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CALIFORNIA ASSOCIATION OF MUSEUMS

ANNUAL CONFERENCE

MARCH 2-4, 2011

PASADENA, CA



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California Association of
Museums Annual Conference
March 2-4, 2011
Pasadena, CA

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The Green Museums Initiative

This publication uses 42% less paper than past conference programs and is printed on 100% post-consumer waste, recycled paper (the cover is 30% PCW). Plus, it is digitally printed on a low velocity printer and the coils use 80% post-consumer waste. This saves resources, such as trees, water, and energy. To learn about the Green Museums Initiative and our sustainable steps, visit www.greenmuseums.info or see page 43.

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



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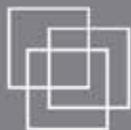
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New Members, CAM Board of Directors (2011-2012)

Robin Groesbeck, Director of Museum Services, Asian Art Museum | Grace Stanislaus, Executive Director, Museum of the African Diaspora

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Scholarship Recipients

Getty Scholarships: Berta Avila | Alex Capriotti | Joanne Danganan | Keasha Dumas | Plinio Hernandez | Rebecca Horta | Charina Layman | Joseph Lee | Valentina Licitra | Lucy Lin | Jorge Humberto Lopez | Rody N. Lopez | Helen Ly | Irma Dania Mejia | Jean Marie Monestime | Yasmeen Muqtasid | Paula M Narvaez | Aleedra Price | Claudia Quintero | Gretchen A. Reyes | Rachel Reyes | Francisco Rosas | Ayesha Saletore | Traci Slacum | Nina Steenwyk | Luz A. Torres | Delaine M. Ureno | Laura Ybarra | Patricia J Yu | Brenda Zamora | *CAM Scholarships:* M. Faith Bilyeu | Christopher Langley | Lisa Nashua | Jessica Potts | Jessica Rivas | Nathan Smith | Suzanne Tan | Lynda Thullen | Nicolas West | Mary Ann Wilkman

ABOUT CAM



Our mission is... "Leading California museums into the future."

CAM Conference

Our conference brings colleagues together for an exchange of ideas and resources. The 2012 conference will be held in Berkeley, February 15-17.

Legislative Advocacy

We have an active advocacy program that monitors legislation and fosters strategic initiatives to support funding sources for museums. Monthly updates keep our constituents informed and involved in State affairs.

Newsletter

An electronic newsletter, *CAM e-News*, is a valued source for news and information. It features timely announcements about funding sources, professional development programs, news articles, and job opportunities.

Green Museums Initiative (GMI)

The goal of GMI is to inspire museums to develop green business practices, eco-friendly facility management, and sustainable programming. In 2009, we launched the Green Museums Accord, a pledge for museums that wish to be more eco-friendly. To learn more, see www.greenmuseums.info.

Multicultural and Emerging Professionals Committee

Our Multicultural and Emerging Professionals Committee supports emerging leaders and strives 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. CAM Fellows and several scholarship programs support these goals.

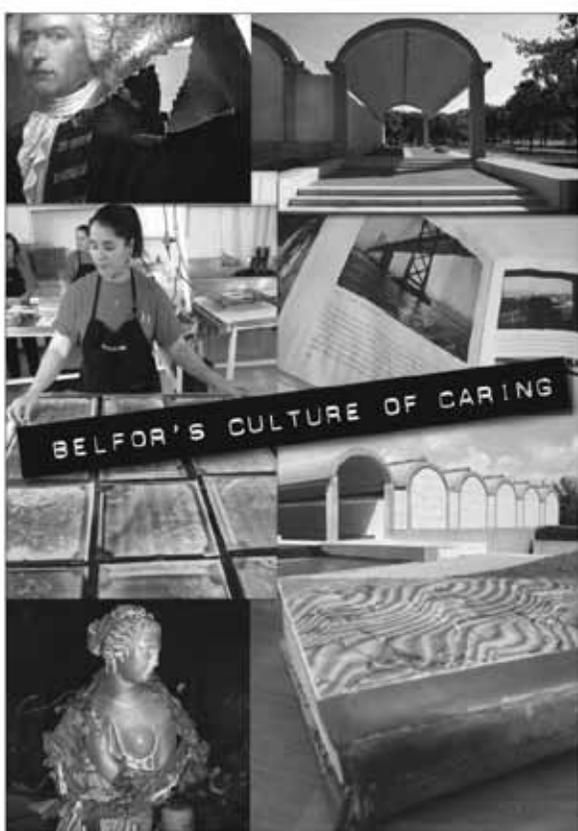
Forecasting the Future of California Museums

We collaborated with the American Association of Museums' Center for the Future of Museums to produce a discussion guide to help museums understand trends affecting our state and how they can realize a better future. See www.calmuseums.org/tomorrowinthegoldenstate.

Californians Connecting to Collections

The Californians Connecting to Collections Project (C3) is a statewide preservation project to provide information, education, and training to California heritage institutions. In conjunction with several partners, dozens of free workshops are being held across California over the next two years. See www.calmuseums.org/workshops for additional information.

Learn more at www.calmuseums.org.



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WEDNESDAY, MARCH 2, 2011

8:00 AM – 6:00 PM **Registration / Information Desk Open –**
International Ballroom Foyer

Tours

Norton Simon Museum and Gardens

10:30 AM - 12:00 PM

Join a guided, private tour of the Norton Simon Museum and gardens, known worldwide as one of the most remarkable personal collections ever assembled, with a Museum Educator. Tour participants will sample, in a unique and intimate way, European art from the early Renaissance to the 20th century, including a celebrated Impressionist and Post-Impressionist collection alongside 20th-century works by American and European artists such as Picasso, Matisse, Braque and Sam Francis. The Museum also boasts an exceptional group of Asian sculptures from India and Southeast Asia spanning a period of 2000 years. *Fee: \$5. Transportation not included. See Registration/Information for ticket availability.*

Metro Art Tour

10:30 AM – 12:30 PM

Since 1989, Metro Art has commissioned over 300 artists and 0.5% of rail construction costs are allocated to creating original art works. Described as “one of the most imaginative public art programs in the country,” Metro has received numerous awards and is recognized for its innovative and successful community involvement. Metro’s Art Docent Council is committed to increasing awareness of art in the Metro system through public tours that provide insights into the artworks, the artists and their processes, and the communities they enhance. While volunteer docent programs are commonly found at museums around the world, Metro is the first transit agency to benefit from such a program. Join a Metro art docent for a combination of walking, standing, and riding the Metro to explore Metro Art. *Fee: \$5, includes a metro pass. Tour begins at the Del Mar Metro Station, transportation from the Hilton Pasadena to the station is not included. Meet at the station by 10:15am. The tour will end at Union Station and a chaperone will return the group to Del Mar Station. The Del Mar Station is 0.5 miles from the Hilton Pasadena, located at 265 South Arroyo Parkway, Pasadena, CA 91105. Moderate walking necessary and there are no restrooms available during the tour. See Registration/Information for ticket availability.*

Beautiful Science: Ideas that Changed the World / Dibner Hall of the History of Science at The Huntington Library, Art Collections and Botanical Gardens

11:00 AM - 12:00 PM

The Huntington opened a new permanent exhibition in November 2008 showcasing some of science’s greatest achievements, from Ptolemy to



Copernicus, Newton to Einstein. The 2,800-square-foot Dibner Hall of the History of Science comes as a result of the marriage of The Huntington's history of science materials with the Burndy Library, a 67,000-volume collection of rare books and manuscripts donated to The Huntington in 2006 by the Dibner family of Connecticut. Called "Beautiful Science: Ideas that Changed the World," the exhibition highlights four areas of exploration: astronomy, natural history, medicine, and

light. Join curator Dan Lewis for a private tour of this award-winning exhibition. *Fee: \$12. Transportation is included. Meet in the lobby of the Hilton Pasadena, 168 Los Robles Avenue, Pasadena, CA 91101 at 10:30 AM. See Registration/Information for ticket availability.*

Journey to JPL and Beyond

1:00 PM - 3:30 PM

The Jet Propulsion Laboratory in Pasadena has led the world in exploring their solar system's known planets, except Pluto, with robotic spacecraft. Participants will learn JPL's historic role in planning, testing, launching and operating NASA missions as they visit the newly reimagined JPL visitor center. Also featured will be "Mission Control" where engineers contact remote spacecraft, the Clean Rooms where spacecraft are assembled and a test bed where rovers are put through their paces before being sent to Mars. This tour will involve walking and frequent stairs, please be prepared. *Fee: \$12. Photo ID required upon entry, deadline to register is February 1, 2011. Transportation is included. Meet in the lobby of the Hilton Pasadena, 168 Los Robles Avenue, Pasadena, CA 91101 at 12:30 PM. See Registration/Information for ticket availability.*

Kidspace Children's Museum

1:30 PM- 2:30 PM

Celebrating over 30 years in Pasadena and hosting more than 220,000 guests each year, Kidspace is a unique children's museum with world-class exhibitory including 2.2 acres of outdoor learning environments. Join a guided tour of how Kidspace encourages a child's growth and development through explorations of the environment, investigations in science, and artistic forms of expression that captivate children. Participants will get a behind the scenes look of live collections & programming from Kidspace Education Specialists. *Fee: \$5. Transportation not included. See Registration/Information for ticket availability.*

Descanso Gardens Tour

1:30 PM – 3:00 PM

Enjoy a walking and riding tour featuring an evocative forest and canopy of Coast live oaks; an historically significant collection of some 30,000 camellias; one of the first California Native Plant gardens built by Theodore Payne; a 2-acre Japanese-style garden and teahouse; a 5-acre, 3,000-plant rose garden; and the hill-top Manchester Boddy House and the new Sturt

Haaga Gallery of Art. Descanso Gardens was recently named one of the Top 10 Public Gardens in America by USA Today and is a 'private/public' partnership between the managers of the 160-acre property, the private, nonprofit Descanso Gardens Guild, and the owner, Los Angeles County. *Fee: \$12. Transportation is included. Meet in the lobby of the Hilton Pasadena, 168 Los Robles Avenue, Pasadena, CA 91101 at 12:30 PM. See Registration/Information for ticket availability.*

Workshops

Reflecting on Practice in Informal Environments

9:00 AM – 1:00 PM

From novice to expert, informal education practitioners typically have limited opportunities to reflect effectively upon their practice as a means to inform and improve their communication skills. Participants will have fun with engaging activities that lead to introspection about their practice, and model reflection strategies designed by the Lawrence Hall of Science, UC Berkeley and funded by the Institute of Museum and Library Services and National Science Foundation. Based on current learning theory and research, reflection topics will include how learning styles, constructing knowledge, and questions and conversations can inform individual, program and institutional practices. *Instructors: Kristin Evans, Education Director, Birch Aquarium at Scripps, UC San Diego. Presenters: Eric Simms, Science Education specialist, Scripps Institution of Oceanography, UC San Diego; Lynn Tran, Education Research Specialist, Lawrence Hall of Science, UC Berkeley; Emily Yam, Education Specialist, Aquarium of the Pacific. Registration Fee: \$30. Located at Kidspace Children's Museum, 480 Arroyo Blvd, Pasadena, CA 91103. Transportation not included. See Registration/Information for ticket availability.*

Protecting Cultural Collections: Disaster Prevention and Preparedness – *SOLD OUT*

9:00 AM – 4:00 PM, Santa Clara Room

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. In this informative workshop, participants will produce a Pocket Response Plan (PRoP)[™] and better understand how to manage a comprehensive disaster planning program at their institutions. Training staff to implement the plan, setting pre- and post-disaster action priorities for collections, and learning how to use practical decision-making skills during an emergency will be discussed. Pre-workshop assignments will help participants prepare a disaster plan. Part 2 of this series covers response and recovery and facilitates plan implementation; it will be offered free at various locations throughout the state in 2011. *Instructors: Kara West, Assistant Director of Field Services, Balboa Art Conservation Center. Fee: Free, funded in part by an IMLS Connecting to Collections Grant. Located at the Hilton Pasadena, 168 Los Robles Avenue, Pasadena, CA 91101.*

Raising the Stakes: How to Make Better Exhibitions – SOLD OUT

9:00 AM – 5:30 PM

Gain skills and insight into creating better exhibitions through this highly participatory workshop in which we will visit and critique two exhibitions. One exhibition will be finished and open to the public, the second will be under development. Both exhibitions will be at the Getty Center. Through this process, participants will learn how to use the “Framework,” an innovative evaluation tool designed particularly for museum professionals, and will be part of a (highly interactive and super fun) experiment to test its use during the formative phase of a project. *Instructors: Karina White, Consulting Curator, Skirball Cultural Center and Ann Marshall, Partner, ELY, Inc. Registration Fee: \$50; includes lunch and transportation. Meet in the lobby of the Hilton Pasadena, 168 Los Robles Avenue, Pasadena, CA 91101 at 9:00 AM.*

Have a High-Impact, Low-Budget Website Now!

9:30 AM – 12:30 PM

All museums need a website but not all museums have the big budget to hire IT staff or design companies. Fortunately, it is easier than ever to create low-budget, high-impact participatory websites that will allow you to engage, inform, educate and enrich your constituents. This hands-on workshop introduces you to “best of breed” tools and resources allowing you to create a Web presence that will put you on the map. Learn about hosting, design tools and the new Web 2.0 applications that will allow you to expand your Web reach. *Instructors: Jim Angus, Senior Facilitator, NASA Engineering Network, Jet Propulsion Laboratory. Registration Fee: \$10. We recommend bringing your own laptop but a limited number of computers will be available for early bird registrants. Transportation not included. Located 0.2 miles from the Hilton Pasadena at the Pasadena Public Library, Central Library Branch, 285 East Walnut Street, Pasadena, CA 91101. See Registration/Information for ticket availability.*

California Exhibition Resources Alliance (CERA) Business Meeting & Workshop

10:00 AM – 3:00 PM, Santa Barbara Room

CERA and the Association for Academic Museums and Galleries will explore how college curriculum can be enhanced through exhibition content and programming. Carin Jacobs, AAMG board member and Director of the Center for the Arts, Religion and Education at the Graduate Theological Union, will share 12 easy steps to engage faculty and students in museum offerings, case studies will be presented, and a fun and useful activity will jump start your relationship with higher education. *Fee: \$25, includes lunch. Location: Hilton Pasadena, 168 Los Robles Avenue, Pasadena, CA 91101.*

A Huge Small Step: Creating Program Criteria

12:00 PM – 4:00 PM

Whether you're at a venerable institution or a startup, thoughtful program criteria, systematically applied, can help you achieve your goals. In this highly interactive workshop, participants will develop criteria that guide the

creation and implementation of effective programs—from school tours to exhibitions. After learning about successful examples from the presenters, participants will choose from a range of given scenarios. Working in groups, participants will address assumptions, stake holders, and constraints while developing criteria to meet project objectives. The session will culminate in groups sharing their newly minted criteria and offering each other constructive feedback. *Instructors: Kitty Connolly, Associate Director of Education, The Huntington Library, Art Collections, and Botanical Gardens. Presenters: Rachel Vourlas, Botanical Programs Supervisor, The Huntington Library, Art Collections, and Botanical Gardens. Registration Fee: \$20. Located at The Gamble House, 4 Westmoreland Place, Pasadena, CA 91103. Transportation not included. See Registration/Information for ticket availability.*

Meetings

1:00 PM - 12:00 PM **CAM Board of Directors Meeting**
San Marino Room

4:00 PM - 5:00 PM **CAM Fellows and Getty Scholarship Recipients Mixer – Hilton Lobby Bar**

Evening Events

Welcome Reception at the Pacific Asia Museum

5:00 PM – 6:30 PM

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Join your fellow attendees and experience Asia close to home at Pacific Asia Museum. Established in 1971, the Museum is one of only four U.S. institutions dedicated to the arts and culture of Asia and the Pacific Islands. The Museum's iconic building serves as an exquisite backdrop for an evening of art and culture that will bring you and your museum colleagues together for self-discovery and cultural understanding through the arts. Enjoy Asian cuisine and entertainment, explore the galleries, experience

the diverse permanent collection in an exciting new way through the Museum's newly constructed *Orientation Gallery*, opening January 2011, and be one of the first to view *Visions of the Orient: Western Women Artists in Asia, 1900-1940*. This transformative exhibition investigates the intersection of Euro-American art, the woodblock print movement, women, and East Asia to explore the various ways that "the orient" served as a liberating professional space for female artists and as a place of diverse creative inspiration. *Registration Fee: \$15, no host bar. Includes heavy Asian appetizers with*

vegetarian options and no host bar. Transportation is not included. Meet in the hotel lobby at 5:45pm to walk with a CAM volunteer. Pacific Asia Museum is located 3 blocks from the conference hotel at 46 North Los Robles Avenue, Pasadena, CA 91101. See Registration/Information for ticket availability.

Dialogue Dinners

7:00 PM – 9:30 PM

Dialogue Dinners will be held at Pasadena restaurants to reflect on discussion topics and meet new colleagues. Dinners will be paid for individually the night of the event but participants need to reserve their seat when registering for the conference. *Registration Fee: \$10. Registration includes one reserved seat at a pre-selected table. Participants should meet in front of Pacific Asia Museum (46 N. Los Robles Avenue, Pasadena, CA) to walk to their dinner location. Transportation not included. All restaurants are within 15-20 minutes walking distance. Comfortable shoes are recommended. Volunteers will be on site to help answer questions and direct attendees to restaurants. See Registration/Information for ticket availability.*

Wearing Many Hats: The Challenges of a Small Staff – SOLD OUT

Join other small museum leaders to discuss the challenges faced by all volunteer institutions or those lead by 1-2 staff members. Hear about money saving tips and free resources that exist for small organizations. *Facilitator: Kristie Sheppard, Executive Director, Napa Valley Museum. Restaurant: Il Fornaio*

Emerging Museums Professionals – SOLD OUT

Emerging museum professionals will meet to share their experiences in the field and discuss how they are using their roles to shape the future of their institutions. *Facilitator: Keasha Dumas, Board of Directors, The Museum of African American Art. Restaurant: El Cholo Cafe*

The Green Table – SOLD OUT

A discussion on new ideas on being green, about 'Thinking Green' as a first step and what the future holds. *Facilitator: Kate Davies, Executive Director, Downey Museum of Art and Green Museums Initiative Committee Member and Adrienne McGraw, Executive Director, California Exhibitions Resources Alliance and Green Museums Initiative Committee Member. Restaurant: Green Street Tavern*

Recruiting and Working with Interns

Discuss the process of recruiting and working with interns to design substantive and useful projects that support your needs and those of academic partners and, of course, the pitfalls and challenges. *Facilitators: Mira Cohen and Sara Lamog, The Ronald Reagan Presidential Library and Museum. Restaurant: McCormick and Schmick*

This is the Future – SOLD OUT

Interested in the future of Museums? Join us for a big picture conversation

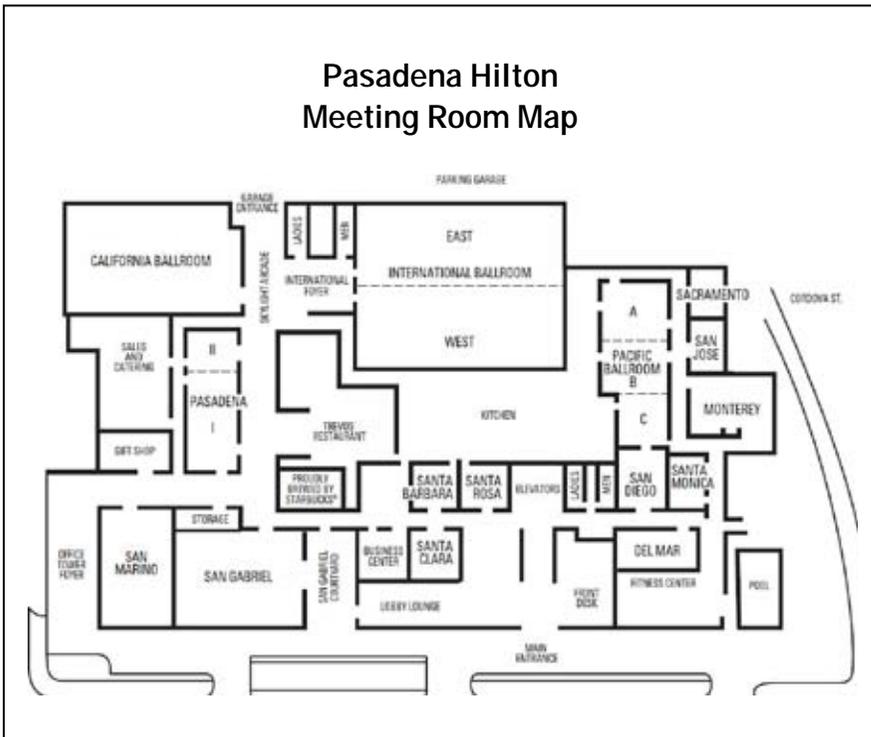
about relevancy and redefinition in the midst of new economic, educational, and societal realities. *Facilitators: Phil Kohlmetz, Executive Director, Western Railway Museum and CAM President and Lisa Eriksen, Independent Consultant. Restaurant: Ruth's Chris Steakhouse*

Family Stories – Sharing a Community's Legacy – SOLD OUT

How does a museum reach out into a community to find untold stories? Family Stories featured the history of six families from different ethnic backgrounds that settled in Pasadena. *Facilitators: Adris Willwerth, Director of Exhibitions & Public Programming, Pasadena Museum of History and Brad McNeil, Education Program Coordinator, Pasadena Museum of History. Restaurant: El Portal*

On Being an Effective Museum Administrator – SOLD OUT

Join other museum administrators to discuss best ideas for being effective in the mission-based, content-centric, consensus-driven world of museums. We are responsible for strategy, policies, organizational structure, financial stability and regulatory compliance – how are these business roles best executed in a not-for-profit environment? *Facilitators: Luke Swetland, VP & Chief Operating Officer, Autry National Center of the American West, and Ed Prohaska, CFO & VP of Enterprise Development, Monterey Bay Aquarium. Restaurant: Cafe Santorini*



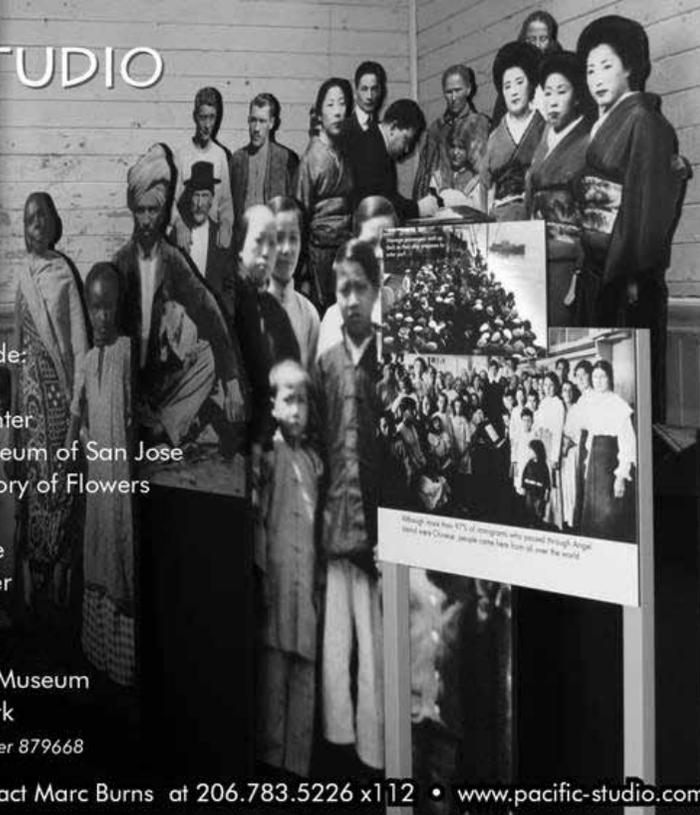
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7:30 AM – 6:00 PM **REGISTRATION / INFORMATION DESK**
OPEN – *International Ballroom Foyer*

8:30 AM – 10:00 AM **WELCOME ADDRESS / KEYNOTE PROGRAM**
International Ballroom

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The Excitement and Challenges of Space Exploration: Inspiring Powerful Practice

Dr. Charles Elachi has achieved his dream of space exploration, beginning when he was a child in Lebanon. When he was 10, he listened to the launch of Sputnik on the radio and was inspired. Dr. Elachi remembers very clearly reading in *Science in America*, an informational magazine distributed by the American Embassy, about the first satellite launch by a place called “JPL” and thinking “Gee, that would be a great place to work.” With a distinguished 35-year career at the Jet Propulsion Laboratory (JPL), he has been selected to receive numerous awards and prizes. Dr. Elachi’s role in the current missions is “to provide the vision of where we are heading and then create an environment for people to excel—and then get out of their way.” The opening remarks will also feature Phil Kohlmetz, CAM President and Director of the Western Railway Museum, to welcome conference attendees and acknowledge the many volunteers and sponsors that made the conference possible.

10:15 AM – 11:45 AM **CONCURRENT SESSIONS**

SESSION 1A: Stewarding Change: Museums, Public Value, and Community Engagement – Pacific Room

Moderator: Ben Garcia, Head of Interpretation and Education, Phoebe A. Hearst Museum of Anthropology. Presenters: Asuka Hisa, Director of Education, Santa Monica Museum of Art; Michael Fritzen, Head of Family Programs, Skirball Cultural Center; Kirin Daugharty, Manager of Volunteer Programs, Greater Los Angeles Zoo Association. | One measure of public value is the extent to which a museum inhabits the role of community steward. The Santa Monica

Museum of Art, The Skirball Cultural Center and the L.A. Zoo have all embraced this role through programs and initiatives that engage visitors with outcomes of positive social change. This panel will offer strategies for developing similar programs and examine the place of social action in the museum.

SESSION 1B: Surveying and Assessing Collections Needs - Monterey Room

Moderator: Kara West, Assistant Director for Field Services, Balboa Art Conservation Center. Presenters: Nicholas Vega, Director of Exhibitions, San Diego History Center; Jim DeMersman, Executive Director, Amador Livermore Valley Historical Society/Museum on Main; Rosalyn Tonai, Executive Director, National Japanese American Historical Society. | For many institutions, doing a collections survey is an important step toward improving collections care and developing and implementing a conservation/preservation plan. Participants will learn about the different types of assessments available, funding sources for surveys, and how to use a survey as a funding tool. Panelist will include institutions that have recently completed three different types of collection surveys including a Heritage Preservations CAP assessment, a survey and long range preservation plan funded through an IMLS Conservation Project Support Grant, and an AAM CMAP.

SESSION 1C: Museum Way Finding in the Electronic Age - San Diego Room

Moderator: Wayne Hunt, Principal, Hunt Design. Presenter: Jeremy Stoller, Senior Designer, California Science Center. | Join us for a basic primer on the latest principles of museum way finding, both static, old school signage as well as emerging new media. Way finding includes signs, maps, and other graphic or audible methods used to convey location and directions to travelers. This will be an interactive session exploring the trends in facilitating visitor circulation and spatial understanding.

SESSION 1D: I Just Wrote my Strategic Plan, What do You Mean I Have to Make Changes? – San Marino Room

Moderator: Adrienne Horn, President, Museum Management Consultants, Inc. Presenters: Lori Fogarty, Executive Director, Oakland Museum of California; Akemi Kikumura Yano, Ph.D, President/CEO, Japanese American National Museum. | We all know about strategic planning. Staff and board members spend hours thinking and documenting the future. However, a critical but often overlooked aspect of strategic planning is the need for management to be prepared for the unplanned. Managing a strategic plan is not a static process limited to what is written in the plan. A strategic plan should be lithe and nimble establishing a framework for museum staff to move quickly in response to unforeseen events and new challenges. Speakers will present examples of how change materially impacted their strategic plans.

SESSION 1E: Beyond the Didactic-Engaging Visitors in a Social Media World – Pasadena I Room

Moderator: Vicky Murakami-Tsuda, Communications Production Manager, Japanese American National Museum. Presenters: Lisa Sasaki, Director of Program Development, Japanese American National Museum; Ian Padgham, Marketing and Communications, San Francisco Museum of Modern Art; Sorel Denholtz, Social Web Strategist; Maria Gilbert, Sr. Editor, Content Development, The J. Paul Getty Museum. | Can museums successfully change to meet the expectations of an evolving visitor and supporter base influenced by interactions on social media networks like Facebook, Twitter, Flickr, and YouTube? How do you balance intellectual authority against the need to build a sense of community—actively involving constituents in exhibitions, outreach, content creation, and other areas of the institution? Participants will share how they are experimenting with new ways of engagement.

12:00 PM – 1:30 PM **CAMMY LUNCHEON**
San Gabriel Room

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The CAMMY Award will be presented to Bank of America, the 2011 recipient, by Phil Kohlmetz, CAM President. The annual CAMMY Award recognizes extraordinary museum supporters, professionals, and institutions that have made outstanding contributions to California museums. Celeste DeWald, CAM Executive Director, will also report on CAM's recent programs and initiatives. All conference attendees are welcome and the humorous and complimentary CAM "ribbons" will be available! (Do you remember the "Worker Bee", "Plays Well with Others", and "Diva" ribbons?) *Registration Fee: \$41 per person. Includes Chicken Alfredo or vegetarian option, starch, seasonal vegetables, rolls, salad, dessert, iced tea, coffee, and tea. See Registration/Information for ticket availability.*

1:45 PM – 3:15 PM **CONCURRENT SESSIONS**

SESSION 2A: Bringing History to Life: Engaging Students through Community Documentation Projects – San Diego Room

Moderator: Mark Davis, Program Associate, Facing History and Ourselves.

Presenters: Vicky K. Murakami-Tsuda, Communications Production Manager, Japanese American National Museum; Robert Corpus, National Youth Director, Spirit of '45. |

When museums and educators collaborate on community documentation projects, the outcomes can be very rewarding. For museums with limited staffing and resources, stories are captured that would otherwise be lost. By becoming active participants in meaningful projects, students are transformed by gaining an understanding and appreciation for other cultures and communities. The communities themselves benefit as their stories are shared through websites and exhibitions. Learn about

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projects from multiple perspectives.

SESSION 2B: California Museums Facing the Future: Tactics for Engaging a Changing Demographic – Pasadena I Room

Moderator: William Moreno, Principal, William Moreno Projects. Presenters: Renee Baldocchi, Director of Public Programs, Fine Arts Museums of San Francisco, de Young Museum; Jaime Cortez, Independent Curator and artist; Dr. Chon Noriega, Director and Professor, UCLA Research Center. | This session will delve into the implications of a changing demographic landscape, a burgeoning Latino majority and approaches suggested to engage an increasingly diverse population. A recent overview of diversity research in museum leadership, staffing, exhibitions and programs - which have a direct impact on sustainable program efforts - will be discussed. Specific audience engagement approaches used in both public programs and exhibitions will be presented. Strategies and frustrations of integrating consistent curatorial, marketing and education efforts will be also discussed with case-study examples. Participants are encouraged to bring real-world challenges of developing inclusive programs from their institutions for discussion.

SESSION 2C: How I Ruined the Docent Program: The Challenges and (Eventual) Success of Working with Volunteer Staff – Pacific Room

Moderator: Kitty Connolly, Associate Director of Education, The Huntington Library, Art Collections, and Botanical Gardens. Presenters: Guy Fish, Art Education Manager, The Huntington Library, Art Collections, and Botanical Gardens; Mikki Heydorff, Volunteer Programs Manager, The Huntington Library, Art Collections, and Botanical Gardens; Mike Kerkman, Botanical Educator, The Huntington Library, Art Collections, and Botanical Gardens; Sheri Bernstein, Director of Education, Skirball Cultural Center. | At one time or another, most museum professionals have faced challenges working with docents. Uncover some of ways that staff, not volunteers, are responsible for those problems. Presenters will share their experiences, discuss the divergent goals of educators and docents, and then consider the impact of that disparity. Attendees will engage in a discussion, not of “war stories,” but on how to avoid trouble from the start.

SESSION 2D: Up and Coming: New Research in Collections Management – Monterey Room

Moderator: Linda Waterfield, Collections Internship Advisor, John F. Kennedy University and Jenn McCann, Independent Collections Consultant. Presenters: Palma You, Museum Technician, San Francisco Maritime National Historic Park; Nancy Arms Simon, Archives Registrar, The Labor Archives and Research Center; Rachael Faust, Assistant Curator of Collections and Academic Programs, Henry Art Gallery; Sara Hay, Consultant and Contractor, National Park Service. | Recent Museum Studies graduates present their original collections management research on hot topics in the field. Palma You “Museum Collection Care Materials and the Environment” investigates the use of collections care materials and perceptions about environmental

sustainability. Nancy Arms Simon will present “An Archival/Research Center Approach to the Care of 3D Materials.” Rachael Faust will share her work on “Overcoming the Challenges of Exhibiting Media Art.” Sara Hay will explore the “Potential for Disaster” by addressing preparedness for historic structures.

SESSION 2E: You Don’t Need a Crystal Ball: How Future Studies Helps Museums Plan for the Future – San Marino Room

Moderator: Lisa Eriksen, Independent Consultant. Presenters: Paige Simpson, Director, Balboa Park Learning Institute, Balboa Park Cultural Partnership; James G. Leventhal, Deputy Director for Development, Contemporary Jewish Museum. | Perhaps the most radical lesson of future studies is an

improved awareness of the present. By exploring the unpredictable nature of future events, this interactive session provides an introduction to foresight studies and explores external trends and factors that affect the future of our institutions. We will explore assumptions about the future and brainstorm some possible scenarios for California museums and discuss ways of meeting future challenges today.

3:15 PM – 5:45 PM **EXHIBIT HALL OPEN – International Ballroom**

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

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Indulge your sweet tooth and learn about the products and services available to museums. See page 37 for a map and a directory of the organizations represented in the Exhibit Hall.

4:00 PM – 5:30 PM **CONCURRENT SESSIONS**

SESSION 3A: Strategies for Collaboration: My Masterpieces and Pasadena Unified School District – San Marino Room

Moderator: Jennifer Olson, Arts Education Consultant, Pasadena Unified School District and Executive Board Member, Museum Educators of Southern California. Presenters: Marshall Ayers, District Arts Coordinator, Pasadena Unified School District; Susan Lafferty, Nadine and Robert A. Skotheim Director of Education, The Huntington Library, Art Collections & Botanical Gardens; Isaac Huang, Teacher, McKinley School. | Looking for strategies for collaboration that you can apply to your institution? A school district arts administrator, a museum partner and a classroom teacher offer their perspectives as they describe an arts program, titled *My Masterpieces*, that was jointly developed by Pasadena Unified and ten museum partners. Participants will walk away with ideas that they can use regardless of their institutions size or discipline.



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SESSION 3B: Community-Generated Content: Finding Your Fit – Pasadena I Room

Moderator: Irina Zadov, Director of Experience and Programs, Zeum: San Francisco's Children's Museum. Presenters: Darren J. de Leon, Youth Arts Manager, Yerba Buena Center for the Arts; Evelyn Orantes, Cultural Arts Developer, Oakland Museum of California. | Learn about three models of community-generated content from the Oakland Museum of California, the Yerba Buena Center for the Arts, and Zeum: San Francisco's Children's Museum. Hear how they partnered with teens, visitors, community members, and artists to develop, produce, and evaluate their process. In a World Café conversation, people sit at a café-style table or in a small conversation cluster to explore a question or issue. As they talk, participants are encouraged to write down key ideas on large cards or to sketch them on paper tablecloths that are there for that purpose.

SESSION 3C: Three Museum Trends: The Impact on California Museums – Pacific Room

Moderator: Vanda Vitali, Senior Advisor, IPT, Los Angeles. Presenters: Jane Kalagher, Consultant/Coach, Exhibits Matter; Kate Davies, Director, Downey Museum of Art; Betty Sedor, Program Director, Community Education, El Camino College. | How do we best use knowledge to create powerful museums and exhibitions that make the museum experience more meaningful? Three panelists will introduce three trends that affect museum practice: immersive exhibits, sustainability, and community involvement. Each will share their ideas, knowledge, and examples to open up a dialogue on the opportunities they present for small to large museums of any discipline.

SESSION 3D: Joining Forces - Learning the Extent of Honest Collaboration Among Local Museums – San Diego Room

Moderator: Allison Fedrick, Exhibits & Public Programs Coordinator, Coachella Valley History Museum. Presenters: Ginger Ridgway, Museum Curator Emeritus; Judy Stapp, Director of Cultural Affairs, Cabazon Band of Mission Indians; Johanna Wickman, Museum Director, La Quinta Museum. | The Coachella Valley and bordering desert cities of California feature over one hundred museums, cultural centers and historic landmarks. Collaboration has been the best way to advertise, build positive institutional relationships, create valley-wide outreach programs, and provide networking opportunities for staff and professionals. Based on the experience of this small association, learn from their efforts, struggles, and the real process of joining forces.



An Evening of Pasadena History

Step back in time to enjoy two monuments to Pasadena's rich early 20th century history. Begin with a self-guided tour of one of Pasadena's National Historic Landmarks, the Gamble House, designed in 1908 for David and Mary Gamble by architects Charles and Henry Greene. Retaining all of its original architect-designed wood, art-glass, and metal furnishings, the house is an icon of Arts & Crafts architecture, enjoyed by nearly 30,000 visitors a year.

The evening continues just across the street where you will have a chance to tour the galleries of the Pasadena Museum of History. Begun as the Pasadena Historical Society in 1924, the Museum has been sited on the two-acre Fenyes estate since 1970, and is one of the last such to survive from Pasadena's famed "Millionaire's Row." The 1906 Beaux Arts mansion is currently closed, making possible an exhibition of art and furnishings from the collection of Eva Scott Fenyes, one of Pasadena's prominent early socialites, patrons and artists. *Registration Fee: \$50. Includes light hors d'oeuvres and refreshments at The Gamble House (6:00 PM-7:15pm) and heavy hors d'oeuvres will be served alongside a no-host bar at the Pasadena Museum of History (7:00 PM-9:00 PM). Transportation is included. Shuttles will begin at 5:45pm and continue until 9:00pm. See Registration/Information for ticket availability.*

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FRIDAY, MARCH 4, 2011

7:30 AM – 8:30 AM **Continental Breakfast**
International Ballroom Foyer

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7:30 AM – 6:00 PM **Registration / Information Desk Open**
International Ballroom Foyer

8:00 AM – 4:00 PM **Exhibit Hall Open – International Ballroom**

8:30 AM – 10:00 AM **CONCURRENT SESSIONS**

SESSION 4A: Take the Right StEPs: Standards and Excellence Program for History Organizations - San Diego Room

Moderator: Kara West, Assistant Director for Field Services, Balboa Art Conservation Center. Presenters: Theresa Hanley, Museum Director, Ontario Museum of History and Art; Marshall Duell, Curator, Old Courthouse Museum; Michelle Covello, Curator, Leonis Adobe Museum. | For small museums, it is often overwhelming to try and figure out how to grow a stronger organization. This session will examine StEPs – the Standards and Excellence Program for History Organizations. Recently launched by the American Association for State and Local History, StEPs is clear path for learning about national standards at your own pace. Learn about the development of StEPs, and hear about the progress one local historical site is making in the program. This session will also help you decide if StEPs is right for your institution when compared to other available assessments.

SESSION 4B: Re-imagining Museums: Building Community – Pacific Room

Moderator: Kate Davies, Executive Director, Downey Museum of Art. Presenters: Deland Anderson, Ph. D, Museum Consultant, formerly with The Pratt Museum, Homer Alaska; Lisa Melandri, Deputy Director of Exhibitions & Programs, Santa Monica Museum of Art. | Museums spend resources on building audience but a new vision and role for Museums is emerging as community builder and “village green”. Learn how three museums with varied budgets and demographics have re-imagined the role of the Museum in the society and invited people into the museum in ways that have built a genuine sense of place and authentic community.

SESSION 4C: Inks and Barcodes: Methods of Labeling and Tracking Objects – San Marino Room

Moderator: Molly Gleeson, Conservator. Presenters: Vanessa Muros, Research

Associate, UCLA / Getty Conservation Program; Liz Werden-Chayes, Conservator. | The session will cover archival methods for labeling and tracking objects within a collection. Attendees will learn about materials and methods used to apply labels to artifacts made of inorganic (ceramics, stone, bone) and organic (basketry, textiles, plastics) materials. The program will also cover methods used to track objects in a collection using bar codes and radio frequency identification (RFID).

SESSION 4D: Reflecting on Practice: A Professional Development Program for Educators – Pasadena I

Moderator: Lynn Tran, Research Specialist, Lawrence Hall of Science.

Presenters: Kristin Evans, Education Director, Birch Aquarium at Scripps; Dave Bader, Education Manager, Aquarium of the Pacific; Mike Kerkman, Educator, The Huntington Library, Art Collections & Botanical Gardens. | “Reflecting on Practice” is a professional development program for museum educators that is informed by research on learning and teaching in informal environments. The program engages staff in activities and discussions on learning and teaching community within the department. It is currently being field-tested in 10 institutions nationwide through funding from the Institute of Museum and Library Services and National Science Foundation.

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

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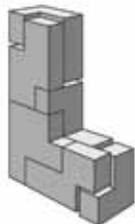


10:30 AM - 12:00 PM CONCURRENT SESSIONS

SESSION 5A: Museums and Social Change: Creating Awareness & Inspiring Action – Pacific Room

Moderator: Catherine King, Vice President, Exhibitions & Programs,

International Museum of Women. Presenters: Karina White, Consulting Curator, Skirball Cultural Center; Scott Kleinrock, Project Coordinator, The Huntington Ranch, The Huntington Library, Art Collections, and Botanical Gardens; Jenny-Sayre Ramberg, Sr. Exhibition Developer, Monterey Bay Aquarium. | Museums as cultural institutions and community hubs are increasingly using collections and programming to create awareness and inspire visitors to get involved in important social issues. Hear about innovative programs exploring women’s human rights (Half the Sky), agricultural literacy (The Huntington Ranch) and saving the world’s oceans (Seafood Watch; Hot Pink Flamingos: Stories of Hope in a Changing Sea) as we consider the evolving mission of museums in the 21st century.



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SESSION 5B: Handling 101: Practical Tips and Solutions for Handling and Storing 3-D Objects and Textiles – San Marino Room

Moderator: Ozge Gencay Ustun, Assistant Conservator, Southwest Museum, Autry National Center. Presenters: Angela McGrew, Objects Conservator, Southwest Museum, Autry National Center; T. Ashley McGrew, Consultant and Owner, Art and Object - Integrated Safety Systems. | This session will cover proper handling of three-dimensional objects and textiles, with an emphasis on handling supports and aids. Presenters will lead a discussion of best practices, guidelines and challenges regarding handling and storage of damaged objects, fragments, and inherently fragile items. Ultimately the goal is to highlight preventative conservation through minimizing object movement, avoiding common support or packing techniques that cause damage, and emphasizing the importance of communication between departments.

SESSION 5C: A New Method to Assess Visitor Comfort to Achieve Universal Design – San Diego Room

Moderator: Steve Tokar, Consultant. Presenters: Vivian Kung Haga, Deputy Director, Museum of Photographic Arts; Sabrina M. Wurf, Membership Manager, Skirball Cultural Center; Paul Gabriel, Educational Consultant / Learning Specialist. | What determines how welcome visitors feel and whether they want to return? Playing the roles of visitors with physical disabilities and learning differences can help your institution quickly assess how it addresses visitor needs to achieve Universal Design. Guided by museum professionals, visitor comfort consultants, and learning disability experts, participants will explore this simple, novel method to increase visitorship. Topics include orientation, seating, exhibit design, didactics, amenities, and staff interaction.

SESSION 5D: What Did They Learn and are the School Programs Meeting Their Needs? – Pasadena I Room

Moderators: Lindzy Bivings, Manager of Enhanced Museum Visits for Students, California Academy of Sciences and Megan Schufreider, Manager of Student Services, California Academy of Sciences. | School programs provide invaluable experiences for students and teachers; they also take loads of energy and require spectacular juggling acts. When time is crunched and funds are tight, how can you sustainably create and manage useful evaluation projects? Practice designing, conducting, and analyzing data as we share low-cost, educator-developed evaluation methods and lessons learned in this mini-workshop. Then begin developing strategies to test for the change, growth or support your programs need.

SESSION 5E: The Art of Advocacy – Monterey Room

Moderator: Michele Laverty, Director, National Ag Science Center. Presenters: Barbara Long, VP Governmental Relations and Special Projects, Aquarium of the Pacific; William Moreno, Principal, William Moreno Projects; David Burton, Director, Government Affairs and Special Projects, Autry National Center. | Advocacy is a way to gain support, encouragement and backing for your

museum or science center. Whether you are looking to gain support for a particular program or just simply letting elected officials know who you are, advocacy is an important tool in any museum's public information strategy. However, the art and science of advocacy can often seem like an unsolvable mystery! Join this experienced panel of advocacy artisans as they outline an advocacy plan that you can adapt to your institution. Learn why advocacy is an invaluable tool for both individual museums and the field as a whole. In this session you will hear from museums both large and small how advocacy efforts have benefited their programs and institutions. Each attendee will walk away with tools to jump start (or just start) your advocacy program.

12:00 PM – 1:30 PM DIRECTOR'S LUNCHEON
San Gabriel Room

Sponsored by



California's Arts and Cultural Ecology

with Anne Gadwa, Metris Arts Consulting, Josephine Ramirez, Arts Program Director, James Irvine Foundation, and Audrey Yamamoto, Executive Director, Zeum. |

California's arts and cultural ecology is rich, varied, and spread across its diverse regions, towns, cities, and neighborhoods. Anne Gadwa, the co-director of a major new study funded by The James Irvine Foundation, will provide a snapshot of the state's non-profit arts and cultural organizations and how they vary by size, focus, and location. Using an array of data sources, including the California Cultural Data Project, the American Community Survey, and interviews, Gadwa will show how arts and cultural activities reflect the socio-economics of community members and will chart the impact they have on regional economies. Museums from very large to very small will receive special note. Josephine Ramirez from The James Irvine Foundation will introduce the topic and follow-up questions will be moderated by Audrey Yamamoto, Executive Director of Zeum and CAM Vice President. *This luncheon is open to directors, trustees, and senior management staff only. Registration Fee: \$43 per person. Includes Quiche Lorraine or vegetarian option, starch, seasonal vegetables, rolls, salad, dessert, iced tea, coffee, and tea.*

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

Information on locations outside of the Hilton Pasadena to purchase a quick or to-go lunch are available at the Registration Desk.

SESSION 6A: Breaking into the Museum Field: What You Need to Know – Pasadena I Room

Moderator: Kristie Sheppard, Executive Director, Napa Valley Museum.

Presenters: Alex Capriotti, Marketing Coordinator, Skirball Cultural Center;

Stacey Shelnut-Hendrick, Director of Education, Crocker Art Museum. | You are

one of thousands of EMP's looking for work. And because of the economy, the competition is even fiercer. What types of jobs are out there? How do you get a job? What resources are out there to find out who's hiring? What do managers look for on a resume? Should you get an advanced degree? There are so many questions you probably want to ask people already in the profession so this is your chance. In a roundtable format, professionals in the field will start a discussion and answer your questions.

SESSION 6B: What Do We Really Know About Working with Teachers? – San Diego Room

Moderator: James Kisiel, Associate Professor, California State University, Long Beach.

Presenters: Christine Oscarson, Teacher, Cleveland Elementary School;

Stephanie Tadeo, Teacher, Cleveland Elementary School. | While museums

use considerable resources to serve K-12 students, the teacher plays a critical role in shaping these learning experiences. A brief overview of recent research related to teacher perceptions of informal learning institutions will be followed by comments from local teachers. Breakout groups will then explore what successful interactions with teachers could look like. Ideas will be synthesized by re-examining the teacher audience as a unique community of practice.

SESSION 6C: Collections Management Roundtable – Pacific Room

Moderator: Jacqueline Cabrera, Associate Registrar, Getty Villa at the J. Paul Getty Museum. | Collection managers and registrars have special

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

1:45 PM – 3:15 PM CONCURRENT SESSIONS

SESSION 7A: Innovative and Effective Teen Programming Models by Museum Professionals and Expert Teens – Pacific Room

Moderator: Fabrizio Flores, Education Program Coordinator, Apprenticeship

Program, Museum of Contemporary Art Los Angeles. *Presenters: Nacho Cano,*

current teen program participant, Museum of Contemporary Art San Diego;

Marlenne Villalva, current teen program participant, Museum of Contemporary

Art Los Angeles. | How are teen programs surviving and what does the

future hold for them? How does a museum inspire and learn from teens

while serving its community? This session was developed for large and

small museums interested in developing and sustaining innovative and

effective programming for teens. Learn about practical ideas for revitalizing

existing programs, strategies for engaging younger stakeholders, broadening community relationships and creating new partnerships.

SESSION 7B: The Ups and Downs of Traveling Exhibitions – San Marino Room

Moderator: Ann Marshall, Partner/Project Manager, ELY, Inc. Presenters: Julia Latane, Chief Preparator, Autry National Center; Loretta Eubanks, Vice President/Contract Expert, ELY, Inc; Sarah Grear, Exhibits Department, California Science Center. | From the first venue to the next, a travelling exhibition is likely to be overseen by three separate teams: the originators, an arts services company, and the receiving institution. Responsibilities can vary greatly. Who de-installs? Who packs? And who is responsible for making sure the components work and fit in the new installation? Coordination is key! Join us for an overview of the logistical process of taking exhibitions down and putting them up, from the perspectives of three involved parties.

SESSION 7C: Sustainability Education: Going Green for Educators – San Diego Room

Moderator: Tim McNeil, Director, Design Museum, UC Davis. Presenters: Grahme Smith, Teacher's Institute, California Academy of Science; Carollee Sly, Ph.D, Director of Education, Center for Ecoliteracy; Ane Rovetta, Independent Curator. | Come learn about successful strategies for developing effective educational programs on environmental sustainability with a special focus on school partnerships. Educators from inside and outside the museum profession will share the positive impact their work has made on the communities they serve. By cross-pollinating disciplines, sustainability can provide for a well-rounded educational experience as well as cultivate leadership, a sense of place, and build community. Panelists will engage with the audience in Q & A during the session.

SESSION 7D: Marketing Your Museum – Pasadena I

Moderator: Jennifer Caballero, Marketing Director, Skirball Cultural Center. Presenters: Lisa Delgin, Senior Marketing Associate, Skirball Cultural Center; Emma Jacobson-Sive, Director of Public Relations, Pasadena Museum of California Art. | Help your museum build word-of-mouth about programs and exhibitions using a balance of three media types: Paid, Owned and Earned Media (POEM). Paid- ads, paid in cash/trade through media sponsorship. Owned- your own proprietary content, your website, annual report, print publications, self-curated social media, flipcam videos. Earned Media- third-party press coverage, credibility/tacit endorsement of blog posts and inbound links.

3:15 PM – 4:00 PM

**EXHIBIT HALL CLOSING
RECEPTION**

International Ballroom

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Come to the Exhibit Hall for a final toast to the CAM conference, say farewell to the exhibitors, and compare notes with your colleagues.

4:00 PM – 5:30 PM CONCURRENT SESSIONS

SESSION 8A: Moving Images in the Museum Context – San Marino Room

Moderator: Cornelia Emerson, Development and Strategic Planning Consultant. Presenters: Dorothy Bradley, President, The Niles Essanay Silent Film Museum; Andra Darlington, Head, Special Collections Cataloging & Metadata, The Getty Research Institute; John Esaki, Director of The Frank Watase Media Arts Center, Japanese American National Museum; Andrea Alsberg, Independent Film Curator, The Getty Museum. | Museums have housed cinémathèques and moving image collections since MoMA's founding. Yet such collections can pose unique challenges because conservation, preservation, cataloging, exhibition and scholarly access for film and video demand different approaches than do other museum objects. The digital age brings new problems and solutions. Representatives from museums of varying sizes and unique missions will discuss their moving image projects—how they fund, manage and present them to museum-goers.

SESSION 8B: New Directions for a California History Exhibition – Pasadena I Room

Moderator: Rachel Gita Schiff, Research Associate, Randi Korn & Associates. Presenters: Louise Pubols, Chief Curator of History, Oakland Museum of California; Courtney Cunningham, Project Coordinator, Natural History Museum of Los Angeles. | Visitor research has shown that traditional ways of presenting history fail to engage museum visitors. The Oakland Museum of California History Gallery was redesigned to feature interactive media, immersive spaces, visitor-participation exhibits, and diverse histories of everyday people. An exhibit developer, curator and evaluator discuss the History Gallery's pre-opening work, community feedback and plans for future development to facilitate greater connection with visitors and share the telling of California's history.

SESSION 8C: Audience Evaluation: Assessing Benefits and Doing it Collaboratively! – Pacific Room

Moderator: Paige Simpson, Director, Balboa Park Learning Institute, Balboa Park Cultural Partnership. Presenters: Betty Lou Janney, Manager of Visitor Services, San Diego Museum of Art; Sophia McLane, Visitor Services Coordinator, Mingei International Museum; Teri Saffon, Education & Docent Coordinator, San Diego Museum of Man. | Learn how 13 museums in San

Diego's Balboa Park collaboratively developed and conducted a major survey on how visitors benefit from museum experiences. By using the same tool, participating museums gained valuable institutional data as well as comparative data for Balboa Park. This study was part of a 10-month professional development program; presenters will share the process and outcomes of the audience study and their experiences as a learning community.

**SESSION 8D: Museums Going the Distance in Teacher Training –
San Diego Room**

Moderator: Emily Mahon, Associate Educator, Teacher and Performance Programs, Skirball Cultural Center. Presenters: Julie Lawrence, Collaborative Arts Resources for Education Manager, Museum of Photographic Arts; Mike Kerkman, Botanical Educator, The Huntington Library, Art Collections, and Botanical Gardens; Cristina Trecha, Fleet Inquiry Institute Project Director, Reuben H. Fleet Science Center. | This panel explores teacher professional development programs offered at four California museums developed with a strong commitment to in-depth, sequential, and content-driven instruction. These programs counteract cuts in public funding and support for the arts, science and multi-cultural programs within the school system while building teachers' skills and confidence in using innovative teaching methods and museum resources for curricular integration.

6:00 PM – 9:00 PM EVENING EVENT

Weird Plants and Wonderful Art: An Evening at The Huntington

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Spend a magical evening at The Huntington Library, Art Collections and Botanical Gardens, exploring the newly-installed Virginia Steele Scott Galleries of American Art and the award-winning Rose Hills Conservatory of Plant Science. You'll have the galleries to yourself after feasting on scrumptious hors d'oeuvres in the Conservatory, surrounded by strange and beautiful plants from around the world.

Henry and Arabella Huntington were among the leading collectors of art, books and rare plants at the beginning of the 20th Century; Henry Huntington played a pivotal role in the early development of Los Angeles. Together they acquired world-renowned treasures and installed them at their beautiful estate in San Marino, California.

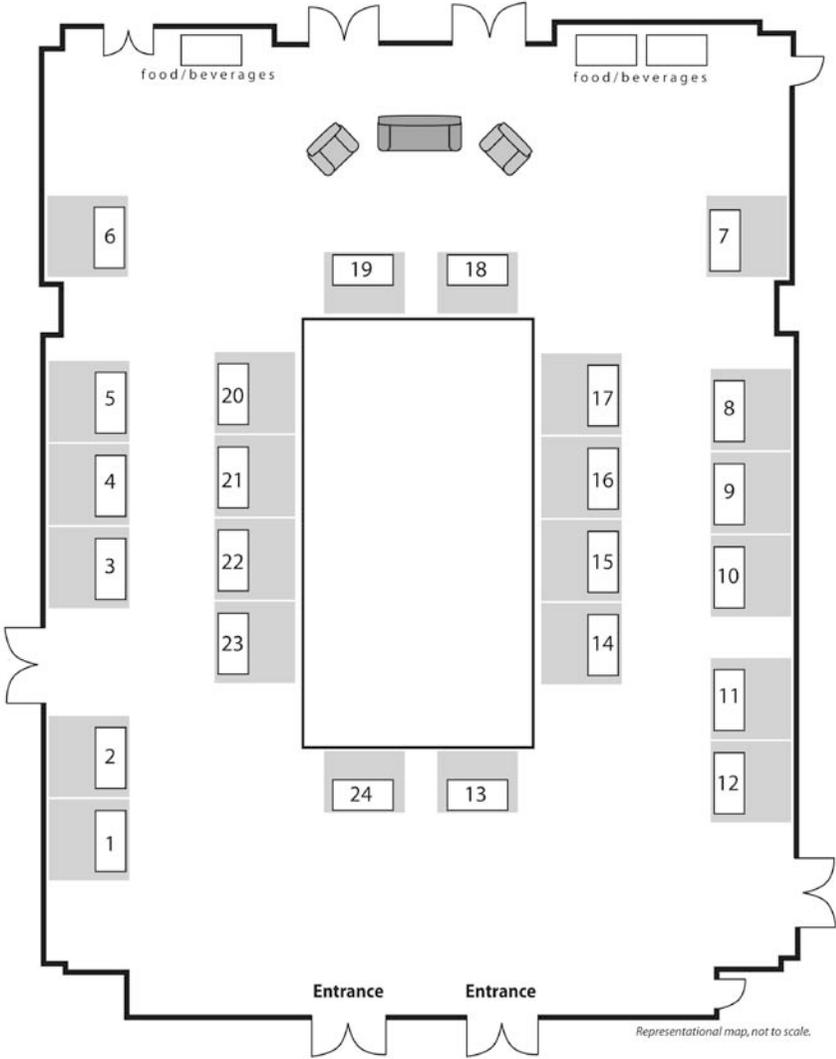
Registration Fee: \$55. Includes refreshments, hors d'oeuvres, and admission. Transportation is included. Shuttles will begin at 5:45pm and continue until 9:00pm.



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 find a comfortable place to sit and chat with your colleagues.



The Donning Company Publishers - Booth #1

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 a successful volume.

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Dwight Tompkins, Project Director

tonya.hannink@donning.com / 800-369-2646

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Bob Henderson, President

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New Mexico Virtualization helps museums use the virtual 3D world. We advise clients in the right technology, assemble and use tools and talent to capture objects and make virtual 3D copies, enable display of these models via stand-alone kiosks or online, and recreate their originals as any-sized 3D hardcopy.

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Ralph Chapman, Owner/Partner

ralphchapman@nmvirt.com / 505-500-5266

California Preservation Program - Booth #4

In partnership with CAM, the California Preservation Program currently is undertaking a two-year, statewide preservation information, education, and training project for California heritage institutions. This project is serving as a test bed for an ongoing service, whose goal will be to develop a self-sustaining culture of preservation management.

Julie Page, Co-Coordinator, and Barclay Ogden, Co-Coordinator

jpage@calpreservation.org / bogden@calpreservation.org

Kokoro Exhibits, LLC - Booth #5

Kokoro Exhibits a traveling exhibits company for over thirty years has various groupings of robotic Dinosaurs, Ice Age Mammals and Giant Insects ranging from 425 to 6,000 sq. ft. Kokoro Exhibits is also known as both dependable for revenue and visitor increases by over 300 repeat museums, zoos and aquariums around the world.

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Casey O'Neal, Principal/Creative Director

casey@kokoroexhibits.com / 818-704-9094

GLASBAU-HAHN America LLC - Booth #6

GLASBAU HAHN America manufactures custom display cases, as well as standard & modular display cases put together by the client. The display cases can be designed to incorporate security, clean air/climate control, and conservation lighting. We also provide custom storage options, depot sliding panels, cabinets, shelving units, and compact storage.

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Mr. Jamie Ponton, Vice President

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Rho Designs - Booth #7

Rho Designs features fashions in silks and cottons, artistic scarves, exotic jewelry and unusual ethnographic artifacts. Rhoda Lurie, the designer, is also a published art historian, collector and world traveler.

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Rhoda Lurie, President

rhodesigns@verzion.net / 310-828-8851

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Victoria France, Managing Director, Fine Arts Division

victoria.france@rtib.net / 818-815-2617

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Melissa Higgins, Director of Marketing

melissa@merlex.com / 714-637-7344

California Exhibition Resources Alliance - Booth #11

The California Exhibition Resources Alliance (www.ceraexhibits.org) provides traveling exhibitions and professional services to museums throughout California. Our mission is to build new perspectives among Californians, create innovative exhibitions and solutions, and advance institutions in service to their communities. Stop by our booth and learn about big new changes in 2011!

PO Box 193307, San Francisco, CA 94119

Adrienne McGraw, Executive Director, and Joan Jasper, Project Manager
adrienne@ceraexhibits.org / 415-525-1553

L.A. Packing, Crating & Transport/Ashley Distributors - Booth #12

L.A. Packing, Crating and Transport has been chosen by museum professionals for 30 years as experts in handling fine art, specializing in installation, museum quality crating, worldwide shipping and exhibition services, air-ride climate controlled transportation, L.A. / San Francisco shuttle, and storage. Ashley Distributors provides archival and packing supplies.

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Monica Creason, Exhibitions Coordinator
monica@lapackinginc.com / 323-937-2669

Pacific Studio - Booth #13

Pacific Studio designs and fabricates exhibits for cultural institutions. We specialize in museum quality display cases, metal fabrication, interactives, artifact mounts, murals, sculpting, casting and dioramas.

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Marc Burns, Business Development Director
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695 Minnesota Street, San Francisco, CA 94595

Mark Adams, Project Director
adams@gge.com / 925-935-5276

Quatrefoil Associates - Booth #15

Quatrefoil creates inspiring museum experiences through our commitment to collaboration and our multidisciplinary approach to exhibit design. We are a full service design/build firm, whose capabilities include master planning, design, interactives, prototyping, fabrication and installation.

www.quatrefoil.com

29 C Street, Laurel, MD 20707

Louisa Kwasigroch, Business Development Manager
louisa@quatrefoil.com / 310-470-4778

Western Museums Association - Booth #16

The Western Museums Association is a professional development organization for museum professionals and service providers. Our next annual meeting will be in Honolulu, Hawaii, September 23-26, 2011. Visit www.westmuse.org for more information.
Ted Greenberg, Board Member

McMurray Stern - Booth #17

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Tour-Mate Systems - Booth #18

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Jennifer Gray, General Manager
jgray@usart.com / 877-528-7278

California Arts Council - Booth #20

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, Ste. 930, Sacramento, CA 95814

Patty Milich, Public Awareness Coordinator
pmilich@cac.ca.gov / 916-322-6385

Gyroscope, Inc. - Booth #21

Gyroscope is a full service architecture, museum planning and design firm located in Oakland, CA and Cambridge, MA. With experience at some of the largest museums in the country, our staff has a thorough understanding of museum start-ups and operations. We design with this understanding as well as bringing fresh, creative ideas to your project. Contact us at: tele: 510.986.0111 web: www.gyroscopeinc.com blog: <http://museums-now.blogspot.com>

283 Fourth Street, Ste. 201, Oakland, CA 94607
Maeryta Medrano, AIA, President
maeryta@gyroscopeinc.com / 510-986-0111

Gaylord Brothers - Booth #22

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Heyday Books - Booth #23

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PO Box 9145, Berkeley, CA 94709
Lillian Fleer, Events + Outreach Director
lillian@heydaybooks.com / heyday@heydaybooks.com / 510-549-3549

Guide By Cell - Booth #24

Guide by Cell is the largest provider of mobile technology solutions to museums and cultural institutions worldwide. Since 2004, the company has helped over 800 organizations engage and connect with visitors through affordable, accessible mobile services. Current offerings include audio tours, mobile giving, text messaging, Smartphone apps and mobile Web.

300 Beale Street, Ste. 608, San Francisco, CA 94105
Dave Asheim, President
dave@guidebycell.com / 415-615-0150

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*CAM is taking big steps
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For five 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 *Powerful Practice in Challenging Times* as environmentally-friendly as possible:

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- shared transportation utilized for all evening events
- program is printed on 100% post-consumer waste, recycled paper with a low-velocity printer
- organic produce and sustainable meats at hotel meals
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- no preliminary program printed or mailed
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- speaker presentations and post-conference evaluations online
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www.huntington.org

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Pacific Asia Museum

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www.pacificasiamuseum.org

The Pasadena Museum of California Art

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Pasadena, CA 91101
www.pmcaonline.org

Pasadena Museum of History

470 Walnut Street
Pasadena, CA 91103
www.pasadenahistory.org

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