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ANNUAL CONFERENCE

February 20-22, 2013 | Santa Barbara



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Welcome to

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The Green Museums Initiative

This publication uses 42% less paper than other conference programs and is printed on 60% recycled paper, 30% post-consumer waste (PCW). It is digitally printed on a low velocity printer and the coils use 80% PCW. Learn about the Green Museums Initiative and our sustainable steps at www.greenmuseums.info or see page 39.

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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The Owl & the Woodpecker

Photographs by Paul Bannick



Great Gray Owl. Photo by Paul Bannick

Now open at the Museum
Free admission for CAM attendees with conference badge
from February 18-24.



The Owl & the Woodpecker: Photographs by Paul Bannick
was organized by the Burke Museum, University of Washington, created with
Paul Bannick and Braided River, a partner of The Mountaineers Books.



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Age of Wonder. Photo by Pam Link

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from February 18–24.



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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 conference will be in Napa, March 5-7, 2014.

Social Networks

Connect, share information, and collaborate through CAM’s online community (www.camuseumcommunity.org), Facebook page, Twitter feed, and LinkedIn group.

Advocacy

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

Newsletter – CAM e-News

An e-newsletter features funding sources, professional development programs, news articles, and job openings.

Green Museums Initiative (GMI)

GMI inspires museums to develop green business practices, eco-friendly facility management, and sustainable programming. Learn more at www.greenmuseums.info.

Leaders of the Future and Strategic Foresight

The Foresight Committee will research current trends and facilitate discussion to define strategies for a more sustainable future. See www.calmuseums.org/leadersofthefuture.

CAM Fellows and Scholarships Programs

CAM Fellows and scholarship programs diversify the California museum workforce and support emerging museum professionals.

Californians Connecting to Collections (C3)

C3 is a statewide preservation project to provide free information, education, and training to California heritage institutions. See www.calmuseums.org/workshops.

Learn more at www.calmuseums.org.

WEDNESDAY, FEBRUARY 20, 2013

8:00 AM - 6:00 PM Registration Open

Pre-Conference Tours

10:00 AM – 4:00 PM

Small Museums Creating Large Local Impact ■ Bask in the beauty and culture of the Santa Ynez Valley, 35 minutes north of Santa Barbara. Spend the day touring the lush rural countryside and dialoguing with the Executive Directors of four small museums. First stop is the Santa Ynez Valley Historical Museum and Carriage House for an overview of the Valley's history and a tour of their renowned collection of turn of the century Western transportation. Travel to world-class vineyards for lunch and wine tasting in a private winery barrel room. While enjoying lunch, learn how the Wildling Art Museum has turned a financial downturn into an opportunity to grow and serve their local community better. Next stop is Elverhøj Museum of History and Art, located in a historic handcrafted structure in Solvang. Enjoy displays of the town's history and Danish culture followed by dessert in the art gallery and dialogue about private/public collaborations. On the return trip, just beyond the scenic Gaviota coast, we'll detour to Rancho La Patera & Stow House (1873) to experience a beautiful ranch-turned-museum with a historic house, lush gardens and much more. *Fee: \$45. See Registration for ticket availability.*

9:00 AM – 4:00 PM

The Downtown Santa Barbara Experience ■ With its signature Spanish architecture and friendly, walkable downtown, Santa Barbara has a lot to offer its visitors, including museum professionals. Join fun, seasoned museum staffers in a guided tour as they show you the city's sights and top-notch museums – from multiple insider perspectives. Kick things off at the Santa Barbara Historical Museum and learn how they use public art and walking tours as a way to tell a community's story and history (while learning that of Santa Barbara's!). Continue soaking up local flavor and architecture at the historic Courthouse and its sunken gardens, stunning murals, and mesmerizing tile work. Next, descend into the Santa Barbara Museum of Art's vaults with the registrar to explore their vast holdings and converse on all things collections.

Lunchtime! Enjoy any number of the fine downtown eateries own your own, pop into a shop or two, and/or squeeze in an optional tour of the Santa Barbara Contemporary Arts Forum. Reconvene at the Presidio, one of the four military fortresses built by the Spanish (1782) in California, visit its multiple sites within the historic state park, and see their new interpretative plan at work. This is sure to be an enjoyable, diverse, and scenic way to get to know Santa Barbara, its cultural offerings, and current trends within its museums. *Fee: \$10. See Registration for ticket availability.*

10:00 AM – 3:00 PM

An Intimate Tour of Two Historic Montecito Estates: Ganna Walska Lotusland and Casa del Herrero ■ Executive Director, Gwen

Stauffer, and Curator, Virginia Hayes, will show you Lotusland, the beautiful 37-acre estate garden full of subtropical and tropical plants from around the world, including rare cycads, cacti, palms, and more. Theme gardens include the blue, theatre, butterfly and Japanese gardens. After the tour, luncheon will be served on the pavilion patio. Next we will board the motor coach to travel the short distance to one of Montecito's legendary estates, Casa del Herrero (House of the Blacksmith). The Casa, designed by George Washington Smith and completed in 1925, is noted as one of the finest examples of Spanish Colonial Revival architecture in America and in 2009 was designated a National Historic Landmark on the basis of its landscape architecture. The house is furnished with many 15th and 16th-century antiques and the gardens include several tiled fountains on the 11 acre site. Executive Director Molly Barker and staff will tour the house, gardens and workshop. *Fee: \$50. See Registration for ticket availability.*

Pre-Conference Workshops

9:00 AM – 4:00 PM

Evaluation and Assessment in the Museum—Back to the Basics ■

This workshop seeks to demystify evaluation and re-examine the role of assessment for informing educational practices and design in museums and informal learning settings. Discussion topics include rationale (What do you really want to know?), question and design strategies (How do we get useful information?) and implementation (How do we do this?) Participants will conduct observations and practice data collection within a museum setting during the session to better frame these discussions. *Moderator: James Kisiel, Associate*

Professor, Science Education, California State University, Long Beach. Presenters: Heather Moffat, Director of Education and Exhibits, Santa Barbara Museum of Natural History; Jessica Luke, Program Instructor and Advisor, Museum Studies University of Washington. Fee: \$45. See Registration for ticket availability.

9:00 AM – 4:00 PM

Care of Collections: Paintings and Painted Surfaces ■ This workshop will explore considerations when caring for paintings and works with painted surfaces, whether you're establishing new procedures or making improvements to existing policies. Environmental issues, such as temperature, relative humidity, and pollutants will be covered, along with practical strategies for storage and display improvements, "best practices" for handling and transporting, and housekeeping procedures. A valuable workshop for staff involved in collections care activities, exhibition development, or installation; participants will also learn practical remedial care methods and guidelines to consider when selecting and working with a conservator. *Moderator: Alexis Miller, Associate Conservator of Paintings, Balboa Art Conservation Center. Fee: \$40. See Registration for ticket availability.*

9:00 AM – 12:00 PM

Broccoli for Exhibits: Exhibit Maintenance from Design to Stain Removal ■ Don't let tagged, broken, or worn-out displays and interactive exhibits undermine your institution's mission. In this workshop, technicians, museum and park directors, designers, and managers will learn practical and cost-effective maintenance techniques for exhibits. We'll take time to address your particular maintenance issues and discuss strategies for overcoming institutional roadblocks. You'll leave with your own draft maintenance plan, a beautifully designed punch list, lots of tip sheets, and access to a network of other maintenance professionals through a special CAM online forum. Refreshments will be provided. *Moderator: Maraya Cornell, Content Developer, The Nature of Story. Presenters: Tanya Bredehoft, Principal/Designer, Artefact Design; David Krimmel, Exhibit Designer and Builder, Krimmel Arts & Design; Kua Patten, Exhibit Services Director, Exploratorium. Fee: \$30. See Registration for ticket availability.*

1:00 PM -4:00 PM

Appreciating Volunteers: More Than Just Saying "Thanks!" ■ People volunteer for many reasons, but everyone wants to feel

appreciated. This workshop will identify many ways volunteers can be acknowledged. Even on the first encounter during recruitment, appreciation can be crucial. Recruitment, application, orientation, selection, training, monitoring, and scheduling can all be opportunities to show gratitude for the generous individuals who give their time, skills, and knowledge. Gratitude can be shown in tangible and intangible ways, and it doesn't have to break your budget! Our workshop will encourage participation and discussion of community building as recognition and gratitude. *Moderator: Kristi Lucas-Hayden, Volunteer Director, Charles M. Schulz Museum and Research Center. Presenters: Deirdre Araujo, Volunteer Director, Exploratorium, the Museum of Science, Art and Human Perception; Cedith Copenhaver, Docent Program Manager, Oakland Museum of California. Fee: \$30. See Registration for ticket availability.*

Meetings

9:00 AM – 3:30 PM: CAM Board of Directors ■ Santa Barbara Zoo

4:00 PM – 5:00 PM: A Conversation with the California Arts Council

■ Anacapa Room ■ *Facilitators: Director Craig Watson and Programs Officer Patty Milich* ■ In 2013, the California Arts Council will be creating a new Strategic Plan. As a precursor to that process and to take advantage of the CAM convening, the CAC invites you to this informal conversation about the direction of the agency.

4:00 PM – 5:00 PM: Getty Scholar Mixer ■ Santa Cruz Room ■ *By Invitation Only*

Evening Events

5:00 PM – 6:30 PM
Welcome Reception
Reagan Room



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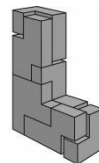


You're invited to an informal opportunity to make a roomful of new friends before the conference officially begins. Did we mention there will be "dueling" dinosaur puppets from the Santa Barbara Zoo (Duncan the Dinosaur) and the Natural History Museum of Los Angeles County (Dinosaur Encounters)? Snap a photo with a dinosaur and join us for the fun! *Fee: \$15. See Registration for ticket availability.*

6:30 PM – 8:30 PM

Director's Dinner and CAMMY Award

Ty Warner Sea Center



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Join other directors, trustees, and senior staff members from museums across the state for a lovely evening at the Ty Warner Sea Center, with views of the Santa Barbara Channel. Owned and operated by the Santa Barbara Museum of Natural History, the Ty Warner Sea Center rests atop the Pacific Ocean on historic Stearns Wharf and inspires a passion for the natural world through interactive marine exhibits and aquaria. The 2013 CAMMY Award, which recognizes extraordinary museum supporters, professionals, and institutions that have made outstanding contributions to California museums, will also be presented to the Getty Leadership Institute by the President of the CAM Board of Directors. *Fee: \$37. See Registration for ticket availability.*

6:45 PM – 9:15 PM

Dialogue Dinners at Santa Barbara Museums

Registration includes transportation, one reserved seat at a pre-selected roundtable discussion, dinner, and beverage. Participants should meet in the lobby of the conference hotel at 6:40 PM.

Keeping Pace with Evolving Needs: How to Assess Your Volunteer Program and Manage Change

- Join your colleagues to discuss best practices in volunteer assessment, making changes in program structure and vision, and more. *Facilitator: Amy Miller, Director of Public Programs, California Academy of Science. Hosted by the Santa Barbara Mission Retreat Center.*

SOLD OUT

The Role of Design in the Creation of Excellent Exhibitions

- Join a lively discussion about approaches to exhibition design and processes of execution. *Facilitator: Ann Marshall,*

*Design/Project Manager, Annex Design Services. Hosted by the Santa Barbara Museum of Natural History. **SOLD OUT***

Challenges to Collections Care Today - Join us for a discussion on challenges to collections care and strategies to raise awareness for collection needs. *Facilitator: Kara West, Assistant Director, Operations / Field Services, Balboa Art Conversation Center. Hosted by the Santa Barbara Natural History Museum. **SOLD OUT***

Leave No Child Inside - Natural History Museums can be a leader in reconnecting children to the natural world. *Facilitator: Elaine M. Gibson, Nature Education Specialist, Santa Barbara Museum of Natural History. Hosted by the Santa Barbara Museum of Natural History. Fee: \$46. See Registration for ticket availability.*

De-Accessioning De-Mystified – Share your stories of how your collections and institutions have endured and survived a deaccessioning. *Facilitator: Dan Harder, Executive Director, Santa Cruz Natural History Museum. Hosted by the Santa Barbara Museum of Natural History. Fee: \$46. See Registration for ticket availability.*

Emerging Museum Professionals – Enjoy a lively conversation and dinner with others just starting out in the field, and some seasoned colleagues. *Facilitator: Robin Groesbeck, Senior Director of Exhibits & Design, California Academy of Sciences. Hosted by the Santa Barbara Mission Retreat Center. **SOLD OUT***

Small bites: Building effective community partnerships in manageable steps - Enjoy a lively exchange reflecting on models for building symbiotic community partnerships. *Facilitator: Kelly Bishop, Family and Public Programs Manager, Orange County Museum of Art. Hosted at the Santa Barbara Botanic Garden. **SOLD OUT***

Can You Hear Me Now? Opportunities and Challenges of Cell Phone Technology for Interpretation - What are some of the success stories and/or pitfalls? *Facilitator: Judy Sanregert, Director of Education, Santa Barbara Botanic Garden. Hosted at the Santa Barbara Botanic Garden. Fee: \$33. See Registration for ticket availability.*

Museums and Historic Sites – Issues of Presentism, human rights and historical accuracy as well resistance by staff and volunteers will be discussed. *Facilitator, Amy Foss Curtis, Curator, Old Mission Santa Barbara. Hosted by the Santa Barbara Mission Retreat Center. SOLD OUT*

Getty Scholar Tables – For recipients of the Getty Scholarships.
Hosted by the Santa Barbara Mission Retreat Center. By invitation only.

The Lobby Level floor plan includes the following areas:

- Top Section:** ANACAPA PATIO, SAN RAFAEL PATIO, ENTRANCE, SANTA YNEZ PATIO.
- Top Right:** GRAND BALLROOM FOYER, NORTH, GRAND BALLROOM, SIERRA MADRE, SAN RAFAEL, SANTA YNEZ, SOUTH.
- Top Center:** SANTA BARBARA BALLROOM, SANTA BARBARA BALLROOM FOYER.
- Center:** W I E ANACAPA W I E SANTA CRUZ W I E SANTA ROSA W I E SAN MIGUEL, RR, RR, SERVICE CORRIDOR.
- Left Section:** OFFICES, ENTRANCE, FRONT DESK, LOBBY, CAFE LOS ARCOS, ELEVATOR, BARRA LOS ARCOS, LOS OLIVOS.
- Bottom Section:** VINEYARD, RODNEY'S, RR, REAGAN ROOM, PLAZA DEL SOL, LOBBY LEVEL.

CURATE *YOUR* CONFERENCE

The Program Committee intentionally added attendee-driven features to help you curate your own conference experience. Take the initiative and use these opportunities to participate and engage.

Five Ways to Create-Your-Own Experience

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 or by 10:00 AM on Friday and check back to view the topics chosen. See pages 25 and 34 for details.

2) 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. Your “starter card” is in your tote bag and others will be handed out throughout the conference. You could even win a \$50 Target gift card! See page 17 for details.

3) Tweet and Connect - #CAMCONF

We encourage you to tweet and help share information and news in a digital fashion. Just include #CAMCONF in your tweet or just follow the feed.

4) Don't Miss the Closing Town Hall!

Not your typical town hall, this gathering will be a facilitated conversation with our professional community to reflect on being catalysts for positive change. Join the dialogue and explore your power for making a positive impact after the conference. See page 38 for details.

5) CA Museum Community Online

Join the conversations in the CA Museum Community Online, an 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.

THURSDAY, FEBRUARY 21, 2013

7:00 AM - 6:00 PM

Registration Open

7:30 AM - 6:00 PM

CAMCHAT - A FUN WAY TO NETWORK!



Play CAMchat to meet colleagues and expand your network. Just follow the instructions on each card – and have fun! Your “starter card” is included in your bag and others will be handed out at other events. Completed cards are due to the Registration Desk by 3:00 PM Friday to be entered to win a \$50 Target gift card.

8:30 AM - 9:45 AM

OPENING TOWN HALL

San Rafael Room

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Exhibit Design & Fabrication



**How are museums
impacting people's lives
and communities?**

The CAM conference will officially begin with respected thought leaders deeply and openly considering the answer to this pivotal question and sharing concrete examples from California and beyond. CAM's President will also welcome conference attendees and

acknowledge the many volunteers and sponsors that made the conference possible.

Speakers (clockwise, from previous page): Don Bacigalupi, Director, Crystal Bridges Museum of American Art; John Falk, Director, Center for Research on Lifelong STEM Learning, Oregon State University; Julie Packard, Executive Director, Monterey Bay Aquarium; Marsha Semmel, Director for Strategic Partnerships, Institute of Museum and Library Services

10:00 AM – 11:15 AM CONCURRENT SESSIONS

Two Creative Restorations: 40 Years of Sun, Hard Water, Good Intentions and Ants

▪ Session 1A / San Miguel Room ▪ *Moderator: Anne Rowe, Director of Collections and Exhibitions, Annenberg Foundation Trust at Sunnylands. Presenters: Kamil Beski, Owner, Associated Mountmaking; Amy Green, Owner, Silverlake Conservation* ▪ The Sunnylands fountain was so crusted with mineral deposits, it was often mistaken for cement. With a grand opening looming, an elegant, unique solution emerged. Down the fairway, the Kwakiutl totem was teetering on a rotting mount and the colors and figural lines had drifted over time. The carver's family travelled from British Columbia to restore their "dad's pole" which they hadn't known existed. Wax and steel and drums, oh my.

California Museums Today: What is Success? ▪ Session 1B / Sierra Madre North Room ▪ *Moderator: Adrienne Horn, President, Museum Management Consultants, Inc. Presenters: Ted Russell, Senior Program Officer, James Irvine Foundation; Nina Simon, Executive Director, Santa Cruz Museum of Art & History* ▪ How do California Museums determine success in 2012? Survival? Growth? Change? Museums are evolving, and in some cases struggling, to adapt to changing times. This is particularly true in California, where our economy is the largest and the slowest to recover in the nation. This panel will present varying perspectives: private foundation, museum director, museum trustee, and strategic planning consultant. Each will discuss how they define, plan for, and measure success.

Turning Competitors into Allies: Using Collaboration to Strengthen

All Partners ▪ Session 1C / Santa Cruz Room ▪ *Moderator: Steve Windhager, Ph.D., Executive Director, Santa Barbara Botanic Garden. Presenters: Molly Barker, Executive Director, Casa del Herrero*

Foundation; Gwen Stauffer, Executive Director, Ganna Walska Lotusland; Joni Kelly, Communications Manager, Santa Barbara Botanic Garden; Sharyn Main, Community Investment Officer, Santa Barbara Foundation ■ In 2012, Santa Barbara area parks, botanic gardens, zoo, and several local foundations worked together to create the first city-wide celebration of National Public Gardens Day in the nation. The panel will discuss how this group--often seen as competitors for limited tourism dollars--worked together to increase public awareness (measured by media hits and foundation support), the benefits and challenges of this partnership, and how it can grow in the future.

Taking It To the Streets: New Models for Mobile Museums ■

Session 1D / Sierra Madre South Room ■ *Moderator: Margaret Kadoyama, Principal, Margaret Kadoyama Consulting. Presenters: Ariel Feinberg Berson, Director of Education, Palo Alto Art Center; JoAnn Edwards, Executive Director, Museum of Craft and Design; Johanna Fassbender, Education Director, Hayward Area Historical Society* ■ How can museums meet their mission and provide public benefit beyond a facility? Closing the doors of a museum for a renovation or move can present challenges, but can also open doors for reflection, institutional growth, and enhanced impact. Learn how three institutions took advantage of a temporary closure to assess their current practices, reach out to new audiences, and take risks in developing new programs. From pop-ups to art trucks to walking tours, explore practical programming examples for reaching new audiences and expanding outreach in the community. This session is relevant to any museum—whether you are closing your doors or keeping them wide open.

Contented Engagement: Serving Visitors with Memory Loss ■

Session 1E / Santa Rosa Room ■ *Moderator: Lisa Eriksen, Principal, Lisa Eriksen Consulting. Presenters: Karen Graham Wade, Director, Workman and Temple Family Homestead Museum; Luciana Cramer, Care Consultant, Alzheimer's Association of California Central Coast Chapter; Joaquin Ortiz, Digital Interpretation Manager, Museum of Photographic Arts; Karen Brill, Docent, Santa Barbara Museum of Art* ■ By 2030, the number of people with Alzheimer's disease is estimated to reach 7.7 million—a 50 percent increase from today. How can museums serve a growing population with memory loss and offer them opportunities for social engagement and creativity? Presenters will discuss successful collaborative strategies and programs developed to serve visitors with memory loss.

11:30 AM – 1:30 PM **MAKER STATIONS**

San Rafael Room

Experience first-hand how “making” and experimentation lead to greater understanding of art, history, and science.

Super Straw Constructions ■ Participants will connect colorful drinking straws to create 3-D geometric polygon based structures or free form sculptural works of art. There will be a communal sculpture that attendees build upon. Straw constructions will encompass the subjects of science, math and fine art. *Presented by Art To Go*

Pop-Up Animation Studio ■ Explore the iPad-based mobile animation studio developed by the Children’s Creativity Museum (CCM). Create your own Claymation movie using new software for the tablet platform. Experiment with the very same technology CCM takes into classroom and community settings every day. *Presented by Children’s Creativity Museum*

Floating Ink Paper Marbling ■ Create beautiful marbled paper with the traditional Japanese technique of Suminagashi. Using a few simple materials like water, ink, brushes, and paper, you will leverage surface tension and fluid dynamics to produce one-of-a-kind designs. Come explore this fascinating art form. *Presented by Jessica Henricks, Educator*

11:30 AM – 4:30 PM **VENDOR HALL OPEN**

San Rafael Room

Visit the Vendor Hall to learn how museums can benefit from services available to museums. Our Thursday vendors include:

BELFOR Property Restoration
Claremont Graduate Schools, Arts Management Program
Exhibit Envoy
Gaylord Bros.
Hollinger Metal Edge, Inc.
LA Packing, Crating & Transport / Ashley Distributors
Olpin Group
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U.S. Art Company

12:00 PM – 1:30 PM

**CAM ANNUAL LUNCHEON AND
SUPERINTENDENT'S AWARDS**

Reagan Room

Sponsored by:



The 2013 Superintendent's Awards for Excellence in Museum Education will be presented. The competition is the joint project of CAM and the Office of the State Superintendent of Public Instruction. Celeste DeWald, CAM Executive Director, will also report on CAM's activities and programs over the last year in service to the museum field. All conference attendees are welcome and the humorous and playful CAM "ribbons" will be on hand (Do you remember the "Worker Bee", "Plays Well with Others", and "Diva" ribbons?). *Fee: \$44, includes meatless meal, unless chicken meal was requested in advance. See Registration for ticket availability.*

1:45 PM – 3:00 PM

CONCURRENT SESSIONS

Superintendent's Award Winners for Excellence in Museum Education, 2013 ■ Session 2A / Santa Cruz Room

Moderator: Susan Spero, Professor, John F. Kennedy University.

Presenters: David Bader, Director of Education, Aquarium of the Pacific; Melissa Sais, Manager, School and Teacher Programs, Crocker Art Museum; Holly Gillette, Education Coordinator, Los Angeles County Museum of Art (LACMA); Jennifer Reid, Content Specialist, Los Angeles County Museum of Art (LACMA); Bob Garrison, Director, Roseville Utility Exploration Center; Lauren Silver, PhD, Vice President of Education, Computer History Museum; Ariel Feinberg Berson, Director of Education, Palo Alto Art Center; Jen Olson, Program Director, Pasadena Educational Foundation ■ Learn how the 2013 Superintendent's

Award winners design, deliver, and evaluate their K-12 school programs. In a fast-paced format (pecha kucha), winners will showcase the essential components that make their school programs successful for teachers, students, and the host museum. This will be followed by an audience-wide discussion about the issues underlying the development and implementation of these programs.

Post-Disaster Assistance for Cultural Institutions ■ Session 2B / San Miguel Room ■ *Moderator: Megan Callan, Assistant Curator of Museum Affairs, SFO Museum. Presenters: Kara West, Assistant Director, Operations/Field Services, Balboa Art Conservation Center; Don Smith, Region IX Senior Emergency Management Program Specialist, Public Assistance, Federal Emergency Management Agency (FEMA); Rebecca Weber, Associate Program Analyst, California Emergency Management Agency (Cal EMA)* ■ Disasters can occur at any time and without warning and it is best to know recovery options in advance. This session will focus on the realities following a disaster, as well as what local, regional, and national resources are available to help. Included will be explanation of how the federal emergency system works and an update on the recognition of cultural resources in FEMA's National Disaster Recovery Framework.

I'd Play That!: Games in the Museum ■ Session 2C / Sierra Madre North Room ■ *Moderator: Joaquin Ortiz, Interim Director of Education, Museum of Photographic Arts. Presenters: Tamara Schwarz, Senior Management of Experience Design, Chabot Space & Science Center; Erica Gangsei, Manager of Interpretive Media, SFMOMA* ■ Having game elements in your museum's projects adds value to the visitor experience and motivates visitors of all ages. Panelists will share what they learned using game designs for exhibition projects, and show how to creatively apply game concepts such as play, reward, competition, and group interaction. Technologies such as RFID, touchscreens, QR codes, and plain old paper and pencils will be discussed.

Tales from the Digital Trenches ■ Session 2D / Santa Rosa Room ■ *Moderator: Peter Johnson, Project Manager for Documents, Records and Images, Skirball Cultural Center. Presenters: Victoria McCargar, College Archivist, Mount St. Mary's College; Shaula Stephenson, Digital Project Archivist, Hammer Museum* ■ Whether you're building an archive from scratch, scanning documents and images in order to provide online access, or choosing a system to manage your digital assets, you will confront challenges familiar to many a "lone arranger." Three professionals, two from museums and one from a college archive, will discuss their approaches to – and the many ways to achieve – success, especially when you are tackling a project on your own.

Creating a Sustainable Business Model: Bigger, Better or Both ■

Session 2E / Sierra Madre South Room ■ *Moderator: Jim Hekkers, Managing Director, Monterey Bay Aquarium. Presenters: Rachel Meyer, Executive Director, CuriOdyssey; Lori Fogarty, Director and CEO, Oakland Museum of California* ■ Economic conditions, changing public interests, and aging infrastructures complicate the long-term financial health and sustainability of museums. Institutions must decide how to move toward financial sustainability through expansion, continuous improvement, or some combination. This session looks at organizations that have expanded, launched improvement programs, or pursued a hybrid model. Representatives from organizations that have taken different approaches will discuss the lessons learned and other institutions will be invited to provide insights in the discussion that follows.

2:30 PM – 4:30 PM

MAKER STATIONS *(See description on page 19)*
San Rafael Room

Getting wet with Cartesian divers! ■ Dive into experimentation and creative design as you craft a creature or submarine that can sink and float! *Presented by Birch Aquarium at Scripps Institution of Oceanography, UC San Diego*

Color the Creek: Painted Ceramic Shards ■ Add color to the Palo Alto Art Center! Paint pieces of pottery collected and tumbled by Palo Alto artist Judith Content and your design will be included in the newly transformed Art Center's front entrance landscaping. Paint additional pieces and turn them into pins or magnets to take home. *Presented by Palo Alto Art Center*

Victorian Amusements ■ Have a little fun, 1800s-style! You'll "flip" making a tumbling acrobat toy, and be "drawn" to a magnet that sends a secret message to someone special using the language of flowers. *Presented by Homestead Museum*

3:00 PM -3:30 PM

ICE CREAM SOCIAL/BREAK
San Rafael Room

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Master of Arts in
Museum Studies

Get Invested: A Design Thinking STEM Program for Students in the US and Mexico ■ Session 3A / San Miguel Room ■ *Moderator:*

Lauren Silver, Ph.D., Vice President of Education, Computer History Museum. Presenters: Scott Burg, Senior Researcher, Rockman et al; Adriana Holguín, Instructor and Program Coordinator, Academia Informatica, Universidad de Monterey (UDEM) Preparatory School; Aimee Gardner, Manager of School and Teacher Programs, Computer History Museum ■ "Get Invested," a program developed by the Computer History Museum, provides underserved high school students in the United States and Mexico with authentic learning experiences; student teams design products addressing real-world problems, applying knowledge and skills transferable outside the classroom. Panelists will discuss the program's challenges, opportunities, and evaluation, presenting this program as a blueprint for museums considering designed-based thinking programs as a learning strategy within diverse school settings.

Influencing Visitor Behavior After They Leave: Goals, Case Studies and Lessons Learned ■ Session 3B / Sierra Madre North Room ■

Moderator: Wendy Meluch, Principal, Visitor Studies Services. Presenters: Jonathan Katz, Executive Producer, Cinnabar; Karina White, Senior Exhibition Developer, The Huntington Library, Art Collections, and Botanical Gardens; Karin Stratton, Partnership Program Manager Seafood Watch, Monterey Bay Aquarium ■ Museum exhibits and programs are increasingly intended to have explicit, behavioral impacts on their audiences--behaviors we hope will manifest after visitors leave the museum. Join us for a look at three visitor experiences with behavioral goals for visitors. Three established professionals will address goal setting for visitor impacts, techniques for meaningful engagement, lessons learned from non-museum efforts with similar goals, and more. A group discussion included.

Championship Internships! ■ Session 3C / Santa Rosa Room ■

Moderator: Emily Quist, Visitor Experience Manager, Oakland Museum of California. Presenters: Michaelleen Gallagher, Director of Education and Environmental Programs, Sunnylands Center & Gardens; Terri Leong, Volunteer and Intern Program Manager, SFMOMA; Deb Artz, Former Internship Coordinator / Current Board Member, UCSB / CA Internship Work Experience; Kabir Singh, Former Intern / Education Programs Manager, Getty Multicultural Internship Program / Pacific

Asia Museum ■ Interested in starting an internship program at your museum? Curious how your existing program measures up? Concerned about legal rules and regulations? Wondering if your internship gives participants all they are hoping to get out of their time? What is the best way to get an internship? This session will answer all these questions and more. Come hear a variety of perspectives and leave feeling empowered.

Crowdfunding Strategies: Does it Make Sense for Your Project? ■

Session 3D / Santa Cruz Room ■ *Moderator: Melissa Rosengard Russo, Director of Institutional Advancement, Chabot Space and Science Center. Presenter: Liz Broughton, Santa Cruz Museum of Natural History* ■ The internet provides new ways to engage the public in supporting museum projects and programs. Crowdfund fundraising (a.k.a. “crowdfunding”) on sites like Kickstarter, IndieGoGo, and corporate challenge “prize” competitions, require a different approach to donor engagement. Should museums include crowdfunding in their development planning? Is the return on the investment in staff time and intensive promotion worth the effort? How can museums of any size and type utilize this tool to attract donations?

Redefining Professional Development and Learning within the California Museum Field ■

Session 3E / Sierra Madre South Room ■ *Moderators: Shawn Lum and Stacey Shelnut-Hendricks, Committee Co-Chairs, California Networks for Collaboration. Presenters: Margaret Middleton, Cultural Connections; Roberta Harlan, Eastern Sierra Cultural Heritage Alliance* ■ What does a cohesive and networked museum community look like? How can active, professional networks lead to a brighter future for museums? How can you develop professional skills through participating in collaborative learning? Last year, 12 museum service providers explored and piloted collaborative learning strategies and developed a statewide plan to push our learning opportunities in new directions. Join us to learn more and to engage in highly interactive and lively discussion about networking within the museum field.

5:00 PM – 6:00 PM

ROUNDTABLE DISCUSSIONS

Reagan Room

This is YOUR opportunity to dialogue with your colleagues on a topic you're passionate about. Choose from a topic below OR submit your own.

Creative Education - Using Performance as a Teaching Tool ■

Moderator will lead participants through an interactive and educational performance featuring a life-sized juvenile Tyrannosaurus Rex puppet. Following the performance, there will be an open discussion on how our museum uses puppets as teaching tools, and how performance can be used as a way to inspire students and adults to continue learning about the sciences. *Facilitator: Jenny Gillett, Teaching Artist / Puppeteer, Natural History Museum of Los Angeles County*

Survival 101 for Small Museums ■ It is possible for small-medium sized museums to not only survive, but thrive. Small staff? Smaller budget? These are not your real hurdles. Come participate in a roundtable discussion with a team that has faced the real hurdles and thrived! *Facilitator: Michelle S. Kaufman, Director, Marin History Museum*

CREATE YOUR OWN! ■ Submit a roundtable discussion topic at the Registration/Information Desk by 2:00PM and check back after 4:00PM to view the topics chosen. Return at 5:00PM to join the roundtable discussion that interests you.

6:00 PM – 8:30 PM

EVENING EVENT

Santa Barbara Museum of Art



At the Santa Barbara Museum of Art (SBMA), they believe in the power of art to ignite imagination, stimulate thought, and generate personally rewarding experiences. The collection at SBMA, comprised of more than 27,000 works of art from Asia, Europe, and the

Americas, represents more than 5,000 years of human creativity. Particular strengths of the collection are 19th- and 20th-century American and European art, contemporary American painting, photography, Latin American art, and the arts of Asia, especially China.

Join us for an evening of food and engaging hands-on art activities inspired by the masterpieces on display. CAM attendees will have exclusive access to the recently-opened exhibition *Myth and Materiality* featuring Latin American art from the permanent collection.



SBMA's Education Department, which provides education programs to over 40,000 people of all ages each year, invites attendees to experience featured artworks from *Myth and Materiality* in original and unexpected ways through games and art projects developed by the Museum's Teaching Artists for adult engagement programs and community outreach initiatives. Guests will also be able to view *Portrait of Mexico Today, 1932*, the only intact mural in the United States by David Alfaro Siqueiros, and a capstone of the Museum's distinguished collection of Latin American art.

Trolleys will shuttle every 15 minutes beginning at 5:45pm from the Fess Parker's DoubleTree Resort to SBMA until 8:30pm. Fee: \$50. See Registration for ticket availability. Photos courtesy of the Santa Barbara Museum of Art

IMPACT INSTALLATION

Participate in a collaborative origami project inspired by the impact of museums. Attendees, like you, respond to a question and add to a growing installation. Organized by Kaileena Flores-Emnace, Gallery Educator, Museum of Contemporary Art. Join the fun and reflection in the lobby.

Programs & Resources to Support *YOUR* Work

CA Museum Community Online

Online forum, groups, blogs ■ FREE to join at
www.camuseumcommunity.org

CAM e-News

Every other Wednesday ■ FREE to subscribe

Disaster Preparedness & Project Funding Workshops

Throughout California in 2013 and 2014 ■ FREE
See www.calmuseums.org/workshops

CAM Legislative Update

Every Month ■ FREE to subscribe

Green Museums Initiative

Green Museums Accord, new *IGNITE!* Mini-Grant
program, and more ■ www.greenmuseums.info

2012 Financial & Salary Survey

Available online ■ FREE for institutional members

CAM Fellows Essays

Summer 2013 ■ FREE to access and download

2014 CAM Conference

March 5-7, 2014 ■ Napa



Learn more at www.calmuseums.org

FRIDAY, FEBRUARY 22, 2013

7:00 AM - 4:30 PM

Registration Open



7:30 AM - 3:00 PM

CAMCHAT

See description on page 17.

8:15 AM - 9:30 AM

CONCURRENT SESSIONS

Defining Mentoring: Formal, Informal, and Just Plain Helpful ■

Session 4A / Anacapa Room ■ *Moderator: Virginia Isble, MA, MBA, Development Associate, Major Gifts, Crocker Art Museum. Presenters: Jacqueline Cabrera, Associate Registrar for the Getty Villa, J. Paul Getty Museum; Susan Spero, Ph. D., Professor, College of Graduate and Professional Studies, Museum Studies Department, John F. Kennedy University; Karen Graham Wade, Director, Homestead Museum* ■ This session provides a forum for discussing how we form mentoring relationships and what they mean for professional growth in the museum field. During the session, panelists will briefly discuss their experiences with and definitions of mentoring from multiple perspectives, then will lead small group discussions focusing on mentoring hot topics. A wrap-up dialogue encourages participants to share their thoughts on how to implement meaningful mentoring and overcome challenges.

Radical Collaboration: Tools for Partnering with Community

Members ■ Session 4B / Sierra Madre North Room ■ *Moderator: Nina Simon, Executive Director, Santa Cruz Museum of Art & History. Presenters: Stacey Marie Garcia, Director of Community Programs, Santa Cruz Museum of Art & History* ■ How can you involve community members in meaningful, substantive partnerships across your institution? Over the past year, staff at the Santa Cruz Museum of Art & History has worked with over 800 community partners to develop new public programs, produce participatory artworks, assess strategic approaches to outreach, and transform the museum's identity. Join us for an interactive workshop on techniques, challenges, and formats for community collaboration.

Communicating Collaboratively on Pacific Standard Time ■ Session 4C / Sierra Madre South Room ■ *Moderator: Julie Jaskol, Assistant*

Director, Media Relations, J. Paul Getty Trust. Presenters: Miranda Carroll, Director of Communications, Los Angeles County Museum of Art; Sarah Stifler, Director, Communications, The Hammer Museum; Bob Bogard, Director of Marketing Communications, Palm Springs Art Museum ■ Partners in the collaborative initiative Pacific Standard Time: Art in LA 1945-1980, which comprised 68 exhibitions at 60 institutions, will discuss the myriad of communication challenges and opportunities presented by the collaboration: How to distinguish your exhibition while also taking advantage of the overarching brand? How to make the most of thematic and geographic linkages between exhibitions? How to avoid competition, duplication, or working at cross-purposes in communicating with the press?

Museums on the Move: Object Centered Learning in the Community

■ Session 4D / Santa Rosa Room ■ *Moderator: Rebekah Harding, Teacher-in-Residence Program Coordinator, Autry National Center. Presenters: Cheryl Hinton, Director Emeritus/Curator of Collections, Barona Cultural Center & Museum; Gina Hall, Outreach Manager, Natural History Museum of Los Angeles* ■ Should a museum's role in the community extend beyond opening its doors to the public? This session explores how three institutions have taken the museum experience "on the road" and into the wider community. Panelists will discuss the benefits of object centered learning, bringing examples of their unique hands-on outreach kits. This program will conclude with a participatory discussion around the best practices for museums on the move.

Should We or Shouldn't We? Translating Exhibits in Small Institutions

■ Session 4E / San Miguel Room ■ *Moderator: Lexie Smith Kliebe, Project Manager, Exhibit Envoy. Presenters: Anna Bermúdez, Curator of Collections, Museum of Ventura County; Evelyn Orantes, Senior Experience Developer, Oakland Museum of California; Elva Rodriguez, Executive Director, Arte Américas: Casa de la Cultura* ■ Navigating the nuances of bilingual exhibitions is a complex issue, especially for museums with a small staff. Should we be creating exhibitions for bilingual audiences? Explore why and how two small organizations decide to develop exhibits bilingually, learn about their results (both positive and negative), and challenge some assumptions about bilingual exhibitions and audiences. Explore questions staff should ask while considering the issue and what different communities need and expect.

9:00 AM – 11:00 AM

MAKER STATIONS *(See description on page 19)*

San Rafael Room

Engineering Design Challenge: Hydraulics ■ Design, build and test a hydraulic system to lift a weight. Make your invention move using simple materials like syringes, surgical tubing, wood, cardboard, etc. to build levers and hydraulics. *Presented by Lawrence Hall of Science*

Needlepoint with Attitude ■ This isn't your Grandmother's needlepointing! Come cross-stitch with us and take the oldest form of embroidery to an all-new, super rad level. We'll explore pop culture icons, social issues, and funky historical figures in this geeked-out maker station. No experience required, just some enthusiasm and creativity. *Presented by Marin History Museum*

Wire Animals ■ Construct your own animal, inspired by the menagerie in Noah's Ark at the Skirball, using wire, objects from nature, and other recycled and repurposed materials and your imagination. *Presented by Skirball Cultural Center*

9:00 AM – 3:15 PM

VENDOR HALL OPEN

San Rafael Room

Visit the Vendor Hall to learn how museums can benefit from services available to museums. Our Friday vendors include:

BELFOR Property Restoration

Claremont Graduate Schools, Arts Management Program

Exhibit Envoy

Gaylord Bros.

Hollinger Metal Edge, Inc.

Imago Sales (USA) Inc.

John F. Kennedy University

Olpin Group

Perpetua Press

Robertson Taylor International Insurance Brokers

10:00 AM – 11:15 AM

CONCURRENT SESSIONS

The Museum as Public Square ■ Session 5A / Santa Rosa Room ■
Moderator: Peter Tokofsky, Education Specialist for Adult and Academic

Programs, J. Paul Getty Museum. Presenters: Jill Finsten, Director of Special Projects for the Study of Art and Culture, Santa Barbara Museum of Art; Claudia Bestor, Director of Public Programs, Hammer Museum; Suzanne Bellah, Director, Carnegie Art Museum ■ Public lectures and related programs (symposia, panels, and other public events) at museums have conventionally served two primary purposes: to offer expanded information and interpretation of exhibitions, and to provide benefits for selected audiences (members, donors). Increasingly, programs go beyond these goals and common formats, and utilize the museum as a public square where a great range of speakers, topics, and formats are presented, often independent of exhibitions. This session will explore this trend and consider its relationship to changing museum goals more generally.

Webinars for K-12 Teachers and Students: Effective Strategies and Lessons Learned ■ Session 5B / Anacapa Room ■ *Moderator:*

Veronica Alvarez, Education Specialist, Getty Villa, J. Paul Getty Museum. Presenters: Theresa Sotto, Education Specialist, Getty Center, J. Paul Getty Museum; Anthony Pennay, Director, Walter and Leonore Annenberg Presidential Learning Center, The Ronald Reagan Presidential Foundation; Stephanie Gebhardt, Manager of School and Teacher Programs, The Newark Museum ■ What are the challenges and rewards of producing webinars for K-12 teachers and students? Educators from the J. Paul Getty Museum, Newark Museum, and Walter and Leonore Annenberg Presidential Learning Center share the process and outcomes of developing webinars for teachers and students. Panelists will address: practical and technical tips; lessons learned; successful collaborations; and strategies for creating online content, including the modeling of an interactive activity utilizing web-based technologies.

Come On In: Communicating a Sense of Welcome ■ Session 5C / Sierra Madre South Room ■ *Moderator: Julie Jaskol, Assistant Director, Media Relations, J. Paul Getty Trust. Presenters: Leslie Denk, Director of Public Affairs, Norton Simon Museum; Katrina Carl, Public Relations Manager, Santa Barbara Museum of Art* ■ The Getty, The Norton Simon Museum, and The Santa Barbara Museum of Art will discuss how they convey a sense of welcome to different audiences. Various research methods used to discern audience attitudes and barriers to entry will be explored, from simple online research to formal qualitative studies, and how that information was used to modify marketing, public relations, events, and staff training, to make these institutions more welcoming.

Speak Up For Museums: AAM's "How to Advocate" Program ■

Session 5D / San Miguel Room ■ *Moderator: Barbara Long, VP, Government Relations and Special Projects, Aquarium of the Pacific. Presenters: Keasha Dumas, Board Member, Museum of African American Art; William Harris, Senior Vice President of Development and Marketing, California Science Center Foundation* ■ Learn the latest and best practices in advocating for your museum from the American Alliance of Museums' advocacy program. Get the scoop on what museum issues AAM is dealing with on the national level and find out how to advocate for the museum field and for your institution, using AAM's 10 Ways to Advocate Today! Strategies that participants can use at the national, state, and local levels will be addressed, as well as the benefits to specific institutions.

Producing High Impact, High Profile Programs on a Limited Budget

■ Session 5E / Sierra Madre North Room ■ *Moderator: Mira Cohen, Director of Education, Ronald Reagan Presidential Library and Museum. Presenters: Dr. Micah Parzen, Chief Executive Officer, San Diego Museum of Man; Dr. Cristina Cuevas-Wolf, Manager of Collection Development, The Wende Museum; Dr. Mindy Farmer, Education Specialist, Richard Nixon Presidential Library Museum* ■ This presentation will focus on the process of creating high impact, high profile programs on a limited budget. Each speaker will discuss particular programs of varying sizes and dimensions, including an international forum, a contemporary panel series, and community engagement in exhibit design. Because the panel represents administrative, curatorial and educational leadership; processes will be discussed from multiple perspectives. Pitfalls experienced along the way will be included for analysis.

11:45 AM – 12:45 PM BAG LUNCH PICK-UP

San Rafael Room

Sponsored by:



Grab your bag lunch and join a roundtable discussion or attend a lunchtime learning opportunity. This complimentary bag lunch is available to all conference registrants.

12:15 PM – 1:15 PM ROUNDTABLE DISCUSSIONS

Reagan Room

This is YOUR opportunity to dialogue with your colleagues on a topic you're passionate about. Choose from a topic below OR submit a roundtable discussion topic at the Registration/Information Desk.

Is Strategic Planning for Everyone? ■ Join a discussion about the value of the strategic planning process, the necessity for a plan and ways to accomplish the planning process without a huge budget.
Facilitator: Jim DeMersman, Executive Director, Museum on Main.

CREATE YOUR OWN! ■ Submit a roundtable discussion topic at the Registration/Information Desk by 10:00AM and check back after 11:00AM to view the topics chosen. Return at 12:15PM to join the roundtable discussion that interests you.

12:15PM – 1:15PM LUNCHTIME LEARNING OPPORTUNITIES

Not interested in a roundtable discussion? Take your bag lunch with you to one of these lunchtime opportunities:

Museums and Education: Who's Afraid of the Common Core? ■
Session 6A / Sierra Madre South Room ■ *Moderator: Dorothy McClelland, Tour and Studio Programs Assistant, Orange County Museum of Art. Presenters: Katherine Jacobs, Gallery Educator / Teacher, Orange County Museum of Art / Irvine Unified School District; Jeanne Hoel, Senior Education Program Manager of School and Teacher Programs, Museum of Contemporary Art, Los Angeles; Kitty Connolly, Strategic Initiatives Manager, The Huntington Library, Art Collection, and Botanical Gardens* ■ Join museum educators and an elementary school teacher for a candid conversation demystifying the Common Core State Standards, the new nationalized standards that define the knowledge and skills students should attain during their K-12 education. Discuss and brainstorm ways to adapt museum practices to better meet the standards, support teachers as they shift their

lessons and methodologies, and ensure museums become valued resources.

Learning in Informal Environments – Constructing Understanding, Building Knowledge ■ Session 6B / Santa Rosa Room ■ *Moderator:*

Kristin Evans, Director of Education, Birch Aquarium at Scripps Institution of Oceanography. Presenters: Dave Bader, Director of Education, Aquarium of the Pacific; Emily Yam, Science Interpretation Coordinator, Aquarium of the Pacific ■ Join your peers in a learning experience that explores how audiences construct understanding, access and use prior knowledge, and build knowledge in informal environments. We will consider the implications and applications on how we “educate” and discuss how to better support learning by being reflective and purposeful in our practice.

The Art & Science of Getting Hired ■ Session 6C / Sierra Madre North Room ■ *Moderator: Lindsay Goodwin, Events and Programs Committee Chair, Bay Area Emerging Museum Professionals.*

Presenters: Suzan Sengoz, Associate Registrar, Special Projects, Los Angeles County Museum of Art; Molly Beyer, Manager of the Museum Ambassador Program, Fine Arts Museums of San Francisco; Dr. Edward Luby, Professor and Director, Museum Studies Program, San Francisco State University ■ If you're new to the museum field or just looking to make your next career step, join this informal and dynamic conversation to discuss practical ways to jump start your career. We'll look at how to use networking, online resources, and other helpful hints to get your foot in the door.

Collections Management Roundtable ■ Session 6D / Anacapa Room ■ *Moderators: Anne Mersmann, Associate Registrar, Santa Barbara Museum of Art; Linda Waterfield, Independent Registrar* ■

Collection managers and registrars are at the forefront of our critical collection stewardship efforts. These informal roundtable discussions will focus on specific topics pertaining to collections management and provide an opportunity to network with (and learn from) colleagues.

1:15 PM – 3:15 PM

MAKER STATIONS *(See description on page 19)*
San Rafael Room

Time Machine Movie-Maker ■ Draw, collage, paint, your very own mini moving picture! Learn about thaumatropes and zoetropes —

both Victorian — era precursors to animated cinematography. Participants' projects will be filmed and shared on YouTube, Facebook, Twitter. *Presented by Marin History Museum*

Lima Liftoff ■ Participants will get to be a "parent plant" and make a vehicle for their Lima bean. If you are given just paper, tape and scissors can you make a vehicle for your Lima bean to travel 36 inches? How creative can you be and still make your seed travel the distance? It is harder than you think. *Presented by National Ag Science Center.*

1:30 PM – 2:45 PM CONCURRENT SESSIONS

Museum Education and Interpretation of California Indian Histories and Cultures ■ Session 7A / Sierra Madre North Room ■ *Moderator: Niki Sandoval, Education Director, Santa Ynez Band of Chumash Indians. Presenters: Julie Tumamait Stenslie, Chumash Elder/Storyteller; Alan Salazar, Chumash/Tataviam Elder and Storyteller; Nicole Lim, Executive Director, The California Indian Museum and Cultural Center* ■ Join California native museum professionals and educators in exploring the vital role that native perspectives and traditional storytelling play in the presentation of California Indian histories and cultures. Presenters will address issues related to the representation and integration of California Native points of view in museum interpretation and programming. This program will include an interactive dialogue to foster strategies for overcoming challenges and increasing tribal community partnerships with museums.

Critical Mass: Strategic Communications and LACMA's Levitated Mass ■ Session 7B / Anacapa Room ■ *Moderator: Scott Tennent, Director of Executive Communications, Los Angeles County Museum of Art. Presenters: Miranda Carroll, Director of Communications, Los Angeles County Museum of Art; Alex Capriotti, Marketing Manager, Los Angeles County Museum of Art* ■ Museums are still figuring out how to integrate new media strategies with traditional communications. For the transportation and opening of LACMA's major outdoor artwork, Michael Heizer's Levitated Mass (a 340-ton boulder placed on top of a 456 ft. long concrete trench), LACMA successfully merged the offline with the online. This session examines the successes and challenges of a strategy that included social media, community outreach, media relations, digital communications, and onsite interaction. Though this session is coming from the perspective of

one institution, the focus will be on best practices in integrated communications for museums of all sizes.

Doing “Real Science”: Empowering Teens in Project Based Science

■ Session 7C / San Miguel Room ■ *Moderator: Kimberly Swan, Teen Programs Manager, Monterey Bay Aquarium. Presenters: Kenton Parker, Education Program Coordinator, Elkhorn Slough National Estuarine Research Reserve; Josi Taylor, Postdoctoral Researcher, Monterey Bay Aquarium Research Institute (MBARI); Anyssa Luna, WATCH Program Alumni, Pajaro Valley High School/ University Santa Barbara* ■ The Monterey Bay Aquarium has partnered with several informal and formal institutions to empower high school students to engage in field studies throughout the Pajaro River Watershed through a program called WATCH. Meet educators from the various organizations as well as high school teachers and program alumni to hear how this program was designed and implemented. Come hear “lessons learned” for those interested in pursuing community partnerships.

Leaders of the Future: Using Strategic Foresight to Navigate Ongoing Change ■ Session 7D Sierra Madre South Room ■

Moderator: Lisa Eriksen, Principal, Lisa Eriksen Consulting. Presenters: Ruth Cuadra, Application Systems Analyst, Getty Research Institute; Karen Graham Wade, Director, Workman and Temple Family Homestead Museum; Karen Kienzle, Director, Palo Alto Art Center ■ The coming decades will bring massive changes that will contribute to the stress our institutions and communities experience. Recognizing and responding to future trends is a crucial skill for all museums professionals. Participants in CAM’s new Foresight Committee will share how they use strategic foresight techniques to address issues of demographics and access, foster museums as third places, maintain relevancy, and meet the needs of current and future audience groups.

Does it Make a Difference? Exploring Visitor Engagement in Informal Science Settings ■ Session 7E / Santa Rosa Room ■

Moderator: James Kisiel, Associate Professor of Science Education, California State University, Long Beach. Presenters: Stefanie Barone, Biology Teacher/Education Volunteer, Norwalk High School/Santa Ana Zoo; Tamara Galvan, Education Coordinator/Education Specialist, Pacific Marine Mammal Center/Aquarium of the Pacific; Susan Magdziarz, Education Manager, Crystal Cove Alliance; Melanie Ani Vartabedian, Aquarium Educator, Cabrillo Marine Aquarium ■ Explore several research studies examining educational efforts common across

museum settings and disciplines (e.g. theater, touch experiences, interpreter interactions). Recent Masters students, representing a variety of informal learning environments, will present approaches for engaging visitors and developing investigations to better understand impacts. The session will conclude with a poster session to reflect on experiences and implications for practice across disciplines (science, art, history).

2:45 PM – 3:15 PM SOFT PRETZEL SOCIAL/BREAK
San Rafael Room



**3:15 PM – 4:15 PM CLOSING TOWN HALL: BEING A CATALYST
FOR POSITIVE IMPACT**
Reagan Room



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 being a catalyst for positive change. Join the dialogue and explore your power for making a positive impact after the conference. ■
Facilitated by Randy Roberts, Deputy Director, Crocker Art Museum.
Speakers: Marsha Semmel, Director for Strategic Partnerships, Institute of Museum and Library Services, and Nina Simon, Executive Director of the Santa Cruz Museum of Art and History

Join your colleagues for a beverage and say a fond farewell to Santa Barbara! No host bar. We recommend the outdoor patio and fire pit, weather permitting.

OUR SUSTAINABLE STEPS

For seven years, CAM's Green Museums Initiative has championed sustainability and eco-friendly practices. These are a few of the steps we took to make this event environmentally-friendly:



- vegetarian meals at the conference hotel
- tote bags made from recycled, post-industrial natural cotton
- lanyards made of recycled soda bottles
- badge holder made of 100% compostable material
- banners printed on biodegradable and recyclable material using latex inks that are non-toxic, donated by Olson Visual
- donation to Carbonfund.org to offset emissions

Learn more at
www.calmuseums.org/sustainablesteps
or scan this QR code:



Thank you to our Green conference sponsors for their support:

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VENDOR HALL DIRECTORY

Visit the Vendor Hall to introduce yourself to our friendly associates and learn about the products and services available to museums.

BELFOR Property Restoration

Contact: Jeannie La Croix,

Email: jeannie.lacroix@us.belfor.com

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www.sbnature.org

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Contact: Elizabeth Pena,
Interim Chair, Museum
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