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Sacramento





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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 46.

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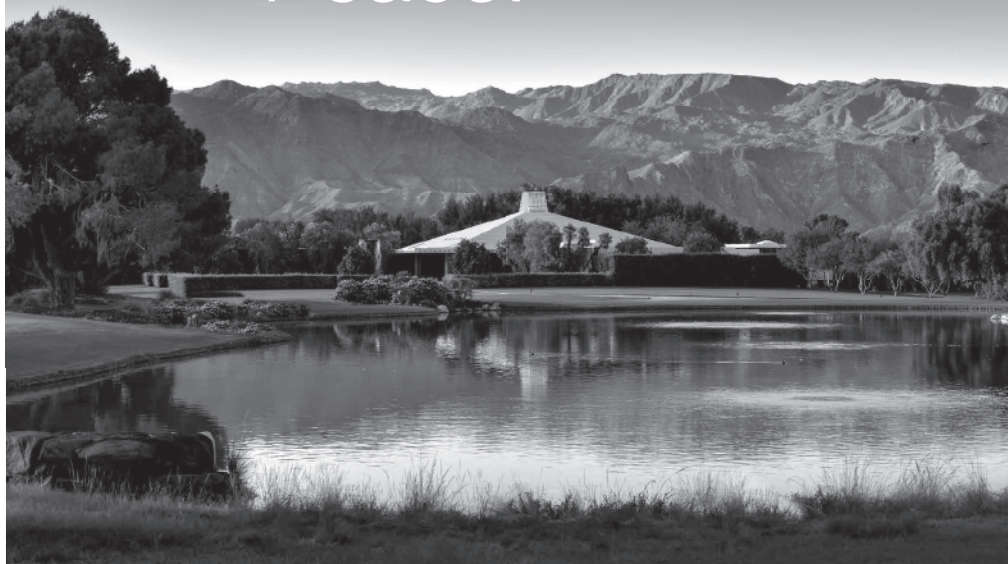
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Underwritten by the California Community Foundation and The Getty Foundation

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ABOUT CAM



CAM Conference - The next CAM conference will be in Sacramento, March 29-31, 2017. A call for proposals will be posted soon!

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

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 is leading the green transformation of California museums. www.greenmuseums.info.

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

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

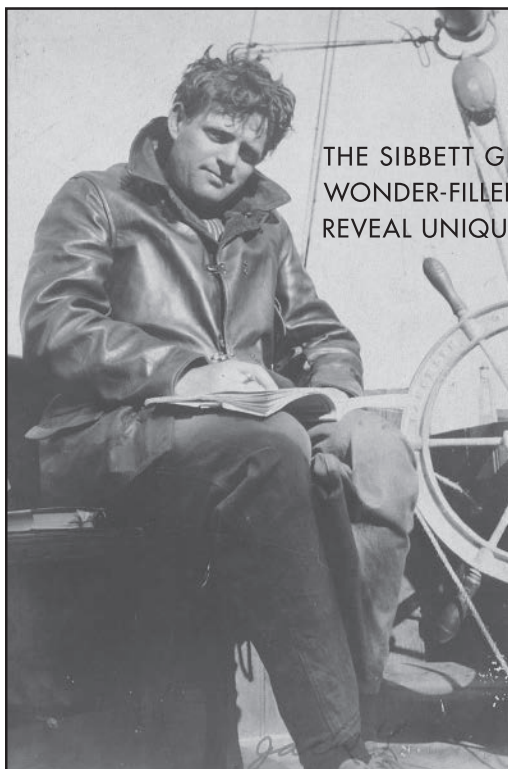
California Networks for Collaboration – This statewide project activated local networks—with over 300 participants—to learn about museum engagement and accessibility. www.calmuseums.org/cnfc.

Museums United Phase 2 – CAM is the administrator of a national initiative to build the capacity of state museum associations to better serve museums. www.calmuseums.org/mup2

Snoopy License Plate – CAM and our partners recently created 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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WEDNESDAY, MARCH 2, 2016

8:00 AM - 6:00 PM Registration Open

Pre-Conference Tours

6:45 AM- 8:30 AM

Sunrise Hike up Riverside's Famed Mount Rubidoux- *SOLD OUT*

Join Riverside's Mayor Rusty Bailey and local historian/author Glenn Wenzel for a hike up Mount Rubidoux, a beloved historic landmark and pilgrimage site for locals and tourists. Along the three-and-a-half-mile loop, with breathtaking 360 degree views of the Inland Empire, you'll hear stories about Frank Miller, Henry Huntington, Father Junipero Serra, and the historically significant monuments, most notably the Peace Tower and Friendship Bridge.

Cost: 300 Calories, Meeting Location: Mission Inn Front Driveway 3649 Mission Inn Ave. Riverside, CA

9:45 AM- 12:00 PM

Heritage House

Museum professionals know how challenging preserving historic homes can be. Meet at the Heritage House, an 1890's museum house and grounds to discuss challenges and opportunities of Historic Homes. Docents, dressed in period clothing will transport you back to the "heydays" of California citrus. Engage in a discussion with other museum professionals about preserving history and honoring stewardship in this unique tour.

Cost: \$20/includes lunch in the garden. See Registration for ticket availability. Meeting Location: Heritage House, 8193 Magnolia Ave. Riverside, CA (Transportation not included, from the conference center to the Heritage House is approximately 3 miles, carpooling encouraged)



10:00 AM-12:00 PM **From Preservation to Destination Marketing: Reviving Riverside's Downtown Historic District- *SOLD OUT***

Explore the world-class Spanish Colonial Revival Architecture in downtown

Riverside which is subject of the Riverside Art Museum's Getty Pacific Standard Time: L.A./L.A. research project. Discuss the collaborative effort of public-private partnerships and how they make possible the stewardship of these buildings and work to promote Riverside a tourism destination. Discuss the larger issues about what it means to preserve the legacy of Spanish Colonial Revival and if what that means for new construction in a historic community.

Cost: \$10. See Registration for ticket availability. Meeting Location: Riverside Art Museum, 3425 Mission Inn Ave., Riverside, CA

1:00- 3:00 PM

Reading the Sites: The Japanese American Community in Riverside

Step back in time to hear the story of the Harada Family. Begin at the National Historic Landmark Harada House. The site and story embody local, state, national, and international issues of civil and individual rights, democracy, immigration, assimilation, racial prejudice, and citizenship. The site is currently under repair and not open to the general public. It is truly an American story. The tour continues to the Center for Social Justice where exhibits and history come together.

Cost: \$10. Registration for ticket availability. Meeting Location: Harada House, 3356 Lemon St., Riverside, CA

1:00- 3:00 PM

Collections Behind-the-Scenes: Two State-of-the-Art Collection Facilities- SOLD OUT

Go behind-the-scenes and explore collections at two Riverside institutions. At the newest storage facility, The Center for Social Justice & Civil Liberties, you will see the archive and art storage room, which houses the institutions' entire collection of documents, photographs, scrapbooks, and 3100 unique artworks. Hear about processing, and decisions that were made in order to store everything securely and efficiently. Next, head to the UCR ARTSblock to see the Mead & Nancy Kibbey Keystone-Mast Collection Room in the basement of the Culver Center for the Arts, where twenty tons of glass-plate stereoscopic negatives are housed on seismic isolators. California Museum of Photography will discuss the history of this collection and the process of moving the material from its old vault to the current one.

Meeting Location: The Center for Social Justice & Civil Liberties, 3855 Market St., Riverside, CA

Pre-Conference Workshops

9:00-11:00 AM

"Read All About It!" - Preparing a Communications Plan from Start to Finish- SOLD OUT

Facilitators: Alexandria Sivak, Senior Communications Specialist, J. Paul Getty Trust; Stephanie Sykes, Associate Director, Communications, Los Angeles County Museum of Art

Garnering interest and attracting visitors to an exhibition or event requires work across departments to develop a communications strategy. This half-day workshop reviews the building blocks for a communications strategy, including media relations, marketing, community engagement, social media, and curatorial considerations. Participants will draft a mock communication plan that can be used for development of a future exhibit or event outreach. Learning Outcomes: Participants will gain knowledge regarding cross departmental collaboration and working together to develop communication strategies.

Knowledge Level: Intermediate. Workshop Location: Riverside Art Museum, 3425 Mission Inn Ave., Riverside, CA

9:00-11:00 AM

Collections Storage Supplies and Mounts for Beginners

Facilitator: Jesse Dutton-Kenny, Graduate Student/Collections Assistant, University of Colorado Museum of Natural History

This workshop will provide skills to begin working with archival supplies and making storage mounts for a variety of object and material types. Participants will also have the opportunity to test their skills making their own mounts. This workshop is designed for registrars and collections staff at small museums. Learning Outcomes: Participants will gain an understanding of the materials used to make storage mounts for museum collections and what mounts are best for various objects.

Knowledge Level: Introductory. See Registration for ticket availability. Workshop Location: Riverside Art Museum, 3425 Mission Inn Ave., Riverside, CA

1:00-3:30 PM

Coding in Museums 101

Facilitators: Tomas Durkin, Exhibits Development Manager, Children's Creativity Museum; Lindsay Balfour, Educator, Innovation and Tech Specialist, Children's Creativity Museum

The Children's Creativity Museum introduces families and children as young as 5 to coding concepts through field trips, summer camps, workshops, and a brand-new Robot Coding exhibit. We will share our lessons learned, how we train staff and volunteers, and provide hands-on demonstrations of tools other museums can deploy.

Learning Outcomes: Participate in hands-on activities and become familiar with coding programs designed for children. Explore the strengths and weaknesses in the various programs and gain the tools to implement a coding program in your own museum.

Knowledge Level: Introductory. Cost: \$10. Registration for ticket availability. Workshop Location: UCR ARTSblock: Culver Center, 3824 Main St. Riverside, CA

1:00-4:00 PM

Wayfinding 101 – Making Your Museum Easy to Understand and Use

Facilitators: Wayne Hunt, Principal, Hunt Design Associates; Jennifer Bressler, Principal, Hunt Design Associates

Do visitors get lost in your museum? Do they miss important exhibits? Is circulation to upper floors difficult? Is your map ineffective? What about wayfinding apps? These and other questions will be answered in a stimulating presentation/workshop in a grad-school-like seminar format with examples from museums, attractions and even Disney. **Learning Outcomes:** Participants will gain an understanding of the basic principles of wayfinding, how guests to new places act and react in built environments, and strategies to assess and improve wayfinding in your own institution.

Knowledge Level: Introductory-Intermediate. Cost: \$10. Registration for ticket availability. Workshop Location: UCR ARTSblock: Culver Center, 3824 Main St. Riverside, CA

2:30-4:30 PM

EMP Conference: Growing Your Career, from Seeds to Fruit

Facilitator: Melissa Russo, Director, San Bernardino County Museum. Panelists: Joy Tahan Ruddell, Oakland Museum of California, Senior Registrar, Joaquin Ortiz, Director of Education and Innovation, Museum of Photographic Arts, Brenda Salguero, Acting Education Director, Hayward Area Historical Society, Kimberly Roberson, Director of Membership, Santa Barbara Zoo, Nik Honeysett, CEO, Balboa Park Online Collaborative.

Co-hosted by the Regional EMP Presidents: Sarah Groh (San Francisco Bay Area), Chelsea Hogan (Los Angeles), and Stephanie Malyn (San Diego).

What does it take to make it in the museum field? Engage in dialogue with professionals who have sown, harvested and yielded fruit from their career and see what fertilizers of advice they have to share. From accounting to exhibit developers to educators, each of these professionals stumbled along the way and can share what made the difference in helping them thrive in the competitive museum community. Learning Outcomes: Tips and practical advice for leveraging your strengths and growing your museum career. *Knowledge Level: Introductory Cost: \$10. Registration for ticket availability. Workshop Location: MR 9 Riverside Convention Center*

Meetings

9:00 AM – 10:30 AM: New CAM Board Member Orientation ■
MR7 Riverside Convention Center

11:00 AM – 2:30 PM: CAM Board of Directors ■ *Riverside MR 7
Riverside Convention Center*

Evening Events

4:30 PM – 5:00 PM
Getty Program and CAM Fellows Reception
*MR 10, Riverside Convention
Center*

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5:00 PM – 6:30 PM

Welcome Reception

Raincross Ballroom, Riverside Convention Center

Sponsored by:

Join colleagues for an experience to plant the seeds for a great conference, catch up on the juicy gossip, and meet new friends to build strong roots for a bright future. *Includes hors d'oeuvres and no host cash bar. Cost: \$15. See Registration for ticket availability.*



OnCell

7:00 PM – 10:00 PM

Director's Dinner and Dialogue Dinners

March Field Air Museum

The March Field Air Museum is the backdrop for the evening, both the Dialogue Dinners and the Directors' Dinner and CAMMY Award Presentation. Home to "Blackbird," one of the few SR-71's on display in the world, March Field Air Museum provides a high flying evening adventure full of top secret missions. From paranormal activity to flightline and cockpit tours, meet the real pilots of some of these unique aircrafts.



Dress comfortably and wear appropriate walking shoes to fully participate in these unique offerings.

Participants should meet outside the Riverside Convention Center on Fifth Street between Orange and Main Street at 6:30pm. Volunteers will be on site to help answer questions and direct attendees.

**Directors' Dinner & CAMMY Award Presentation:
Cultivating Board Diversification**

Sponsored by:



Speakers: Jenni Martin, Director of Education and Strategic Initiatives, Children's Discovery Museum of San Jose; Jan Masaoka, CEO, CalNonprofits; and Victor Payan, Director, Media Arts Santa Ana (MASA).



The seeds have been planted but what is it going to take to get the trees to bear fruit? Join museum directors and thought-leaders for an informal dinner and discussion at the March Field Air Museum to discuss board diversification and how we can continue to seek diversity in all areas of the museum community. The annual CAMMY Award will be presented to the **California Cultural and Historical Endowment** by CAM's President, Shawn Lum. The CAMMY Award recognizes extraordinary museum supporters, professionals, and institutions that have made outstanding contributions to California museums.

Cost: \$55/person, includes dinner and transportation.

See Registration for ticket availability.

This event is for senior level manager and museum directors.

Dialogue Dinners

Back to Basics: Thinking about the Food We Eat

Facilitator: Adrienne McGraw, Green Museums Initiative Committee member and Program Chair, JFKU Museum Studies

What do the food options at our museums say about us? Do we consider health, the environment, workers' rights, animal welfare, and cost in these choices? By considering quadruple bottom line thinking in museum cafés, events, and vending machines, we can have a positive impact on community and environmental wellbeing.

What's in the Future for California Museums? – SOLD OUT

Facilitator: Karen Graham Wade, Director, Homestead Museum

Join in a discussion exploring how the concepts and tools of strategic foresight and futures thinking can help California museums create more sustainable futures. Topics will include emerging trends affecting museums such as wearable tech, the Slow Movement, and the changing landscape of risk.

Leading Museums Through Education and Learning – SOLD OUT

Facilitator: Joaquin Ortiz, Director of Education and Innovation, Museum of Photographic Arts

What is the role of education in the future of museums? Join educators from across the state to discuss how education departments and staff can lead museum initiatives, and share ideas of how we can use our influence to shape learning-centered museums to address the needs of California's changing population.

You Don't Have to Reinvent the Bilingual Wheel

Facilitator: Erica Kelly, Senior Exhibit Developer, San Diego Natural History Museum

Developing bilingual exhibits can be a daunting prospect. Fortunately, there is knowledge to build upon. Erica Kelly, Senior Exhibit Developer at the San Diego Natural History Museum, will share lessons learned from SDNHM's own journey after making the commitment to bilingual interpretation in every medium, from labels to digital media.

Undocumented Collections – SOLD OUT

Facilitators: Kelly Williams, Director of Collections, San Diego Museum of Man, Joy Tahan Ruddell, Senior Registrar, Oakland Museum of California

Do you have collections with no paperwork? Unsolicited gifts arriving in the mail with no return address you don't want? Abandoned loans from the days of yore? Then this dinner is for you! Come meet with others in similar situations to discuss the options and problem solve the craziness.

Strategic Branding – SOLD OUT

Facilitator: Mara Naiditch, Director of Marketing, Natural History Museum of Los Angeles County

Branding at museums is more than the institution logo and tagline, it involves careful planning and a thoughtful strategy. As museums expand or renew their building structures, they also make choices about changing the overall identity, and how best to maintain a consistent look, tone, and voice with public-facing communication portals.

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

Facilitator: Emily Holm, San Francisco Bay Area EMP Board Secretary

Join other Northern California Emerging Museum Professionals (EMP's) 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.

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

Facilitators: Chelsea Hogan, Los Angeles EMP Chapter President. Stephanie Malyn, San Diego EMP Chapter President,

Join other Southern California Emerging Museum Professionals (EMP's) 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.



Cost: \$40/person, includes dinner and transportation. See Registration for ticket availability. Registration includes transportation, one reserved seat at a pre-selected discussion (see topics above) and dinner.



Attendee-driven features help you create your best conference experience. Take the initiative, branch out, and use the opportunity to participate and engage.

Five Ways to BRANCH OUT at CAM

1) Play “Sweet Connections”

In your tote bag are instructions for the CAM conference game, “Sweet Connections”. This game will require you to meet new people and collaboratively piece together your orange tree. Who knows? Maybe you will win a sweet prize!

2) Ask Questions!

CAM requires all conference sessions to include an interactive component – or, at least 20 minutes of Q&A. So, don’t be shy!

3) Tweet and Connect - #CAMCONF or #CAM2016

We encourage you to tweet, post your “takeaways”, and help share information and news in a digital fashion. Include #CAMCONF or #CAM2016 in your tweet or follow the feed.

4) Tag @calmuseums on Facebook or Instagram

Feel free to post photos of you and/or your colleagues in Riverside or your Maker Station creations and tag @calmuseums.

5) 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 3, 2016

7:00 AM - 6:00 PM Registration Open

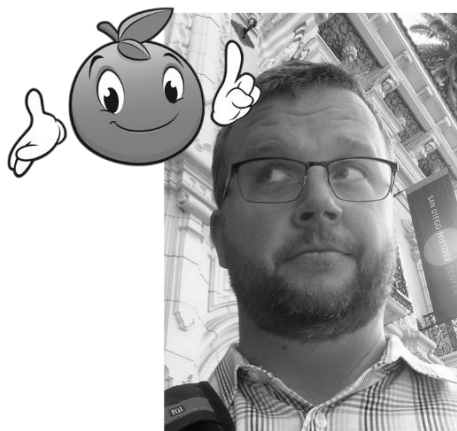
8:30 AM – 9:45 AM OPENING TOWN HALL
Exhibit Hall C/D

**Milo's Orange-tastic Museum
Adventure**

Sponsored by:



Speakers: Michael Wall, PhD., Vice President of Research and Public Programs, San Diego Natural History Museum, Program Committee Co-Chair; Jennifer Caballero, Program Committee Co-Chair; Shawn Lum, CAM President.



Meet Milo: Lil' Milo is a new orange sprout in the "Museum Field", with a lot to learn about the ecosystem if he is going to maximize his mission yield. In an unpredictable world of funding droughts and changing consumer demand, will Milo have what it takes to deliver USDA Grade A mission to the local community's table?

Come put the pieces together and examine what new directions and new heights await us as we branch out and cultivate a healthy California museum community in Riverside, home of California citrus. Michael Wall will introduce us to Milo, the orange sprout, and take us on a collaborative storytelling journey in Milo's Orange-tastic Adventure. CAM's President, Shawn Lum, will also welcome conference attendees and acknowledge the many volunteers and sponsors that make the conference possible.

New Perspectives: Explore the Latest in Collections Management Research with Emerging Museum Professionals / Session 1A - Raincross F

Moderator: Joy Tahan Ruddell, Oakland Museum of California, Senior Registrar. Presenters: Kayla Bruemmer, Graduate Candidate, USF; Danielle Knapp, Graduate Candidate, JFKU; Emma James, Graduate Candidate, SFSU. ■ 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 Digital Access/Preservation and DAMS to preserving cultural history in war ravaged countries. **Learning Outcomes:** Learn what is new in the field of registration and collections management. Understand the importance of Digital Access in today's museum and issues surrounding cultural artifacts during times of political unrest. **Knowledge Level:** Introductory

Be a Leader at Any Level / Session 1B – MR 10

Moderator: Emily Holm, Secretary, Bay Area Emerging Museum Professionals. Presenters: Mark Katrikh, Director, Professional Development Programs, Museum of Tolerance; Randy Roberts, Deputy Director, Jan Shrem and Maria Manetti Shrem Museum of Art, UC Davis; Melissa Russo, Director, San Bernardino County Museum. ■ As responsible stewards of our careers we constantly seek knowledge and guidance from those in "leadership positions." But, leadership isn't simply a job title; it's a skill that can be exercised at any level. Join us in a rousing discussion as we redefine what it means to be a leader. **Learning Outcomes:** Participants will understand their role in being a leader regardless of their title or job description and will leave with tools to apply their new leadership skills. **Knowledge Level:** Introductory

Days of Los Muertos: Collaboration and Community Building / Session 1C – MR 9

Moderator: Michaelleen Gallagher, Director, Education & Environmental Programs, The Annenberg Retreat at Sunnylands. Presenters: Jocelyn Vargas, Director of Community Programs, Raices Cultura; Arlene Amick, Managing Director, Palm Springs Art Museum in Palm Desert; Tizoc DeAztlan, Race Director, Run with Los Muertos; Kyle Pong, Director of Education, Childrens Discovery Museum of the Desert. ■ A one-day, one-organization program became a month long multi-partner community collaboration that incorporates different interpretive models, non-competitive scheduling, and a team approach. The result has been success for all through exposure to new audiences and community building.

Everyone wins! **Learning Outcomes:** Learn what strategies worked to ensure success for all partners, by taking into consideration each organizations' goals and definitions of success. See how we handled ensuring equitable branding of one project with multiple partners and created a collaborative model to use for future projects. **Knowledge Level:** Intermediate

How to Make a Million Dollars: When Your Mission Matters Most / Session 1D - MR 7

Moderator: James Leventhal, Director of Development, Exploratorium. Presenters: Theresa Duncan, Vice President of Development, Aquarium of the Pacific; Karen Gramm Coutts, Principal, KC Fundraising Solutions. ■ Join three fundraising professionals as they walk through case studies from their own experiences and move through the mechanics of “the ask”. Panelists will reach out in advance of the session to secure questions and challenges and, during the session, will share specific tactics for success. **Learning Outcomes:** Participants will learn the mechanics of a major gift ask. Participants will gain confidence engaging in a major gift ask. **Knowledge Level:** Introductory

Legitimizing Irreverence: Museum Content Wrapped Up In Fart Jokes / Session 1E - MR 8

Moderator: Michael Wall, Vice President of Research and Public Programs, San Diego Natural History Museum. Presenters: Robert Rutherford, Digital Content Developer, San Diego Natural History Museum; Cristina Scorza, Education Curator, Museum of Contemporary Art San Diego; Cate Thurston, Assistant Curator, Skirball Cultural Center. ■ Reverently, this session will analyze audience response to the juxtaposition of discordant manifestations of museum identities. Irreverently, this session will explore how some museums have thrown centuries of time-tested techniques of interpretation out the window to appeal to the lowest common denominator through humor and irreverence. Barf. **Learning Outcomes:** Participants will be able to reference a growing body of data that shows that irreverence and self-deprecation can be leveraged as legitimate interpretation strategies, drawing on case studies and exercises developed by the panelists to pursue this style of voice in their own work. **Knowledge Level:** Intermediate

11:30 AM – 1:30 PM MAKER STATIONS

Raincross Ballroom

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

Day of the Dead Altars ■ Explore views, rituals, language and artistic traditions surrounding the Mexican celebration of Dia de los Muertos. This hands on activity sparks curiosity to culture while inspiring tolerance and respect for this celebration. *Hosted by: The Annenberg Retreat at Sunnylands*

Photo Tips ■ We are all photographers in the twenty-first century. Join the Monterey Museum of Art to learn photo tips inspired by early California photographers such as Edward Weston, Ansel Adams and Imogen Cunningham. Arrange natural items into interesting compositions using your own smart phone. Share your creations and see images created by others by using #pixtips on Instagram. *Hosted by: Monterey Museum of Art*

11:30 AM – 4:30 PM EXHIBIT HALL OPEN

Raincross Ballroom

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 47 for a list of all exhibitors.

12:00 PM – 1:30 PM CAM ANNUAL LUNCHEON AND SUPERINTENDENT'S AWARDS

Exhibit Hall D

The recipients of the fifth annual Superintendent's Award for Excellence in Museum Education, chosen for outstanding achievement in museum programs that serve K-12 students or educators, will be presented with their awards. The competition is a joint project of CAM and the Office of the State Superintendent of Public Instruction. The 2016 award winners are:

Discovery Cube - *Futuros Radiantes*

Hammer Museum - *Classroom-in-Residence at the Hammer*

Maidu Museum & Historic Site - *Maidu Indian Life & Culture*

Muckenthaler Cultural Center - *STEAM Programs*

Santa Barbara Zoo - *CondorKids*

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MUSEUM STUDIES
TRANSFORMING LIVES
CHANGING THE WORLD



Valene L. Smith Museum
of Anthropology -
*Museum-in-the-
Classroom*

Celeste DeWald, CAM
Executive Director, will
also give an annual
report on CAM's activities
and programs over the
last year in service to the
museum field.

Cost: \$35/person. See Registration for ticket availability.

1:45 PM – 3:00 PM CONCURRENT SESSIONS

Superintendent's Award Winners for Excellence in Museum Education, 2016 / Session 2A – MR 9

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

Presenters: Adrienne Scott, Education Curator, Valene L. Smith Museum of Anthropology; Carole Garrett, Interpretive Services Specialist, Maidu Museum & Historic Site; Janet Yamaguchi, Vice President for Education, Discovery Cube; Theresa Sotto, Assistant Director, Academic Programs, Hammer Museums; Aaron Marshall, Director of Education, Santa Barbara Zoo; Zoot Velasco, MBA, /CFRE, Director, Muckenthaler Cultural Center ■ Learn how the

2016 Superintendent's Award winners design and deliver excellent school programs. Discover what success looks like for teachers, students and the host museum; then consider how these approaches apply to your museum's K-12 work. Throughout the session, join an audience-wide discussion about underlying K-12 issues. **Learning Outcomes:** Apply appropriate ideas to their own museums' school programs by hearing success stories. Gain a greater understanding of the criteria used for honoring quality school programs that could inspire them to consider how their own programs could qualify for this honor. **Knowledge Level:** Intermediate

We Love Our Volunteers / Session 2B – MR 10

Moderator: Carly Starr, California Automobile Museum, Curator.

Presenters: Michael Sanborn, Director, The Banning Museum; Lynn Voorheis, Curator of Historic Structures and Collections, Riverside Metropolitan Museum; Dr. Alton C. Dooley, Jr., Executive Director, Western Science Center ■ Museums could not provide as many

services as they do without committed volunteers from their local community. Open the discussion with staff of various institutions who have active volunteers in multiple positions, are building and sustaining the dedication and structure of volunteers, and learn what they would change if they could. **Learning Outcomes:** Discussion will encourage participants to think critically of existing volunteer programs and management. **Knowledge Level:** Introductory

Using Data to Drive Decisions: From Membership to Museum Collaboration / Session 2C – MR 7

Moderator: Peter Comiskey, Executive Director, Balboa Park Cultural Partnership. Presenters: Angela Venuti, Membership Officer, Museum of Photographic Arts, Dani Meister, Manager of Ticketing and Sales, Balboa Park Cultural Partnerships. ■ Data is a museum's best friend. But how do you know what data you need and how to get to it. Here we discuss ways to strategically collect data and what to do with it once you have it. We will look at data generated from Balboa Park's seventeen-museum Explorer pass and MOPAs admission and membership program. **Learning Outcomes:** Ability to analyze data gaps and strategically communicate data to key stakeholders. **Knowledge Level:** Intermediate

20 Trends in 20 Seconds Each: A Dialogue on the Most Impactful Trends for California Museums / Session 2D – Raincross F

Moderator: Karen Kienzle, Director, Palo Alto Art Center. Presenters: Mark Katrikh, Director, Professional Development Programs, Museum of Tolerance; Ruth Cuadra, Business Applications Administrator, Getty Research Institute; Karen Graham Wade, Director, Homestead Museum. ■ Hosted by CAM's Foresight Committee, this program will kick off with an animated pecha kucha presentation (20 slides, 20 seconds each), in which each member of the committee will introduce one of the most critical trends impacting museums across the state, then facilitate a lively dialogue about those trends. **Learning Outcomes:** Learn how to identify the most critical trends impacting California museums and the relevance of those trends to their own institutions and to the field as a whole. **Knowledge Level:** Introductory

Upending the Status Quo: A Practical Conversation on Institutional Change / Session 2E – MR 8

Moderator: Erin Gong, Independent, Evaluation and Visitor Studies Consultant. Presenters: Ami Davis, Director of Education and Community Partnerships, Monterey Museum of Art; Wendy Abelmann, Director of Education, History San Jose; Sandra Weingart, Director, Institutional Support Center, Oakland Museum of California. ■ Ever found that good ideas get buried by resistance to

changing institutional operations and long-held habits? Us too. Let's talk. But come prepared to do more than gripe. In this participatory session, we'll learn about change management, share experiences with organizational change, and get ideas for creating positive change. **Learning Outcomes:** Be more aware of how organizational change plays out in real museum environment. Gain tools to assist your organization manage change in a positive way. **Knowledge Level:** Introductory

2:30 PM – 4:30 PM MAKER STATIONS

Raincross Ballroom

Alberto Giacometti Foil Sculptures ■ Alberto Giacometti was one of the most prominent sculptors of the 20th century. Explore the difference between two-dimensional and sculptural works and the challenges and strategies communicating movement in sculpture by creating your own sculptures of foil. *Hosted by: The Annenberg Retreat at Sunnylands*

Magnetic Storyboards ■ Storytelling is a powerful means of expressing personal and collective identity and of connecting people across communities and generations. Harnessing this medium's potential create inventive storyboards that incorporate magnets, metal, and collage materials. In addition to creating their own storyboard with characters, scenery, props, and/or text, participants will be invited to contribute to a giant "magnetic community" board. *Hosted by: Skirball Cultural Center*

3:00 PM -3:30 PM EXHIBIT HALL BREAK

Raincross Ballroom

Sponsored by:

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



3:45 PM – 5:00 PM CONCURRENT SESSIONS

Back-to-Basics: Water, Drought & Abundance / Session 3A – MR 10

Moderator: Michaelleen Gallagher, Director, Education & Environmental Programs, The Annenberg Retreat at Sunnylands.

Presenters: Brenda Salguero, Acting Education Director, Hayward Area Historical Society; Pat Tuchan, Director of Operations, The Annenberg Retreat at Sunnylands. ■ Our most basic needs are met by water, yet drought threatens this essential balance. How can we reframe our thinking and actions to cultivate water abundance in our museum practices and programming? Join us in a dialog about how museums statewide are saving water and encouraging positive change. **Learning Outcomes:** Inspire attendees to pause and think about this basic elements of life: water. Share examples from museums statewide that are saving water outdoors and inside. Offer tips, tools, resources for programs and practices that encourage water abundance. **Knowledge Level:** Intermediate

Just Say No! / Session 3B – MR 7

Moderator: Karen Kienzle, Director, Palo Alto Art Center. Presenters: Gail Anderson, Principal, Gail Anderson Associates; Beth Redmond Jones, Senior Director of Public Programs, San Diego Natural History Museum; Rebecca Barbee, Marketing and Operations Director, Palo Alto Art Center. ■ While we understand that saying no is critical to our professional and institutional success, museum professionals are admittedly terrible at it. In this session, hear from a range of museum professionals with unique perspectives on the power of saying no, and leave empowered to say no yourself. **Learning Outcomes:** Gain a greater understand why it is so challenging for museum professionals to say no, why it is so critical to our success (to prevent mission drift, to more successfully adhere to our business models) and leave empowered to say no themselves. **Knowledge Level:** Intermediate

Band Together: Formalizing Collaboration and Mentorship Across Museum Marketing and Communications / Session 3C – MR 8

Moderator: Alex Capriotti, Director of Marketing and Communications, The Broad. Presenters: Jennifer Caballero, Marketing Director, Skirball Cultural Center; Mara Naiditch, Director of Marketing, Natural History Museum of Los Angeles County. ■ “SoCal Museums” has 50+ Southern California museum marketing and communications staff as members, meets quarterly, regularly executes collaborative promotions, holds annual retreats, manages a formalized mentoring program, and is beginning to collect dues. Learn how you can create effective collaborative relationships with museum colleagues to increase the impact of collective resources. **Learning Outcome:** Learn how to develop and execute collaborative programs and promotions across museums. **Knowledge Level:** Intermediate

Life After War: How Museums Are Helping Veterans Reintegrate Into Civilian Life and Rebuild Communities / Session 3D – MR 9

Moderator: Felicia Kelley, Senior Program Officer, California Humanities. Presenters: Drew Oberjuege, Director, Riverside Art Museum; Elizabeth Washburn, Executive Director, Combat Arts; Karyn Young-Lowe, MSW, President & Chief Executive Officer, LightHouse Social Service Centers. ■ How can museums better reach and engage veterans and their families and help promote the reincorporation of veterans back into our communities? A museum professional, an artist and arts educator, and a social worker will share insights gleaned from their work with the veteran community and offer practical tips on program design, outreach, fundraising, and partnership-building. **Learning Outcomes:** Learn how museums can foster veteran reintegration and address the interests and needs of the veteran community. After attending this program, participants will have a better understanding of how museums can develop exhibits and related programs that will engage veterans, their families, service providers, and the broader public. **Knowledge Level:** Intermediate

Using Research and Evaluation to Inform Practice: The Educator's Perspective / Session 3E – Raincross F

Moderators: Ed Fosmire, Assistant Professor, Art History and Concepts, Santa Ana College, James Kisiel, Professor, Science Education, California State University, Long Beach. Presenters: Lori Walsh, Education Supervisor, SEALife Aquarium; Raelene Childs, Youth Volunteer Coordinator, Aquarium of the Pacific; Lorrae Fuentes, Instructor, California State University, San Bernardino; Julien Jordan, Lead Educator, Aquarium of the Pacific/Harbor Breeze Cruises. ■ Building effective learning experiences for visitors requires a better understanding of program impacts. Four educators will discuss efforts for using visitor research to inform their practices, sharing findings via a poster session and panel discussion. Impacts on these educators' perspectives and implications for museum practice (across all disciplines) conclude the session. **Learning Outcomes:** Discover different approaches for studying visitor experiences (including successes and challenges). Gain new insights related to interpretive programming, based on presenters' findings. Understand the power of evidence when considering the design or revision of visitor experiences. **Knowledge Level:** Intermediate

5:00 PM – 6:00 PM **ROUNDTABLE DISCUSSIONS**

Exhibit Hall C

We're all in This Together: Creating a Culture of Philanthropy at Your Museum ■

A healthy organization understands the importance of fundraising and that every employee is an ambassador. Let's share success stories and brainstorm new ways to harmoniously work with other departments, make development more relatable and transparent, and create a culture of philanthropy that values cultivation and increases fundraising.

Facilitator: Erica Blodgett, Development Director, Los Angeles Conservation Corps

Forging Partnerships for Forgotten Youth ■

Across the state, young adults released from juvenile detention facilities are placed into programs aimed at giving them a new start in life. Learn how museums can form a unique partnership with these programs, increasing the youth's hope and desire to make a positive difference in their life and society. *Facilitator: Nina Ruiz, Lead Educator, Training and Development, The Ronald Reagan Presidential Foundation*

Building Museum Worker Solidarity ■

"I am tired of capping out at \$45,000 with a Master's degree while living in the Bay Area." "Why am I the only person of color in a museum leadership position?" If you have asked yourself these questions, join us to explore the challenges ahead and ideas that can move the field forward with solutions for the future. *Facilitator: Brenda Salguero, Acting Education Director, Hayward Area Historical Society*

Targeted Marketing: Enhancing Your Guests' Experience ■

Join us for this roundtable to discuss incorporating targeted marketing on a limited budget. What ways can we use the POS system, online sales, email, and Member data to better reach our supporters? Discuss benefits and potential risks of collecting data as well as how privacy fits into these creative marketing ideas.

Facilitator: Kimberly Roberson, Director of Membership, Santa Barbara Zoo

Slowing Down in a Fast World ■

In our over-stimulated world, how can museums help their visitors slow down, reflect, and regenerate? Discover ways art and history institutions, botanic gardens, aquaria, or almost any type or size of museum can be part of the Slow Movement, a museum trend featured in the American Alliance of Museums' *Trendswatch 2015*. *Facilitator: Isabelle Lutterodt, City of Los Angeles, Department of Cultural Affairs, Director of Los Angeles Municipal Art Gallery and Barnsdall Art Park*

Conversations about Funding Opportunities at the Institute of Museum and Library Services ▪ Spend time with a representative of the Institute of Museum and Library Services (IMLS) and hear about grant programs and projects funded by the primary source of federal support for museums in the United States. Ask questions big and small and learn how IMLS can help your organization provide learning opportunities, improve the care of your collections, and position you to become an anchor in the communities you serve. Start a conversation and make a connection with IMLS. *Facilitator: Mark Feitl, Museum Program Specialist, Institute of Museum and Library Services*

6:00PM – 10:00 PM EVENING EVENT: ARTS WALK

6:00 PM- 8:30 PM



The Riverside Arts Walk is a free monthly community event that celebrates the diversity of arts and culture in Riverside and the Inland Empire. Visit over 22 downtown locations, including museums, galleries and studios, presenting an eclectic mix of visual and performing arts. And either before or after, enjoy the many entertainment, dining, and shopping experiences that downtown Riverside has to offer.

Cost: Free

*Location: Downtown
Riverside*



8:30 PM- 10:00 PM
Arts Walk After Hours



The party isn't over yet!

Join Arts Walk founders and fellow attendees at the Fox Center for coffee, desserts, and a citrus cocktail. You will also have the opportunity to create and take home your own t-shirt, custom journal, and hand-made print with the help of a local printmaker.

The Fox Performing Arts Center, one of Riverside's historic structures (1929) has been reinvented as a state-of-the-art performing arts theater for Riverside and the Inland Empire



Cost: Price \$25, See Registration for ticket availability.

Location: The Fox Performing Arts Center, Enter at the Fox Plaza: 3635 Market Street, Riverside, CA.

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California Networks for Collaboration

Tools on Engagement and Accessibility ■ Local Networks ■ www.calmuseums.org/CNfC

Museum Futures Community

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

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2017 CAM Conference

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FRIDAY, MARCH 4, 2016

7:00 AM - 3:00 PM Registration Open

8:15 AM – 9:30 AM CONCURRENT SESSIONS

Helping Museums Survive and Thrive in the Twenty-First Century / Session 4A – Raincross F

Moderator: Liza Posas, Head Librarian, Braun Research Library / Autry Archivist, Autry Museum of the American West. Presenters: Carolyn Brucken, Curator of Western Women's History, Autry Museum of the American West; Ana LaDou, Owner, LaDou Strategic Advisory; Stacy Lieberman, Executive Vice President and Deputy Director, Autry Museum of the American West. ■ Nurturing community, course correction, and developing strategic priorities are essential to managing change. Autry staff and an outside consultant will examine the Autry Museum of the American West, the Southwest Museum, and the Women of the West merger-- from the vantage point of a decade later--to share challenges and lessons learned for successfully managing change in a museum environment. **Learning Outcomes:** Learn effective organizational change strategies related to visitor experience; communications; staff morale; and exhibitions. Analyze aspects of museum work affected by change, such as interpretive agendas, collections policies, and public perception. **Knowledge Level:** Intermediate

California Networks for Collaboration: What We've Explored & Where to Go Next? / Session 4B – MR 8

Moderator: Ivy Young, Project Director, California Networks for Collaboration California Association of Museums. Presenters: Dean Ayer, Regional Coordinator (Inland Empire), California Association of Museums; Elizabeth Mackey, Regional Coordinator (Orange County), California Networks for Collaboration; Elizabeth Welden-Smith, Regional Coordinator (Central Coast), California Networks for Collaboration; Jennifer Wagelie, Regional Coordinator (Gold Country), California Networks for Collaboration. ■ Last year, CAM convened a network of professionals in regionalized groups across the state to learn collaboratively around three pertinent topics to the museum field: 1) engagement strategies, 2) accessibility, 3) audience research. Join us to help determine what impact this project could continue to have across the field and share with us

where YOU think we should go next! **Learning**



Outcomes: Gain shared perspectives on what action museums need to take to become more engaging and accessible. Gain access to tools and resources on engagement strategies, accessibility, and audience research. Understand the potential role you may play in the future of the CNfC initiative. **Knowledge Level:** Intermediate

Future Trends in Collections / Session 4C – MR 9

Moderator: Leigh Gleason, Curator of Collections, UC Riverside, California Museum of Photography. Presenters: David Bloom, VertNet Coordinator, UC Berkeley, Museum of Vertebrate Zoology; Ross McGuire, Facility Manager, California Statewide Museum Collection Center, California State Parks; Carole Campbell, Registrar for Collections Management, J. Paul Getty Museum. ■ Though not often discussed within future studies, many aspects of collections work have changed as the world has changed around us. Listen to these speakers as they share their experiences about consolidating collections storage spaces, sharing data, and sharing collections. **Learning Outcomes:** Gain an awareness of the pros and cons of current and emerging trends and how they affect collection and registration work. Learn how to watch for trends that may affect the care of collections in the future. **Knowledge Level:** Intermediate

Talking Change: Climate Change. What do they want US to do about It? / Session 4D – MR 7

Moderator: Michaelleen Gallagher, Director, Education and Environmental Programs, The Annenberg Retreat at Sunnylands. Presenters: Dr. Jon Krosnick, Professor of Communications, Political Science and Psychology, Stanford University; Amber Pairis, PhD, Lead, San Diego Climate Science Alliance. ■ Using the words "climate" and "change" usually causes vigorous and passionate discussions. What does the public really believe? How do they want us to respond? SHOULD we/ CAN we inspire action? A networked museum community can have a powerful voice to promote deeper understanding of climate change... once we have the facts. **Learning Outcomes:** Learn what 25 years of regional surveys on this topic tell us about where the public stands on climate change. How can museums be involved regardless of museum type? **Knowledge Level:** Intermediate

9:00 AM – 11:00 AM MAKER STATIONS

Raincross Ballroom

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

Curate This! ■ Stories are told through the museum collection, adding depth and richness to history. Utilizing photographs of museum objects, participants can step into the shoes of a curator and develop exhibit storyboards and learn how the art of curating helps tell these stories. *Hosted by: Autry Museum of the American West*

Native American Science: Make Your Own Pastels ■ Explore the Native American science of making pastels and paints from natural earth pigments and binders. See firsthand how incorporating culture and history into hands on activities can enable you to connect with your guests in new ways. *Hosted by: Barona Cultural Center & Museum*

9:00 AM – 3:15 PM EXHIBIT HALL OPEN

Raincross Ballroom



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 47 for a list of all exhibitors.

10:00 AM – 11:15 AM CONCURRENT SESSIONS

Cahuilla Continuum: Collaborating with Friends and Neighbors / Session 5A – MR 10

Moderator: Bryn Potter, Adjunct Curator of Basketry; Riverside Metropolitan Museum. Presenters: Brenda Buller Focht, Senior Curator of Collections and Exhibitions, Riverside Metropolitan Museum; Clifford Trafzer, Distinguished Professor of History and Costo Chair in Native American Studies, University of California, Riverside; Sean Milanovich, Associate Curator of Anthropology, Riverside Metropolitan Museum; Terria Smith, Berkeley Roundhouse Director at Heyday; Documentary Director and Producer; Lorene Sisquoc, Curator and Instructor, Sherman Indian Museum and Sherman Indian High School; Jill Norwood, Community Services Specialist, National Museum of the American Indian. ■ *Cahuilla Continuum: Tuku, Ivax, Tuleka*, a Riverside Metropolitan Museum exhibition, documentary, and e-book, tells the Cahuilla people's story. Museum staff, consultants from the Cahuilla Nation, UC



Riverside, Sherman Indian Museum, and National Museum of the American Indian share their way to build a culturally diverse team to accomplish a goal. **Learning Outcomes:** Identify resources and networks to create an engaged team; be respectful of cultural differences and develop trust when working with groups unfamiliar with

exhibition planning; be open and willing to embrace different perspectives **Knowledge Level:** Intermediate

Beyond the first day: The Process and Importance of New Employee Onboarding for Museums / Session 5B – MR 7

Moderator: Kimberly Ornellas, Graduate Student, John F. Kennedy University, Museum Studies Program. Presenters: Karen Kienzle, Director, Palo Alto Art Center; Justine Zollo, Educational Operations Manager, Denver Museum of Nature and Science. ■ Does your museum suffer from high turnover rates? Or struggle to keep new employees engaged? Do you want to do more to integrate new employees but don't know where to start? Discover how to help your new hires adjust to their job quickly and smoothly with new employee onboarding. **Learning Outcomes:** Gain a greater understanding on the topic of new employee onboarding and why it is important and how to start implementing an onboarding program in both small and large institutions. **Knowledge Level:** Intermediate

Catch the Maker Movement: Why and How? / Session 5C – Raincross F

Moderator: Peter Comiskey, Executive Director, Balboa Park Cultural Partnership. Presenters: Travis Good, Board Member of SDMG and Cultural Architect for the Maker Movement, San Diego Maker's Guild; Samantha Younghans, Programs Director, The Beall Center for Art and Technology; Steve Snyder, Executive Director, Reuben H Fleet Science Center. ■ Forget the "Why?" for now, here's the "How?". Flirt with the maker community. Bring the maker community inside. Collaborate with the maker community. Balboa Park hosted its first annual Maker Faire, integrating ten museums. This session will help you create Maker connections and provide strategies to run your own Maker Faire or create your own Maker Space! **Learning Outcome:** Understand different models and receive specific ideas for creating a Maker Faire or Maker Space and leave with concrete tools to assist them. **Knowledge Level:** Introductory

Get Outside: Designing Exhibits that Encourage Engagement with the "Natural" World / Session 5D – MR 8

Moderator: Katherine Whitney, Principal, Katherine Whitney & Associates. Presenters: Susan Schwartzenberg, Artist, Curator, Director of the Bay Observatory, The Exploratorium; Wendy Meluch, Principal, Visitorstudies.com; Brianna Cutts, Exhibit Developer, The Sibbett Group. ■ How can exhibits help visitors understand and engage with the natural and built environments? Can we get beyond the didactic and give visitors tools to connect with the world around them? This session will explore exhibits that are portals to nature, rather than destinations in themselves. **Learning Outcomes:** Explore concrete examples of exhibits that were developed to promote visitor engagement in the out of doors. Learn what changes exhibit developers and designers had to make in their processes to create these types of exhibits. **Knowledge Level:** Intermediate

Good Dog! How the World's Most Famous Beagle Brings Dollars to Museums: the New Museum Grant Program and the Snoopy License Plate/ Session 5E – MR 9

Moderator: Phil Kohlmetz, Executive Director, Napa Valley Museum. Presenters: Craig Zeff, Grants Administrator, California Cultural and Historical Endowment, Jennifer Caballero, Marketing Director, Skirball Cultural Center. ■ Join CAM and the California Cultural and Historical Endowment (CCHE) for a session about the Snoopy License Plate and how it will support the Museum Grant Program- which is awarding \$3 million for capital projects. Receive technical advice about how to apply, and how you can help get more money for museums. **Learning Outcomes:** Gain an understanding of the CCHE museum grant program and how to submit a competitive application. **Knowledge Level:** Introductory

11:45 AM – 12:45 PM BAG LUNCH PICK-UP

Raincross Ballroom

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

Exhibit Hall C

What's in a Name?: Museums and Nonprofit Identity ■ Join fellow colleagues for a discussion on museum community, branding, and identity. Independent nonprofit museums are often tied through name and historical identity to larger, separate companies within the

same community. How do museums create a strong public identity while maintaining these historic ties? *Facilitator: Kanani Hoopai, Curator of Education, Mission Inn Foundation*

All Minds Need Art: The Most Effective Ways to Provide Programs for Children on the Autism Spectrum ■ Children with autism are a rapidly growing population with specific needs and interests. This indicates a need in the museum field to develop programs for them. But museums face limitations on staff, time, and money as they seek to do so. Solutions to these limitations will be discussed. *Facilitator: April Frost, Graduate Student, John F. Kennedy University*

Board of the Future: Diversifying from the Top Down ■ Many museum boards struggle with diversifying their boards as well as their staff, to create a culture of inclusivity for all people within their organization. Let's discuss what museums are actively doing now and how we can plan on reflecting our audiences and community in the future. *Facilitators: Leticia Buckley, Director of Communication and Marketing, Los Angeles County Arts Commission/Ford Theater, Rebecca Horta, Curator of Education, Ontario Museum of History & Art*

"To Sell or Not to Sell": Ethics in Deaccessioning Collections ■ As a non-profit cultural institution, we have a civic duty to consider all donations that come through the door. Yet, we pull at resources to constantly keep up with the influx of object donations. Discuss with peers how to deaccess donations while respecting donors. *Facilitator: Jennifer Moreno, Registrar, Japanese Friendship Garden San Diego*

Introduction to Developing a CAM Conference Proposal ■ Want tips and best practices on submitting a CAM conference proposal? This dialogue for attendees of all levels lets you talk with past and current presenters to organize your ideas, meet the goals and criteria of the Program Committee, choose a program format, and create engagement strategies. *Facilitator: Joaquin Ortiz, Director of Education and Innovation, Museum of Photographic Arts*

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:

Advocating From Where You Stand: How Mid-Level Staff Members Can Be a Voice for Museums / Session 6A – MR 10

Presenter: Pamela Zielske, Advocacy Coordinator, California Association of Museums. ■ Legislative advocacy plays a critical role in fighting an uncertain future for museums. Nothing has a more powerful impact on elected officials than hearing from their constituents. With CAM's support you and your institution can work more closely with elected officials to create a more certain future for California museums. **Learning Outcomes:** Learn effective strategies and tools for legislative advocacy and how to mobilize the museum community to positively impact legislative policies. Take away tools for how to gain the support and mentorship of your Executive Director and CAM, so that you can advocate for your institution with skill and confidence.

Basic Financial Literacy for Museum Professionals / Session 6B – MR 7

Presenter: Ed Prohaska, Chief Financial Officer and Vice President of Enterprise Development, Monterey Bay Aquarium. ■ If you're mystified by the difference between operating and restricted accounts, or if your eyes glaze over when presented with a financial spread sheet, this session is for you. Join us for a crash course in nonprofit finances in a friendly and supportive setting. We'll cover financial terminology, statements and budgets, internal controls, and even the Form 990. **Learning Outcomes:** Learn how to read a basic financial spread sheet, become familiar with financial terminology, and be able to develop a basic budget for their programs and departments. Take-home tools and useful resources will be provided to help them continue their learning at home.

Art Happens Everywhere: Adapting Adult Education Program to Meet Changing Consumer Demands / Session 6C – MR 9

Moderator: Drew Oberjuerge, Executive Director, Riverside Art Museum. Presenters: Caryn Marsella, Art Education Director, Riverside Art Museum; Sue Mitchell, artist; Greg Adamson, artist. ■ The most popular place for art-making and arts-learning for the adult learner, by far, is the home according to a study commissioned by the James Irvine Foundation. Join artists Sue Mitchell, Greg Adamson, and RAM's Caryn Marsella to learn about two pilot projects implemented to address changing consumer demands in adult museum education. **Learning Outcome:** Learn how you can generate revenue in a niche market while exploring the unique needs of adult learners.

Collections Management Roundtable / Session 6D – MR 8

Presenter: Johanna Fassbender, Collections & Exhibitions Manager, Los Altos History Museum. ■ Calling all collections managers and

registrars working at smaller museums! This informal lunchtime roundtable discussion is your time to discuss specific topics pertaining to collections management and network with (and learn from) your colleagues. **Learning Outcomes:** Make new contacts at similar size institutions you can call on for advise on professional registration methods. Discuss challenges in daily work routines.

18 Real World Time Saving Strategies for the Museum Professional / Session 6E – Raincross F

Presenter: Theresa Duncan, Vice President of Development, Aquarium of the Pacific. ■ Are you exhausted by email? Do you wish you had more hours in the day? This session offers specific strategies for museum professionals to save time, manage email, prioritize projects, and improve efficiency. Discover specific strategies to take control of your time so that you can best serve your organization. **Learning Outcomes:** Learn specific strategies to save time, manage task lists, and improve efficiency including managing your inbox. Learn specific methods for improving workflow, job functions, and department efficiency.

1:15 PM – 3:15 PM MAKER STATIONS

Raincross Ballroom

Paint with Physics ■ Using pendulums, catapults, and a spinning box fan, this child-oriented activity will allow children ages three and up to examine force and experiment with motion while painting with unconventional tools to discover the underlying rules and patterns of physics. Each form of motion results in its own distinct pattern of paint movement. Adjust the parameters the machines to put an artistic spin on color, shape and pattern. What can this teach us about the laws of motion and mechanical advantage? *Hosted by: Kidspace Children's Museum*

Tinkering: Sculpt Your Own Circuits ■ Squishy circuits are a perfect mix of tech and art. Use moldable conductive dough to start making magic using battery packs, LEDs, buzzers, motors, and more. *Hosted by: Riverside Art Museum*

1:30 PM – 2:45 PM CONCURRENT SESSIONS

The Future is Coming! The Future is Coming! / Session 7A – MR 10

Moderator: Ruth Cuadra, Business Applications Administrator, Getty Research Institute. Presenters: David Bloom, VertNet Coordinator,

Museum of Vertebrate Zoology, UC Berkeley; Lisa Eriksen, Principal, Lisa Eriksen Consulting. ■ Come explore emerging trends that will impact California museums, their collections, the natural environment, experience design, professionalization/mentorship and more. Discuss future scenarios with practitioners trained in strategic foresight and learn how these scenarios can be used as planning tools and how some trends may play out in the future. **Learning Outcome:** Understand current and emerging trends that may affect California museums. Learn how foresight strategies can be used in institutional planning activities. Receive a one-page resource document providing additional opportunities for research after the session. **Knowledge Level:** Introductory

Social Justice in the Public Museum: Case Studies in Telling Difficult Stories / Session 7B – MR 8

Moderator: Megan Asaka, Assistant Professor, Department of History, University of California, Riverside. Presenters: Lynn Voorheis, Museum Curator of Historic Structures & Collections, Riverside Metropolitan Museum; Tom Izu, Executive Director, California History Center & Audrey Edna Butcher Civil Liberties Education Initiative, De Anza College. ■ How do you relate the lessons of history to contemporary problems? How do you tell controversial, even critical stories for a diverse public while sustaining support for your institution? Three very different institutions will share the lessons learned in presenting the story of Japanese Americans through a civil liberties lens. **Learning Outcome:** Learn how to transform the challenges of presenting difficult histories through sites, exhibits, and programs into opportunities in ways that are relevant to contemporary audiences and identify best practices in building support for such programs. **Knowledge Level:** Introductory

Igniting the Imagination: Nontraditional Programming for School and Family Audiences / Session 7C – Raincross F

Moderator: Susan Larson, Senior Educator, Skirball Cultural Center. Presenters: Armando Rodriguez, Manager Culinary Arts Program, Teacher, LA Plaza de Cultura y Artes; Ilana Gustafson, Manager, Performing Arts, Natural History Museum of Los Angeles County and George C. Page Museum. ■ Let's look beyond the standard gallery experience—discover how you can offer inspired, alternative programming for K-12 students and families that supports your institutional missions and connects to Common Core and Arts Standards. Learn how three institutions utilize a variety of mediums from music, dance and theater to life-size puppets and culinary-arts in order to create meaningful, transformative experiences. **Learning Outcome:** Explore how a wide range of institutions presents nontraditional programming that supports their missions for student

and family audiences. Collaborate in small groups with fellow participants to strategize ways to develop and deepen alternative programming at their own institutions. **Knowledge Level:** Intermediate

Connecting the Disconnected: Collections in a Changing World / Session 7D – MR 9

Moderator: Lisa Rowan, Collections Assistant, Stanford University Archaeology Collections. Presenters: Joy Tahan Ruddell, Senior Registrar, Oakland Museum of California; Johanna Fassbender, Collections & Exhibitions Manager, Los Altos History Museum. ■

Are you interested in how you can safely and effectively bring your collections out to the community? Join us as we discuss new ways of collaborating with other museum departments and our community to better connect them to our collections without having to compromise on professional standards and registration methods. **Learning**

Outcomes: Get ideas on how to connect collections to their communities through internal and external collaborations. Have concrete ideas to take back to their institutions to implement more effective collections outreach and creative collaboration. **Knowledge Level:** Introductory

Grant Opportunities from the Institute of Museum and Library Services / Session 7E – MR 7

Moderator: Mark Feitl, Museum Program Specialist, Institute of Museum and Library Services ■ As the primary source of federal support for the nation's museums, the Institute of Museum and Library Services (IMLS) provides grant funds that assist museums of all types and sizes in their work to be effective and sustainable organizations. IMLS support is available for projects including, but not limited to, exhibits and programs, collections care and conservation, professional development, and research. **Learning**

Outcomes: Gain insight to the grant process and receive tips and advice for preparing a competitive IMLS application. **Knowledge Level:** Introductory

2:45 PM – 3:15 PM EXHIBIT HALL BREAK
Raincross Ballroom

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

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by:**

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3:15 PM – 4:15 PM

CLOSING TOWN HALL

Exhibit Hall C

Sponsored by:

Speakers: Michaelleen Gallagher, Director, Education & Environmental Programs, The Annenberg Retreat at Sunnylands; Jennifer Caballero, Marketing Director and CAM Program Co-chair, Skirball Cultural Center.



The closing town hall will serve as a “bookend” for your CAM conference – an experience to help you transition from knowledge to action. Come share the fruits of your labor over these last few days and find out where we will all meet next year.

4:30 PM – 6:30 PM

NO HOST HAPPY HOUR

Tio's, 3948 Mission Inn Ave, Riverside, CA



In the heart of downtown Riverside, less than a 10-minute walk from the convention center, Tio's Tacos is a “folk art wonderland”. The owner, Martin Sanchez, has taken reuse and recycling to “new heights” by creating giant wire sculptures, fountains, shrines, and more out of bottles, cans, shells, shoes, toys and other refuse.

Join CAM conference attendees at Tio's to celebrate the end of another CAM conference, while enjoying a seafood cocktail, aguas frescas, tortas or enchiladas, beer, or other menu favorites.

OUR SUSTAINABLE STEPS



For ten 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

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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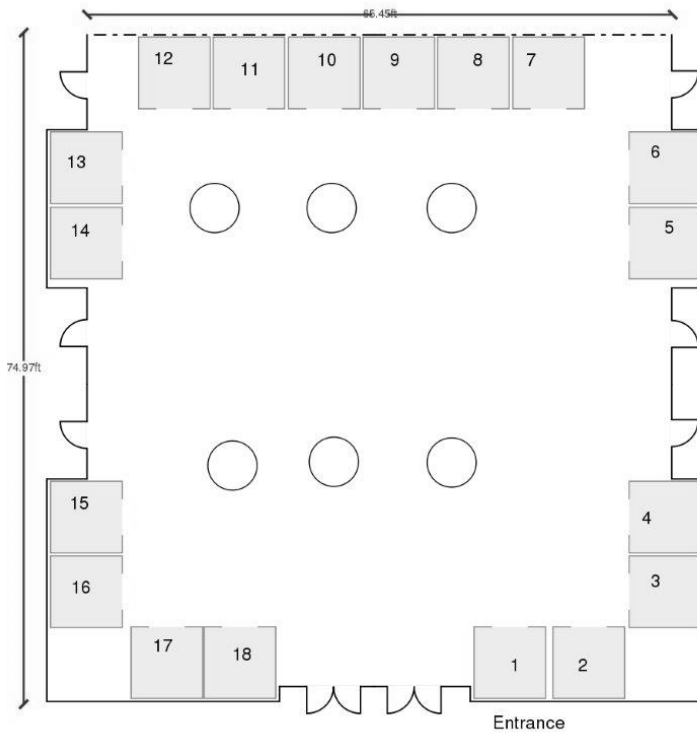
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MUSEUM STUDIES
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EXHIBIT HALL DIRECTORY

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



Booth # 1 - **McMurray Stern**

Contact: Sarah Sherter, Design Consultant

15511 Carmenita Rd. Santa Fe Springs, CA 90670

Phone: 920/563-0781

Website: <http://www.mcmurraystern.com>

Email: ssherter@mcstern.com

McMurray Stern is a woman-owned design build specialty contractor offering storage and shelving for museums throughout Southern California. From archival storage, bug collections, wet collections storage and beyond, our systems – and the strategic thinking that goes with them – are uniquely classified to the collection at hand.

Booth # 2 - **Institute of Museum and Library Services**

Contact: Mark Feitl, Museum Program Specialist

1800 M Street, NW, 9th Floor Washington, DC 20036-5802

Phone: 202/653-4635

Website: www.ims.gov
Email: mfeitl@ims.gov
The Institute of Museum and Library Services (IMLS) is the primary source of federal support for the nation's 123,000 libraries(link is external) and 35,000 museums. Our mission is to inspire libraries and museums to advance innovation, lifelong learning, and cultural and civic engagement. Our grant making, policy development, and research help libraries and museums deliver valuable services that make it possible for communities and individuals to thrive.



Booth # 3 - Tour-Mate Systems

Contact: Roya Dostzadah and AJ Welsh, Project Directors
137 St. Regis Cres. S. Toronto, Ontario M3J 1Y6 Canada
Phone: 800/216-0029, 416/636-5654

Website: <http://www.tourmate.com>

Email: rdostzadah@tourmate.com

Tour-Mate is one of North America's leading providers of audio and multimedia interpretive platforms. From hand held audio and multimedia to mobile applications to eco-friendly outdoor stationary platforms. Tour-Mate is your one stop shop for interpretive hardware and content creation services.

Booth # 4 *Thursday Only* - John F. Kennedy University Museum Studies

Contact: Adrienne McGraw, Program Chair
2956 San Pablo Avenue Berkeley, CA 94702 United States
Phone: 510/647-2072

Website: www.jfku.edu/museumstudies

Email: amcgraw@jfku.edu

The Museum Studies Program at John F. Kennedy University in Berkeley offers a Master's of Arts, a graduate certificate, and the only dual MA/MBA degree in the country. Progressive curriculum, dynamic internships, and in depth research combine to prepare museum professionals for work in the the complex museum environment of today and tomorrow.

Booth # 4 *Friday Only* - Michael J. Elderman Photography

Contact: Michael Elderman, Photographer
PO Box 55435 Riverside, CA 92517 United States

Phone: 951/318-3467

Website: <http://www.mjeldermanphoto.com>

Email: mjelderman@gmail.com

Michael J. Elderman ("The Eyes of Riverside") has been a Riverside fixture, photographing in, about and for the City since 1985. At this year's CAM Conference, Michael is offering attendees professional headshots done on site. Headshots will be done on Friday, March 4 from 9 a.m.-3 p.m. Make an appointment before the conference by emailing Michael at mjelderman@gmail.com, and get your headshot for just \$35.00! Walk-ups are also welcome on Friday for only \$39.95! Prices include the retouched high-res file of your choice. See you in Riverside!

Booth # 5 - Exhibit Envoy

Contact: Amy Cohen, Executive Director

PO Box 193307 San Francisco, CA 94119

Phone: 415/525-1553

Website: <http://www.exhibitenvoy.org>

Email: amy@exhibitenvoy.org

Exhibit Envoy – a non-profit – has been traveling high-quality, engaging exhibitions for almost 30 years. We pride ourselves on helping host venues connect with their communities through rich and relevant art, history, culture, and natural history exhibitions. Visit us in the Exhibit Hall to learn about our affordable, easy-to-install exhibits!

Booth # 6 *Thursday Only* - Lucidea

Contact: Ilene Slavick, Senior Account Executive

13560 Maycrest Way Richmond, British Columbia V6C 2W9 Canada

Phone: 604/278-6717

Website: <http://www.lucidea.com/argus>

Email: islavick@lucidea.com

Lucidea Argus is a comprehensive, highly configurable collections management solution that accommodates diverse curatorial and visitor engagement requirements. This integrated platform offers powerful access options including a Web portal for sharing collections information, and mobile capabilities for an enriched visitor experience. Illuminate the past, preserve it for the future: Argus

Booth # 7 - Zone Display Cases

Contact: Pierre Giguere, Director of Sales and Marketing

660 Argon Quebec, Quebec G2N 2G5 Canada

Phone: 418/841-4004

Website: <http://www.zonedisplaycases.com>

Email: pgiguere@zonedisplaycases.com

Zone Display Cases is a division of Concetti Design, a museum exhibit builder founded in 1985. We design and manufacture

conservation grade display cases that are made through computer-assisted design and manufacturing (CAD-CAM), a unique procedure for our field of work. Based in Canada, Zone Display Cases has grown to be an important and reputable firm in this business.

Booth # 8 *Thursday Only* – Emerging Museum Professional Groups

The National Emerging Museum Professionals Network envisions communities in which museum professionals make meaningful connections within and across backgrounds, disciplines, and institutions by: providing leadership, responding to changing needs, enriching experiences and growing capabilities for new museum professionals. Meet some of the representatives from the various California local EMP groups and make new connections.

Booth # 8 *Friday Only* – Green Museums Initiative

Established in 2006, GMI's first step was to "green" CAM's daily operations and events to serve as a model for museums and other associations. GMI developed important catering guidelines, hosted influential panels on sustainability, and took other steps to reduce waste and CAM's impact on the environment. GMI continues to deepen its commitment to sustainability for museums and the communities they serve by adding new resources and initiatives. Stop by the GMI booth to hear what's new and how you can get involved.

Booth # 9 - The Sibbett Group

Contact: Brianna Cutts, Creative Director
201 Floribel Avenue San Anselmo, CA 94960
Phone: 415/298-2374

Website: www.sibbettgroup.com

Email: brianna@sibbettgroup.com

The Sibbett Group creates imaginative, wonder-filled learning environments that reveal unique stories about our world. We believe laughter is essential to every meeting. Also: chocolate. Visitors are guests. Words before lines — we write first, then draw. A bike ride will almost always lead to great ideas.

Booth # 10 - Riverside Local

Looking to find the inside scoop on the Riverside community. From local dining to the museum scene and the Thursday night Arts Walk, local museum community insiders will be available to point you in the right direction and help you make the most of your time in the city of Arts and Innovation.

Booth # 11 - U.S. General Services Administration Office of Inspector General (GSA OIG)

Contact: Michael Ramos, Assistant Special Agent in Charge
450 Golden Gate Ave, 7th Floor,
Suite 5262

San Francisco, CA 94102

Phone: (415)522-2756

Website: www.gsaig.gov,

www.gsa.gov/finearts

Email: michael.ramos@gsaig.gov

The General Services Administration Office of Inspector General (GSA OIG) and the GSA Fine Arts Program recovers lost portable works of art produced by artists through the New Deal era federal art programs of the 1930s and early 1940s. The GSA Fine Arts Program also catalogues movable New Deal artworks housed in non-federal repositories.



Booth # 12 - BELFOR Property Restoration

Contact: Brittany Hebert, Account Manager
3443 Durahart Street Riverside, CA 92507
Phone: 951/214-1332

Website: <http://www.belforusa.com>

Email: brittany.hebert@us.belfor.com

BELFOR Property Restoration is the North American leader in integrated disaster recovery and property restoration services. With more than 100 full-service offices in the U.S., we are geographically positioned to respond to almost any disaster – large or small - coast to coast. A proven track record of superior response and unmatched resources has made BELFOR the contractor of choice for damages caused by fire, water, wind or other catastrophes.

Booth # 13 - OnCell

Contact: Monica Barndt, Director of Marketing
1160-D Pittsford-Victor Rd Pittsford, NY 14534
Phone: 585/419-9844

Website: <http://www.oncell.com>

Email: info@oncell.com, mbarndt@oncell.com

OnCell provides mobile tour solutions for museums and cultural destinations. With a variety of services such as a DIY app builder, web and native apps, audio tours, beacons, and games, OnCell

helps organizations become mobile-friendly. Our team has worked on over 2,200 projects since its inception in 2006.

Booth # 14 - Armanino

Contact: Matt Gard, Senior Manager Audit

12657 Alcosta Blvd. San Ramon, CA 94583

Phone: 844/582-8883

Website: <http://www.armaninollp.com/industries/nonprofit>

Email: matt.gard@armaninollp.com

Museums have unique financial and operational needs. Armanino has been committed to the nonprofit sector since 1953. Our experience gives our staff of CPAs and former CFOs a deeper understanding of the issues museums face, so we're able to help you fulfill your mission in an efficient and cost-effective way.

Booth # 15-16 - Digital Globe Systems

Phone: 888/822-5807

Website: <http://www.digitalglobesystems.com>

Email: info@digitalglobesystems.com,

kevin@digitalglobesystems.com

Digital globes have transformed the way museums teach about earth science and astronomy, but they also provide a unique way to educate visitors about world history, socio-political issues, species migration and more. Come experience our interactive digital globes, and see our other exhibit-related products and services, including custom printed globes, tactile relief maps and touchscreen kiosks.

Booth # 17 - MBA Design & Display Products Corp.

Contact: John Peterson, Regional Sales Manager

35 East Uwchlan Ave. Suite 310 Exton, PA 19341

Phone: 800/635-7386

Website: <http://www.mbawalls.com>

Email: info@mba-usa.com, jpeterson@mba-usa.com

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Booth # 18 - Hollinger Metal Edge

Contact: Bob Henderson, President

6340 Bandini Blvd Los Angeles, CA 90040

Phone: 800/862-2228

Website: <http://www.hollingermetaledge.com>

Email: bh@metaledgeinc.com

Hollinger Metal 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.

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2016 CAM CONFERENCE!**

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 February 1, 2016).

Acorn Group

155 El Camino Real
Tustin, CA 92780
Contact: Jennifer Rigby
Phone: 714/838-4888
Fax: 714/838-5309
jrigby@acorngroup.com

Armanino

12657 Alcosta Blvd
San Ramon, CA 94583
Phone: 1-844-582-8883
info@armaninoLLP.com

Arts Consulting Group, Inc

8581 Santa Monica Blvd,
#406
Los Angeles, CA 90069-4120
Contact: Bruce Thibodeau
Phone: 323/721-0141
Fax: 323/936-1196
bdthibodeau@artsconsulting.com

**Balboa Park Online
Collaborative**

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

Cinnabar California, Inc.

4571 Electronics Place
Los Angeles, CA 90039
Contact: Jonathan Katz
Phone: 818/842-8190
Fax: 818/842-0563
jonathank@cinnabar.com

Clars Auction Gallery

5644 Telegraph Avenue
Oakland, CA 94609
Contact: Redge Martin
Phone: 510/428-0100
Fax: 510/658-9917
redge@clars.com

**Dorfman Museum Figures,
Inc**

6224 Holabird Ave
Baltimore, MD 21224
Contact: Joe Bezold, Sales
Manager
Phone: 410/284-3248
Fax: 410/284-3249
info@museumfigures.com

**Frederick Fisher & Partners
Architects**

12248 Santa Monica Blvd
Los Angeles, CA 90025
Phone: 310/820-6680
shelleys@fisherpartners.net

Gyroscope Inc.

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

John F. Kennedy University

100 Ellinwood Way
Pleasant Hill, CA 94523
Contact: Adrienne McGarw,
Program Chair, Museum
Studies
Phone: 510/647-2072
amcgraw@jfkku.edu

Lucidea

13560 Maycrest Wy, Ste 1115
Vancouver, BC V6V 2W9
Phone: 604/278-6717
sales@lucidea.com

Manask & Associates

209 W. Alameda Ave. ste 103
Burbank, CA 91502
Contact: Catherine Lorrimer
Phone: 818/557-0635
Fax: 818/563-3552
catherine@manask.com

**MATT Construction
Corporation**

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

**Museum Management
Consultants, Inc.**

37 Graham Street, Suite 110
San Francisco, CA 94129
Contact: Adrienne Horn
Phone: 415/982-2288
Fax: 415/982-0504
adrienne@museum-
management.com

Travelers

11070 White Rock Road
Rancho Cordova, CA 95670
Contact: Sandra Steinmetz
Phone: 916/852-5217
ssteinme@travelers.com

University of San Francisco

2130 Fulton St
San Francisco, CA 94117-
1080
Contact: Marjorie Schwarzer
Phone: 415/422-4039
mschwarzer@usfca.edu

VisitorStudies.com

115 Trish Dr
Novato, CA 94947
Contact: Wendy Meluch
Phone: 415/897-4051
wendy@visitorstudies.com

FREE ADMISSION SITES

The following museums are free or offering discounted admission price to conference attendees. Please present a name badge or conference registration receipt between Wednesday, March 2 and Sunday, March 6, 2016 to take advantage of these offers. *Be sure to check their website or call for hours of operation, directions, and other information. Transportation is not provided.*

Corona Heritage Park & Museum

510 W Foothill Pkwy
Corona, CA 92882
(951) 898-0687

Heritage House Museum

3025 Madison St
Riverside, CA 92522
(951) 826-5200
Admission is free; suggested donation is \$3

Jurupa Mountains Discovery Center

7621 Granite Hill Dr
Riverside, A 92509
(951) 685-5818
Admission is free year-round

Mission Inn Museum

3696 Main St
Riverside, CA 92501
(951) 788-9556
Admission is free; suggested donation is \$2. Discount on tours: \$11 Please call the museum at (951) 788-9556 during regular business hours for available tour times and reservations. Parking validation is not available.

Museum of History & Art, Ontario

225 S Euclid Ave
Ontario, CA 91762
(909) 395-2510

Orange Empire Railway Museum

2201 S A St
Perris, CA 92570
(951) 943-3020

Riverside Art Museum

3425 Mission Inn Avenue
Riverside, CA 92501
(951) 684-7111

Robert and Frances Fullerton Museum of Art

California State University
5500 University Pkwy
San Bernardino, CA 92407
(909) 537-7373
Admission is free; suggested donation is \$3

San Bernardino History and Railroad Museum

1170 W 3rd St
San Bernardino, CA 92410
(909) 888-3634

UCR ARTSblock: California Museum of Photography and Sweeney Art Gallery

3824 Main St
Riverside, CA 92501
(951) 827-4787

Wignall Museum & Gallery

5885 Haven Ave
Rancho Cucamonga, CA 91737
(909) 652-6492

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



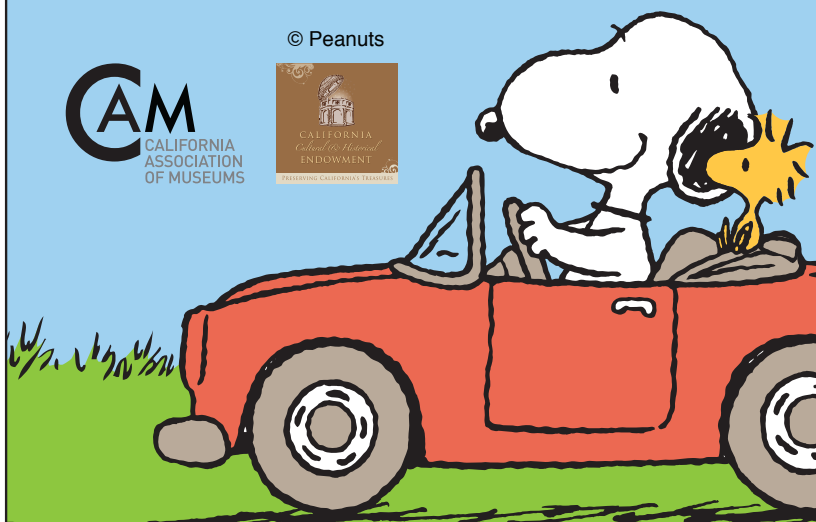
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The California Cultural and Historical Endowment (CCHHE), a state entity, administers the California Museum Grant Program with funds raised from Snoopy license plates. Find out more at library.ca.gov/grants/cche/



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Pockets of Wonderful.

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