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CALIFORNIA ASSOCIATION OF MUSEUMS

California Association of Museums
Annual Conference
February 25-28, 2009
San Francisco, California

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The California Association of Museums (CAM) 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. To learn more about the arts in California, the Arts License Plate, and other initiatives for the arts in California, please visit the CAC Website at www.cac.ca.gov.



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BUILDING BRIDGES

Welcome & Acknowledgements

The Golden Gate Bridge, Chinatown, Alcatraz, cable cars... these are the iconic images that people from around the world associate with the beautiful city of San Francisco. For several decades, however, San Francisco has been equally known for its progressive and liberal spirit—from the Summer of Love to same sex marriages. It is this aspect of the city's persona that inspired the content and theme for the California Association of Museums 2009 Annual Conference, *Building Bridges: Collaboration – Innovation – Risk*.

Welcome and thank you for joining your California museum colleagues in San Francisco to explore how museums are embracing new ideas, supporting sustainable practices, building communities, taking risks, and inspiring change. We hope what you learn at this conference will help energize your institution and encourage you to collaborate, innovate, and take risks!

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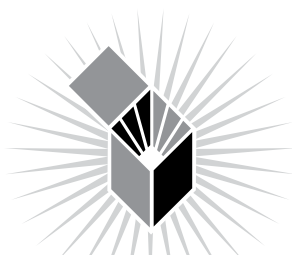
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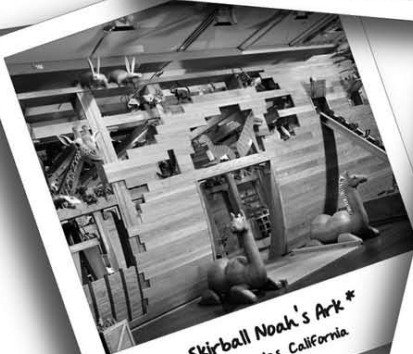
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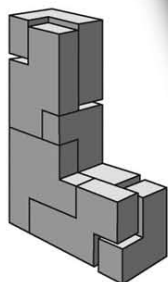
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ABOUT CAM

Your success is our vision!

The California Association of Museums (CAM) was formed in 1979 to represent the interests of California's museums. CAM has over 500 members across the state, with institutional members in 53 of the 58 counties in California. In 2009, CAM will be celebrating 30 years of providing programs and services that benefit the California museum field! Look for special announcements in the coming months about our anniversary.

PROGRAMS & SERVICES

Professional Development

CAM hosts an annual conference and workshops that address best practices and trends that affect the future of California museums. Essays capturing some of the content at the 2009 CAM conference will be written by CAM Fellows and featured on CAM's website and in *CAM e-News* later this year (see "Multicultural Initiatives" below). The 2010 conference will be held in San Jose, March 3-5, and future workshops will be announced in *CAM e-News*.

Publications and Surveys

CAM conducts and publishes studies that report the needs of California's museums, their impact, and general statistics. *The Financial and Salary Survey of Museum Personnel* has been a valuable tool for museum administrators since 1986. The 2008 edition of *The Financial and Salary Survey of Museum Personnel* is now available online at no cost to institutional members, and to individual or nonmembers for a fee, and includes salary ranges for over 40 positions.

Legislative Advocacy

CAM has an advocacy program that retains the services of a Sacramento-based lobbyist, informs policymakers about the importance of museums, and monitors bills. CAM spearheads an annual resolution from the California State Legislature to name May as California Museum. CAM has also been very active in national efforts to increase funding and expand the programs of the Institute for Museum and Library Services. Legislative "call-ins" for CAM institutional members will be launched in 2009 and the California Museums Advocacy Day will take place in Sacramento on May 5, 2009.

Newsletter

An electronic newsletter, *CAM e-News*, features timely announcements about funding sources, professional development programs, news articles about museums, legislative updates, and job opportunities. *CAM e-News* is distributed to over 2,000 subscribers every two weeks and has become a valued tool for the field.

SPECIAL INITIATIVES

Green Museums Initiative

In 2006, CAM took the forward-thinking step to develop a Green Museums Initiative (GMI) to inspire museums to develop green business practices, eco-friendly facility management, and sustainable programming. GMI has become a model for similar endeavors across the country. In 2009, the GMI committee is launching a new website and the Green Museums Accord, a pledge for museums that wish to be more eco-friendly. To learn more, see www.greenmuseums.info.

Multicultural Initiative

The goal of the Multicultural Initiative is to increase the number of underrepresented communities in museums as paid staff members, namely individuals of Latino/Hispanic, African, Asian, Native American, or Pacific Islander descent. A new program that supports this goal, CAM Fellows, is being piloted in 2009 and 2010. CAM Fellows, emerging museum professionals, are attending the 2009 and 2010 conferences and writing about some of the sessions, as well as networking with their colleagues. Their essays will be featured on CAM's website and in *CAM e-News* beginning in Summer 2009.

License Plate Campaign

CAM is working with state officials to establish a special license plate that would benefit museums. The vision is to create a special license plate program that will provide much-needed grant funding for California museums through a competitive grant process.

California Connecting to Collections

The Institute of Museum and Library Services funded a California collaborative to conduct a one-year project to develop a statewide preservation plan for heritage institutions. CAM, in partnership with the California Preservation Program, California State Parks, California State Library, and Historic Monterey, is helping to coordinate this project. A draft of the statewide preservation plan is currently available to view online at www.calmuseums.org/c2c.html and feedback is encouraged.

CAM MEMBERSHIP

Are you a CAM member? If not, we invite you to join today and help strengthen the California museum field. CAM is growing! Since 2004, the number of CAM institutional members has increased almost 70% and conference attendance and subscriptions to our electronic newsletter have doubled. See www.calmuseums.org for membership information.

CONTACT INFORMATION

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BUILDING BRIDGES

Schedule-at-a-Glance

WEDNESDAY, FEBRUARY 25, 2009

8:00 am – 6:00 pm REGISTRATION / INFORMATION OPEN – *Garden Level Lobby*

See times in program TOURS / WORKSHOPS / MEETINGS

- o San Francisco: The Green City – ***Sponsored by Savor***
- o Exhibit Makeovers: In-House Exhibit Development and Renewal
- o Creating an Emergency Preparedness and Response Plan for Collections
- o Using New Deal Exhibitions to Discuss Contemporary Issues
- o CAM Board of Directors meetings
- o Building Community with Web 2.0

4:30 pm – 9:00 pm OPENING NIGHT EVENT: Living on the Edge at the California Historical Society, The Museum of the African Diaspora, and The Exploratorium

THURSDAY, FEBRUARY 26, 2009

7:30 am – 8:30 am CONTINENTAL BREAKFAST – *Garden Level Lobby*
Sponsored by Economics Research Associates

7:30 am – 6:00 pm REGISTRATION / INFORMATION OPEN – *Garden Level Lobby*

8:30 am – 10:00 am WELCOME ADDRESS / KEYNOTE PROGRAM – *Imperial Room*
A Conversation with San Francisco Museum Directors

10:15 am – 11:45 am CONCURRENT SESSIONS – ***Sponsored by LA Packing & Crating***

- o Session 1A: Staying True: Creating Mission-Driven Youth Programming that Addresses the Bottom Line - *Osaka*
- o Session 1B: The Green Museums Accord: Museums as Environmental Leaders – *Spring A*
- o Session 1C: Up and Coming: New Research in Collections Management – *Spring B & C*
- o Session 1D: Making the Most of Change – *Sakura B & C / Lobby Level*

12:00 pm – 1:30 pm CAMMY AWARD AND MEMBERS' LUNCHEON – *Sakura A / Lobby Level*
Sponsored by Jones & Jones Architects

1:45 am – 3:15 pm CONCURRENT SESSIONS – ***Sponsored by Wells Fargo***

- o Session 2A: Building Earned Revenue in Museums... Big and Small - *Osaka*
- o Session 2B: Deaccessioning: Should Museums Be Afraid of It? – *Spring B & C*
- o Session 2C: The Green Museum: Two Local Perspectives Re-shaping our Outlook toward Sustainability – *Spring A*
- o Session 2D: Youth, Museums, & Art: Making Connections, Charting a Future – *Sakura B & C / Lobby Level*

3:15 pm – 4:00 pm EXHIBIT HALL OPENING & ICE CREAM SOCIAL – *Imperial Room*
Sponsored by the Santa Barbara Zoo

4:00 pm – 5:30 pm CONCURRENT SESSIONS – ***Sponsored by Dunsmuir Hellman Historic Estate***

- o Session 3A: Exhibit Resonance + Visitor Experience: Explore the Link! - *Osaka*
- o Session 3B: Governments & the Museum: Creating and Sustaining Successful Relationships – *Spring B & C*
- o Session 3C: Switching Gears, Herding Cats, Moving Mountains: Paradigm Shifts with Docents – *Sakura B & C / Lobby Level*
- o Session 3D: Fine Arts Insurance 101 – *Spring A*

5:45 pm – 9:30 pm EVENING EVENT: Cool Science at the California Academy of Sciences

FRIDAY, FEBRUARY 27, 2009

7:30 am – 8:30 am CONTINENTAL BREAKFAST – *Garden Level Lobby*
Sponsored by Gaylord Brothers

7:30 am – 6:00 pm REGISTRATION / INFORMATION OPEN – *Garden Level Lobby*

10:00 am – 6:30 pm EXHIBIT HALL OPEN – *Imperial Room*

8:30 am – 10:00 am CONCURRENT SESSIONS

- o Session 4A: Customer Service and the Visitor Experience: Tools of the Trade – *Sakura B & C / Lobby Level*
- o Session 4B: Getting to Know the California Cultural Data Project – *Spring B & C*
- o Session 4C: Governmental Records in Museums and Historical Organizations: A Practical Discussion – *Spring A*
- o Session 4D: Teaching Sustainability to Your Visitors – Green Museums Set an Example - *Osaka*

10:00 am – 10:30 am EXHIBIT HALL MORNING BREAK – *Imperial Room*
Sponsored by California Exhibition Resources Alliances

10:30 am – 12:00 pm CONCURRENT SESSIONS

- o Session 5A: After the Strategic Plan is Finished, What Then? - *Osaka*
- o Session 5B: Let Them In? Collections Access in College and University Museums – *Spring A*
- o Session 5C: User-generated Content: What Good Is It? – *Sakura B & C / Lobby Level*
- o Session 5D: Building Community: Oral History Programming that Fosters Healthy Civic Discourse – *Spring B & C*

12:15 pm – 1:45 pm DIRECTOR'S LUNCHEON - *Sakura A / Lobby Level*
A California Perspective: An Interview with Scott Shafer, Host of *The California Report*

12:30 pm – 1:30 pm LUNCHTIME LEARNING OPPORTUNITIES / CONCURRENT SESSIONS

- o Session 6A: What Ever Happened To Adult Programming? – *Spring B & C*
- o Session 6B: Closing the Loop: Product Responsibility and Reducing Museum Waste – *Spring A*
- o Session 6C: Collections Management Roundtable - *Osaka*
- o Session 6D: Auditing Your Volunteer Program. Do You Have the Nuts and Bolts? – *Sakura B & C / Lobby Level*

1:45 pm – 3:15 pm CONCURRENT SESSIONS

- o Session 7A: Monetizing Museum Web Sites – *Spring A*
- o Session 7B: Developing a Successful Collaboration with Neighboring Institutions - *Osaka*
- o Session 7C: Honorary Boards: The Key to Cultivating & Stewarding Major Gift Donors – *Spring B & C*
- o Session 7D: Exhibitions: Experimentation, Risk, and Reward – *Sakura B & C / Lobby Level*

3:15 pm – 3:45 pm EXHIBIT HALL AFTERNOON BREAK – *Imperial Room*
Sponsored by Tru Vue – Optimum Acrylic Products

3:45 pm – 5:15 pm CONCURRENT SESSIONS

- o Session 8A: Financing for Capital Improvements – *Spring B & C*
- o Session 8B: Aging and Ageism in Museums - *Osaka*
- o Session 8C: Reach Out and Touch Your Visitors... with Technology! – *Sakura B & C / Lobby Level*

5:15 pm – 5:45 pm EXHIBIT HALL CLOSING RECEPTION – *Imperial Room*
Sponsored by Olson Visual

6:00 pm – 8:45 pm CLOSING EVENING EVENT: Cultural Encounters and Warhol at the de Young

SATURDAY, FEBRUARY 28, 2009

10:00 am – 2:30 pm POST-CONFERENCE BRUNCH/ TOURS: Yerba Buena Museums and Tours

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CONFERENCE SCHEDULE

Wednesday, February 25, 2009

8:00 am – 6:00 pm

REGISTRATION / INFORMATION OPEN
Garden Level Lobby

See times below

TOURS / WORKSHOPS / MEETINGS

TOUR: San Francisco: The Green City

Sponsored by Savor

9:00 am – 4:00 pm / Tour departs from Hotel Kabuki, 1625 Post Street San Francisco, CA 94115

San Francisco is one of the world's great sustainable cities. See the beautiful sights of San Francisco while getting a behind the scenes look at what makes the City one of the best places to "live green." This enlightening and entertaining day includes a behind-the-scenes tour of the newly opened California Academy of Sciences and their "living roof"; and stops at "green" locales in the city, including The Ferry Building Marketplace, an historic preservation site. *Guides: Members of the Green Museums Initiative Committee and Shawn Rosenmoss of the San Francisco Department of the Environment. See Registration/Information for ticket availability.*

WORKSHOP: Exhibit Makeovers: In-House Exhibit Development and Renewal

9:00 am – 3:30 pm / Museum of the African Diaspora, 685 Mission Street, San Francisco, CA 94105

Developing/renovating exhibits seems to require limitless talent and funding, but many projects can be done well with in-house staff and resources. And it can be fun! Workshop participants will use real exhibits at the Museum of the African Diaspora to engage in minds-on, hands-on activities that address every aspect of exhibit development: envisioning new exhibits, addressing interpretation, managing the project, fielding community input, incorporating evaluation techniques, designing and fabricating. Workshop leaders have expertise in exhibit planning, evaluation, and design, and bring their experience with small, mid-size, and large institutions to this session. *Moderator: Alice Parman, Interpretive Planner. Presenters: Wendy Meluch, Exhibit and Program Evaluator, Visitor Studies Services; Tim McNeil, Assistant Professor/UC Davis Design Museum Director, University of California, Davis. See Registration/Information for ticket availability.*

WORKSHOP: Creating an Emergency Preparedness and Response Plan for Collections

9:00 am – 4:00 pm / Spring B, Hotel Kabuki, 1625 Post Street, San Francisco, CA 94115

The American Association of Museums reviews emergency and disaster plans as part of the accreditation process and specifies that plans need to address staff, visitors, structures, and collections; however, the Heritage Health Index determined that 80% of collecting institutions do not have an emergency or disaster plan that includes collections, with staff trained to carry it out. This informative workshop will discuss practical measures to consider when developing an institution's emergency plan for collections, including how to prevent and prepare for an emergency and the components of a comprehensive response and recovery plan. *Moderator: Kara West, Assistant Director for Field Services, Balboa Art Conservation Center. See Registration/Information for ticket availability.*

WORKSHOP: Using New Deal Exhibitions to Discuss Contemporary Issues

9:00 am – 3:30 pm / California Historical Society, 678 Mission Street, San Francisco, CA 94105

The year 2008 marks the 75th anniversary of the New Deal, a time when the government responded to the devastating impact of the Great Depression by creating powerful programs. Using the California Exhibition Resources Alliance's (CERA) newest exhibition at the California Historical Society, *Hobos to Street People: Artists Response to Homelessness from the New Deal to Present*, as a case study, workshop attendees will learn from this example about the use of historical parallels to explore contemporary subjects. Notable scholars and artists will equip participants with tools to develop exhibits and programs that examine perspectives on social issues through the legacy of the New Deal. *Pre-registration is required. Moderator: Adrienne McGraw, Executive Director, California Exhibition Resources Alliance.*

MEETING: Orientation for Incoming CAM Board Members

10:30 am – 11:45 am / Spring A, Hotel Kabuki, 1625 Post Street, San Francisco, CA 94115

MEETING: CAM Board of Directors

12:00 pm – 4:00 pm / Spring A, Hotel Kabuki, 1625 Post Street, San Francisco, CA 94115

WORKSHOP: Building Community with Web 2.0

1:00 pm - 4:00 pm / San Francisco Public Library, 100 Larkin Street at Grove Street, Civic Center, San Francisco CA 94102

Web 2.0 provides museums with unprecedented opportunities to expand online engagement and build community using simple, inexpensive Web 2.0 tools. Join Jim Angus, with web experience with the Museum Education Roundtable and CAM, and Marla Misunas, Past President of the Museum Computer Network, for an afternoon of learning and exploration. Experience first hand how to use these tools to expand existing programs and to explore new opportunities. Topics include “member only” Web sites, creating and managing blogs, wikis for collaboration, free custom email addresses, sending announcements to member (or staff) cell phones and more. *Only full conference registrants may register for this free workshop. Moderator: Marla Misunas, Collections Information Manager, San Francisco Museum of Modern Art. See Registration/Information for ticket availability.*

4:30 pm – 9:00 pm

OPENING NIGHT EVENT



Living on the Edge at the California Historical Society, The Museum of the African Diaspora, and The Exploratorium

Homelessness, cultural identities, poverty, social responsibility—these are some of the issues to explore at the California Historical Society and the Museum of the African Diaspora. Join us for a thought-provoking reception to explore the role of museums in interpreting and presenting challenging topics while mingling with your museum colleagues. At the California Historical Society, *Hobos to Street People: Artists' Responses to Homelessness from the New Deal to the Present* will compare artistic interpretations of homelessness, from *The Okies* in the 1930s to the stigmatized street people of today. The Museum of the African Diaspora's exhibition, *I Do It for My People*, will examine how contemporary artists articulate demands and issues unique to their groups: ethnic, racial, gender, sexual orientation, and religious. This multifaceted event will end with dessert at The Exploratorium, San Francisco's unique museum founded by noted physicist and educator Dr. Frank Oppenheimer and housed in San Francisco's historic Palace of Fine Arts.

See Registration/Information for ticket availability. The buses will depart from the Hotel Kabuki at 4:30 pm.

Photographs (clockwise, from top): San Francisco '34 Waterfront Strike, 1949, Anton Refregier, Courtesy of M. Lee Stone Fine Prints; Palace of Fine Arts, by Jerry Lee Hayes, courtesy of the San Francisco Convention and Visitors Bureau; child, courtesy of the Museum of the African Diaspora.

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CONFERENCE SCHEDULE

Thursday, February 26, 2009

7:30 am – 8:30 am	CONTINENTAL BREAKFAST – <i>Garden Level Lobby</i> <i>Sponsored by Economics Research Associates</i>
7:30 am – 6:00 pm	REGISTRATION / INFORMATION OPEN – <i>Garden Level Lobby</i>
8:30 am – 10:00 am	WELCOME ADDRESS / KEYNOTE PROGRAM – <i>Imperial Room</i>

A Conversation with San Francisco Museum Directors

Join us for a candid and thought-provoking roundtable discussion with the directors of San Francisco's prominent institutions as they explore important issues facing California museums. Moderated by ABC7 arts and entertainment reporter, Don Sanchez, the participants include Neal Benezra of the San Francisco Museum of Modern Art, Gregory Farrington of the California Academy of Sciences, Connie Wolf of the Contemporary Jewish Museum, and Jay Xu of the Asian Art Museum. Following this program, Alfredo Muccino of Liquid Agency Brand Marketing, will make a special presentation concerning CAM. Jim DeMersman, CAM President and Executive Director of the Dunsmuir Hellman Historic Estate, will welcome conference attendees and acknowledge our sponsors and committee members.

Keynote and luncheon banner photograph provided courtesy of David Wasserman.

10:15 am – 11:45 am	CONCURRENT SESSIONS <i>Sponsored by LA Packing & Crating</i>
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SESSION 1A: Staying True: Creating Mission-Driven Youth Programming that Addresses the Bottom Line - Osaka

Youth education programs are a common offering of museums nationally and internationally. However, creating quality, mission-driven experiences that adequately serve the local community and are fiscally sustainable has its challenges. The panel will discuss philosophical, fiscal, and pragmatic issues with developing and administering youth enrichment programs—small and large, start-up and long-running. *Moderator: Robin Savoian, Manager, Family and Community Programs, Natural History Museum of Los Angeles County. Presenters: Susan Lafferty, Nadine and Robert A. Skotheim Director of Education, Huntington Library, Art Collections and Botanical Gardens; Jim Stone, Vice President of Public Programs, San Diego Natural History Museum.*

SESSION 1B: The Green Museums Accord: Museums as Environmental Leaders – Spring A
San Francisco has long been an environmental leader and is one of the world's greenest cities. Join the session to hear about environmental issues facing us today and how museums can be a vital part of the solution. This session also unveils the Green Museums Accord, an initiative that offers any museum the opportunity to become an environmental leader. Learn from one museum that is an early adopter, join the discussion, and sign up for the Accord. *Moderator: Kate Davies, Executive Director, Downey Museum of Art. Presenters: Jared Blumenfeld, Director, City of San Francisco Department of the Environment; Barbara Long, Vice President, Government Relations and Special Projects, Aquarium of the Pacific; Tim McNeil, Assistant Professor/UC Davis Design Museum Director, University of California, Davis.*

SESSION 1C: Up and Coming: New Research in Collections Management – Spring B & C
Join us to hear what recent museum studies graduate students have uncovered in their intense thesis research projects in collections management. Presentations include "From Sharks to Sugar: Addressing Conservation Issues of Non-Traditional Contemporary Art Media," "Insurance Sure: A Guide to Museum Fine Arts Insurance," "Old Photographs, New Venues: Balancing Collections Management and Online Engagement" and "Collections Management in United States Federal Departments and Agencies." *Moderator: Monica Tucker-Harley, Collections Manager, History San Jose. Presenters: Alisa Tsuji, Associate Museum Registrar, San Francisco Airport Museums; Jennifer Levy, Masters Student, John F. Kennedy University; Amanda Williford, Reference Archivist, Park Archives and Records Center, Golden Gate National Recreation Area and the Presidio Trust; Heather Fordham, Masters Student, John F. Kennedy University.*

SESSION 1D: Making the Most of Change – Sakura B & C / Lobby Level

In this session, meet three directors who are leading their museums through a revitalization to re-invent the visitor experience and build a new generation of audiences. Panelists will engage in a candid discussion about the opportunities and challenges of undertaking a major change initiative within a well-established organization, including the internal work of reorienting the board and staff for a healthy transition. *Moderator: Emily Cohen, Senior Vice President, Museum Management Consultants, Inc. Presenters: Lori Fogarty, Executive Director, Oakland Museum of California; David Kahn, Executive Director, San Diego Historical Society; Steven A. Hoffman, President & CEO, National Steinbeck Center.*

12:00 pm – 1:30 pm

LUNCHEON – Sakura A / Lobby Level

**CAMMY Award and Members' Luncheon
Sponsored by Jones & Jones Architects**

The CAMMY Award will be presented to the 2009 recipients, Wells Fargo and the California Academy of Sciences, by Jim DeMersman, President of the CAM Board of Directors. The annual CAMMY Award recognizes extraordinary museum supporters, professionals, and institutions that have made outstanding contributions to California museums. Celeste DeWald, Executive Director of CAM, will also provide an overview of recent programs and initiatives, including a statewide plan for the preservation of collections funded by the Institute for Museum and Library Services. *All delegates are invited to participate in the luncheon. See Registration/Information for ticket availability.*

1:45 pm – 3:15 pm

**CONCURRENT SESSIONS
Sponsored by Wells Fargo**

SESSION 2A: Building Earned Revenue in Museums... Big and Small – Osaka

With contributed funds and government support decreasing everyday, earned revenue has become a progressively vital component of support for today's museums. In this session, panelists will explore ways they have successfully expanded earned income streams at their museums and what lessons they have learned. Whether it be admission, facility rentals, or retail operations, explore practices your museum can adopt to maximize earning potential—even with little or no initial investment. *Moderator: Shawn Lum, Executive Director, Vacaville Museum. Presenters: LeAnne R. Ruzzamenti, Director of Marketing Communications, Crocker Art Museum; Tom Grenache, Director of Retail Operations, California State Railroad Museum; Darlene Plumtree, Director Development, The California Historical Society.*

SESSION 2B: Deaccessioning: Should Museums Be Afraid of It? – Spring B & C

This session will focus on the deaccession programs at three California institutions: History San Jose, Santa Barbara Museum of Art, and California State Parks. Each museum representative will discuss why the deaccession is being conducted at this time, what the criteria are for selecting objects, the process, and the biggest challenges and debates in each organization. *Moderator: Ileana Maestas, Curator, California State Parks, State Indian Museum. Presenters: Jennifer McCann, Registrar, History San Jose; Anne Mersmann, Associate Registrar, Santa Barbara Museum of Art; Rebecca Carruthers, Museum Curator, California State Parks, Archaeology, History and Museums Division.*

SESSION 2C: The Green Museum: Two Local Perspectives Re-shaping our Outlook toward Sustainability – Spring A

The panel discussion will focus on the opportunities and challenges of sustainability facing today's museums. The discussion will highlight how two Bay Area institutions—The California Academy of Sciences and The Oakland Museum of California—are re-inventing themselves physically and programmatically while embracing sustainability and LEED certification. The institutions' directors, along with the architects involved with their respective building projects, will share insights into how green practices are integrated into the very fabric of their facilities and operations and the significance of these practices towards the vitality and viability of the museums. *Moderator: Mark Cavagnero, FAIA, Principal, Mark Cavagnero Associates. Presenters: Gregory C. Farrington, Ph.D., Executive Director, William R. and Gretchen B. Kimball Chair California Academy of Sciences; Lori Fogarty, Executive Director, Oakland Museum of California; John Fung, Project Manager, Mark Cavagnero Associates.*

SESSION 2D: Youth, Museums, and Art: Making Connections, Charting a Future – Sakura B & C / Lobby Level

Many museums have created programs that engage teenage youth in museum interpretation, exhibiting, and programming. A recent IMLS publication, *Youth in Museums and Libraries: A Practitioner's Guide*, looks carefully at what an effective program looks like and what role a museum can play in a young person's life. In this session, four museum-based youth programs at different stages of development explore best practices and areas for growth and exchange. *Moderator: Emma Moore, Education Programs Manager, Crocker Art Museum. Presenters: Molly Beyer, Manager of Museum Ambassadors, Fine Arts Museums of San Francisco, de Young Museum; Elissa Ennis, Director of Education and Visitor Services, Long Beach Museum of Art; Mary Eckstein, Youth Programs Coordinator, Contemporary Jewish Museum.*

3:15 pm – 4:00 pm

EXHIBIT HALL OPENING & ICE CREAM SOCIAL – Imperial Room
Sponsored by the Santa Barbara Zoo

Indulge your sweet tooth, welcome our business associates to the conference, and learn about the products and services available to museums. For a complete list of the companies and organizations that are featured in the Exhibit Hall, see page 30.

4:00 pm – 5:30 pm

CONCURRENT SESSIONS
Sponsored by Dunsmuir Hellman Historic Estate

SESSIONS 3A: Exhibit Resonance + Visitor Experience: Explore the Link! - Osaka

What causes visitors to look at one exhibit rather than another? Are resonant exhibits more likely to draw in visitors? This presentation introduces Exhibit Pattern Analysis and explores the correlation between exhibit resonance and visitor experience. The methodology gives development teams, in small to large museums of all types, a tool to amplify exhibit resonance thereby evoking a compelling and more meaningful visitor experience. *Moderator: Kate Davies, Executive Director, Downey Museum of Art. Presenters: Jane Kalagher, Consultant, Exhibits Matter; Vanda Vitali, Director, Auckland Museum; Jay Rounds, E. Desmond Lee, Professor of Museum Studies, University of Missouri-Saint Louis.*

SESSION 3B: Governments and the Museum: Creating and Sustaining Successful Relationships – Spring B & C

Museums often depend on funding and assistance from various levels of government. Often the key to our success begins and ends with the relationships board and staff members maintain with individuals and elected officials—from city government to federal agency staff and on to members of congress. This session will explore how to begin and foster these institutional friendships to the benefit of both the organization and the official. *Moderator: Michele Laverty, Director, Ag Science Center. Presenters: David Burton, Director of Government Affairs and Special Projects, Autry National Center of the American West; Andrea Morgan, Associate Director of Institutional Giving, San Francisco Museum of Modern Art; Janet Redding, Vice President for Institutional Advancement, San Diego Natural History Museum.*

SESSION 3C: Switching Gears, Herding Cats, Moving Mountains: Paradigm Shifts with Docents – Sakura B & C / Lobby Level

This session will address different ways institutions approach improving the training of docents who facilitate tours. Each panelist will present one institution's experience changing modalities of instruction, meeting the needs of changing audiences, or instituting evaluative strategies. The audience will participate through interactive discussion and questioning regarding their responses to the different models presented. *Moderator: Susan Josepher, Ph.D, Head of Docents, Skirball Cultural Center. Presenters: Jason Porter, Ed.D, Head of School and Teacher Programs, Skirball Cultural Center; Elissa Ennis, Director of Education and Visitor Services, Long Beach Museum of Art; Scott Thiele, History Programs Coordinator, Oakland Museum of California.*

SESSION 3D: Fine Arts Insurance 101 – Spring A

Refresh your knowledge on the "basics" of museum and exhibition insurance. Learn how to purchase fine arts insurance or what you can do to improve your current policy. Learn some of the current issues in dealing with exhibition insurance on a domestic and international level. Learn from your fellow registrars/collection managers and experts in the field. *Moderator: Linda Waterfield, Collections*

Manager/Registrar, Judah L. Magnes Museum. Presenters: Victoria France, Managing Director, Fine Art Division, Robertson Taylor International Insurance Brokers.

5:45 pm – 9:30 pm

EVENING EVENT

Cool Science at the California Academy of Sciences

Experience the rainforests of the world, explore the Galapagos and Madagascar, dive into the world's deepest living coral reef tank, and track climate change in our state – all in the heart of Golden Gate Park! The California Academy of Sciences is the only museum in the world that combines an aquarium, planetarium, and natural history museum under one “living” roof. Located in a spectacular new green building designed by Pritzker Prize-winning architect Renzo Piano, the Academy re-opened in September 2008. Attendees will also sample “Nightlife”, the Academy’s programming for 25-35 year olds, mixing music, drinks, and cool science.

See Registration/Information for ticket availability.

The first motorcoach departs the Hotel Kabuki at approximately 5:45 PM. Two motorcoaches will shuttle between the hotel and the Academy until 9:30 PM.

Photographs courtesy of the California Academy of Sciences.



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CONFERENCE SCHEDULE

Friday, February 27, 2009

7:30 am – 8:30 am	CONTINENTAL BREAKFAST – <i>Garden Level Lobby</i> <i>Sponsored by Gaylord Brothers</i>
7:30 am – 6:00 pm	REGISTRATION/INFORMATION OPEN – <i>Garden Level Lobby</i>
10:00 am – 6:30 pm	EXHIBIT HALL OPEN – <i>Imperial Room</i>
8:30 am – 10:00 am	CONCURRENT SESSIONS

SESSION 4A: Customer Service and the Visitor Experience: Tools of the Trade – *Sakura B & C / Lobby Level*

Customer service is an integral part of the museum visitor experience. Learn how to create a culture of customer service throughout all areas of museum operations, from internal audiences to stakeholders. Examples will be drawn from three widely different venues: an historic home, an aquarium, and a vegan restaurant. Bring your latest customer service challenges for the panel, and share your ideas about best practices in museum customer service. *Moderator: Stephanie Weaver, Visitor Experience Consultant, Experienceology. Presenters: Cynthia Foster, Visitor Services Manager, Filoli Center; David Rosenberg, Director of Guest Experience, Monterey Bay Aquarium; Matthew Englehart, Owner, Café Gratitude.*

SESSION 4B: Getting to Know the California Cultural Data Project – *Spring B & C*

The California Cultural Data Project (CDP) is poised to transform the way that institutions communicate with major California funders. Data collected through the CDP will build a baseline of data that can be used for advocacy and research statewide. This session will focus on implications for museums and offer an insider's perspective on what it takes to use this powerful tool for grant applications, reporting, and institutional analysis and planning. *Moderator: Adrienne McGraw, Executive Director, California Exhibition Resources Alliance. Presenters: Jessica H. Cahail, Senior Associate, Cultural Data Project; Lauren Hooten, Associate, Cultural Data Project.*

SESSION 4C: Governmental Records in Museums and Historical Organizations: A Practical Discussion – *Spring A*

In 2008, the California State Legislature overwhelmingly passed legislation (AB 2595) that would have provided a procedure for by which the Secretary of State could act on behalf of California governmental entities to recover public records that, one way or another, have fallen into private hands or otherwise been treated as private property. Although the bill did not become law, it raises serious issues of philosophy, operations, and costs for California museums that manage public records, and often have done so for decades. This session will define the issues and will explore the philosophical, legal, ethical, and practical questions involved as they relate to museums. *Moderator: David Crosson, Executive Director, California Historical Society. Presenters: Laren Metzger, Deputy State Archivist, California State Archives; Jim Reed, Curator of Archives and Library, History San Jose; Jill Moffat, Executive Director, Fresno Historical Society.*

SESSION 4D: Teaching Sustainability to Visitors – Green Museums Set an Example - *Osaka*

As we continue global efforts to “Go Green” and promote sustainability, there is a new breed of museums who strive to educate and energize visitors by setting an example. Hear about ways the California Academy of Sciences, Western Center for Archaeology & Paleontology, and Roseville Utility Exploration Center have taken efforts to reduce their carbon footprint and are educating visitors through their LEED Platinum certified buildings, public programs, and interpretive multimedia tours. *Moderator: Mandy Smith, Account Manager, Antenna Audio. Presenters: Aaron Pope, Manager of Sustainability Programs, California Academy of Sciences; Jay Nichols, General Curator, Springs Preserve; Bob Garrison, Supervisor, Roseville Utility Exploration Center.*

10:00 am – 10:30 am	EXHIBIT HALL MORNING BREAK – <i>Imperial Room</i> <i>Sponsored by California Exhibition Resources Alliance</i>
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Join us in the Exhibit Hall for a snack and learn about the products and services available to museums.

10:30 am – 12:00 pm

CONCURRENT SESSIONS

SESSION 5A: After the Strategic Plan is Finished, What Then? - Osaka

Museum board members and staff spend a great deal of time and resources planning for the future. During the planning process the organization learns about the internal and external environment in which they work, determines future directions, and understands what it takes to build consensus. But, after the planning process is over, what are the challenges associated with achieving the plan? What is the short term and long term value of the plan? Speakers will address these questions and how planning has changed and impacted their museums. *Moderator: Adrienne Horn, President, Museum Management Consultants, Inc. Presenters: Kristie Sheppard, Executive Director, Napa County Historical Society; Lial Jones, Executive Director, Crocker Art Museum; E. Michael Whittington, Executive Director, Monterey Museum of Art.*

SESSION 5B: Let Them In? Collections Access in College and University Museums – Spring A

As university art museums begin planning stages for new or renovated expanded facilities, they must keep in mind their core mandate - to keep the objects in the realm of student access. Many are facing the same logistical hurdles, including open storage versus study rooms, staffing, handling, and preservation. Join in on this lively discussion and hear these panelists speak about their experiences in dealing with this complex issue. *Moderator: Steve Comba, Assistant Director/Registrar, Pomona College Museum of Art. Presenters: Leslie Freund, Collections Manager, Phoebe Hearst Museum of Anthropology; others TBA.*

SESSION 5C: User-generated Content: What Good Is It? – Sakura B & C / Lobby Level

Should your museum collect audience-generated content through your website or others such as Facebook or Flickr? Panelists will discuss motivations for collecting content, and strategies for harnessing online tools such as social tagging, blogs, and media hosting sites. In these experiments, useful lessons are being learned about how our audiences see us, interpret what we show them, and shape our exhibitions. Send your specific session questions in advance to collections@sfmoma.org. *Moderator/Presenter: Marla Misunas, Collections Information Manager, San Francisco Museum of Modern Art. Presenter: Renee Gasch, Online Promotions Coordinator, International Museum of Women.*

SESSION 5D: Building Community: Oral History Programming that Fosters Healthy Civic Discourse – Spring B & C

Oral history practitioners from the Bay Area will present examples of subject-based oral history programs that brought community members together and facilitated dialogue on important issues. Interpreting the social and historical transitions captured through oral history will be explored, and digital storytelling examples will be offered. Subjects include: contemporary challenges of family-run farms, Japanese American resettlement following WWII internment, the civil rights movement and reconciliation. *Moderator: Kelly Philpott Brisbois, Curator of Education, Marin History Museum. Presenters: Aggie Idemoto, Ed.D., Vice President, Japanese American Museum of San Jose; Dewey Livingston, Author and Historian.*

12:15 pm – 1:45 pm

DIRECTOR'S LUNCHEON – Sakura A / Lobby Level

A California Perspective: An Interview with Scott Shafer, Host of *The California Report*

What are the most significant issues facing California - both now and in the future? Join us for a discussion with Scott Shafer, Host of *The California Report*, about statewide trends and their influence on museums. *The California Report*, a news program carried by more than 30 public radio stations across the state, provides daily coverage of issues, trends, and public policy decisions affecting California and its diverse population. Senator Leland Yee of the California State Legislature will also make a special announcement concerning California museums. This luncheon is open to Directors, Trustees, and senior management staff only. *See Registration/Information for ticket availability.*

12:30 pm – 1:30 pm

LUNCHTIME LEARNING OPPORTUNITIES /
CONCURRENT SESSIONS

Attendees are encouraged to bring a “sack” lunch to the Lunchtime Learning Opportunities. Information on nearby restaurants or cafes is available at Registration/Information.

SESSION 6A: What Ever Happened To Adult Programming? – Spring B & C

Why does museum education typically address school, youth and family groups, yet ignore adults? Does learning stop at 18? How can we draw from adult learning theory to create dynamic program offerings for this overlooked audience? This discussion invites educators to consider new paradigms for adult programming, moving beyond the talking head, while exploring the links to larger audience development initiatives. *Moderator: Carin Jacobs, Educational Consultant.*

SESSION 6B: Closing the Loop: Product Responsibility and Reducing Museum Waste – Spring A

Do we need a cooperative resource sharing network for commonly used items such as display cases, crates and materials? Is there a better way to design and fabricate these items to extend their useful life or achieve a cradle to cradle system? Participate in a discussion about reuse as it pertains to exhibition furniture, crating, and storage. Contribute your ideas for reducing museum waste and planning an official resource sharing network. *Moderator: Tim McNeil, Assistant Professor/UC Davis Design Museum Director, University of California, Davis. Presenters: Lea Warden, Independent Museum Consultant; Scott Atthowe, President, Atthowe Fine Arts Services; Taylor Wise-Harthorn, Independent Museum Consultant.*

SESSION 6C: Collections Management Roundtable - Osaka

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. *Moderators: Amy Wright, Assistant Registrar, Los Angeles County Museum of Art and Southern California State Representative for the Registrar Committee-Western Region; Joy Tahan, Registrar, Oakland Museum of California and Northern California State Representative for the Registrar Committee-Western Region.*

SESSION 6D: Auditing Your Volunteer Program. Do You Have the Nuts and Bolts? – Sakura B & C / Lobby Level

The goal of this highly interactive session is to review best practices in volunteer management and provide resources and strategies you can easily implement to help fine tune your program. Key discussion topics will be creative recruiting options, volunteer motivation and program assignments, how to monitor volunteer performance, annual evaluations, and ways to reward and recognize your volunteers. *Moderator: Tim Deegan, Council Manager, Los Angeles County Museum of Art. Presenter: Deirdre Araujo, Manager Volunteer Services, Exploratorium.*

1:45 pm – 3:15 pm

CONCURRENT SESSIONS

SESSION 7A: Monetizing Museum Web Sites – Spring A

When it comes to generating revenue through museum web sites, there is a wide gap between expectation and achievement. Panelists will look beyond simple e-philanthropy to examine current trends and emerging techniques for monetizing museum web sites; identify common obstacles to generating income through museum web sites, and strategies to overcome them; and outline a "best practices" approach for California's museums to maximize their web revenue streams. *Moderator: James M. Bower, Consulting Web Producer, Japanese American National Museum. Presenters: Vicky K. Murakami-Tsuda, Web Manager, Japanese American National Museum; James G. Leventhal, Director of Development and Marketing, Judah L. Magnes Museum; Allyson Lazar, Principal, The Orinda Group.*

SESSION 7B: Developing a Successful Collaboration with Neighboring Institutions – Osaka

In this session presenters will share their unique perspectives on a specific program, *Science in the Park*. This collaboration between multiple San Francisco institutions produces an educational, week-long professional development opportunity for teachers. By describing this program, presenters will highlight three compelling themes: community collaborations, themes and tools that can be leveraged across

learning environments, and the integration of art and science. Emphasis will be placed on fostering questions and discussion about these three themes. *Moderator: Jill Bible, Curriculum Developer, Institute on Science and Sustainability, California Academy of Sciences. Presenters: Annette Huddle, Associate Director, Youth Education, San Francisco Botanical Garden Society; Helena Carmena, Manager of Teacher Services, California Academy of Sciences; Martha Luna, Teacher, Lakeshore Elementary.*

SESSION 7C: Honorary Boards: The Key to Cultivating and Stewarding Major Gift Donors – Spring B & C

Every museum, regardless of size or focus, can benefit from establishing an Honorary Board. This session will address the best practices for managing an honorary board as a strategic fundraising tool. Honorary Boards can provide a means to engage major donors without the heavy responsibilities that a typical board position requires and offers a way to maintain relationships with former board members in a more meaningful way. Session will include ample time for audience members to discuss how an Honorary Board program can be tailored to their organization. *Moderator/Presenter: Theresa Demonte, Major Gifts and Capital Campaign Manager, Aquarium of the Pacific. Presenters: Merry Alberigi, Executive Director, Marin History Museum; Patricia Hannum, Executive Director, Museum of Children's Art.*

SESSION 7D: Exhibitions: Experimentation, Risk, and Reward – Sakura B & C / Lobby Level

Most museums, big and small, are risk-adverse, yet bold exhibits can really pay off. Speakers will discuss recent exhibitions that exemplify different kinds of risk, including those pushing the museum field into new territory with innovative designs and interpretive techniques, as well as risks that arise internally when new ambitions run up against tradition, budgets, and limited staff time. Join us for a lively discussion on the rewards and challenges involved in daring to try something new. *Moderator: Ann Marshall, Director of Exhibitions, Autry National Museum, Presenters: Kitty Connolly, Botanical Education Manager, The Huntington Library, Art Collections, and Botanical Gardens, Jonathan Katz, President and CEO, Cinnabar; Jonathan Spaulding, Vice President of Exhibitions, Autry National Center, Karina White, Senior Exhibition Developer, The Huntington Library, Art Collections, and Botanical Gardens.*

3:15 pm – 3:45 pm

EXHIBIT HALL AFTERNOON BREAK – *Imperial Room*
Sponsored by Tru Vue – Optimum Acrylic Products

Join us in the Exhibit Hall for a late afternoon “pick-me-up” and peruse the products and services available to museums.

3:45 pm – 5:15 pm

CONCURRENT SESSIONS

SESSION 8A: Financing for Capital Improvements – Spring B & C

Credit markets are in turmoil, yet debt financing remains essential to the capital plans of many museums. This panel will describe the anatomy of a tax-exempt bond financing in the context of the current debt markets, and will cover legal, financial, and practical aspects of obtaining financing and administering a loan once it is acquired. Other financing techniques such as commercial bank lines of credit will also be discussed. *Moderator: Frederick S. Kuhlman, Partner, Hawkins Delafield & Wood LLP; Presenters: Norman S. Coker, Senior Vice President, U.S. Bank National Association; James Gilson, Vice President, General Counsel and Corporate Secretary, Los Angeles County Museum of Natural History Foundation; Nikolai J. Sklaroff, Investment Banker; Sean Tierney, Partner, Hawkins Delafield & Wood LLP.*

SESSION 8B: Aging and Ageism in Museums – Osaka

How can smaller institutions, whose viability relies heavily on elderly staff and volunteers, continue to utilize this valuable resource respectfully, while effectively meeting the changing needs of its community? This panel discussion will explore common gerontological problems. The goal is to facilitate a frank--but sensitive--solution-oriented discussion, resulting in shared best practices. Resources will draw from current research and personal experience of retirees and museum professionals. *Moderator: Nancy Arms Simon, Independent Curator/Educator. Presenters: Lisa Folsom Smithson, Curator, Tuolumne County Museum; Joe Holt, Archives Director, USS Hornet Foundation; Adam Mikos, Independent Curator, LooseKnitCollective.*

SESSION 8C: Reach Out and Touch Your Visitors... with Technology! – Sakura B & C / Lobby Level

User friendly technologies including cell phone audio tours, podcasts and video iPhones are successfully engaging visitors. Industry professionals who have implemented these technologies will discuss how technology can create an interactive visitor experience while also providing valuable data on visitor behavior. The speakers will discuss how they have incorporated various technologies into the museum visit and how to use statistical reports to attract new visitors and strengthen educational curriculum.

Moderator: Suzanne Isken, Director of Education, The Museum of Contemporary Art. Presenters: Christopher Alexander, Manager of Interactive Technology, San Jose Museum of Art; David Asheim, President, Guide by Cell.

5:15 pm – 5:45 pm

EXHIBIT HALL CLOSING RECEPTION – Imperial Room

Sponsored by Olson Visual

6:00 pm – 8:45 pm

CLOSING EVENING EVENT

Cultural Encounters and Warhol at the de Young

In October 2005, the de Young Museum re-opened in a new facility that integrates art, architecture and the natural landscape in one multi-faceted destination and showcases the museum's collections of American art and art of the native Americas, Africa, and the Pacific. *Warhol Live*, a special exhibition on display, will present the first comprehensive exploration of Warhol's work as seen through the lens of music. In addition, the evening will include a variety of interdisciplinary arts programs, as part of "Cultural Encounters at the de Young", a series of programs developed in collaboration with community arts organizations and artists to create exciting educational and artistic possibilities from the permanent collection and temporary exhibitions.

See Registration/Information for ticket availability.

The first motorcoach departs the Hotel Kabuki at approximately 6:00pm. Two motorcoaches will shuttle between the hotel and the de Young Museum until 8:45pm.

Photographs courtesy of de Young Museum. From left to right: Andy Warhol (1928–1987), Mick Jagger, 1975, Silkscreen ink on synthetic polymer paint on canvas, 101.6 x 101.6 cm, Museum of Fine Arts, Boston, Gift of The Andy Warhol Foundation for the Visual Arts, Inc., with additional funds provided by the Ernest Wadsworth Longfellow Fund 1993.686, © The Andy Warhol Foundation for the Visual Arts, Inc.; de Young Museum, © Fine Arts Museums of San Francisco.



CONFERENCE SCHEDULE

Saturday, February 28, 2009

10:00 am - 2:30 pm

POST-CONFERENCE BRUNCH AND TOURS

Yerba Buena Museums and Tours

Join your California museum colleagues for brunch and a full day experiencing the originality and diversity of museums in the Yerba Buena District in downtown San Francisco. The day will start with brunch at the newly opened Contemporary Jewish Museum, followed by your choice of tours at two institutions, and free admission at all participating museums. A map of the museums in the Yerba Buena District and other details will be distributed at the brunch and participants should have indicated the tours of their choice on their registration forms.

See Registration/Information for ticket availability.

11:30 AM Tours

California Historical Society

Hobos to Street People: Artists' Responses to Homelessness from the New Deal to the Present will compare artistic interpretations of homelessness with an emphasis on California: The Okies in the 1930s to the stigmatized street people of today.

Contemporary Jewish Museum

Explore the innovative building of the newly opened Contemporary Jewish Museum. Architect Daniel Libeskind's design for the new museum combines the history of an early 20th-century San Francisco landmark building with the dynamism of contemporary architecture.

Gay, Lesbian, Bisexual Transgender Historical Society

Museum of Craft and Folk Art

The Museum of Craft and Folk Art has been providing innovative exhibitions and educational programs that connect with and inspire diverse communities for twenty-five years. The Museum is known for demonstrating how traditional arts, folk art, contemporary craft, and fine art are all part of the same continuum.

Museum of the African Diaspora

The museum's new exhibition, *I Do It for My People*, will examine how contemporary artists articulate demands and issues unique to their groups: ethnic, racial, gender, sexual orientation, and religious.

Old Mint Building

Learn about the Old Mint's compelling history and contributions to San Francisco. You will also hear about the plans to transform this National Historic Landmark into a dynamic new history museum and urban center using a distinct, story-centric approach.

San Francisco Museum of Modern Art

SFMOMA's docents take you on a 60 minute tour of the museum's permanent collection galleries, which includes masterworks by Matisse, Dali, Pollock, and many others. You may also want to drop in at the Koret Center on the second floor, a dynamic, casual learning facility offering a broad range of activities from individual to interactive.

1:30 PM Tours

Asian Art Museum

Special exhibition tour of *The Dragon's Gift: The Sacred Arts of Bhutan*. See the magnificent treasures of the Asian Art Museum in its stunning Gae Aulenti designed building and enjoy rarely seen Buddhist art from remote Bhutan.

California Historical Society

See description above.

Museum of the African Diaspora

See description above.

Old Mint Building

See description above.

San Francisco Museum of Modern Art

See description above.

Yerba Buena Center for the Arts

Transpop: Korea/Vietnam Remix, will include the works of contemporary artists from Korea, Vietnam and their respective diasporas in the United States. *Irreverent Contemporary Nordic Craft Art* will focus on a new generation of craft artists from Sweden, Norway, Denmark and Finland who are challenging the sleek aesthetic of Scandinavian Modernist design.



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Shaping Outcomes, an online course in outcomes-based planning and evaluation (OBPE), is available to museum and library professionals. **Shaping Outcomes** is an instructor-mediated online course that trains museum and library professionals to master and apply OBPE concepts to museum and library programming and exhibition planning. Participants in **Shaping Outcomes** work at their own pace through five interactive modules over approximately four weeks. With the support of an instructor, they learn the vocabulary and methods of OBPE and they develop a logic model for a program or project at their own institution. **Shaping Outcomes** is also an IMLS "Featured Online Resource." **Shaping Outcomes** courses are being offered for museum professionals nationwide. The cost for the course is \$150, and scholarship funds are available for museums and related institutions serving economically challenged populations. Please explore our website or contact us if you are interested in registering for one of these courses or learning more about these course offerings.

SAN FRANCISCO MUSEUMS

Free Admission and Museum Store Discounts

The following museums are free or are offering discounted admission price to conference attendees throughout the duration of the conference. Some museums are also offering museum store discounts. Please present a name badge or conference registration receipt between Wednesday, February 25, 2009 and Saturday, February 28, 2009 to take advantage of these amazing offers. Also, please be sure to check their website or call for hours of operation, directions, and other information. Transportation is not provided.

Asian Art Museum

200 Larkin Street
San Francisco, CA 94102
415-581-3500
<http://www.asianart.org>

Special tours offered to conference attendees on Wednesday, February 25th at 1:30pm of the exhibition *The Dragon's Gift: The Sacred Arts of Bhutan* and at 2:30pm *Museum Masterpieces*. Tours depart from the information desk, Asian Art Museum. Tours and museum admission are free of charge to conference attendees. During the conference, CAM members with conference badge, AAM members with AAM card, and staff at California museums with staff ID card, may visit the museum free of charge and bring one guest. The museum store will extend a 10% courtesy discount to any staff member of a California museum during the conference (including the pre- and post- day).

California Academy of Sciences

55 Music Concourse Drive
Golden Gate Park
San Francisco, CA 94118
415-379-8000
<http://www.calacademy.org>

Free admission to all CAM conference attendees during the period of Wednesday, February 25, 2009 through Saturday, February 28, 2009 upon presentation of their conference badge.

California Historical Society

678 Mission Street
San Francisco CA 94105
415.357.1848
<http://www.californiahistoricalsociety.org>
Free admission for conference attendees.

The Contemporary Jewish Museum

736 Mission Street
San Francisco, CA 94103
415.655.7800
<http://www.thecjm.org>
Free admission for conference attendees.

de Young Museum

Golden Gate Park
50 Hagiwara Tea Garden Drive
San Francisco, CA 94118
415.750.3600
<http://www.famsf.org/deyoung/>

Museum staff members receive free entry to the Museum. Non museum staff will receive discounted admission. The museum store will extend a 10% courtesy discount to any staff member of a California museum during the conference.

Getting Around in San Francisco

The Hotel Kabuki is located blocks from many of San Francisco's well known MUNI bus lines. To view a full system map, routes, schedules, and fares, visit **www.511.org** or simply dial "5-1-1" on any phone.

Exploratorium

3601 Lyon Street
San Francisco, CA 94123
415-EXP-LORE
<http://www.exploratorium.edu>
Free admission for conference attendees.

The Haas - Lilienthal House

2007 Franklin Street
San Francisco, CA
415- 441.3000
<http://www.sfheritage.org/house.html>
Free admission to all CAM conference attendees upon presentation of their conference badge. The Haas-Lilienthal House is open Wednesday and Saturday from 12pm-3pm.

Legion of Honor

Lincoln Park
34th Avenue & Clement Street
San Francisco, CA 94121
415.750.3600
<http://www.famsf.org/legion/>
Museum staff members receive free entry to the Museum. Non museum staff will receive discounted admission. The museum store will extend a 10% courtesy discount to any staff member of a California museum during the conference.

San Francisco Museum of Modern Art

151 Third Street
San Francisco, CA 94103
415.357.4000
<http://www.sfmoma.org>
Free admission for conference attendees.

San Francisco Museum of Craft+Design

550 Sutter Street
San Francisco, CA 94101
415.733.0303
<http://www.sfmcd.org>
The museum store will extend a 10% courtesy discount to any staff member or conference attendee of a California museum during the conference (excludes merchandise already on sale). Conference badge must be presented at time of purchase.

Yerba Buena Center for the Arts

701 Mission Street
San Francisco, 94103-3138
415.978.2700
<http://www.ybca.org>
Free admission for conference attendees.

Zeum

221 Fourth Street
San Francisco, CA 94103
415.820.3320
<http://www.zeum.org/>
Free admission to all CAM conference attendees during the period of Wednesday, February 25, 2009 through Saturday, February 28, 2009 upon presentation of their conference badge.

See "Conference Extras" under the 2009 Conference at **www.calmuseums.org** for a list of other San Francisco museums, maps, and information about other attractions.



Energy Garden, Brooklyn Children's Museum, Brooklyn, NY



Bradford Washburn American Mountaineering Museum, Golden, CO

Photo by Dan Ham © 2008

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EXHIBIT HALL OVERVIEW

Vendor & Consultant Directory

Be sure to visit the Exhibit Hall to meet our business associates and learn about the products and services available to the museum field.

Antenna Audio - Booth #: 17

Contact: Emily Rubin

P.O. Box 176, Sausalito, CA 94966

415.332.4862 / emily_s_rubin@discovery.com

Antenna Audio is the world leader in audio, multimedia, and mobile cultural interpretation. Each year, more than 20 million visitors purchase Antenna Audio tours in 12 languages across 20 countries at approximately 450 of the world's most famous, fascinating and frequented locations.

Benefactor Travel - Booth #: 5

Contact: Marieke Peleman

59 Bancroft Road, Holden, MA 1520

919.260.2985 / marieke@hamiltonfitzjames.com

Benefactor Travel creates custom-designed travel programs and events at the highest level for the Benefactors, Trustees, Board of Directors and Collectors' Committees of cultural Institutions, both large and small. Our programs specialize in the fine and decorative arts, architecture, textiles/fashion, gardens, the performing arts and library collections.

Bonhams & Butterfields - Booth #: 9

Contact: Laura King Pfaff

220 San Bruno Avenue, San Francisco, CA 94103

415.503.3210 / laura.king@bonhams.com

Founded in 1865 as Butterfields & Butterfields, Bonhams & Butterfields was acquired by Bonhams in 2002 and now the auction salesrooms in San Francisco and Los Angeles operate as Bonhams & Butterfields Fine Art Auctioneers and Appraisers, Bonhams & Butterfields specializes in the appraisal and sale of fine art, antiques and objects in all collecting categories.

California Arts Council - Booth #: 10

Contact: Patty Milich

1300 "I" Street, Suite 930, Sacramento, CA 95814

916.322.6385 / pmilich@cac.ca.gov

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.

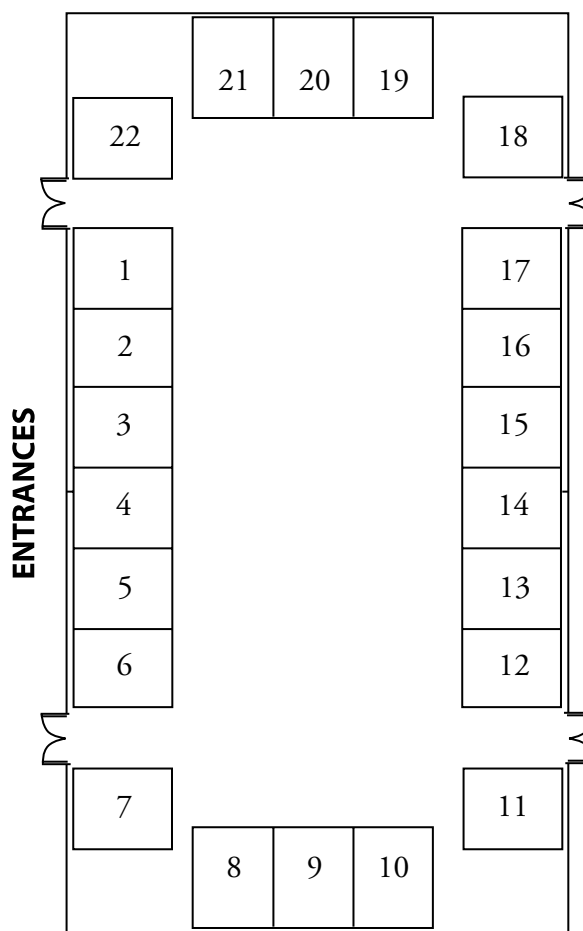
California Exhibition Resource Alliance - Booth #: 11

Contact: Adrienne McGraw

P.O. Box 193307, San Francisco, CA 94119

415.525.1553 / adrienne@ceraexhibits.org

For the past 20 years, CERA has been bringing big ideas to California museums. Our multi-disciplinary traveling exhibitions are engaging, ready-to-install, and very affordable. Designed with the small museum in mind, we



support your institution with accessible instructions, interpretive and publicity materials, and handle shipping arrangements.

CreativeMatter LLC - Booth #: 20

Contact: Ned Zimmerman Benze
288 Goodrich Ave., St. Paul, MN 55105
651.402.9780 / ned@creativematter.net

CreativeMatter.net LLC is a group of educators and designers. We use our experience working with children to produce award-winning educational media and programming that are emotionally engaging and accountable to education standards. Our work connects the unique opportunities for learning your organization offers with the demands of standards-based classroom instruction.

Cuadra Associates, Inc. - Booth #: 15

Contact: Ilene Slavick
3415 S. Sepulveda Blvd., Ste. 210, Los Angeles, CA 90034
310.591.2490 / 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 Bros. - Booth #: 1

Contact: Susan Hale
7282 William Barry Blvd., Syracuse, NY 13212
315.634.8632 / susan.hale@gaylord.com

Gaylord - Your Trusted Source offers a wide selection of the quality products you need to protect, store and exhibit your valuable collections. Check out the exciting custom capabilities Gaylord offers which include custom archival boxes, custom exhibit cases, and more, at the Gaylord Booth # 1, or visit us online at www.gaylord.com.

GLASBAU HAHN America - Booth #: 8

Contact: Jamie Ponton
Second Contact: Jana Lyn Thirlwall
15 Little Brook Lane, Newburgh, NY 12550
845.566.3331 / jamie.ponton@glasbau-hahn.com / janalyn.thirlwall@glasbau-hahn.com

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Guide By Cell - Booth #: 7

Contact: Dave Ashiem
300 Beale St., #608, San Francisco, CA 94105
415.297.6677 / dave@guidebycell.com

Guide by Cell turns cell phones into audio guides. With over 450 clients, we're the largest provider of cell phone or text message tours. Record audio over phone or upload files. Visitors use their own cell phones. Web statistics provide amazing information. Try for free. Collect visitor feedback.

Heyday Books - Booth #: 3

Contact: Lillian Fleer
P.O. Box 9145, Berkeley, CA 94709
510.549.3564 / lillian@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. Heyday enhances California's rich cultural heritage by providing a platform for previously unheard writers, poets, and artists who help keep this diverse legacy alive.

John F. Kennedy University - Booth #: 13

Contact: Catherine Santini

100 Ellinwood Way, Pleasant Hill, CA 94523

510.708.1473 / csantini@jfkku.edu

John F. Kennedy University's Museum Studies Department offers Master of Arts and Certificate programs, with specializations in collections management, public programming and administration, at the University's Berkeley campus. For Fall '09, an MA-MBA program option is also available. The deadline for applications for fall is March 2, 2009. www.jfkku.edu/museumstudies

L.A. Packing Crating & Transport / Ashley Distributors - Booth #: 6

Contact: Monica Creason

5722 W. Jefferson Blvd., Los Angeles, CA 90016

323.937.2669 / monica@lapackinginc.com

L.A. Packing, Crating and Transport has been chosen by museum professionals for over 25 years as experts in handling fine art, specializing in installation, museum quality crating, domestic and international traveling and exhibition service, world wide shipping, air-ride climate controlled transportation, and secure climate controlled storage. Archival and packing supplies are available through Ashley Distributors.

MBA Design + Display Products Corp. - Booth #: 2

Contact: Lorenz Miller

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Pacific Studio - Booth #: 22

Contact: Marc Burns

5311 Shilshole Ave., NW, Seattle, WA 98107

206.783.5226 x 112 / mburns@pacificstudio.com

Pacific Studio creates interpretive and interactive exhibits for museums, interpretive centers, visitor centers, zoos and aquaria. We specialize in exhibit grade cabinetry, custom metal fabrication, prototyping, interactive displays, hand painted murals, botanical and biological illustrations, sculpting and casting. Recent projects include the Monterey Youth Museum and Aquarium of the Pacific.

Ship Art International - Booth #: 16

Contact: Greg Gahagan

P.O. Box 1966, So. San Francisco, CA 94083

650.952.0100 / greg@shipart.com

Ship Art is a fine art handling company that specializes in providing museum quality storage, installation, crating and transportation. We have been serving the needs of museums and private collectors for over 20 years. We have offices in San Francisco and Denver, Colorado. We are also a proud member of ICEFAT which allows us to serve your needs throughout the world.

Swinerton Management & Consulting - Booth #: 14

Contact: Ildi Synhorst

260 Townsend Street, San Francisco, CA 94107

415.984.1238 / imolnar@swinerton.com

Swinerton Management & Consulting provides a full range of Program/Project/Construction Management and Green/Sustainability consulting services to assist owners in the construction of projects of all types and sizes including new buildings and renovations, from the initial planning phase through final completion.

System Concepts, Inc. - Booth #: 12

Contact: Catherine Belmont

510 Myrtle Ave., Ste. 209, So. San Francisco, CA 94080

650.873.8023 x 12 / cbelmont@scistorage.com

System Concepts is the leading source of storage equipment by Spacesaver and Delta Design specializing in custom shelving, compactors, cabinets, art racks, and archival products. We offer services for budget planning, design, installation and relocation. Museum clients include the Asian Art Museum, deYoung, Contemporary Jewish Museum, and California Academy of Sciences.

The Donning Company - Booth #: 18

Contact: Tonya Hannink

306 North Kansas Avenue, Marceline, MO 64658

800.369.2646 x 3278 / info@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.

TourMate Systems - Booth #: 4

Contact: Lynn Taylor

137 St. Regis Cres. S., Toronto, ON M3J1Y6

416.636.5654 / ltaylor@tourmate.com

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U.S. Art Company - Booth #: 21

Contact: Jennifer Gray

12600 Daphne Ave., Hawthorn, CA 90250

323.758.5000 / jgray@usart.com

U.S. Art Company is one of the premier fine art handling companies in the country. Our services include transportation, crating, climate and non-climate controlled storage, international shipping, exhibition coordination and installation. U.S.Art offers the most extensive US shuttle network. With all of our services, safety and security are top priorities. www.usart.com

Western Museums Association - Booth #: 19

Contact: Valerie Huaco

P.O. Box 8367, 2960 San Pablo Avenue, Berkeley, CA 94702, Emeryville, CA 94662

510.665.0700 / info@westmuse.org

The Western Museums Association is a professional development organization for museum professionals and service providers. Our annual meeting, *A Rising Tide: Sustainable Practices, Green & Beyond*, will be held in San Diego, October 25-29, 2009.

Mark your calendars

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March 16, May 18, September 14, 2009
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FREE to CAM Institutional Members

California Museums Month

May, 2009

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May 5, 2009
North Steps, California State Capitol
Sacramento, CA

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