

CHANGING THE NARRATIVE



FEBRUARY 7-9, 2019
SAN FRANCISCO

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SAN FRANCISCO

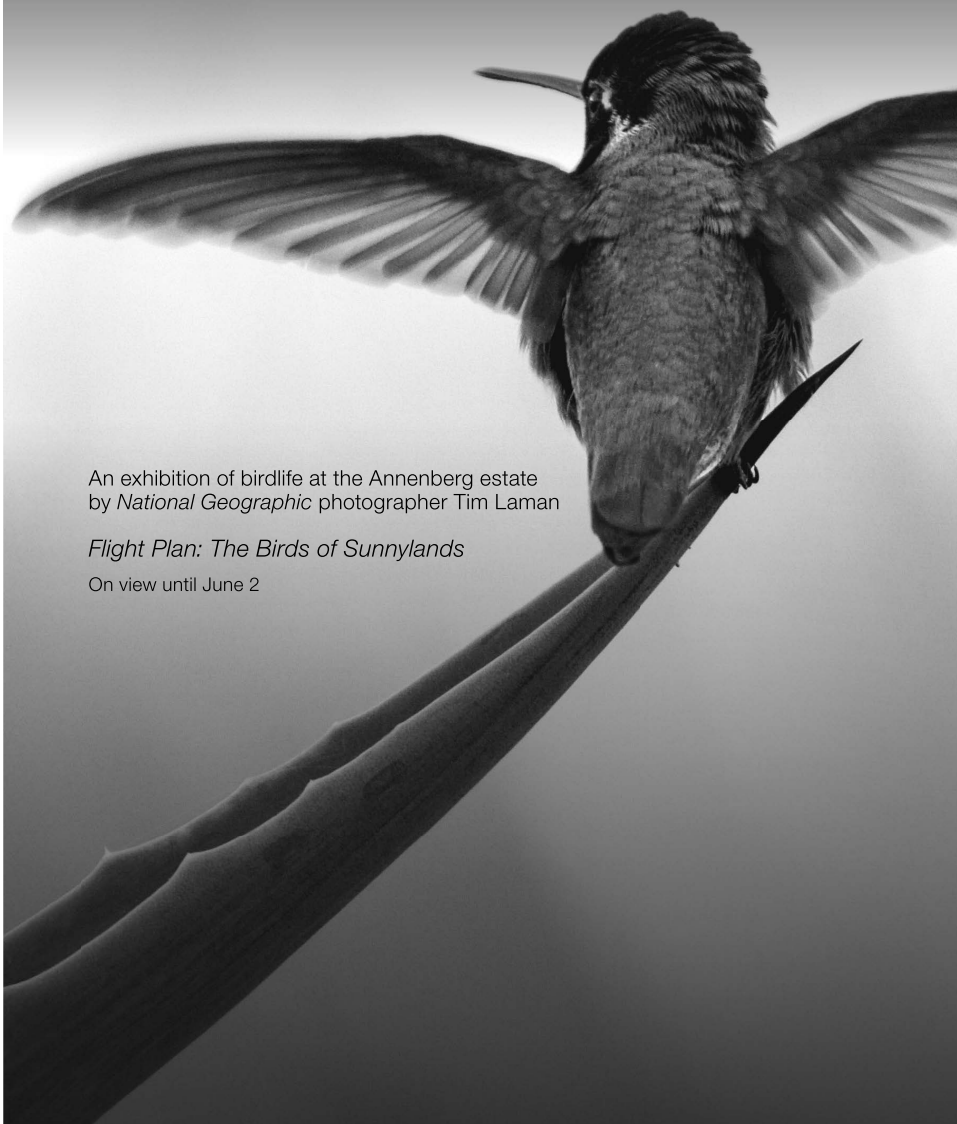
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The Green Museums Initiative

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 on page 59.



An exhibition of birdlife at the Annenberg estate
by *National Geographic* photographer Tim Laman

Flight Plan: The Birds of Sunnylands

On view until June 2

SUNNYLANDS
CENTER & GARDENS

Wednesday – Sunday
8:30 am – 4:00 pm

www.sunnylands.org

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Underwritten by The Getty Foundation

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Jamie Nord, Anthropology Curatorial Intern, San Bernardino County Museum
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CAM Scholars

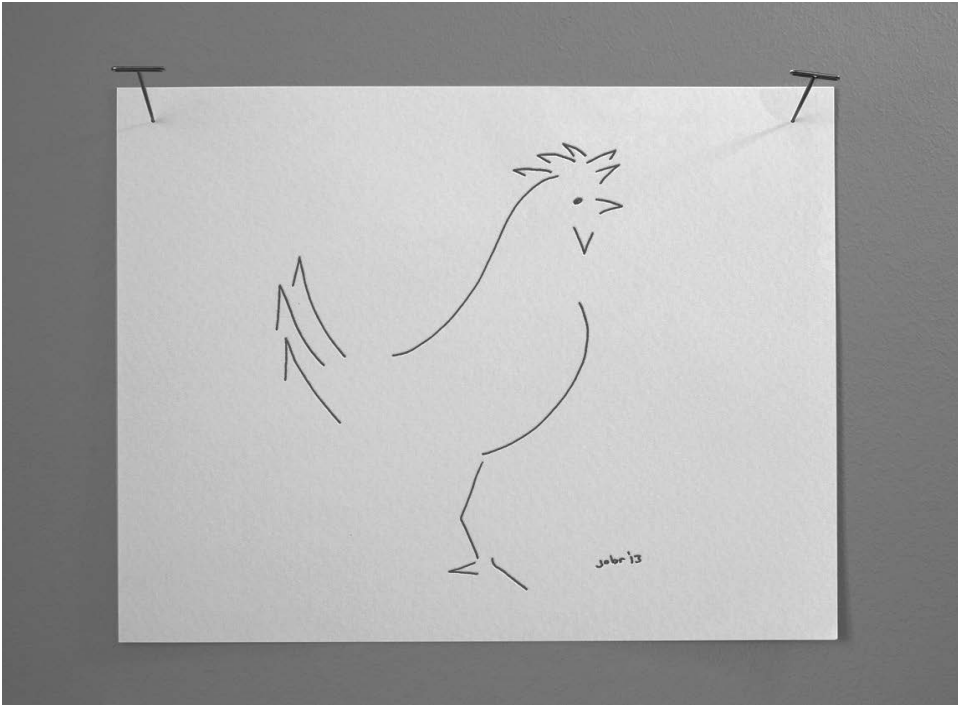
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Patricia Viramontes, MEd Candidate, UCLA



Art can be minimal. Its protection shouldn't be.

When it comes to operating a thriving museum, there is more at stake than the integrity of your collections. The risks you manage are extensive, from the safety of your employees and visitors to exhibitions, to the transit and storage of your priceless fine art.

Our business is knowing your business, inside and out. Our dedicated team of museum and fine art experts brings you flexible coverage solutions, risk prevention resources and efficient claim service that not only protect your collections but also your bottom line.



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Celeste DeWald, Executive Director
Lacey Lieberthal, Administrative Coordinator
Carey Lin, Communications Manager
Sarah Sagouspe, Membership Manager
Sharon Layman, Bookkeeper, SL Associates
Jessica Monahan, Consultant, Outboxed Solutions



ABOUT CAM

Social Networks

Connect with colleagues through CAM's online community, Facebook page (/calmuseums), Instagram (@calmuseums), and Twitter (@calmuseums).

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 eNews

Our bi-monthly e-newsletter features funding sources, professional development programs, announcements, and job openings.

Green Museums Initiative (GMI)

GMI is leading the green transformation of California museums.

Museum Futures Community

The Museum Futures Community researches and discusses trends about the future as they may relate to California museums.

Fellows and Scholarship Programs

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

Snoopy License Plate

CAM and our partners created a new source of funding for museums through the Snoopy license plate.

Membership

All of these programs and services thrive as a result of support from the museum field. Are you a current CAM member?

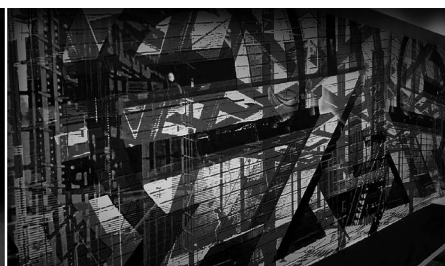
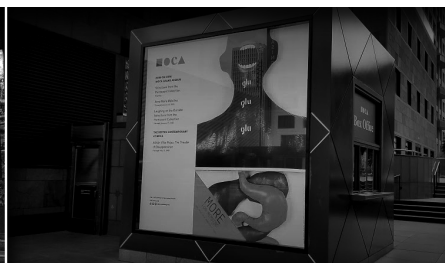
Learn more at www.calmuseums.org



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PROJECT MANAGEMENT • SITE SURVEY • SHIPPING • STEP AND REPEAT • WATER JET AND LASER CUTTING



GENERAL INFORMATION

Registration Desk Hours

Thursday, February 7 – 7:00AM to 6:00PM
Friday, February 8 – 7:30AM to 6:00PM
Saturday, February 9 – 8:00AM to 2:00PM

Session & Program Topic Legend

Are you unsure of which sessions to attend? These icons indicate the content areas of coverage for program offerings:

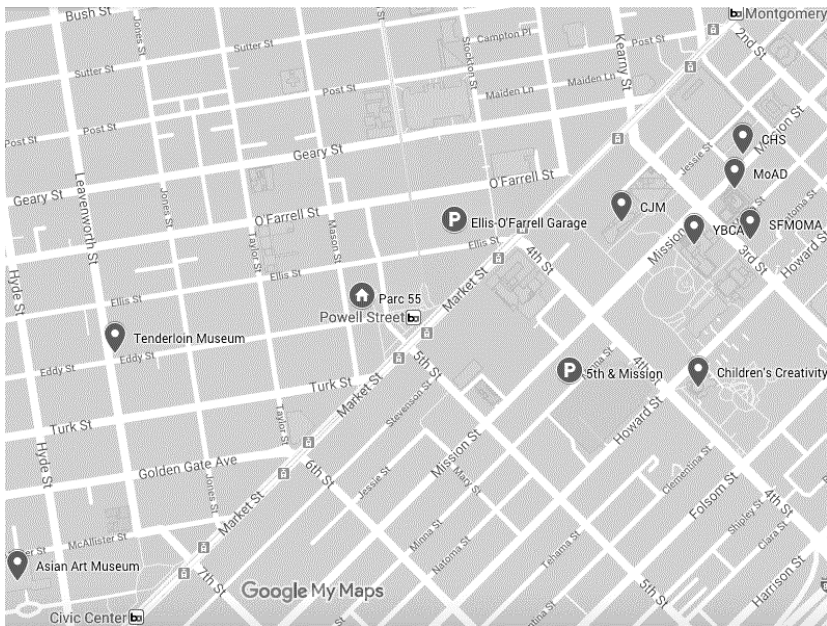
<u>Icon</u>	<u>General Topics</u>
	Museum Operations – human resources, accounting, guest operations
	Public Programs – education, outreach, research and evaluation
	Collections – acquisition and management of collections
	External Affairs – development, marketing, membership, and PR
	Multidisciplinary – encompasses many disciplines

TIPS FOR NAVIGATING SAN FRANCISCO

Transportation: CAM recommends the use of public transportation to navigate San Francisco. The Parc 55 is conveniently located at the Powell Street BART and Muni stations, which provide access to most public transit lines throughout the San Francisco Bay Area. For free and easy access to information about Bay Area traffic, transit, carpool, bicycling, and parking information, use the 511 phone and web service by **dialing 5-1-1 or visiting 511.org**.

Parking: There are numerous parking garages near the hotel, but parking rates in downtown San Francisco can be high. The Parc 55 offers valet parking at a minimum daily charge of \$75. If you plan to drive, we suggest you also consider the following garages, which offer more competitive rates for the area: **Ellis-O'Farrell Garage** or **Fifth & Mission / Yerba Buena Garage** (featured on the map below).

Museums Near the Parc 55: Below is a map featuring several of the museums within walking distance of the Parc 55 in downtown San Francisco. Many of these museums are generously hosting workshops, leading behind-the-scenes tours, and/or offering free or reduced admission to CAM conference-goers.



THURSDAY, FEBRUARY 7, 2019

DAY AT-A-GLANCE

9:00AM–2:00PM Pre-Conference Workshops & Tours

3:00PM–4:00PM Opening Town Hall

Keynote: Tamika L. Butler on inequality and social justice

4:15PM–5:30PM CAM 2019 Welcome Reception

5:30PM–9:00PM Yerba Buena Progressive Evening

Pre-Conference Workshops

Registration required; See Registration Desk for ticket availability.

Transportation not provided.



Beyond Basic Accessibility: Museums4Inclusion – An Inclusive Hiring Toolkit

Intermediate / Museum Operations

Thursday / 10:00AM–2:00PM

Location: California Academy of Sciences, 55 Music Concourse Drive

Cost: \$30

Facilitators: *Leah Van der Meij, Director, Guest Operations, California Academy of Sciences; Kristen Pedersen, Chief of Education and Workforce Inclusion, The Arc San Francisco; Lindsey Lee Keel, Internship Coordinator, California Academy of Sciences*

Description: This interactive workshop trains you in the Museum4Inclusion model, born at the California Academy of Sciences. The initiative, based on the Academy's successful career pathway program for individuals with developmental disabilities, is designed to meet any organization's needs regardless of size or readiness. Come learn the steps to increase the number of individuals with disabilities in your workforce.

Learning Objectives: Strategies to earn staff buy-in for inclusive programs specifically for individuals with disabilities; Tools to implement inclusive hiring scalable to your organization, including culture-building, staff training, identifying resources, and program management.





Career Café

Intermediate / Museum Operations

Thursday / 11:00AM–2:00PM

Location: Davidson/Balboa at the Parc 55

Cost: Free; Drop-In Workshop

Facilitators: *Marcus Wojtkowiak, Co-chair MEP Committee, California Association of Museums; Joaquin Ortiz, Co-chair MEP Committee, California Association of Museums; Michelle Powers, Director of Donor Relations, Reuben H. Fleet Science Center*

Description: The career cafe is a resource space for emerging museum professionals looking for help with resume and cover letter writing, interview skills, and informational interview strategies. The room will be divided by the four main museum career classifications; operations, public engagement, education, and collections. First come, first serve. A signup sheet will be provided at the door.

Learning Objectives: Receive one-on-one guidance from museum professionals on your career advancement strategy; Improve resumes, cover letters, interview skills, and strategize for informational interviews.



Incorporating Native Voice: Bridging our Ways of Knowing

Introductory / Public Programs

Thursday / 9:00AM–2:00PM

Location: Walt Disney Family Museum, 104 Montgomery Street

(in the Presidio)

Cost: \$45, includes lunch

Facilitators: *Mallory Genauer, Education Coordinator, Barona Cultural Center & Museum; Laurie Egan-Hedley, Director/Curator, Barona Cultural Center & Museum; Nicole Lim, Executive Director, California Indian Museum & Cultural Center; Laura Mendoza, CIMCC Education Coordinator, California Indian Museum & Cultural Center; Christina Tlatilpa Inong, CIMCC Youth Development Specialist, California Indian Museum & Cultural Center*

Description: Explore the art and science of California's original inhabitants in this interactive workshop with fun, hands-on activities and practical takeaways for including Native Voice in any museum. Work with Tribal Museums to learn traditional ways of knowing, such as cosmology and engineering, and leave with innovative ideas for incorporating Native Voice into your institution, regardless of its discipline.

Learning Objectives: Practical skills to incorporate Native Voice in your institution, whether its focus is history, art, science, or a children's museum; Experience activities highlighting Native Voice.



Museum Evaluation: How to Get Started

Introductory / Public Programs

Thursday / 10:00AM–2:00PM

Location: Museum of African Diaspora, 685 Mission Street

Cost: \$20, includes lunch

Facilitators: *Sarah Wilson, Education Curator, Autry Museum of the American West; Sue Lafferty, Director of Education, Birch Aquarium at Scripps*

Description: “Why evaluate,” you ask? Because ticket sales and attendance figures don’t tell the whole story. Evaluation provides insight into how visitors experience your institution’s programs, the real reasons why teachers sign up for tours, and how to boost employee morale. This workshop is a beginner’s guide for anyone interested in conducting evaluative projects.

Learning Objectives: Target respondent constituencies, draft questions and response options, design evaluations, utilize evaluation results; Benefits and trade-offs of six evaluative techniques: intercept surveys, voting, focus groups, one-on-one interviews, online surveys, and observations.



Organizing Your Digital Photos for Efficient Retrieval and Safe Archiving

Introductory / Multidisciplinary

Thursday / 10:00AM–2:00PM

Location: California Historical Society, 678 Mission Street

Cost: \$40, includes lunch

Facilitators: *Scott Miles, Owner / Media Producer, The Scientific Photographer; Brittany Bradley, Intellectual Property and Imaging Coordinator, Oakland Museum of California; Sean Heyliger, Archivist, African American Museum & Library at Oakland*

Description: Managing a library of digital photos produced by or for an institution with little to no specialized archive support or IT services is a huge challenge. This workshop presents small-scale solutions to organizing your image files so that you can retrieve them readily as well as addressing the critical need for proper backup of your image archive.

Learning Objectives: Evaluate systems to organize image files for efficient retrieval; How to deliver copies of original files formatted properly for various distribution methods; Adopt appropriate practices to ensure that archives are backed up properly.



Story Summit

Intermediate / Public Programs

Thursday / 9:00AM–2:45PM

Location: Mission I at the Parc 55

Cost: \$35

Facilitators: *Susan Spero, Professor, Museum Studies, John F. Kennedy University; Amelia Wong, Web Content Strategist, J. Paul Getty Trust; Brianna Cutts, Principal, The Sibbett Group*

Description: The Story Summit brings together expert storytellers and teachers for a day-long exploration of museum storymaking through presentations, discussions, and provocative stories. Listen to powerful narratives and analyze the elements of what makes a good story. Special support for this event comes from the Helzel



Family Foundation and the JFKU Museum Studies Program.

Learning Objectives: Deeper appreciation of the skills to recognize story forms and characteristics and hone them to craft museum stories; Increase awareness of story forms and models that museums use to produce narratives.



Introduction to Public Narrative: Stories of Self, Us, and Now

Intermediate / External Affairs

Thursday / 9:00AM–2:00PM

Location: Children's Creativity Museum, 221 4th Street

Cost: \$35, includes lunch

Facilitators: *Phil Kohlmetz, Independent Museum Professional; Toby Leavitt, Executive Director, San Francisco Shakespeare Festival*

Description: Public narrative is a personal leadership practice that draws on original stories and experiences to help authentically connect with others. You will learn about, develop, and practice your stories of self, of us, and of now, in order to motivate your community to collective action based on shared values. This presentation is especially useful for marketing, external communications, team management, and fundraising.

Learning Objectives: Use public narrative to more effectively lead from wherever you are in institution; Develop a highly personalized approach to motivate and lead others to action.

Pre-Conference Tours

*Registration required; See Registration Desk for ticket availability.
Transportation not provided.*

Curator Exhibitions Tour and Special Collections Viewing

Thursday / 10:00AM–12:00PM

Location: California Historical Society, 678 Mission Street

Cost: \$10

Description: Join California Historical Society's Managing Curator, Erin Garcia, for an exploration of its exhibition, *Boomtowns: How Photography Shaped Los Angeles and San Francisco from the California Historical Society Collection*. After the tour, learn how CHS designs exhibitions that come directly from its archival collections, and view rarely seen archival collections in the library.



Experience the Presidio!

Thursday / 10:30AM–12:00PM

Location: Presidio Officers' Club, 50 Moraga Avenue

Cost: \$10

Description: Experience our jewel of a national park, nestled along San Francisco Bay and the Golden Gate Bridge. Be surprised and get inspired as you are immersed in the rich history of the park, with behind-the-scenes Presidio stories and visits to our museum, archaeology lab and cultural sites. Hear from Presidio Trust staff about our innovative programs for all ages, celebrating the park's richly diverse nature and culture. From the adobe walls and cannons of the Spanish colonial fort to the contemporary sculptures of renowned artist Andy Goldsworthy, world-class dining, cultural events, and pristine nature from forest to ocean, the Presidio offers something for everyone. There will be time to purchase lunch (and amazing margaritas) at our restaurant, Arguello.

SFMOMA Conservation Lab

Thursday / 10:30AM–12:00PM

Location: San Francisco Museum of Modern Art, 151 3rd Street

Cost: \$10

Description: At SFMOMA, we put artists at the center of the conversation to understand how they make their works of art and how the works may change and evolve over time. As a pioneer in the field of contemporary art conservation, we're excited to share our work with other museums. Take a look behind the scenes at our workroom and conservation studio in the new SFMOMA.



The Studio Museum in Harlem

Thursday / 11:00AM–12:00PM

Location: Museum of the African Diaspora, 685 Mission Street

Cost: \$10

Description: This is a tour of the first traveling exhibition to reflect the full breadth of the Studio Museum in Harlem's unparalleled permanent collection. Curated by Connie Choi, the exhibition is accompanied by a fully illustrated catalogue with contributions from Kellie Jones, Thelma Golden and Connie H. Choi. Rather than aiming to construct a single history of "black art," the exhibition, like the Museum itself, will emphasize plurality, including multiple approaches to and reflections on art created by artists of African descent. With approximately 60 works in all media, the exhibition includes well-known artists such as David Hammons, Mickalene Thomas, and Kehinde Wiley, and reintroduces artists such as Derrick Adams, William T. Williams, and Alma Thomas. This exhibition is organized by the American Federation of Arts and The Studio Museum in Harlem.



Quiet Spaces: A Behind-the-Scenes Look at Collaborative Exhibitions

Thursday / 11:00AM–1:00PM

Location: Thacher Gallery, University of San Francisco, 2130 Fulton Street

Cost: \$20, includes lunch

Description: In this behind-the-scenes tour of *Quiet Spaces: Picturing Sanctuary in the Illustrated Book* (an exhibition collaboratively curated by University of San Francisco Museum Studies graduate students on USF's campus), participants will hear from the professor, student curators, in-house lender, and gallery director to explore the complexities and lessons learned from this two-tiered, collaborative and

partnered process. We will discuss ways to develop a coherent, high-caliber exhibition with multiple voices as well as what is at stake for the institutional partners. Participants will visit USF's Thacher Gallery and Donohue Rare Book Room. The tour and discussion will be followed by a box lunch in the gallery.

Behind the Scenes at the Asian Art Museum

Thursday / 11:00AM–12:00PM

Location: Asian Art Museum, 200 Larkin Street

Cost: \$10

Description: After several years of planning, a project to transform the Asian Art Museum with new exhibition space and refreshed collection galleries is now underway. Meet Chief Curator Laura Allen for a tour that highlights the many ways that the museum is changing, with an insider's view of the decision-making process that led us to this point.

Security Technology and Urban Challenges

Thursday / 1:00PM–2:00PM

Location: Asian Art Museum, 200 Larkin Street

Cost: \$10

Description: Explore how the Asian Art Museum managed challenges from an aging security infrastructure and a challenging urban environment. This tour will include camera and alarm system upgrades, environmental improvements, changes in staffing expectations, and collaboration with external partners. These changes and upgrades have helped to reduce risk to the staff, visitors, collections, and the building.

CONFERENCE OPENING – THURSDAY, FEBRUARY 7

3:00PM–4:00PM / Opening Town Hall

Native Blessing by Kanyon “Coyote Woman” Sayers-Roods.



Changing the Narrative with Tamika L. Butler

Location: Cyril Magnin Ballroom at the Parc 55
Join us as we kick off the 2019 CAM Conference with Tamika Butler, a social justice advocate fighting against inequity and inequality. Explore how using narratives can change the landscape of our field and the impact that we’re able to make as a museum community. Tamika will weave personal stories with current events, real talk, and humor.

Tamika L. Butler currently serves as the Principal of Tamika L. Butler Consulting where she focuses on shining a light on inequality, inequity, and social justice. She also serves on the boards of the New Leaders Council - Los Angeles and Lambda Literary Foundation and is an advisory board member for Legal Aid at Work’s Fair Play for Girls in Sports program. Tamika received her J.D. from Stanford Law School, and received her B.A. in Psychology and B.S. in Sociology in her hometown of Omaha, Nebraska.



4:15PM–5:30PM / Welcome Reception

Registration required; See Registration Desk for ticket availability.

Location: Cyril Magnin Foyer at the Parc 55

Cost: \$25

Description: Relax with a glass of wine and network with colleagues following Tamika

Butler's opening

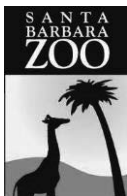
keynote. Entertainment provided by **Mix'd**

Ingrdnts, a multi-ethnic and diverse collective of female artists who work together as an all-styles dance company, with

the intent of cultivating a stronger community of artists of all ages.



Sponsored by:



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SAN FRANCISCO

Master of Arts
in Museum Studies

5:30PM–9:00PM / Yerba Buena Progressive Evening

Registration required; See Registration Desk for ticket availability and event map.

Location: 5:30PM–7:00PM Contemporary Jewish Museum

6:00PM–7:30PM Yerba Buena Center for the Arts

6:30PM–8:00PM Museum of the African Diaspora

7:30PM–9:00PM San Francisco Museum of Modern Art

These museums are within walking distance of the Parc 55.

Cost: \$50

Description: San Francisco has long been held as a socially progressive city rooted in tight knit communities. Tonight, join CAM attendees in the Yerba Buena district on a progressive evening through four museums where you'll see world class art, explore social issues, and see how community makes this all possible. Begin with appetizers and end with dessert as you connect with colleagues and explore exhibits. This is an event you won't want to miss.

FRIDAY, FEBRUARY 8, 2019

**All sessions and programs on Friday take place at the Parc 55.
Room assignments are below the title of each session/program.*

DAY AT-A-GLANCE

8:00AM–9:00AM Good Morning Coffee

9:00AM–10:15AM Concurrent Sessions 1

- | | | |
|----|--|------------------|
| 1A | Engaging Community in Caring for Collections | Cyril Magnin I |
| 1B | Fundraising for Museums of All Sizes | Mission II |
| 1C | Lessons from #MeToo | Cyril Magnin III |
| 1D | Decolonizing the Narrative of Native American Museum Interpretations | Cyril Magnin II |
| 1E | The Dos and Don'ts of Community Outreach | Mission I |
| 1F | Empowering Staff Voices for Conservation | Mission I |
| RT | Discussion: Working with Military Veterans | Davidson |
| RT | Discussion: Social Media for Inclusion | Balboa |

10:00AM–6:00PM Exhibit Hall Open

10:30AM–11:45AM Concurrent Sessions 2

- | | | |
|----|---|------------------|
| 2A | Prepare for Earthquakes, Earth Shakes, Fire | Cyril Magnin I |
| 2B | Excellence in Museum Internship Programs | Cyril Magnin III |
| 2C | Voluntold to Volunteer: Youth Programs | Cyril Magnin II |
| 2D | Inspirational Marketing | Mission II |
| 2E | Teacher-Designed Curricula for Museums | Mission I |
| 2F | Bringing Multi-Sensory Tours to Your Museum | Mission I |
| RT | Discussion: Where is the Source of Authority? | Davidson |
| RT | Discussion: CAM's Green Museum Initiative | Balboa |

11:45AM–1:30PM Lunch Break / Dialogue Lunches

Dialogue Lunches in Hearst/Fillmore/Lombard. Registration required.

1:30PM–2:45PM Concurrent Sessions 3

- | | | |
|----|---|------------------|
| 3A | IMLS Grants | Mission II |
| 3B | SOS for Ethnic-Specific Museums | Cyril Magnin II |
| 3C | Strategic Foresight to Navigate Change | Cyril Magnin I |
| 3D | Using Museum Theatre and Live Performance | Cyril Magnin III |
| 3E | Engaging Millennials to Seed Philanthropy | Mission I |
| 3F | Meeting Members Where They Are | Mission I |
| RT | Discussion: Does Size Matter? | Davidson |
| RT | Discussion: The Welcoming Museum | Balboa |

2:45PM–3:15PM Exhibit Hall Snack Break

3:15PM–4:30PM Concurrent Sessions 4

- | | | |
|----|--|------------------|
| 4A | Lessons for All from New Museums | Mission II |
| 4B | Intersectional Feminism in Museums | Cyril Magnin II |
| 4C | Cultivate Your Culture of Philanthropy | Cyril Magnin I |
| 4D | Multilingual Programs and Exhibits | Cyril Magnin III |
| 4E | Lessons from a Moth Infestation | Mission I |
| 4F | Protecting Art in Public Spaces | Mission I |

4G	Family Programming for Individuals with Autism	Hearst
4H	Temporary Exhibits & Permanent Tattoos	Hearst
RT	Discussion: Maximizing through Redesign	Davidson
RT	Discussion: Volunteer Managers & Development	Balboa
4:30PM–6:00PM	Exhibit Hall Happy Hour	
6:00PM–9:30PM	Directors' Dinner	
<i>Presidio Officers' Club; Speaker: Jan Masaoka, CEO, CalNonprofits</i>		

PROGRAM DETAILS – FRIDAY, FEBRUARY 8

8:00AM–9:00AM / Good Morning Coffee

Coffee provided free of charge in the Cyril Magnin Foyer.



8:00AM–10:00AM / Creative Stations

Dots, Dashes, Flags...and Coding

In the Navy's history of multi-sensory communication, lights relay information to pilots, uniform insignia convey chain of command, and bells signal ships through fog. Here, explore non-traditional communication methods that lead to coding basics by creating a system of verbal cues, sounds, or lights to direct another person through an obstacle course.

Presented by: USS Hornet - Sea, Air & Space Museum

Calavera Pins for Day of the Dead

Celebrate the tradition of Day of the Dead by crafting a unique wearable pin from colorful materials. Design and create a calavera with metallic markers, bright felt, and doilies to build your pin, which will be visible even at night!

Presented by: The Annenberg Foundation Trust at Sunnylands

8:00AM–9:00AM / Getty Program Breakfast Reception

By invitation only in the Hearst/Fillmore rooms at the Parc 55.

Sponsored by:



The Getty Foundation

9:00AM–10:15AM / Concurrent Learning Opportunities



1A - Building Capacity and Community While Caring for Your Collection

Session / Introductory / Collections

Friday / 9:00AM–10:15AM

Location: Cyril Magnin I

Moderator: Joy Tahan Ruddell, Board Member, Camron Stanford
Historic House Museum

Speakers: *Shelby Graham, Director/Curator, UCSC Sesnon Art Gallery; Julie Bly DeVere, Head Curator and Collections Manager, Historic Filoli Estate; Dillon Delvo, Executive Director, Little Manilla Foundation*

Description: Collections care is daunting for small museums, historic houses, and university museums. With small budgets and even smaller staff size, how do you properly care for your amazing assets? Grassroots collaborations and training programs can help foster your community's care for your institution. This session will discuss how to train your community of volunteers, students, and members to help.

Learning Objectives: How to train and work with communities to help care for your collections; Training ideas to utilize at your own institution that will both foster the growth of your community and collection.



1B - Fundraising for Museums of All Sizes

Session / Intermediate / External Affairs

Friday / 9:00AM–10:15AM

Location: Mission II

Moderator: Rehana Abbas, Director of Philanthropy, Oakland Museum of California

Speakers: *Samantha Leo, Director of Philanthropy, San Francisco Museum of Modern Art; Brandy Vause, Vice President of External Relations, Bay Area Discovery Museum*

Description: No matter the size of your museum, successful fundraising is a crucial component of financial stability. This session will feature three women who are leaders in museum fundraising at institutions of varying sizes and disciplines. Learn some of the key components for successful fundraising and consider how to reframe challenges as opportunities by understanding perspectives of other organizations.

Learning Objectives: Understanding fundraising best practices that work for organizations of all sizes; How to reframe fundraising challenges as relevant opportunities; Problem solve with each other over real life examples generated from the audience.



1C - Lessons from #MeToo: Is Your Work Culture Inclusive Enough to Prevent Bias & Harassment Claims?

Session / Introductory / Museum Operations

Friday / 9:00AM–10:15AM

Location: Cyril Magnin III

Moderator: Camille Pating, Principal, Meyers Nave

Speakers: *Ayanna Reed, Human Resources Director, Oakland Museum of California*

Description: The new pace of workplace misconduct claims is unprecedented. Daily headlines show employers from every sector facing claims of bias, harassment, and hostile working environments. How should your museum adapt to this reality? If your employees don't trust your process, they will voice their complaints on social media, blogs or to governing boards. This timely session addresses new rules regarding claims that must be investigated, whether to investigate off-duty or long-ago conduct, and why employee training alone has failed to stop misconduct.

Learning Objectives: Understand the expanded scope of conduct that warrants investigation and creates liability; Create a respectful, diverse, and inclusive culture at your institution that supports compliance and leverage that culture to prevent problematic conduct.

The University of San Francisco offers a 16-month MA in Museum Studies

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Friday, Feb 8th, 5:30-7pm
Marines' Memorial Club
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1D - Decolonizing the Narrative of Native American Museum Interpretations

Session / Intermediate / Public Programs

Friday / 9:00AM–10:15AM

Location: Cyril Magnin II

Moderator: Nicole Lim, Executive Director, California Indian Museum & Cultural Center

Speakers: Joely Proudfit, *Executive Director, The California Culture and Sovereignty Center*; Kouslaa Kessler-Mata, *Professor, University of San Francisco*; Alexis Bunten, *Co-Director, Bioneers Indigeneity Program*

Description: This session builds awareness and understanding for interpreting Native American history and cultures in museums. Examine the impacts of colonization on existing narratives and strategies for integrating native perspectives into civic discourse. Explore multimedia, curricular, and professional development resources, as well as collaborative partnerships for expanding your knowledge of Native American interpretations to foster diversity and cultural intelligence in your exhibitions, collections, and programming.

Learning Objectives: Strategies for reducing and eliminating historical bias in Native American museum interpretation; Understand the role of historical trauma in engaging audiences in Native American interpretations.



1E - The Dos and Don'ts of Community Outreach

Case Study / Intermediate / Public Programs

Friday / 9:00AM–9:30AM

Location: Mission I

Speakers: *Jeff Bordona, Director of Education, San José Museum of Art; Trami Cron, Special Project Manager, San José Museum of Art*

Description: Hear how the San José Museum of Art leveraged support from the James Irvine Foundation to embark on a two-year initiative to engage the museum's underserved Vietnamese-American community. Learn what to do—and what not to do—in order to inspire, support, and foster meaningful relationships with the community you want to engage.

Learning Objective: Rethink assumptions and reevaluate methodology when working with any advisory committee, minority audience, or community partner.



1F - Empowering Staff Voices: Interpretation Training for Conservation and Advocacy

Case Study / Introductory / Public Programs

Friday / 9:45AM–10:15AM

Location: Mission I

Speakers: *Laura Gill, Public Programs Coordinator, The Marine Mammal Center*

Description: As museums and nature centers become more trusted voices for environmental and conservation issues, the staff responsible for interpretation require strategic training for effective messaging. Discover what it takes to empower your interpretive staff to bring conservation into the conversation and ultimately increase public awareness around conservation issues at your institution.

Learning Objectives: Resources and tools to create a training for your interpretive staff to effectively engage visitors around controversial environmental issues and conservation.





Discussion: Best Practices in Working with Military Veterans

Public Programs

Friday / 9:00AM–10:15AM

Location: Davidson

Facilitator: *Lara Schilling, Education Coordinator, Los Angeles County Museum of Art*

Description: The military veteran experience is far from universal. There is not one archetype of who enlists, nor only one kind of military experience. How do museums responsibly develop offerings for veterans in a way that recognizes the diversity within this community? Discuss best practices for designing customized programs for veterans that take their needs into account and discover exemplary programs through case studies.



Discussion: Embracing Social Media: How to Utilize Platforms to Create an Inclusive Narrative

Multidisciplinary

Friday / 9:00AM–10:15AM

Location: Balboa

Facilitator: *Ronnie Cline, Museum Collections Manager, California State Parks*

Description: By using social media strategically, museums can create an interactive platform to reach visitors and communities in new ways. Explore how sharing images and videos of collections and exhibits can be a powerful tool that helps expand your narratives to become more inclusive.

10:00AM–6:00PM / Exhibit Hall Open

Location: Cyril Magnin Foyer



Visit our one-day exhibit hall to meet vendors providing support to California museums. Business representatives are available to share and demonstrate products and services strengthen the museum field. The 2019 exhibit hall will be a hub of activity, featuring creative stations during the day and a happy hour in the afternoon.

See page 65 for a list of exhibitors and map of the exhibit hall.

10:30AM–11:45AM / Concurrent Learning Opportunities



2A - Earthquakes, Earth Shakes, Fire and Other Natural Disasters

Session / Intermediate / Collections

Friday / 10:30AM–11:45AM

Location: Cyril Magnin I

Moderator: Elvis Illescas, Account Executive, Travelers Insurance

Speakers: *Melanie Dellas, Co-Owner & Cultural Object Preservationist, Muse Curatorial Consulting Group; Katrina Pescador, Library/Archives, San Diego Air and Space Museum; Barbara Forsyth, Senior Manager of Collections and Exhibitions, Mingei Museum; Robin Bernhard, Collection Manager/Registrar, di Rosa Center for Contemporary Art*

Description: Don't say it can't happen to your institution—plan today for what might happen tomorrow. In a state where catastrophic loss potential from natural disasters is a reality, it is critical for museums of all sizes to have a disaster plan. Learn prevention techniques and disaster plan preparedness from risk management specialists to be proactive in protecting your collections and continuing your important work despite earthquakes, floods, winds, and wildfires.

Learning Objectives: Assess your collection and apply preventative techniques to further reduce loss or damage due to natural disasters; Ability to lead recovery efforts and effectively respond.



2B - Building and Maintaining a Professional Pipeline: Achieving Excellence in Museum Internship Programs

Session / Intermediate / Museum Operations

Friday / 10:30AM–11:45AM

Location: Cyril Magnin III

Speakers: *Ayanna Reed, Human Resources Director, Oakland Museum of California; Kate Sylvester, Former Staffing Manager, San Francisco Museum of Modern Art; Stephanie Brown, Co-Chair, Museum Studies Network, American Alliance of Museums; Kaeleigh Thorpe, MA Candidate in Museum Studies, University of San Francisco*

Description: This session explores strategies for internship applications and placement as well as for building and sustaining internship programs. Learn effective practices for museum internship programs from the perspective of museum practitioners, museum studies faculty, and experienced museum interns.

Learning Objectives: Current effective practices in internship programs; What to look for in an internship program and how to prepare a strong application (emerging museum professionals); How to initiate and maintain an internship program (seasoned professionals).



2C - Voluntold to Volunteer: Recruit, Train, and Retain a Strong Youth Volunteer or Employment Program

Panel Discussion / Introductory / Public Programs

Friday / 10:30AM–11:45AM

Location: Cyril Magnin II

Moderator: Andrea Smith, Volunteer & Weekend Manager, Ocean Institute

Speakers: *Elana Samuels, Director, Museum Volunteer Services, Museum of Tolerance; Tina Wiley, Teen Programs Coordinator, Fine Arts Museums of San Francisco; Kanani Hoopai, Director of Education, Mission Inn Foundation & Museum*

Description: Many youth are “voluntold” to get involved in museums simply to fulfill service requirements. In this session, museum professionals with youth program experience help you identify specific strategies for recruiting and engaging students and how to transform teens into highly motivated workers through professional development. Four different types of museums (science, art, history, and human rights) are represented so the strategies can be applied to a variety of museums.

Learning Objectives: Strategies for recruitment for youth programs; Suggestions for creative programming to start or improve existing youth programs.



2D - Inspirational Marketing

Panel Discussion / Intermediate / External Affairs

Friday / 10:30AM–11:45 AM

Location: Mission II

Moderator: Cody Lee, Director of Communications, Laguna Art Museum

Speakers: *Nancy Lee, Senior Manager of Public Relations, Hammer Museum; Christine Calvin, Director of Marketing & Communications, Crocker Art Museum; Sasha Wallinger, Founding Director, HVC*

Description: California museums are taking marketing efforts to the next level. Learn from examples of successful initiatives where communications and marketing efforts elevated individual museums and the field as a whole. The speakers will present initiatives from their museums, followed by Q&A and discussion to consider best practices, strategies for success, and emerging trends.

Learning Objectives: Public relations, marketing, and communications strategies from specific examples; New perspectives and inspiration for museums across the state.



2E - Beyond the Prep Period: Teacher-Designed Curricula for Museums

Case Study / Introductory / Public Programs

Friday / 10:30AM–11:00 AM

Location: Mission I

Speakers: *Julie Charles, Associate Curator for Education, San Francisco Museum of Modern Art; Jessalyn Aaland, Education Associate, Teacher Programs and Engagement, San Francisco Museum of Modern Art*

Description: Dive into the development of SFMOMA's professional learning community, where teachers designed curricula around museum collections and exhibitions. SFMOMA's teacher cohort involved high school teachers designing lesson plans that utilized artworks by women, LGBTQ artists, and artists of color that were available on the museum's website but had previously been less visible. Learn from the employed strategies and resources for use within your museum and local teacher communities.

Learning Objectives: Strategies for developing a framework for working directly with teachers to design classroom curricula in conjunction with museum collections; Takeaways including rubrics, presentation and curriculum development protocols, and contracts.



2F - Diversity, Access and Inclusion: Bringing Multi-Sensory Tours to Your Museum

Case Study / Intermediate / Public Programs

Friday / 11:15AM–11:45 AM

Location: Mission I

Speakers: *Paulina Vu, Manager of Museum Experience, San José Museum of Art; Christina Rea, Lead Museum Experience Representative, San José Museum of Art*

Description: Learn how the San José Museum of Art transformed a California Arts Council Professional Development award into a large-scale training project for staff and docents with a long-term vision to bring back multi-sensory tours for their visitors in a sustainable model. Hear practical examples of how to make the most of a small grant and use this case study, process, inspiration, and challenges to inform your programs.

Learning Objectives: How to use local community resources; Consider access and accessibility in your programs.



Discussion: Authority: Where is the Source?

Multidisciplinary

Friday / 10:30AM–11:45AM

Location: Davidson

Facilitator: *Caroline Evans, Board Member, Bay Area Emerging Museum Professionals*

Description: Museums are viewed as trusted authorities in their community, but where does this authority come from? And who represents the authority WITHIN a museum? Explore the source of authority in this roundtable discussion and address questions such as whether authority should still remain with curators, whose voices are being heard, and if education level should equal authority level.



Discussion: How Can CAM's Green Museums Initiative Support CA Museums

Multidisciplinary

Friday / 10:30AM–11:45AM

Location: Balboa

Facilitator: *Mark Katrikh, Director, Museum Operations and Experience, Museum of Tolerance; Co-Chair, Green Museums Initiative*

Description: The mission of CAM's Green Museums Initiative (GMI) is to inspire California museums to develop green business practices, eco-friendly facility management, and sustainable programming. The GMI committee members would like to hear from you in this roundtable discussion. Bring your questions about the committee, its role during the conference and year-round, and your ideas for what it should focus on.



11:45AM–1:30PM / Lunch Break & Creative Stations

Design-a-Decotrope

Change your perception of perception in this interactive, stand-up experience. Start with a series of mind-boggling animated optical illusions. Then, design and build your own decotrope! Spin this deceptively simple double-sided image card toy to demonstrate the surprisingly loose connection between what we see and what we think we see.

Presented By: San José Museum of Art

Make Your Own “Moon Germ”

As the primary recovery ship of the Apollo 11 and 12 astronauts, there were several precautionary procedures on board USS Hornet to prevent the spread of “moon germs” the astronauts might have brought back with them. But what does a “moon germ” look like? Using various materials, the ship and crew welcomes you to build your own idea of a “moon germ.”

Presented By: USS Hornet - Sea, Air & Space Museum

11:45AM–1:15PM / Dialogue Lunches

Registration required; See Registration Desk for ticket availability.

Want more food for thought during lunch? Join one of these Dialogue Lunches, topically-focused meals hosted by museum leaders across California. *Boxed lunch included.*

Location: Hearst/Fillmore/Lombard

Cost: \$50, includes lunch

Sponsored By: The Scientific Photographer and Wells Fargo Museum



Changing the Narrative for the Narrators: Unionizing Museum Education

Dialogue Lunch / Museum Operations

Friday / 11:45AM–1:15PM

Facilitator: Caitlin Dobbin, Founder & Executive Director, The Museum Educators Union

Description: At any given moment, museum educators are responsible for sharing collections knowledge for the immediate understanding of any member of the public. As the field moves away from docents, it is time to unionize in order to afford museum educators the same rights as their similarly qualified colleagues. Come together to discuss the possibilities.



Crisis Communication and More

Dialogue Lunch / External Affairs

Friday / 11:45AM–1:15PM

Facilitator: *Mia Cariño, Vice President of Communications and Marketing, Skirball Cultural Center*

Description: Join Mia Cariño of the Skirball Cultural Center for a discussion over lunch on the complexities of crisis communications and what the Skirball learned about communicating with staff, volunteers, the press, the public, donors, and others when the Skirball Fire broke out in December 2017. Bring questions and suggestions for best practices.



Taking the Stress Out of Volunteer Performance Feedback

Dialogue Lunch / Museum Operations

Friday / 11:45AM–1:15PM

Facilitator: *Nusrat Symons, Volunteer Resources Coordinator, Birch Aquarium at Scripps*

Description: Providing performance feedback can create anxiety for anyone. Come and share your experiences, what works and what doesn't. We'll talk about fundamental elements to lay the groundwork for taking some of the stress out of this necessary and inevitable task: sound policies, clear expectations, and tangible tools to frame feedback sessions.



SOLD OUT - It's Play Time: An Investigation of Open-Ended Experiences for the Grown-Up Museum Visitor

Dialogue Lunch / Public Programs

Friday / 11:45AM–1:15PM

Facilitator: *Sarah Winer, Master of Arts in Museum Studies, John F. Kennedy University*

Description: What is open-ended play and how can you use it to connect grown-up museum visitors to content? Using research gathered from the National Institute for Play, interviews with numerous artists, engineers, and designers, and a diverse array of case studies, this lunch discussion encourages conversation on how adults also benefit from interactive, hands-on, immersive exploration in museums.





SOLD OUT - Small Museums: Challenges and Opportunities

Dialogue Lunch / Multidisciplinary

Friday / 11:45AM–1:15PM

Facilitator: *Erin Gardner, Educational and Public Programs Coordinator, Guadalupe-Nipomo Dunes Center*

Description: Dine and dialogue about small museums and build your network. This dialogue lunch will cover topics, questions, and issues facing the small museum and provide the opportunity to network with peers.



SOLD OUT - Collections Conundrums

Dialogue Lunch / Collections

Friday / 11:45AM–1:15PM

Facilitator: *Leigh Gleason, Director of Collections, UCR ARTS*

Description: Have you been grappling with issues in your collection and need advice or a sounding board? This dialogue lunch will provide ideas and advice for tackling your complicated collections problems.



SOLD OUT - NAGPRA and Your Museum

Dialogue Lunch / Collections

Friday / 11:45AM–1:15PM

Facilitator: *Ileana Maestas, Associate Park & Recreation Specialist, California State Parks*

Description: NAGPRA can serve as a wonderful way to build relationships with Native American communities. Have questions about NAGPRA and your institution? Join Ileana Maestas, Tribal Liaison for California State Parks, for a dialogue lunch about museums and NAGPRA. Please bring your questions, experiences, and concerns to discuss with your peers.



Getty Scholarship Recipients 2019

By Invitation Only

Dialogue Lunch / Multidisciplinary

Friday / 11:45AM–1:15PM

Description: 2019 recipients of Getty scholarships and fellowships will enjoy discussion and lunch as they connect with fellow alumni of the Getty Marrow Multicultural Undergraduate Internship program. Explore where your career has taken you and where your future is heading. *By invitation only.*

1:30PM–2:45PM / Concurrent Learning Opportunities



3A - IMLS Grants: A Catalyst for Museums and Communities

Panel Discussion / Intermediate / Public Programs

Friday / 1:30PM–2:45PM

Location: Mission II

Moderator: Jenni Martin, CCLI Project Director, Children's Discovery Museum of San José

Speakers: *Jessica Torres, Associate Director of Education, Children's Discovery Museum of San José; Stacey Shelnut-Hendrick, Director of Education, Crocker Art Museum; Lisa Eriksen, Access Coordinator, Palo Alto Junior Museum & Zoo; Penny Jennings, Associate Director of Experience Development, Oakland Museum of California*

Description: Is your museum seeking new opportunities to deepen engagement with your community? In this session, explore projects funded with grants from the Institute of Museum and Library Services (IMLS), from early expectations through implementation and final outcomes—both intentional and unexpected.

Learning Objectives: Understand recent museum outreach and engagement projects in California communities; Increased knowledge about IMLS grant funding to support community engagement.



3B - SOS for Ethnic-Specific Museums: The Art of Creating Cultural and Political Capital

Session / Advanced / External Affairs

Friday / 1:30PM–2:45PM

Location: Cyril Magnin II

Moderator: Leslie Lombre, Director, External Relations, Leo T. McCarthy Center

Speakers: *David de la Torre, Curator of Exhibitions / former Executive Director, The Mexican Museum; Katherine Toy, Board Member, Angel Island Immigration Station Foundation; Belva Davis, Founding Executive Director / Emeritus Board Trustee, Museum of the African Diaspora*

Description: Ethnic-specific museums face unspoken challenges that stem from societal disadvantages and the historical lack of resources of cultural/ethnic groups. Three museum professionals will shine a light on ethnic museums' true assets and how they leveraged their cultural and political capital as they navigated their institutions' early years.

Learning Objectives: Identify and recognize valued cultural and political assets of ethnic-specific museums; How to leverage and employ those assets with key stakeholders, including local government officials, developers and planners to help sustain your institution.



3C - Strategic Foresight: Techniques to Navigate Change

Session / Introductory / Multidisciplinary

Friday / 1:30PM–2:45PM

Location: Cyril Magnin I

Moderator: Mark Katrikh, Director, Museum Operations and Experience, Museum of Tolerance

Speakers: *Leigh Gleason, Director of Collections, UCR ARTS; Ruth Cuadra, Business Applications Administrator, Getty Research Institute; Julie Ericsson, Communications & Public Engagement Program Coordinator, Institute for the Future*

Description: This session introduces concepts of strategic foresight and examines how museums can play a role in responding to and preparing for continual change. Members of CAM's Foresight Committee present and discuss major trends and share an overview of foresight techniques. Learn how you can integrate futures thinking into all aspects of your institution's work to navigate change successfully.

Learning Objectives: Core concepts of Strategic Foresight and its application to museums; Ability to apply concepts in your workplace; Appreciate the role CAM plays in facilitating conversations in the field.



3D - Expect the Unexpected: Using Museum Theatre and Live Performance to Bring Your Collections to Life

Session / Introductory / Public Programs

Friday / 1:30PM–2:45PM

Location: Cyril Magnin III

Moderator: Cat Chiappa, Manager of Public Programs, Monterey Bay Aquarium

Speakers: *Kyle Foster, Public Programs Lead, California Academy of Sciences; Siobhan George, Public Programs Lead, California Academy of Sciences; Julia Garcia Combs, Shift Supervisor/Educator Noah's Ark, Skirball Cultural Center*

Description: Immersive dance, historic boats, and pterosaurs—oh my! Learn how a science museum, a cultural center, and an aquarium use museum theatre and live performance to engage visitors of all ages. Discover a variety of theatrical techniques and unconventional spaces, and how theatrical performance can bring your collections to life.

Learning Objectives: Challenge visitor expectations by using live performance in unexpected and often non-traditional spaces to explore a variety of topics and concepts in any museum; Ways to collaborate both internally and externally to create innovative programs that appeal to all ages.



3E - Engaging Millennials to Seed Future Philanthropy

Case Study / Intermediate / External Affairs

Friday / 1:30PM–2:00PM

Location: Mission I

Speakers: *Caroline Maddox, Assistant Vice-President of Development, Los Angeles County Museum of Art; Kim Ishikawa, Director of Annual Giving, Los Angeles County Museum of Art*

Description: Is your organization interested in developing a program to cultivate the next generation of donors? This session describes key factors that motivate millennials to get involved and stay connected. Learn from the findings of a study conducted at the Los Angeles County Museum of Art that examined how the museum engages and educates young adults through its sustainable Avant-Garde program to build a culture of philanthropy.

Learning Objectives: Unique characteristics of the millennial generation including how they learn, communicate, and engage with non-profits; New ways to target this specific demographic at your own organization.



3F - Meeting Members Where They Are: Creative Solutions to Boost Your Base

Case Study / Intermediate / External Affairs

Friday / 2:15PM–2:45PM

Location: Mission I

Speakers: *Mindee Kashiwagi, Director of Membership, California Academy of Sciences*

Description: Many Californians, faced with rising living expenses and stagnant wages, find themselves having to decide between paying for rent, healthcare, and groceries, and purchasing what are increasingly considered luxury items, such as a museum membership. Discover ways to lower economic barriers for entry into membership that help serve your community, stabilize your current base of members, and possibly attract new ones.

Learning Objectives: Be armed with an idea for a payment option that takes advantage of the increasing popularity of subscription plans; Ideas for breaking away from the traditional models of membership to reach new audiences and serve more of their needs.



Discussion: Does Size Matter?

External Affairs

Friday / 1:30PM–2:45PM

Location: Davidson

Facilitator: *Jennifer Caballero, Marketing Director, Skirball Cultural Center*

Description: This roundtable discussion focuses on the variables of working in museums of various sizes. Learn more about the challenges and advantages of working in a museum setting that is outside of your professional experience.



Discussion: Beyond Open Doors: Welcome, Belonging, and Empathy in the 21st Century Museum

Multidisciplinary

Friday / 1:30PM–2:45PM

Location: Balboa

Facilitator: *Amy Oates, Project Coordinator, Exploratorium*

Description: Being a welcoming museum goes further than the ticket transaction! California museums are well-positioned to lead the way in redefining what it means to be a welcoming museum for visitors in the 21st century. Come grapple with how you and your institution can enact organizational shifts that create cultures of belonging and welcoming.

2:00PM–4:00PM / Creative Stations

Don't make and take, collaborate!

Hands-on activities at art museums are often “make and take.” The Palo Alto Art Center offers large, collaborative activities as well, that often result in projects that showcase the creativity of the community and stay on view for a period of time. Come add to CAM's collaborative art project!

Presented by: Palo Alto Art Center

Tag, you're it!

Tagging, or assigning keywords to objects, is an effective way to reveal museum collections to new audiences and create more inclusive, relatable, and relevant online experiences for teachers and the public. Try it yourself, learn about SFMOMA's process, and text Send Me SFMOMA at 572-51, to see tags in action.

Presented by: San Francisco Museum of Modern Art

2:45PM–3:15PM / Exhibit Hall Snack Break

Join us in the Exhibit Hall for a break to refuel before the afternoon learning continues. Included with conference registration.



3:15PM–4:30PM / Concurrent Learning Opportunities



4A - Learning from the Ground Up: Lessons for All Museums from New Museums

Session / Intermediate / Multidisciplinary

Friday / 3:15PM–4:30PM

Location: Mission II

Moderator: Stacy Lieberman, Deputy Director, The Broad

Speakers: *Paige Bardolph, Director, Global Museum, San Francisco State University; Lauren Girard, Director, Visitor Services, Academy Museum of Motion Pictures*

Description: Your museum does not have to be new to incorporate new ideas. This session will explore the opportunities and challenges of newly formed museums that embrace a “visitors first” model. Whether your institution is transitioning on a large or small scale—from developing new exhibitions to re-branding or developing a new strategic plan—this session offers guidance, recommendations, and lessons learned from new museums.

Learning Objectives: Inspiration to apply creative approaches toward content interpretation, gallery staffing, community and visitor engagement, marketing, and more; Tools that you can apply to address challenges or achieve institutional goals with a “visitors first” model whether your museum is existing, new, or soon-to-open.



4B - Intersectional Feminism in Museums

Session / Intermediate / Multidisciplinary

Friday / 3:15PM–4:30PM

Location: Cyril Magnin II

Moderators: Paula Birnbaum, Academic Director & Professor, University of San Francisco; Fraidy Aber, Director of Education and Civic Engagement, Contemporary Jewish Museum

Speakers: *Abby Chen, Head of Contemporary Art, Asian Art Museum; Maria Jenson, Creative and Executive Director, SOMArts Cultural Center; Heidi Rabben, Curator, Contemporary Jewish Museum*

Description: How are museums responding in light of #MeToo, LGBTQI advocacy, Black and Brown Lives Matter, and other activist movements? This session explores recent exhibitions and approaches that challenge mythologies about sexuality, gender, race, and power. Three female museum leaders address the aims and challenges of confronting societal inequities in diverse cultural contexts.

Learning Objectives: Awareness of varied approaches to activist topics available for your museum; Skills in preparing for and navigating community responses to your exhibitions and programs that contain activist art.



4C - Cultivate Your Culture of Philanthropy—Creatively!

Session / Intermediate / Museum Operations

Friday / 3:15PM–4:30PM

Location: Cyril Magnin I

Moderator: Karen Kienzle, Director, Palo Alto Art Center

Speakers: *Christine Jeffers, Consultant, Elevating Good; James Leventhal, Deputy Director & Chief Development Officer, Museum of the African Diaspora; Ariel Weintraub, Institutional Giving Manager, Oakland Museum of California*

Description: Fundraising is much more than one person—it takes a village! Building a culture of philanthropy in which staff at all levels of your organization participate in fundraising is critical to the success of museums of all sizes. In this high-energy session, learn about recent research, experience artistic interpretations of what a culture of philanthropy looks like, share your success stories, and leave inspired.

Learning Objectives: Value of developing and maintaining cultures of philanthropy; Wide range of perspectives of philanthropy, including creative expressions and how everyone at your museum can support fundraising.



4D - Mixing Words: Fostering Inclusion Through Multilingual Programs and Exhibits

Session / Intermediate / Public Programs

Friday / 3:15PM–4:30PM

Location: Cyril Magnin III

Speakers: Vicki Wawerchak, *Director of Public Programs, Guest Experience, Monterey Bay Aquarium*; Amparo Leyman Pino, *M. Ed., Education Consultant, Yellow Cow Consulting, LLC*; Tamara Schwarz, *Director of Exhibit Development & Strategic Planning, California Academy of Sciences*

Description: Please join in a discussion around the important topic of multilingual approaches to audience inclusion. This session will compare the process of creating bilingual programs and multilingual exhibits and identify strategies to help develop both. Bring your smartphone to add data to the audience survey!

Learning Objectives: Successes and challenges related to multilingual programming by diving into case studies; What to consider when deciding if multilingual programming is right for your institution.



4E - Museum vs. Moth: Lessons from an Infestation

Case Study / Introductory / Collections

Friday / 3:15PM–3:45PM

Location: Mission I

Speakers: Anna Bunting, *Associate Registrar, Oakland Museum of California*; Allison Lewis, *Objects Conservator, Oakland Museum of California*

Description: Collections pests are scary. But with a good integrated pest management (IPM) program, you can stay ahead of potential disasters. This case study presentation discusses how The Oakland Museum of California responded to a webbing clothes moth infestation and adapted its institutional practices and procedures to prevent future large-scale pest outbreaks.

Learning Objectives: Examples of accessible tools to help track and monitor pest activity in your institution; Ideas about how to get everyone – even non-collections staff – on board with pest monitoring.



4F - Protecting Art in Public Spaces: Working in an In-Airport Museum

Case Study / Introductory / Collections

Friday / 4:00PM–4:30PM

Location: Mission I

Speakers: *Alisa Eagleston-Cieslewicz, Conservator, SFO Museum*

Description: Come learn about the SFO Museum program and how it approaches preservation in a unique in-airport environment. Hear about some of the challenges presented by exhibiting art in a high-traffic, multi-functional environment and learn strategies the museum uses to promote artifact preservation and safety.

Learning Objectives: Challenges presented by public art spaces and exhibit spaces that exist outside of traditional museum galleries; Approaches to these spaces that have been successful and could be used to mitigate similar challenges at your institution.



4G - Art on the Spectrum: A Model of Museum Family Programming for Individuals with Autism

Case Study / Intermediate / Public Programs

Friday / 3:15PM–3:45PM

Location: Hearst

Speakers: *Michelle Steen, Manager, Public Programs, Crocker Art Museum; Raedle Alburn, Youth and Family Program Coordinator, Crocker Art Museum*

Description: The current diagnosis rate for autism in the U.S. is 1 out of 59 children, representing a significant portion of the population. Is your institution engaging this community? This session shares a successful model based on the Crocker's "Art on the Spectrum," offering concrete ideas on collaboration, outreach, and implementation.

Learning Objectives: Successful model of a family program for children with autism spectrum disorder; Insight and ideas into ways to implement or improve an access program at your institution.





4H - Temporary Exhibits & Permanent Tattoos: Reaching a Younger Audience

Case Study / Introductory / Public Programs

Friday / 4:00PM–4:30PM

Location: Hearst

Speakers: *Jessica Hougen, Director/Curator, Community Memorial Museum of Sutter County; Amy Cohen, Executive Director, Exhibit Envoy*

Description: Learn how “Tattooed and Tenacious,” a traveling exhibit on women and tattoos, broadened audiences at small museums throughout California. An in-depth look at the Sutter County Museum’s installation illustrates how staff utilized the exhibit and public programming as part of their revitalization strategy to draw in new audiences. Come share your thoughts on how your board, visitors, community members, and staff would react to an exhibit like this, and why you would or would not display an exhibit on a potentially divisive topic.

Learning Objectives: How to successfully broaden a small museum’s audience and engage your communities through a relevant and timely exhibit; Comfort suggesting exhibits that are particularly interesting/pertinent to a younger audience without alienating your long-time supporters.



Discussion: Propagating Potential: Maximizing Resources through Redesign and Rehabilitation

Multidisciplinary

Friday / 3:15PM–4:30PM

Location: Davidson

Facilitator: *David Breeckner, Executive Director, Imperial Valley Desert Museum*

Description: Does your museum have an under-utilized space or building? Have you outgrown your current capacity? At the Imperial Valley Desert Museum, a project to clean and repair an old off-site storage facility was adapted to instead create a new activities center and gardens to expand future programs. Come learn and discuss the process that made this possible and the challenges faced along the way.



Discussion: Exploring Opportunities for Collaboration Between Volunteer Managers and Development Staff

External Affairs

Friday / 3:15PM–4:30PM

Location: Balboa

Facilitator: *Michelle Powers, Director of Donor Relations, Reuben H. Fleet Science Center*

Description: According to the American Alliance of Museums (AAM) national financial survey, the vast majority of people working in museums are volunteers, who are often the institution's greatest champions and supporters. This discussion explores the ways volunteer managers and development staff can most effectively collaborate in service of your organizational goals.

4:30PM–6:00PM / Exhibit Hall Happy Hour & Creative Stations

Unwind in the Exhibit Hall (Cyril Magnin Foyer) after a busy day of learning. One drink ticket included with conference registration.

STEM and the Arts for Early Learners

Join the Bay Area Discovery Museum to explore informal learning experiences that highlight the connection between STEM and the arts. Try your hand at interior design and construct tiny furniture using recycled materials. Consider scale, form, and function, as you adorn miniature homes.

Presented by: Bay Area Discovery Museum



Bringing Characters To Life For Our Visitors!

Create an origami version of Snoopy's doghouse with Snoopy on top and learn the concept of animation with simple computer technology. Try your hand at stop-motion animation with *Peanuts* characters!

Presented by: Charles M. Schulz Museum and Research Center

Happy Hour Sponsored By:



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5:00PM–6:30PM / EMP Meet-Up

Emerging museum professionals meet-up hosted by Bay Area EMP



Location: Museum of the African Diaspora, 685 Mission Street

Cost: Free of charge, RSVP required on Eventbrite
Bay Area Emerging Museum Professionals welcomes you to a casual networking happy hour, generously sponsored by the Museum of the African Diaspora. Mix and mingle with fellow EMPs, and learn tips and tricks from seasoned professionals.

Free of charge, light refreshments provided. *RSVP required on Eventbrite:* <https://tinyurl.com/yc4c75ru>.

Available Affinity Group Happy Hour Gatherings:

University of San Francisco Alumni

Location: Marines' Memorial Hotel & Club, 609 Sutter Street

Time: 5:30PM–7:00PM

Join University of San Francisco Museum Studies Alumni as they celebrate the program's 5th anniversary. Open to all CAM attendees. Chinese New Year dim sum provided, no host bar.

John F. Kennedy University Museum Legacy Project

Location: John Collins, 138 Minna Street

Time: 5:30PM–7:00PM

Join JFKU Museum Studies Alumni and current students for a casual happy hour! Open to everyone in the JFKU Museum Studies community. No host bar, free appetizers while they last! RSVP requested on Eventbrite.

San Francisco State University Alumni

Location: Exhibit Hall / Cable 55 Bar

Join San Francisco State University Museum Studies in the exhibit hall (Booth #11) during happy hour, with continued conversations in the hotel lobby bar after 6pm. No host.

Meet-Up at the Cable 55

Location: Cable 55 Bar

The Parc 55 offers the perfect venue to arrange a casual meet-up at the Cable 55 Bar and restaurant. Continue your conversations after the conference day has ended, reconnect with old colleagues, or make some new friends! No host.

6:45PM–9:30PM / Directors’ Dinner**

Open to museum directors and senior level managers only. Registration required; See Registration Desk for ticket availability. Transportation provided to/from conference hotel. Buses will depart the Parc 55 at 6:15PM.

California Policies: Half Empty or Half Full for Nonprofits?

Location: Presidio Officers’ Cub, 50 Moraga Avenue

Cost: \$75, includes transportation and dinner



Should California nonprofit organizations be optimistic or pessimistic right now? From devastating wildfires to high voter turnout, 2018 had both positive and negative effects on California communities. How did these events or trends affect nonprofit organizations and how will Sacramento

respond? Join Jan Masaoka, the CEO of CalNonprofits, in a review of current issues impacting California's nonprofit field.

***The Directors’ Dinner is open to museum directors and senior level managers only.*

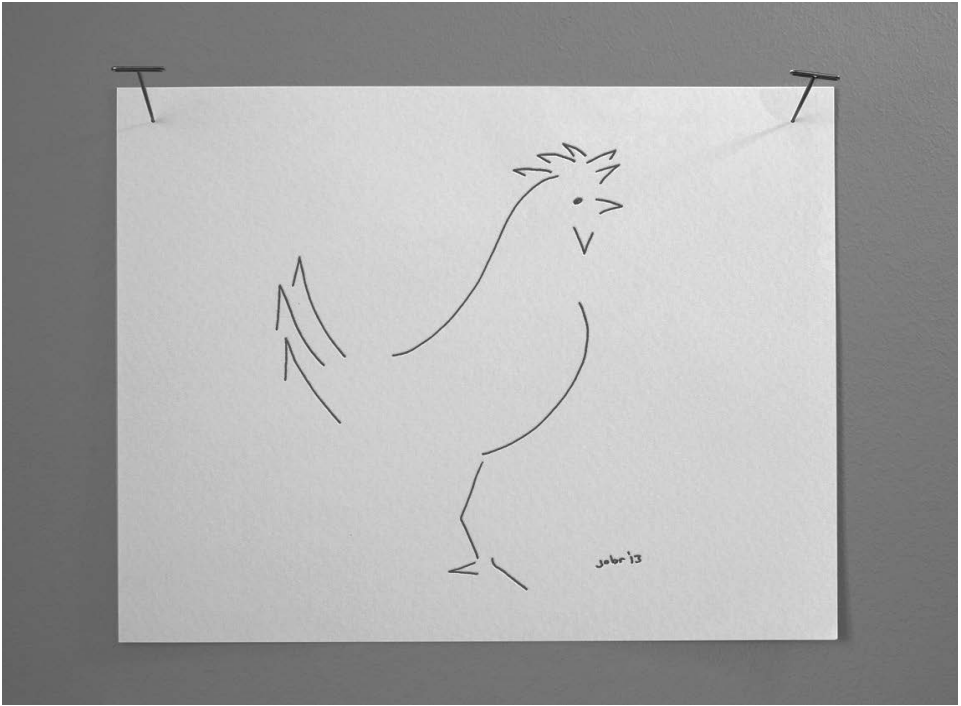
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Art can be minimal. Its protection shouldn't be.

When it comes to operating a thriving museum, there is more at stake than the integrity of your collections. The risks you manage are extensive, from the safety of your employees and visitors to exhibitions, to the transit and storage of your priceless fine art.

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SATURDAY, FEBRUARY 9, 2019

DAY AT-A-GLANCE

8:30AM–9:45AM Breakfast and Plenary Session

Speakers: Veronica Alvarez, Laura Lott, Tony Thurmond (invited)

2019 Superintendent's Awards and CAMMY Award Presentations

10:00AM–11:15AM Concurrent Sessions 5

5A	Caring for your Collection by Saying "No"	Mission II
5B	Creating Spaces Responsive to Hot Topics	Cyril Magnin III
5C	Strengthening Mission through Earned Income	Cyril Magnin II
5D	2019 Superintendent's Award Winners	Cyril Magnin I
5E	Building a Digitally Confident Staff	Mission I
5F	Inclusive Practices for Recruiting and Hiring	Mission I
RT	Discussion: 2019 Hot Topics in CA Legislature	Davidson

11:30AM–12:45PM Concurrent Sessions 6

6A	A Game Show for Museum Professionals	Cyril Magnin I
6B	Top Tech Trends & Why They Matter	Cyril Magnin II
6C	Challenging Conversations in the Museum	Cyril Magnin III
6D	Access & Inclusion for People with Disabilities	Mission II
6E	Contested Histories & Crowd-Sourced Content	Mission I
6F	Measuring Social Impact at OMCA	Mission I
RT	Discussion: Collections 101 - Reality Bites	Davidson

2:00PM–4:00PM Concurrent Field Experiences

See Registration Desk for offerings and reservations.

8:30AM–9:45AM / Breakfast and Plenary Session

Breakfast in Cyril Magnin Foyer included in conference registration.



Changing the Future: Museums & Education

Facilitator: Veronica Alvarez, Director of School & Teacher Programs, Los Angeles County Museum of Art

Speakers: *Laura Lott, President & CEO, American Alliance of Museums; Tony Thurmond (invited), Superintendent of Public Instruction, California Department of Education*



In the Closing Town Hall for the 2019 CAM Conference, explore current thinking about the educational role of museums in serving schools and children and recognize excellence through the 7th Annual Superintendent's Awards for Excellence in Museum Education and the

CAMMY awards presentation. Discussions will center on how museums, schools, and communities intersect and how their narratives are evolving to impact the future. *Breakfast served.*

10:00AM–12:00PM / Creative Stations

Make Your Own WWII Shipyard Badge!

Shipyard badges in the museum collection of Rosie the Riveter/WWII Home Front National Historical Park are tangible reminders of the many contributions men and women made on the American homefront during World War II. Make your own personalized badge and learn about the “We Can Do It!” generation!

Presented by: Rosie the Riveter/WWII Home Front National Historical Park

Process Over Product: The Art & Science of Oobleck

Is it a liquid? Is it a solid? No, it's oobleck! Join the Children's Creativity Museum and discover ways to engage with this delightfully bizarre non-Newtonian fluid in early childhood STEAM programs. Create colorful marble prints, do experiments that illuminate the scientific method, make oobleck “dance,” and experience the importance of process over product.

Presented by: Children's Creativity Museum

10:00AM–11:15AM / Concurrent Learning Opportunities



5A - Just Say No: Care for Your Collection by Not Taking Everything

Session / Introductory / Collections

Saturday / 10:00AM–11:15AM

Location: Mission II

Moderator: Veronica Kandl, Curator of Collections, Center for Sacramento History

Speakers: *Ken MacLennan, Curator, Museum on Main; Vicki Stone, Registrar and Curator of Collections, Coronado Historical Society; Melanie Tran, Curator, California State Railroad Museum; Chris Rockwell, Librarian, California State Railroad Museum Library*

Description: Caring for your collection is expensive. Museums serving local communities are offered tons of artifacts and, historically, don't know how to say “no.” Through this session, learn how you can target the collections you accept, while teaching your community why you can't take everything. Clear collecting guidelines can ensure you only accept collections that you can safely care for and store.

Learning Objectives: How to train staff to accept only items that both help you meet your mission and fill holes in your collection; Strategies to help your constituents understand why you don't collect everything; Know targeting your collecting can help your institution grow in a meaningful way.



5B - Creating Spaces that are Responsive to Hot Topics

Session / Intermediate / Multidisciplinary

Saturday / 10:00AM–11:15AM

Location: Cyril Magnin III

Moderator: Christine Lashaw, Experience Developer, Oakland Museum of California

Speakers: *Evelyn Orantes, Independent Curator and Community Inclusion Strategist, Evelyn Orantes Consulting; Elizabeth Gessel, Director of Public Programs, Museum of the African Diaspora; Whitney Ford-Terry, Exhibitions Catalyst, Santa Cruz Museum of Art & History*

Description: What does it mean to be a responsive institution? Museums today are looking for new ways to stay relevant and connect with visitors. Current issues can be magnets for engagement. This session will explore exhibitions and programs about food justice, taking Native lands, foster care, and the Ghostship fire.

Learning Objectives: Strategies for developing relevant and responsive exhibits and programs; Tangible examples of projects that successfully engaged visitors in dialogue around current topics.



5C - Strengthening Museum Mission through Earned Income Opportunities

Session / Intermediate / Museum Operations

Saturday / 10:00AM–11:15AM

Location: Cyril Magnin II

Speakers: *Carol Tang, Executive Director, Children's Creativity Museum; Kalie Sacco, Coordinator of Special Initiatives, Lawrence Hall of Science; Richard Peterson, President & CEO, US Cultural and Heritage Tourism Marketing Council*

Description: Feeling pressure to increase your earned income streams? Do you have services that are losing revenue, rather than making revenue? Join this session to gain tools to help you evaluate your current earned income programs, tips to align your revenue more closely with your mission, case studies of revenue turnarounds, and inspiration for experimenting with new efforts.

Learning Objectives: Evaluate your programs with both revenue and mission in mind; Confidence discussing earned income initiatives with staff and board members; Inspiration and warnings about popular earned income programs; Inside knowledge about what it really takes to launch and sustain income.



5D - Superintendent's Award Winners for Excellence in Museum Education, 2019

Session / Intermediate / Public Programs

Saturday / 10:00AM–11:15AM

Location: Cyril Magnin I

Moderator: Rebekah Harding, Associate Director of Learning and Engagement, The Ronald Reagan Presidential Foundation and Institute

Speakers: See list of 2019 award winners at calmuseums.org

Description: Ever wonder what goes into planning award-winning educational programs? Meet the 2019 Superintendent's Award winners and learn firsthand how they design and deliver excellent school programs. Discover their successes and failures and discuss the opportunities and challenges of navigating K-12 museum programs and community partnerships.

Learning Objectives: What makes successful school programming; Criteria used for the Superintendent's Awards for Excellence in Museum Education.



5E - Laying the Groundwork for Staff Diversity: Inclusive Practices for Recruiting and Hiring

Case Study / Intermediate / Museum Operations

Saturday / 10:00AM–10:30AM

Location: Mission I

Speakers: Vanessa Avery, Senior HR Generalist, Exploratorium; Theresa Timpson, Senior Manager, Human Resources, Exploratorium

Description: Staff diversity doesn't just happen. Learn how the Exploratorium identified internal practices that need to change and how it is working to increase staff diversity by providing professional development for hiring managers on reducing unconscious bias in posting jobs, screening resumes, setting up interview panels, and making hiring decisions.

Learning Objectives: Specific resources to use in recruiting, interviewing, and hiring for diversity; Preparation to set up training for hiring managers.



5F - Digital for All: How to Build Digitally Confident Staff
Case Study / Introductory / Museum Operations
 Saturday / 10:45AM–11:15AM

Location: Mission I

Speakers: *Kathryn Cody, Technical Training Manager, J. Paul Getty Trust; Lili Koponen, IT Educational Specialist, J. Paul Getty Trust*

Description: If you can't imagine how to use digital to reach new audiences, tell different stories, or engage beyond in-person visitors to your museum, then it won't happen. Digital readiness is key to transforming cultural institutions. Come discuss the ways to increase your staff's knowledge and reduce barriers to learning.

Learning Objectives: Variety of strategies for developing digital readiness across your organization; Resources for developing digital readiness curriculum in your organization.



Discussion: 2019 Hot Topics in the California Legislature
Multidisciplinary
 Saturday / 10:00AM–11:00AM

Location: Davidson

Facilitator: *Michael Shanklin, CEO, Kidspace Children's Museum; Co-Chair, Government Relations Committee*

Description: Join fellow colleagues for a robust discussion on what's at stake in 2019. Learn about legislation that CAM is monitoring this session, how it impacts your museum, and how you can get involved.

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11:30AM–12:45PM / Concurrent Learning Opportunities



6A - Reinventing the Wheel: A Game Show for Museum Professionals

Interactive Game Show / Intermediate / Multidisciplinary

Saturday / 11:30AM–12:45PM

Location: Cyril Magnin I

Moderator: Kathleen McLean, Principal, Independent Exhibitions

Facilitators: *Nicoline Meyer, MA Candidate in Museum Studies, University of San Francisco; Marissa Nadeau, MA Candidate in Museum Studies, University of San Francisco; Kaeleigh Thorpe, MA Candidate in Museum Studies, University of San Francisco*

Description: Why do baby boomers roll their eyes when new museum professionals talk about “flip-labels” and “participatory experiences”? Why don’t millennials seem interested in the ancient history of museum work? Are museum professionals historically illiterate when it comes to “best practices”? Match wits with your colleagues in this fast-paced game show focusing on milestone events, breakthroughs, and innovations in the last 30 years of museum practice.

Learning Objectives: Critique of past and current practices and implications for your future work; Connect your current practice to a legacy of museum innovation over time; Appreciation for cross-generational contributions, knowledge, and experience.



6B - Top Tech Trends and Why They Matter

Session / Intermediate / Multidisciplinary

Saturday / 11:30AM–12:45PM

Location: Cyril Magnin II

Moderator: Julia Falkowski, Project & Production Specialist, Balboa Park Online Collaborative; CAM Technology Fellow

Speakers: *Ruth Cuadra, Business Applications Administrator, Getty Research Institute; Christine Stokes, Museum Director, Coronado Historical Association; Layna White, Head of Collections Information and Access, San Francisco Museum of Modern Art; Alexis O'Banion, Creative Director and Technology Strategist, Mingei International Museum*

Description: How are trends in technology impacting your museum’s operations and programming? In this lively session, hear from members of the CAM Foresight Committee and museum tech experts about the latest trends—from robots to connected collections—and share your own perspective on the future of technology in museums.

Learning Objectives: New uses of technology in museum operations, collections, visitor services and interpretation; Impact of these trends and how new technologies may play out for your museum in the future.



6C - Brave Spaces: Challenging Conversations in the Museum

Session / Intermediate / Public Programs

Saturday / 11:30AM–12:45PM

Location: Cyril Magnin III

Moderator: Janine Okmin, Director of Education, Bay Area Discovery Museum (formerly Associate Director of Education and Civic Engagement of the Contemporary Jewish Museum)

Speakers: *Demetri Broxton, Senior Director of Education, Museum of the African Diaspora; Rudy Lemcke, Communications Director, Queer Cultural Center; Triana Patel, Educator, Youth and Family Programs, Asian Art Museum*

Description: By the nature of their subject matter, exhibitions in identity-based museums often bring up controversial or challenging subject matter. How do education and public programs effectively tackle complex subject matter with diverse audiences? Learn about strategies and techniques utilized by four colleagues from identity-based museums located in San Francisco.

Learning Objectives: Techniques and methods to address challenging subject matter in your education and public programs; How to tackle challenging topics with a variety of visitor demographics using scaffolding techniques and collaboration.



6D - Making the Mix Work: Access and Inclusion for People with Cognitive, Learning, and Physical Disabilities

Session / Intermediate / Public Programs

Saturday / 11:30AM–12:45PM

Location: Mission II

Moderator: Joaquin Ortiz, Director of Innovation, Museum of Photographic Arts

Speakers: *Leah van der Mei, Director, Guest Operations, California Academy of Sciences; Lisa Eriksen, Accessibility Coordinator, Palo Alto Junior Museum & Zoo*

Description: Organizations can offer transformative opportunities for people with cognitive, learning, and physical disabilities to be included in programs, projects, and hiring. Representatives from three different kinds of institutions share their practices, projects, and policies of inclusion, as well as lead a brainstorming activity to develop ideas to integrate inclusion practices at your institution.

Learning Objectives: Develop a plan for an inclusion policy for your organization; Ability to use inclusion practices to improve the experience for your visitors; Ideas for inclusive internship and work programs for people with developmental disabilities.



6E - Contested Histories: Changing the Narrative through Crowd-Sourced Content

Case Study / Introductory / Public Programs

Saturday / 11:30AM–12:00PM

Location: Mission I

Speakers: *Kristen Hayashi, Collections Manager, Japanese American National Museum; Nancy Ukai Russell, Independent Scholar, Japanese American National Museum*

Description: In 2015, several individuals stopped an imminent auction of artifacts that Japanese Americans created in America's concentration camps during WWII. Currently, the collection is touring nationwide to bring the artifacts to communities. Since little documentation exists, numerous organizations are deeply engaged in archival research and, more uniquely, crowd-sourced information. This session explores the opportunities and challenges of these methodologies to change the narrative.

Learning Objectives: Opportunities and challenges involved in capturing crowd-sourced content to amplify the perspectives, experiences, and memories of community members to change narratives.



6F - Measuring Social Impact: A Case Study from the Oakland Museum of California

Case Study / Introductory / Public Programs

Saturday / 12:15PM–12:45PM

Location: Mission I

Speakers: *Johanna Jones, Associate Director, Evaluation & Visitor Insights, Oakland Museum of California*

Description: The Oakland Museum of California (OMCA) has been grappling with defining its social impact—the difference the museum makes in its community. This case study discusses the work that OMCA has done so far in defining, measuring, and embedding its social impact in all the organization's work.

Learning Objectives: Describe a process of defining, implementing, and measuring social impact using OMCA as a case study; Distinguish between outputs, outcomes, and social impact; Work outside the museum field that can inspire and inform social impact measurement in your museum.



Discussion: Collections Management – How to Deal with the Not Ideal Collections

Saturday / 11:30AM–12:30PM

Location: Davidson

Facilitator: *Nicole Meldahl, Curator/Collections Manager, Western Neighborhoods Project*

Description: You've been to school, gotten certified, and know the latest collections care methods. Now, you're at an institution that has less than perfect collections care realities. What's a collections manager to do? Come to this discussion to get feedback from your peers, learn coping strategies and hear suggestions on where to start, what to prioritize, and how to move forward.

2:00PM–4:00PM / Concurrent Field Learning Opportunities

Included in conference registration. Reservations required; See Registration Desk for availability. Transportation not provided. Tickets will be available on Saturday for guests who are not registered for the conference (18 years+) at \$25 per person.

Dogpatch Arts and Design Crawl

Saturday / 2:00PM–4:00PM

Location: Museum of Craft and Design, 2569 3rd Street

Description: Located in the historic neighborhood of Dogpatch, the Museum of Craft and Design (MCD) is San Francisco's only museum devoted exclusively to modern and contemporary craft and design. Now an epicenter for San Francisco's growing arts scene, Dogpatch was one of the few San Francisco neighborhoods to survive the great 1906 earthquake. Featuring nine blocks of historic homes, cottages, mid-century warehouses and shipyards, Dogpatch is a thriving enclave for the arts, culture and dining. Join MCD staff for a unique behind-the-scenes tour of the museum's latest exhibitions as well as a hands-on creative experience in the MCD MakeArt Lab. Then explore a walking tour of the many galleries, design studios and artist workshops that call Dogpatch home.

Additional Information: Public transportation options and parking details can be found at sfmcd.org/visit.

SFO Museum: Behind-the-Scenes at the Airport

Saturday / 2:00PM–4:00PM

Location: SFO Museum, San Francisco International Airport

Description: Founded in 1980, SFO Museum remains the first and only AAM-accredited museum at an airport. We produce over forty exhibitions annually entirely in-house for the 55 million passengers of San Francisco International Airport – and YOU! We'll meet in the Aviation Museum & Library (where there will be over 200 model airplanes on display) for an introduction to our program, have a curator-led tour of one of our three exhibitions in the International Terminal, and take the AirTrain over to the Airport's newest building, for a behind-the-scenes tour of our workshops, design lab, and collections storage. We'll share what it's like to work in a museum without walls, how we manage a new exhibition nearly every week, and how we designed and moved into our new home.

Additional Information: Meet at the Aviation Museum & Library, International Terminal A-side. The Airport is accessible from downtown San Francisco by BART. If driving, park in any of the Airport's garages and bring your ticket for validation at the Aviation Museum. If you're flying out of SFO directly afterwards, the museum can store your bags for the duration of the tour.

A Behind-the-Scenes Tour of a Sustainable Museum Building

Saturday / 2:00PM–3:00PM

Location: The Exploratorium, Pier 15 The Embarcadero (at Green Street)

Description: The Exploratorium at Pier 15 was awarded LEED Platinum certification in 2014 in recognition of the green design, the energy efficient systems and solar panel roof, and an innovative heating and cooling system that uses bay water, in addition to other efforts. This tour will be led by Building Operations staff and will go behind-the-scenes to view the different systems and construction features.

Additional Information: Meet at the Information Desk near the entrance. Be prepared for a physically-active tour. Casual attire and sturdy, closed-toe shoes are required to participate. Adults only please.



The New Audioguide: A Field Report

Saturday / 2:00PM–3:00PM

Location: San Francisco Museum of Modern Art, 151 3rd Street

Description: Join SFMOMA's award-winning Interpretive Media team to learn about making audioguides outside of the box. Listen to samples of our best interpretive offerings from diverse commentators. Hear real-talk about the trials and triumphs of creating content on the vanguard of the medium. Ask questions, mingle, eat some cookies, then download the app and explore the museum!

Additional Information: Meet in the main lobby. Bring your smart phone device.

de Youngsters Studio: A New Family Play Space

Saturday / 2:00PM–3:00PM

Location: de Young Museum, 50 Hagiwara Tea Garden Drive

Description: Join the Fine Arts Museums of San Francisco's Director of Education for a tour of the de Youngsters Studio—a pioneering, hands-on, interactive, free play space, dedicated to helping children explore their curiosity through state-of-the-art design and technology. The studio features five immersive activity stations exploring fundamental art concepts: color, composition, shape and form, texture, and sculpture. The space provides tools to understand the unique role visual arts play in fostering children's innate curiosity, and, using examples from the Museum's collections, demonstrates methods to engage with art.

The Art of Storytelling

Saturday / 2:00PM–4:00PM



Location: The Walt Disney Family Museum, 104 Montgomery Street (in the Presidio)

Description: Learn to tell a compelling story with tried and tested techniques used by Walt Disney - one of the greatest storytellers of all time - whose ability to tell stories led to his amazing success and legacy.

Participants will first take part in different collaborative activities and reflections in the museum's Fantasia-inspired theater, drawing upon parts of their personal and professional "story." The goal is to be able to craft an overall story using elements of the Story Arc or Story Spine. Following this workshop, participants will take a guided, interactive tour of the galleries, seeing how The Walt Disney Family Museum's collection tells Walt's story through objects.

Additional Information: Please enter through the front door of the museum and go downstairs to the theater.

Julia Morgan Designed Home for the Native Daughters of the Golden West

Saturday / 2:00PM–4:00PM

Location: Native Daughters of the Golden West Home, 555 Baker Street

Description: Our 90-year-old, four-story Julia Morgan designed residence will be open for your visit. Our house museum of early California history and the Native Daughters of the Golden West will be open. At 2:30pm, there will be a short talk on the history of our Home in our second-floor grand parlor. Come and see the two floors of this glorious residence that are open to the public – foyer, house museum, auditorium, atrium, dining room and the grand parlor. We look forward to showing off the “Jewel of Our Order.”

Additional Information: Meet in the foyer of the home. Visit our website at NDGW.org and click on Home in the orange box to see a few photos.

Historic Neon Signs of the Tenderloin

Saturday / 2:00PM–3:00PM

Location: Tenderloin Museum, 398 Eddy Street

Description: The Tenderloin neighborhood is a virtual museum of historic neon signs. These one-of-kind works of sign art are waiting to be illuminated. Join us for a journey into the behind-the-scenes neon renaissance movement in San Francisco to give neon signs their due as hand-made works of art. The Tenderloin Museum and San Francisco Neon co-founders present treasures of lost neon landscapes in rare film footage and photographs. You'll learn the history of neon through historic images from the San Francisco History Center and the American Sign Museum that show the before and after glow of America's neon landscape. Take home a copy of “Neon Icons” a photographic study in past and present neon signs that represent the artistic spirit and the history of small businesses of San Francisco.





OUR SUSTAINABLE STEPS

For over 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
- Conference t-shirts made from post-consumer recycled plastic
- Badge holder made of 100% compostable material
- Banners printed on biodegradable and recyclable material using non-toxic latex inks, donated by Olson Visual
- Program printed on 60% recycled paper, 30% PCW using 40% less paper than comparable publications
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Asian Art Museum

200 Larkin Street, San Francisco, CA 94102

Free admission for a museum professional and a guest

Please provide your business card or conference badge to receive free admission during regular museum hours, which are 10:00AM–5:00PM Tuesday–Sunday. There is a special exhibition that will open to the public on February 8 and be available with free admission to conference attendees.

California Academy of Sciences

55 Music Concourse Drive, San Francisco, CA 94118

Free admission for a museum professional and a guest

Please provide your conference badge or museum employee ID to receive free admission at the ticket window.

California Historical Society

678 Mission Street, San Francisco, CA 94105

Free admission for a museum professional and a guest

Please provide your business card or conference badge to receive free admission.

Children's Creativity Museum

221 4th Street, San Francisco, CA 94103

Free admission for a museum professional and a guest

Please provide your conference badge to receive free admission with accompanying child. Guided tours offered daily February 7–9 at 10:30AM and 3:30PM for individuals without accompanying children.

The Contemporary Jewish Museum

736 Mission Street, San Francisco, CA 94103

Free admission for a museum professional and a guest

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Exploratorium

Pier 15 The Embarcadero (at Green Street), San Francisco, CA 94111

Free admission for a museum professional

Please show your conference badge.

Fine Arts Museums of San Francisco

de Young Museum: 50 Hagiwara Tea Garden Drive, San Francisco, CA 94118

Legion of Honor Museum: 100 34th Avenue, San Francisco, CA 94121

Free admission for a museum professional and a guest to both museums, special exhibit fees not included

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Museum of the African Diaspora

685 Mission Street, San Francisco, CA 94105

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Museum of Craft and Design

2569 Third Street, San Francisco, CA 94107

Free admission for a museum professional

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Presidio Officers' Club

50 Moraga Avenue, San Francisco, CA 94129

Free admission for a museum professional and a guest

SFMOMA

151 Third Street, San Francisco, CA 94128

Free admission for a museum professional

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SFO Museum

San Francisco International Airport, San Francisco, CA 94128

Free admission for a museum professional and a guest, special exhibit fees not included

SFO Museum is always free. Departing passengers with a valid outbound ticket for that day may enter any TSA checkpoint to see art and exhibitions in any of the post-security areas.

The Society of California Pioneers Museum & Library

101 Montgomery Street, Suite 150, San Francisco, CA 94129 (in the Presidio)

Free and open to the public Wednesday–Sunday, 10:00AM–5:00PM

Thacher Gallery at the University of San Francisco

2130 Fulton Street, San Francisco, CA 94117

Free and open to the public daily, 12:00PM–6:00PM

Thacher Gallery is located in the Gleeson Library/Geschke Center. Please ask for access to the building at the front desk.

The Walt Disney Family Museum

104 Montgomery Street, San Francisco, CA 94129 (in the Presidio)

Free admission for museum professional, special exhibit fees not included

Offer valid February 2–10. Check in at the ticket desk when you arrive and be prepared to show your conference badge or business card.

Yerba Buena Center for the Arts

701 Mission Street, San Francisco, CA 94103

Free admission for museum professional and a guest

Please show conference badge, business card and ID.

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MATT Construction

Dafna Zilafro, Vice President of Marketing

dzilafro@mattconstruction.com

www.mattconstruction.com

MATT Construction has been building museums and collaborating with cultural institutions in California since the company's founding in 1991. Notable projects include The Broad, Petersen Automotive Museum, Skirball Cultural Center, LACMA Transformation, The Natural History Museum of Los Angeles County, and numerous projects at the Hammer Museum, Museum of Tolerance, and the Huntington Library, Art Collections, and Botanical Gardens. For the broader portfolio of MATT's museum and cultural work, visit the MATT website.

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ali.chalak@mossadams.com

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Provident Credit Union was established in 1950 and has 2.1 Billion in assets. Provident offers a mortgage and auto loan rate discount for members of CAM. Provident is a full service financial cooperative that offers checking and savings accounts, credit cards, auto loans and mortgages.

Santa Barbara Zoo

zooinfo@sbzoo.org

www.sbzoo.org/more/about/

The Santa Barbara Zoo is dedicated to the preservation, conservation, and enhancement of the natural world and its living treasures through education, research, and recreation.

SF State Museum Studies Program

Prof. Edward Luby, Director, Museum Studies Program

emluby@sfsu.edu

museum.sfsu.edu

SF State Museum Studies is one of the top programs in the US with nearly a 100% employment rate for recent graduates. We offer opportunities to work with authentic collections in our teaching museum, to train with leading museum professionals and to engage with the Bay Area's vibrant museum community.

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The Annenberg Foundation Trust at Sunnylands

contact@sunnylands.org

www.sunnylands.org

Sunnylands Center & Gardens is a 15-acre site where visitors can learn about Ambassadors Walter and Leonore Annenberg, their historic midcentury modern estate, and their commitment to serving their country, to philanthropy, to education, and to the arts. The Center includes more than a 70 species of native and arid-adapted plants and walking paths.

The Getty Foundation

The Scientific Photographer

Scott Miles, Owner/Media Producer

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The Scientific Photographer provides critical visual documentation services to museums to support outreach, marketing, collections documentation, accreditation and other critical functions. Services include photography of collection objects, exhibition installations, interpretive video production, digital asset management consultations, and other media services. For details, see www.TheScientificPhotographer.com.

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University of San Francisco

Marjorie Schwarzer, Director of Administration Museum Studies

mschwarzer@usfca.edu

www.usfca.edu/arts-sciences/graduate-programs/museum-studies/program-details

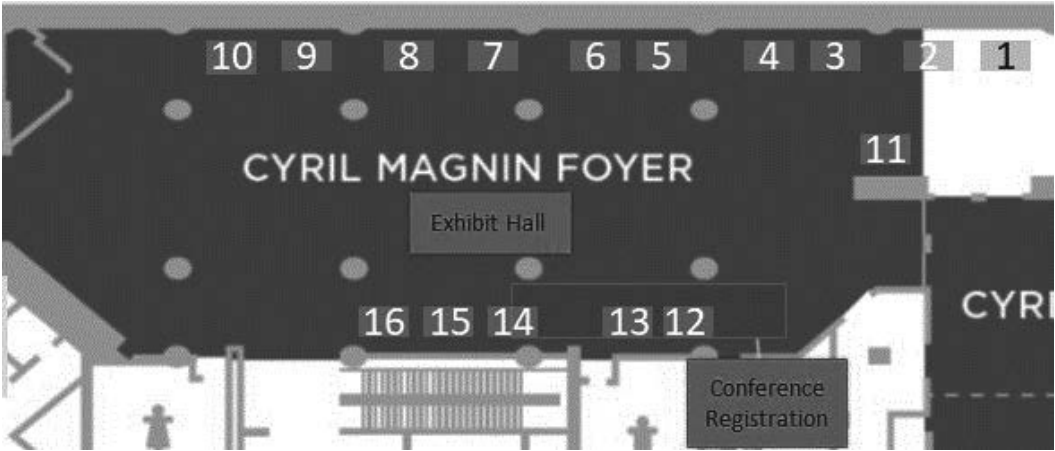
The University of San Francisco offers a unique master's degree in museum studies where students prepare for careers that advance artistic, cultural, and heritage organizations within our constantly changing social dynamic. Our sixteen-month curriculum provides students with the comprehensive knowledge and hands-on experience in curating, collections management, programming and business skills.

Wells Fargo Museum

www.wellsfargohistory.com

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2019 EXHIBIT HALL



2019 EXHIBITORS



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Yadin Larochette, Museum and Conservation Liaison
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Kelly Bennett, Founder
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Art Pro Net is an art logistics consultant firm that provides sourcing and project management services for clients in need of specialized art professionals and collections management help. We leverage our unique network to help get projects from to-do to to-done!

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Elevating Good

Christine Jeffers, Agent for Good

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Booth Space #8

University of San Francisco

Marjorie Schwarzer, Director of Administration Museum Studies

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Booth Space #9

CatalogIt

Dan Rael, Co-Founder

510-842-7706

dan@catalogit.app

www.catalogit.app

CatalogIt is a simple, powerful, and scalable application for cataloging, managing and working with your collections, and selectively publishing them to the Web. As a cloud-based service, CatalogIt empowers your organization's staff to collaborate simultaneously-- securely viewing and editing your records anywhere, anytime, on mobile and desktop devices.

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SF State Museum Studies Program

Prof. Edward Luby, Director, Museum Studies Program

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Ali Chalak, Senior Manager

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Booth Space #14**American Alliance of Museums**

Laura Lott, President and CEO

202-289-1818

llott@aam-us.org

www.aam-us.org

The American Alliance of Museums has been bringing museums together since 1906, helping to develop standards and best practices, gathering and sharing knowledge, and providing advocacy on issues of concern to the entire museum community.

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Minnesota Street Project Art Services

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