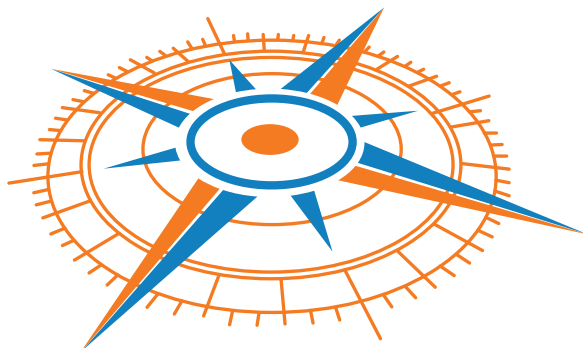


CALIFORNIA ASSOCIATION OF MUSEUMS
2015 ANNUAL CONFERENCE



Navigating Uncharted Waters

MUSEUMS AT THE FOREFRONT

February 18-20, 2015

SPONSORED IN PART BY:

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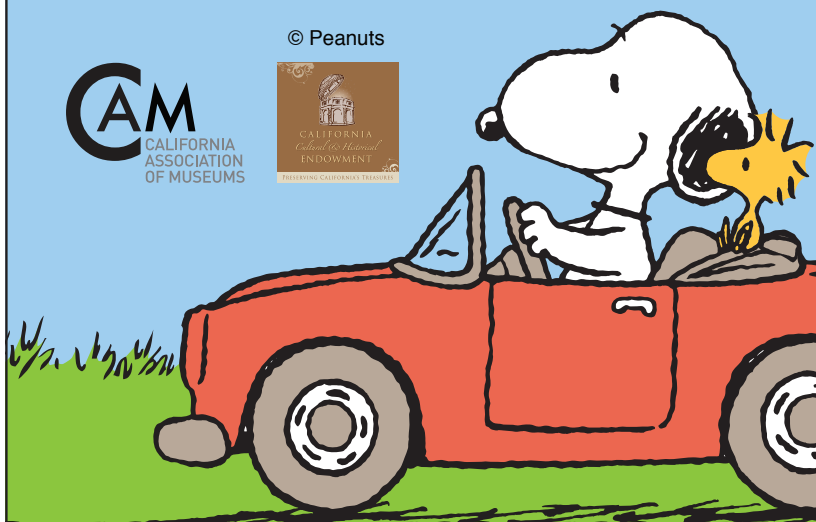
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Navigating Uncharted Waters

MUSEUMS AT THE FOREFRONT

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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 47.

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Pamela Zielske, Advocacy Coordinator

ABOUT CAM

Our mission is... “Leading California museums into the future.”



CAM Conference - The next CAM conference will be in Riverside, March 2-4, 2016. A call for proposals will be posted soon!

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. Are you receiving our Legislative Updates on State issues and calls to action?

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.

Museum Futures Community - The Museum Futures Community researches and discusses trends about the future. Join their online community at www.camuseumcommunity.org.

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

California Networks for Collaboration – This statewide pilot project will be activating your local network by providing highly collaborative study groups to deepen our museum practices in accessibility, audience research, and engagement strategies. Stay tuned!

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

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UNIVERSITY OF SAN FRANCISCO

WEDNESDAY, FEBRUARY 18, 2015

8:00 AM - 6:00 PM Registration Open

Pre-Conference Tours

10:00AM - 2:00PM

Myths, Mariachis, and Margaritas --- Oh, my!

Old Town San Diego State Historic Park is a historic site, urban park, outdoor living history museum, collection of historic structures, series of house museums, and twenty-seven privately owned businesses. In such a setting is it possible to capture the look, feel, and ambiance of the mid-1800s? Explore the site and discuss the successes and challenges of managing this highly-visited, multi-faceted destination. We will begin at RUST General Store for a perspective on what it is like to operate a private business in a state historic park. Other stops on the tour will include a look at some of the archaeological finds and a discussion of managing subsurface and above ground cultural resources, complying with 21st century accessibility needs, enhancing educational opportunities in a free choice learning environment, and replacing myth with history. After an opportunity for independent exploration, we will gather at The Cosmopolitan Hotel for a tour and history inspired lunch. *Fee includes light breakfast, lunch and cocktail tasting. Transportation is not included but attendees are encouraged to take San Diego's public transit, MTS, a 15 minute trip. The nearest MTS Station to the hotel is County Center/Little Italy (6 minutes walking). See Registration for ticket availability.*

10:00AM - 12:00PM

Walking through history in Balboa Park*

Walk with local tour guide and archivist for the Japanese American Historical Society of San Diego, Linda Canada, to learn more about the public history (and some of the crazy behind the scenes details) of beautiful Balboa Park. In two hours, you'll learn some of the challenges of being a tenant of the City of San Diego, and some creative solutions that might work for your organization. Walking shoes recommended. *Transportation is included to Balboa Park. See Registration for ticket availability.*

10:00AM - 1:30PM

La Jolla Arts and Culture Highlights - CANCELLED

12:30PM - 3:30PM

A Closer Look at Collections Care and Art Conservation*

Have you ever been curious to look over a conservator's shoulder and learn more about how works of art are conserved? How about a rare look at a textile collection from around the world? This tour will feature the behind-the-scenes activities at two organizations and their preservation/conservation methods. Join the Mingei International Museum's Textile Collections Manager for a private tour highlighting their textile collection areas and examine rarely-seen textile objects. This hands-on discussion will include collections care techniques, as well as specialized storage methods. Then, join the staff of the Balboa Art Conservation Center (BACC), a non-profit regional conservation center, for a tour highlighting the conservation services they provide to care for works on paper and paintings as well as gilded frames. Participants will tour the labs, hear about specific treatments, and be able to ask the conservators questions. *Coffee break with refreshments included between locales. Transportation is included to Balboa Park. See Registration for ticket availability.*

1:00PM - 4:00PM

An Insiders Tour of Two New Museums - SOLD OUT

This tour offers a rare opportunity for an insider's tour of two new museums in the revitalized San Diego Naval Training Center. This new center for arts and culture includes the Women's Museum of California and the Visions Art Museum. Learn first-hand how these small museums are thriving with creative exhibits and dynamic volunteers. The first stop will be a tour led by Ashley Gardner, Executive Director of the Women's Museum of California, of their exhibit, "Tears of War – Stories of Women Refugees in America." The second tour at Visions Art Museum will be through their just opened "Expressions in Equality" exhibit featuring fabric art exemplifying perspectives of African Americans, elderly, and the LGBT community. *Location: Meet at the Women's Museum of California, 2730 Historic Decatur Rd., San Diego. Transportation is not included but attendees can take San Diego's public transit, MTS or make the short 9 minute drive by car or taxi. See Registration for ticket availability.*

2:00PM - 4:00PM

Interpretive Technology in the Park – A Guided Tour*

Join Chad Weinard, Balboa Park Online Collaborative's Director of Digital Media, on a tour of the latest interpretive technology installations in Balboa Park. The tour will include a visit to the Park's Japanese Friendship Garden to view their surface table and mobile app; the Museum of Man's equivalent experience of their California Tower Tour; the Model Railroad Museum's Centennial Railroad project where visitors can control a model railway installation; and the Natural History Museum's indoor GPS Wifarer project.

Transportation is included to Balboa Park. See Registration for ticket availability.

Pre-Conference Workshops

9:00AM – 12:00PM

Get Greening! Developing Your Own Green Guide*

Facilitators: Adrienne McGraw, Program Chair, Museum Studies, John F. Kennedy University; Jessica Rinaman Travis, Director, Sustainability & Community Relations, Balboa Park Cultural Partnership; Ellen Kappes, Sustainability Coach, True Market Solutions.

Given their unique needs, museums must approach environmental sustainability in creative ways to be economical, preserve collections, and serve visitors--interests that are sometimes competing. This workshop will draw on case study examples and available resources to blend existing programs with individual institutional needs to develop a sustainability plan. Participants will begin to develop their own Green Guides to take back and start using. *Knowledge Level: Introductory. Transportation is included to Balboa Park. Location: Japanese Friendship Garden Society of San Diego. See Registration for ticket availability.* **Learning Outcome:** Apply case studies, real-life experiences, and the Green Museum Accord to uncover new ways of approaching sustainability in your institution

9:00AM – 4:00PM

Using Strategic Foresight to Plan for a Preferred Future*

Facilitators: Lisa Eriksen, Principal, Lisa Eriksen Consulting; Ruth Cuadra, Business Applications Administrator, Getty Research Institute; Johanna Fassbender, Collections & Exhibitions Manager, Los Altos History Museum; Leigh Gleason, Curator of Collections, UCR/California

Museum of Photography.

By employing futures thinking we can develop adaptable organizational plans, create more sustainable institutions, and serve our changing communities. This interactive workshop provides an introduction to strategic foresight and identifies emerging trends that will impact our organizations. We will learn techniques to identify change and integrate futures thinking into our work.

Knowledge Level: Introductory. Transportation is included to Balboa Park. A break will be provided to explore lunch options in Balboa Park.

Location: Reuben H. Fleet Science Center. See Registration for ticket availability.

Learning Outcome: Recognize how institutions can respond more appropriately to long-term change and unanticipated events through futures thinking and basic strategic foresight techniques

9:00AM – 4:00PM

Handling and Housekeeping for Museum Collections*

Facilitators: Alexis Miller, Chief Conservator of Paintings, Balboa Art Conservation Center; Morgan Hayes, Assistant Conservator of Paintings, Balboa Art Conservation Center.

Good housekeeping and careful handling go a long way in preserving collections. Through lecture, discussion, and hands-on exercises, this workshop covers the many elements to consider when caring for collections, such as their materials and construction, handling vulnerabilities and procedures, and safety and security. Speakers will also address housekeeping, including the cleaning of storage spaces and objects, pest management, and the protection of collections from dust and dirt.

Knowledge Level: Introductory-Intermediate. Transportation is included to Balboa Park. Location: Museum of Photographic Arts. See Registration for ticket availability.

Learning Outcome: Gain confidence in handling and housekeeping best practices that allow for enhanced protection and care for collections

2:30PM – 4:30PM

EMP Conference & Networking 101 - Even the Shy Can Do It!

Facilitators: Wendy Meluch, Visitor Studies & Evaluation Consultant, VisitorStudies.com.

Are you new to networking, or just don't feel at ease with it? Come join us for a fun, interactive session and get practical advice and

useful tips about meeting people and getting the most out of your conference. Following this mini-workshop you can practice your skills at the reception/mixer. *Knowledge Level: Introductory. Location: Porthole Room, Wyndham Bayside San Diego. See Registration for ticket availability.* **Learning Outcome:** Use practical tools for navigating networking events with confidence

**Tours and workshops marked with an asterisk (*) include access to the Balboa Park Shuttle. The shuttle will routinely leave from the hotel to Balboa Park on Wednesday, February 18th beginning at 8:45am with the last shuttle leaving the park at 4:15pm. Conference attendees are welcome to use this shuttle by presenting their conference badge but those registered for a tour or workshop will have priority boarding access.*

Meetings

10:00 AM – 11:30 AM: New CAM Board Member Orientation ■

Greenhall Room, The New Children's Museum, 200 West Island Avenue, San Diego

11:45AM - 3:00 PM: CAM Board of Directors ■ Greenhall Room, The New Children's Museum, 200 West Island Avenue, San Diego

Evening Events

5:00 PM – 6:30 PM

Welcome Reception

Maritime Museum of San Diego



Sponsored by:

You're invited to an informal opportunity to make a boatful of new friends aboard the San Diego Maritime Museum's Steam Ferry Berkeley before the conference officially begins. The Berkeley is an 1898 steam ferry boat that operated for 60 years on San Francisco Bay. A California State Historic Landmark and a National Historic Landmark, the ferry boat's lower deck and main deck contain many important exhibits and displays, including her fully restored triple expansion steam engine, which--although no longer steam-operated today--performs for visitors with the aid of hydraulics and

compressed air. Join us for the fun! *Includes hors d'oeuvres, entertainment, and no host cash bar. Transportation not included, the Museum's Steam Ferry Berkeley is located across the street from the Wyndham Bayside San Diego. See Registration for ticket availability.*

7:15 PM – 9:30 PM
Director's Dinner:
Funder's Forecast and
CAMMY Award

*San Diego Natural
History Museum*

Sponsored by:



Speakers: Kathlyn Mead, CEO, San Diego Foundation; Josephine Ramirez, Program Director, The James Irvine Foundation; Claudia French, Deputy Director for Museums, Institute of Museum and Library

Services; and James Leventhal, Director of Development, Exploratorium (moderator).

Join museum leaders for an informal dinner and discussion at the San Diego Natural History Museum, also known as "the NAT". Guests will have a chance to tour the Museum's newly opened "Coast to Cactus" exhibition which was primarily funded by a California State Parks' Nature Education Facilities grant, made possible with funds from Proposition 84. A panel of foundation and funder representatives will share their forecasts for museum funding in the future and answer your questions. CAM President Shawn Lum will also present the 2015 CAMMY Award to The Legler Benbough Foundation for their extraordinary support of the museum field.

Fee includes transportation and dinner. Open to directors, trustees, and senior museum staff. Transportation is included please meet in the lobby of the hotel at 6:40pm. See Registration for ticket availability.

7:00PM – 9:00PM
DIALOGUE DINNERS

San Diego Museum of Man



Enjoy one of the dialogue dinners under the grand rotunda of the California Building, a 100-year-old Spanish Colonial landmark. Sit amongst exhibits such as *Beerology* (a look at thousands of years of

brewing culture) and *Monsters!* (a highly interactive exploration of monster lore from around the world), along with the Museum's permanent anthropological collections. *Participants should meet in the Wyndham Bayside San Diego lobby at 6:40pm. Volunteers will be on site to help answer questions and direct attendees. Seating is limited and dinners will sell out quickly. Registration includes transportation to the San Diego Museum of Man, one reserved seat at a pre-selected discussion (see topics below) and dinner. Dinner includes an assortment of authentic fresh tamales from a women's worker-owned cooperative, Fresh-Tamales, rice, beans, a garden salad, ice tea and water and dessert. See Registration for ticket availability.*

Eat, Chat, Collaborate: About Collaborative Video Production

A look at what collaborative videos are, their ability to offer new ways for museums to represent themselves, and how to manage them on various size budgets. *Facilitator: Andrew Mandinach, Digital Media Coordinator, Balboa Park Online Collaborative.*

Museum Volunteers and Change: Challenges and Successes

Changes to museum mission, culture, and programming can be challenging for volunteers, especially those with a long history. Join a facilitated discussion about the challenges of change for museum volunteers. *Facilitator: Emilie Bromet-Bauer, Senior Manager of Docent Programs, California Academy of Sciences.*

The Future of Museums in California - SOLD OUT

Focusing on strategic foresight and futures thinking as tools for creating sustainable futures for museums, we'll discuss current trends and possible outcomes in several areas (e.g., demographics, big data, privacy). *Facilitators: Ruth Cuadra,*

Business Applications Administrator, Getty Research Institute and Karen Graham Wade, Executive Director, The Homestead Museum.

Greening Your Museum? New or Experienced, We All Learn From Each Other

Trade questions and experiences on greening museums with Sarah Sutton, co-author of *The Green Museum*, who works with museums nationally, and Denise Knapp from the *Ignite!* Award-winning Santa Barbara Botanical Garden. *Facilitator: Sarah Sutton, Co-Author, The Green Museum, Sustainable Museums.*

The Art of Science: Museums Putting the 'A' in STEM

Creativity is a vital component in science, technology, engineering and mathematics (STEM) education. Come share your ideas and learn about how museums can help teachers incorporate art into the STEM curriculum. *Facilitator: Sue Lafferty, Science Educator.*

In the Trenches of "Art as Experience"

Join The New Children's Museum for a reflective conversation on how museums and artists can collaborate to create work that reaches non-traditional contemporary art audiences in powerful new ways. *Facilitator: Megan Dickerson, Manager of Exhibition Development, The New Children's Museum.*

EMP no more, what's next in store? (Northern California)

Join other Northern California EMPs and mid-career professionals for this informal dialogue about advancing out of the EMP stage and into the next phase of your bright future in the museum world. *Facilitator: Sarah Kimmerle, President, Bay Area Emerging Museum Professionals.*

EMP no more, what's next in store? (Southern California) - SOLD OUT

Join other Southern California EMPs and mid-career professionals for this informal dialogue about advancing out of the EMP stage and into the next phase of your bright future in the museum world. *Facilitator: Chelsea Hogan, President, Los Angeles Emerging Museum Professionals.*

Getty Scholarship Recipients

By invitation only. *Facilitators: Victor Crosetti, University of San Francisco, Annie Lee, USC Pacific Asia Museum, and Rody Lopez, Long Beach Museum of Art.*

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Biddy Mason: Courtesy of Security Pacific National Bank Collection/Los Angeles Public Library | **Yetta Stromberg:** Courtesy of ©Bettman/CORBIS | **Pitty Me Lou, Yosemite March Two Step, Champagne Galop, I Love You California:** Courtesy of the collections of The Society of California Pioneers and James Keller | **Resist US Imperialism:** Courtesy of Faviana Rodriguez



CURATE *YOUR* CAM 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 CAM 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 31 and 41 for details.

2) Participate in the Conference Game

In your tote bag are instructions on how to play the CAM conference treasure hunt. This game will require you to meet new people, compare puzzle pieces, and collaboratively piece together a map. Who knows? Maybe you will win the treasure trove of pirate booty!

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 or #CAM2015

We encourage you to tweet, post your "takeaways", and help share information and news in a digital fashion. Include #CAMCONF or #CAM2015 in your tweet or follow the feed.

5) Tag @calmuseums on Facebook or Instagram

Feel free to post photos of you and/or your colleagues in San Diego or your Maker Station creations 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, FEBRUARY 19, 2015

7:00 AM - 6:00 PM Registration Open

8:30 AM - 9:45 AM OPENING TOWN HALL - *Pacific AB*



The Faces at the Forefront

Sponsored by:



Speakers: Shawn Lum, Executive Director, Vacaville Museum and President, CAM Board of Directors; Liebe Geft, Director of the Museum of Tolerance; Matthew Boger; and Tim Zaal.

“The Faces at the Forefront” will be a powerful and inspiring town hall program moderated by Liebe Geft, Director of the Museum of Tolerance (photo below). The Museum of Tolerance is at the forefront of redefining museums as agents of positive change. Attendees will learn how the Museum of Tolerance uses powerful first-person testimony to fulfill its mission, communicate impact and inspire change. The program will include a riveting story that emerged at the museum of an encounter between the neo-Nazi skinhead perpetrator of a hate crime and the juvenile, gay victim whom he beat up and left for dead 25 years earlier (photo below). Discover the extraordinary consequences of this remarkable story, which inspired the 2014 Oscar-nominated documentary short, *Facing Fear*.

CAM’s President, Shawn Lum, will also welcome conference attendees and acknowledge the many volunteers and sponsors that make the conference possible.



10:00 AM – 5:00 PM CONVERSATION CORNER – *Ballroom Foyer*

Leave a session wanting more? Have ideas to bounce off museum colleagues? Drop in anytime to continue a conversation, spark new dialogue, or ask questions at the Conversation Corner. Pen and paper available, just bring your ideas!

10:00 AM – 11:15 AM CONCURRENT SESSIONS

Session 1A: Think Like an Artist: Innovation and Experimentation in Artist-based Family Programs and Art Installations - *Pacific C*

Moderator: Theresa Sotto, Assistant Director, Academic Programs, Hammer Museum. Presenters: Sarah Jesse, Associate Vice President of Education, Los Angeles County Museum of Art; Megan Dickerson, Manager of Exhibition Development, The New Children's Museum. ■

Collaborating with artists to develop family programs and installations fosters unique environments of creativity and experimentation, providing audiences firsthand perspectives on art and practice. Discover benefits and challenges of working with artists through three innovative models: intergenerational workshops led by artist and child, artist-led drop-in programs, and artist-commissioned interactive spaces. **Knowledge Level:** Intermediate. **Learning Outcome:** Recognize how working with artists fosters a spirit of experimentation and creates meaningful connections for family audiences.

Session 1B: Meaningful Community-Centered Engagement: Lessons Learned - *Pacific D*

Moderator: Lisette Islas, Director of Learning & Programs, San Diego Grantmakers. Presenters: Rob Sidner, Director, Mingei International Museum; Sandra Benito, Deputy Director of Education and Public Engagement, San Diego Museum of Art; Micah Parzen, CEO, San Diego Museum of Man. ■ From 2009 through 2013, three diverse Balboa Park museums engaged in a highly collaborative process of connecting with underserved residents in southeastern San Diego in truly meaningful ways. This session explores the lessons that the museums learned and how this community-centered initiative continues to inform their ongoing engagement practices. **Knowledge Level:** Advanced. **Learning Outcome:** Identify the complexities of collaborative, community-centered work.

Session 1C: Maximizing Your Fundraising Potential by Overcoming Internal Obstacles - East Coast

Moderator: Karen Coutts, Founder/Board Member, KC Fundraising Solutions/Balboa Art Conservation Center. Presenters: Theresa Duncan, Vice President of Development, Aquarium of the Pacific; James Leventhal, Director of Development, Exploratorium. ■ Geared toward individuals who are responsible (directly or indirectly) for fundraising, this interactive session will include strategies for dealing with internal fundraising obstacles, such as executives who are reluctant to make asks, disengaged board members, or staff who are hesitant to share information. Responsive teaching will allow session participant's real-world dilemmas to be addressed by panelists. **Knowledge Level:** Introductory. **Learning Outcome:** Collect strategies in order to overcome internal fundraising obstacles.

Session 1D: Earning Digital Badges for Museum-Based Learning - West Coast

Moderator: Luis Mora, Administrative Coordinator, Beyond the Bell Branch, Los Angeles Unified School District. Presenters: Rebecca Edwards, Education specialist, J. Paul Getty Museum; Lynn Yamasaki, School Programs Developer, Japanese American National Museum; Janet Tran, Education Manager, The Ronald Reagan Presidential Library and Museum. ■ Los Angeles Unified School District recently launched a digital badging initiative to create community-based summer learning opportunities for youth. Several LA-area museums participated by offering badges related to their exhibitions and programs. This session will explore museums' experiences with this initiative and the opportunities and challenges associated with badging programs. **Knowledge Level:** Intermediate. **Learning Outcome:** Discuss the challenges, opportunities and applicability of digital badging based on the experience of a recent, city-wide summer learning program.

Session 1E: Museums and Technology: Creating Accessible Spaces for Visitors with Disabilities - Porthole

Moderator: Rebecca Bradley, Accessibility Coordinator, Fine Arts Museums of San Francisco. Presenters: Mark Berlin, Guest Services Director, USS Midway Museum; Patrick Reagan, Co-Coordinator of Activities and Outreach, Bridging Communities Through Alternative Communication (video-conference). ■ How are museums using technology to engage visitors with disabilities and their collections? The panelists will discuss three projects that were created to encourage accessibility in museums. Panelists will discuss

challenges and outcomes of each project and offer insight into how technology can create equity in access to museums. **Knowledge Level:** Introductory. **Learning Outcome:** Identify various ways in which museums use technology to create experiential and independent learning for visitors of all abilities.

Session 1F: License to Fail - Embarcadero

Moderator: Karen Kienzle, Director, Palo Alto Art Center. Presenters: Brianna Cutts, Creative Director, The Sibbett Group; Sarah Kimmerle, Individual Giving Manager, Oakland Museum of California. ■ In order to succeed, we must fail. But museum professionals are often reluctant to admit their failures. How might we foster institutional cultures that promote experimentation, the freedom to fail, and the courage to share? In this high-energy session, explore failure’s challenges and opportunities from a range of museum perspectives. **Knowledge Level:** Introductory. **Learning Outcome:** Acquire understanding about the value of failure and discuss ideas to foster experimentation.

11:30 AM – 1:30 PM MAKER STATIONS
Pacific AB

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

Selfie Remix! ■ We are the sum of what we see, and our visual perception is shaped by the memories we carry. Join as participants explore elements of art within their own mobile phone photographs and craft a “self-portrait” from those images to create a unique, photo-based collage. *Hosted by: Museum of Photographic Arts*

Art for Everyone: Serigraphy Inspired by Corita Kent ■ Explore the art of artist, teacher, social activist, and nun, Corita Kent. Participants will learn about Corita’s approach to printmaking through the use of popular imagery and text, arranged to create new meanings. We will then develop our own designs, and create our own screen prints. *Hosted by: Corita Art Center*

11:30 AM – 4:30 PM EXHIBIT HALL OPEN
Pacific AB

How can products or services help add value to your museum? How can your work be more effective? Can you save money? Visit the exhibitors in the Exhibit Hall to learn how museums can benefit from services available to museums. See page 48 for a list of all exhibitors.

12:00 PM – 1:30 PM

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

Harborside

The recipients of the fourth 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 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.

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MUSEUM STUDIES
TRANSFORMING LIVES
CHANGING THE WORLD

TRAVELERS 

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?). *Lunch includes: Roasted Red Pepper and Corn Chowder, Quinoa salad, roasted corn, cherry tomatoes, bell peppers, cilantro, red onion, citrus vinaigrette, and dessert, Served with fresh rolls, iced tea, and Starbucks coffee. See Registration for ticket availability.*

1:45 PM – 3:00 PM

CONCURRENT SESSIONS

Session 2A: Digging In: Measuring the Deep Impact of Teen Programs - Pacific C

Moderators: Kai Flores-Emnace and Madison Brookshire, Education Program Coordinators, Museum of Contemporary Art. ■ Learn about

collaborative, practitioner-led research to understand the long-term impacts of intensive teen programs in contemporary art museums. This three-year project brings together arts educators from four museums to investigate how an innovative programming model has influenced participants, their institutions, and the broader community over time. Hear from the California participant in this national project, MOCA. **Knowledge Level:** Intermediate. **Learning Outcome:** Articulate how a practitioner-researcher model builds individual research knowledge and how it can inform programming and documentation practices.

Session 2B: Superintendent's Award Winners for Excellence in Museum Education, 2015 - Pacific D

Moderator: Susan B Spero, Professor, Museum Studies, John F. Kennedy University. Presenters: Sheila Pressley, Director of Education, Fine Arts Museums of San Francisco; Rebekah Harding, Education Manager, Teachers and Training, Autry National Center of the American West; Jessica Potts, Executive Director, Monterey County Agricultural & Rural Life Museum; Jenny Wei, Program Coordinator, Cultural Kaleidoscope, Palo Alto Art Center; Janine Okmin, Associate Director of Education, Contemporary Jewish Museum; Linda S. Blanshay, Ph.D, Director, Program Development, Museum of Tolerance. ■ Learn how the 2015 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. **Knowledge Level:** Intermediate. **Learning Outcome:** Become inspired about strategies for high-quality museum/school partnership programs

Session 2C: Beyond ADA: Listening to What Access Really Means - East Coast

Moderator: Beth Redmond-Jones, Senior Director of Public Programs, San Diego Natural History Museum. Presenters: Paul Gabriel, Principal, Education Consultant/Educational Therapist; Naomi Jones, 19 year old with autism (taped video); Nathan Young, adult with autism (taped video). ■ ADA/Universal Design has effectively addressed physical challenges; but have museums addressed invisible cognitive challenges? Come hear from potential museum visitors who have an Autism Spectrum Disorder or other developmental challenge and learn what access means for them and how museums can use these insights to address universal cognitive needs. **Knowledge Level:**

Intermediate. **Learning Outcome:** Discuss how access varies in a museum setting for visitors with developmental challenges.

Session 2D: War Comes Home: Museums and Military Communities - Embarcadero

Moderator: Annee Booker Knight, Interim Executive Director, Exhibit Envoy. Presenters: Karen Kienzle, Executive Director, Palo Alto Art Center; Keith Jeffreys, Executive Director, United States Veterans' Artists Alliance. ■ How can museums serve those who have served our country? Can museums bridge the gap between those who have served and those who have not? This session explores those questions by highlighting exhibitions and programs that incorporate and benefit military members and families. **Knowledge Level:** Intermediate. **Learning Outcome:** Articulate how museums can effectively engage veteran communities and some of the challenges of working with these audiences.

Session 2E: Putting the Fun in Profundity: A Conversation About Compelling Museum Social Justice Work - Porthole

Moderator: Ben Garcia, Deputy Director, San Diego Museum of Man. Presenters: Lisa Sasaki, Director, Audience & Civic Engagement Center, Oakland Museum of California; Sheri Bernstein, Vice President of Education, Skirball Cultural Center. ■ How do we do social justice work that is compelling to the unconvinced or uninterested? How do we help visitors feel good while doing good work? How can we recognize when best intentions turn into bad museum work? We like talking about these topics. Join us if you do too. **Knowledge Level:** Intermediate. **Learning Outcome:** Discuss what social justice work looks like across museum functions when rooted in fun.

Session 2F: Looming Legal Issues - West Coast

Moderator: Barbara Long, Volunteer and former vice president, Aquarium of the Pacific. Presenters: Jennifer Nelson, Attorney, Jennifer Nelson Law; James R. Gilson, Vice President and General Counsel, Natural History Museum of Los Angeles County. ■ Museums are subject to myriad legal requirements, some unique to the field, and others more broadly applicable. Learn about the latest legal developments impacting our institutions and find out what might be coming our way from in-house and outside counsel. The session will focus on administration, collections, and copyright restrictions. **Knowledge Level:** Introductory. **Learning Outcome:** Articulate how legal developments – both recent and in the future – could impact museums and how to find helpful resources.

2:30 PM – 4:30 PM

MAKER STATIONS *(See description on page 24)*
Pacific AB

Frankentoy: Hack Your Toys ■ In the spirit of hacking, the re-working of existing technology, we will be creating Frankentoys by dismantling and reinventing old or broken toys. Guests will be encouraged to utilize the wind-up mechanisms, motors and circuitry to make their creations move, light up or make sound. *Hosted by: Kidspace Children's Museum*

Handmade Postcards: Make & Mail One Today! ■ Create your own custom postcard to mail back to your museum, your family, or yourself! Visually express your experience, your day, your wishes for the recipient – you name it! Join the mail art movement with your own one-of-a-kind art piece! *Hosted by: Museum of Craft and Design*

IdeaLAB Challenge Wheel ■ Bring your creativity to accept an artsy challenge in our arts-based game. Make anything you want, but be prepared to have your imagination tested when the NCM Challenge Wheel tells you what materials you can use to design your sculpture. *Hosted by: The New Children's Museum*

3:00 PM -3:30 PM

EXHIBIT HALL BREAK
Pacific AB

Indulge your sweet tooth and learn about the products and services available to museums.

Sponsored by:



3:45 PM – 5:00 PM

CONCURRENT SESSIONS

Session 3A: Mini-Workshop: Strategies for Implementing Native Groups in Educational Programming - Harborside

Facilitators: Laurie Egan-Hedley, Director/Curator, Barona Cultural Center & Museum; O'Jay Venegas, Museum Educator, Barona Cultural Center & Museum; Martha Parham, Principal, Barona Indian Charter School; Julie Cushman, Teacher, Barona Indian Charter School, Jennifer Stone, Museum Assistant, Barona Cultural Center & Museum. ■ It can be intimidating for museum educators to teach about Native

California cultures. Learn best practices to incorporate the Native voice, including developing culturally-sensitive lesson plans, working with principals and teachers to create relevant programs, and learning the importance of including California Native culture in museum programming. **Knowledge Level:** Introductory.

Learning Outcome: Recognize best practices for including California Native communities in museum programming for all ages.

Session 3B: Inspiring Guests to Take Action - Pacific C

Moderator: Amy Miller, Director of Public Programs, California Academy of Sciences. Presenters: Nette Pletcher, Director of Conservation Education, Association of Zoos and Aquariums; Charina Cain Layman, Education Manager, Birch Aquarium at Scripps Institution of Oceanography; Maya O'Connor, Senior Educator, San Diego Zoo Global. ■

Our guests want actions they can take toward a cause, i.e. preserving cultural sites, reducing their CO2 footprint. Knowing that simply understanding a topic does not inspire action... what does, and is this our role? This session explores the role of conservation action advocates and successful initiatives to promote behavior change.

Knowledge Level: Intermediate. **Learning Outcome:** Identify and apply techniques for advocacy and behavior change with museum visitors.

Session 3C: Creating Meaning Through Crowd-sourced Content - Pacific D

Moderator: Susanne Clara Bard, Content Developer, Coast to Cactus in Southern California, San Diego Natural History Museum. Presenters: Wes Hsu, UX/UI Designer, Balboa Park Online Collaborative; Joaquin Ortiz, Director of Education and Innovation, Museum of Photographic Arts. ■

Content contributed by museum visitors has the potential to play a meaningful role in museum exhibitions. We will discuss the challenges of soliciting and presenting both curated and un-curated crowd-sourced content (oral histories, photographs, artworks), and how it can encourage a sense of ownership of the museum experience. **Knowledge Level:** Intermediate. **Learning Outcome:**

Apply strategies for incorporating crowd-sourced content into museum exhibitions.

Session 3D: Driving Consistent Customer Service Delivery - East Coast

Moderator: Amanda Sincavage, Acting Director, Balboa Park Learning Institute, Balboa Park Cultural Partnership. Presenters: Margaret Hartnett, Director of Education & Visitor Services, San Diego Museum of Man; Cathleen Hubbard, Ticket Services Manager, Reuben H. Fleet

Science Center; Alison Hendrickson, Visitor Services Coordinator, San Diego History Center. ■ Balboa Park staff will share take-aways from an eight-month professional development project to define core customer service values and develop a parkwide customer service training for up to 1,200 staff members. Participants will share the impact of the process and the integration of key concepts at their organization. **Knowledge Level:** Intermediate. **Learning Outcome:** Evaluate the guest experience and drive consistency in customer service throughout an organization.

Session 3E: The New Power Brokers - Porthole

Moderator: Nicole Lim, Executive Director, The California Indian Museum and Cultural Center. Presenters: Michele Laverty, Executive Director, National Ag Science Center; Pamela Zielske, Advocacy Coordinator, California Association of Museums; Keasha Dumas Heath, Board Member, The Museum of African American Art. ■ Museum funding has been impacted by the economy and government. Advocacy plays a critical role in combating an uncertain future. We need a unified approach. If engaged, legislative activities can generate new opportunities; let's not let potential pass us by. How do we mobilize museums in affecting legislative policies? **Knowledge Level:** Introductory. **Learning Outcome:** Implement strategies for fostering relationships and engaging legislative representatives and their staff.

Session 3F: Using Public Programs as a Pathway to Engage Diverse Visitors: Strategies for Audience Development and Ensuring Relevance - West Coast

Moderator: Stacy Lieberman, Executive Vice President and Deputy Director, Autry National Center of the American West. Presenters: Grant Barrett, Marketing Manager, San Diego Museum of Man; Robyn Hetrick, Director, Programs and Public Events, Autry National Center of the American West; January Parkos Arnall, Curatorial Assistant, Public Engagement, Hammer Museum. ■ Access to rapidly multiplying online experiences is changing visitor expectations about participation, engagement, and entertainment. To ensure future relevance, museums must bridge the generational gap between donors and new audiences. Panelists will share real-life examples of public programming being used to engage audiences who are as diverse as their expectations. **Knowledge Level:** Intermediate. **Learning Outcome:** Explain demographic trends in cultural participation and how that data can inform programming that drives attendance across generations.

Risk-Friendly Fundraising: Sacrificing the Sacred Cow ■ Risk is inherent to creativity and success. When every dollar counts, how can we experiment in fundraising? Join our discussion of successes, innovations, and lessons learned in development trenches.

Facilitator: Brandy Vause, Director of Development, Bay Area Discovery Museum.

Challenges & Opportunities with Life-Long Learners ■ What are the challenges of multi-generational visitors and how do we meet the needs of these different demographics? How do their expectations differ? How can we effectively serve these different groups? *Facilitator: Karen Graham Wade, Director, The Homestead Museum.*

Museum Collaborations: Creating and Sustaining ■ Utilizing San Diego Museum Council's Museum Month promotion as a case study, we will explore how multi-museum collaborations can be created and successful for all partners and sustainable. *Facilitator: Theresa R. Kosen, Executive Director, San Diego Museum Council.*

Keeping Your Volunteers Hooked ■ Join us for a conversation about volunteer retention. How do you ensure your volunteers will come back year after year? Bring your ideas and your questions. *Facilitator: Ariel Feinberg Berson, Art Studio Coordinator, The Berkeley Art Studio, UC Berkeley.*

Social Media & Intellectual Property ■ Join us as we attempt to unravel the maze of external and internal legal concerns associated with the internet phenomenon known as social media. *Facilitator: Jennifer Nelson, Jennifer Nelson Law.*

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 facilitate the roundtable discussion you submitted. *Facilitator: YOU!*

6:30PM – 9:00 PM

**EVENING EVENT: Operation TOPGUN @ the
USS Midway Museum**



Put on your aviator shades, and join the “best of the best” at CAM’s “Operation TOPGUN”, aboard the famous USS Midway Museum.

Don’t miss this exciting evening aboard San Diego’s most visited

museum and must-see attraction. CAM conference attendees will be amongst the first to see an exclusive preview of “The Voices of Midway” a holographic and cinema adventure in Midway’s newly constructed Battle of Midway Theater. Admission includes your choice of one hosted cocktail including the featured F-14tini, a local inspired menu, live entertainment, and more. For those that “feel the need for speed”, turn and burn on one of Midway’s heart pounding flight simulators or take in the best view in town from Midway’s awe-inspiring flight deck. Prefer a cultural experience? Take a docent led tour and learn about San Diego’s deep roots to the Navy as the birth place of naval aviation and the original home of TOP GUN. Complete your evening “mission” by taking a selfie with the legend himself, “Maverick”, from the movie *Top Gun*. Brush up on your flight-ready *Top Gun* quotes, bring your wingman and join us for a memorable night!

Fee includes entrance aboard the carrier, heavy hors d’oeuvres, entertainment, and no-host cash bar. Transportation is not included. Enjoy an evening stroll along the waterfront after conversing in meeting rooms all day. The USS Midway is a ten minute walk (0.4 mile) from the conference hotel, along the newly renovated Bayfront promenade. See Registration for ticket availability.



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

Spring 2015 ■ FREE
See www.calmuseums.org/workshops

CAM Legislative Update

Every Month ■ FREE to subscribe

Green Museums Initiative

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

Museum Futures Community

Research reports ■ Online community about future trends ■ www.calmuseums.org/leadersofthefuture

Financial & Salary Survey

Available online ■ FREE for institutional members

CAM Fellows Essays

Ongoing ■ FREE to access and download

2016 CAM Conference

March 2-4, 2016 ■ Riverside



Learn more at www.calmuseums.org

FRIDAY, FEBRUARY 20, 2015

7:00 AM - 4:30 PM Registration Open

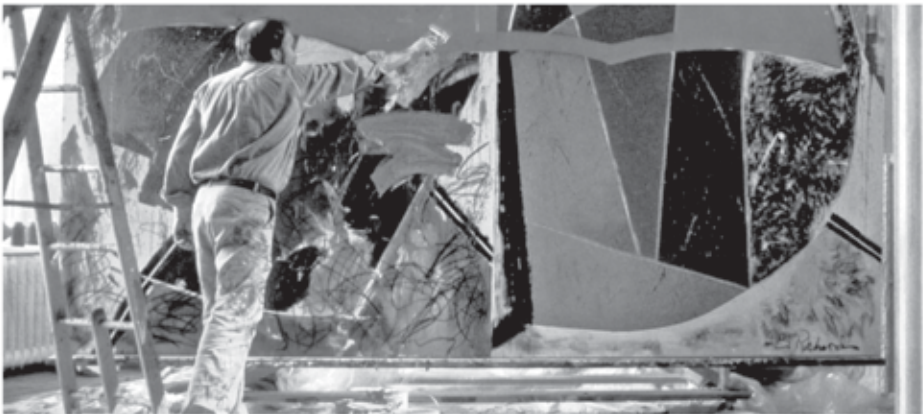
8:15 AM - 2:45 PM CONVERSATION CORNER - *Ballroom Foyer*

Leave a session wanting more? Have ideas to bounce off museum colleagues? Drop in anytime to continue a conversation, spark new dialogue, or ask questions at the Conversation Corner. Pen and paper available, just bring your ideas!

8:15 AM - 9:30 AM CONCURRENT SESSIONS

Session 4A: Best Practices in Administering Online Volunteer Platforms - *Pacific C*

Moderator: Andrew Breunig, Docent Program Coordinator, California Academy of Sciences. Presenters: Sean Rosas, Associate Director of Volunteer Services, Project Open Hand; Tammy Rach, Senior Volunteer Manager, San Diego Zoo; Dana Corey, Volunteer Programs Administrator, Santa Clara County Open Space Authority; Sean



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Devereaux, Manager Volunteer Services, Aquarium of the Pacific. ■ This session panel will bring volunteer management professionals from organizations of varied size and scope to discuss and share different approaches that each organization has utilized, what the overarching best practices in online program administration are, and how to scale those practices from larger organizations to smaller (or vice versa). **Knowledge Level:** Introductory. **Learning Outcome:** Use best practices in administering online volunteer management platforms, including examples from each participating organization.

Session 4B: New Perspectives: Explore the Latest in Collections Management Research with Emerging Museum Professionals - Pacific D

Moderator: Joy Tahan Ruddell, Senior Registrar, Oakland Museum of California. Presenters: Katharine Baldwin-Corriveau, Outreach Coordinator/Graduate Student, Museum of Vertebrate Zoology, UC Berkeley/John F. Kennedy University; Anna Bunting, Registrar, Catharine Clark Gallery; Kaitlin Buickel, Graduate Student, University of San Francisco/California Academy of Sciences. ■ Recent Museum Studies Graduates from three Bay Area programs will present their collections-related masters projects. Come and hear what is up and coming in the field of collections management from Natural Sciences and Advocacy of History Collections to Managing Virtual and Conceptual Art Collections. **Knowledge Level:** Introductory. **Learning Outcome:** Identify specific collections management practices and trends researched by emerging museum professionals.

Session 4C: California Museums Leading the Charge to Communicate Climate Risk and Solutions - East Coast

Moderator: Amber Pairis, PH. D., Senior Environmental Scientist, California Department of Fish and Wildlife. Presenters: Sarah Mae Nelson, Climate Change Interpretive Specialist, Monterey Bay Aquarium; Marina Psaros, Principal and CEO, Coravai; Maggie Reinbold, M.S., Associate Director- Conservation Education Division, San Diego Zoo Institute for Conservation Research; James R. Gilson, Vice President and General Counsel, Natural History Museum of Los Angeles County; Deborah Zmarzly, Ph.D., Interim Director & Exhibit Curator, Birch Aquarium at Scripps. ■ California is facing significant climate change impacts and museums have an important role to play in communicating climate risks and solutions. This session will highlight different approaches being taken through thoughtful programming connected to their specific mission that is critical in increasing community engagement and understanding of the topic.

Knowledge Level: Introductory. **Learning Outcome:** Learn how California museums are approaching climate messaging and resources that enhance ability to impart reliable climate information into exhibits.

Session 4D: Museum Public Relations - How Museums Big And Small Can Get The Most Out Of Media - West Coast

Moderator: Alexandria Sivak, Senior Communications Specialist, J. Paul Getty Trust. Presenters: Emma Jacobson-Sive, Director, Public Relations, Pasadena Museum of California Art; Sasha Ali, Exhibitions Manager, Craft and Folk Art Museum; Stephanie Sykes, Communications Manager, Los Angeles County Museum of Art. ■

Museums are competing for ever-shrinking coverage of the arts in print and online media. This round table discussion offers perspectives from museums of all sizes on how to implement a successful media relations strategy, from press releases to pitching.

Knowledge Level: Introductory. **Learning Outcome:** Articulate the fundamental ingredients to writing effective press releases, crafting dynamic pitches, and establishing and maintaining positive relationships with reporters and editors.

Session 4E: Snoopy Plate and Museum Grant Program 101 - Embarcadero

Moderator: Phil Kohlmetz, Executive Director, Western Railway Museum and Chair, CAM License Plate Committee. Presenter: Laurie Heller, Grants Administrators, California Natural Resources Agency. ■ Join representatives from the California Association of Museums and the California Cultural and Historical Endowment for an informational session about the new Museum Grant Program—which will be awarding \$3 million for small capital projects—and the Snoopy license plate. Attendees will learn how these two programs are related and how they both will benefit California museums.

Knowledge Level: Introductory **Learning Outcome:** Articulate the purpose of the Snoopy license plate program and the Museum Grant Program.

Session 4F: We Have a Dream: Building a Multicultural Workforce - Porthole

Moderator: Marjorie Schwarzer, Director of Administration, Museum Studies, University of San Francisco. Presenters: Hilary Walter, Coordinator of Curatorial Fellowships, Los Angeles County Museum of Art; Pilar Tompkins Rivas, Coordinator of Curatorial Initiatives, Los Angeles County Museum of Art; Cynthia Querio, Program Associate, The Getty Foundation; Victor Crosetti, Museum Studies Graduate Student,

University of San Francisco. ■ Caucasians hold 80% of senior positions in California museums yet comprise just 40% of California's population. Can we build organizations that better reflect and serve our diverse communities? Hear from colleagues working to level the playing field through museum studies, curatorial and arts leadership programs, and then discuss in small groups.

Knowledge Level: Intermediate. **Learning Outcome:** Articulate approaches that will lead to greater staff diversity within California organizations.

9:00 AM – 11:00 AM MAKER STATIONS *(See description on page 24)*
Pacific AB

Insect Hotels: Nurturing Sustainability, Creativity, and Empathy

Make an insect hotel for the creepy crawlies in your neighborhood! Made from reclaimed materials or natural objects, they're cost-effective, biodegradable, and quite attractive. These are fun buildings draw pollinators and important insects to your garden and will inspire you to become an insect aficionado! *Hosted by: National Museum of Animals & Society*

La Catrina in Clay ■ Participants will explore the legend of La Catrina while making their own skull out of self-hardening clay using building techniques that have been around for thousands of years such as pinching and scoring. No kiln required! *Hosted by: American Museum of Ceramic Art*

NATural Art That's To Dye For ■ Discover the history and science of making and using natural dyes. Experiment with a variety of colors, produced by natural materials, to create a take-home art piece showcasing southern California's diverse habitats. *Hosted by: San Diego Natural History Museum*

9:00 AM – 3:15 PM EXHIBIT HALL OPEN ■
Pacific AB

How can products or services help add value to your museum? How can your work be more effective? Can you save money? Visit the exhibitors in the Exhibit Hall to learn how museums can benefit from services available to museums. See page 48 for a list of all exhibitors.

Session 5A: Mini-Workshop: Grantwriting for All of Us - Harborside

Facilitator: Ariel Weintraub, Institutional Giving Manager, Oakland Museum of California. ■ This interactive session will give any museum professional a picture of how to approach funders. Through an active writing session, participants will learn the basics of proposal writing and help your institution win those big grants!

Knowledge Level: Introductory. **Learning Outcome:** Apply techniques to outline and draft a fundraising letter to support museum programs and exhibitions.

Session 5B: Green Certification Programs: Finding a Good Fit - Embarcadero

Moderator: Jessica Rinaman, Director, Sustainability & Community Relations, Balboa Park Cultural Partnership. Presenters: David McGrew, Director of Facilities and Engineering, Reuben H. Fleet Science Center; Sarah Sutton, Consultant, Sustainable Museums; Michaelleen Gallagher, Director of Education and Environmental Programs, Annenberg Foundation Trust at Sunnylands. ■ Interested in launching sustainability certification programs at your museum, but don't know where to begin? Selecting sustainable guidelines can be a daunting task for any museum. Panelists will provide examples of how they selected certification programs for greening their museums and explore the benefits and limitations of each. **Knowledge Level:** Introductory. **Learning Outcome:** Identify the benefits and limitations of specific sustainability certification programs as well as alternative standards to use in your museum.

Session 5C: California Museums and National Initiatives with IMLS - West Coast

Moderator: Claudia French, Deputy Director for Museums, Institute of Museum and Library Services. Presenters: Luigi Anzivino, AD of the Tinkering Studio, Exploratorium; Robin Sease, Manager of Visitor Education and Services, Los Angeles County Arboretum and Botanic Garden; Michael Shanklin, Chief Executive Officer, Kidspace Children's Museum. ■ California museums are maximizing outcomes by working with Institute of Museum and Library Services (IMLS) initiatives—offering discounted admissions for EBT cardholders through the pilot “Museums for All” program; developing resources and communities of practice through “Supporting Making in Museums and Libraries”; and getting kids moving and eating healthy foods through “Let's Move Museums and Gardens.” **Knowledge**

Level: Intermediate. **Learning Outcome:** Duplicate model programs in museums that are connected to national IMLS initiatives.

Session 5D: Talkin’ About the Generations: Generational Dynamics and the Museum Professional Environment - East Coast

Moderator: Karen Kienzle, Executive Director, Palo Alto Art Center.

Presenters: Karen Graham Wade, Director, Homestead Museum; Megan Kummer, Recent M.A. Graduate, John F. Kennedy University; Jennifer Wei, Cultural Kaleidoscope Program Coordinator, Palo Alto Art Center. ■

Museum professionals currently represent a variety of generations—Boomer, Gen X, Millennials—all having different working styles and values. How can we better understand and improve intergenerational dynamics to create more harmonious, empathetic, and successful work environments? Explore how to strengthen your institution and career by avoiding those generational wars.

Knowledge Level: Introductory. **Learning Outcome:** Apply learning and develop ideas for ensuring all generations are successful in the museum workplace.

Session 5E: Developing An Effective Collections Management Policy - Pacific C

Moderator: Danyelle Rickard, Museum Assessment Program Officer, American Alliance of Museums. Presenters: Kris Quist, Chief Curator,

California State Parks Monterey District; Danyelle Rickard, Program Officer, Museum Assessment Program. ■ Collections management leaders will explore why museums need a Collections Management Policy and the risks of not having a good policy in place; examine how the policy intersects with all parts of your institution’s operations; and provide guidance on writing the policy based on national standards. **Knowledge Level:** Intermediate.

Learning Outcome: Utilize resources, tips, and best practices for creating or strengthening a museum Collections Management Policy.

Session 5F: Common Core on the Ground: A Case Study in Museum Practices - Pacific D

Moderator: Catherine Allgor, Nadine and Robert A. Skotheim Director of Education, The Huntington Library, Art Collections, and Botanical Gardens. Presenters: Guy Fish, Art Education Manager, The Huntington

Library, Art Collections, and Botanical Gardens; Mikki Heydroff, Volunteer Programs Manager, The Huntington Library, Art Collections, and Botanical Gardens; Jennifer Olson, District Arts Education Coordinator, Pasadena Unified School District. ■ As Common Core State Standards become law in 45 states, non-profits, which have

long used inquiry-based skills in their museum education programs, have an unprecedented opportunity to help school systems make this transition. This session will provide models of engagement that can be adapted by other institutions and school systems. **Knowledge Level:** Intermediate. **Learning Outcome:** Demonstrate ways museums can help school partners make the transition to using the Common Core State Standards.

11:45 AM – 12:45 PM BAG LUNCH PICK-UP
Pacific AB

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.

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CALIFORNIA ASSOCIATION OF MUSEUMS



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12:15 PM – 1:15 PM ROUNDTABLE DISCUSSIONS

Harborside

This is YOUR opportunity to dialogue with your colleagues on a topic you're passionate about. Choose from a topic below OR submit a discussion topic by 10 AM at the Registration/Information Desk.

Digital Strategy-Why is it So Complicated? ■ A conversation about digital strategy: What? Why? When? How? If you have one, come and share it, if you want one, come and talk about it. *Facilitator: Nik Honeysett, Chief Executive Officer, Balboa Park Online Collaborative.*

Taking Risks in Social Media: Which Metrics Matter Most? ■ In today's social ecosystem, getting your name out there is hard enough. However, once you build an audience or community, how do you connect with customers in a way that will result in visits to your museum? Learn how to develop a social tone that engages customers, and also how to use insights, analytics, ads and more. *Facilitator: Alyssa Hankins, Marketing & Social Media Strategist/Webmaster, GRAMMY Museum at L.A. LIVE.*

The Museum as Theatre: Innovative Partnerships Across the Arts ■ Are you partnering with unusual organizations to stay on the cutting edge? Come exchange ideas with the San Diego Museum of Man, which is pushing boundaries with La Jolla Playhouse. *Facilitator: Hope Carlson, Chief Development Officer, San Diego Museum of Man.*

Meta Problem Solving ■ Is solving problems a problem for you? Join colleagues as we solve each other's problems while discussing problem-solving techniques. Bring problems and/or your problem-solving skills. *Facilitator: Michael Wall, Vice President of Research and Public Programs, San Diego Natural History Museum.*

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 facilitate the roundtable discussion you submitted. *Facilitator: YOU!*

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

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

Lunchtime Lounge 6A: Inside the Box: Office Design and Institutional Success - East Coast

Moderator: Michaelleen Gallagher, Director of Education and Environmental Programs, Annenberg Foundation Trust at Sunnylands.

Presenters: Whitney Dorn, Project Executive, DPR Construction; Jennifer Fragomeni, Director of Facilities and Operations, Exploratorium. ■ Museums focus a lot of effort designing public spaces and exhibitions to engage visitors and make their experience memorable, but what about the spaces beyond public view? How do institutions create working environments that encourage collaboration and communication, which may enhance staff satisfaction and institutional success? **Learning Outcome:** Recognize the impact of the physical work environment to internal communication, and utilize tools for improvement.

Lunchtime Lounge 6B: 15 Minutes Can Change a Visit - West Coast

Moderator: Beth Redmond-Jones, Senior Director of Public Programs, San Diego Natural History Museum. Presenter: Erica Kelly, Exhibit Developer, San Diego Natural History Museum; Cristina Trecha. ■ All museums strive for deeper visitor engagement and on the floor interactions with visitors, but how can it be done cheaply and effectively? This session will provide engagement strategies and “practice runs” for how your staff can implement 15-minute pop-up programs that will enhance a visitor’s experience at your institution. **Learning Outcome:** Identify aspects of engagement pedagogy and effective ways to engage visitors with an object in the gallery.

Lunchtime Lounge 6C: No Passport Required: The Varied Forms and Vast Benefits of Donor Travel Programs - Pacific C

Moderator: Christina Shih, Development and Events Associate, Museum of Photographic Arts (San Diego, CA). Presenters: Eowyn Bates, Senior Director of Development and Membership, San Diego Natural History Museum; James Leventhal, Director of Development, Exploratorium. ■ Many museums offer exclusive trips that provide donors with unforgettable experiences. Filled with artist studio visits or scientific field excursions, travel programs are unique vehicles for museums to engage their donors. With some creative thinking and wanderlust, museums of all sizes and disciplines can provide unique experiences for their donors. **Learning Outcome:** Construct malleable travel program formats to fit an institution’s bandwidth and create opportunities to deepen donor engagement.

Lunchtime Lounge 6D: Collections Care Roundtable - Pacific D

Moderator: Joy Tahan Ruddell, Senior Registrar, Oakland Museum of California. ■ Collection managers and registrars have special

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

Outcome: Provide peer to peer support while discussing current collections issues.

1:15 PM – 3:15 PM

MAKER STATIONS *(See description on page 24)*
Pacific AB

Invent a New Soda ■ The Soda Station is a hands-on exploration into the world of producers, from the food scientist to advertising designer. Choose ingredients, invent a name and design a label for a "new" soda. Then create a sample version to taste. *Hosted by: Sugar Museum*

Tin Can Bike Light ■ Build a simple bike light using a tin can, a filament bulb, a switch and a battery. Discover how a circuit works, learn to use a soldering iron, transform trash into something useful, and light up the night, all in one activity. *Hosted by: Mountain View Public Library*

1:30 PM – 2:45 PM

CONCURRENT SESSIONS

Session 7A: Building a High Performing Board of Directors - Pacific D

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

Presenters: Luke Swetland, President & CEO, Santa Barbara Museum of Natural History; Robert Gaan, Board Member, San Diego Youth Symphony; Jim DeMersman, Executive Director, Museum on Main. ■

Does your board of directors work for you? Is there a mutual benefit to both the organization and the people who make up our boards? Join us to discuss tools and strategies to build and maintain a board that works both for and with our organizations. **Knowledge Level:** Advanced. **Learning Outcome:** Apply concrete tools and develop strategies to build a stronger board of directors.

Session 7B: Striking the Right Balance: How to Maximize Marketing & Membership Revenue - East Coast

Moderator: Barbara Long, Volunteer and former Vice President, Aquarium of the Pacific. Presenters: John Morey, President, The Morey Group, The Lukens Company; Lisa Wagner, Senior Advertising & Research Manager, Aquarium of the Pacific; Wendy Grant, Director of Marketing & Communications, Reuben H. Fleet Science Center. ■ How do museums balance the need to increase overall operating revenues while balancing the needs of marketing and membership programs? First hear from John Morey, a leading national consultant about maximizing revenues in the museums and then learn from case studies and a dialogue among session participants.

Knowledge Level: Introductory. **Learning Outcome:** Identify the latest trends in admissions and membership revenues, implementing pricing increases, and maximize operating revenue.

Session 7C: Anyone Can Evaluate - Pacific C

Moderator: Susan Spero, Professor, Museum Studies, John F. Kennedy University. Presenters: Stacey Shelnut-Hendrick, Director of Education, Crocker Art Museum; Erin Gong, Evaluation and Visitor Studies Consultant; Karen Kienzle, Director, Palo Alto Art Center. ■ In this session, we explore how to do in-house evaluation for museums that never thought they could. We walk through a model for staff-led program evaluation, museum staff who used the model scoop on how it actually worked, and attendees try their hands at real data analysis. **Knowledge Level:** Intermediate. **Learning Outcome:**

Identify evaluative thinking in practice and demonstrate productive evaluations for museums.

Session 7D: Be a Museum, Not a Mausoleum: Bringing Your Collections to Life for Young Visitors - West Coast

Moderator: Susan Boorujy Larson, Associate Educator, School and Performance Programs, Skirball Cultural Center. Presenters: Jen Maxcy, Associate educator, Family Programs, Skirball Cultural Center; Gennie Truelock, Programs Manager, Homestead Museum; Joaquin Ortiz, Director of Education and Innovation, Museum of Photographic Arts. ■ How do we get our school-aged visitors to do more than just look at photographs, ancient objects behind glass, and architecture? Discover how historical houses, traditional art museums, and cultural centers are using an active learning model to present immersive, multi-sensory experiences that bring artifacts and stories to life. **Knowledge Level:** Intermediate. **Learning Outcome:** Articulate how diverse institutions create multi-sensory and

interactive programming inspired by their collections for student and family audiences.

Session 7E: Relevancy of Distance Learning: Reaching Today's K-12 Students - Porthole

Moderator: Brad Krey, PORTS Program Coordinator, California State Parks. Presenters: Casey Dexter-Lee, State Parks Interpreter I, Angel Island State Park (video-conference); Philip McDonald, Park Interpretive Specialist, Columbia State Historic Park (video-conference); Rhiannon Sims, Guide I, Hearst San Simeon State Historic Monument (video-conference). ■ With declining student visitation how do museums expand their audience in the educational community and remain relevant? Explore how California State Parks uses distance learning in three unique historical parks to diversify their audience, bring content experts into classrooms statewide, and build awareness of park resources. Speakers will be videoconferencing. **Knowledge Level:** Introductory. **Learning Outcome:** Develop and implement an effective distance learning program for engaging audiences.

2:45 PM – 3:15 PM EXHIBIT HALL BREAK

Pacific AB

Enjoy a snack while learning about the products and services available to museums.

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3:15 PM – 4:15 PM CLOSING TOWN HALL

Harborside

Sponsored by:



Moderator: Michael Wall, VP of Research and Public Programs, San Diego Natural History Museum. Presenters: YOU! ■ 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 and "sharing" with your professional community. Come share what YOU heard or experienced at the CAM conference that demonstrates museums "at the forefront" or "navigating uncharted waters".

4:30 PM – 6:30 PM

NO HOST HAPPY HOUR

Museum of Contemporary Art, San Diego

Join your colleagues for a beverage and say goodbye to San Diego! Stone Brewery Downtown and Flight Path are next-door neighbors and partners of the Museum of Contemporary Art, San Diego (MCASD) and are happy to welcome you to their patio for a casual gathering with colleagues. In addition, MCASD registrars and preparators welcome you to a behind the scenes tour of the installation of *Gravity and Grace: Monumental Works by El Anatsui*. Ask what are some of the lessons learned when installing a traveling show of this magnitude or simply get a first look at this exciting exhibition.

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OUR SUSTAINABLE STEPS

For eight 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 served at the conference hotel, unless attendee requested otherwise
- registration tote bags and lanyards made from recycled plastic 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
- Program uses 42% less paper than comparable publications and was printed on 60% recycled paper, 30% PCW
- Carbon Offset Donations were made possible during the registration process and will be donated to Carbonfund.org to help reduce and offset our climate impact

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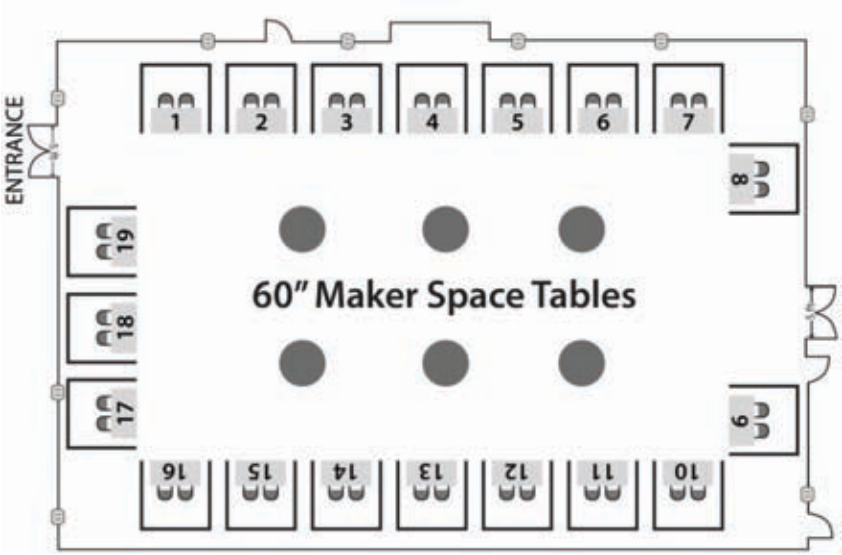
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Contact: Bob Henderson, President

6340 Bandini Blvd., Commerce, CA 90040

Phone: 323/721-7800

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.

Booth #2 - ArtWorks San Diego

Contact: Cynthia Eckholm, Storage Manager

8835 Balboa Avenue, Unit C, San Diego, CA 92123

Phone: 858/279-4301

Email: ceckholm@artworkssandiego.com

ArtWorks San Diego offers museum-quality services, which include packing, crating, climate-controlled storage and trucking, worldwide shipping, and weekly shuttles to the Los Angeles area. AWSD is a TSA-approved security facility and one of only three companies in all

of California to have earned recognition as an AXA Art Approved Warehouse.

Booth #3 (Thursday only) - JFK University Museum Studies

Contact: Adrienne McGraw, Program Chair

2956 San Pablo Avenue, Berkeley, CA

Phone: 510/647-2079

Email: amcgraw@jfk.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.

Booth #3 (Friday only) - Donning Company Publishers

Contact: Ed Williams, Sales Manager

184 Business Park Drive, Ste. 206, Virginia Beach, VA 23462

Phone: 800/369-2646

Email: ed.williams@donning.com

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Booth #4 - Snoopy License Plate

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Phone: 831/471-9970

What is the Snoopy license plate? How many plates do we have left to sell? What will the criteria be for the Museum Grant Program? This is your opportunity to get these questions (and others) answered. You may even be able to order your license plate and support a new, sustainable funding source for California museums.

Booth #5 - U.S. Art Company

Contact: Jennifer Gray, General Manager

921 West Walnut Street, Compton, CA 90220

Phone: 877/528-7278

Email: jgray@usart.com

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Booth #6 - George Blood Audio/Video/Film

21 W. Highland Avenue, Philadelphia, PA 19118

Contact: James Lien, Business Development Manager

Phone: 215/248-2100

Email: jim.lien@georgeblood.com

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Booth #7 - Olpin Group Inc.

Contact: Troy Bradford, Account Executive

3520 E. Enterprise Drive, Anaheim, CA 92807

Phone: 619/577-0707

Email: troy@olpingroup.com

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Booth #8 - Digital Globe Systems of California

Phone: 888/822-5807

Email: info@digitalglobesystems.com

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Booth #9 - Suitable Technologies

Contact: Christa Cliver, Director of Museum Business Development

921 E. Charleston Road, Palo Alto, CA 94303

Phone: 206/369-7786

Email: ccliver@suitabletech.com

Referred to as simply "Beam," Suitable Technologies' Smart Presence™ Device (SPD) is a remote presence device that off-site visitors can use to explore your museum and interact with fellow patrons. With Beam, real-time access is now available to the physically disabled, remote school groups, and visitors from around the world.

Booth #10 - MBA Design + Display

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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.

Booth #17 - Exhibit Envoy

Contact: Annee Booker Knight, Interim Director

PO Box 193307, San Francisco, CA 94119

Phone: 415/525-1553

Email: annee@exhibitenvoy.org

Exhibit Envoy brings engaging stories to communities throughout California. We feature traveling exhibits of all shapes, sizes, and prices that explore art, culture, history, and natural history. Visit us in the Exhibit Hall and learn more about these affordable and easy to install exhibits.

Booth #18 - American Alliance of Museums

Contact: Danyelle Rickard, Museum Assessment Program Officer

1575 Eye Street NW Suite 400, Washington, D.C. 20005

Phone: 202/289-9111

Email: drickard@aam-us.org

Website: www.aam-us.org

The American Alliance of Museums is working to unite the entire field and speak with a strong voice to make the case that museums are essential. Learn more about the tiered approach that makes our membership and excellence programs more affordable, accessible and relevant to every museum.

Booth #19 - **OnCell-TourSphere**

Contact(s): Thomas Dunne

1160-D Pittsford-Victor Road, Pittsford, NY 14534

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The San Diego Museum Council will extend a Museum Month Pass to every 2015 conference attendee for complimentary admission for two, valid February 18-22, 2015, to participating museums--including sites outside the city of San Diego and not listed below. Please visit the San Diego Museum Council's website for the complete list of participating museums in the San Diego area.

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San Diego, CA 92110
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(858) 966-1308

Japanese Friendship Garden

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San Diego, CA 92101
(619) 232-2721

Junípero Serra Museum

2727 Presidio Drive
San Diego, CA 92103
(619) 232-6203

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Day Hall, Bldg. 26 (on Cuba Avenue)
San Diego, CA 92140
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Maritime Museum of San Diego

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San Diego, CA 92101
(619) 234-9153

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3525 7th Avenue

San Diego, CA 92103
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(619) 239-0003

**Museum of Contemporary Art
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Museum of Photographic Arts

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(619) 238-1233

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2001 Pan American Plaza
San Diego, CA 92101
(619) 234-8291

San Diego Art Institute

1439 El Prado
San Diego, CA
(619) 236-0011

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1649 El Prado
San Diego, CA 92101
(619) 696-0199

San Diego Museum of Man

1350 El Prado
San Diego, CA 92101
(619) 239-2001

**San Diego Natural History
Museum**

1788 El Prado
San Diego, CA 92101
(619) 232-3821

San Diego Museum of Art

1450 El Prado
San Diego, CA 92101
(619) 232-7931

**San Diego Police Historical
Association**

4710 College Avenue
San Diego, CA 92105
Phone: 619/726-6151

San Diego Sheriff's Museum

2384 San Diego Ave
San Diego, CA 92110
(619) 260-1850

Timken Museum of Art

1500 El Prado

San Diego, CA 92101
(619) 239-5548

USS Midway Museum

910 N Harbor Dr
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(619) 544-9600

Veterans Museum and Memorial Center

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(619) 239-2300

Wells Fargo Museum Colorado House

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San Diego, CA 92110
(619) 238-3929

Whaley House

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San Diego, CA 92110
(619) 297-7511

William Heath Davis House Museum

410 Island Avenue
San Diego, CA 92101
(619) 233-4692

Women's Museum of California

2730 Historic Decatur Road, 103
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2100 Park Blvd
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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 January 21, 2015).

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Phone: 415-897-5616
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Los Angeles, CA 90069-4120
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Balboa Park Online Collaborative

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San Diego, CA 92101
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vhaga@bpoc.org

John F. Kennedy University

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

CI Solutions

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

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Contact: Jesse McLeod
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