



CALIFORNIA ASSOCIATION OF MUSEUMS

ANNUAL CONFERENCE

FEBRUARY 15–17, 2012

BERKELEY, CA



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Welcome to *Museums Making It Happen*

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The Green Museums Initiative

This publication uses 42% less paper than past conference programs and is printed on 60% recycled paper (30% post-consumer waste). 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 45.

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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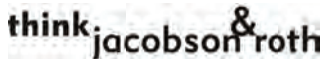
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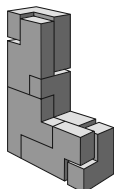
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OMCA Gallery Guides On Duty

Using iPads, Oakland Museum of California Gallery Guides will tweet what they hear and experience at the conference, from sessions to Maker Stations. Tweets will be bilingual and provide unprecedented opportunities for participants and followers to share information in a completely digital fashion. You can, too! Just include #CAM2012 in your tweet or follow the feed.

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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 2013 conference will be held in Santa Barbara, February 20-22, 2013.

CA Museum Community Online

We recently launched an online community to connect museum professionals with each other to share resources, discuss best practices, and collaborate. It's free to join at www.camuseumcommunity.org.

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 2011, *Ignite! Museums as Catalysts for Sustainability* discussed the role museums can play in addressing regional environmental issues. 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.

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 through early 2013. See www.calmuseums.org/workshops for additional information.

Learn more at www.calmuseums.org.

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Throughout California in 2012 and early 2013
See www.calmuseums.org/workshops

CAM Legislative Update

Every Month ■ FREE to subscribe

Green Museums Initiative

Green Museums Accord and Online Resources at
www.greenmuseums.info

2010 Salary Survey

Available online ■ *FREE* for institutional members

CAM Fellows Essays

Summer 2012 ■ CAM Website and *CAM e-News*

2013 CAM Conference

February 20-22, 2013 ■ Santa Barbara



Learn more at www.calmuseums.org

WEDNESDAY, FEBRUARY 15

8:00 AM – 6:00 PM

Registration Open

Islands Ballroom Foyer, 1st Floor

Pre-Conference Workshops

Gallery Interactives on a Shoestring Budget - *REGISTRATION FULL*

9:00 AM-12:00 PM

Gallery interactives can create dynamic museum experiences! (Warning: They can also cost a lot and wear staff relations thin.) In this half-day workshop, we'll walk you through the ideal life of an interactive, from concept and design to implementation and evaluation. You'll play three roles in the workshop: a visitor testing out low-cost interactive examples (high-tech and low-tech); a museum professional creating an exhibition interpretive plan; and a game show contestant using creativity and high-stakes pressure to produce gallery interactive ideas. *Moderator: Amber Lucero-Criswell, Director of Education and Public Programs, Museum of Photographic Arts. Presenters: Scott Davis, Director of Exhibitions and Design, Museum of Photographic Arts; Joaquin Ortiz, Digital Interpretation Manager, Museum of Photographic Arts. Transportation is not included. Room: Mariposa, Main Building, 2nd Floor, Berkeley Doubletree Marina.*

DIY Educational Evaluation - *REGISTRATION FULL*

9:00 AM-12:00 PM

Reflecting on educational programs is invaluable and can lead to impactful experiences, increased participation, and create buy-in from colleagues and volunteers. Even though time is crunched and funds may be tight you can learn to sustainably create and manage useful evaluation projects through practice designing, conducting, and analyzing data with low-cost, educator-developed evaluation methods. Then, begin developing strategies to test for the change, growth or support your programs need. This workshop will be led by a diverse group of educators and evaluators from surrounding Bay Area museums. *Moderator: Lindzy Bivings, Manager, Enhanced Museum Visits for Students, California Academy of Sciences. Presenters: Bruce Simon, Director of Education, Bay Area Discovery Museum; Scott Randol, Senior Researcher, Center for Research, Evaluation & Assessment, Lawrence Hall of Science; Maia Werner-Avidon, Researcher, Center for Research, Evaluation & Assessment, Lawrence Hall of Science. Transportation is not included. Location: Lawrence Hall of Science.*

California Indian Basketry Workshop

1:00 PM-4:00 PM

This workshop will include an introduction to California Indian basketry and its care in museum collections. The workshop will give an overview of basketry forms, materials and techniques, and provide practical information on the care of baskets in museum collections - condition concerns, preventive conservation, ideas for storage, display and packing. *Moderator: Victoria Bradshaw, Head of Collections, Phoebe Hearst Museum of Anthropology. Presenters: Ralph Shanks, Anthropologist; Natasha Johnson, North American Collections Manager, Phoebe Hearst Museum of Anthropology; Jane Williams, Conservator, Phoebe Hearst Museum of Anthropology. Fee: \$25. Transportation is not included. Location: Phoebe Hearst Museum of Anthropology Collections Storage, Berkeley/Emeryville. See Registration for ticket availability.*

Behind the Scenes at Lawrence Hall of Science

1:00 PM-4:00 PM

Come to Lawrence Hall of Science and get a behind the scenes look at the work we do, from exhibits and educational programming in the public science center, to the teacher support and community work. The visit will include a tour of the exhibit space with program staff, featuring Science on a Sphere, Ingenuity in Action and Forces that Shape the Bay exhibits, facilitated hands-on time with curriculum materials and live animals, and time to explore a few favorites on your own. *Moderator: Erica Friesen Barrueto, Director of School and Family Programs, Lawrence Hall of Science. Presenters: Sue Guevara, Visitor Programs Manager, Lawrence Hall of Science; Alondra Blandon, Animal Discovery Room Manager, Lawrence Hall of Science; Yolanda Marchante, Science Education Specialist, Lawrence Hall of Science. Fee: \$10. Transportation is not included. Location: Lawrence Hall of Science. See Registration for ticket availability.*

Transforming Museums - REGISTRATION FULL

1:00 PM-4:30 PM

This workshop will concentrate on the tools needed to go through a transforming process in your organization. An interactive session concentrating on "tools for change" will introduce the workshop, followed by staff from three museums who will share their experiences with major operational changes. The three case studies will include: The Oakland Museum of California whose director and staff will focus on how they rethought visitor engagement in the galleries, followed by a gallery tour; a 57 year old museum,

CuriOdyssey (formerly Coyote Point Museum of Environmental Education), which almost closed in 2007, whose director will discuss how the institution revitalized all aspects of the operations – from Board to mission to exhibits; and, The Exploratorium, which is in the midst of an expansion project, whose director will discuss the issues involved in transitioning from one facility to another. The workshop will conclude with each of the speakers chairing a roundtable to have informal discussions with workshop participants. *Moderator: Adrienne Horn, President, Museum Management Consultants. Presenters: Elliot Felix, Director, Brightspot Strategy; Dennis Bartels, Executive Director, Exploratorium; Lori Fogarty, CEO & Director, Oakland Museum of California; Rachel Meyer, CuriOdyssey. Transportation is not included. Location: Oakland Museum of California.*

Meetings

- 9:00 AM – 4:00 PM** **California Networks for Collaboration Steering Committee Meeting**
Room: El Dorado, Main Building, 2nd Floor
- 4:00 PM – 5:00 PM** **Getty Scholarship and CAM Fellows Mixer**
Room: Amador, Main Building, 2nd Floor
- 7:00 PM – 10:00 PM** **CAM Board of Directors' Meeting**
Room: California, Building 5, 4th Floor

Evening Events

Meet & Greet Reception

5:00 PM – 6:30 PM

Room: Yerba Buena/Treasure, Main Building, 1st Floor

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We invite you to join the CAM Board of Directors, members of the Program Committee, emerging professionals, CAM members, and other attendees at the meet-and-greet reception. This informal gathering will give you the opportunity to make a roomful of new friends before the conference officially begins. *Registration Fee: \$15. Includes vegetarian appetizers and no host bar. See Registration for ticket availability.*

Dialogue Dinners

7:00 PM-9:00 PM

This year, we asked Berkeley museums and other cultural organizations to host dinners at their institutions in addition to having a few at restaurants in Berkeley. Dinner topics at museums reflect what the institution is trying to accomplish. *Registration includes transportation, one reserved seat at a pre-selected table, dinner, and beverage. Some dinners will have a no host cash only bar. Advance registration was required.*

Participants should meet in the lobby of the Berkeley Doubletree Marina at 6:30pm. Volunteers will be on site to help answer questions and direct attendees.

Unlikely Roommates: A Branding Case Study

The Doug Adams Gallery and the Badè Museum share a unique space at the Graduate Theological Union. Join us for a discussion of interdisciplinary spaces and the challenges of branding and programming for two unlikely roommates: a non-collecting contemporary art gallery and a biblical archaeology collection. *Facilitator: Carin Jacobs, Director, Doug Adams Gallery. Location: Doug Adams Gallery and Badè Museum.*

How Do You Prove Your Museum is Making an Impact?

Increasingly, funders want to see not just audience numbers served, not just anecdotal evidence, and not just "satisfied customer" surveys. If you've struggled to answer grant proposal questions about how to document impact, or if you've been turned down and told it's because you can't prove long-lasting educational or behavioral outcomes on families who visit, come dine with us and share your ideas! *Open to Executive Directors, Development and Program Staff. Moderator: Gina Moreland, Executive Director, Habitot Children's Museum. Location: Habitot Children's Museum.*

Contemporary Environmental Art: What Is It?

Join us for a lively discussion of current environmental art issues and concerns facing contemporary artists working with these subjects in their practice. The event takes place in the idyllic and woodsy setting of Berkeley Art Center in North Berkeley. On view will be Terrain, featuring the work of three well-regarded Berkeley artists that address issues related geological mapping, shifting of continents, ecological

change, and global warming, resulting in meditative large-scale installations and works that reflect and contemplate nature's essential quietude. *Moderators, Suzanne Tan, Director, Berkeley Art Center, with special guests from Berkeley's contemporary environmental art community. Location: Berkeley Art Center.*

Be the Change: Organizational Impact from the Ground Up -

Many museum professionals enter the field hoping to make difference but find themselves wanting resources, support, and agency. Find your voice and learn from emerging professionals who have discovered unconventional paths towards meaningful impact. *Facilitator: Irina Zadov, Director of Experience and Community Engagement, Children's Creativity Museum. Location: Angeline's Louisiana Kitchen, Berkeley.*

Collaborative Learning Networks

Regional non-profit organizations dedicated to exchanging ideas, sharing resources, and inspiring creativity can play a vital role in building your professional network. Groups like Cultural Connections, Museum Educators of Southern California and Bay Area Emerging Museum Professionals offer consistent opportunities to learn and stay connected with colleagues beyond the annual conferences for museums. If you have ever wondered how one of these organizations may benefit your professional growth, this is a great opportunity to ask questions and share ideas. *Facilitator: Mandy Smith, President, Cultural Connections. Location: FIVE Bistro and Bar, Hotel Shattuck Plaza, Berkeley.*

HOW TO MAKE THIS YOUR CONFERENCE

The Program Committee intentionally added new, attendee-driven features this year to help YOU design your own conference experience. Take the initiative and use these opportunities to participate and engage.

Five Ways to Create-your-own Conference

1) Propose a Roundtable Discussion

Dialogue with your colleagues on a topic you're passionate about – even if it isn't in the program. Submit a topic at the Registration Desk by 2:00 PM on Thursday, Friday 17th. See page 28 for details.

2) Tweet from Within - #CAM2012

Using iPads, Oakland Museum of California Gallery Guides will tweet what they hear and experience at the conference, from sessions to Maker Stations. Tweets will be bilingual and provide unprecedented opportunities for participants and followers to share information in a completely digital fashion. You can, too! Just include #CAM2012 in your tweet or follow the feed.

3) CAMchat

Do you have a hard time introducing yourself to others? CAMchat can help you break the ice. It is a networking game that encourages you to meet and learn more about your colleagues. You could even win a Flip video camera! See page 18 for details.

4) CA Museum Community Online

Join the conversations in the CA Museum Community Online, a new online community for museum professionals. Peruse current discussions or start a new topic of your own. It's free to join at www.camuseumcommunity.org.

5) Don't Miss the Closing Town Hall!

Not your typical town hall, this closing event will be a facilitated conversation with your colleagues to help you create a personal action plan.

THURSDAY, FEBRUARY 16

7:30 AM – 6:00 PM

Registration Open

Islands Ballroom Foyer, 1st Floor

7:30 AM – 10:00 AM

Continental Breakfast

Islands Ballroom Foyer, 1st Floor

Sponsored by:



7:30 AM – 6:00 PM

CAMchat – *NEW!*



A new, fun way to network!

We've heard you loud and clear - the number one reason why you attend conferences is to meet new colleagues and expand your professional network. And, you don't mind having a little fun along the

way. CAM is introducing a new game, CAMchat, to help you achieve all of these goals. There are FIVE different playing cards:

1. Starter Card - available in your registration materials
2. Orange Card - available at the Meet & Greet Reception
3. Pink Card - available at the Opening and Closing Town Halls
4. Yellow Card - available at all Vendor Showcases
5. Blue Card - available at the CAMMY & Director's Luncheons

Just follow the instructions on each card - and have fun! Completed cards are due to the Registration Desk by 4:30pm Friday, February 17th to be eligible to win a Flip video camera at the Closing Town Hall (need not be present to win).

8:30 AM – 9:45 AM

CONCURRENT SESSIONS

Law and Order: Berkeley - Discover the Key Legal Matters Your Institution Faces

Session 1A / Room: El Dorado, Main Building, 2nd Floor

Moderator: Barbara Long, Vice President, Government Relations and Special Projects, Aquarium of the Pacific. Presenters: James R. Gilson,

Administrator, Page Museum at the La Brea Tar Pits, Natural History Museum of Los Angeles County; Rosemary E. Fei, Principal, Adler & Colvin; Ed Prohaska, CFO and Vice President of Enterprise Development, Monterey Bay Aquarium.

Law and Order: Berkeley will provide an overview of important policy and other thorny issues confronting California museums. This 75-minute panel discussion, while sophisticated in its approach, targets professionals in large and small museum without general counsel resources. A full third of the session will be open for questions and answers. Experts will discuss key issues facing museums every day and practical ways to avoid or resolve legal and governance problems.

Help Is On The Way: Choosing An Assessment Program to Meet Your Museum's Needs

Session 1B / Room: Mariposa, Main Building, 2nd Floor

Moderator: Jill Connors-Joyner, Assistant Director, Museum Assessment Program, American Association of Museums. Presenters: David Stuart, Executive Director, San Joaquin County Historical Society and Museum; Terry Jackson, Program Associate, American Association of State and Local History; Elizabeth Isles, Director, Dublin Heritage Park and Museums.

Do you want to find new ways to get funding and build a more sustainable museum? Learn how your peers have used Standards and Excellence Programs for History Museums (StEPs), Museum Assessment Program (MAP) and Conservation Assessment Program (CAP) to gain direction for the future, document accomplishments, improve operations, and increase funding and credibility. This is your opportunity to learn about the benefits of all three national assessment programs at one time and decide which one is right for your museum.

Exploring Exhibit Development

Session 1C / Room: Quarter Deck, Main Building, 1st Floor

Moderator: Maria Mortati, Founder/Independent Museum Exhibit Developer, San Francisco Mobile Museum. Presenters: Tina Keegan, Exhibits Director, Palo Alto Junior Museum & Zoo; Don Pohlman, Senior Exhibit Developer, Oakland Museum of California; Margaret Middleton, Exhibit Designer, San Jose Children's Discovery Museum; Karina White, Senior Exhibition Developer, The Huntington Library, Art Collections, and Botanical Gardens.

In this session we look under the hood of the world of exhibit development and design by hearing from a variety of professionals. We will see selected projects and hear about techniques, and what

they resulted in – success, failure, innovation. These professionals span both early to mid-career, as well as small scale to large scale projects, and as such offer us a sampling of California exhibit development today.

FLOORED: Visitor Engagement Using Innovative Floor Staff Models
Session 1D / Room: Yerba Buena, Main Building, 1st Floor

Moderator: Dr. Susan Spero, Professor, John F. Kennedy University Museum Studies Program. Presenters: Emily Quist, Visitor Experience Manager, Oakland Museum of California; Winston Chou, Information Systems Manager, Oakland Museum of California; Dan Keeffe, Manager of Informal Learning, Education & Exhibits, Natural History Museum of Los Angeles County; Michelle Maghari, Visitor Services Manager, Crocker Art Museum.

Today the latest museum buzz word is visitor engagement. Through in-gallery staff, museums have the potential to enhance the visitor experience and encourage engagement with content on a deeper level. This session explores several case studies that will inspire your museum to develop a program of your own.

10:00 AM – 11:15 AM OPENING TOWN HALL

Room: Angel/Belvedere/Treasure, 1st Floor



MAKING IT HAPPEN

With Dale Dougherty, the creator of Maker Faire, Dennis Bartels, the Executive Director of the Exploratorium, and Steve Young, the Director of the Crucible (pictured, top to bottom)



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The Maker movement—lead by a community of do-it-yourselfers that embraces the art of making cool things with a quirky spirit—is making an appearance at the CAM conference. For Makers, and those learning from this movement, the process is as important as the product, and experimentation and participation are the principal motivators. Especially at a time when museums are exploring new ways of engaging audiences, there are

lessons to be learned from this exciting movement. Our guest presenters will introduce the Maker movement and discuss the potential impact on museums. CAM's President will also welcome conference attendees and acknowledge the many volunteers and sponsors that made the conference possible.

11:30 AM – 11:45 AM VENDOR SHOWCASES – NEW!

How can certain products or services help add value to our museum? How can our work be more effective? Can we save money? The new Vendor Showcase is an opportunity for leading vendors and consultants to share case studies and demonstrate how museums benefit from their services. Join one of the concurrent, 15-minute presentations below to learn more. Refreshments served.

Gaylord Bros.***Showcase 1A / Room: Quarter Deck, Main Building, 1st Floor***

Your unique collections require innovative preservation solutions. Learn how Gaylord's wide array of proven archival storage products, exciting new items, and custom solutions can work for you!

Presenter: Jon Moretti, National Sales Representative

Claremont Graduate School***Showcase 1B / Room: Yerba Buena, Main Building, 1st Floor***

What are the benefits of pursuing a Master's degree in Arts Management at this point in my career? What is the return-on-investment in graduate education as a museum professional?

Presenter: Diana Luna, Assistant Director

Manask & Associates***Showcase 1C / Room: Mariposa, Main Building, 2nd Floor***

Earned Income Consultants since 1993: Gift Shops, Cafés, Facility Rentals & Catering. Clients include SFMoMA, Exploratorium, LACMA, California Academy of Sciences, OMCA, California Science Center, Autry Museum and more.

Presenter: Art Manask, Principal

Mark Cavagnero Associates***Showcase 1D / Room: El Dorado, Main Building, 2nd Floor***

The challenges of renovation and expanding an older landmark museum: We will showcase two such examples -- the California Legion of Honor Museum, which is a Beaux Arts building, and the

Oakland Museum of California which is a modern masterpiece.
Presenter: Mark Cavagnero, Principal

12:00 PM – 2:00 PM MAKER STATIONS OPEN – NEW!

Room: Angel/Belvedere, 1st Floor

California museums will host Maker Stations where conference attendees can experience “making” and see first-hand how participation and experimentation lead to greater understanding of art, history, and science.

Wind Turbine Design Challenge

Try your skills at designing a high-efficiency wind turbine. Create your own propellers for a mini-wind turbine, experimenting with length, weight, number and angle of the blades. Test your design in our simulated wind tunnel to see how much electricity it generates.
Presented by: Chabot Space and Science Center

Mobile Animation Station

The Children’s Creativity Museum’s premier exhibit is a DIY clay animation station. We have developed a way to take this experience on the road and will allow visitors to create clay characters and animate them using stop motion animation software. *Presented by: Children’s Creativity Museum*

Lets Go Fly a Kite!

Get ready to explore the math, history, and art of kite making. Participants can cut out their geometric kite shapes then add color and design genius to create a one-of-a-kind kite masterpiece!
Presented by: Napa Valley Museum

12:00 PM – 1:30 PM CAMMY LUNCHEON – REGISTRATION FULL

Room: California, Building 5, 4th Floor

The 2012 CAMMY Award will be presented by the President of the CAM Board of Directors to Mrs. Marcy Friedman and the Pasadena Educational Foundation. The Superintendent of Public Instruction Tom Torlakson will present the inaugural Superintendent’s Awards for Excellence in Museum Education to The Autry, J. Paul Getty Museum, Monterey Bay Aquarium, Museum of Contemporary Art, Los Angeles, Santa Cruz Museum of Natural History, and Santa

Monica Museum of Art.

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 on hand. *Includes salad, Mushroom and Herb Gnocchi (Roasted Forest Mushrooms, Spinach and Porcini Sauce), bakery roll, dessert, iced tea, coffee, and tea.*

Sponsored by:



1:45 PM – 3:00 PM CONCURRENT SESSIONS

Libraries & Archives: Your Hidden Tools for Audience Engagement Session 2A / Room: Treasure, Main Building, 1st Floor

Moderator: Paige Simpson, Director, Balboa Park Learning Institute, Balboa Park Cultural Partnership. Presenters: Holland Kessinger, Librarian, Museum of Photographic Arts; Margaret Dykens, Registrar & Library Director, San Diego Natural History Museum; Katrina Pescador, Library & Archives Director, San Diego Air & Space Museum.

The panel will discuss creative programming and initiatives that museum libraries and archives are undertaking in order to enrich the visitor's museum experience and engage more holistically with their parent museum's programs and collections. The panelists, museum librarians and archivists, will showcase various activities they have undertaken, in an effort to enhance exhibitions and museum activities by facilitating greater access to library and archival collections.

Civic Intimacy - Public Programs through Community Partnerships Session 2B / Room: Yerba Buena, Main Building, 1st Floor

Moderator: Betty Sedor, Program Director, Community Education, El Camino College. Presenters: Minday Farmer, Education Specialist, Richard Nixon Presidential Library and Museum; Max Presneill, Curator, Torrance Art Museum; John Powers, Writer/Producer/Director, Cultural Services, Torrance Community Services.

Does your museum have a close relationship with the community? Are you partnering with community organizations to share resources and create dynamic public programs? Learn how a historical

museum, a theatre producer, and a community college collaborated to mark the 40th anniversary of the release of the Pentagon Papers and the re-opening of the Watergate exhibit. Panelists will share stories and insights on how cross-pollinating resources between museums and community organizations can more powerfully and more meaningfully engage the community and maximize limited resources.

Beyond Outreach: Engaging Latino Communities -

Session 2C / Room: Mariposa, Main Building, 2nd Floor

Moderator: Jennifer Caleshu, Director of Communications, Bay Area Discovery Museum. Presenters: Bruce Simon, Director of Education, Bay Area Discovery Museum; Isabel Hawkins, Project Director, Mediated Experiences, Exploratorium; Salvador Acevedo, Principal & President, Contemporánea.

With state demographic changes well underway, museums need to invest in new strategies to engage growing Latino communities. Panelists and audience members will jointly explore different segments of the Latino population to make a mission-case and a business-case for greater Latino engagement. Content will include: creating deep multi-generational engagement through outreach and marketing programs; bilingual, bicultural programming and visitor research strategies; and a perspective on how museums of all sizes can understand the differing Latino communities. This session will explore how museums of all sizes can use multiple channels to engage this community.

Emerging Professionals - Ask Your Questions

Session 2D / Room: Quarter Deck, Main Building, 1st Floor

Moderator: Kristie Sheppard, Executive Director, Napa Valley Museum. Presenters: Tina Keegan, Exhibits Director, Palo Alto Junior Museum & Zoo; Peggy Monahan, Independent Exhibition Consultant.

What's it like working in a museum? What kinds of jobs are available? In this session, seasoned professionals will field common questions and offer varying perspectives. Participants will gain an understanding of the kinds of jobs available, trends in the field, and how to land that first paid position. Perceptions of the field through newcomers' eyes and the frustrations of trying to break into this field will also be discussed.

Why Legacy Giving?

Session 2E / Room: El Dorado, Main Building, 2nd Floor

Moderator: Melissa Rosengard, Director of Institutional Advancement, Chabot Space & Science Center. Presenter: Greg Lassonde, CFRE,

Legacy Giving Specialist.

What are the steps, tools, and methodologies that can help you build or revitalize a successful legacy giving (a.k.a. “planned giving”) program at your museum? This introductory session will define legacy giving starting with bequests, which are by far the most common type. You’ll also learn why it’s relevant and important to institutions of every stripe and size, the common obstacles, what is required to start and build a program, how success measures are defined, and about the essential building blocks and action steps.

2:30 PM – 4:30 PM

MAKER STATIONS – NEW!

Room: Angel/Belvedere, 1st Floor

See description on page 22.

DIY Accordion-Style Sketch Books

Learn the technique for accordion-style book making using blank paper perfect for sketching. Embellish your book’s cover using repurposed materials such as vintage photographs, slides, maps and other interesting treasures! *Presented by: Museum of Craft and Design*

Plastic is Forever: Help to Turn Recycled Plastic into an Art Installation

Be part of the Palo Alto Art Center’s On the Road program! Help Bay Area artist Judith Selby Lang create the installation WaterLily, to be installed at the Baylands Nature Preserve in Palo Alto. Participants will build Waterlily out of recycled single-use plastic water bottles, plastic netting, and small mirrors. *Presented by: Palo Alto Art Center*

Design, Build, and Test: Bridge Building

Learn about forces acting upon a bridge. Given ten Popsicle sticks, masking tape and your imagination, create a “bridge”. How much weight can your bridge hold? Test it and redesign based upon what you observed and discovered. Don’t miss this “stress” relieving station. *Presented by: CuriOdyssey*

3:15 PM – 3:30 PM

VENDOR SHOWCASES – NEW!

See description on page 21. Refreshments served.

MoGoARTS Marketing

Showcase 2A / Room: Yerba Buena, Main Building, 1st Floor

MoGoARTS Marketing is a digital marketing agency connecting Arts Organizations and their fans in the online world. Our integrated online campaigns enable our clients across the U.S. & Canada to reach more patrons and drive more ticket sales. *Presenter: Summer Gourdin, Senior Media Strategist*

Drachen Foundation

Showcase 2B / Room: Treasure, Main Building, 1st Floor

Drachen is a nonprofit devoted to the increase and diffusion of knowledge about kites worldwide online! Engaging projects and educational curriculum, fun for any discipline or age. *Presenter: Ali Fujino, Director*

Art Conservation de Rigueur / Anoxia Abatement Solutions

Showcase 2C / Room: Quarter Deck, Main Building, 1st Floor

CO2 Anoxia Tent & Module Encapsulation, oxygen deprivation, flash freezing and follow-up conservation cleaning treatments for safe, effective Mold, Microbial and Pest Infestation Abatement. We have the equipment and technology for On-Site services in any collections emergency. *Presenter: Elise Yvonne Rousseau, Principal Conservator Textiles and Historic Objects*

3:45 PM – 5:00 PM

CONCURRENT SESSIONS

We Can Change the World... Advocacy, Government, and Museums - A Vision for the Future

Session 3A / Room: El Dorado, Main Building, 2nd Floor

Moderator: Michele Laverty, Director, National Ag Science Center.

Presenters: Karl Hutterer, Executive Director, Santa Barbara Museum of Natural History; Craig Watson, Director, California Arts Council.

The state government affects museums every day on many levels. Join us for an open dialogue about the challenges we face and the opportunities for change. If we could rule the world, what would the relationship between museums and state government be in the future? How can we get from here to there? This session will provide an opportunity for panelists and attendees to consider a preferred vision for the future.

Reflecting on Practice: Identifying Ways for Institutions to Invest in their Educational Professionals

Session 3B / Room: Mariposa, Main Building, 2nd Floor

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

Presenters: Kristin Evans, Education Director, Birch Aquarium at Scripps; Emily Yam, Science Interpretation Coordinator, Aquarium of the Pacific; Lindzy Bivings, Manager, Enhanced Museum Visits for Students, California Academy of Sciences; Heather Posner, Public Programs Manager, Bay Area Discovery Museum.

Reflecting on Practice is a professional development program for museum educators that is informed by research on learning and teaching in informal environments. Educators draw from their experiences using *Reflecting on Practice* to facilitate a discussion on ways institutions can invest in their educators. Questions for discussion include: What are key characteristics of professional development that impact practice? How can management support and staff buy-in be garnered for doing intensive professional development? What are reflective exercises that institutions can adopt? And, what can institutions do to sustain continued professional learning among their educators?

A Conversation about Museum Collaborations

Session 3C / Room: Treasure, Main Building, 1st Floor

Moderator: Sue Lafferty, Nadine and Robert A. Skotheim Director of Education, Huntington Library, Art Collections, and Botanical Gardens.

Presenters: Jenni Martin, Director of Education, Children's Discovery Museum of San Jose; Evelyn Orantes, Senior Experience Developer, Oakland Museum of California.

This session will provide a forum for conversation exploring what makes collaborations work at a range of museums (varying in size and content). Speakers will present two case studies: 1) a collaboration between a museum, content specialists, learning researchers and evaluators and 2) a collaboration between a museum and their community. Presentations, coupled with an audience brainstorming activity, will help audience members reflect on collaborations at their own institutions.

Play With Your Stuff: Collections and Social Media

Session 3D / Room: Yerba Buena, Main Building, 1st Floor

Moderator: Marla Misunas, Collections Information Manager, San Francisco Museum of Modern Art. Presenters: Cristina Lichauco, Assistant Registrar, Asian Art Museum; Adam Rozan, Audience Development Manager, Oakland Museum of California; Willa Koerner, Digital Engagement Associate, San Francisco Museum of Modern Art; Frank Kusiak, Science View Project Manager & Social Media, Lawrence Hall of Science; Alex Smith, Online Community Manager, Exploratorium;

Amie Wong, Marketing Manager, California Academy of Sciences.

How do you get the word out about your amazing collections, or tell a story about an object that gets attention? What if you don't have an online collection or a website? Join professionals from across the museum spectrum as we brainstorm ideas to promote your collections through social media. This high-energy, interactive session starts with brief spotlight talks and moves quickly into small groups with the experts. Each group will have its own object and 15 minutes to come up with onsite and online promotion strategies. At the end of the session, each attendee will have concrete ideas to take back home.

5:15 PM – 6:00 PM

ROUNDTABLE DISCUSSIONS – NEW!

Room: Angel/Belvedere, 1st Floor

This is **YOUR** opportunity to dialogue with your colleagues on a topic you're passionate about.

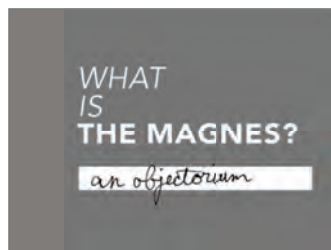
Follow these steps:

1. Submit a roundtable discussion topic at the Registration Desk by 2:00 PM
2. Check back after 4:00 PM to view the topics chosen
3. If your topic was chosen, return at 5:15 PM to facilitate your roundtable discussion

If you did not submit a topic, please join any roundtable discussion that interests you.

6:00 PM – 8:45 PM

EVENING EVENT



THE NEW MAGNES THE VAULTS REVISITED

After nearly a 50 year history as an independent museum, the Judah L. Magnes joined the Bancroft library at the University of California, Berkeley in 2010. In January 2012, The Magnes

Collection of Jewish Art and Life reopens in a new facility in the Berkeley arts and culture district. Designed by Peter Pfau, the building exposes the world renowned collection in its very center.



Join us for an evening exploring The Magnes Collection's innovative approach to making the museum collections available to researchers and visitors. From visible storage to extensive use of social media to re-conceived model of public services, the Magnes

Collection fulfills the very essence of its mission: to provide unprecedented access to its remarkably diverse archive, library and museum holdings that include art, objects, texts, music, and historical documents about the Jews in the Global Diaspora and the American West. A short welcome presentation by a CAM representative, the Director, Alla Efimova, and Curator of Collections, Francesco Spagnolo will begin at 6:30pm.

Shuttles will begin at 5:45pm from the Berkeley Doubletree Marina and continue until 9:00pm. Please meet in the hotel lobby.

Registration Fee: \$50. Includes transportation, heavy hors d'oeuvres and refreshments. See Registration for ticket availability.

[About the images on page 28 and 29: The Magnes collaborated with The Hive Advertising in San Francisco to create an ad campaign for the launch of its new facility. Many images from The Magnes Collection were included in the ads, in thought-provoking juxtapositions that accompany

newly created taglines which highlight the innovative elements of the new Magnes facility and program at UC Berkeley. The creative staff of The Hive selected images from The Magnes' Flickr photostream, demonstrating the relevance of integrating collection information with social media dissemination. See The Magnes' Flickr photostream for additional details.]



FRIDAY, FEBRUARY 17

7:30 AM – 6:00 PM **Registration Open**
Islands Ballroom Foyer, 1st Floor

7:30 AM – 8:30 AM **Continental Breakfast**
Island Ballrooms Foyer, 1st Floor

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by***

PACIFIC STUDIO

7:30 AM – 4:45 PM **CAMchat – NEW!**



A new, fun way to network!

See description on page 18.

Be sure to submit completed cards to the Registration Desk by 4:30pm to be eligible to win a Flip video camera.

8:30 AM – 9:45 AM **CONCURRENT SESSIONS**

Ignite! Museums as Catalysts for Environmental Sustainability

Session 4A / Room: El Dorado, Main Building, 2nd Floor

Moderator: Tim McNeil, Director, UC Davis Design Museum, Design Program. Presenters: Aaron Pope, Manager of Sustainability Programs, California Academy of Sciences; Rachel Teasdale, Acting Director, Gateway Science Museum.

CAM’s Green Museums Initiative Committee ignited a statewide conversation between museum leaders, scientists, and community stakeholders to discuss environmental issues facing our state. Held in October 2011 at seven sites, the convenings focused on regional issues and their solutions. Hear the outcomes of these dialogues and join in the movement to preserve ecosystems and healthy communities. Session participants will make regional connections and continue to ignite the flames of change back home.

New Wing? No Problem! A Blueprint for Protecting Collections during Construction Projects

Session 4B / Room: Mariposa, Main Building, 2nd Floor

Moderator: Kara West, Assistant Director for Field Services, Balboa Art Conservation Center. Presenters: John Caswell, Registrar, Crocker Art Museum; Susan Lucke, Registrar, University Art Museum, UC Santa Barbara.

Museum construction and renovation projects can run the gamut from modifying existing structures during routine maintenance to dramatic transformations. Collections will often benefit from an improved envelope, but it is undeniable that considerable damage can occur to collections during construction and renovation. The ability to mitigate increased risk due to construction related hazards requires diligence and compromise. Panelists will share stories of projects their institutions undertook, how risks to collections were managed, and recommendations for those with similar projects in their future.

Schoolteachers' Confessions: What We Really Want from Museum Programs

Session 4C / Room: Yerba Buena, Main Building, 1st Floor

Moderator: Lydia Johnson, faculty member, John F. Kennedy University (JFKU) and CA certified Classroom Teacher (K-8, GATE). Presenters: Alyssa Freedman, CA Certified Classroom Teacher (K-8), Pacifica School District, and MA in Museum Studies; Ivy Young, Former CA Certified Classroom Teacher (K-8) and MA/MBA Museum Studies Graduate Student, JFKU; Cristina Trecha, Fleet Inquiry Institute Project Director, Reuben H. Fleet Science Center; Stefanie Wong, CA Certified Classroom Teacher (K-8), Ulloa Elementary School.

Certified teachers and museum educators will discuss existing challenges to traditional museum-school interactions in the new educational and economic climate, and explore innovative approaches to creating relevant opportunities for collaboration. We'll focus on using core content, empowering teachers, and involving parents. We'll invite participants through a "call to action" to join a team to experiment with new strategies over the coming year. A session to report findings and share experiences will be proposed for CAM 2013.

Making the Case for Experimental Projects

Session 4D / Room: Quarter Deck, Main Building, 1st Floor

Moderator: Nina Simon, Executive Director, Santa Cruz Museum of Art and History. Presenters: Mark Allen, Director, Machine Project; Maria Mortati, Exhibit Developer, San Francisco Mobile Museum; Phil Ross, Director, Critter Salon.

The participants in this panel will share their experiences creating

exhibitions and programs that push the definitions of museum and exhibit while also increasing outreach. By working inside and outside of the museum infrastructure, they will share possibilities for having engaging and intellectually rigorous content at a lower cost than traditional efforts may yield. Though this exploration we'll suggest ways for museums to adapt these models to their practice.

Increasing Attendance and Support: Branding, Does it Still Matter?

Session 4E / Room: Treasure, Main Building, 1st Floor

Moderator: Joan G. Cumming, Senior Director of Marketing and Communications, Autry National Center. Presenters: Carol D. Martin, Principal, Martin & Stowe Research; James M. McNamara, President, Arts Branding; Irina Zadov, Director of Experience and Programs, Children's Creativity Museum.

Panelists will discuss the importance of vertical brand integration throughout museums today and the significance a brand has in attracting new visitors and gaining community and donor support. They will present illustrations of brand characteristics that help differentiate institutions, as well as presenting some basic steps that create the foundation for brand discovery and development; including articulating core value and core purpose and the role research plays in brand development. The recent work and planning that has taken place at the Children's Creativity Museum (formerly Zeum) will be presented as a detailed case study.

9:00 AM – 11:00 AM MAKER STATIONS – NEW!

Room: Angel/Belvedere, 1st Floor

See description on page 22.

Customization Project

Oakland Museum of California will bring a project logo and then give you art supplies and a video camera to help you create a stop motion video that completely changes the logo to reflect your vision.

Presented by: Oakland Museum of California

Gallery Label Remix

Using different versions of a gallery labels to create origami (text, images, text & images); participants can explore their unique learning styles and experience how content affects understanding and interpretation. *Presented by: Bay Area Emerging Museum Professionals*

Butterfly Canopy

The Butterfly Canopy invites attendees to create a unique butterfly in a collaborative activity celebrating the natural history and artistic beauty of butterflies. Suspended in an overhead canopy, the individual butterflies will collectively make one large butterfly when viewed from afar. *Presented by: Bay Area Discovery Museum*

10:15 AM – 10:30 AM VENDOR SHOWCASES – NEW!

See description on page 21. Refreshments served.

U.S. Art Company

Showcase 3A / Room: Yerba Buena, Main Building, 1st Floor

U.S. Art is one of the premier fine art handling companies in the country. Our services include transportation, crating, climate controlled storage, international shipping, exhibition coordination and installation. Featuring a new facility in Los Angeles. *Presenter: Jennifer Gray, General Manager*

OnCell Systems

Showcase 3B / Room: Treasure, Main Building, 1st Floor

OnCell powers interactive mobile tour experiences, including cell phone tours, mobile web tours, mobile giving campaigns, survey programs, text messaging, and smartphone apps. We are mobile communication experts who are passionate about the arts and education. *Presenter: Sandra Jamieson, Territory Manager*

Exhibit Envoy

Showcase 3C / Room: Quarter Deck, Main Building, 1st Floor

Exhibit Envoy offers traveling exhibits that illuminate and fascinate. Contemporary art or relevant history, our exhibits are suited for your small- to mid-sized gallery and your thrifty budget.

www.exhibitenvoy.org. *Presenter: Adrienne McGraw, Executive Director*

California Cultural & Historical Endowment

Showcase 3D / Room: Mariposa, Main Building, 2nd Floor

Come find out why historic and cultural preservation is important to our state, why CCHHE granted \$122 million in CA over the last eight years and what they're planning in the next few months! *Presenter: Mimi Morris, Executive Officer*

Budgeting: The Key to Making Your Strategic Plan a Reality

Session 5A / Room: Quarter Deck, Main Building, 1st Floor

Moderator: Diane Wondolowski, CFO, Santa Barbara Museum of Natural History. Presenters: Ed Prohaska, CFO/VP of Enterprise Development, Monterey Bay Aquarium; Lynn Norris, Director of Educational Programming and Interpretation, Filoli; Jim DeMersman, Executive Director, Museum on Main (ALVHS).

The key to successfully implementing a strategic plan is to incorporate it into the budgeting process. All too often, the two are separate processes that rarely meet. This session focuses on the budget process with tips on how to make sure the plans you are incorporating into your budget are the plans the organization really wants to implement in the coming year.

Museums in the Classroom

Session 5B / Room: Yerba Buena, Main Building, 1st Floor

Moderator: Kristie Sheppard, Executive Director, Napa Valley Museum. Presenters: Pat Alexander, Curator of Education, Napa Valley Museum; Patsy Hicks, Director of Education, Santa Barbara Museum of Art; Janessa West, Public Programs Coordinator, Historic Old Sacramento Foundation/Sacramento History Museum.

With fewer schools being able to afford visits to museums, more and more museums are taking their show on the road. Learn how two museums take their missions into the classroom. Attendees will participate in a short version of each museum's educational program, then have ample time for questions.

Training Docents to Lose Control: How to Prepare Docents for Today's Changing Museum Visitor

Session 5C / Room: Treasure, Main Building, 1st Floor

Moderator: Jenni Stenson, School and Tour Programs Manager, Orange County Museum of Art. Presenters: Jim Covell, Sr. Manager of Guest Experience Training and Interpretation, Monterey Bay Aquarium; Lynda Wilson, Volunteer Docent and Training Co-Chair, Orange County Museum of Art; Jeanne Johnson, Volunteer Docent Training Co-Chair, Orange County Museum of Art.

Visitors are evolving from passive spectators to creators and participants, actively crafting their museum experiences. With this new paradigm, cookie-cutter lectures and didactic tours won't

suffice, visitors and docents must learn to share the roles of learner and teacher, collaboratively exploring objects together. This shift in authority ushers in a redistribution of control. How do you train docents to change, adopt new practices, and hand over control to the visitor?

With a Little Help from Your Friends: Developing Co-op Marketing Programs to Meet Common Goals

Session 5D / Room: Mariposa, Main Building, 2nd Floor

Moderator: Tiffany Zarem, Marketing Director, California Academy of Sciences. Presenters: Lynn Bruni, Director, Consumer Marketing, San Francisco Travel Association; Kara Whittington, Senior Campaign Manager, Marketing, San Francisco Symphony; April Johnston, Marketing Associate, San Francisco Museum of Modern Art.

Discover how your organization can maximize the impact of limited resources through collaborative marketing. The presenters will share a case study of several organizations partnering to promote San Francisco as a cultural destination. Learn about the strategy, tactics, and results of this campaign, and join a discussion that will touch on securing corporate sponsors, creating unified messages across disparate brands, and expanding beyond paid advertising to incorporate viral marketing strategies.

Using Strategic Foresight to Prepare California Museums for An Aging Population

Session 5E / Room: El Dorado, Main Building, 2nd Floor

Moderator: Lisa Eriksen, Principal, Lisa Eriksen Consulting. Presenters: Karen Graham Wade, Director, Workman and Temple Family Homestead Museum; Heather Louise Gray, Family Support Coordinator, Alzheimer's Association, Northern CA-Northern NV; Rod Falcon, Director, Health Horizons Program, Institute for the Future.

How can museums use foresight strategies to effect positive change and strengthen their institutional capacity? To demonstrate future studies in action, this session will examine one scenario from CAM's guide *Tomorrow in the Golden State: Museums and the Future of California*, titled "The 21st Century Silver Rush - California's Creative Aging Industry". Presenters will discuss how they use foresight techniques to examine external trends that impact their institutions and develop future services for an aging population.

11:30 AM – 1:30 PM

MAKER STATIONS – NEW!

Room: Angel/Belvedere, 1st Floor

See description on page 22.

Just a Note

Participants will be able to make their own Victorian-era inspired Valentine's Day cards and include a message for a loved one using a real quill pen. *Presented by: Hayward Area Historical Society*

Got Seaweed?

Nori, aglinate or carrageen. Call it what you will, it's all seaweed! Join Birch Aquarium at Scripps as we explore the hidden wonders of seaweed, from our cupboards at home to our oceans worldwide, seaweed is where it's at. *Presented by: Birch Aquarium at Scripps*

Everyday Art

MOCHA emphasizes use of recycled and everyday materials in art. You don't need to be a teacher or artist to try it! We will make 2 easy projects from paper bags – one small journal with secret pockets and one 3-D twisted paper tree. *Presented by: Museum of Children's Art*

12:00 PM – 1:30 PM

DIRECTOR'S LUNCHEON

Room: California, Building 5, 4th Floor

Possibilities of Active Engagement: How Museums are *Getting in on the Act*

With Josephine Ramirez, Arts Program Director, James Irvine Foundation and Shelly Gilbride, Getting In On the Act researcher (pictured below, left to right)

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by**



Join us for a dialogue about *Getting In On the Act*, a new report that presents a model for understanding levels of arts engagement. Josephine Ramirez will introduce the study and discuss how it relates to The James Irvine Foundations' new focus for arts funding.

Shelly Gilbride, a member of the research team, will review the report's key findings and engage attendees in discussions about museums redefining audience and community engagement. *This luncheon is open to directors, trustees, and senior management staff only. Registration Fee: \$42 per person. Includes Pasta Primavera (Fresh Seasonal Vegetables, White Wine Sauce) bakery roll, dessert, rolls, salad, iced tea, coffee, and tea.*

1:00 PM – 2:00 PM LUNCHTIME LEARNING OPPORTUNITIES

Attendees are encouraged to bring their lunch to participate in the Lunchtime Learning Opportunities.

Evaluation 101: Food for Thought

Session 6A / Room: Quarter Deck, Main Building, 1st Floor

Moderators: Jennifer Caballero, Marketing Director, Skirball Cultural Center and Rachel Gita Schiff, Research Associate, Randi Korn & Associates, Inc.

Evaluation and metrics can help museum professionals better understand visitor engagement, demonstrate impact and leverage funding. Come to this session prepared to discuss (and share) ideas about museum evaluation, including planning, data collection methods, and utilizing findings.

Who's Afraid of Social Media?

Session 6B / Room: Yerba Buena, Main Building, 1st Floor

Presenters: Amie Wong, Marketing Manager, California Academy of Sciences; Kathryn Jaller, Senior Associate, Design & Social Media, Contemporary Jewish Museum; Alex Smith, Online Community Manager, Exploratorium; James Im, New Media Manager, Yerba Buena Center for the Arts; Adam Rozan, Audience Development Manager, Oakland Museum of California; Jennifer Yin, Manager of Marketing & Digital Engagement, Asian Art Museum; Willa Koerner, Digital Engagement Associate, San Francisco Museum of Modern Art; Andi Wang, Communications Specialist, The Walt Disney Family Museum.

Whether your museum is considering or is already active in social media, this medium can bring about unique challenges, fears and anxieties. In these informal roundtable discussions, choose from three different topics to explore with practitioners from Bay Area museums: how to make a compelling case for adopting social media at your museum; how to deal with difficult situations with your

audience; and how to use social media in creative ways.

Collections Management Roundtable

Session 6C / Room: Treasure, Main Building, 1st Floor

Moderator: Jacqueline Cabrera, Associate Registrar for the Getty Villa, 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.

2:30 PM – 3:45 PM CONCURRENT SESSIONS

Increasing Funds Raised from Institutional Sources

Session 7A / Room: Mariposa, Main Building, 2nd Floor

Moderator: Katharine Greenbaum, Director, Foundations and Government, California Academy of Sciences. Presenters: Bonnie Loyd, Director, Institutional Giving, Exploratorium; Rebecca Schuett, Director, Corporate Support, California Academy of Sciences.

Both the California Academy of Sciences and Exploratorium institutional giving teams raised more than 33% of total contributed revenue in FY11, a figure nearly twice as high as the national average for the philanthropic landscape according to *Giving USA* (2009).

Representatives from both organizations will share best practices to encourage increased giving from institutional sources and how they exceeded national standards.

New Engagement: Attracting Future Fans

Session 7B / Room: Treasure, Main Building, 1st Floor

Moderator: Lisa Ricci, Marketing Manager, California Academy of Sciences. Presenters: Sabrina Smith, Marketing Manager, Exploratorium; Natasha Boas, Ph.D., Curator, Museum of Craft and Folk Art; Catherine Ogden Levin, Director of Marketing, San Francisco Symphony.

Expand your audience base while maintaining relevance in today's culture without sacrificing mission or educational content. With strategy and innovation, you can build upon your core audience and cultivate new fans now and in the future. Discover how these organizations have developed creative models and programs for attracting and engaging new audiences.

Museum-Wide Mobile

Session 7C / Room: El Dorado, Main Building, 2nd Floor

Moderator: Sherri Nevins, Freelance Producer and Content Strategist.

Presenters: Jennifer Caballero, Marketing Director, Skirball Cultural Center; Holly Herndon, Exhibit Development and Curatorial Manager, Children's Creativity Museum of San Francisco.

Learn about useful, creative, and exciting ways museums have incorporated mobile technologies that enhance visitor experiences across the institution. Examples include QR codes for a treasure hunt; a mobile storytelling booth to capture visitor input; pairing text messaging software with an iPad to manage crowd flow for a timed-entry museum experience, and exhibition-specific mobile apps that enable visitor action immediately following a museum experience. Bring your Smartphone and get inspired!

Small Museum Marketing: Tools & Tips for the Part-Time Marketer

Session 7D / Room: Quarter Deck, Main Building, 1st Floor

Moderator: Lexie Smith Kliebe, Project Manager, Exhibit Envoy.

Presenters: Heather Mellon, Independent Consultant; Lindsey Kouvaris, Curator of Exhibits and Collections, de Saisset Museum; Lynne Richardson, Museum Supervisor, Hi-Desert Nature Museum.

What tools and strategies can smaller museums use to maximize impact on audience outreach while minimizing expense and staff time? Learn tips for using blogs, e-newsletters, and social media to market your museum utilizing inexpensive resources. Even with a part-time marketing staff member or volunteer, it is possible to increase your museum's visibility, brand recognition, and interaction with both your members and the general public.

Ethics and Museum Collections: Clear, Consistent, and Current

Session 7E / Room: Yerba Buena, Main Building, 1st Floor

Moderator: Paulette Hennum, Supervisor, Museum Services, California State Parks. Presenters: Hoyt Fields, Director, Hearst Castle, California State Parks; Dr. Wendy Teeter, Curator of Archaeology, Fowler Museum at UCLA; Dr. Edward Luby, Professor and Director, Museum Studies Program, San Francisco State University.

The session will begin with an overview of the wide range of ethical issues related to museum collections management. Drawing from personal experience, speakers will discuss their strategies for dealing with ethical issues encountered in their work with repatriation and the restitution of Nazi-seized property. Presenters will illustrate the importance of clearly written and consistently applied standards and the evolving nature of collections-related ethics.

4:15 PM – 4:30 PM

VENDOR SHOWCASES – NEW!

See description on page 21. Refreshments served.

Olson Visual's Green Initiative

Showcase 4A / Room: Yerba Buena, Main Building, 1st Floor

Being proactive in the green movement is important to Olson Visual. From land-fill friendly vinyl to toxin free canvas and water-based inks, we invite you to learn more. *Presenter: Eder Cetina, Creative Director/Museum Consultant*

Answering Your Questions About AAM

Showcase 4C / Room: Treasure, Main Building, 1st Floor

Stop by to ask your questions about the American Association of Museums and find out more about how you can enhance your career, advance the field and connect with colleagues through AAM.

Presenter: Jill Connors-Joyner, Assistant Director, Museum Assessment Program

Western Museums Association 2012 Annual Meeting in Palm Springs

Showcase 4D / Room: Quarter Deck, Main Building, 1st Floor

Learn about WMA's 2012 Annual Meeting, *RESTORE AND REJUVENATE: Our Cultural & Natural Resource*. You're invited to be a part of this gathering October 21st – 24th in Palm Springs.

Presenter: Jason B. Jones, Association Manager, Western Museums Association

4:45 PM – 6:00 PM

**CLOSING TOWN HALL: MAKING IT HAPPEN
AFTER THE CONFERENCE – NEW!**

Room: Angel/Belvedere, 1st Floor

**Sponsored
By:**



The closing town hall will serve as a “bookend” for your CAM conference – an experience to help you transition from knowledge to action.

Not your typical town hall, this gathering will be a facilitated conversation with our professional community to reflect on what we learned and how you can turn these experiences into a personal action plan. Join the dialogue and explore how to “Make It Happen” after the conference ends.



The facilitation team: Julie Johnson, John Roe Chair of Museum Leadership, Science Museum of Minnesota; Kathleen McLean, Principal, Independent Exhibitions; and Randy Roberts, Deputy Director, Crocker Art Museum. (Pictured above, from left to right.)

VENDOR SHOWCASE DIRECTORY

Attend a Vendor Showcase or introduce yourself to our friendly associates to learn about the products and services available to museums.

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**Western Museums
Association**

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Our “Sustainable Steps”

*CAM is taking big steps
to be GREEN.*



For six years, the Green Museums Initiative has championed sustainability and eco-friendly practices. The following is a sampling of the steps we are taking to make this event as environmentally-friendly as possible:

- vegetarian meals at the conference hotel, unless attendee specifically requested chicken
- tote bags made of donated fabric and provided by the “Green Bag Lady”, an eco-friendly art project started by artist Teresa VanHatten-Granath (see <http://greenbaglady.blogspot.com/>)
- shared transportation used for evening events
- program is printed on 60% recycled paper with a low-velocity printer
- lanyards made of recycled soda bottles
- badge holder made of compostable materials
- awards made of 100% post-consumer recycled glass or bamboo
- final program is smaller than normal, resulting in a 42% reduction of paper
- 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, donated by Olson Visual
- donation to Carbonfund.org to offset the greenhouse gas emissions

Learn more at www.greenmuseums.info.

Thank you to our GREEN sponsors for their support!



FREE ADMISSION SITES

East Bay Museums

The following museums are free or are offering discounted admission price to conference attendees throughout the duration of the conference. Please present a name badge or conference registration receipt between Wednesday, February 15, 2012 and Sunday, February 19, 2012 to take advantage of these offers. Please be sure to check their website or call for hours of operation, directions, and other information. Transportation is not provided.

Berkeley

Phoebe Hearst Museum of Anthropology

103 Kroeber Hall

Berkeley, CA 94720

*20% discount in museum store for all CAM attendees

UC Berkeley Art Museum and Pacific Film Archive

2626 Bancroft Way

Berkeley, CA 94704

Doug Adams Gallery / Badè Museum

1798 Scenic Avenue

Berkeley, CA 94709

Lawrence Hall of Science

1 Centennial Drive

Berkeley, CA 94720-5200

*10% discount in museum store for all CAM attendees

Berkeley Art Center

1275 Walnut Street

Berkeley, CA 94709

Habitot Children's Museum

2065 Kittredge Street

Berkeley, CA 94704-1404

Oakland

Oakland Museum of California

1000 Oak Street

Oakland, CA 94607

*Discount in museum store for all CAM attendees

Chabot Science & Space Center

10000 Skyline Blvd.

Oakland, CA 94619

CINNABAR

DESIGN • BUILD

Los Angeles • www.cinnabar.com



A new, highly interactive, game-driven exhibition at the Discovery Science Center in Santa Ana, California.

