



Welcome to *Reflect on Tech!*

**California Association of Museums
Annual Conference
March 3-5, 2010**

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To learn more about the Green Museums Initiative, and the many steps we are taking to make this conference sustainable, visit www.greenmuseums.info or see page 39. We invite you to sign-on to the Green Museums Accord today and join our cause!

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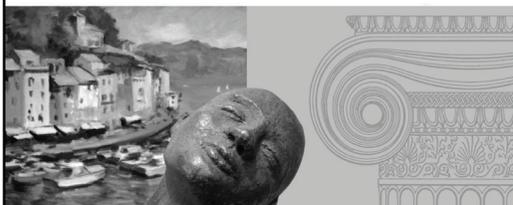
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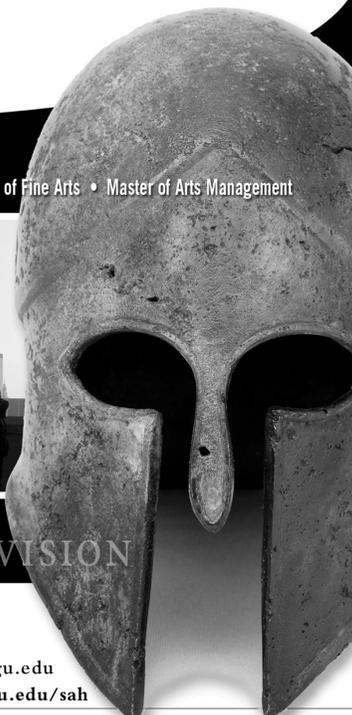
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WELCOME AND ACKNOWLEDGEMENTS

Welcome and thank you for joining us in San Jose to *Reflect on Tech!* This is an exciting opportunity to explore strategies for strengthening museums and communities *through technology*. We encourage you to consider the many ways technology is changing how museums are fulfilling their missions in galleries, classrooms, and the virtual world--and what is possible in the future. Thank you to the many volunteers who helped conceptualize and organize this conference.

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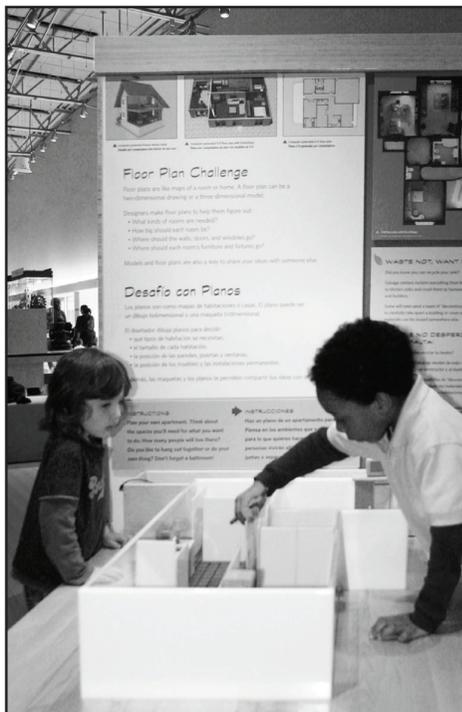
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ABOUT CAM

The California Association of Museums (CAM) was formed in 1979 and we now have over 500 members across the state. **In 2010, we are celebrating 30 years of service to the California museum field!**



Professional Development

Our annual conference brings museum colleagues together for an exchange of ideas, perspectives, and resources. The 2011 conference will be held in Pasadena, March 2-4. We also organize workshops to provide in-depth training in specific areas of museum work.

Publications and Surveys

We conduct and publish studies that report the needs and impact of California's museums, as well as general statistics. The biennial *Financial and Salary Survey of Museum Personnel* has been a valuable tool for museum administrators since 1986. In addition, we scour the news to stay abreast of what the media is saying about museums, pose monthly polls, and produce other publications for the benefit of the field.

Legislative Advocacy

We have an active advocacy program that monitors legislation, keeps our constituents informed and involved, and fosters strategic initiatives to support funding sources for museums. In 2009, CAM launched *CAM State of the State*, "call-ins" for members about state and federal topics.

Newsletter

An electronic newsletter, *CAM e-News*, continues to grow in popularity and has become a valued source for news and information. It features timely announcements about funding sources, professional development programs, news articles, legislative updates, and job opportunities.

Green Museums Initiative

In 2006, we 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. In 2009, our GMI committee launched 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 Committee

Our Multicultural Committee serves as a catalyst for discourse and advocacy regarding multicultural issues. The long-term vision is to increase the number of underrepresented communities in museums as paid staff members, specifically those of Latino/Hispanic, African American, Asian American, Native American and Pacific Islander descent. The committee spearheaded a new program in 2009 titled CAM Fellows. Supported by a generous grant, CAM Fellows attend and network at the annual conference. They write case study essays based on session attendance and interest, which will be posted on CAM's website and *CAM e-News* starting in Summer 2010.

License Plate Campaign

We have been working with state officials to establish a special license plate program that will provide much-needed grant funding for California museums through a competitive grant process. Expect to hear more about this pivotal initiative in the very near future!

Forecasting the Future of California Museums

We are forecasting the future of California's museums in partnership with the American Association of Museums' Center for the Future of Museums, in honor of our 30th anniversary. A white paper will be released later this year proposing action for the museum field and their communities. The recommendations will address many challenges California faces in the coming decades, including increasing minority populations, water shortages, shifts in industry and finance.

Californians Connecting to Collections

The Institute of Museum and Library Services funded a California collaborative to develop a statewide preservation plan for heritage institutions. In partnership with the California Preservation Program, California State Parks, California State Library, and Historic Monterey, we are helping to coordinate this project.

Your success is our vision!

Learn more at www.calmuseums.org.

WEDNESDAY, MARCH 3, 2010

8:00 AM – 6:00 PM **Registration / Information Desk Open –**
Mezzanine Lobby

Tech Tours *New!*

Child Mummy Research Project at the Rosicrucian Egyptian Museum and Planetarium, 12:30 PM – 2:30 PM / The Rosicrucian Egyptian Museum recently collaborated with technology leaders in Silicon Valley to give a voice to a 2,600 year old child mummy's story. Little was known about the unwrapped mummy before this project. We will focus on the role technology played in the trans-disciplinary research that solved many of the mysteries surrounding this child. This Tech Tour will include a presentation about the project, followed by a museum tour. *Located at 1664 Park Avenue, San Jose, CA. Fee: \$10. Transportation not included. See Registration/Information for ticket availability.*

Real & Hyperreal at the San Jose Museum of Art
12:30 PM – 1:30 PM / Join a San Jose Museum of Art curator for a tour of *Real & Hyperreal*. This exhibition contrasts the traditional, academic, realism that is rooted in observation of the visible world with a new form of realism that is tied to the information age and the reality of the world that cannot be seen with the human eye. In addition to the work of artists like Paul Wonner and Richard Shaw this exhibition presents highlights from the Museum's burgeoning collection of new media art including *The Listening Post* by Mark Hansen and Ben Rubin and *Pomegranate Wall* by Catherine Wagner, among others. *Located at 110 South Market Street, San Jose, CA. Fee: \$10. Transportation not included. See Registration/Information for ticket availability.*

Visitor Experience and Technology at the Tech Museum of Innovation, 2:00 PM – 4:00 PM / Everyone is exploring how to make meaningful visitor experiences using technology like audio tours and cell phones. 10 years ago, The Tech Museum pioneered using a barcode tagging system to enhance and evaluate the visitor experience. In this tour, The Tech's education team will share the successes and challenges of this system. Tour participants will explore the museum and this virtual platform and make recommendations for version 3.0. *Located at 201 South Market Street, San Jose, CA. Fee: \$10. Transportation not included. See Registration/Information for ticket availability.*

State of the Art Collections Storage at de Saisset Museum, Santa Clara University, 9:00 AM - 11:00 AM / Tour the de Saisset Museum's

collections storage, which uses state-of-the-art high-density SpaceSaver power assist mobile compact shelving and the first installation of SpaceSaver's pull-out painting racks. Prior to 2005, the de Saisset Museum's 10,000-object collection of art and artifacts was stored on three levels of the facility in seven different locations. A grant from the National Endowment for the Humanities allowed the de Saisset to consolidate storage into one high-density, on-site, 2000 sq. ft. storage vault. A short presentation will describe the grant application, system selection process, construction and installation, and the outbound and inbound volunteer-powered collection moves. *Located at Santa Clara University, 500 El Camino Real, Santa Clara, CA. Request a free parking pass from the parking kiosk before visiting the de Saisset Museum. Fee: \$40. Transportation not included. See Registration/Information for ticket availability.*

Kid Friendly Tech at Children's Discovery Museum of San Jose

10:00 AM - 12:00 PM / Technology is only one of many tools to consider when your target audience is children ages 0-10 (accompanied by adults, of course). CDM Senior Exhibit Designer Sara DeAngelis will share her thoughts on, questions to ask yourself, and your organization when creating hands-on exhibits for families that use technology. She will share some creative ways to use media and technology in exhibits and lead a discussion on how to keep it maintained over the long term. Following the discussion, all participants are invited to "play" and "explore" the Museums 150+ interactive exhibits. *Located at 180 Woz Way, San Jose, CA 95110 adjacent to the Children's Discovery Museum Light Rail Station. Fee: \$40. Transportation not included. See Registration/Information for ticket availability.*

Workshops

Digital Preservation Basics for Museums

9:00 AM - 4:00 PM / *Moderator: Jacob Nadal, Preservation Officer, UCLA Library.* As soon as collections are digitized, a large number of questions about digital preservation must be addressed. The uncertainties that go hand in hand with technology can make "once and for all" preservation approaches impractical, so this workshop will use presentations, games, and examples from the field to teach basic concepts that inform digital preservation at any level. This type of best practice guidance is intended to make sure that your digital collections are safely stored, properly formatted, and accompanied with useful metadata so that when the inevitable changes come, your collections will be well positioned for it. *Located at the Collections Center, History San Jose, 1661 Senter Road, San Jose, CA. Fee: \$35. Transportation not included. See Registration/Information for ticket availability.*

CERA Meeting & Technology Salon for the Small Museum

10:00 AM – 4:00 PM / Moderator: *Adrienne McGraw, Executive Director, California Exhibition Resources Alliance.* With all of the choices out there for new technologies, small museum staff, already overwhelmed and underfunded, may have a hard time making sense of the options. Join colleagues from small museums who have successfully incorporated new technologies into their exhibition experience and marketing. Talk with technology providers about the best options for small staff and small budgets. This salon and tech demo is free and open to all museum staff and volunteers. *Contact CERA at: info@ceraexhibits.org or 415.525.1553 for ticket availability. Location: Museum Auditorium, de Saisset Museum, Santa Clara University, 500 El Camino Real, Santa Clara, CA. Free. Transportation not included.*

Learn to make 3D object movies of your museum's artifacts

1:00 PM - 4:00 PM / Moderator: *Michelle Sarjeant Kaufman, Collections Manager, Marin History Museum.* Learn to make 3D object movies of your museum's artifacts with a low cost, readily available technology. This workshop provides solutions to collections access when it is limited by the condition and fragility of an object. This technology allows artifacts to remain protected while community members and researchers access 3D digital images via the web or a kiosk within the museum's galleries. Online 3D object movies also help promote the museum and its collection to an international audience of researchers, students, future patrons, academics and the museum community at large. *Location: Theater, Children's Discovery Museum, 180 Woz Way, San Jose, CA. Fee: \$40. Transportation not included. See Registration/Information for ticket availability.*

Meetings

9:00 AM - 12:00 PM **CAM Board of Directors Meeting – Salon A**

4:00 PM - 5:00 PM **CAM Fellows Mixer – Lobby Bar**

Evening Events

Welcome Reception and “Cool Things Gallery” New!

5:00 PM – 6:30 PM, Salons A-C

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Welcome to the conference! Join your fellow attendees in meeting new acquaintances, greeting friends and colleagues, enjoying some tasty morsels,

and perusing the “Cool Things Gallery”. The “Cool Things Gallery” will showcase museum projects that are using technology in exciting new ways, including:

Oakdale Cowboy Museum's Touch Tour Project – The Oakdale Cowboy Museum created an innovative “hands-on” approach to entertain and educate visitors of any age on local western history. With their new HP Touch Smart Computer, they can display photos, video or text on local ranching and rodeo legends and digitally preserve local western heritage indefinitely.

Tech Virtual Collaboration Station - The Tech Virtual (<http://www.thetechvirtual.org>) is a resource for the museum industry for connecting with external designers and content experts. Learn how an online design platform can augment your curatorial and creative staff with ideas, modeling, and crucial feedback. Starter instructions and free software will be available at the table.

Lick Observatory History Online - The Lick Observatory Historical Collections Project (<http://collections.ucolick.org>) was begun in 2008 to preserve and present the observatory's important holdings of scientific objects, publications and manuscripts, and photographic plates. Because of the observatory's remote location, the Project's online components--virtual exhibits and online databases--are central to its mission.

How Cool is This! Your Museum as a Community Earthquake Epicenter Leader! - Position your museum as an Earthquake Education and Public Information Center to share resources of the Earthquake Country Alliance and other organizations, created with cool technologies. This is a unique opportunity to market yourself, increase visibility, and develop funding partnerships within your community for events such as the Great ShakeOut.

This social gathering will kick-off the conference and get your mind in the mood to “reflect on tech”. *Fee: \$15. See Registration/Information for ticket availability.*

Dialogue Dinners New!

7:00 PM – 9:30 PM

Dialogue Dinners will be held at San Jose restaurants and dinners must be paid for individually the night of the event. Registration includes one reserved seat at a pre-selected table and a one-day lightrail pass for transportation to and from the hotel. **Meet in the hotel lobby at 6:30 PM to join your moderator and ride the lightrail with your colleagues.** *Registration Fee: \$10. See Registration/Information for ticket availability.*

Technology Solutions for Small and Mid-sized Museums - SOLD OUT

Small and mid-sized museums discuss facing the challenge of technology

and different solutions. Moderator: *Melissa Johnson, Curator of Interactive Media, History San Jose. Restaurant: Original Joe's*

Emerging Museum Professionals - SOLD OUT

Emerging museum professionals will meet with others with whom they can share and discuss their experiences in the field. Moderator: *Jodi Throckmorton, Curatorial Assistant, San Jose Museum of Art. Restaurant: Hanuman Thai Cuisine*

Positive Approaches in Tough Times - SOLD OUT

A discussion about using budget constraints as a positive way to build focus. Moderators: *Luke Swetland, CFO, Autry National Center, and Diane Wondolowski, CFO, Santa Barbara Natural History Museum. Restaurant: Vito's New York Trattoria*

The Green Table

A discussion on green museums, how to make "green" choices work in your institution, and what the future holds. Moderator: *Barbara Long, VP Governmental Relations & Special Projects, Aquarium of the Pacific and Green Museums Initiative Committee Member. Restaurant: The Loft and Bistro*

Museum Education and Leadership

A discussion about museum education and what "leadership" means in the 21st Century. Moderator: *Stacey Shelnut-Hendricks, Director of Education, Crocker Art Museum. Restaurant: Morocco's*

Community Engagement and Building Museums - SOLD OUT

Bob Grimm has been a key instigator in building community support for new museums in Silicon Valley. What can new or expanding museums do to engage their community and build support? Moderator: *Bob Grimm. Restaurant: 71 Saint Peter*

Independent Curator Challenges

What does it mean to be an independent curator and what are some of the challenges of working independently from the institution that will house or host your exhibition? Moderator: *Tina "Bean" Blaine, Independent Curator. Restaurant: Il Fornaio*

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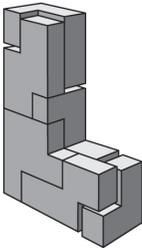
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THURSDAY, MARCH 4, 2010

7:30 AM – 8:30 AM **Continental Breakfast – Mezzanine Lobby**

7:30 AM – 6:00 PM **Registration / Information Desk Open – Mezzanine Lobby**

3:15 PM – 5:45 PM **Exhibit Hall Hours – Salons A-E**

8:30 AM – 10:00 AM **Welcome / Keynote Program**

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Mission First: Strategic Approaches to Social Engagement **with Nina Simon, Principal, Museum 2.0**

Salons A-E



Nina Simon of Museum 2.0 will explore ways to align social media forays and participatory design with institutional vision, using new tools to enhance rather than distract from strategic goals. Using case studies from small and large museums worldwide, we will explore best practices for engaging visitors as participants both online and onsite. Members of the CAM Board of Directors will welcome attendees and

acknowledge the volunteers and sponsors that made the conference possible.

10:15 AM – 11:45 AM CONCURRENT SESSIONS

SESSION 1A: Building an Innovative Organizational Structure – Salons H-J

Moderator: Adrienne Horn, President, Museum Management Consultants, Inc. Presenters: Richard Benefield, Founding Executive Director, Walt Disney Family Museum; Ron Eichman, Executive Director, Fresno Grand Opera; Bob Santelli, Executive Director, Grammy Museum. Before a museum is ready for new technology, it needs to have an environment that fosters innovation, collaboration, and welcomes change. All too often museums rush to provide technology to support programs and operations without considering their

organizing principles and “corporate culture.” What kind of internal environment do you need to keep pace with the changing external environment? How do you stimulate innovative thinking? Do you have staff willing to make changes? This session will focus on the leadership of three organizations and the decisions necessary for creating a culture that embraces change.

SESSION 1B: So What About Barcoding? – Salons K-M

Moderator: Sonya Knudsen, Curator in Charge, Administration and Special Projects, San Francisco Airport Museums. Presenters: Robert Futernick, Associate Director, Fine Arts Museums of San Francisco; Dana Neitzel, Curator, San Mateo Historical Association; Russell Hartman, Senior Collections Manager, California Academy of Sciences. This will be an overview and discussion of barcoding technology, the merits and disadvantages of using it in museums and historical societies regarding collection and risk management (permanent collection, loans, exhibitions), photography, inventory, cataloguing, and deaccessioning. What are the costs, resources needed, staffing requirements, short and long term aspects, practicality vs. encumbrance?

SESSION 1C: The Emerging Digital Museum – Salons F-G

Moderator: Mark Hayward, Creative Director, Educational Experiences, BRC Imagination Arts. Presenters: Mira Cohen, Director of Education, Ronald Reagan Presidential Library and Museum; John Maccabee, CEO, CityMystery; Ben Dickow, Creative Director, Lexington. Today’s popular and academic literature is filled with a broad spectrum of opinions about how technology is changing our culture. This follow up to the successful AAM session will investigate how trends in digital learning and communications are changing museum goers and how our understanding of these changes might influence the design of museum experiences. Prospective attendees are encouraged to visit and contribute to an ongoing blog (<http://emergingdigitalmuseum.blogspot.com/>).

12:00 PM – 1:30 PM DIRECTOR’S LUNCHEON

Sponsored by Townsend Public Affairs

Is Your Museum a 21st Century Organization?

With Helen Weschler, Senior Program Officer, Institute of Museum and Library Services

San Jose Ballroom (Lobby Level)

Join us for lunch and learn about the Institute of Museum and Library Services’ (IMLS) *Museums, Libraries, and 21st Century Skills* initiative.

This national project, with practical tools and resources, underscores the critical role our nation’s museums and libraries play in helping citizens build such 21st





century skills as information, communications and technology literacy, critical thinking, problem solving, creativity, civic literacy, and global awareness. Helen Wechsler, Senior Museum Program Officer at IMLS, will introduce the initiative and answer questions. *This luncheon is open to directors, trustees, and senior management staff only. Fee: \$40 per person, includes entrée, seasonal vegetables, rolls, salad, dessert, coffee, and tea. See Registration/Information for ticket availability.*

12:30 PM – 1:30 PM LUNCHTIME LEARNING OPPORTUNITIES

Pre-purchased lunches can be picked up at the registration table on your way to a lunchtime session. Outside food and beverage will not be allowed in meeting rooms or the hotel mezzanine.

SESSION 2A: Collections Management Round Table – Salons F-G

Moderators: Jacqueline Cabrera, Chair of the Registrar Committee Western Region and Associate Registrar for the Getty Villa, J. Paul Getty Museum and Linda Waterfield, Registrar, Fine Arts Museums of San Francisco. 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.

SESSION 2B: Engaging Youth Audiences Online – Salons H-J

Moderators: Melissa Sais, Manager of School Programs and Teacher Services, Crocker Art Museum, and Christian Adame, Manager of Lifelong Learning, Crocker Art Museum. Creating an interactive youth website can be a compelling way for museums to connect with high school and early college audiences. In this session, we will discuss the diverse approaches possible through online outreach; from online student exhibitions to user created content, from podcasts to social networking. We will also address the challenges in working with a youth audience- discover and discuss what works and what doesn't.

1:45 PM – 3:15 PM CONCURRENT SESSIONS

SESSION 3A: A Technology Toolkit That Streamlines Volunteer Management – Salons K-M

Moderator: Tim Deegan, Council Manager, Los Angeles County Museum of Art.

Presenters: Deirdre Araujo, Manager Volunteer Services, Exploratorium.

Learn how to use simple, often free, technology tools to manage your program by going green and going tech. Participants will leave with a toolkit they can start

using immediately. Explore e-mail blasts, electronic bulletins, online staffing calendars, scanned documents instead of file drawers, a paperless application process, and sharing documents that are stored online. More advanced resources such as web-based conference and collaboration will also be presented.

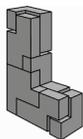
SESSION 3B: Going Digital: Social Networking and Online Outreach in Communicating with "Digital Nomads" – Salons F-G

Moderator: Adam Reed Rozan, Marketing Manager, Oakland Museum of California. Presenters: George Oates, Director, Open Library, Internet Archive; Suzanne Stein, Community Producer, San Francisco Museum of Modern Art. "Going Digital" addresses the role online communication has in engaging today's diverse museum-goers, specifically younger more digitally inclined audiences (Digital Nomads). Digital Nomads are defined by their digital identities, rather than their personal characteristics and/or geographical locations. This shift in information exchange, plus research and evaluation on these efforts has enabled several museums to incorporate new strategies in their communication plans.

SESSION 3C: Engaging School-Aged Audiences through Technology: On-Site, Off-Site, and After-School – Salons H-J

Moderator: Irina Zadov, Director of Experience & Programs, Zeum. Presenters: Julie Charles, Associate Curator of Education, San Francisco Museum of Modern Art; Demetrie Broxton, Education Program Manager, Museum of the African Diaspora. How can museums adapt to the new media landscape? User-generated content, cell phones and the Internet are reshaping communications; hear from San Francisco's museum education innovators at SFMOMA, Zeum and MoAD who use these technologies to connect to students, teachers and teens. Walk away with strategies for reaching young audiences before, during, and after their visit.

3:15 PM – 4:00 PM EXHIBIT HALL OPENING & ICE CREAM SOCIAL



LEXINGTON
DESIGN + FABRICATION

Sponsored by Lexington

Salons A-E

Indulge your sweet tooth, welcome our business associates to the conference, and learn about the products and services available to museums.

Plus, be sure to visit the **“Exhibit Hall Lounge” to get your creative juices going and browse a collection of books on museums and technology.**

RAFT (Resource Area for Teaching) will feature hands-on activities with repurposed materials. RAFT, a nonprofit located in San Jose, converts

commonly discarded business materials into hands-on classroom activities to provide educators with the tools, ideas, and encouragement they need to create powerful hands-on learning experiences.

4:00 PM – 5:30 PM CONCURRENT SESSIONS

SESSION 4A: Museum Website Best Practices for the 21st Century – *Salons K-M*

Moderator: Dana Mitroff Silvers, Head of Online Services, San Francisco Museum of Modern Art. Presenters: Jack Ludden, Manager of Web Group & New Media Development, J Paul Getty Trust; Donovan Rittenbach, Web Manager, California Academy of Sciences. From the adoption of content management systems to the explosion of Web 2.0 features, museum websites have undergone enormous growth and change over the past decade. This session features three speakers who have been working in the museum website space during this critical period of rapid growth and change. Each panelist will present what they have identified as the best practices for today's museum websites, and share valuable lessons learned.

SESSION 4B: Social Media and Your Museum: Engaging an Online Community – *Salons H-J*

Moderator: Robert Ketner, Virtual Community Manager, The Tech Museum of Innovation. Presenters: Robert Stephenson, Curator - The Virtual Tech, The Tech Museum of Innovation; Alysia Caryl, Senior Manager, Education, The Tech Museum of Innovation. Learn new strategies and practical approaches to creating online communities engaged with your museum. Find opportunities through social networking sites and interactive virtual communities. Learn how to engage volunteers for exhibit design, feedback, conduct online education programs, and build bridges to schools, universities and more using online tools. Panelists will explain examples of community and engage participants to share their own web community goals and brainstorm solutions in the session.

SESSION 4C: Exploring New Technologies in Museums: Multi-touch Technology – *Salons F-G*

Moderator: Johanna Jones, Managing Director, Randi Korn & Associates, Inc. Presenters: Chris Weisbart, Senior Media Technician, Natural History Museum of Los Angeles County; Michael Wilson, Education Technology Specialist, Natural History Museum of Los Angeles County. The Natural History Museum of Los Angeles County reinstalled its Latin American collection as a Visible Vault, a visible storage gallery that allows visitors to explore objects in the collection through a cutting edge multi-touch computer interface. Unlike traditional touch screens, multi-touch displays allow small groups of users to collaboratively interact with the same information. Find out how this technology was

implemented by in-house staff, using tools found readily on the internet, and how multi-touch displays allow NHM to address key findings from a front-end evaluation of the Latin American collection galleries.

6:00 PM – 9:00 PM EVENING EVENT

Tech After Dark [and Star Trek!] at the Tech Museum of Innovation



The Tech Museum of Innovation is host to 500,000 visitors a year, many of whom are between the ages of 7 and 13. All that bustle and noise add nicely to the hands-on exhibits and interactive technologies that you will find in our three-story building, but The Tech After Dark is a different world entirely. Enjoy heavy appetizers and a no-host bar as you explore

stories of innovation and technology. San Jose Jazz will add to the ambiance with a jazz trio as you experience the Jet Pack Chair or Earthquake Shake Table (without having to battle school kids for a spot!) A screening of Arabia in our IMAX Theater is included in your ticket. *Fee: \$50 per person, which includes light rail transportation, museum admission, heavy appetizers, and IMAX ticket. Volunteers will be on site to help with transportation and answer questions. See Registration/Information for ticket availability.*

Photograph courtesy of the Tech Museum of Innovation.

Looking for a “Good Read”?

Spend some time in the Exhibit Hall Lounge and browse a collection of books on museums and technology, from a variety of publishers. You can extend your exploration of technology beyond the CAM conference by ordering the books that peak your interest.

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FRIDAY, MARCH 5, 2010

7:30 AM – 8:30 AM **Continental Breakfast –**
Mezzanine Lobby

Sponsored by
Markel Insurance



7:30 AM – 6:00 PM **Registration / Information Desk Open –**
Mezzanine Lobby

10:00 AM – 5:45 PM **Exhibit Hall Open – Salons A-E**

8:30 AM – 10:00 AM **Concurrent Sessions**

SESSION 5A: Increasing Audience and Learning Through Technology Partnerships – Salons F-G

Moderator: Paula Kenyon, Director of Development, Museum of Art & History, Santa Cruz. Presenters: Susan Hillhouse, Curator of Exhibitions and Collections, Museum of Art and History, Santa Cruz; Theresa Myers, Public Relations/Marketing Manager, Museum of Art and History, Santa Cruz; Terry Green, General Manager, KUSP Central Coast Public Radio. The Museum of Art & History in Santa Cruz collaborated with public radio station KUSP to successfully promote and expand a recent exhibition. This session will outline The Museum of Art & History and KUSP's collaborative process and will investigate, with audience participation, the ways museums with limited technological capability or capacity can partner with other types of technology savvy organizations to further the goals of each.

SESSION 5B: From Classroom to Kiosk: Adapting Education Activities to Touchscreen – Salons K-L

Moderator: Sarah Marcotte, Museum Services Representative, Jet Propulsion Laboratory. Presenters: Catherine D. Bowman, Ed.D., Senior Education Researcher, Mars Public Engagement Program/Raytheon SDSIO. This session will feature two classroom programs that have been modified for the museum setting. Practical advice on our development process will be shared, and participants will play with the programs. Participants will meet "Dr. C." an "Animated Pedagogical Agent" that 'answers' questions about Mars. They will also play a touch screen game in which they plan and launch a mission to Mars. Both programs have been used in many classrooms and are available free to museums.

SESSION 5C: Social Networking on a Museum Level – Salons H-J

Moderator: Diane Wondolowski, Chief Financial Officer, Santa Barbara Museum of Natural History. Presenters: Joseph Price, Information Systems Manager, Santa Barbara Museum of Art; Easter Moorman, Marketing & PR Manager, Santa Barbara Museum of Natural History; Catherine King, Vice President, Exhibitions and Programs, International Museum of Women. A panel discussion on social networking for museums. Topics will include why our museums got started, what choices we made, what we learned worked and did not work, and how we continue to manage our social networking presence today. Format will be a brief introduction to our museums, moderator questions, and then audience questions.

10:00 AM - 10:30 AM EXHIBIT HALL MORNING BREAK



Sponsored by Santa Barbara Zoo

Salons A-E

Say good morning to our exhibitors, learn more about the products and services available to your organization, and enjoy a “cup of joe”!

Have you visited the “Exhibit Hall Lounge” yet to browse the collection of books on museums and technology?

10:30 AM - 12:00 PM CONCURRENT SESSIONS

SESSION 6A: Reducing Your Museum’s Footprint: How Utilizing Technology and Sustainable Building Standards Can Help Your Institution – Salons K-L

Moderator: Tim McNeil, Director, UC Davis Design Museum. Presenters: Emily Hodgdon, RA, LEED ap, Pugh+Scarpa Architects; John Gautrey, Principal, IBE Consulting Engineers; Cecily Grzywacz, Scientist, The Getty Conservation Institute. At the 2009 CAM conference, the Green Museums Initiative launched the Green Museums Accord: five simple pledges for museums of all sizes to reduce their environmental impact. We will explore how to accomplish these attainable goals to advance both sustainability and curatorial practices, showcasing the technologies museums can pursue to increase efficiency, cost-effectiveness and overall performance of their buildings and exhibition spaces.

SESSION 6B: We Know We Should Post Our Collections Online, But How Do We Do It? – Salons F-G

Moderator: Lauren Silver, Ph. D., Director of Education, Computer History Museum. Presenters: Paula Jabloner, Director of Collections, Computer History Museum; Melissa Johnson, Curator of Interactive Media, History San Jose; Perian Sully, Collection Information Manager/Web Programs Strategist, The

Magnes. Sharing collections online allows museums to expand their audiences and develop new avenues for research and exhibition. Panelists will discuss the development, management, and outcomes of three different web-based collection catalogues that were neither expensive nor technologically difficult to create. Attendees will learn about benefits and pitfalls, user feedback, tips for working with IT departments, criteria for success, and challenges staff may face in acquiring the knowledge and skills to post their collections online.

SESSION 6C: Show Me the Money: New Technology Solutions to Online Revenue Generation – Salons H-J

Moderator: Ethan Wilde, Managing Principal, Mediatrope Interactive Studio.
Presenters: Andrew Fox, Webmaster, Fine Arts Museums of San Francisco; Eli Aramburo, Advisory Board Chair, Mexican Museum. This session will address best practices and new innovations in technologies for generating revenue online. The session will present new technologies and tried-and-true-techniques for maximizing revenue by integrating membership sales, online donations, retail sales and event registration. We will cover new approaches including text messaging, peer-to-peer campaigns and social networking and new open source and low-cost tools. The panel will include substantial time for audience questions and discussion.

12:15 PM – 1:45 PM CAMMY LUNCHEON



Sponsored by John F. Kennedy University

San Jose Ballroom

The CAMMY Award will be presented to Target, the 2010 recipient, by Phil Kohlmetz, CAM President and Executive Director of the Western Railway Museum. Target is being recognized for the company's support of California museums and their dedication to making museums more accessible. Celeste DeWald, CAM Executive Director, will also report on the organization's recent programs and initiatives. All conference attendees are welcome and the humorous CAM "ribbons" will be available! (Do you remember the "Runs with Scissors", "Plays Well with Others", and "Diva" ribbons? If you don't know what we are talking about - come and find out!) *Fee: \$40 per person, includes entrée, seasonal vegetables, rolls, salad, dessert, coffee, and tea. See Registration/Information for ticket availability.*

1:45 PM – 3:15 PM CONCURRENT SESSIONS

SESSION 7A: Building Online Communities for Identity-Based Museums – Salons K-L

Moderator: Stacey Silver, Director of Community Affairs, The Contemporary

Jewish Museum. Presenters: Vicky K. Murakami-Tsuda, Wed Manager, Japanese American National Museum; James G. Leventhal, Deputy Director for Development, The Contemporary Jewish Museum; Melissa Carrillo, New Media & Technology Director, Latino Virtual Museum Creative Director, Smithsonian Latino Center. The internet has revolutionized the way that museums connect and engage with their audiences. Social media sites like Facebook, Twitter, MySpace, and Flickr have provided powerful tools for museums of any size, changing our interactions from static visitations to global dynamic conversations in real-time. Panelists will provide examples of how their institutions have used Web 2.0 tools to not only promote, but build communities that support their work and missions.

SESSION 7B: Technology: Blinded by the Light – Salons F-G

Moderator: Jonathan Katz, CEO, Cinnabar. Presenters: Karina White, Exhibition Developer, Oakland Museum of California; Nina Simon, Principal, Museum 2.0. Technology is often seen as a powerful enabler in Western society, resulting in great improvements in our well-being and capabilities. However, new technologies are often embraced without questioning all of the implications, from the practical to the spiritual. In this provocative session, we will challenge the museum field to proceed thoughtfully and deliberately (yet courageously) when integrating technology into exhibitions.

SESSION 7C: Up and Coming: New Research in Collections Management – Salons H-J

Moderators: Linda Waterfield, Registrar, Fine Arts Museums of San Francisco and Jennifer McCann, Independent Collections Consultant . Presenters: Tara Peterson, Assistant Registrar for the History Department Reinstallation, Oakland Museum of California; Michelle S. Kaufman, Collections Manager, Marin History Museum; Jocelyn Park, Temporary Museum Technician/Assistant Registrar, San Francisco Maritime National Historical Park; Sarah Smith, Registrar, San Diego Museum of Art. Recent Bay Area Museum Studies graduates present the very latest collections management scholarship based on what they uncovered in their intense thesis research projects in collections management. Presentations by John F. Kennedy University and San Francisco State University Museum Studies graduates include 3D digital archiving, CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) interpretation for exhibition registrars, the management of facsimiles in museum collections, and the impact of collecting and exhibiting oral histories.

3:15 PM – 3:45 PM EXHIBIT HALL AFTERNOON BREAK

Salons A-E

Do you need a late afternoon “pick-me-up”? Drop by the Exhibit Hall for a

refreshment and peruse the products and services available to museums. Be sure to **visit the “Exhibit Hall Lounge” to get your creative juices going and browse a collection of books on museums and technology.** RAFT (Resource Area for Teaching) will feature hands-on activities with repurposed materials. RAFT, a nonprofit located in San Jose, converts commonly discarded business materials into hands-on classroom activities to provide educators with the tools, ideas, and encouragement they need to create powerful hands-on learning experiences.

3:45 PM – 5:15 PM CONCURRENT SESSIONS

SESSION 8A: iBird, Koi Pond, Shazam and more. The App: What is it, what can Museums do with it, and do they need it? – Salons F-G

Moderator: Brenda McLaughlin, Managing Director, Americas, Antenna Audio.

Presenters: Christopher Alexander, Toura; Tim Svenonius, Producer, Interactive Educational Technologies, San Francisco Museum of Modern Art; Easter

Moorman, Marketing & Public Relations Manager, Santa Barbara Museum of

Natural History. This dialogue will examine iPhone and Smartphone apps and less expensive alternatives to hand-held interpretation using this increasingly popular technology. The audience will examine benefits and challenges of offering an app, the best tools for development and different ways apps can be used as educational, marketing and way-finding tools. Conference attendees will gain an understanding for apps, how they are created and how apps can be used in their museum.

SESSION 8B: Beyond the Label: Technology in the Galleries – Salons H-J

Moderator: Jane Burrell, Vice President, Education and Public Programs, Los

Angeles County Museum of Art. Presenters: Chris Weisbart, Sr. Media Producer, Natural History Museum of Los Angeles County; Michael Wilson, Education

Technology Specialist, Natural History Museum of Los Angeles County; Ken Lufig Viste, Former Chief Curator, The Grammy Museum, Los Angeles.

Museums have begun to explore alternative approaches to providing text based interpretation for their collections and special exhibitions. From multimedia tours delivered on PDAs or websites to interactive media programs that allow visitors to trace a path of their own through deep content, museums are finding new ways to deliver content to the public. Panelists will present practical solutions for museums interested in engaging visitors through technology.

SESSION 8C: Mobile 101: Mobile Strategies and Marketing Efforts – Salons K-M

Moderator: Matt Wilson, Nonprofit Director, Wired for Change. Presenters:

Humberto Kam, Senior Manager of Online Communications, Monterey Bay

Aquarium; Dave Ashiem, President, Guide By Cell. This panel will provide a mobile overview with examples of all the ways arts and cultural institutions are using mobile to fundraise, engage, and educate their visitors and members. Humberto Kam from the Monterey Bay Aquarium will describe their sustainable seafood app for the iPhone and ask the audience to try it out. Participants will learn the basics of mobile technology and how to incorporate it on site.

5:15 PM – 5:45 PM FAREWELL TOAST



Sponsored by Gail Anderson & Associates

Come to the Exhibit Hall for a final toast and say farewell to exhibitors and other colleagues. Use your imagination with activities using repurposed materials by RAFT in the “Exhibit Hall Lounge”.

6:00 PM – 8:00 PM EVENING EVENT

Explore Arts and Culture in Downtown San Jose with the Peralta Adobe-Fallon House and San Jose Museum of Art



Begin the evening with Mexican-inspired appetizers and tours of the Peralta Adobe - Fallon House Historic Site. The Peralta Adobe was built in 1797 and is the only remaining structure from El Pueblo de San José de Guadalupe. The Fallon House, built in 1855, is a fully furnished Victorian house. Continue to the San Jose Museum of Art for a private viewing of *Wayne Thiebaud: 70 Years of Painting*. Petits fours, lemon bars, and other Thiebaud-inspired desserts will be served with coffee and tea. Museum docents will be available for tours of this retrospective exhibition. After dessert, take part in San Jose’s South First Fridays art walk. Art venues and businesses including the San Jose Institute of Contemporary Art, the San Jose Museum of Quilts and Textiles, and Movimiento de Arte y Cultura Latino Americana among others are open late and free to the public. *Fee: \$45 per person, which includes VTA Transportation, admission to museums, appetizers, and dessert. Volunteers will be on site to help with transportation and answer questions. Please wear comfortable walking shoes. See Registration/Information for ticket availability.*

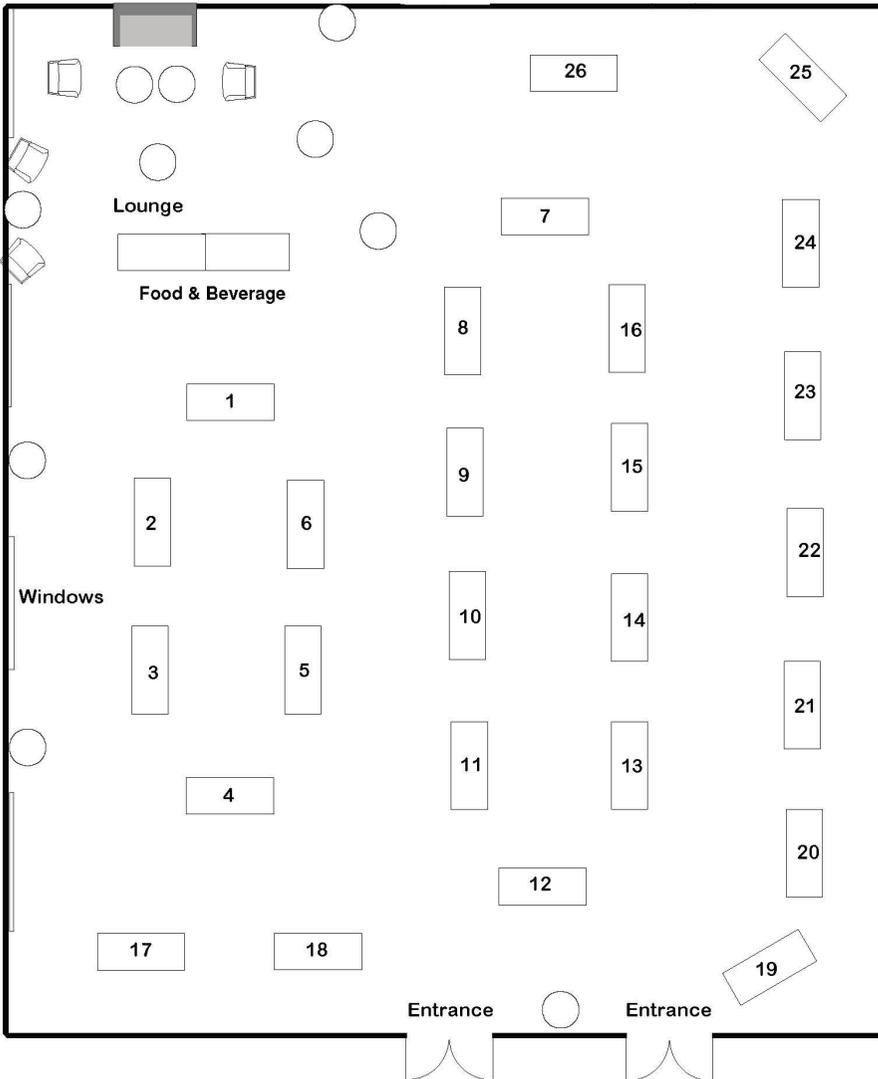
Photographs courtesy of San Jose Museum of Art. From left to right: Wayne Thiebaud, Bakery Case, 1996, Oil on canvas, 60 x 72 inches, Private Collection; San Jose Museum of Art.

EXHIBIT HALL OVERVIEW

Vendor and Consultant Directory

Meet our friendly business associates and learn about the products and services available to museums. Also, be sure to visit the “Exhibit Hall Lounge” to get your creative juices going and browse a collection of books on museums and technology. RAFT (Resource Area for Teaching) will feature hands-on activities with repurposed materials (see schedule for times for activities).

CAM Exhibit Hall



Green Museums Initiative - Booth # 1

The 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 our programs or bring your questions. See <http://www.greenmuseums.info> for more information.

c/o CAM, P.O. Box 1455, Santa Cruz, CA 95061-1455

Tim McNeil, Chair, Green Museums Initiative Committee

gmi@calmuseums.org / 831.471.9970

University Products, Inc. - Booth # 2

University Products is the leading supplier of museum supplies for conservation, restoration, preservation and exhibition. The company's new state-of-the-art website went live on January 31 of this year, and their new 2010 catalog will be available at their booth. Many of the new products will be on display. Stop by.

517 Main Street, Holyoke, MA 01040

John Dunphy, Director of Marketing

jadunphy@universityproducts.org / 800.628.1912

Left Coast Press - Booth # 3

LEFT COAST PRESS, Inc. is a prolific publisher of resources on museum studies and practice. We publish journals on museum education, museum history, and relevant social issues, as well as books by John Falk, Beverly Serrell, Kathleen McLean, Stephanie Weaver, Sue Allen, and other well-known professionals. 20% conference discount.

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Mitch Allen, Publisher

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Gaylord Bros. - Booth # 4

Gaylord is Your Trusted Source for everything your museum needs to reach new audiences while preserving and protecting your growing collections. From our wide selection of exhibit cases to our multitude of made-to-order custom products, you'll Find It at Gaylord, Booth # 4. Visit us online at Gaylord.com.

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Claremont Graduate School - Booth # 5

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California Arts Council - Booth # 6

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.

1300 "I" Street, Suite 930, Sacramento, CA 95814
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MBA Design & Display Products Corp. - Booth # 7

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Pacific Studio - Booth # 8

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Heyday Books - Booth # 9

Founded in 1974, Heyday Books 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. We are a 501(c)(3) nonprofit organization serving a wide range of audiences and are especially proud of our California Indian Publishing Program.

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Markel Insurance - Booth # 10

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.

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Heather White, Sr. Marketing Associate
hwhite@markelcorp.com / 800.431.1270

TourMate Systems - Booth # 11

Millions of visitors have experienced Tour-Mate Audio Tours in Museums, Art Galleries, Historic Sites and Botanical Gardens. Our Traditional and Mobile Audio Tour Systems feature high quality sound, random access capability, and multiple language options. Tour-Mate's content creation coupled with its approach to client care ensures each visitor a significantly enhanced tour experience.

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Don Avalier, Principal
don@manask.com / 818.557.0635

John F. Kennedy University - Booth # 13

JFK University's Department of Museum Studies, based in Berkeley, is one of the oldest and most respected graduate programs in museum studies in the world. Offering an MA, Graduate Certificate and joint MA/MBA in museum studies, the curriculum is designed for motivated individuals interested in innovative models for spirited engagement with museums' diverse audiences, collections, and exhibitions.

100 Ellinwood Way, Pleasant Hill, CA 94523
Wendy Campbell Parco, Admissions Counselor
wcampbellparco@jfk.edu / 925.969.3485

Global Imagination - Booth # 14

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Laura Gilderoy, Director of Worldwide Sales

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American Association of Museums - Booth # 16

Stop by AAM's booth to learn about the Annual Meeting in Los Angeles in May as well as affordable cutting edge, content-rich educational opportunities designed for you the museum professional. Since 1906, AAM has been providing the latest in standards and best practices, professional development and networking, publications, reference, research, and advocacy to all museum professionals.

1575 I Street NW, Suite 400, Washington, DC 20005

Janet Vaughan, Senior Director, Member Services

jvaughan@aam-us.org / 202.289.9120

Tru Vue Optium Acrylic Glazing - Booth # 17

Tru Vue Optium® Acrylic Glazing combines the best qualities of anti-reflective safety glass and UV filtering acrylic in one product for all your design and conservation needs. Museums around the world depend on Optium to protect, conserve, and display their most valuable and historic collections. For more information, visit www.tru-vue.com/museums.

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Julie Heath, Museum Market Manager - Optium

jheath@tru-vue.com / 508.688.4262

General Graphics Exhibits - Booth # 18

General Graphics Exhibits (GGE) has been designing and building exhibits for museums, science centers and visitor centers for the last 48 years. Our production facility is located in San Francisco's historic Dog Patch district, where our seasoned staff has a stellar reputation for quality fabrication and responsive customer service.

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Mark Adams, Museum Project Director

adams@gge.com / 925.395.1337

The Donning Company - Booth # 19

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

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Dwight Tompkins, Project Director

info@donning.com / 800.369.2646

System Concepts, Inc. - Booth # 20

System Concepts, Inc. and Systems and Space, Inc. specialize in storage solutions in Northern California. Our manufacturers Spacesaver Corporation and Delta Design offer custom shelving, museum cabinets, and art racks. Additional services include; space planning, installation and relocation. Catherine Belmont, System Concepts 650 873-8023 x 12 or Leilani Ruiz, Systems and Space 925 426-1955 x 229.

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

Catherine Belmont, Museum Specialist

cbelmont@scistorage.com / 650.873.8023

Robertson Taylor International Insurance Brokers - Booth # 21

Led by Victoria France, Managing Director of the Fine Art Division, the Robertson Taylor Fine Art Team have 20+ years experience arranging and servicing innovative and very cost effective Fine Art and Collections Insurance programs for Museums, Exhibitions, Private and Corporate Collections, Galleries, Dealers, Auctioneers, and Fine Art Packers/Shippers.

15260 Ventura Blvd., Ste. 2230, Sherman Oaks, CA 91403

Victoria France, Managing Director, Fine Arts Division

victoria.france@rtib.net / 818.815.2600

California Exhibition Resources Alliance - Booth # 22

Incorporate your exhibition program with a traveling exhibit from the California Exhibition Resources Alliance. Our multi-disciplinary exhibitions are engaging, ready-to-install, and very affordable. We have a variety of shapes and sizes to fit all budgets and spaces. We provide accessible instructions, relevant interpretive materials, handy PR kits, and handle shipping arrangements.

PO Box 193307, San Francisco, CA 94119

Adrienne McGraw, Executive Director

adrienne@ceraexhibits.org / 415.525.1533

Balboa Art Conservation Center - Booth # 23

The Balboa Art Conservation Center (BACC) is a nonprofit regional conservation center devoted to the preservation of material culture. Serving institutions in the western region, BACC offers a wide spectrum of services, from environmental evaluation and storage design, to complex treatments and technical analysis, to training and preservation planning surveys.

P.O. Box 3755, San Diego, CA 92163

Kara West, Assistant Director
kwest@bacc.org / 619.236.9702

MINISIS Inc. – Booth # 25

Dynamic, multilingual software company with 36 years experience deploying software solutions in over 60 countries with proven CMS software solution, “M3.” Leader in cross-cultural asset software solutions via “MINT” which integrates our core CMS product with Archival software and Library/ILS through centralized registration module- into unique, global cultural assets application.

210 West Broadway, 5th Floor, Vancouver, British Columbia V5Y3W2

Kyle Handsaeme, Marketing

kyle@minisisinc.com / 604.255.4366

Guide By Cell - Booth # 26

Guide by Cell is the official provider of mobile solutions to over 500 nonprofit organizations, including several zoos and aquariums, national and state parks, gardens, libraries, universities, and museums. Guide by Cell is also the largest provider in the world of cell phone audio tours and text messaging solutions.

300 Beale Street, #608, San Francisco, CA 94105

Dave Asheim, President

dave@guidebycell.com / 415.297.6677

Our “Sustainable Steps”



For four years, the Green Museums Initiative has spearheaded sessions on sustainability and adopted eco-friendly practices at the CAM conference. The following is a sampling of the steps we are taking to make *Reflect on Tech* as environmentally-friendly as possible:

- tote bags and namebadges reused from past conferences;
- public transportation used for all evening events
- program printed on 100% post-consumer waste, recycled paper
- organic produce and sustainable meats at hotel meals
- lanyards made of recycled soda bottles
- no preliminary program printed or mailed
- 42% reduction of paper in the final conference program
- real tableware and linens to reduce waste at hotel meals
- speaker presentations and post-conference evaluations online
- banners printed on biodegradable and recyclable material using latex inks that are non toxic
- donation to Sempervirens Fund for their Lompico Forest project to offset the greenhouse gas emissions for the conference

Learn more at www.greenmuseums.info.

Thank you to our sponsors for their support!



EHDD ARCHITECTURE



California
Exhibition
Resources
Alliance



CINNABAR

EXHIBIT DESIGN
AND CONSTRUCTION

Mark your calendars for these CAM Programs!

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Every other Wednesday
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CAM State of the State Conference Calls

March 15, 2010, June 7, 2010, October 18, 2010
3:00-4:00 PM ■ FREE to CAM Members

California Museums Advocacy Day

May 4, 2010 ■ California State Capitol

Green Museums Initiative

Green Museums Accord and Online Resources
www.calmuseums.info

CAM Fellows Essays

Summer 2010 ■ CAM Website and *CAM e-News*

Regional One-Day Workshops

Fall 2010 ■ Northern and Southern California

2011 CAM Conference

March 2-4, 2011 ■ Hilton Pasadena



Your success is our vision.

Learn more at www.calmuseums.org.

MUSEUM DISCOUNTS

San Jose Museums

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, March 3, 2010 and Saturday, March 6, 2010 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.

Children's Discovery Museum San Jose
180 Woz Way
San Jose, CA 95110
408/298-5437
www.cdm.org

Rosicrucian Egyptian Museum & Planetarium
1342 Naglee Avenue
San Jose, CA 95191
408/947-3630
www.rosicrucian.org

History San Jose
1650 Senter Road
San Jose, CA 95112
408/287-2290
www.historysanjose.org

San Jose Museum of Art
110 South Market Street
San Jose, CA 95113
408/291-5381
www.sjmusart.org

Japanese American Museum of San Jose
535 North Fifth Street
San Jose, CA 95112
408/294-3138
www.jamsj.org

Tech Museum of Innovation
201 South of Market Street
San Jose, CA 95113
408/294-8324
www.thetech.org

Los Altos History Museum
51 So. San Antonio Road
Los Altos, CA 94022
650/948-9427
www.losaltoshistory.org

Triton Museum of Art
1505 Warburton Avenue
Santa Clara, CA 95050
408/247-3754
www.tritonmuseum.org