and 12:00 pm

Fresno Chaffee Zoo is your central valley destination for outrageous adventure! Journey to the Sunda Forest, territory to our tigers, orangutans, and siamangs. Explore the wet wonders of our tropical Rain Forest. Feed a giraffe, howl with our red wolves and be amazed by our Asian elephants. Bring proof of registration for complimentary admission, and drop in for special animal encounters and behind-the-scenes tours. *Free (transportation not provided). Fresno Chaffee Zoo, 894 W. Belmont Avenue, Fresno, CA 93728; 559-498-5910; www.fresnochaffeezoo.com.*



TOUR: Kearney Mansion Museum

Drop in between 10:00 am and 4:00 pm

Kearney Mansion was home to one of California's premier agribusiness pioneers, M. Theo Kearney. His legacy includes establishment of the Central Valley's colony farm system and the bequest of his Fruit Vale Estate to the University of California for agricultural research purposes. Kearney's most lasting contribution was his vision and leadership in the early development of the California raisin industry. When visitors tour the Mansion, they learn more about this extraordinary man, his home, and his role in organizing the first raisin grower co-operative – the predecessor to what is now Sun-Maid Growers of California. *Free (transportation not provided). Kearney Mansion Museum, Fresno Historical Society, 7160 W Kearney Blvd, Fresno, CA 93706; 559-441-0862; www.valleyhistory.org/KearneyMansionMuseum.html.*

MEETING: CERA Quarterly Meeting

10:00 am – 3:00 pm / Salon D1, Radisson Hotel and Conference Center

Moderator: Lexie Smith Kliebe, Interim Executive Director, California Exhibition Resources Alliance

The California Exhibition Resources Alliance (CERA) is a non-profit organization of professionally operated museums and cultural organizations that collaborate to create and tour smaller, affordable, and high quality exhibitions. Since 1988, CERA has been serving museums with limited resources and assisting them in providing their communities with exceptional cultural programming. CAM members are invited to attend this quarterly CERA meeting to hear about new CERA exhibitions and to network with colleagues. This is a wonderful opportunity for museum professionals to find out more about CERA, its exhibitions, and services.

WORKSHOP: Fundraising for Conservation Projects

9:00 am – 12:00 pm / Salon D2, Radisson Hotel and Conference Center

Moderator: Jacqueline Cabrera, Associate Registrar for the Getty Villa, The J. Paul Getty Museum. Presenter: Hal Fischer, Development Officer, Balboa Art Conservation Center

Participants will learn how to select and make the best arguments for funds to implement an institution's conservation project. They will also learn how to research funding sources, approach foundations and government agencies, and fulfill grant-maker requirements and expectations. The basic elements of a successful proposal will be presented in detail, with case studies of successfully funded projects. A limited number of individual consultations will be available free of charge during the afternoon for registered workshop participants. *See Registration for ticket availability.*

WORKSHOP: Handling & Housekeeping for Collections

1:00 pm – 4:00 pm / Salon D2, Radisson Hotel and Conference Center

Moderator: Jacqueline Cabrera, Associate Registrar for the Getty Villa, The J. Paul Getty Museum. Presenter: Alexis Miller, Associate Paintings Conservator, Balboa Art Conservation Center

Whether your position entails handling collection items yourself or supervising those who do, this workshop will provide practical guidelines to follow when handling and housekeeping a variety of collection materials. Factors to consider when caring for collections, such as material and construction, handling and moving vulnerabilities, and storage and exhibition concerns will be discussed. *See Registration for ticket availability.*

WORKSHOP: Mediated Experiences: Silent Guided Tours of Silent Nods vs. Engaged Dialogue

10:00 am – 4:00 pm / Fresno Chaffee Zoo

Moderator: Denise A. Gray, Senior Education Program Manager, Museum of Contemporary Art. Presenters: Anne Richardson, Manager, Field Trips Department, Exploratorium; Ben Garcia, Associate Director of Education, Skirball Cultural Center

Join this hands-on workshop and investigate your own teaching (and training) methodology for audience-centered, object-based, and inquiry-discussion museum experiences. Designed for veteran and new professionals at museums of all disciplines, learn through activities that focus on communication skills and various learning methods that authentically engage diverse audiences. Leave this workshop inspired with a better sense of how you personally help others make meaning of museum objects. *See Registration for ticket availability. Fresno Chaffee Zoo, 894 W. Belmont Avenue, Fresno, CA 93728. (Transportation not provided.)*

WORKSHOP: Heart of the Museum: Leadership Teams & Managing Change

11:00 am – 2:00 pm / Salon D3, Radisson Hotel and Conference Center

Moderator: Adrienne Horn, President, Museum Management Consultants, Inc. Presenters: Rachel Orlins Bergman, Executive Director, Gibson House; Michael Whittington, Executive Director, Monterey Museum of Art; Craig Johnson, President, Monterey Museum of Art; Merry Alberigi, Executive Director, Marin History Museum; Carleton Prince, President of the Board, Marin History Museum

Boards bear the legal responsibility for stewardship of the museum. The Director is the person to whom the Board delegates responsibility for administration of the institution. How can this vital team be strengthened? Participants will learn: organizational lifecycles and how they affect your Board; roles and responsibilities during stages in the lifecycle; to actively manage change; and, to improve decision-making with dynamic Board meetings. Explore Board/Director dynamics as a team to achieve leadership goals and mandates for accountability and a healthy museum. Teams of two attendees from the same institution (i.e. Director and Board member) are strongly encouraged to participate. *See Registration for ticket availability.*

5:00 pm – 9:00 pm

REASSEMBLING HISTORY AT TABLE MOUNTAIN RANCHERIA—Sponsored by Table Mountain Rancheria

Experience an exciting evening filled with Central Valley history, American Indian tradition, and delicious food at Table Mountain Rancheria. Nestled in the foothills of the Sierra Nevada, Table Mountain Rancheria is in the process of reassembling some of the original historical structures from the local U.S. Army Post along with a museum and outdoor interpretative trail. You will visit the Table Mountain Rancheria Conservation lab and the reassembled Officers Row and log barracks from the 1851 Fort Miller Army post. An exhibit on the Tribes' museum project and late 19th—early 20th century Central California Indian art collection will be shared to present a more inclusive and accurate history, concluding with a fabulous dinner at the Table Mountain Casino Event Center. Table Mountain Rancheria welcomes you to meet up with colleagues and friends for a relaxing evening.

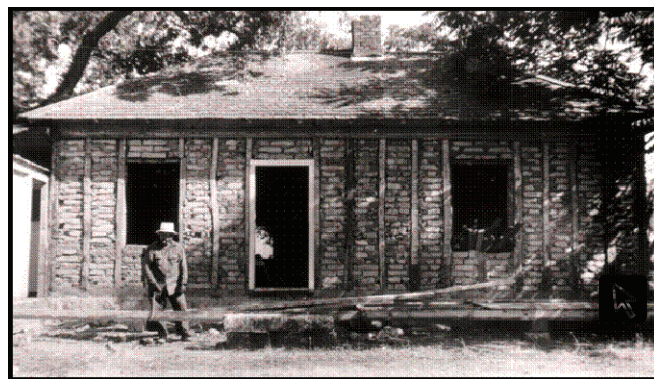


Photo of the dismantled Fort Miller Officers Quarters and Sam Lewis (Chukchansi) ca 1941, courtesy of the Fresno City and County Historical Society

Two motorcoaches will leave from the Radisson Hotel at 5:00 pm and depart from Table Mountain Rancheria at 8:30 pm.

Dinner and Exhibit sponsored by the Table Mountain Rancheria. Late returning transportation can be arranged through Table Mountain Rancheria. *See Registration for ticket availability.*

Conference Themes

The CAM Program Committee has labeled workshops and sessions according to conference themes. Attendees can quickly and easily identify the type of content addressed in each program by looking for the following icons:



Engaging Communities



Nuts and Bolts



New Horizons



Technology



Green/Sustainability

Tuesday, February 26th

8:00 am – 6:00 pm **REGISTRATION AND CONFERENCE INFORMATION OPEN**
Conference Center Foyer

8:00 am – 9:00 am **CONTINENTAL BREAKFAST / Conference Center Foyer**
SPONSORED BY DUNSMUIR HOUSE & GARDENS

9:00 am – 10:30 am **OPENING GENERAL SESSION & KEYNOTE ADDRESS / Salon B**

“Museums as Keepers of Culture” with Frank La Pena, Artist and Poet

Frank La Pena, an internationally exhibited painter and published poet, will talk about his experience working with museums and their role in remembering the past. He has been a consultant to museums across the country, including the de Young, the Oakland Museum of California, and the Smithsonian Institution’s National Museum of the American Indian. As a young man, La Pena became interested in the song, dance, and ceremonial traditions of his tribe. He has worked with the elders of the Nontipom Wintu, the Nomlaki Wintun of northern California, and elders of neighboring tribes, and he is a founding member of the Maidu Dancers and Traditionalists, dedicated to the revival and preservation of these Native arts.

Jim DeMersman, CAM President and Executive Director of the Dunsmuir House and Gardens, will welcome conference attendees and acknowledge our sponsors and committee members.

10:45 am – 12:00 pm **CONCURRENT SESSIONS – SPONSORED BY ARCHITECTUS**

SESSION 1A: Going Green (Part 1): What You Can Do to Implement Green Practices Now / Salon D1



Moderator/Presenter: Kate Davies, Executive Director, Downey Museum of Art. Presenters: Adrienne McGraw, Director of Interpretation and Programs, Filoli Center; Barbara Long, Vice President of Government Relations, Aquarium of the Pacific

Just planting seeds for a greener, more sustainable museum? Or do your green roots run deep? Learn what you can do to be more earthwise with a variety of information including a case study and basic principles of going green. An engaging activity will allow us to share our successes and challenges while learning from those who are already growing greener institutions. There will be ample time to seek answers for your challenges as well as a chance to help shape the future of GMI. A resource guide will be provided.

SESSION 1B: Web 2.0 (Part 1): What’s All the Buzz? Using New Technologies to Educate and Increase Participation / Salon A1



Moderator and Presenter: Jim Angus, Associate Director of Communications, National Institutes of Health and Museum Education Roundtable Board Member. Presenters: Stephanie Pan, Interpretation Associate, San Francisco Museum of Modern Art; Larry Eason, Senior Strategic Consultant, Mindshare Interactive Campaigns, LLC

Whether you’re in marketing, communications, or education or you’re just trying to find ways to increase participation, this session will have something for you. Podcasting, blogs, virtual environments (Second Life, Whyville), social media (YouTube, LinkedIn); you’ll understand the potential of each of these and more. These new technologies bring opportunities for all museums, regardless of size or budget.

SESSION 1C: The Perfect Collection: Conceiving It, Creating It, Collecting It / Salon D2



Moderator: Jill Moffat, Executive Director, Fresno Historical Society. Presenters: Joel Pickford, Photographer, Joel Pickford Imaging; Sharon Hiigel, Curator of Collections and Education, Fresno Historical Society; TBD representative from Fresno’s Hmong community

What if your institution could create a collection from scratch? This session will explore what the Fresno Historical Society did when it realized it could conceive and create a “perfect collection” through strategic partnerships. A photographer, representatives from the Fresno Historical Society, and a member of the Central Valley’s Hmong community will discuss “The Hmong Central Valley Project: A Culture in Transition,” a documentary collection that includes contemporary images, historic photographs, oral histories, and programming.

SESSION 1D: Why Should I Care? Constructing Relevant Experiences for Today's Audiences / Salon D3



Moderator: Leah M. Melber, Assistant Professor & Museum Consultant, California State University, Los Angeles. Presenters: Mary Baerg, Deputy Lead, Mars Public Engagement, Jet Propulsion Laboratory; Susan Lafferty, Nadine and Robert A. Skotheim Director of Education, The Huntington Library, Art Collections and Botanical Gardens

The panel will address methods of providing relevant experiences for today's diverse audiences. Tapping into their own experiences within diverse museum environments, specific topics will include visitor voices on the relevancy of today's museums, models for drawing in and retaining new audiences while remaining true to the institutional mission, and methods for working within institutional context towards strategic change.

12:15 pm – 1:45 pm CAMMY AWARD AND MEMBERS' LUNCHEON / Sequoia Ballroom

SPONSORED BY GALLAGHER & ASSOCIATES

John F. Kennedy University's Museum Studies program will be the recipient of the 2008 CAMMY Award. The CAMMY Award recognizes extraordinary museum supporters, professionals, and institutions that have made outstanding contributions to California museums. The Museum Studies program at John F. Kennedy University is being recognized in the category of Service to the Field for the involvement of their alumni and faculty in museum associations and their commitment to furthering and strengthening the museum field. Jim DeMersman, President of CAM's Board of Directors, will present the award to JFKU President, Dr. Steven Stargardter, and Marjorie Schwarzer, professor and chair of the Museum Studies Department. Following the award, Celeste DeWald, Executive Director of CAM, will provide an overview of recent programs and initiatives. All delegates are invited to participate in the luncheon; participants will be encouraged to sit according to their position to foster networking. *See Registration for ticket availability.*

2:00 pm – 3:30 pm CONCURRENT SESSIONS – SANTA BARBARA MUSEUM OF ART

SESSION 2A: Going Green (Part 2): Cradle to Cradle Exhibits / Salon D1



Moderator: Carlos Ortega, Manager, Project Development, BRC Imagination Arts. Presenters: Sonora Beam, Founder and Creative Director, Digital Hive EcoLogical Design; Tim McNeil, Assistant Professor and Director, Design Museum, University of California, Davis; Mark Hayward, Museum Project Development, BRC USA

Exhibits are big consumers of resources and energy and big producers of waste. But do they have to be? From installation to takedown, it is possible to reduce the ecological footprints of our exhibits. Hear how several professionals design with "cradle to cradle" in mind and learn where to find energy-efficient, recycled, recyclable, and reusable exhibit components. Take away a new green approach to exhibit development.

SESSION 2B: Web 2.0 (Part 2): Brainstorming the Possibilities / Salon A1



Moderator and Presenter: Jim Angus, Associate Director of Communications, National Institutes of Health and Museum Education Roundtable Board Member

Following up from Part 1 of the Web 2.0 session, this will be an informal "town hall meeting" and brainstorming session on how the museum community can use some of these cutting edge new web applications. The outcome will be a list of simple ideas to help your organization meet its particular objectives. Bring your ideas and be prepared to leave with far more than you came with. Applications will include Blogs, Wikis, YouTube, Social Networking sites such as FaceBook, Breeze, SecondLife and other virtual environments, LinkedIn and Mashups. *Participation in Part 1 not required.*

SESSION 2C: ¡Conectate! Engaging Media Partners to Tap into the Latino Market / Salon D3



Moderator/Presenter: Doniece Sandoval, Arts Marketing Consultant. Presenters: Lorraine Yglesias, Emerging Markets Innovation, Monterey Bay Aquarium; Manuel Cervantes, General Sales Manager, KNSO Telemundo; Luz Escartin, General Sales Manager, Azteca America KMSG

This session will focus on leveraging your assets to acquire, evaluate, and maintain media sponsorships targeted to California's Hispanic population. What do you do when you don't have a national media directory or an advertising agency? Discover how to sleuth out print, online, radio and broadcast targets. Whether you are a large institution with national cache or a small institution with local appeal, you can partner with the media to reach new audiences.

SESSION 2D: Developing a Statewide Cultural Infrastructure: A Discussion on Museums and the Role of Government / Salon D2



Moderator: John McGuirk, Arts Program Director, The James Irvine Foundation. Presenters: Kevin Mulcahy, Sheldon Beychok Distinguished Professor, Department of Political Science, Louisiana State University; Isaac Kos-Read, Director, Northern California, Townsend Public Affairs; Susan Hildreth, California State Librarian

California does not have a state government agency that comprehensively supports museums. This panel will offer the perspective of a nationwide expert in cultural policy and responses from the leader of a state agency and a lobbyist for museums. Topics will include models in other states, the impact of such entities, and how an effective structure could work in California.

3:30 pm – 4:15 pm EXHIBIT HALL OPENING & ICE CREAM SOCIAL / Salons B & C SPONSORED BY SANTA BARBARA ZOO

Indulge your sweet tooth, welcome our business associates to the CAM conference, and learn about the products and services available to the museum field. For a complete list of exhibitors and information about their services, see page 19.

4:15 pm – 5:45 pm CONCURRENT SESSIONS

SESSION 3A: Growing Your Membership Base / Salon D1



Moderator/Presenter: Kimberly Roberson, Assistant Director of Development, Membership, Santa Barbara Zoo. Presenters: Marilyn Cahill, Associate Director of Membership, California Academy of Sciences; Dana Hines, President and CEO, Membership Consultants, Inc.

This session will provide attendees with an overview of strategies to increase their membership numbers regardless of their size or budget. On-site sales, direct mail, online sales, telemarketing, and cultivation/communication will each be discussed as they pertain to those who work in small, mid-size, and large institutions. Attendees will leave with strategies for in-house implementation, outsourcing, or a combination of the two.

SESSION 3B: Inspiring Action: Approaches to Activating Visitors through Exhibit Design / Salon A1



Moderator: LouAnne Greenwald, Consultant, Wild Growth. Presenters: Thomas Rockwell, Director of Exhibits, Exploratorium; Linda Kulik, Director of Exhibits, California Academy of Sciences

What are the messages we can convey to our visitors to inspire action and stewardship of our mission? How do we most effectively communicate these messages in an exhibit? And how do we measure our success? Exhibit directors from three science and nature museums discuss their museum's current expansion projects and how these issues are being addressed in the exhibit development, design, and evaluation.

SESSION 3C: Museum Geeks: The Next Generation / Salon D2



Moderator: Marla Misunas, Collections Information Manager, San Francisco Museum of Modern Art. Presenters: Sarah Marcotte, Programs Manager, Kidspace Children's Museum; Susan Spero, Associate Professor of Museum Studies, John F. Kennedy University

There's no question the technology landscape is changing rapidly for many museums and staff members are expected to pick up the slack. How are museum information professionals being prepared for their jobs, and how can we improve educational resources for this group? Since museums are increasingly engaged in new media projects, how are they being integrated into the workflow? This session will examine how training for museum professionals has changed and ways museums are utilizing new technologies.

6:00 pm – 9:30 pm EVENING EVENT

GROOVIN' TO THE ART BEAT '60S STYLE AT THE FRESNO ART MUSEUM

The Fresno Art Museum has spared no expense to make sure you enjoy your trip back to the '60s, a time when the Summer of Love was on our minds while flower children, both young and old, experienced Woodstock, the Mod Squad and the Twist. Guests will feast on scrumptious hors d'oeuvres and desserts surrounded by modern and contemporary art. For the past 60 years, the Fresno Art Museum has provided art and cultural programs for people of the Central Valley and beyond. Over the years, the Museum has earned a reputation for delivering high quality exhibits that help to define the cultural environment of the Valley. Guests will have the opportunity to stroll through the galleries and enjoy exhibits of French prints, Pre-Columbian ceramics, photographs of China from Caitlin McCaffrey, Chlorophyll prints from Binh Danh as well as contemporary terra-cotta warriors by Wanxin Zhang. *So shake-out your closets, put on your '60s fashion and get ready to travel back in time! Theme-inspired fashion highly encouraged.*

The first motorcoach departs from the Radisson Hotel at approximately 5:45 pm. Two motorcoaches will shuttle between the hotel and the Fresno Art Museum until 9:30 pm. See *Registration for ticket availability.*



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Wednesday, February 27th

- 7:30 am – 6:30 pm **REGISTRATION AND CONFERENCE INFORMATION OPEN**
Conference Center Foyer
- 7:30 am – 8:30 am **CONTINENTAL BREAKFAST / Conference Center Foyer**
SPONSORED BY THE CLAREMONT MUSEUM OF ART
- 8:30 am – 10:00 am **CONCURRENT SESSIONS - SPONSORED BY WILLIS FINE ART**

SESSION 4A: What it Really Takes to Put Your Store Online / Salon D2



Moderator: Maria Kwong, Director of Retail and Visitor Services, Japanese American National Museum. Presenters: Carol Norcross, Museum Store Coordinator, Los Angeles County Museum of Art; Laura Romano, Museum Store Manager, Museum of Ventura County

As earned revenue becomes more important to not-for-profit institutions, museum stores are urged to jump into the world of e-commerce. But what does putting your store on-line mean in terms of people-hours? See an actual real-time demo of how products are typically added to a web store and what happens once that product is ordered. Talk to a panel of store managers who have in-house control over their web stores and learn their creative solutions to staffing, set-up, fulfillment, and maintenance.

SESSION 4B: Up and Coming: New Research in Collections Management / Salon A2



Moderator: Monica Tucker, Collections Manager, History San José. Presenters: Rachael Moreno-Zink, Associate Registrar, Walt Disney Family Museum; Jennifer Crane, John F. Kennedy University; Sang-Hi Su, San Francisco State University; Jennifer McCann, Archives Assistant, History San José

Join us to hear what recent Museum Studies Masters graduates focusing on collection management issues have uncovered in their intense thesis research projects. Presentations include “Prioritization of Collections for Emergency Response,” “Put Your Gloves On! Managing Volunteers in Museum Collections,” “New Media Art Matters: Artist Perspectives on Preservation in Museums,” and “Issues in International Exhibition Planning.” Come see what the newest museum professionals are contributing to the field.

SESSION 4C: Using the 990 to Market your Museum / Salon D3



Moderator: Diane E. Wondolowski, Chief Financial Officer, Santa Barbara Museum of Art. Presenters: Brad Stoltey, Certified Public Accountant, Stoltey & Associates; Development officer TBD

The IRS 990 form is widely available to the public and needs to carry the same message as other materials put out by the museum. It needs to convey clarity and integrity and is too important to be left solely to the accountant. Discover the key items being looked at by Guidestar and Charity Navigator and learn tips on how to make the 990 work for your Museum.

SESSION 4D: Museums and Libraries: A Catalog of Knowledge, An Inventory of Ideas / Salon D1



Moderator: Carin Jacobs, Educational Consultant, Colleges, Universities and Museums in Education. Presenters: Michael Buckland, Co-Director, Electronic Cultural Atlas Initiative, University of California, Berkeley; Brad Rosenstein, Curator of Exhibitions and Programs, San Francisco Performing Arts Library and Museum; Donald Buckley, City Librarian, Cerritos Library

Museums and libraries serve as sites of non-sequential, self-directed learning and both provide an architecture for reading the world around us. This session considers the recent rise of hybrid models on the cultural landscape, where text, images and objects come together to create extended opportunities for learning. Librarians, curators, and educators reflect on their roles as learning advocates, considering universal questions of audience and cultural resource management.

- 9:45 am – 6:30 pm **EXHIBIT HALL OPEN / Salon B & C**

9:45 am – 10:30 am WATERCOOLER DISCUSSION TOPIC: VOLUNTEER MANAGEMENT

Exhibit Hall / Salon B & C

Join an informal discussion with Tim Deegan, Museum Service Council Manager, Los Angeles County Museum of Art, and Western Regional Director/Board Member of the American Association of Museum Volunteers about museum volunteers. Bring your own questions about museum volunteer recruitment, training, evaluation, retention, or recognition.

10:00 am – 10:30 am EXHIBIT HALL BREAK / Salon B & C

Say good morning to our exhibitors, learn more about services and products available to California museums, and grab a quick morning snack.

10:30 am – 12:00 pm CONCURRENT SESSIONS

SESSION 5A: Repatriation and NAGPRA: Three Practitioners' Perspectives / Salon D1

Moderator: Margaret Kadoyama, Principal, Margaret Kadoyama Consulting. Presenters: Paulette Hennum, Museum Curator/NAGPRA Coordinator, CA State Parks – Archaeology, History and Museums Division; Lalo Franco, Cultural Resource Specialist, Santa Rosa Rancheria Tachi Tribe; Dr. Wendy Teeter, Curator of Archaeology, Fowler Museum at UCLA

What is the Native American Graves Protection and Repatriation Act (NAGPRA)? What challenges do museums face as they comply with the law and the intent of NAGPRA, and how are museums in California addressing these challenges? This session features the perspective of three NAGPRA Coordinators providing important tips for museums as they work with tribal communities. We will also discuss specific NAGPRA cases and look at legal issues, the registrar's/collections manager's role, and key aspects of the consultation process.

SESSION 5B: Diversity From the Inside Out / Salon D2



Moderator: William Moreno, Executive Director, Claremont Museum of Art. Presenters: Eduardo Pineda, Director of Education, Museum of the African Diaspora; Michael Warr, Projects Director, CompassPoint Nonprofit Services; John McGuirk, Program Director, The James Irvine Foundation; Jay Berger, Partner, Morris and Berger

Diversity within museums is often discussed but statewide surveys show little change is evident, particularly at senior and executive-level positions. Museums are also in danger of stereotyping and reducing outreach efforts to cliché “cultural” programs. This session will explore the “state-of-diversity” within California museums and provide insights from multiple perspectives.

SESSION 5C: New and Alternate Funding Streams for Museums / Salon A2



Moderator: Allyson Lazar, Principal, Orinda Group, LLC. Presenters: Michael Warren, President and CEO, Turtle Bay Exploration Park; Candice Pendergrass, Director of Membership and Public Information, Fresno Metropolitan Museum of Art and Science; Mark Medeiros, Deputy Director, Oakland Museum of California

Finding adequate funding for museums is not a new problem. However, there are some innovative approaches to funding and revenue generation being employed throughout the museum world. Come hear the latest strategies and general trends in alternative revenue generation for museums. Some of the strategies may include the use of philanthropy websites, museum-owned businesses, creative partnering and how to maintain membership revenues without an actual building.

SESSION 5D: Building and Maintaining Successful Museum Outreach Programs / Salon D3



Moderator: Steven A. Hoffman, CEO, National Steinbeck Center. Presenters: Teresa España, Director of Education and Interpretation, Fresno Metropolitan Museum of Art and Science; O'Jay Vanegas, Director of Education, Agua Caliente Cultural Center, Valéria Miranda DeLang, Museum & Art Consultant (former Director of Education at the Monterey Museum of Art)

The goal of this session is to engage participants in an instructive dialogue about successfully constructing, adopting, adapting, and sustaining educational outreach programs to meet the needs of K-12 museum audiences. The session will feature three panelists offering unique approaches to museum education in their communities.

12:15 pm – 1:45 pm

DIRECTOR'S LUNCHEON: Capital Campaigns Roundtable / Salon A1

SPONSORED BY JONES & JONES ARCHITECTS

Many museums in California are launching, in the midst of, or wrapping up a capital campaign. The Director's Luncheon will feature roundtable discussions on effective capital campaign fundraising strategies. Lial Jones, Director of the Crocker Art Museum (in the midst of a \$100 million campaign) and Kristie Sheppard, Executive Director of the Napa Valley Historical Society (who just completed a \$72K grassroots campaign) will answer questions and discuss their experiences. This luncheon is open to Directors, Trustees, and senior management staff only. *See Registration for ticket availability.*

12:45 pm – 1:45 pm

LUNCHTIME LEARNING OPPORTUNITIES

See page 24 for information on nearby places to purchase a quick or to-go lunch.

SESSION 6A: Exhibition Development in Medium-Large Museums: The Process and the Team / Salon D1

Moderator: Ann Marshall, Director of Exhibitions, Autry National Center. Presenters: Tim McNeil, Assistant Professor, Design Program Director, Design Museum, University of California, Davis; Karina N. White, Exhibition Developer, The Huntington Library, Art Collection, and Botanical Gardens

Every museum has a different process for developing exhibitions. Some museums use the “team” approach, while others have a more linear process (starting with the curator and ending with the designers and educators). This very open-ended and informal discussion will explore the various exhibition development methodologies in medium to large museums, the staff members involved, and various levels of effectiveness.

SESSION 6B: Learning Styles & Museums / Salon A2

Moderator: Adrienne McGraw, Director of Interpretation and Programs, Filoli Center. Presenter: Susan Spero, Associate Professor Museum Studies, John F. Kennedy University

Today's learners are wired, globally connected, and expect results. The digital age allows us to go beyond simply gaining knowledge to actually knowing where to find information and to make meaning for ourselves. What are the programming implications for museum educators in this connected environment? Join us for lunch as we discuss ways of learning in the modern age.

SESSION 6C: Collection Management Round Table Discussions / Salon D2

Moderator: Jacqueline Cabrera, Associate Registrar for the Getty Villa, The J. Paul Getty Museum. Presenters: Monica Tucker, Collection Manager, History San José; Brandon Drake, Registrar, Fresno Art Museum

Collection managers and registrars have special challenges in the “care and feeding” of our museum collections. These informal roundtable discussions will focus on specific topics pertaining to collections management and provide an opportunity to network with (and learn from) colleagues.

2:00 pm – 3:30 pm

CONCURRENT SESSIONS

SESSION 7A: New Government Funding for Museums / Salon D1



Moderator/Presenter: Phil Kohlmetz, Executive Director, Western Railway Museum and Chair, CAM Legislative Committee. Presenters: Kathy Lynch, Lobbyist, California Association of Museums; Eileen Goldspiel, Interim Director of Government & Media Relations, American Association of Museums

We all feel the funding crunch, but the good news is that CAM and the American Association of Museums are tracking, and advocating for, several new funding sources for museums at the federal and state levels. Learn about current government policies and programs, the upcoming reauthorization of IMLS, and the Federal Formula Grant Coalition.

SESSION 7B: Interpreting Native Culture (Part 1): Activating Community Connections / Salon D2



Moderator: Margaret Kadoyama, Principal, Margaret Kadoyama Consulting. Presenters: Theresa Harlan, Curator, California Exhibition Resources Alliance; Gerald Clarke, Artist, Advisory Committee Member, and Instructor, Idyllwild Arts Academy; Lynne Richardson, Museum Supervisor, Hi-Desert Nature Museum

Panelists will demonstrate how small museums are using exhibitions and programs to develop sustainable relationships with

their local Native American communities. The diverse perspectives of a curator, Native artist, and museum staff will illuminate relationship-building strategies for museums of all sizes and the successes and challenges of connecting with Native communities. Attendees will learn about an IMLS-funded professional development project and questions are encouraged.

SESSION 7C: Re-imagining the Museum in the 21st Century / Salon A2



Moderator: Kate Davies, Executive Director, Downey Museum of Art. Presenters: Carlos Ortega, Manager, Project Development, BRC Imagination Arts; Shawn Lum, Executive Director, Vacaville Museum; Vanda Vitali, Executive Director, Auckland Museum

In an age of advanced technology, new modes of communication, and a rapidly changing world, some museums are re-imagining their roles in the community as well as how they fulfill their missions, share their collections, and educate audiences. Three professionals share their compelling ideas on what a museum might be in the 21st century and how the process of critical change and innovation can revitalize the museum and benefit communities.

SESSION 7D: Collection Storage Environments / Salon D3



Moderator: Wendy Franklin, Manager, Museum Services Section, California State Parks. Presenters: Ross McGuire, Curator III, California State Parks; Judy Polanich, Curator of the Sierra District, California State Parks; Kim M. Baker, Supervising Ranger, Columbia State Historic Park, California State Parks

The storage environment is recognized as the greatest cause of collection decay, and can be the most effective means of preventing it. This session will report on two strategies that California State Parks has implemented to improve collections storage. A new central collections facility, under development, will incorporate a “green” sustainable passive environmental system. The Tin Barn project at Columbia State Historic Park offers an example of the improvement of existing facilities for improved collections care.

3:15 pm - 4:00 pm

WATERCOOLER DISCUSSION TOPIC: MUSEUM FINANCES Exhibit Hall—Salon B & C

Join an informal discussion with Diane Wondolowski, CFO of the Santa Barbara Museum of Art, and Ed Prohaska, CFO of the Monterey Bay Aquarium, about museum accounting practices and finances. Bring your own questions about budgeting, financial reporting, and accounting practices in museums.

3:30 pm – 4:00 pm

EXHIBIT HALL BREAK / Salon B & C

4:00 pm – 5:30 pm

CONCURRENT SESSIONS

SESSION 8A: Interpreting Native Culture (Part 2): Exploring the Museum's Role in Culturally Sensitive Issues / Salon D2



Moderator: Kris Stevens, Center Director, Maidu Interpretive Center, City of Roseville. Presenters: Sheri Tatsch, Ph.D., Research Associate, Native American Language Center, Univ. of California, Davis; Rick Adams, President, Hutu anape Cultural Foundation

Does your museum develop cultural exhibits, present cultural programs or sell native art or publications in the gift shop? Attend this panel to learn how to avoid some of the pitfalls inherent in interpreting another's culture. Topics will include exhibits and artifacts – a native perspective; cultural property ownership; appropriate cultural sharing; language as culture carrier; pow wow mentality and more. Anticipate a lively discussion!

SESSION 8B: Staying Connected with your Volunteers / Salon D1



Moderator: Gary B. Coombs, Director, South Coast Railroad Museum (SCRM). Presenters: Phyllis J. Olsen, Assistant Director & Volunteer Coord., SCRM; Noel Langle, President, SCRM; Bruce Morden, volunteer, SCRM

Keeping volunteers involved and informed is crucial to any successful museum volunteer program. The panel will contrast traditional methods of volunteer coordination with new opportunities now possible using Internet resources. Based on an IMLS Museums for America Grant, this case study will focus on an innovative volunteer staffing and information system which can be adapted for use by other institutions.



Moderator: Janice Lyle, Former Exec. Director, Palm Springs Art Museum. Presenters: Gail Anderson, President, Gail Anderson and Associates; Leslie Perovich, Vice President of Marketing, Discovery Science Center

Many traditional non-profit practices are not adequate to meet the increased demand by foundations, governments, donors and boards for quantifiable results. This session explores new ways of incorporating external models into museum planning. Presenters will discuss: perspectives on the strategic planning process and establishing priorities; methods for outlining departmental goals; and the for-profit model of tying compensation to benchmarks that individual employees must attain.

5:30 pm – 6:30 pm EXHIBIT HALL CLOSING RECEPTION & PRIZE DRAWINGS / Salon B & C

The closing reception is your last chance to visit with our business associates and be entered into the special drawings. Join your colleagues for hors d'oeuvres and a complimentary toast to the end of the CAM conference.

6:30 pm – 9:00 pm CLOSING EVENING EVENT

SIPPING UNDER THE STARS – THE DOWNING PLANETARIUM

The Downing Planetarium on the Fresno State campus will host an evening wine and hors d'oeuvres reception for meeting delegates and their families. The planetarium features a thirty foot dome and a Minolta star projector which can display almost 7,000 stars. Visitors will tour the planetarium exhibit hall, which features hands-on science displays, and view a planetarium program on the Hubble Space Telescope. After the show, telescopes will be available, weather permitting, to allow viewing of Venus and Jupiter. The no-cash bar will feature Fresno State award-winning wines.

The first motorcoach departs from the Radisson Hotel at approximately 6:15 pm. Two motorcoaches will shuttle between the hotel and the Downing Planetarium until 9:00 pm. See Registration for ticket availability.

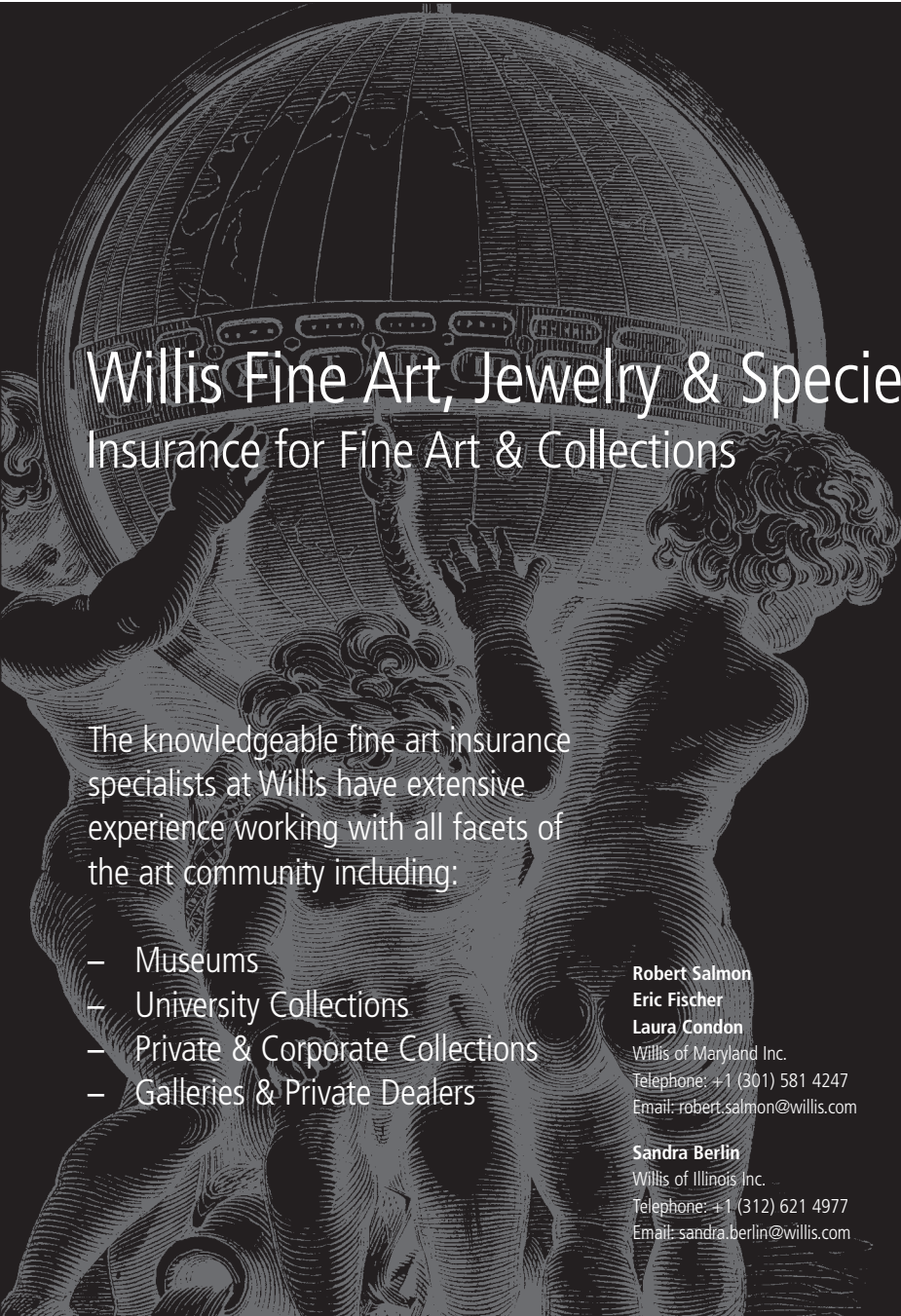


Thursday, February 28th

8:00 am – 6:00 pm POST-CONFERENCE FIELD TRIP

HIKE THE SIERRA

Now that you've filled your brain and your notebook with fantastic new ideas and best practices, let those ideas sink in and percolate by spending a day traipsing through the Sierra foothills. Let your mind wander as your body moves with purpose on a moderate day-hike in nearby Sequoia National Park. The 3.5 mile trail (one-way) to Marble Falls follows the contour of the chaparral-cloaked hills, gradually gaining about 2,000 ft in elevation. Transportation and lunch provided. Bring sturdy walking shoes or hiking shoes, a small pack, snacks, your lungs, legs, and sense of adventure. *See Registration for ticket availability.*



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Exhibit Hall Overview

Be sure to visit the 2008 CAM Conference Exhibit Hall to meet our business associates and learn about the products and services available to the museum field. For your convenience, a description of each exhibitor and the services they provide are listed below.

Arcadia Publishing

Visit them in Booth # 10

Contacts: Devon E. Weston, Publisher, California and Pacific Northwest & John Poultney, Editor, West

Address: 150 Post Street, Suite 680, San Francisco, CA 94108

Phone: 415-543-4475

Email: dweston@arcadiapublishing.com

The leading local history publisher in the United States, Arcadia Publishing has a catalog of more than 4,000 titles in print across the country. Arcadia creates high-quality historical publications in small local niches, each title celebrating a town or region and bringing to life the people, places, and events that define a community.

Bon Appetit Management Company

Visit them in Booth # 14

Contact: Cary Wheeland, Regional Vice President

Address: 14730 Beach Blvd. #107, La Mirada, CA 90638

Phone: 714-523-2850 x25

Email: cary@bamco.com

Bon Appétit Management Company is an onsite custom restaurant company that provides café and catering services to museums, corporations, and universities. Known for their culinary expertise and commitment to socially responsible food sourcing, Bon Appétit has over 400 cafés in 28 states. www.bamco.com

California Arts Council

Visit them in Booth # 6

Contact: Patty Milich, Public Awareness Coordinator

Address: 1300 I Street, #930, Sacramento, CA 95814

Phone: 916-322-6385

Email: pmilich@caartscouncil.com

The California Arts Council, a state agency, encourages widespread public participation in and appreciation of the arts, helps build strong arts organizations at the local and statewide level, directly supports arts programs for all citizens, assists with the professional development of arts leaders, and supports arts education in the schools.

California Council for the Humanities

Visit them in Booth # 2

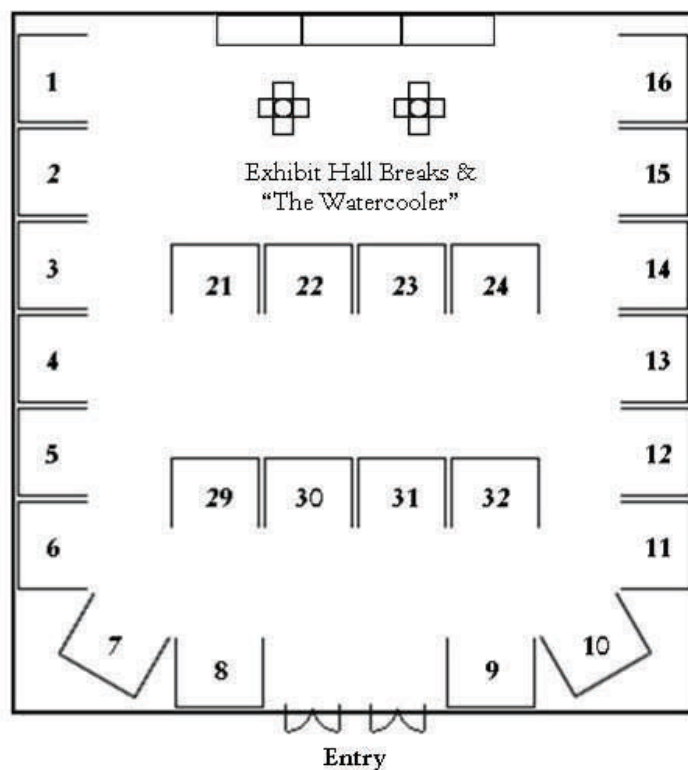
Contacts: Raeshma Razvi, Programs Manager & Carlos Torres, Operations Coordinator

Address: 312 Sutter Street, #601, San Francisco, CA 94108

Phone: 415-391-1474

Email: rlwin@calhum.org

The mission of the California Council for the Humanities is to foster understanding between people and encourage their engagement in community life through the public use of the humanities. The Council is an independent nonprofit organization and state affiliate of the National Endowment for the Humanities. The Council has supported and created programs that bring Californians together around their history and culture for more than 30 years. For more information, visit the Council's website at www.californiastories.org.



California Exhibition Resources Alliance

Visit them in Booth # 1

Contacts: Lexie Smith Kliebe, Interim Executive Director & Joan Jasper, Project Manager

Address: PO Box 162790, Sacramento, CA 95816

Phone: 916-451-8627

Email: ceraexhibits@earthlink.net

California Exhibition Resources Alliance (CERA) offers high quality exhibitions to museums and cultural institutions at affordable fees. Exhibits are curated by expert scholars and ready to install in your museum or gallery space. CERA staff makes all shipping arrangements and each exhibition comes complete with instructions, publicity and educational resources.

California Travel and Tourism Commission

Visit them in Booth # 5

Contact: Jonelle Norton-Tannahill, Rural Tourism Development Manager

Address: 980 Ninth Street Suite 480, Sacramento, CA 95814

Phone: 916-319-5438

Email: jnorton@visitcalifornia.com

Learn more about what the California Travel and Tourism Commission and the California Cultural & Heritage Tourism Council are doing to help promote cultural and heritage tourism in California and drive visitation to your community.

Clars Auction Gallery

Visit them in Booth # 32

Contacts: Nora Desruisseaux, Appraiser & Laura Decker, Online Coordinator

Address: 5644 Telegraph Avenue, Oakland, CA 94609

Phone: 510-428-0100

Email: nora@clars.com

Clars is a full-service auction house located in Oakland, California. We host monthly auctions of a variety of items, including fine art, decoratives, furniture, and fine jewelry. Our simultaneous online auction through eBay Liveauctions now accounts for approximately 30% of our business. We specialize in museum deaccessions, with special rates for nonprofit organizations.

CreativeMatter.net LLP

Visit them in Booth # 7

Contact: Ned Zimmerman-Bence, Principal

Address: 788 Goodrich Ave., St. Paul, MN 55105

Phone: 651-402-9780

Email: ned@creativematter.net

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Cuadra Associates, Inc.

Visit them in Booth # 12

Contact: Ilene Slavick, Director of Marketing

Address: 11835 W. Olympic Blvd., Suite 855, Los Angeles, CA 90064

Phone: 310-478-0066 or 800-366-1390

Email: sales@cuadra.com

Cuadra's STAR knowledge management solutions have been serving museums, archives, and historical societies since 1982. STAR/Museums, Cuadra's full-featured collections management system, provides the tools that small and large institutions need to manage their collections. It is affordable, customizable, easy to use, and includes a fast, precise browser-based public access catalog.

Gaylord Brothers

Visit them in Booth # 24

Contact: Amanda Rose, National Sales Coordinator

Address: 7282 William Barry Blvd., Syracuse, NY 13212

Phone: 315-634-8632

Email: amanda.rose@gaylord.com

Gaylord is your Trusted Source offering a complete line of archival storage; quality conservation supplies; exhibition and environmental control, and museum exhibit cases. Check out the exciting custom capabilities Gaylord offers which include custom archival boxes, custom exhibit cases, and more at the Gaylord Booth # 24 or visit us online at www.gaylord.com

GLASBAU HAHN America

Visit them in Booth # 29

Contact: Jana Lyn Thirlwall, Consultant - Museum Services

Address: 15 Little Brook Lane, Newburgh, NY 12550

Phone: 845-566-3331

Email: jamie.ponton@glasbau-hahn.com

GLASBAU HAHN America manufactures display cases, from one of a kind to standard and modular cases assembled by the client. The display cases can be designed to incorporate security, clean air/climate control, and conservation lighting. Through StabaArte we provide storage solutions with painting screens, cabinets, shelving units, and compact storage.

Green Museums Initiative

Visit them in Booth # 15

Contact: Kate Davies, Chair, GMI Committee

Address: c/o CAM, PO Box 1455, Santa Cruz, CA 95061

Phone: 831-471-9970

Email: gmi@calmuseums.org

CAM's Green Museums Initiative (GMI) works to inspire California museums to develop green business practices, eco-friendly facility management, and sustainable programming. Come visit our booth to learn more about upcoming new programs or bring your questions. See www.greenmuseums.info for more information.

Guide by Cell, Inc.

Visit them in Booth # 31

Contact: David Asheim, President

Address: 300 Beale Street, Suite 608, , San Francisco, CA 94105

Phone: 415-297-6677

Email: dave@guidebycell.com

Guide by Cell turns cell phones into audio guides. We are the largest provider of cell phone/podcasting tours. Record audio over phone or upload files. Visitors use their cell phones for tour. Web statistics provide amazing information. Try for free, then pay low monthly fee. Collect visitor comments through system.

Heyday Books

Visit them in Booth # 25

Contact: Kate Brumage, Publishing Partnerships

Address: PO Box 9145, Berkeley, CA 94709

Phone: 510-549-3564 x316

Email: heyday@heydaybooks.com

Heyday Institute occupies a unique niche in the publishing world, specializing in books that foster an understanding of California history, literature, art, environment, social issues, and culture. Our commitment is to enhance California's rich cultural heritage by providing a platform for writers, poets, and other artists, scholars, and storytellers who help keep this diverse legacy alive.

Huntington T. Block Insurance

Visit them in Booth # 22

Contact: Sarah Barr, Manager, San Francisco

Address: 199 Fremont Street, 14th Floor, San Francisco, CA 94105

Phone: 415-486-7380

Email: sarah_barr@asg.aon.com

Huntington T. Block Insurance Agency, Inc. is the leading provider of fine art insurance and risk management expertise for universities, museums, historical societies, galleries, collectors, artists, and conservators. A division of Aon since 1991, HTB is well known and respected by the art community worldwide.

Markel Insurance Company

Visit them in Booth # 13

Contacts: Josh Block, Marketing Representative & Laura Lincoln, Senior Underwriter

Address: 4600 Cox Road, Glen Allen, VA 23005

Phone: 804-965-1724

Email: markelmuseums@markelcorp.com

Markel Museums protects museums, historic homes, arts organizations, libraries, and cultural centers. The program offers liability insurance for your curators/librarians, directors and officers, gift shop or snack bar, and volunteers. We also cover your historic/unique property and your collections, both on site and in transit. Visit www.markelmuseums.com.

MBA Design + Display Products Corp.

Visit them in Booth # 21

Contact: Lorenz Miller, Western Regional Sales Manager

Address: 35 East Uwchlan Ave, #318, Exton, PA 19341

Phone: 800-635-7386

Email: info@mba-usa.com

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Minotaur Maze Exhibits

Visit them in Booth # 9

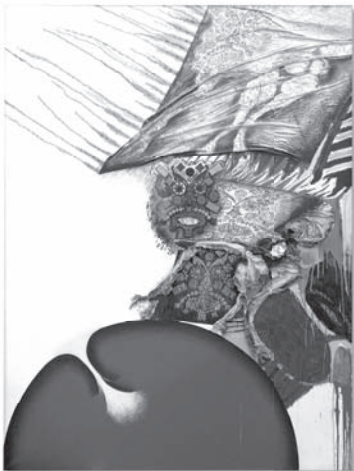
Contact: Greg Krogen, Business Development Director

Address: 912 NW 63rd Street, Seattle, WA 98107

Phone: 206-782-0667

Email: greg@minotaurmazes.com

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OnCell Systems Inc.

Visit them in Booth # 4

Contact: Thomas Dunne, President & CEO

Address: 1150 H Pittsford-Victor Road, Pittsford, NY 14534

Phone: 585-419-9844

Email: tdunne@oncellsystems.com

OnCell Systems is the leading provider of location-based multimedia solutions for museums, outdoor parks, and other small to large venues, globally. OnCell is driven to lead the location-based information movement by delivering incredibly simple applications that are inexpensive, scalable and flexible. For more information about OnCell Systems, visit www.oncellsystems.com.

The Donning Company Publishers

Visit them in Booth # 16

Contact: Dwight Tompkins, Project Director

Address: 306 North Kansas Ave, Marcelline, MO 64658

Phone: 660-376-3543 x3278

Email: scott.rule@donning.com

The Donning Company Publishers is a specialty book publisher of limited-edition volumes, pictorial histories, and contemporary portraits. Donning provides a complete package for organizations to raise funds while preserving history or cataloging collections. Each book is created with quality standards for editorial and design excellence to produce successful volumes.

The Hollinger Corporation

Visit them in Booth # 11

Contact: Elizabeth Williams, Preservation Specialist

Address: P.O. Box 8360, Fredericksburg, VA 22404

Phone: 434-466-2004

Email: annmarierubin@gmail.com

The Hollinger Corporation offers a wide variety of archival boxes, inert polyester, polypropylene and Tyvek products, archival folders, buffered and unbuffered envelopes and tissue paper, Permalife bond paper, and more. Hollinger manufactures custom orders on a daily basis, and is committed to quality, customer service, and educational support for preservation.

Tour-Mate Systems

Visit them in Booth # 30

Contact: James Cusack, Project Director

Address: 137 St. Regis Cres. S., Toronto, Ontario M3J1Y6

Phone: 416-636-5654

Email: ltaylor@tourmate.com

Tour-Mate provides hardware, software and content creation for its clients and has developed an unparalleled reputation for client service within the self-guided audio tour market. Millions of visitors have experienced Tour-Mate audio tours in museums, art galleries, historic sites, zoos, aquariums, and botanical gardens. Tour-Mate Mobile, a new division of Tour-Mate Systems, focuses on the delivery of interactive audio experiences via a wireless platform.

Western Museums Association

Visit them in Booth # 3

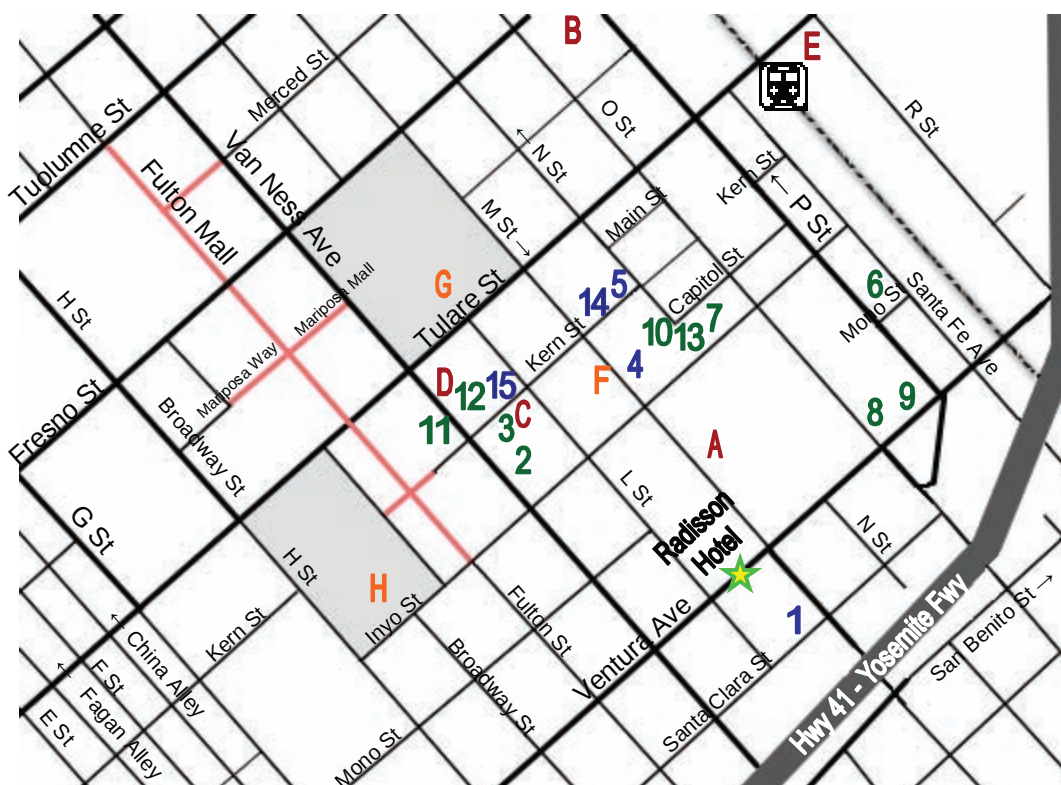
Contacts: Elida Zelaya, Programs & Membership Director & Lisa Martin, Executive Director

Address: P.O. Box 8367, Emeryville, CA 94662

Phone: 510-665-0700

Email: elida@westmuse.org

The Western Museums Association (WMA) is a nonprofit organization, with approximately 1,000 members, dedicated to serving museums, museum professionals, and related institutions and individuals by providing a forum for communication, interaction and professional development via our Annual Meeting and quarterly newsletter, *WestMuse*. The WMA is primarily comprised of members from Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, Utah, Washington, and Mexico and British Columbia.



Quick Food & Coffee

- 1 – Hye Quality Bakery
(2222 Santa Clara Street)
- 4 – Subway Sandwiches
(855 M Street)
- 5 – Quizno's Subs
(2343 Kern Street)
- 14 – Starbucks
(2325 Kern Street #112)
- 15 – Kern Street Coffee Shop
(2134 Kern)

Restaurants

- 2 – Joe's Steakhouse and Grill
(831 Van Ness)
- 3 – Olive Press (Restaurant & Pizzeria)
(2139 Kern)
- 6 – Upstairs Downtown
(764 P Street #P)
- 7 – Allee Brand Bar BQ
(2405 Capitol Street)
- 8 – Italian Garden Restaurant
(628 O Street)
- 10 – Mika's Downtown Restaurant
(2405 Capitol Street)
- 11 – Vallarta Mexican Restaurant
(915 Van Ness)
- 12 – Paradise Café
(909 Van Ness)
- 13 – Good Fellas Italian Cuisine
(2405 Capitol)



– Fulton Mall - contains many historic buildings with representative examples of architectural styles illustrating a variety of time periods. Most of these buildings are also part of the history of pioneer Fresno families. See <http://historicfresno.org/tours/fulton.htm> for walking tour.

Downtown Art, History and Culture Venues

- A – Saroyan Theater
(700 M Street)
- B – Fresno City Hall
(2600 Fresno Street)
- C – Alliance of California Artists (ACA) Window Gallery
(2120 Kern Street)
- D – Fresno Metropolitan Museum
(933 Van Ness Avenue)
- E – Meux Home Museum
(1007 R Street)

Other

- F – Fresno Visitors Center
(848 M Street # 3)
- G – Downtown Fresno Area Express (FAX) Rapid Transit Mall
- H – Grizzly Stadium



– Radisson Hotel and Conference Center
(2233 Ventura Street)



– Fresno (FNO) Amtrak Station
(2650 Tulare Street)

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