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2014 ANNUAL CONFERENCE



Cultivating and Conversations Community

MARCH 5-7, 2014
NAPA, CA



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Cultivating and Conversations Community

Table of Contents

Sponsors	2
About CAM	8
Wednesday, March 5	9
Thursday, March 6	17
Friday, March 7	31
How is this conference GREEN?	42
Exhibit Hall Directory	43
Free Admission Sites	47
Advanced & Premium Members	48



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 42.

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Celeste DeWald, Executive Director ▪ Christina Alberti, Program Assistant ▪ Ali Forma, Conference Assistant ▪ Sarah Sagouspe, Program Coordinator ▪ Pamela Zielske, Advocacy Coordinator

ABOUT CAM

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



CAM Conference - The next CAM conference will be in San Diego, February 18-20, 2015, bringing museum colleagues together for an exchange of ideas and resources.

Social Networks - Connect with colleagues through CAM's online community, Facebook page, Twitter feed, and LinkedIn group.

Advocacy - Our active advocacy program monitors legislation and fosters strategic initiatives to support museums. Mark your calendar for CAM's advocacy day in Sacramento on May 14, 2014.

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

Green Museums Initiative (GMI) - GMI inspires museums to develop green business practices and programs through the IGNITE! Award, Green Museums Accord, and more. www.greenmuseums.info.

Foresight Committee and Museum Futures Community - The Foresight Committee researches current trends and facilitates discussions to define strategies for a more sustainable future. Join their online community at www.camuseumcommunity.org.

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 training to heritage institutions. See www.calmuseums.org/workshops.

Snoopy License Plate - Help create a new source of funding for museums through the Snoopy license plate. www.snoopyplate.com

Membership - All of these programs and services require support from the museum field. Are you a current CAM member?

Learn more at www.calmuseums.org

WEDNESDAY, MARCH 5, 2014

8:00 AM - 6:00 PM Registration Open

Pre-Conference Tours

10:00AM - 11:30AM

Site-Specific Exhibition Showcase & Discussion

Join Sonoma Valley Museum of Art (SVMA) Director & Chief Curator Kate Eilertsen, and award-winning architects Joshua Aidlin and David Darling, for a tour of the site-specific exhibition, *Site & Senses: The Architecture of Aidlin Darling Design*, featuring environmentally sensitive architectural projects that emphasize land use issues, light and shadow, and use of alternative contemporary materials built specifically for SVMA. Enjoy and discuss the exhibition design challenges of transforming the 4,000 sq. ft. gallery space, which showcases Aidlin Darling's work process and materials palette, including drawings, photographs, video, and models. *Fee: \$10. See Registration for ticket availability.*

10:00AM - 12:00PM

Art & Heritage in the Heart of Napa Valley - SOLD OUT

Enjoy a stroll through the town of Yountville, the heart of the Napa Valley. The tour starts at Napa Valley Museum, on the grounds of the oldest Veterans Home in California. After the Museum, attendees will be guided into downtown Yountville for an exploration of Yountville's Art Walk & Gallery with one of the Commissioners, projects led and managed by the Yountville Arts Commission, an arm of the Town's Government. The tour will end with a tasting at Hestan Vineyard's Tasting Room in Yountville. *Transportation is not included to the Napa Valley Museum. Tour route adjustments will be made in the event of rainy weather.*

Pre-Conference Workshops

9:00AM - 4:00PM

Using Strategic Foresight to Plan for a Preferred Future

Carneros Room ■ Facilitators: Lisa Eriksen, Principal, Lisa Eriksen

Consulting; Karen Graham Wade, Director, Workman and Temple Family Homestead Museum; Ruth Cuadra, Application Systems Analyst, Getty Research Institute; Megan Conn, Development Manager, Turtle Bay Exploration Park.

Strategic foresight can help museums develop adaptable organizational plans, create more sustainable institutions, and better serve their changing communities. This interactive workshop will introduce foresight techniques and explore trends that may impact the future of museums. Participants will learn how to scan for and monitor emerging trends and identify potentially disruptive changes. These tools will serve 21st century professionals in their personal practice, daily museum work, and institutional planning.

Learning Outcome: Understand strategic foresight techniques and recognize how they allow institutions to plan more appropriately for long-term change and unanticipated events. *Knowledge Level: Introductory. Lunch is not included. Fee: \$20. See Registration for ticket availability.*

9:00AM – 4:00PM

Grantwriting for Preservation Projects to Enhance Collection Care

Veeder Room ■ Facilitator: Barclay Ogden, Director for Library Preservation, UC Berkeley.

The workshop identifies collection preservation needs (with a self-assessment questionnaire in advance of the workshop), helps set priorities, reviews grant funding, and addresses the key preservation questions asked by funders. Participants build key arguments of a grant proposal for their own collection -- using the NEH Preservation Assistance Grants for Smaller Institutions program as an example of typical grant guidelines -- and receive feedback from the workshop leader and colleagues. **Learning Outcome:**

Understand what is necessary for your collection and develop a preservation grant proposal. *Knowledge Level: Introductory. Free. Lunch is not included but a break will be provided. See Registration for ticket availability.*

10:00AM – 3:00PM

A New Tool for Evaluating Exhibition Design: A Test-Drive at the Exploratorium – SOLD OUT

Facilitators: Karina White, Senior Exhibition Developer, The Huntington Library; Susan Schwartzberg, Senior Artist, Exploratorium Bay

Observatory; Janine Vigus, Principal, Janine Vigus Design; Ann Marshall, Principal, Annex Design Services.

On a visit to The Exploratorium's new "Bay Observatory" exhibition, join a group of museum colleagues to test a newly revised design evaluation tool (based on the successful Framework developed in 2006 by Serrell & colleagues) during a fun and interactive exhibition review. Our goals are to hone criteria for evaluating successful exhibition design, with an eye towards the possibility of creating a California-wide exhibition design competition. **Learning Outcome:** Develop criteria for evaluating successful exhibition design strategies that can inform your own practice. *Knowledge Level: Advanced. Location: Exploratorium, Pier 15, San Francisco, CA 94111.*

3:00 PM – 5:00PM

EMP NETWORKING EVENT WORKSHOP & MIXER

Howell Room ■ Facilitator: Wendy Meluch, Principal, Visitor Studies Services; Co-sponsored by the Bay Area Emerging Museum Professionals, and the Los Angeles Emerging Museum Professionals

Are you new to networking, or just don't feel at ease with it? Does networking seem like something best left to the extroverts? Come join us for a fun, interactive session that extroverts and introverts all can enjoy and learn from. Get practical advice and useful tips about meeting new people and building your contact list. If you are a pro, come share your insights during this fun mini-workshop. The networking mini-workshop will culminate with a reception/mixer to test your new-found skills and knowledge! **Learning Outcome:** Explore what networking really is; consider personal strengths you can build on, as well as challenges to beware of, to be an effective networker; and learn practical tools for talking with new and old contacts to navigate networking events with confidence. *Fee: \$20. See Registration for ticket availability.*

Meetings

8:00 AM – 9:45 AM: CAM Government Relations Committee ■ Stag's Leap

10:00 AM – 11:30 AM: New CAM Board Member Orientation ■ Stag's Leap

11:45AM – 3:00 PM: CAM Board of Directors ■ Stag's Leap

Evening Events

5:00 PM – 6:30 PM
Welcome Reception
Syrah/Merlot Room



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You're invited to an informal opportunity to make a roomful of new friends before the conference officially begins. Join us for the fun! *Fee: \$15, includes appetizers and no host bar. See Registration for ticket availability.*

6:30 PM – 8:30 PM
Director's Dinner and
CAMMY Award
Napa Valley Museum



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Join museum directors, trustees, and senior staff members for an informal dinner and discussion at the Napa Valley Museum. The CAM President will present the 2014 CAMMY Award to Jean Schulz (pictured), President of the Charles M. Schulz Museum, to recognize her extraordinary support of the museum field. Presenters will discuss lessons the museum field can learn from Copia: The American Center for Wine, Food and the Arts, a center in Napa that opened in 2001 and closed seven years later.



Moderator: Michaelleen Gallagher, Director of Education and Environmental Programs, Sunnyslands Center and Gardens, and Co-Chair, CAM Program Committee. Presenters: Christopher Clinton Conway, Founder & Principal, Philanthropic Counsel, LLC; James Higashi, Principal, Management Resources. Registration Fee: \$60,

includes transportation, artisan pizza, salad, and a beverage. Open to directors, trustees, and senior staff. Shuttles will leave from the hotel lobby every 15 minutes. See Registration for ticket availability.

7:00PM – 9:00PM

DIALOGUE DINNERS

Cabernet/Zinfandel Room



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Participants should join their table at 7:00pm; volunteers will be on site to help answer questions and direct attendees. *Fee: \$55. Registration includes one reserved seat at a pre-selected roundtable discussion (see topics below), vegetarian dinner, dessert, fresh bread roll, water and iced tea. See Registration for ticket availability.*

Networking for New and Part-Time Museum Professionals - *SOLD OUT*

Join other museum professionals like you to discuss how to continue developing professional museum experience and building networks to stay engaged and informed about the changing museum landscape. *Facilitator: Maureen Bourbin, Administrative Director of the Museum Studies Special Interest Group, San Francisco State University.*

YouTube 102: One Step Beyond - *SOLD OUT*

How do you grow your audience with videos? What makes viewers come back? Discuss how to engage followers and drive visits to your website leveraging your YouTube channel. *Facilitator: Jaynee Howe, Digital Marketing Specialist, California Academy of Sciences.*

Sustainability Standards Anyone?

We will discuss sustainability standards and metrics for museums. What is available? Do we want them? What should they include? This is a nationwide discussion started by AAM and our perspectives matter. *Facilitator: Adrienne McGraw, Chair, Museum Studies Department, John F. Kennedy University, on behalf of CAM's Green Museums Initiative Committee.*

Revisiting Museum Studies

Join us for a productive conversation about the state of Museum Studies, the benefits and shortcomings of graduate programs, and how educational institutions can/are responding to the current economy. *Facilitator: Marjorie Schwarzer, Administrative Director, Museum Studies, University of San Francisco.*

Behind the Screens of the Google Art Project - *SOLD OUT*

Using the Fine Arts Museums of San Francisco as a case study, participants will have the unique opportunity to learn how the Google Art Project operates from behind the scenes and discuss how museums can effectively leverage this groundbreaking and sometimes controversial digital collection platform. *Facilitators: Sarah Kimmerle, Google Art Project Intern, Fine Arts Museums of San Francisco and Andrew Fox, Web and Digital Marketing Manager, Fine Arts Museums of San Francisco.*

Creative Marketing Strategies to Get the Word Out

Street teams, flash mobs, yarn bombs; what do these all have in common? They spread awareness. How can museums learn from creative marketing strategies? What are some examples of success or failure? *Facilitator: Jennifer Caballero, Marketing Director, Skirball Cultural Center.*

Getty Scholars Tables – For recipients of the Getty Scholarships.
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CURATE *YOUR* CONFERENCE

Attendee-driven features help you curate your 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 26 and 36 for details.

2) Participate in MUSEUM ROYALE and the Closing Town Hall

Do you have a hard time introducing yourself to others? We encourage you to participate in a new and fun networking game, led by Nina Simon and the Santa Cruz Museum of Art and History. Learn more about MUSEUM ROYALE at the Opening Town Hall—and stay through the Closing Town Hall to see which royal attracted the largest army.

3) Ask Questions!

The Program Committee requires all sessions to include an interactive component – or, at least 20 minutes of Q&A. Don't be shy!

4) Tweet and Connect - #CAMCONF

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

5) Tag CAM on Facebook

Feel free to post your “takeaways” from your favorite session or photos of you and your colleagues and/or your Maker Station creations on Facebook and tag @calmuseums.

6) CA Museum Community Online

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

THURSDAY, MARCH 6, 2014

7:00 AM - 6:00 PM

Registration Open

8:30 AM - 9:45 AM

OPENING TOWN HALL

Grand Ballroom



The Essence of Museums

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What is the core purpose of museums? What specific contributions do they make to individuals and society? The essence of museums will be the focus of the Opening Town Hall discussion. The conversations will be sparked by a video montage featuring varied perspectives about the role and work of museums in society. This will set the stage for a follow up discussion featuring California-based museum leaders Kathleen McLean, Lori Starr, and Rick West. You will be invited to join the conversation, which will be facilitated by Randy Roberts. CAM's President will also welcome conference attendees and acknowledge the many volunteers and sponsors that make the conference possible. *Speakers (clockwise from top left): Randy Roberts, Assistant Director, Jan Shrem and Maria Manetti Shrem Museum of Art, University of California, Davis. Presenters: Kathleen McLean, Principal, Independent Exhibitions; Lori Starr, Executive Director, Contemporary Jewish Museum; Richard West, President & CEO, Autry National Center of the American West.*

10:00 AM - 8:30 PM

CONFERENCE GAME: MUSEUM ROYALE

This year, we're throwing democracy out the window and crowning a monarch for the museum world. Nina Simon and the Santa Cruz

Museum of Art & History are leading a new and fun networking game. MUSEUM ROYALE will pit royal houses against each other in a quest to define the ultimate essence of museums - using the



Opening Town Hall program as inspiration. Each aspiring royal will defend ONE essential element of museums and rally bannerpeople around that essence. The crown goes to the essence that attracts the largest army throughout the conference.

Learn more at the Opening Town Hall. The game culminates at the Closing Town Hall (see page 41).

10:00 AM – 11:15 AM CONCURRENT SESSIONS

Museum Leadership: What Role Does Gender Play in Your Success?

▪ Session 1A, Stag's Leap Room ▪ *Moderator: Adrienne Horn, President & CEO, Museum Management Consultants, Inc. Presenters: David de la Torre, Director, The Mexican Museum; Melissa Russo, Director of Institutional Advancement, Chabot Space & Science Center; Lori Starr, Executive Director, Contemporary Jewish Museum* ▪ Gender differences in leadership continue to exist in the museum field. Are careers being stalled by choice or design? How can entrenched gender stereotypes and expectations be overcome? Speakers use current data, research and publications to engage attendees in an interactive discussion around the state of gender in the museum field. **Learning Outcome:** Men and women learn to recognize characteristics that hold many people back in taking on or succeeding in leadership roles. *Knowledge Level: Intermediate.*

All Together Now: Collaborative Models in Contemporary

Exhibition Production ▪ Session 1B, Howell Mountain Room ▪ *Moderator: Amy Owen, Curator, di Rosa. Presenters: Anne Marie Purkey Levine, Registrar, San Francisco Arts Commission; Jeanne Gerrity, Curatorial Associate, Contemporary Jewish Museum; Meg Shiffler, Director/Curator, San Francisco Arts Commission Galleries; John Foster Cartwright, Lead Preparator and AV Media Specialist, Yerba Buena Center for the Arts* ▪ As artists and curators embrace project-based modes of working together, contemporary exhibition production becomes increasingly complex. This shift emphasizes collaborative authorship where a range of expertise and unconventional methods are often required amongst staff to execute artists' work. This session explores these challenges and poses strategies for their

approach. **Learning Outcome:** New strategies for a team-based approach to exhibition production, from conception to installation. *Knowledge Level: Intermediate.*

Generation X - How Soon is Now? ▪ Session 1C, Atlas Peak Room ▪ *Moderator: Jennifer Caleshu, Director of Earned Revenue, Bay Area Discovery Museum. Presenters: James Leventhal, Deputy Director for Development, Contemporary Jewish Museum; Amparo Leyman Pino; Renee Donmon, Membership Director, Charles M. Schulz Museum; Salvador Acevedo, Principal & President, Contemporánea; Jada Hansen, Executive Director, Hennepin History Museum; Michael Wall, Vice President of Research and Public Programs, San Diego Natural History Museum* ▪ Nine presenters with 20 slides each and just 20 seconds per slide will share their Gen X leadership stories of museum life sandwiched between the much larger cohorts of Baby Boomers and Generation Y. We are no longer “emerging museum professionals” – so now what? **Learning Outcome:** Gain a wide perspective on the challenges and opportunities facing Generation X and reflect on their own leadership practice. *Knowledge Level: Intermediate.*

Toolbox for Inclusion: Making Museums and the Arts Accessible ▪ Session 1D, Mount Veeder Room ▪ *Moderator: Cecile Puretz, Education and Access Manager, The Contemporary Jewish Museum. Presenters: Amy Taub, Executive Director, Creativity Explored; Judith Smith, Artistic Director and Founding Member, AXIS Dance Company* ▪ How can museums become more inclusive and welcoming for individuals with disabilities? Learn how three organizations are expanding opportunities for access through collaborative programs and accessibility tools that are creating bridges between museums and diverse audiences of all abilities. This session will offer insight into best practices for defining accessibility in museums. **Learning Outcome:** Learn strategies for creating inclusive museum environments and programming for a range of disabilities including physical, developmental, visual, hearing, and memory loss. *Knowledge Level: Intermediate.*

Using Traditional Care in Meeting Contemporary Standards ▪ Session 1E, Carneros Room ▪ *Moderator: Ileana Maestas, Museum Curator, State Indian Museum, CA State Parks. Presenters: Meyo Marrufo, NAGPRA Specialist and Regalia Maker; Natasha Johnson, North American Collections Manager, Phoebe A. Hearst Museum of Anthropology; Kathy Wallace, American Indian Studies, San Francisco State University* ▪ Mainstream museums are gradually adopting traditional care methods in the stewardship of their ethnographic

collections. This session examines what traditional care entails, some of its associated challenges and rewards and why some institutions choose to adopt traditional practices, and why others don't. **Learning Outcome:** To understand various aspects of traditional care of collections and why an institution would choose to implement them – or not. *Knowledge Level: Introductory.*

11:30 AM – 1:30 PM

MAKER STATIONS

Syrah/Merlot Rooms

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

We Dream in Motion ■ In this fun interactive art activity, participants will learn to create and design paper quilts utilizing stencils and stop motion technology. This involves manipulating objects one frame at a time to give the illusion an object is moving. *Hosted by Oakland Museum of California*

Community Artwork ■ Explore the art of Dale Chihuly and science behind color, transparency and light! Experiment with transparency paper and cellophane to create a community chandelier inspired by Chihuly's sculptures. Work together to create a communal work of art, same way Chihuly and his team create works of art. *Hosted by Mingei International Museum*

Catapulting Experiment-based Science Education ■ True “making” is not confined to a prescribed set of directions, but allows for personal variances within a process that mirrors the Scientific Method. Engage in creative experimentation by building a unique catapult that expands your Physical Sciences comprehension and tests your innovative boundaries. *Hosted by The Randall Museum*

11:30 AM – 4:30 PM

EXHIBIT HALL OPEN

Syrah/Merlot Rooms

Visit the Exhibit Hall to learn how museums can benefit from various services and products. Our Thursday exhibitors include:

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CI Solutions**

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**12:00 PM – 1:30 PM CAM ANNUAL LUNCHEON AND
SUPERINTENDENT’S AWARDS**
Cabernet/Zinfandel

The recipients of the third annual Superintendent’s Awards for Excellence in Museum Education, chosen for outstanding achievements in museum programs that serve K-12 students and/or educators, will be presented with their awards. The competition is the joint project of CAM and the Office of the State Superintendent of Public

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MUSEUM STUDIES
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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?). *Registration Fee: \$50 per person. Includes Caesar Salad with Shaved Parmesan and Sourdough Croutons, Butternut Squash Ravioli with Sage and Brown Butter, Seasonal Vegetables with Olive Oil and Fresh Herbs, Biscotti, fresh bread roll, water and iced tea. See Registration for ticket availability.*

1:45 PM – 3:00 PM CONCURRENT SESSIONS

Superintendent’s Award Winners for Excellence in Museum Education, 2014 ▪ Session 2A, Howell Mountain ▪ *Moderator: Susan*

Spero, Professor, Museum Studies, John F. Kennedy University.
Presenters: Stephanie Rafanelli, Director of Research and Curriculum Development, Center for Childhood Creativity; Rachel Bernstein, Head of School and Teacher Programs, Skirball Cultural Center; Alex Hamilton, Director of Education, Palo Alto Junior Museum & Zoo; Alissa Whiteley, Manager of the Air Force One Discovery Center, Ronald Reagan Presidential Foundation and Library; Diane Ramadan, Executive Director, Leonis Adobe Museum; Heather Holm, PORTS Program Coordinator, California State Parks; Craig Cheslog, Principal Advisor to California State Superintendent of Public Instruction Tom Torlakson; Lauren Silver, Ph.D., Vice President of Education, Computer History Museum ■ Learn how the 2014 Superintendent's Award winners design and deliver their school programs. Panel participants will concentrate on the judge-determined qualities that make these programs successful for teachers, students and the host museum. An audience-wide discussion about the issues underlying the implementation of these programs will follow. **Learning Outcome:** Having learned strategies for high-quality school programs, participants can apply appropriate ideas to their own museums' school programs. *Knowledge Level: Intermediate.*

Print-On-Demand: Case Studies in Sales and Profits ■ Session 2B, Stag's Leap ■ *Moderator: Leigh Gleason, Curator of Collections, UCR/California Museum of Photography. Presenters: Jim Reed, Curator of Archives and Library, History San Jose; Stuart Hata, Director of Retail Operations, Fine Arts Museums of San Francisco* ■ Demand for high-quality reproductions of images and objects from museum collections has been met by overwhelming options for museums to fulfill visitor and clients' needs. Staff from three museums will discuss their digital print reproduction programs, addressing profitability, licensing, staff time, and whether the institution and public's expectations are met. **Learning Outcome:** Gain insight into the time, effort, costs, and other considerations necessary to create and maintain a successful collections reproduction program. *Knowledge Level: Introductory.*

Social Media#Legal Issues ■ Session 2C, Mount Veeder ■ *Moderator: Barbara Long, Vice President, Govt Relations & Special Projects, Aquarium of the Pacific. Presenters: Jennifer Nelson, Attorney, Jennifer Nelson Law; Christopher Clinton Conway, Founder & Principal, Philanthropic Counsel, LLC* ■ The power of social media (like Twitter®, Facebook®, and others) creates a buzz about your institution's activities that can be a boon or a trap. Unravel the maze of external and internal legal concerns associated with the internet

phenomenon known as social media. **Learning Outcome:** Balance the openness of social media with organizational responsibilities in order to positively promote your institution to a wider audience. *Knowledge Level: Intermediate.*

Frictions: Trade-Offs Implementing Sustainable Exhibitions ▪

Session 2D, Atlas Peak ▪ *Moderator: Carol Reif, Architect, LEED AP, Independent Curator/Exhibition Designer/exhibitSEED Workshop Attendee. Presenters: Scott Moulton, Senior Creative, Oakland Museum of California; Diane Whitmore, Exhibit Developer IV, Exploratorium; Lisa Ferrier, Senior Designer and Associate, Western Office Exhibition Design/exhibitSEED Workshop Attendee* ▪ California exhibition venues are exploring sustainable practices: What does this mean for exhibitions (social/economic/environmental)? What are the opportunities? What are the challenges? What are the compromises? Presentation will include concepts from the Oregon Museum of Science and Industry recent exhibitSEED workshops, and sustainable exhibition practices of two museums. **Learning Outcome:** Introduction to one exhibition metric (exhibitSEED) and gain examples of sustainable exhibition practice. *Knowledge Level: Introductory.*

Having the Tough Conversations: The National Dialogue on Immigration as a Model for Engaging Visitors in Sensitive Topics ▪

Session 2E, Carneros ▪ *Moderator: Mark Katrikh, Director, Tools for Tolerance® Program, Museum of Tolerance. Presenters: Michael McKechnie, Executive Director, Angel Island Immigration Station Foundation* ▪ Museums, particularly those engaging with historic trauma, are in a unique position to foster dialogue on contemporary issues. Several California museums are using their assets as part of a National Dialogue on Immigration. Experience dialogue models, receive data on visitor engagement and learn to use dialogue effectively in your space. **Learning Outcome:** Exposure to research and programmatic models to understand how museums can facilitate conversations around difficult/sensitive topics. *Knowledge Level: Intermediate.*

2:30 PM – 4:30 PM

MAKER STATIONS *(See description on page 20)*
Syrah/Merlot Rooms

Pop-Up Animation Studio ▪ Explore the iPad-based mobile animation studio developed by the Children’s Creativity Museum

(CCM). Create your own 2D or 3D stop-motion animation movie using everyday materials. Experiment with the very same technology CCM takes into classroom and community settings every day. *Hosted by Children's Creativity Museum*

DIY Art: Fare Share ■ Use simple printmaking and stencil techniques to create a personal food narrative to be shared with a special friend or loved one. This activity draws on inspiration from artists featured in *Around the Table: food, creativity, community*, an exhibition at the San Jose Museum of Art (SJMA). *Hosted by San Jose Museum of Art*

Relief Printmaking in the Gallery ■ Make relief prints using tortilla presses, found objects and cardboard. Learn this simple way to teach printmaking within a gallery /Museum setting. *Hosted by Angels Gate Cultural Center*

3:00 PM -3:30 PM

ICE CREAM SOCIAL/BREAK

Syrah/Merlot Rooms

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3:45 PM – 5:00 PM

CONCURRENT SESSIONS

The Civic Mission of Museums ■ Session 3A, Stag's Leap ■
Presenters: Anthony Pennay, Director, Annenberg Presidential Learning Center, Ronald Reagan Presidential Foundation; Rosalie Tucker, Associate Educator, Teacher Programs, Skirball Cultural Center; Aimee Gardner, Manager of School & Teacher Programs, Computer History Museum ■ A robust democracy is the result of informed and engaged citizens. This session explores the ways in which art-, history-, culture-, science- and technology-based museum education programming aids in the cultivation of conscientious citizens and leaders. **Learning Outcome:** Explore the ways in which informal learning institutions can offer civic learning opportunities and help cultivate engaged citizens. *Knowledge Level: Intermediate.*

Who's in a Family? Welcoming 21st Century Families in Museums

■ Session 3B, Howell Mountain ■ *Moderator: Margaret Middleton,*

Exhibit Designer, Boston Children's Museum. Presenters: Laura Callen, Director, Adoption Museum Project; Rachel Kadner, Parenting & Community Partnerships Manager, Habitot ■ Join us as we debunk the myth of the nuclear family and turn a critical eye on museum policies, programs, and language. Discuss definitions of "family" inclusive across race, age, and sexual orientation, hear from museums actively serving families of all kinds, and brainstorm new ways our museums can be more welcoming places. **Learning Outcome:** Develop different strategies to make museums more welcoming and inclusive for families of all kinds. *Knowledge Level: Intermediate.*

Great Community Places: Museums as Third Spaces ■ Session 3C, Outdoor Patio ■ *Moderator: Ruth Cuadra, Application Systems Analyst, Getty Research Institute. Presenters: David Bloom, VertNet Coordinator, Museum of Vertebrate Zoology, UC Berkeley; Johanna Fassbender, Education Director, Hayward Area Historical Society; Diana Kapsner, Visitor and Volunteer Services Manager, Santa Cruz Museum of Art and History* ■ It's welcoming, social, and open to everyone. It's like hanging out with friends at the mall or coffee shop. Come experience and learn about these informal social spaces where people can have a shared experience. Discuss ideas for creating third spaces with other museum professionals and brainstorm ideas for your museum. **Learning Outcome:** Learn about the concept of third spaces and brainstorm ideas for how third spaces might enhance museums. *Knowledge Level: Introductory.*

Let there be (the right) Light ■ Session 3D, Mount Veeder ■ *Moderator: Tim McNeil, Chair, Department of Design, Director, UC Davis Design Museum. Presenters: Patrick Fredericksen, Designer, Autry National Center; Rachel Teagle, Director, Jan Shrem & Maria Mannetti Shrem Museum of Art; Ron Steen, Lighting Representative, Xicato* ■ Electrical lighting is witnessing changes not seen since the invention of the incandescent bulb. Energy efficient LED's and adaptive lighting controls are at the forefront of this revolution. California code will require museums to embrace these technologies, but what do we really know about their performance and impact on object preservation. **Learning Outcome:** Experience energy efficient lighting technologies and demonstration products, and learn their impact on collections and the visitor experience. *Knowledge Level: Introductory.*

Transformations in California Museums ■ Session 3E, Carneros ■

Moderator: Robin Groesbeck. Presenters: Karen Wise, Vice President Education and Exhibits, Natural History Museum of Los Angeles; Tom Rockwell, Director of Exhibits and Associate Director of Programs, Exploratorium; Ruth Berson, Deputy Museum Director of Curatorial Affairs, San Francisco Museum of Modern Art ■ California museums are transforming themselves to deepen engagement with their communities. Which communities? What's driving the decision to transform? How will success be measured? Hear from (and engage with) museum colleagues that are leading transformations at three very different institutions. **Learning Outcome:** Attendees will become familiar with the ways three institutions translated the desire to engage more deeply with specific communities into action plans for reinventing their institutions.

Contemplative Art-Viewing in the Museum Context ■ Session 3F, Atlas Peak ■ *Moderator: Clare Kunny, Director, Art Muse Los Angeles. Presenters: Mitra Manesh, a Mindfulness Educator/Founder, UCLA Semel Institute/Rumi Rooms; Chelsea Hogan, Education Specialist, ESMoA* ■ "Disconnecting to Reconnect" is one trend featured in the 'Center for the Future of Museums' TrendsWatch 2013. As museum professionals, how can we encourage people to connect with the art and each other when they visit the museum? Mindfulness meditation and contemplative art-viewing provide a dynamic interaction that can achieve these goals. **Learning Outcome:** Learn strategies to integrate the meditation practice into museum programs and understand the benefits of being fully present. *Knowledge Level: Intermediate/Advanced.*

5:00 PM – 6:00 PM

ROUNDTABLE DISCUSSIONS

Cabernet/Zinfandel Rooms

Online Museum Collections: Best Practices and Intellectual Property Issues

■ Today, museums all over the world are posting their collections online. This dialogue will discuss the best practices for placing collections online and the legal risks, including copyright infringement and other intellectual property issues. *Facilitator: Jennifer Nelson, Attorney, Jennifer Nelson Law.*

Who is your audience? Tourists or Residents? ■ If your museum is in a travel destination this is the discussion for you! Do you cater to the tourists or the locals? Who is your target audience? *Facilitator: Kristie Sheppard, Executive Director, Napa Valley Museum.*

ROI is king! How do we measure the success of traveling exhibits?

▪ Many museums rent traveling exhibits to provide revenue, create variety, and/or deliver mission. This session will focus on a discussion of how different organizations assess return on investment. *Facilitator: Michael Wall, Vice President of Research and Public Programs, San Diego Natural History Museum.*

The New! CCHE Museum Grant Program: What is it? ▪ The Museum Grant Program was established under the California Cultural & Historical Endowment to “assist and enhance the services of California’s museums and other groups and institutions that undertake cultural projects that are deeply rooted in and reflective of previously underserved communities.” Take this opportunity to learn more about the program – and provide input at this early stage of development. *Facilitator: Laurie Heller, CCHE/California Natural Resources Agency*

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: DI ROSA



Sited on over 200 extraordinary acres of vineyard, gardens, and natural landscape in the Carneros Appellation of the Napa Valley, di Rosa originated as the shared vision of prolific collectors Rene and Veronica di Rosa. Considered the most

significant holding of Bay Area art in the world, di Rosa houses approximately 2,000 works of art by artists such as Deborah Butterfield, Enrique Chagoya, and many others.

Join us for a lively evening of food, art, wine and performance in the picturesque di Rosa Gatehouse Gallery on Winery Lake. What better way to begin the evening than by tasting the terroir of the Carneros

region through wines from some of our neighbors? Attendees will enjoy the dynamic spring exhibitions featuring new art from the Bay Area as well an exclusive opportunity to travel to the Main Gallery for viewing works from our permanent collection. There will be a sumptuous spread to savor while mingling and meeting with other museum professionals.

Fee: \$50. Includes transportation, heavy hors d'oeuvres, wine, and admission to di Rosa. Shuttles will leave from the hotel lobby every 20 minutes. See Registration for ticket availability.



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trends ■ www.calmuseums.org/leadersofthefuture

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FRIDAY, MARCH 7, 2014

7:00 AM - 4:30 PM

Registration Open

8:00 AM - 3:15 PM

CONFERENCE GAME: MUSEUM ROYALE

See description on page 17.

8:15 AM - 9:30 AM

CONCURRENT SESSIONS

Word of Mouth Marketing ▪ Session 4A, Stag's Leap ▪ *Moderator: Lisa Delgin, Marketing and Social Media Manager, Skirball Cultural Center. Presenters: Elizabeth Pezza, Director of Marketing, Santa Monica Museum of Art; Katie Burbank, Senior Community Manager LA East, Yelp.com; Kara Whittington, Assistant Director of Marketing, Fine Arts Museums of San Francisco* ▪ One of the most elusive forms of marketing is word of mouth (WOM). How do we generate it, and once it takes off, how do we keep it positive? Come to this session and learn some tips to keep your community happy and the buzz going without breaking the bank. **Learning Outcome:** Gain skills to generate WOM communication through effective community partnerships, adept social media/Yelp account management, and targeted guerilla marketing. *Knowledge Level: Intermediate.*

Museums as Powerful Learning Spaces for Children with Learning Differences ▪ Session 4B, Howell Mountain ▪ *Moderator: Rachel Meyer, Executive Director, CuriOdyssey. Presenters: Marion Marshall, Associate Professor of Education, Educational Therapist, Holy Names University; Carl Oosterman, Education Director, CuriOdyssey* ▪ Museums can be powerful learning spaces for children with learning differences. Through multi-sensory presentations, the panel will offer insight into the museum experience from the perspective of visitors with different learning styles and abilities. We will offer techniques to improve the learning experience of children with autism and learning disabilities. **Learning Outcome:** Gain insight into the needs of children with learning disabilities and how your museum can better serve this growing audience. *Knowledge Level: Intermediate.*

Choose Your Future: A Participatory Discussion on Trends in the Museum Profession ▪ Session 4C, Mount Veeder ▪ *Moderator: Karen*

Kienzle, Director, Palo Alto Art Center and Katherine Nammacher, Board Member, Bay Area Emerging Museum Professionals. Presenters: Dr. Edward M. Luby, Director, Museum Studies Program, San Francisco State University; Emily Lacroix, Director of Volunteer Engagement & Intern Programs, Palo Alto Art Center; Karen Wade, Director, Homestead Museum ■ A diverse group of panelists will discuss current and emerging trends in museum career pathways, share practical tips, and start an engaging and interactive “fishbowl” discussion. Valuable for museum professionals at all career stages, you will have the opportunity to actively contribute by directly sharing your insights and posing questions. **Learning Outcome:** Acquire an understanding of trends along various museum career paths, including perspectives from scholarship, mentorship, and internships. *Knowledge Level: Intermediate.*

Juggling Act: Satisfying Campus and Community Audiences in Academic Museums and Galleries ■ Session 4D, Carneros ■

Moderator: Carin Jacobs, Director, Osher Lifelong Learning Institute, Sonoma State University. Presenters: Stephanie Hanor, Director, Mills College Art Museum; Meg Linton, Director of Galleries and Exhibitions, Otis College of Art and Design; Shelby Graham, Director/Curator, Sesnon Art Gallery, UC Santa Cruz ■ Academic museums have a primary relationship to curriculum, and a secondary mandate to engage communities off campus, bridging town and gown. Speakers from three distinct academic environments—an art school, a large research university, and a private liberal arts college—consider the challenges of programming for this fragmented public. **Learning Outcome:** Collect strategies for encouraging community-generated content in an effort to engage multiple audiences and stakeholders. *Knowledge Level: Intermediate.*

Collections Practices and Green Policies: An Uneasy Relationship ■

Session 4E, Atlas Peak ■ *Moderator: Paulette Hennum, Curator, Archaeology, History & Museum Division, California State Parks. Presenters: Ross McGuire, Museum Curator III, California State Parks; Chuck Davis, Founding Principal, EHDD Architecture; Annette M. Gavigan, M.A., Exhibits Registrar, California Academy of Science; Anne Rowe, Director of Collections & Exhibitions, Sunnylands Center & Gardens* ■ This is a panel discussion about sustainable practices, collections care, and exhibit space. These projects required making hard decisions and, in some cases, accepting limitations. How did these decisions affect collection spaces? How do you predict needs during the design process and what happens if your calculations are incorrect? **Learning Outcome:** Learn to predict challenges that

occur when implementing sustainability policies, while protecting collections. This is an important conversation for any future planning. *Knowledge Level: Intermediate.*

9:00 AM – 11:00 AM MAKER STATIONS *(See description on page 20)*
Syrah/Merlot Rooms

Magical Monarch Metamorphosis ■ With the turn of the hand, reveal the magic of metamorphosis with a butterfly hexaflexagon! Create, decorate, assemble and play with a hexaflexagon of the butterfly life cycle. Brainstorm ideas for expanding this concept to other natural cycles. *Hosted by Santa Barbara Museum of Natural History*

Pop-Up Art ■ Create pop-up art inspired by New York Times-bestselling author and paper engineer David Carter. Learn simple techniques for creating 3-D pop-up cards. Then combine techniques to create colorful sculptures or wearable art. This Maker Station is inspired by an all-ages workshop that Carter led at the Crocker Art Museum. *Hosted by Crocker Art Museum*

Monoprint Greeting Cards ■ Create your own monoprints using a gelatin printing plate. Monoprinting is the creation of a one-of-a-kind print, and using a gelatin plate is fun and easy. In just a few minutes you can transform a blank greeting card into a unique work of art. *Hosted by Marin Museum of Contemporary Art*

9:00 AM – 3:15 PM EXHIBIT HALL OPEN
Syrah/Merlot Rooms

Visit the Exhibit Hall to learn how museums can benefit from various and products. Our Friday exhibitors include:

American Alliance of Museums
Balboa Park Online Collaborative
CI Solutions
Connect Art Intl.
The Donning Company Publishers
Fine Art & Collectibles Enterprises (FACE)
Hollinger Metal Edge, Inc.
MBA Design

PRIMARY COLOR
Robertson Taylor International Insurance Brokers
U.S. Art Company

10:00 AM – 11:15 AM CONCURRENT SESSIONS

Win / Win! . . . Evaluators and Developers in Partnership ■ Session 5A, Atlas Peak ■ *Presenters: Mary T. Faria, Evaluator, Oakland Museum of California; Lisa Silberstein, Experience Developer, Oakland Museum of CA* ■ Establishing collaborative practices between evaluators and developers can be challenging. Yet, the pay-off is sharing a rich creative process informed by real visitors' experiences that yields relevant and exciting exhibitions. Participate in an exchange to identify valuable outcomes of this partnership, as well as challenges to successful collaboration and tools for integrating creativity and research. This is a one hour session. **Learning Outcome:** Learn to identify successes, challenges, tools for collaboration, and impact for visitors. *Knowledge Level: Intermediate.*

Mini Workshop: Grantwriting for Museum Professionals ■ Session 5B, Cabernet/Zinfandel ■ *Facilitator: Ariel Weintraub, Institutional Giving Manager, Oakland Museum of California* ■ This interactive session will give beginning fundraisers a picture of how to approach institutional funders in writing. This will be an active writing session for any Museum staff member or volunteer. Learning the basics of grant writing helps the whole institution and encourages a necessary culture of philanthropy. This is a one hour Active Writing Session. **Learning Outcome:** Learn how to describe your Museum (or program, or exhibition) goals, activities and impact in three pages. *Knowledge Level: Introductory.*

"Speed Collabor-dating": Expanding Community Engagement ■ Session 5C, Stag's Leap ■ *Moderator: Joel Tan, Director of Community Engagement, Yerba Buena Center for the Arts. Presenters: Mona Shah, Community Partnerships Manager, Oakland Museum of CA; Raquel Gutierrez, YBCA: In Community Program Manager, Yerba Buena Center for the Arts; Stacey Marie Garcia, Director of Community Programs, Santa Cruz Museum of Art and History; Nora Grant, Community Programs Coordinator, Santa Cruz Museum of Art & History* ■ Come explore cutting edge practices of expanding engagement to diverse audiences, overcoming challenges of engagement, particularly as a strategy for social change and advocating for a community

engagement program in your institution. This session will provide a unique platform for the exploration of community and the changing dynamics of engagement. **Learning Outcome:** How to partner with communities and advocate for a community engagement program in your institution. *Knowledge Level: Intermediate.*

Museum Volunteerism: Focus on Flexibility for the Future ■

Session 5D, Mount Veeder ■ *Moderator: Kristi Lucas-Hayden, Volunteer Director, Charles M. Schulz Museum and Research Center and Deirdre Araujo, Manager of Volunteer Services, Exploratorium. Presenters: Reed Milnes, Volunteer Services Coordinator, Walt Disney Family Museum; Catherine Kravitz, Collections Manager, Lone Pine Film History Museum* ■ Volunteers are vital, but leading them through institutional changes can be a challenge. A brief history of volunteerism in museums will show where we have been. Panelists will share views on recruiting, training and re-training volunteers as we look ahead to where we are going by striving to encourage flexibility. **Learning Outcome:** Provide volunteers with clear, meaningful direction and communication from recruitment to re-training in order to serve more confidently through times of change. *Knowledge Level: Intermediate.*

Which Plans and Policies Does Your Museum Really Need? ■

Session 5E, Carneros ■ *Moderator: Laura Lott, Chief Operating Officer, American Alliance of Museums. Presenters: Kendra Dillard, Curator, California State Parks; James Leventhal, Deputy Director of Development, Contemporary Jewish Museum; David Crosson, Senior Associate, Bryan & Jordan Consulting* ■ Finding time to write the policies and plans needed for your museum—and keep them updated—can sometimes seem overwhelming. Find out which plans and policies are the core documents necessary for a professionally operating museum, the requirements for each, and how to get started. **Learning Outcome:** Learn more about core policies and plans, why they're important and how to begin writing or revising them. *Knowledge Level: Introductory.*

Thinking Three-Dimensionally: 3D Technology in Museums ■

Session 5F, Howell Mountain ■ *Moderator: Niles Reynolds, Curator, Klamath County Museums. Presenters: Arik Bord, Student, California State University Chico/ Idaho Virtualization Lab; Jim Stahl, Exhibit Development Engineer, Monterey Bay Aquarium; David Wessel, Architectural Conservator/CEO ARGSF, Architectural Resources Group San Francisco* ■ This introduction to 3-D technology will demonstrate some potential uses in a museum environment.

Presenters will emphasize user-friendly and budget-conscious ways to enhance educational programs and interactive exhibits, catalog records and conservation/preservation efforts. **Learning Outcome:** Learn about 3D tools and the range of applications they can be used for in a museum setting. *Knowledge Level: Introductory.*

11:45 AM – 12:45 PM BAG LUNCH PICK-UP

Syrah/Merlot Rooms

Sponsored by:



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

12:15 PM – 1:15 PM ROUNDTABLE DISCUSSIONS

Cabernet/Zinfandel

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.

Do you know your fire system? ■ This presentation focuses on collection concerns regarding automatic fire systems: sensors, system parameters, Halon discharge, and the discovery of a solution to prevent accidental flooding with a "wet" system. *Facilitator: Marvin Schenck, Curator, Grace Hudson Museum & Sun House*

Thriving Content: Innovative Programming to Engage the Public ■ Discuss and brainstorm successful, innovative museum/ gallery activities and partnerships that build relationships between the community and working artists. *Facilitator: Ann Pifer, Owner, The Grand Hand Gallery*

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.

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

Touching Upon Something That Needs To Be Touched: Program Driven Museum Exhibitions

▪ Lunchtime Learning 6A, Stag's Leap
▪ *Presenters: Lisa Silberstein, Experience Developer, Oakland Museum of California; Carin Adams, Associate Curator of Art and Material Culture, Oakland Museum of CA; Sean Olson, Research and Experience Coordinator, Oakland Museum of California; Stacey Marie Garcia, Director of Community Engagement, Santa Cruz Museum of Art and History* ▪ To stay relevant and engaged, more institutions are grappling with the balance between exhibitions and programs and how the two are integrated. What happens when an exhibition is a program? Has the definition of a program changed and what implication does that have? Join us for a discussion around the challenges, successes, and strategies. **Learning Outcome:** Understand the impact of experimentation with program-based exhibitions for creating richer museum visitor experiences.

Beyond Borders: A Conversation About International Museum Partnerships

▪ Lunchtime Learning 6B, Atlas Peak ▪ *Moderator: Clara Hatcher, Communications Associate/ Co Founder, Fine Arts Museums of San Francisco/Bay Area Emerging Museum Professionals. Presenters: Catherine King, Vice President, Exhibitions and Programs, International Museum of Women; Diane Evans, Executive Director, Sonoma County Museum; Lisa Hoover, Youth Development Manager, Chabot Space & Science Center* ▪ Join us to explore international museum partnerships and their potential to foster cross-cultural connections, diversity, and better engagement with local and global communities. This conversation will briefly illuminate the partnership experiences of three museums, and discuss the challenges, risks, and benefits involved in international collaborations. **Learning Outcome:** Build a stronger awareness about the ways in which international museum partnerships can foster cross-cultural understanding, diversity, and connections to a global community.

Got Volunteers?: The Ins' and Outs' of Finding the Right Volunteers

▪ Lunchtime Learning 6C, Howell Mountain ▪ *Moderator: Pat*

Alexander, Director of Education - Museum in the Classroom, Napa Valley Museum. Presenter: Janessa West, Public Programs Manager, Historic Old Sacramento Foundation ■ Volunteers are the lifeblood of most museums. However, finding the perfect volunteer to match your program needs is a challenge. The goal of this session is to break down the obstacles of finding volunteers by examining our existing volunteer programs and discovering what works and what doesn't. By focusing on recruitment, retention, reputation, and review we can improve our existing programs and grow our volunteer numbers. **Learning Outcome:** Delve into volunteer vitals from initial contact, volunteer interviews, appropriate jobs, mentor program, review to contact with established volunteers.

Quick Bites of Advice on Your Job Search ■ Lunchtime Learning 6D, Mount Veeder ■ *Moderator: Katherine Nammacher, Board Member, Bay Area Emerging Museum Professionals and Sarah Groh, Contact Center Coordinator/Board Member, California Academy of Sciences/Bay Area Emerging Museum Professionals. Presenters: Lori Starr, Executive Director, Contemporary Jewish Museum; Karen Kienzle, Director, Palo Alto Art Center; Christine Moss, Staffing Manager, Fine Arts Museums of San Francisco; Emily Quist, Assistant Director of Visitor Strategy, Oakland Museum of California; Dr. Michael Wall, Vice President of Research and Public Programs, San Diego Natural History Museum; Johanna Fassbender, Education Director, Hayward Area Historical Society; Kara West, Library Arts and Culture Exhibitions Manager, San Diego Public Library; Victoria Bradshaw, Head of Collections, Phoebe Hearst Museum of Anthropology, UC Berkeley* ■ Want professional advice on the job search? Join seasoned museum professionals in an informal setting to find out how to strengthen the essential components of your application and approach. The session begins in small groups and ends with a recap Q&A session. We recommend bringing your resume and topic questions. **Learning Outcome:** Leave with tips and strategies from working professionals for composing a professional job application and information about search tools and resources.

Sustaining Partnerships: Museum Community Engagement Strategies ■ Lunchtime Learning 6E, Carneros ■ *Moderator: Michael Nobleza, Executive Director, Children's Creativity Museum. Presenters: Saly Lee, Senior Educator for Arts and Gallery Programs, Asian Art Museum; Evelyn Orantes, Senior Experience Developer, Oakland Museum of California* ■ This roundtable is an effort to identify best practices emerging from existing museum community engagement endeavors, investigate potential strategies for expanding

engagement as a primary strategy to inform and drive organizational change, and discuss pathways to authentic and long-lasting relationships between museums and historically under-served communities. **Learning Outcome:** Identify key steps toward creating authentic community partnerships and the elements that make those partnerships successful.

1:15 PM – 3:15 PM

MAKER STATIONS *(See description on page 20)*
Syrah/Merlot Rooms

Mystery Box Challenge: Build a Community from Upcycled

Materials ■ In this fun, fast-paced challenge, participants will each unveil a mystery box full of materials that they'll use to build a collaborative community. *Hosted by TinkerLab*

Mind Boggling Machines ■ Engineer a humorous solution to a simple task with a complicated invention! Use paper and pencil and chalkboards to brainstorm complex chain reactions inspired by Rube Goldberg machines. Design one yourself or get a group together to experiment. *Hosted by Fine Arts Museums of San Francisco*

Green Journal ■ Learn to create a pamphlet stitch to sew and transform a variety of papers into an elegant journal that could be used for writing, drawing, collage making. Our green journals are inspired by the Palo Alto Art Center's exhibition titled 'Bibliophilia'. *Hosted by Palo Alto Art Center*

1:30 PM – 2:45 PM

CONCURRENT SESSIONS

Controversial Conversations: Engaging Visitors in Issues that

Matter ■ Session 7A, Stag's Leap ■ *Moderator: Jason Reinier, Founder/CEO, Earprint Productions. Presenters: Christine Lashaw, Experience Developer, Oakland Museum of CA; Chris Johnson, Artist; Emma Thorne-Christy, Exhibit Developer, Adoption Museum Project; Laura Callen, Director/Curator, Adoption Museum Project* ■ How can your museum engage visitors in dynamic conversations around controversial issues in a meaningful way? This session will explore three cutting edge exhibits that work with personal stories presented from multiple perspectives to craft a larger, more universal conversation and one in which visitors themselves can participate.

Learning Outcome: Understand the successes and challenges of

producing three very different exhibits that incorporate diverse voices addressing difficult topics. *Knowledge Level: Intermediate.*

Museum Possible: Managing Your Museum Career ▪ Session 7B, Atlas Peak ▪ *Moderator: Bill Moreno, Director, William Moreno Contemporary Consulting. Presenters: Lawrence Rinder, Director, Berkeley Art Museum; David de la Torre, Director, The Mexican Museum; Robin Groesbeck* ▪ Securing museum employment can be challenging. The competition is intense and the industry is in a state of flux and, in many cases, contraction. This session will explore the current skills, strategies and tactics necessary to become a successful candidate for your first or subsequent position. **Learning Outcome:** Gain insight into the key staff skills and characteristics valued by senior museum managers and directors. *Knowledge Level: Intermediate.*

Conquering Museum Challenges with Design Thinking ▪ Session 7C, Mount Veeder ▪ *Moderator: Susan Spero, Professor, Museum Studies, John F. Kennedy University. Presenters: Brianna Cutts, Creative Director, Sibbett Group; Karen Kienzle, Director, Palo Alto Art Center; Dana Mitroff Silvers, Web Strategy Consultant, Independent* ▪ Design thinking is a human-centered prototype-driven process for innovation, problem solving, and collaboration. The action-oriented process encourages museums to test their ideas more quickly and use the findings to improve visitor engagement. This panel presents a fresh way to approach discovering and acting upon audience needs. **Learning Outcome:** Understand how the five-step design thinking process has been applied in the cultural sector for innovative, visitor-centered solutions. *Knowledge Level: Intermediate.*

So You Want to Develop a Gallery Touch Interface on a Small Budget? ▪ Session 7D, Howell Mountain ▪ *Moderator: Wesley Hsu, UI/UX Designer, Balboa Park Online Collaborative. Presenters: Anna Chiaretta Lavatelli, Assistant Director of Digital Media, Balboa Park Online Collaborative; Luanne Kanzawa, Director, Japanese Friendship Garden* ▪ With the rise of touch technology, how do museums successfully integrate these devices into their galleries strategically and on a small budget? Balboa Park Online Collaborative has been working with museums to implement interactive gallery technology to engage audiences. Learn how to plan, develop and implement touch technologies. **Learning Outcome:** Learn how to develop touch interfaces from strategic planning, project management, to production and implementation through collaborations and on a small budget. *Knowledge Level: Introductory.*

How to Make a Major Gift Ask ▪ Session 7E, Carneros ▪ *Moderator: Theresa Duncan, Vice President of Development, Aquarium of the Pacific. Presenters: James Leventhal, Deputy Director for Development, Contemporary Jewish Museum; Karen Coutts, Fundraising Consultant/Board Member, KC Fundraising Consulting/Balboa Art Conservation Center* ▪ This session will provide the tools, tips, and strategies for making a major gift solicitation. Through interactive exercises and case studies, participants will learn the mechanics of an in-person solicitation, gain confidence in making the ask, and learn how to effectively engage their Board and other volunteers in the process. **Learning Outcome:** Obtain tips about becoming comfortable and confident when asking for a Major Gift. *Knowledge Level: Introductory.*

2:45 PM – 3:15 PM

SOFT PRETZEL SOCIAL/BREAK

Syrah/Merlot Rooms

Sponsored by:



3:15 PM – 4:15 PM

CLOSING TOWN HALL: CROWNING A MONARCH

Cabernet/Zinfandel

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 will be a conversation to reflect on your conference experience. We will also crown a monarch for the museum world through the MUSEUM ROYALE conference game (see page 17). Help select the essence of museums, join the dialogue, and prepare for your post-conference life.

4:30 PM – 5:30 PM

NO HOST HAPPY HOUR

VINEleven Restaurant & Bar

Join your colleagues for a beverage and say a fond farewell to Napa! No host bar. We recommend the outdoor patio, 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
- reusable tote bags made from plastic bottles
- 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:



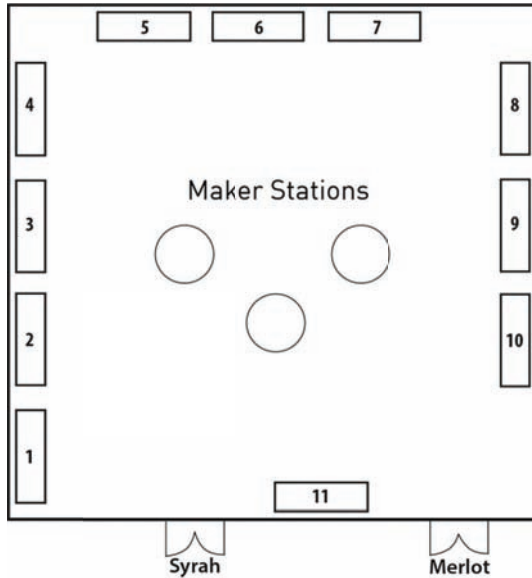
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MUSEUM STUDIES
TRANSFORMING LIVES
CHANGING THE WORLD

EXHIBIT HALL DIRECTORY

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



JFK University Museum Studies ■ Booth #1 (Thursday Only)

Contact: Adrienne McGraw, Program Chair

2956 San Pablo Avenue, Berkeley, CA

Phone: 510/647-2079

Email: amcgraw@jfkku.edu

The Museum Studies Program at John F. Kennedy University in Berkeley is one of the nation's first graduate programs to offer a Master's, and in response to an ever more complex museum environment, now offers a dual MA/MBA degree. The curriculum prepares both emerging and working museum professionals for the museums of today and tomorrow.

Connect Art Intl ■ Booth #1 (Friday Only)

Contact: Jamie O'Keefe, Registrar

780 Toland Street

San Francisco, CA 94124

Phone: 415/824-2422

Email: jamie@connectartintl.com

Connect Art International provides a full range of museum quality services including: packing, crating, climate controlled storage, registration, an onsite private viewing gallery, air-ride climate controlled transportation, exhibition services and installation. Our experienced team provides local, domestic and international logistics for any size project that is tailored to your needs.

CI Solutions ■ Booth #2

Contact: Shelley Hasselbrink, Marketing / Sales

3625 Serpentine Drive, Los Alamitos, CA 90720

Phone: 800/599-7385 x530

Email: shelleyh@cardintegrators.com

CI Solutions provide enhanced solutions for member identification, verification and gift cards for museums. Museums use our CI Badge system to provide visitors with instance issuance of personalized membership cards and gift cards. With a swipe of their member card, museums can track visits and offer rewards to their members.

MBA Design + Display Products Corp. ■ Booth #3

Contact: Lisa Kowalczyk, Western Regional Sales Manager

35 East Uwchlan Avenue, #310, Exton, PA 19341

Phone: 650/524-7590 x 10

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mila-wall® – modular wall panel system ideal for changing exhibition spaces, multipurpose areas and traveling exhibits. mila-wall® – flexible design, easy installation, efficient storage options, MBA offers a cost effective & sustainable panel solution.

Hollinger Metal Edge, Inc. ■ Booth #4

Contact: Bob Henderson, President

6340 Bandini Blvd., Los Angeles, CA 90040

Phone: 325/721-7800

Email: bh@metaledgeinc.com

Hollinger Metal Edge is the largest supplier of Archival Storage Products and Exhibit Cases for Museums, government and institutional archives, historical societies, libraries, and universities. We are dedicated to quality, customer service, and competitive prices.

U.S. Art Company ■ Booth #5

Contact: Jennifer Gray, General Manager

921 West Walnut Street, Compton, CA 90220

Phone: 877/528-7278

Email: jgray@usart.com

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

Mutual of America ■ Booth #6 (Thursday Only)

Contact: Jesse McLeod, Group Consultant
1333 N. California Blvd. Ste 660, Walnut Creek, CA 94596
Phone: 925/937-9900

Email: jesse.mcleod@mutualofamerica.com

Mutual of America specializes in providing retirement products and services to organizations and their employees, as well as to individuals. Since 1945, Mutual of America is committed to its Mission to offer plan sponsors, plan participants, and individuals carefully selected, quality products and services at a competitive price.

Balboa Park Online Collaborative ■ Booth #6 (Friday Only)

Contact: Aimee Reed, Director of External Affairs
2131 Pan American Road, San Diego, CA 92101
Phone: 619/331-1971

Email: areed@bpoc.org

Let us collaborate with you to connect your audiences to art, culture, and science through technology. Located in Balboa Park San Diego, Balboa Park Online Collaborative works with over 25 partner museums and cultural institutions to develop engaging and innovative technology, including websites, mobile tours, gallery interactives, touch-tables, and more.

American Alliance of Museums ■ Booth #7

Contact: Laura Lott, Chief Operating Officer
1575 Eye Street, NW Suite 400, Washington, DC 20005
Phone: 202/218-7702

Email: llott@aaam-us.org

We have a new middle name, but our commitment to you remains constant. We're working to unite the entire field and speak with a strong voice to make the case that museums are essential. Learn more about our new approach that makes our membership and excellence programs more affordable, accessible and relevant.

PRIMARY COLOR ■ Booth #8

Contact: John Wersbe

401 Coral Circle, El Segundo, CA 90245

Phone: 310/980-9835

Email: johnwersbe@primarycolor.com

Primary Color offers a comprehensive array of products and services for museums and exhibits. We specialize in the planning, product engineering, substrate selection, printing, display fabrication and installation of visual graphics. Primary focuses on providing innovative and customized solutions by incorporating, movement, lighting and unique printing techniques into the visual experience.

Robertson Taylor International Insurance Brokers ■ Booth #9

Contact: Victoria France, Managing Director, Fine Art Division

15260 Ventura Blvd., Ste. 2230, Sherman Oaks, CA 91024

Phone: 818/815-2617

Email: victoria.france@rtib.net

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

The Donning Company Publishers ■ Booth # 10

Contact: Dwight Tompkins, Project Director

306 N. Kansas Avenue, Marceline, MO 64658

Phone: 916/427-5950

Email: dwight.tompkins@donning.com

With nearly forty years of experience and two thousand published titles, the Donning Company can ensure your publishing experience is enjoyable and successful. We know our customers are unique with separate goals so we customize our services. Donning is a turnkey company offering a range of services from one source.

Fine Art & Collectibles Enterprises (FACE) ■ Booth #11

Contact: Kim Anderson, Marketing Director

140 Diamond Creek Pl., Roseville, CA 95747

Phone: 855/922-0800

Email: kanderson@faceins.com

FACE Insurance Services is a highly specialized unit of experienced insurance professionals that offers a total insurance program designed exclusively for museums. Our team works with curators and risk managers to ensure the security of all art and objects on display, as well as coverage for all business components.

FREE ADMISSION SITES

Napa 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, March 5, 2014 and Sunday, March 9, 2014 to take advantage of these offers. Also, please be sure to check their website or call for hours of operation, directions, and other information. Transportation is not provided.

di Rosa

5200 Carneros/Sonoma
Highway
Napa, CA 94559
(707) 226-5991

www.dirosaart.org/

Free admission to the Gatehouse Gallery to attendees with their conference badge. To see all the other galleries and grounds, attendees will need to join a public tour. di Rosa is happy to offer a \$3.00 discount on any tour when attendees present their conference badge or conference receipt. Please visit their website or call for tour times.

Napa County Historical Society

1219 1st Street
Napa, CA 94559
(707) 224-1739

www.napahistory.org

Napa Valley Museum

55 Presidents Circle
Yountville, CA 95499
(707) 944-0500
napavalleymuseum.org

Robert Louis Stevenson Museum

1490 Library Lane
St. Helena, CA 94574
(707) 963-3757
www.stevensonmuseum.org

Vallejo Naval & Historical Museum

734 Marin Street
Vallejo, CA 94590
(707) 643-0077
www.vallejomuseum.org

ADVANCED AND PREMIUM MEMBERS

Does your museum need the services of a consultant or to locate a museum product? Consider using a business that supports the California museum field. These businesses support CAM as Advanced or Premium business members (as of 1/31/14).

Arts Management Program, Claremont Graduate University

1021 N. Dartmouth Avenue
Claremont, CA 91711
Contact: Diana Luna
Phone: 909-607-9109
diana.luna@cgu.edu

Balboa Art Conservation Center

PO Box 3755
San Diego, CA 92163
Contact: Janet Ruggles
Phone: 619-236-9702
info@bacc.org

Balboa Park Online Collaborative

2131 Pan American Plaza
San Diego, CA 92101
Contact: Vivian Kung Haga
Phone: 619-331-1974
vhaga@bpoc.org

CI Solutions

3625 Serpentine Drive
Los Alamitos, CA 90720
Contact: Shelley Hasselbrink
Phone: 800-599-7385 x530
shelleyh@cardintegrators.com

Clars Auction Gallery

5644 Telegraph Ave.
Oakland, CA 94609

Contact: Redge Martin
Phone: 510-428-0100
redge@clars.com

Gail Anderson & Associates

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Novato, CA 94947
Contact: Gail Anderson
Phone: 415-897-5616
gail@gailanderson-assoc.com

Gaylord Brothers

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Syracuse, NY 13221-4901
Contact: Amanda Rose
Phone: 315-634-8440
amanda.rose@gaylord.com

John F. Kennedy University

2956 San Pablo Ave. 2nd Fl.
Berkeley, CA 94702
Contact: Adrienne McGraw
Phone: 510-647-2072
amcgraw@jfkku.edu

KHORA DISPLAYS

4631 El Camino Corto
La Canada, CA 91011
Contact: Dan David
Phone: 626-485-9494
ddavid@khoradisplays.com

Manask & Associates

209 W Alameda Ave Ste 103

Burbank, CA 91502
Contact: Catherine Lorrimer
Phone: 818-557-0635
catherine@manask.com

MATT Construction

9814 Norwalk Blvd., Suite 100
Santa Fe Springs, CA 90670
Contact: Dafna Zilafro
Phone: 562-903-2277
dzilafro@mattconstruction.com

**Museum Management
Consultants Inc.**

120 Green Street, Ste. 200
San Francisco, CA 94111-1302
Contact: Adrienne Horn
Phone: 415-982-2288
adrienne@museum-
management.com

Mutual of America

1333 N. California Blvd
Walnut Creek, CA 94596
Contact: Jesse McLeod
Phone: 925-937-9900
jesse.mcleod@mutualofamerica
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Contact: Darren Burke
Phone: 858-200-4251
dburke@rbgnrp.com

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S. San Francisco, CA 94083
Contact: Jennifer Polishook
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jennifer@shipart.com

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McCook, IL 60525
Contact: Julie Heath
Phone: 508-688-4262
info@tru-vue.com

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San Francisco, CA 94117
Contact: Marjorie Schwarzer
Phone: 415-422-4039
mschwarzer@usfca.edu

Witten June PC

198 Bonifacio Place
Monterey, CA 93940
Contact: Jeannette Witten
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jwitten@wittenjune.com



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Design Architect: Kohn Pedersen Fox Associates

Executive Architect: House & Robertson



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Natural History Museum of Los Angeles

Architect: CO Architects

Landscape Design: Mia Lehrer + Associates