



San Francisco

February 18–21, 2025

2025 CAM Conference Program

All activities subject to change.

CAM is supported in part by grants from the Institute of Museum and Library Services, the California Arts Council, and Associated Foundations, Inc. To learn more about the arts in California, the Arts License Plate, and other California arts initiatives, please visit the [CAC Website](https://www.cac.org).





From left to right:
Rochelle Kuan Hoffman, Program Manager;
Jennifer Caballero, Executive Director;
Tiona Lyons-King, Community Engagement Manager;
Carey Lin, Communications Manager;
Michelle Rader, Administrative Manager

MEET THE CAM TEAM

CAM is a small team of 5! We appreciate your patience when reaching out regarding the conference; our team is currently very busy with conference-related deadlines. If you have questions about the conference, please start by reviewing our [Frequently Asked Questions](#) page.

Find us throughout the session spaces wearing red STAFF badge ribbons and red STAFF buttons. CAM Board and Committee members will be wearing badge ribbons, and are great resources too.

California Association of Museums (CAM) is committed to providing a safe, inclusive, and respectful learning and networking experience for everyone. The [Code of Conduct](#) outlines expectations and consequences for violations.

SAFE PROGRAMMING

California Association of Museums is excited to offer in-person programming on this scale, and know how eager many of you are to gather together. We will not be requiring proof of vaccination, but highly encourage vaccination and boosters. For the health and safety of our colleagues, masks are also highly encouraged. Capacity and spaces have been thoughtfully considered in the planning of this event, and we encourage you to explore the city for your lunches and breaks when possible.

REGISTRATION

All registered attendees **MUST** check in at the CAM Registration Desk on the fourth level of the Parc 55 Hotel (Balboa Room) to pick up name badges and any tickets for additional program items upon arriving. All we need is your name at the Registration Desk (no confirmation receipt required).

Registration Desk Hours, Parc 55 Hotel, Balboa Room:

Tuesday, February 18, 2025 – 12:00PM–5:00PM

Wednesday, February 19, 2025 – 8:00AM–6:00PM

Thursday, February 20, 2025 – 7:00AM–5:30PM

Friday, February 21, 2025 – 7:00AM–12:00PM

WIFI ACCESS

WiFi at this event is limited, and we encourage attendees to use personal hotspots or your hotel room WiFi when feasible.

Museums with Free Admission

Several local museums and cultural organizations from our Host Committee offer free admission to CAM *Interwoven* conference attendees. Your conference badge must be shown for admittance (or proof of registration). List is subject to change.

Bay Area Discovery Museum: February 19–23
California Academy of Sciences: February 19–23
Children's Creativity Museum: February 21
Chinese Culture Center of San Francisco: February 18–21
Exploratorium: February 18–21
Global Museum at SF State: February 18–21
Museum of the African Diaspora: February 18–23
Presidio Officers' Club: February 21–23
San Francisco Historical Society: February 20–22

Additional Explorations

Announcing a special partnership with **California Association of Museums (CAM)** and **California State Parks Department of Parks and Recreation (DPR)**.

Curious about exploring career opportunities within the State Parks system? In a joint effort to highlight the multifaceted talents of museum professionals and the creativity of careers available in the sector, CAM and DPR will be hosting an opportunity for education and exploration on State Parks careers. Registration to CAM's annual conference is not required!



Join us in San Francisco from February 18-21, 2025; set to take place alongside CAM's annual conference *Interwoven*, CAM will be providing a dedicated space at the Parc 55 hotel for anyone in the museum sector who is interested in Museum Curator, Park Interpreter series positions, and more to come in and learn. Museum professionals will be able to connect with DPR personnel and receive education and guidance on CalCareers account creation; provide information on self-assessments, exams, and applications; and answer questions about roles and classifications. Laptops will be made available. Expect to spend anywhere from 1 to 3 hours learning how to access and use the State of California Human Resources (CalHR) portal to search for open positions, and more.

CAM Conference registration is not required to be part of this informational activity, taking place in the **Mason Room** (3rd level).

Hours of the information session space:
WEDNESDAY, FEBRUARY 19 8:00AM-5:00PM
THURSDAY, FEBRUARY 20 8:00AM-5:00PM
FRIDAY, FEBRUARY 21 8:00AM-3:00PM

Additional Explorations

BIOBLITZ ON INATURALIST: CAM 2025 SAN FRANCISCO CONFERENCE

CalAcademy has created a [BioBlitz project on iNaturalist](#) for CAM conference attendees! While you are exploring the areas surrounding downtown San Francisco, please make iNaturalist observations of the plants and animals you encounter. [Learn more](#).

YERBA BUENA MUSEUMS SCAVENGER HUNT

Check out the museums of the Yerba Buena Neighborhood while on breaks from the conference and engage in a fun scavenger hunt at each location! You will receive a small prize if you visit all five museums and complete all the clues!

[Museum of the African Diaspora](#) (MoAD), [Yerba Buena Center for the Arts](#) (YBCA), [San Francisco Museum of Modern Art](#) (SFMOMA), the [American Bookbinders Museum](#), and the [Children's Creativity Museum](#) (CCM) invite you to stop by and check out their galleries by searching for artwork on view based on the clues provided. Rather than a physical visit to CCM, they will offer an [augmented reality walking tour](#) of public art in the neighborhood.

Pick up your passport at the CAM information table at the Conference. It will include a map and hours for each institution. Once you have solved all of the clues, stop by MoAD, YBCA or the American Bookbinders Museum to pick up your prize!

MoAD

685 Mission Street

Open Wednesday–Saturday: 11:00 AM–5:00 PM; Sunday: 12:00–5:00 PM

YBCA

701 Mission Street

Open Wednesday–Sunday: 11:00 AM–5:00 PM

SFMOMA

151 3rd Street

Open Thursday: 12:00–8:00 PM; Friday–Tuesday: 10:00 AM–5:00 PM

American Bookbinders Museum

355 Clementina Street

Open Wednesday–Saturday: 10:00 AM–4:00 PM

Children's Creativity Museum

221 4th Street

Open Friday–Sunday: 10:00 AM–4:00 PM

CCM is participating through an [augmented reality walking tour](#) (and not a physical visit)

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Content Formats

Pre-Conference Museum Tours

All museum tours will take place on Tuesday, February 18, 2025. Transportation and meals are not included unless otherwise noted in the tour description. Please refer to the CAM website for the most up to date information.

Pre-Conference Workshops

All workshops will take place on Wednesday, February 19, 2025 at the Parc 55 Hotel or an offsite local museum from our Host Committee. Locations are TBA, and details are subject to change. Workshops will be available for an additional cost, and are not included in conference registration. Pre-registration is required. Attendees are responsible for transportation and meals, unless otherwise noted. Workshop registrants will be sent more details in advance of the workshop.

Panel Sessions

Panel sessions typically have a moderator and multiple speakers with contrasting perspectives, institutions, and/or experiences. During the 75 minute session, the moderator introduces the topic and helps create discussion to highlight the speakers' diverse perspectives. Attendees can expect a question and answer period or other type of interactive experience.

Case Studies

A case study is a 45-minute spotlight of a program or activity and is typically presented by one or two representatives from a single institution. Case studies offer opportunities for attendees to glean relevant and scalable solutions from the case's lessons learned and/or best practices.

Roundtable Discussions

These are highly participatory events in small group settings that focus on dialogue and sharing ideas on a specific topic, trend, or case study. One facilitator will lead the discussion among a small group of individuals who have chosen to participate in a selected topic. Held over 60 minutes, participants can come and go.

Creative Stations

These are drop-in activity stations with educational content prepared and presented by museums and institutions, usually members of the conference Host Committee. Creative Stations are generally set up for two hours, with no required time for participants. Learn and enjoy what other museums have to share!

CONTENT BY DAY

TUESDAY, FEBRUARY 18, 2025

As a pre-conference day on your own, CAM has made arrangements for several local tours and experiences hosted by members of [CAM's 2025 Host Committee](#) (subject to change). These are valuable ways to jumpstart your conference experience. Transportation not provided unless noted. **Tickets are no longer available.**

Pre-Conference Tours

Registration required; additional cost. Not included in conference registration. Transportation to off-site tours is not provided unless noted.

SOLD OUT - A Walk Through Presidio History | hosted by [Presidio Officers' Club](#)

50 Moraga Ave, San Francisco, CA 94129; Meet in front of the Presidio Officers' Club, between the cannons.

9:30AM–12:00PM, \$15 registration required, 10 person capacity

Join us for an outing at the Presidio where San Francisco began. Explore historic sites, exhibitions, a federal curation facility, and an archaeology laboratory on a behind-the-scenes tour with the Presidio Trusts' cultural resources team. Bring your walking shoes for an adventure at this unique national park just south of the Golden Gate Bridge.

Free Admission Site from February 21–23.

REGISTRATION CLOSED - Half-Day Excursion to Angel Island | hosted by [Angel Island Immigration Station Foundation](#)

Angel Island State Park, Tiburon, California 94920; Meet at SF Ferry Building, 1 Ferry Building, GATE B, San Francisco, CA 94105

10:30AM–3:30PM, \$55 registration required, 100 person capacity

Join Angel Island Immigration Station Foundation and California State Parks on a tour of the Angel Island Immigration Station, a National Historic Landmark formerly known as the "Ellis Island of the West." We'll take you inside the newly renovated immigration hospital and Detention Barracks Museum, where 200 Chinese poems are carved into its wooden walls. The visit includes a ferry and shuttle ride and a tour of the 14.3-acre site. Bring a picnic lunch to enjoy on your visit.

SOLD OUT - Behind the Beats: Ferlinghetti, City Lights, & North Beach | hosted by [San Francisco Historical Society](#)

608 Commercial Street, San Francisco, CA 94111; Meet at the museum reception desk

1:00PM–3:00PM, \$15 registration required, 18 person capacity

Lawrence Ferlinghetti was a poet, publisher, painter, activist, bookstore proprietor, and cultural icon. San Francisco Historical Society is featuring an exhibit in celebration of our local legend. "Ferlinghetti | An exhibit in 6 vignettes" focuses on different aspects of Ferlinghetti's life, from his own perspective, drawing all its material from his personal effects. This experience includes a visit to the SFHS Museum and a literary walking tour through North Beach, ending at City Lights Bookstore.

Free Admission Site from February 20–22.

SOLD OUT - Campus Collections Crawl at SF State | hosted by [Global Museum at SF State](#)

1600 Holloway Ave Fine Arts Building / SF State San Francisco CA 94132; Meet at the Fine Arts building ramp

1:00PM–3:00PM, \$15 registration required, 20 person capacity

Hop on transit to SF State for a behind-the-scenes crawl to campus galleries and special collections of the Global Museum, the Fine Arts Gallery, and the Sutro Library. Hosted by the Global Museum, engage with staff who share how they work together across disciplines to promote each others' activities, and on limited to no budgets, while also modeling professional and ethical practices for emerging museum and cultural sector workers.

Free Admission Site from February 18–21

SOLD OUT - From Ideas to Exhibits: Exploratorium Insider's Tour | hosted by [Exploratorium](#)

Pier 15 Embarcadero at Green St, San Francisco, CA 94111; Meet at Guest Services Desk

1:00PM–2:00PM, \$15 registration required, 15 person capacity

Get a behind-the-scenes look at how we make our exhibits, and a sneak peek at our new summer space experience! We'll offer guided tours of our workshop, where we develop and build new exhibits. Then, check out our renovated gallery of new exhibit prototypes, including stories about where we get our ideas and how we turn them into compelling experiences. Plus, visit gigantic models of the Moon and Mars, and a digital immersive solar eclipse!

Free Admission Site from February 18–21.

SOLD OUT - From Ideas to Exhibits: Exploratorium Insider's Tour | hosted by [Exploratorium](#)

Pier 15 Embarcadero at Green St, San Francisco, CA 94111; Meet at Guest Services Desk

4:00PM–5:00PM, \$15 registration required, 15 person capacity

Get a behind-the-scenes look at how we make our exhibits, and a sneak peek at our new summer space experience! We'll offer guided tours of our workshop, where we develop and build new exhibits. Then, check out our renovated gallery of new exhibit prototypes, including stories about where we get our ideas and how we turn them into compelling experiences. Plus, visit gigantic models of the Moon and Mars, and a digital immersive solar eclipse!

((4:00PM Tour only: Stay after 5pm and join us for a round of drinks in the neighborhood, on us! Drinks provided after 5:00PM for optional informal drinks with staff. Hosted by the Exploratorium's Latinx Coordinating Committee (LCC). LCC projects include supporting celebration of work and knowledge sharing to enhance audience engagement.))

Free Admission Site from February 18–21.

WEDNESDAY, FEBRUARY 19, 2025

There is a wide selection of workshops and events scheduled for Wednesday. Workshops are excellent opportunities to boost your skills for an added cost (refer to each itinerary item). You may add tickets for these events to your new or existing registration, pending availability. The Opening Town Hall and Welcome Reception will be held on this day at [Yerba Buena Center for the Arts](#), plus evening events to follow for an extra cost. Programs on this date are subject to change.

Pre-Conference Workshops

Registration required; additional cost. Transportation to workshops is not provided unless noted.

SOLD OUT - Care of Paintings

8:30AM–2:00PM, lunch on your own

Location: [The Exploratorium](#), Pier 15 (Embarcadero at Green Street) San Francisco, CA 94111

This workshop will cover basic information and skills needed to care for paintings, with both lecture and hands-on components. Topics will include structure and materials of paintings, condition issues and how to examine a painting, how to handle a painting, proper framing techniques, environmental parameters and monitoring, storage and housekeeping, special care of modern and contemporary materials, and when to call a conservator. Time will be allocated for questions and open dialogue.

***Bianca Garcia**, Associate Conservator of Paintings, Balboa Art Conservation Center*

Exploring Digital Technology for Kids in Museums

8:30AM–12:30PM, lunch on your own

Location: [Children's Creativity Museum](#), 221 Fourth Street San Francisco, CA 94103

Cost: \$30, 35 person capacity

Explore a diverse array of digital technologies that have been implemented at the Creativity Museum for visitors aged 2 and up. You will have time for hands-on discovery with AR, stop-motion animation, digital music-making, AI prompts, and community digital art. Exhibit and education staff will share the Creativity Museum's guidelines for using technology and all participants will contribute to discussions about the logistical, ethical, and programmatic challenges.

***Henry Halkyard**, Manager of Exhibitions, Children's Creativity Museum*

***Darrell Porcello**, Director of STEM Networks and Partnerships, Children's Creativity Museum*

SOLD OUT - Preventive Conservation: All Hands In!

8:30AM–12:00PM

Location: [The Exploratorium](#), Pier 15 (Embarcadero at Green Street) San Francisco, CA 94111

This workshop provides an overview of passive techniques that support the preservation of collections. A preventive conservator will describe the agents of deterioration, how they affect materials, and how these effects can be reduced in a cost-conscious and sustainable way. We will work through examples of common scenarios in museums, how they can be improved to support preservation, and how staff with varying levels of experience and expertise can get involved!

***Elizabeth Salmon**, Preventive Conservator, Balboa Art Conservation Center*

***Katie Foggiano**, Conservation Services Manager, Balboa Art Conservation Center*

Access & Inclusion Symposium: Focus on the Blind Experience

Location: Parc 55 Hotel- Fillmore Room, 55 Cyril Magnin St, San Francisco, CA 94102

9:00AM–12:00PM

Cost: \$35, 40 person capacity

Museum culture has traditionally asked patrons to stand back and look quietly. With inclusion in mind and an awareness of diverse learning styles, museum education is becoming more dynamic and embodied, albeit still very visual-centric. During our interactive workshop, let's immerse ourselves in the eyes-free experience, focusing on creating universally designed offerings that welcome patrons who are blind and visually impaired into your unique museum culture.

Marie Deininger, Programs Manager, Museum of Craft and Design

Maia Scott, Adult Programs Coordinator, Lighthouse for the Blind and Visually Impaired

Sonia Gallant, Education Assistant, Fine Arts Museum of San Francisco

Aya Yamamoto, Public Programs Specialist, California Academy of Sciences

Evan Johnson, Program Director, Ruth's Table

Ashley Harris, Program Manager, Ruth's Table

SOLD OUT - The Art of Tinkering, Jr. / The Art of Tinkering 101

Location: [The Exploratorium](#), Pier 15 (Embarcadero at Green Street) San Francisco, CA 94111

9:00AM–1:00PM, lunch on your own

Enjoy a CAM-only version of The Art of Tinkering, a flagship offering from the Exploratorium's Tinkering Studio, an early advocate for open-ended explorations of materials and phenomena. Show up as learner and educator as you: participate in hands-on tinkering, reflect on the activity and how its design supports STEAM learning, network with innovative educators, plan how to incorporate learnings into your work, learn best practices for engaging with your communities towards equity, identity, and belonging.

Jake Montano, M.Ed Manager, Youth Tinkering Programs, The Exploratorium

Luigi Anzivino, Professional Development Lead, The Tinkering Studio, The Exploratorium

3:00PM–5:00PM / Opening Town Hall sponsored by [University of San Francisco Museum Studies MA Program](#)

Location: [Yerba Buena Center for the Arts](#), 701 Mission St, San Francisco, CA 94103

Included with Conference Registration; no additional cost. Not available to 'Events & Workshops Only' registrants.



UNIVERSITY OF
SAN FRANCISCO

Master of Arts in
Museum Studies

Starting with a dance performance by Nickerson-Rossi Dance Company, the Opening Town Hall will include welcoming remarks and developments and updates from CAM. Following opening welcome remarks, conference participants will hear from our keynote speaker [Beth Redmond-Jones](#). Throughout her 30+ year career, she has worked for and in a variety of museums in San Francisco, statewide, and beyond. During the last two decades, Beth has been actively exploring how museums can more effectively serve those with unapparent disabilities, especially autism, sensory processing disorder, and mental health challenges. Her keynote will share insights from her recently-published book *Welcoming Museum Visitors with Unapparent Disabilities*, which explores how international cultural organizations serve individuals with mental health and neurodiverse challenges. Opening chapters present the status of mental health in society and the need for inclusive design. Immediately following her keynote presentation she will be joined onstage in a salon-style conversation with Kelly McKinley, CEO of Bay Area Discovery Museum, in a conversation centered on inclusion in museums.

5:00PM–6:30PM / Creative Stations at Yerba Buena Center for the Arts

Cardboard Community with Bay Area Discovery Museum

Welcome to Cardboard Community, a world of possibilities! Think outside (or inside) the box to help build a miniature community reflecting our collective hopes and dreams. Work together with friends new and old to make towering skyrisers, sprawling parks, museums of the future and whatever else you can imagine.

Sofia De La Rosa, Lead Program Facilitator, *Bay Area Discovery Museum*

Gabby Clewans, Lead Program Facilitator, *Bay Area Discovery Museum*

5:00PM–6:30PM / Welcome Reception

Location: Yerba Buena Center for the Arts, 701 Mission St, San Francisco, CA 94103

Included with Conference Registration; no additional cost. Not available to 'Events & Workshops Only' registrants.

Explore the galleries at YBCA, relax and mingle with colleagues before the conference switches into high gear on Thursday morning with panels, roundtable discussions and case studies. Afterwards, depart for dinner at one of the many restaurants in the area. The San Francisco [Host Committee](#) institutions have created a [Recommendations Map](#) for local eats and things to see, with new additions being made frequently.

5:00PM–6:30PM / Chinatown Tour and Mixer

SOLD OUT | hosted by [Chinese Culture Center](#)

750 Kearny Street, 3rd Floor San Francisco, CA 94108 ; Meet at YBCA entrance to walk as a group to the Yerba Buena/Moscone Station

\$25 registration required, 40 person capacity

San Francisco is a city of diverse communities and neighborhoods. Dive in with special tour of Chinatown, one of America's oldest neighborhoods from the Chinese Culture Center. We will cover art, history, and how this 175 year old community is surviving and thriving with cultural institutions, strategies and collaboration. Meet afterwards for drinks and mixer with fellow attendees. Attendees will meet at the entrance to YBCA and we will walk to take the Central Subway MUNI at Yerba Buena/Moscone station to Chinatown station. Fare is \$3. Bring comfortable walking shoes, a jacket (San Francisco can get chilly quickly). Chinatown has lots of hills so be prepared to walk!

7:00PM / Director's Dinner

Not included in regular conference registration. Open to museum directors and senior level managers only.

An evening event for museum directors and senior level managers. Join your colleagues for a great networking opportunity and a special program during the Director's Dinner - State of the State: Museums, Funding, and Other Questions. CAM's Executive Director Jennifer Caballero will be joined in conversation by Kristin Margolis, Legislative Director of California Arts Council.

THURSDAY, FEBRUARY 20, 2025

7:00AM–8:30AM / Morning Coffee and Breakfast sponsored by [Bloomberg Connects](#)

Start your morning with coffee and a hearty breakfast before diving into your programs of choice! Sessions begin at 8:00AM but breakfast will remain available until 8:30AM while refreshments last.

**Bloomberg
Connects**

8:00AM–8:45AM / Concurrent Sessions

Museums for All of Us: Collaborating with Libraries and Community Colleges

Market Street / 8:00AM–8:45AM / Case Study

In 2018, the San Francisco Museum of Modern Art commissioned artists Liesbeth Bik and Jos Van der Pol to create a project to promote public dialogue on the cultural impact of urban change. Their research uncovered the WPA SF Scale model languishing in storage. The next year, the SF Public Library hosted sections of the model at every branch. An initiative at City College of San Francisco proposes the model's permanent installation at the college.

Leslie Simon, Professor Emerita, Museum Studies, City College of San Francisco

Angelica Campos, Intern, Museum Studies, City College of San Francisco

Interactive Storytelling for Connecting with Nature: a Case Study from the California Academy of Sciences

Cyril Magnin 1 / 8:00AM–8:45AM / Case Study

Join an interactive case study session reflecting on the newly opened California: State of Nature exhibition at the California Academy of Sciences. In order to focus on how humans are a part of nature, not apart from it, we utilized new interpretive strategies for visitor engagement. Hear best practices and lessons learned for developing media with Native partners and creating new multi-sensory experiences — and discover how storytelling can inspire active visitor participation for a healthier California.

Paige Laduzinsky, Senior Exhibit Content Developer, California Academy of Sciences

Adrian Van Allen, Senior Exhibit Content Developer, California Academy of Sciences

Streamlined Rehousing: A Case Study and Hands-on Workshop

Cyril Magnin 2 / 8:00AM–8:45AM / Case Study

Over the past several years, staff at OMCA have worked to rehouse a wide variety of small sculptural artworks. Through this process, we streamlined a rehousing method that works well for a diverse range of objects to be easily viewable, housed safely for long-term storage, and be ready for transportation. This case study will present how we developed this project, what we learned, and how we honed this work to be efficient and effective.

Anna Bunting, Registrar, Oakland Museum of California

Julia Starr, Associate Preparator, Oakland Museum of California

Inviting Teachers to the Table: Encouraging Collaborative Design between Science Center and Classroom Teachers

Cyril Magnin 3 / 8:00AM–8:45AM / Case Study

Join us as we discuss our journey to incorporating teachers and educators in our program and resource design journey. Through two separate committees, The Tech has brought in educators as collaborators and co-creators on our content and programming aimed to K-12 audiences. We will be sharing our experiences on this journey, including our successes - and our failures.

Kristen Martin Lai, Senior Director of Interactive Learning Programs, The Tech Interactive
Michaela Yamashita, R&D Lead, The Tech Interactive

Moving Beyond the Checklist: DEIA Implementation Across the Institution

Mission / 8:00AM–8:45AM / Case Study

What does it look like to embody Diversity, Equity, Inclusion, and Accessibility (DEIA) in a museum setting? How can the work of DEIA be shared across all departments? At a site without a designated “DEIA Officer”, the work of DEIA can only have a lasting impact through distributed leadership. RLC staff will share the successes and challenges of recent efforts to incorporate meaningful DEIA work into all departments at the site.

Alana Reese, K-12 Education Coordinator, Rancho Los Cerritos

Alison Bruesehoff, Executive Director, Rancho Los Cerritos

9:00AM–10:15AM / Concurrent Sessions

Low Vision Accessibility through the "lens" of the Atkinson Hyperlegible Font

Embarcadero / 9:00AM–10:00AM / Roundtable Discussion

Using the Atkinson Hyperlegible Font as an example, learn how museums can increase accessibility for blind and low vision individuals. Developed in 2019 with a critical update in 2024, the font is a game changer for those with low vision, particularly those who fall on the “extreme” side of the spectrum. As our population ages, improving reading accessibility will increase visitorship, improve the museum experience and demonstrate inclusivity.

Brian Sheridan, Director of Partnerships, Braille Institute of America

Bilingual Content—Can We Create It With Limited Resources?

Embarcadero / 9:00AM–10:00AM / Roundtable Discussion

How do you integrate bilingual content into exhibits, facility signage and educational resources without a formalized process, limited budget, and only a few staff (or none!) dedicated to translation? You form partnerships, reach out to your network and do research to understand best practices. Join us to share your experience, suggest partnerships, learn a basic streamlined process and discuss the complexities of using translation technology.

Vicki Wawerchak, Exhibits Curator, Cabrillo Marine Aquarium

Researching Provenance Online (without a budget)

Embarcadero / 9:00AM–10:00AM / Roundtable Discussion

There are so many great resources for provenance research online, but many are behind paywalls that smaller institutions can't afford. A solution can often be found with creativity, persistence, and just a bit of moxie. Come learn about some favorite freebies and work-arounds for provenance research, and be prepared to share your own tips and tricks!

Nancy Jenner, Curator II, California State Parks Statewide Museum Collections Center

YouTubers, Mommy Bloggers, Content Creators and the Future of Museum Media

Market Street / 9:00AM–10:15AM / Panel Session

Scared about the future of print media? You should be. As a museum, your options for news coverage and attention may feel like they're quickly drying up. But the media landscape is simply evolving and shifting, with California leading the way. Learn how to make the most of YouTubers, bloggers, content creators and other digital personalities to maximize your reach in this changing world.

*Moderator: **Josh Chesler**, Communications Manager, Natural History Museums of Los Angeles County*

***Jeanette Peach**, Associate Communications Director, California Academy of Sciences*

***Darlene Serrano**, Museum Content Creator*

***Valerie Tate**, Senior Communications Lead, J. Paul Getty Trust*

***Amy Hood**, Communications Director, Natural History Museums of Los Angeles County*

Lessons Learned: Disaster Preparedness and Recovery at California Museums

Cyril Magnin 1 / 9:00AM–10:15AM / Panel Session

The session will include presenters from three museums discussing past disaster response experiences, disaster planning strategies, and how other California museums can better protect collections through disaster preparedness and risk mitigation. The project lead from the Ready – Or Not project will moderate discussion of lessons learned from past disaster response experiences from the presenters and the audience. Attendees will learn more about what museums can do to develop their own disaster plans for collections.

*Moderator: **Hillary Ellis**, Lead Emergency Preparedness Consultant, "Ready - Or Not" Cultural Heritage Emergency Preparedness*

***Larissa Mellor**, Associate Director of Museum Production, Oakland Museum of California*

***Alisa Eagleston-Cieslewicz**, Executive Director, The Foster Museum*

***Amy King**, Museum Curator, Tulare County Museum*

Tiny Museums, Big Voices: How Museums “Smaller Than Small” Can Amplify Their Voices

Cyril Magnin 2 / 9:00AM–10:15AM / Panel Session

Join us for a panel discussion focusing on ways smaller museums can advocate for themselves in their communities and beyond. Museums with limited staff, budget, or even smaller visitor numbers may struggle for recognition to be seen and heard. Through networking, community groups, or creative marketing strategies let's explore the opportunity to amplify our voices. Collectively, we hope to generate ideas and positive actions we can take.

***Lisa McDermott**, Executive Director & Curator, Carnegie Arts Center*

***Jayme Yahr**, Executive Director & Curator, Carpinteria Valley Museum of History*

***Anita Engles**, Executive Director, American Bookbinders Museum*

Whose Land is it Anyway? Best Practices for Starting and Maintaining Relationships with Native Communities

Cyril Magnin 3 / 9:00AM–10:15AM / Panel Session

When Santa Barbara Botanic Garden decided to add native names to their plant identification labels, they needed guidance. Over the course of the year, native community members contributed their time, expertise, and advice to develop a strategy for achieving this goal. We will discuss the importance of using native languages, provide best practices for establishing relationships with native communities, and argue that all types of institutions should have and maintain these relationships.

***Kevin Spracher**, Interpretation & Exhibitions Curator, Santa Barbara Botanic Garden*

***Chimaway Lopez**, Native Studies PhD Candidate, UC Davis*

***Solange Aguilar**, Artist, photographer, and poet*

10:00AM–6:00PM / Exhibit Hall in Cyril Magnin Foyer

Stop in to CAM's exhibit hall to meet our vendors and network with museum colleagues. Business representatives will be displaying and demonstrating products and services throughout the day. The

2025 exhibit hall will be a hub of activity, including a happy hour on Thursday early evening with a complimentary drink ticket for each registered conference attendee.

10:15AM–10:45AM / Morning Snack Break

Kickstart your morning with a snack, explore the Exhibit Hall, check in with colleagues, and plan the rest of your conference itinerary.

10:45AM–12:00PM / Concurrent Sessions

What Makes an Excellent Program: Recipes of Success from the 2024 Superintendent's Awardees

Market Street / 10:45AM–12:00PM / Panel Session

Hear from the six different winning museum programs of the 2024 Superintendent's Award for Excellence in Museum Education, a joint award from CAM and the California Department of Education. These programs demonstrated the strength and value of their community partnerships and significant contributions to California's K-12 educational system. Curious about their programs, or looking to review yours? Join the award recipients to brainstorm and workshop meaningful, intentional, and authentic ways to connect with students and educators. Share about the possibilities, challenges, and next steps involved in making excellent museum education programs.

*Moderator: **Nicole Duran**, Director of Education, Natural History Museums of Los Angeles County*

***Michaeleen Gallagher**, Director, Sunnylands Center & Gardens, Annenberg Foundation Trust @ Sunnylands*

***Holly Gillette**, Director of School & Teacher Programs, Los Angeles County Museum of Art*

***Sangmin Lee**, Assistant Professor of Art Education, CSU Chico, Janet Turner Print Museum*

***Brittin Romero**, Head of School & Community Programs, Bay Area Discovery Museum*

***Alison Heney**, VP of Learning and Public Programs, Museum of Latin American Art*

***Corrie Siegel**, Executive Director, Museum of Neon Art*

Celebrating Women's Heritage Through Collaboration and Partnership

Cyril Magnin 1 / 10:45AM–12:00PM / Panel Session

Join women leaders from History San José, La Raza Historical Society of Santa Clara County, and Mosaic America as they discuss the collaborative efforts behind Women's Heritage Day at History Park. Discover how they united to create an event featuring cultural performances, a women-owned lowrider exhibition, a poetry lounge, community booths and vendors, and children's crafts dedicated to local women from Santa Clara Valley. The event showcased culture as grounded in history and constantly evolving.

*Moderator: **Tricia Creason-Valencia**, Speaker and Filmmaker, Powerhouse*

***Priya Das**, Chief Programming Officer, Mosaic America*

***Sam Ricci**, Manager of Education, History San Jose*

***Rosanna Alvarez**, Vice President, La Raza Historical Society of Santa Clara Valley*

You Have to Start Somewhere: Stewarding and Exhibiting Previously Unmanaged Collections

Cyril Magnin 2 / 10:45AM–12:00PM / Panel Session

This session explores the professionalization journey of two small organizations. One has transitioned from an amateur collection into a museum, and will highlight effective exhibition planning, funding, and community engagement strategies, while the other has leveraged grant funding to undertake a comprehensive inventory, cataloging, and storage retrofit project.

Discussion will include overcoming challenges like lack of an accession plan and managing unsorted collections, while preserving heritage and making it accessible to a broader audience.

Rachel Lee, *Executive Director, California Historical Radio Society*

Alexandra Thompson, *Registrar + History Programs Manager, New Museum Los Gatos*

Cristiano Colantoni, *Director of Exhibitions + Collections, New Museum Los Gatos*

Employee Engagement Surveys – Making the Most of Insights and Actions from Staff and Volunteers

Cyril Magnin 3 / 10:45AM–12:00PM / Panel Session

Employees are keen observers of institutional culture/climate. Using employee survey feedback is essential to meaningful change. In this session, we provide an overview of the current employee landscape from an ongoing assessment of museum, zoo, and aquarium employees on critical topics (Engagement, Wellbeing, DEAI, Mission, etc.). This panel offers valuable insights, actions, and key takeaways from museum surveys. Participants will hear practical advice to implement within their institutions, empowering them to transform their institutional culture. Cultural Connectivity: DEAI Work in Northern California's Small Museums.

*Moderator: **Kris Fenlason**, Executive Consultant, Global Aspect Human Capital Advisors*

Carly Starr, *Special Projects Manager, California State Railroad Museum Foundation*

Karen McClaflin, *Executive Director, California Automobile Museum*

Natalia Hurley, *VP Guest Experience, Monterey Bay Aquarium*

Kyle Lundby, *Principal, Global Aspect Human Capital Advisors*

12:00PM–2:00PM / Break for Lunch

Enjoy lunch on your own or with some new connections! The San Francisco [Host Committee](#) institutions have created a [Recommendations Map](#) for local eats and things to see, with new additions being made frequently.

You can also use this time to check out a local Free Admission site, also courtesy of the Host Committee.



2:00PM–4:00PM / Creative Stations in Cyril Magnin Foyer

Hack the Exhibit: DIY Science & STEM Tools in Action with the Exploratorium

Discover the magic behind hands-on exhibits ! We've taken inspiration from a classic Exploratorium exhibit and built our own DIY version using simple materials. Then, explore how off-the-shelf STEM products can be integrated into museum experiences to spark curiosity and play. Join us to tinker, test, and exchange ideas on how to bring open-ended, exploratory learning to any space!

Hannah Weiss, *Senior Manager Informal Science Education, Exploratorium*

Marisol Duffy, *Visitor Engagement Facilitator, Exploratorium*

Cardboard Community with Bay Area Discovery Museum

Welcome to Cardboard Community, a world of possibilities! Think outside (or inside) the box to help build a miniature community reflecting our collective hopes and dreams. Work together with friends new and old to make towering skyscrapers, sprawling parks, museums of the future and whatever else you can imagine.

Dmitri Glickman, *School & Community Programs Lead Educator, Bay Area Discovery Museum*

Nuria Serina, *School & Community Programs Lead Educator, Bay Area Discovery Museum*

Kites: The Life of Tyrus Wong with Angel Island Immigration Station

Learn about the life of artist Tyrus Wong and his favorite hobby kite making. Using basic materials such as construction paper and glue participants will design and make their own kite. They can use images of Tyrus Wong's kites as inspiration or go wild with their own imagination.

Gabriel Lee, Family Programs Coordinator, Angel Island Immigration Station

Danielle Wetmore, Director of Education, Angel Island Immigration Station

Express Yourself with Buttons! with California Academy of Sciences

Unwind, hang out with conference-goers and take some time to decorate and create pin-back buttons together. Templates provided, or create your own!

Carl Lieber, Director of Guest Operations, California Academy of Sciences

Stephanie Meneses, Guest Experience Manager, California Academy of Sciences

Ágnes Palotás, Guest Experience Assistant Manager, California Academy of Sciences

2:00PM–2:45PM / Concurrent Sessions**Collections: A Colleague-to-Colleague Discussion**

Embarcadero / 2:00PM–3:00PM / Roundtable Discussion

Are you a collections professional with a complex issue that needs more minds to solve? Do you need an opportunity to share and meet with fellow colleagues in a judgement-free zone? This discussion session is an open format dialogue amongst collections professionals at all levels to talk through complex collections issues. Big and small museums have similar struggles. Let's talk as a group to help each other find creative solutions to your collections matters.

Meredith Patute, Registrar, Oakland Museum of California

Arts & Climate CA 16-month Regional Needs Assessment

Embarcadero / 2:00PM–3:00PM / Roundtable Discussion

We invite participants to share their experience with climate change -- how it is impacting their organizations and their work, what they are doing to increase resiliency, and what efforts museums across CA might undertake together to address and prepare for climate change. We will have preliminary results from our Phase I SF Bay Area needs assessment, and invite climate change trailblazers from the museum community to participate in this lively and interactive conversation.

Marcelle Hinand, Co-Lead, Arts & Climate CA

Activating Advocacy: How to Take Action for the Museum Field

Market Street / 2:00PM–2:45PM / Case Study

Let's take the intimidation factor out of advocacy! This active learning session is modeled after CAM's Action Hours and focuses on easy steps to start your advocacy journey. It will activate and/or refresh skills you might not even know you have. You'll leave feeling empowered and with tangible steps to take moving forward. If you're ready to take some action or want to learn more about getting involved, this session is for you!

Meghan Toland, Deputy Director, Sacramento Children's Museum

Bill Schroh, Jr., President & CEO, History San Jose

Leading with Heart: The Crucial Role of Volunteer Leadership in Capital Campaigns

Cyril Magnin 1 / 2:00PM–2:45PM / Case Study

Discover how campaign co-chairs drove the San Diego History Center's capital campaign success. This session explores the pivotal role of volunteer leadership in fundraising, community engagement, and strategic planning. Attendees will gain practical tools and strategies to implement in their own organizations, ensuring effective volunteer leadership and sustainable growth. Learn how their dedication fueled SDHC's growth and set a benchmark for other regional organizations in San Diego.

Julie Connolly, Campaign Co-Chair, San Diego History Center

Bill Lawrence, President & CEO, San Diego History Center

Aashika Patel, Managing Director, CCS Fundraising

Museum School Partnerships & Prop 28

Cyril Magnin 2 / 2:00PM–2:45PM / Case Study

Have you been approached by a school to use Prop 28 or other district funding for a museum-school partnership? Hear from the Los Angeles County Museum of Art (LACMA) about how they've developed a unique artist-in-residence program at the Charles White Visual Arts LACMA Magnet with district financial support. This case study session will include time to brainstorm with colleagues about how your museum may support schools through Prop 28 or similar funding.

Holly Gillette, Director, School and Teacher Programs, Los Angeles County Museum of Art

Katie Lipsitt, Arts Education Specialist, Los Angeles County Museum of Art

Somos Bilingual: Building a Toolkit for Dual Immersion Tours

Cyril Magnin 3 / 2:00PM–2:45PM / Case Study

After attending this program, participants will gain a better understanding of both the expectations and challenges involved in developing bilingual and bi-cultural interpretive programming; have the opportunity to share their own questions and experiences related to multilingual content in a fun and interactive way; and walk away with resources and tips for how to approach dual language touring.

Alison Heney, VP of Learning and Public Programs, Museum of Latin American Art

Leslie Jimenez, Education Program Manager, Museum of Latin American Art

Empowering Vision: Strategic Planning Insights from Museum of Ventura County's Experience

Mission / 2:00PM–2:45PM / Case Study

Strategic planning can mean the difference between success and failure for many of our initiatives. Learn how one museum gathered audience information, analyzed internal data, and engaged community stakeholders to revise their mission and vision. In this session, participants will learn how MVC engaged the community, thoroughly analyzed internal operations, and came out of the process with a five-year strategic plan that is community centered, staff driven, and balances ambition and capacity.

Deya Terrafranca, Acting Deputy Director, Museum of Ventura County

3:00PM–4:15PM / Concurrent Sessions

Beyond the Gala: New Paradigms for Museum Donor Engagement

Market Street / 3:00PM–4:15PM / Panel Session

Individual donors are still museums' largest source of contributed revenue, and many museums are searching for meaningful strategies to engage them. This session promotes sustained, mission-based engagement with donors that brings them closer to the impact of museums on their communities. Participants will hear about approaches to donor cultivation

and stewardship including donor trips, free events, and meaningful touchpoints, and will be able to apply bite-size lessons to their own fundraising efforts.

*Moderator: **Ami Davis**, Museum Fundraising Consultant, Ami Davis Consulting*

***Karen Kwan**, Chief Development Officer, Palo Alto Art Center Foundation*

***Devin Garnick**, Travel Manager, SFMOMA*

***Susan Wolfe**, Director of Development & Engagement, Pacific Grove Museum of Natural History*

Co-Creating Knowledge: Museum Programming with Teachers and Students at the Center

Cyril Magnin 1 / 3:00PM–4:15PM / Panel Session

This panel will focus on ways museums can amplify impact by partnering with educators, featuring two case studies. The first examines SF MOMA's partnership with a continuation high school, emphasizing student choice and creative agency. The second explores The Lawrence Hall of Science's "Exploring Biotechnology" program, which emphasizes problem solving and real-world STEM career connections. Museum professionals and teachers will share strategies, lessons learned, and actionable insights for fostering impactful, student-centered programming.

***Lee Bishop**, Biotech & Design Lead, Lawrence Hall of Science*

***Maya Manvi**, Manager of Educator Engagement, SF MOMA*

***Miriam Iglesias**, Educator, Downtown High*

***Robert MacCarthy**, Educator, Willard Middle School*

Digital Tools in Exhibit Development: Creating a Single Source of Truth

Cyril Magnin 2 / 3:00PM–4:15PM / Panel Session

Discover how one exhibit team is leveraging data centralization to break down silos, improve efficiency, and reduce confusion across disciplines. Presenters from the California Academy of Sciences Exhibit Studio will share challenges, triumphs, and lessons learned using digital collaboration tools in service of "source of truth" knowledge management methodologies. Presentation will be followed by practical group exercises and Q&A.

*Moderator: **Megan Stewart**, Exhibits Project Manager, California Academy of Sciences*

***Julia Louie**, Exhibit Design Manager, California Academy of Sciences*

***Amber Amezquita**, Exhibit Registrar, California Academy of Sciences*

***Paige Laduzinsky**, Senior Exhibit Content Developer, California Academy of Sciences*

***Nick Bakovic**, Senior Exhibit Designer, California Academy of Sciences*

Cultural Connectivity: DEAI Work in Northern California's Small Museums

Mission / 3:00PM–4:15PM / Panel Session

Learn how two small Northern California sites utilized Exhibit Envoy to increase their DEAI goals and create partnerships and bring in exhibits for topics previously not collected at their institution. Hear from Museums of Lake County, how they used Patient No More to inform their museum practices. While Healdsburg's Museum was able to spotlight local Black history. This session offers insights on DEAI work and community engagement for small museums on a small/nonexistent budget.

*Moderator: **Carolynn Birilli**, Curator, Museums of Lake County*

***Holly Hoods**, Curator, Healdsburg Museum*

***Amy Cohen**, Executive Director, Exhibit Envoy*

Connecting Schools with your Museum: An Introduction to Prop 28 Funding

Cyril Magnin 3 / 3:00PM–4:15PM / Panel Session

This panel will facilitate approaches to museum education and how Prop 28 funding can be effectively utilized at museums of various sizes and types. Engage with a diverse panel of

professionals working in museums and schools across California. Learn from each other and leave with takeaways and resources to enrich your school relationships. Expand your knowledge on the funding possibilities found in Prop 28.

Sofia Fojas, Arts Coordinator, Santa Clara County Office of Education

Dominique Enriquez, Executive Director, Arts Education Alliance of the Bay Area

Allison Cagley, Executive Director, Friends of Sacramento Arts

Zoey Jennings, Education Manager, Sacramento History Museum

4:30PM–6:00PM / Exhibit Hall Happy Hour sponsored by [MATT Construction](#)

Mingle with your colleagues, and explore some of the great resources and organizations that serve the museum community! Included with conference registration, the reception will feature hearty bites and a complimentary drink ticket.



4:30PM–6:00PM / Creative Stations in Cyril Magnin Foyer

Hack the Exhibit: DIY Science & STEM Tools in Action with the Exploratorium

Discover the magic behind hands-on exhibits ! We've taken inspiration from a classic Exploratorium exhibit and built our own DIY version using simple materials. Then, explore how off-the-shelf STEM products can be integrated into museum experiences to spark curiosity and play. Join us to tinker, test, and exchange ideas on how to bring open-ended, exploratory learning to any space!

Hannah Weiss, Senior Manager Informal Science Education, Exploratorium

Marisol Duffy, Visitor Engagement Facilitator, Exploratorium

Cardboard Community with Bay Area Discovery Museum

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Samantha Courtney, ECE Specialist Lead Educator, Bay Area Discovery Museum

Catherine Althaus, School & Community Programs Lead Educator, Bay Area Discovery Museum

6:00PM–10:00PM / After Dark Thursday Nights at Exploratorium

Flash your CAM conference badge to enjoy **free entry** to [Exploratorium After Dark](#): Look Up!

Meet us at Pier 15. No kids allowed—but you can still act like one. Unplug and play with 700+ interactive exhibits exploring science, art, and perception. Encounter the unexpected with programming that invites you into the worlds of the thinkers and creators changing our communities. Journey through total darkness in our twisting, turning, world-famous Tactile Dome. Get inquisitive and grab a drink. With 75,000 square feet of conversation starters, you'll never run out of things to talk about.

Turn your eyes to the skies—discover the wonders of space science at our spring experience Look Up. Learn more about robo-explorers that can navigate the terrains on Mars and the moon, and immerse yourself in the stunning natural phenomena in outer space.

FRIDAY, FEBRUARY 21, 2025

7:30AM–8:00AM / Morning Coffee

Start your morning with coffee and light bites before diving into your programs of choice!

7:45AM–3:30PM / Exhibit Hall in Cyril Magnin Foyer

Stop in to CAM's exhibit hall to meet our vendors and network with museum colleagues. Business representatives will be displaying and demonstrating products and services throughout the day. The 2025 exhibit hall will be a hub of activity, including creative stations from museum colleagues.

8:00AM–9:15AM / Concurrent Sessions

Unionizing in Museums: Moving Beyond the Moment and Toward Building A Movement

Market Street / 8:00AM–9:15AM / Panel Session

Join emerging and veteran union organizers in the museum sector to discuss why they organized, the evolving landscape of labor rights in our country, collective bargaining agreements, and advocating for workers' rights. The conversation will focus on strategies for organizing, challenges and solutions, answering audience questions, and sharing experiences from the frontlines of the labor movement. Museum professionals at all levels who are interested in or currently involved in union activities should attend.

*Moderator: **Ana Navarro**, Board President, Bay Area Emerging Museum Professionals*

***Natalie Kramm**, Union Organizer, CalAcademy Workers United*

***Marie Angel**, Union Organizer, CalAcademy Workers United*

***Linds Young**, Union Organizer, OMCAWU*

***Lupita Gonzalez**, Union Organizer, Exploratorium Union*

***Erin Cole**, Union Organizer, Exploratorium Union*

Creating Community: The Impact of Affinity Groups

Cyril Magnin 1 / 8:00AM–9:15AM / Panel Session

Affinity groups provide a safe-place where folks of similar cultural backgrounds can unite, build community, and show up authentically in a space that can otherwise be isolating. Creating affinity groups can be challenging if staff feel unequipped with the proper tools. This session will introduce tools and resources that will help create affinity groups that leave a lasting impact.

*Moderator: **Kevin McGarry**, Associate Director for Public Engagement, Santa Barbara Trust for Historic Preservation (SBTHP)*

***Valarie Contreras**, Co-founder of Latine Affinity Group, CONCIENCIA, California Academy of Sciences*

***Natalie Tan-Torres**, Co-founder of Latine Affinity Group, CONCIENCIA, California Academy of Sciences*

***Terease Chin**, Co-Chair Asian American Affinity Group, Santa Barbara Trust for Historic Preservation (SBTHP)*

Increasing Growth & Visibility Through Community Partnerships

Cyril Magnin 2 / 8:00AM–9:15AM / Panel Session

Don't let space or resources limit your institutional reach! Increase your visibility, build community and leverage your resources through lasting partnerships. You will be able to identify new partners for your institution based on your purpose and audience needs. Successful real-world examples through diverse perspectives from art, history and science

museums will be shared and you will walk away with potential partnership and program leads custom fit to your institution.

Moderator: Christie Dentry, Senior Interpretive Services Specialist, Utility Exploration Center
Cat Harper, Assistant to the Director, National Steinbeck Center

Gladys Ochoa, Museum Associate, Cartoon Art Museum

Tory Bright, Marketing Director, National Steinbeck Center

Grant Writing 101

Cyril Magnin 3 / 8:00AM–9:15AM / Panel Session

Learn the basics of grant writing with an experienced Museum grant writer and a writer who is new to the Museum field. Together, we will present the basic tools of writing a successful funding proposal for Museum programs. Participants will learn the basic elements of a grant proposal, including finding the right funder, developing goals and objectives, describing your program and evaluating your activities. Bring your Museum's mission and a program in mind.

Ariel Weintraub, Associate Director, Institutional Giving, Oakland Museum of California

Liz Weske, Institutional Giving Associate, Oakland Museum of California

9:00AM–11:00AM / Creative Stations in Cyril Magnin Foyer

Cardboard Community with Bay Area Discovery Museum

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Chelsey Monroe, School & Community Programs Lead Educator, Bay Area Discovery Museum

Janae Harris, School & Community Programs Lead Educator, Bay Area Discovery Museum

Express Yourself with Buttons! with California Academy of Sciences

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Carl Lieber, Director of Guest Operations, California Academy of Sciences

Stephanie Meneses, Guest Experience Manager, California Academy of Sciences

Ágnes Palotás, Guest Experience Assistant Manager, California Academy of Sciences

Talavera Tiles with The Mexican Museum

Visitors to The Mexican Museum's table will find informational resources regarding the Museum as well as a wealth of activities and resources focused on the celebration of the art of Mexico and Latin America. Following an engaging Talavera Tile activity, visitors will have the chance to learn about ongoing and upcoming events, exhibitions, and online resources at the Museum, or how to become a TMM member, sponsor, or volunteer.

Matthew Mason, Fundraising Coordinator, The Mexican Museum

Diane Levy, Director of Education, The Mexican Museum

Mystery Box Challenge with Children's Creativity Museum

The Mystery Box Challenge invites kids to become inventors through designing, engineering, innovating, and prototyping. Visitors are given an age-appropriate challenge and a box of completely random recycled materials, and are asked to solve their challenge using only the materials given, along with tape, scissors, and their imagination. What unfolds is magical. Stop by to take on the Mystery Box Challenge!

Justine Aburquez, Early Childhood & Education Manager, Children's Creativity Museum

Carlos Rodriguez, Public Programs Team Lead, Children's Creativity Museum

9:30AM–10:15AM / Concurrent Sessions

Promoting Rightful Presence through Co-Design of Indigenous Mixed Reality Science Experiences

Market Street / 9:30AM–10:15AM / Case Study

This session presents the "tappenekšekma: Ohlone Science Diplomats Program" project, a collaboration between the Lawrence Hall of Science, UC Berkeley's School of Information, and the 'ottoy initiative at UC Berkeley. Focusing on co-designing mixed reality exhibits with Ohlone youth and families, the project centers Indigenous knowledge in science learning. We will share insights on ways that the program has fostered rightful presence - a sense of belonging and respect - in informal STEM spaces.

Sarah Olson, *Research Lead, Center for Transforming STEM Pathways, The Lawrence Hall of Science, UC Berkeley*

Yangyang Yang, *Doctoral Student Researcher, The Lawrence Hall of Science, UC Berkeley*

Hands-On History: Preservation Workshops at the Gilb Museum

Cyril Magnin 1 / 9:30AM–10:15AM / Case Study

Since 2022, the Gilb Museum has provided a free Preservation Workshop Series to members of the community. Led by the Gilb Museum's 2- person staff, these workshops provide practical guidance on preserving personal and family items with methods used by museum professionals. Participants learn hands-on methods tailored to various materials, making the workshops both educational and engaging. Learn tips for starting a program like this at your institution.

Stevy Acevedo, *Curator, Gilb Museum of Arcadia Heritage*

Lauren Porras, *Museum Education Coordinator, Gilb Museum of Arcadia Heritage*

Queerstory: A Case Study in Digitization, Education, and Outreach at the Santa Cruz MAH

Cyril Magnin 2 / 9:30AM–10:15AM / Case Study

Funded by a grant from the California State Library, over 2.5 years the Museum of Art and History (MAH) digitized the LGBTQ+ collection of over 1100 items, made them accessible through an online portal, and created an educational trunk to share the collection with local schools and the community. Hear about their foray into their first collection-wide digitization project, creating metadata, collaborating with various community organizations, and integrating the collection into an interactive educational tool.

Oscar Paz, *Education & Outreach Manager, Santa Cruz Museum of Art & History*

Rebecca Snyder, *Archives Assistant, Santa Cruz Museum of Art & History*

Exploring the Impact of Teen Programming at Small Museums

Cyril Magnin 3 / 9:30AM–10:15AM / Case Study

This case study highlights the five-year arch of the USC PAM Teen Ambassadors Program, which brings a dozen high school students together to explore museum careers, Asian art and cultures, and public program planning over the course of the academic year. Hear about the evolution of the program, its direct application of student feedback, and impact it has on the local community. Then share your own teen program experiences, ideas, and questions in small groups.

Valentina Quezada, *Education and Engagement Manager, USC Pacific Asia Museum*

Implementing an AiR Program in Small Rural Museums

Mission / 9:30AM–10:15AM / Case Study

Learn how the San Lorenzo Valley Museum, a small rural history organization, implemented an Artist-in-Residence program to address critical gaps in the Museum collection while furthering

their mission. Hear strategies and practical examples of how to create an artist-in-residence program that will introduce diverse new perspectives, expand interpretive content, deepen community relationships and engage visitors, staff and volunteers.

Laura DeAngelis, *Executive Director, San Lorenzo Valley Museum*

Lisa Robinson, *President, San Lorenzo Valley Museum*

10:15AM–10:45AM / Morning Snack Break sponsored by [Association of Academic Museums and Galleries](#)

Kickstart your morning with a snack, explore the Exhibit Hall, check in with colleagues, and prepare for the final day of the conference.



10:45AM–12:00PM / Concurrent Sessions

The Challenges and Wins of Conducting an Inventory

Embarcadero / 10:45AM–11:45AM / Roundtable Discussion

Conducting an inventory is important to maintaining a collection's health. The Ontario Museum of History & Art is navigating the intricate task of doing a full inventory. They have faced challenges, including a collections move, shifting priorities, and staff loss. But there have been wins including fixing misinformation and determining gaps in the collection. This roundtable provides a space for collections professionals planning, working, or completing an inventory to discuss their wins, lessons, and challenges.

Michelle Sifuentes, *Curator of Collections, City of Ontario - Ontario Museum of History & Art*

Censorship in Gallery Education

Embarcadero / 10:45AM–11:45AM / Roundtable Discussion

Is it ever appropriate to censor content in an exhibition? What are best practices for introducing challenging content with diverse audiences? Drawing from a range of perspectives, this roundtable discussion will explore these questions and more. Join artist and gallery education specialist, Marissa Magdalen Sykes, for a critical cross disciplinary dialogue.

Marissa Sykes, *Director of Arts Education, Angels Gate Cultural Center*

Rainbows in Unexpected Places—Bringing LGBTQ+ History Into All Museums

Embarcadero / 10:45AM–11:45AM / Roundtable Discussion

How can we best create exhibits, programs, and events about queer history and culture at museums that do not typically address the topic? Let's discuss how to research and interpret nuances of changing definitions of gender and sexuality, how to craft content for audiences and museum docents/volunteers with varied familiarity levels, and what it means to advocate for queer history at our museums in the present political moment. Share experiences creating LGBTQ+ museum content for new audiences as we learn from one another!

Emma Silverman, *Head Curator, Capital District of California State Parks*

Internships that Work! Establishing Mutually Beneficial Partnerships Between Universities and Museums

Market Street / 10:45AM–12:00PM / Panel Session

Has your organization considered starting an internship program? Are you worried about the amount of work entailed or whether the efforts will outweigh the benefits? This panel will explore ways in which museums and cultural heritage organizations can establish internship partnerships with universities that ensure student success, have clearly defined objectives, and

that assist your organization with your institutional goals. We'll also discuss what these successful partnerships look like with case studies from participating panelists.

*Moderator: **Javier Plasencia**, Director of Education, Crocker Art Museum*

***Julie Takata**, Curator in Charge of Collections Management, SFO Museum*

***Lian Ladia**, Curator, Exhibitions and Programs, 500 Capp Street - The David Ireland House*

Which Hat Today? Building Blocks for Aspiring and New Directors of Small Museums

Cyril Magnin 1 / 10:45AM–12:00PM / Panel Session

The directors of small museums wear many hats, from oversight of collections and exhibitions to developing community partnerships and working with boards. In this session, the skills sets, knowledge, and professional resources that small museum directors should be aware of as leaders of their organizations will be discussed. Panelists will draw on their own experiences to lead an extensive Q and A session to candidly examine key areas important in small museum directorship.

***Edward M Luby**, Emeritus Professor of Museum Studies, Founding Director and former Chief Curator, Global Museum,, San Francisco State University*

***Jen Roger**, Executive Director, Museum of History, Benicia*

***Julie Bly DeVere**, Former Interim Executive Director, Los Altos History Museum, Principal, JB DeVere Consulting*

Engage, Empower, Transform: Harnessing Cross-Departmental Community Engagement

Cyril Magnin 2 / 10:45AM–12:00PM / Panel Session

Discover the evolution of community engagement at the Natural History Museum, shaped by seven years of growth and infrastructure integration. This session spotlights transformative strategies, emphasizing staff empowerment through professional development and community collaboration. Experts in Education, Research & Collections, and Exhibitions will discuss incorporating community engagement, alongside insights from an external partner on building trust and relevance. Learn how NHMLAC fosters impactful, sustainable community relationships through strategic planning, cohort learning, and leadership support.

*Moderator: **Laurel Robinson**, Interim VP, Education & Programs, Natural History Museums of Los Angeles County*

***Keren Taylor**, Founder & Executive Director, WriteGirl*

***Milena Acosta**, Associate Director, Community Engagement, Natural History Museums of Los Angeles County*

***Dean Pentcheff**, Coordinator, BioSCAN Project, Natural History Museums of Los Angeles County*

***Dr. Matt Davis**, Exhibition Developer, Natural History Museums of Los Angeles County*

Museum Survival Guide for BIPOC Professionals

Cyril Magnin 3 / 10:45AM–12:00PM / Panel Session

Take a deep breath in! Hear from BIPOC museum professionals sharing their experiences and advice for navigating the predominantly white field of museums. We aim for audience members to leave feeling empowered and recentered, as museum professionals AND as human beings. The panel will also include an interactive affirmation activity for the audience. Release and let go!

*Moderator: **Ana Navarro**, Board President, Bay Area Emerging Museum Professionals*

***Indigo Hua**, Marketing Professional*

***Ashley Aaron**, Head of Museum Experience, Bay Area Discovery Museum*

***Gladys Ochoa**, Museum Associate, Cartoon Art Museum*

***Maya Colbert**, Senior Public Programs Coordinator, The Walt Disney Family Museum*

12:00PM–2:00PM / Break for Lunch

Enjoy lunch on your own or with some new connections! The San Francisco [Host Committee](#) institutions have created a [Recommendations Map](#) for local eats and things to see, with new additions being made frequently. You can also use this time to check out a local Free Admission site, also courtesy of the Host Committee.



2:00PM–3:15PM / Concurrent Sessions

Accountability Matters: Creating Inclusive Environments for All

Cyril Magnin 1 / 2:00PM–2:45PM / Case Study

Today, inclusive spaces are a must. From ADA accessibility to the concept of IDEA (inclusivity, diversity, equity, accessibility), environments, facilities are meeting new requirements to provide a comfortable space for all. Museums are no exception. Through the power of 21st century technology, and creative thinking, the solutions to make exhibit spaces inclusive are easier. Join us as we discuss how and why museum spaces can do their part to provide a unique experience for visitors.

Maris Ensing, *Founder, Mad Systems*

Vicki Wawerchak, *Exhibit Curator, Cabrillo Marine Aquarium*

Out With the Old, in With the Older: Creating Exhibitions With Less Waste

Cyril Magnin 2 / 2:00PM–2:45PM / Case Study

What happens to all of that vinyl wall text? Where do the foamcore posters and pvc labels go when an exhibit ends? They probably spend the next thousand years in a landfill. Groups like mindful MATERIALS work to “inspire, motivate, and empower everyone to choose materials that prioritize health holistically.” Learn from the successes and failures of one institution as it put the Sustainable Exhibition Design & Construction Toolkit into practice for the first time.

Kevin Spracher, *Interpretation & Exhibitions Curator, Santa Barbara Botanic Garden*

A Year in Review: Highlighting Multilingual Voices in Gallery Spaces

Cyril Magnin 3 / 2:00PM–2:45PM / Case Study

How do you create access for non-English speakers and those with limited English proficiency in gallery spaces that prioritize the English language? How do you empower multilingual staff and docents? Hear from members of The Huntington's Education Division as they discuss successes, challenges and evaluation from an 11-month pilot series of drop-in talks on collection highlights and new acquisitions.

Maya Abee, *Volunteer Programs Coordinator, The Huntington*

Ting Liu, *Visitor Engagement Associate, The Huntington*

Improving Practice Using Social Impact Data: OMCA Case Study

Mission / 2:00PM–2:45PM / Case Study

The Oakland Museum of California (OMCA) has defined our social impact as fostering social cohesion: building greater understanding, trust, connection, and empathy among people and groups, especially across differences and among those most impacted by oppression. We have been measuring how the Museum as a whole and individual exhibitions and programs foster social cohesion since 2019. The OMCA case study will share evaluator and exhibition developer perspectives on using social impact data to inform practice.

Johanna Jones, *Director, Evaluation and Visitor Insights, Oakland Museum of California*

Angeera Khadka, *Experience Developer, Oakland Museum of California*

Sustaining Diversity and Equity in Museum Leadership Roles

Embarcadero / 2:00PM–3:00PM / Roundtable Discussion

Research in both nonprofit and for-profit sectors have highlighted the unique challenges faced by leaders of color, and how precarious DEAI advances remain without intentional supports and systemic approaches. This conversation will share findings from a recent report of a national network of leaders of color in science centers, zoos/aquaria, and children's museums. Participants will discuss individual and collective actions needed to advance this work.

Carol Tang, Senior Vice President, American Museum of Natural History

Bernadette Chi, Researcher, B Chi Consulting

Small Museums, Big Wins 2.0: Making connections, celebrating progress, and finding funding in 2025

Embarcadero / 2:00PM–3:00PM / Roundtable Discussion

At the CAM Conference in 2024, staff members from small museums came together for a "Small Museums, Big Wins" roundtable discussion. This 2025 follow-up roundtable discussion will ask, "How can small museums support each other?" Centering on real-world examples of projects that small and/or rural California museums with a staff of 1+ can tackle, this discussion will advance the dialogue surrounding the power of small museums to make big community impact.

Jayme Yahr, Executive Director, Carpinteria Valley Museum of History

Dance in the Garden! A Partnership Providing Performing Arts Education

Market Street / 2:00PM–3:15PM / Panel Session

We created a strong partnership between school district, professional dance company, and cultural center that provides a stable access point for hundreds of underserved students into professional dance. Programs of this size can be complicated, need funding, and have lots of moving parts of which institutions may not be aware. We will share frustrations and successes experienced along the way.

Moderator: Michaeleen Gallagher, Director, Sunnylands Center & Gardens, Annenberg Foundation Trust @ Sunnylands

Chad Ortiz, Executive Director, Nickerson Rossi Dance

Michael Nickerson-Rossi, Artistic Director, Nickerson Rossi Dance

Dr. Amber Gascoigne, Director, PSUSD Expanded Learning Program

2:45PM–3:30PM / Posters Session Q&A

Location: Davidson

Included with Conference Registration; no additional cost. Not available to 'Events & Workshops Only' registrants.

CAM is piloting its inaugural conference posters session, and we would like to thank the teams from [SF State Museum Studies](#) and [University of San Francisco, MA in Museum Studies](#) for collaborating on this new-to-CAM session format. Posters feature the research of current students and recent graduates from these Museum Studies programs. Posters will be on view for the duration of the conference.

Acknowledgement and Healing: Developing a NAGPRA Exhibit for the State Indian Museum

Madisyn Swengel, Graduated Alumni, University of San Francisco, MA in Museum Studies

(Baboon) Skeletons in the Closet: Redefining a Collections Purpose

Julian Birnbach Current Student, SF State Museum Studies

Beads & Belonging

Kristina Singleton, Current Student, SF State Museum Studies

Between Art and a Hard Place: Deaccessioning and the Pandemic

E.D. Harrison, Graduated Alumni, University of San Francisco, MA in Museum Studies

Box It, Shelf It! An Insider's View of a Collections Room

Angelica Alcaraz Anguiano, Graduated Alumni, SF State Museum Studies

Dancing Through the Decades: The Conservation and Curation of Historical Polish Costumes and Textiles

Christina Gluszcak, Graduated Alumni, University of San Francisco, MA in Museum Studies

Elegies for a Community: Memorializing and Interpreting Art History, Counterculture, and Change in San Francisco

Kit Ortega, Graduated Alumni, University of San Francisco, MA in Museum Studies

Interpretation in Museum Exhibitions of Oceania: Reuniting Art and Artifacts with their Cultures

Amanda Olney, Current Student, University of San Francisco, MA in Museum Studies

The Stories They Keep 그들이 간직한 이야기

Ji Soo Kim, Current Student, SF State Museum Studies

3:00PM–3:30PM / Afternoon Snack Break

sponsored by [CalNonprofits Insurance Services](#)

Grab a snack, explore the Exhibit Hall before the end of the conference, check in with colleagues, and prepare for the Opening Town Hall.



3:30PM–4:30PM / Closing Town Hall - Conference Conclusion

Location: Cyril Magnin 2&3

Included with Conference Registration; no additional cost. Not available to 'Events & Workshops Only' registrants.

This year's conference theme *Interwoven* has emphasized the interconnectedness of the museum sector within and without itself, our communities, and the state and world at large. To conclude the 2025 annual conference, join us for a rousing discussion on:

Human-Centered AI Adoption for Museums

Join [Beth Kanter](#) and [Nik Honeysett](#) for a thought-provoking exploration of how museums can and are harnessing AI while staying true to their community missions. AI offers powerful tools for scaling impact—but only if implemented thoughtfully and ethically. We'll examine how museums are balancing innovation with responsible use, discuss strategies for maintaining human-centered approaches and organizational adoption and explore frameworks for ethical decision-making. This

discussion will help museums understand how to adopt AI solutions that center community needs, values, and voices first.

4:30PM–6:00PM / Centering Equity Mixer with Bay Area Emerging Museum Professionals

Location: Fillmore

Conference Registration not required, but RSVP is required - limited capacity.

Join CAM and [Bay Area Emerging Museum Professionals](#) (BAEMP) in San Francisco for our next Centering Equity Mixer! This free in-person networking event will take place at the Parc55 San Francisco hotel. Together we will enjoy interactive networking while we make new connections and strengthen existing ones. Bring your business cards, enjoy some light snacks, and take in the view. [Learn more.](#)

Please note: Registration for our CAM conference is **not** required to attend this event. Questions? Contact Tiona Lyons-King at engagement@calmuseums.org.

CAM 2025 EXHIBITORS

Visit our exhibitor booths in the CAM 2025 Exhibit Hall, Thursday, February 20 and Friday, February 21.

AMERICAN ALLIANCE OF MUSEUMS

The American Alliance of Museums (AAM) is the only organization representing the entire museum field, from art and history museums to science centers and zoos. Since 1906, we have been championing museums through advocacy and providing museum professionals with the resources, knowledge, inspiration, and connections they need to move the field forward

ACDR SAN FRANCISCO CONSERVATION STUDIOS

ACdR upholds the upmost professional museum standards of practice and expertise specializing in the conservation treatment, preventive care, and preservation of collections, including Emergency and Disaster Recovery and Remediation services, Mold and Pest Abatement, Environmental Management, and Custom Display Mounting for a variety of materials and mediums.

ATTHOWE FINE ART SERVICES

Atthowe Fine Art Services is an employee-owned cooperative dedicated to the safe handling of fine art and cultural objects. Our services include transportation, freight-forwarding, packing, crating, installation, framing, storage, specialized rigging, project management, and large construction projects. Our facilities in Oakland, California include 80,000 square feet of fine art storage.

BALBOA ART CONSERVATION CENTER

Balboa Art Conservation Center provides conservation and preservation services for works of art, cultural objects, and artifacts to institutions and collectors throughout the American West. BACC's conservators specialize in the analysis and care of paintings, works on paper, objects, and textiles, as well as preventive conservation and collections care.

BALBOA PARK ONLINE COLLABORATIVE

BPOC is a nonprofit technology and cultural strategy consultancy that offers IT managed services and strategic consulting for digital and organizational strategy, IT infrastructure, audience engagement and development, capacity building, and human capital planning to museums and other cultural institutions. We also offer institutional psychotherapy at no additional cost.

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BELFOR is the worldwide leader in integrated disaster recovery and restoration services. With over 450 locations and a team of more than 11,000 skilled professionals at your service, BELFOR is ready for any disaster, 24 hours a day, 7 days a week, 365 days a year. BELFOR has the experience, resources, and capabilities to respond to any disaster - large or small. BELFOR offers more recovery services than any other restoration contractor.

CAL NONPROFITS INSURANCE SERVICES

CalNonprofits Insurance Services was founded in 1984 as a social enterprise of the California Association of Nonprofits (CalNonprofits). Our profits go directly to our parent nonprofit, to further advocacy work on behalf of all California nonprofits sector. CalNonprofits Insurance Services is NONPROFIT owned, which is unique within the insurance industry.

COLLECTOR SYSTEMS

Collector Systems is a cloud-based CMS designed to provide an intuitive and powerful cataloging experience. CS handles art, archives, history, archaeology, ethnology, and biology. The CS mobile

app is available on iOS and Android and includes condition reporting and barcode/QR scanning. Our WordPress/Drupal integration makes sharing your collection easy.

CREO EXHIBITS

CREO is a custom fabricator that has been producing high-end architectural products for over 30 years. We execute the visions of the world's finest architects, experiential graphics designers, landscape architects, and exhibit designers, producing extremely high fit and finish custom products for a wide variety of venues.

EXHIBIT ENVOY

Traveling exhibits for small museums since 1988! Exhibit Envoy is proud to provide 30+ easy-to-install, affordable, and relevant traveling exhibitions to small and mid-size institutions. These exhibits explore California's art, culture, history, and natural history in engaging and educational ways. Fees start at just \$350 + shipping for 8-week bookings.

GLOBAL ASPECT HUMAN CAPITAL ADVISORS

Global Aspect Human Capital Advisors empowers cultural institutions to transform their workplaces using employee surveys. Our exclusive benchmarks from museums, zoos, and aquariums, deliver data-driven insights that drive engagement, teamwork, and inclusion. Our proven, strategic approach enables organizations to target factors that drive lasting cultural change and amplify employee engagement.

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Hollinger Metal Edge, Inc. has been the leading supplier of archival storage products for Conservators, Museums, Government Archives, Historical Societies, Libraries, and Universities for over 70 years. We are famous for The Hollinger Box – the metal edged gray document cases that fill the shelves of thousands of organizations.

HOTCHKISS LAW FIRM PLLC

Sharon Hotchkiss is an experienced attorney dedicated to helping cultural institutions achieve their missions. With over 10 years' experience representing museums, Sharon's practice focuses on all types of museum contracts and intellectual property matters. Sharon understands the unique challenges museums face and delivers tailored legal solutions to support their success.

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NEDCC's "Ready - Or Not" Cultural Heritage Disaster Preparedness consultant team conducts free on-site assessments at California cultural institutions. The consultants deliver a report that documents the organization's current state of emergency preparedness and offers risk mitigation recommendations. The project is supported by funding from California State Library.

PLADIA

Pladia is a global software suite designed to revolutionize visitor experiences by seamlessly blending physical and digital spaces. Our innovative platform enables you to build, guide, manage and improve on-site visitor experiences, to create engaging and personalized encounters for diverse audiences.

PRESERVATION ARTS

Preservation Arts is the premier center for fine art conservation on the West Coast. Our museum quality studio in Oakland, CA specializes in treating paintings, objects, works on paper, furniture, murals, and outdoor sculpture. We also offer pest management anoxia treatment, collections management, art delivery, and installation services.

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Expert museum collections consultant with 18 years of working with Northern California museums can design storage components and provide insights about protecting collections. From museum cases to compactors to art racks, Spacesaver offers high-quality museum storage products manufactured in the USA. Complimentary design development to maximize your collections storage.

TOUR-MATE SYSTEMS

Tour-Mate is one of North-America's leading providers of fully integrated Interpretive Solutions on multiple platforms (self-guided, Group guide, and Eco friendly stationary systems). Our high quality, easy to use hardware and software, as well as our approach to content creation ensures that each visitor has a significantly enhanced visitor experience.

UOVO

UOVO is the premier storage and logistics provider for art, fashion, wine, archives, and collectibles. Headquartered in New York with locations across the continental United States, UOVO is operated by a team of industry professionals. We deliver bespoke solutions to meet each client's specialized needs.

CAM BUSINESS MEMBERS

Does your museum need the services of a consultant, or to locate a museum product? Consider using a business that supports the California museum sector. These businesses support CAM as ENGAGE business members, and the LEAD members listed below support the sector at the highest level.

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