

2016 conference program

July 27-30, 2016

Minneapolis + St. Paul



Innovation

become the unexpected

**Association of
Midwest Museums**

in partnership with the Minnesota
Association of Museums

**annual
conference
and meeting**

July 27-30, 2016 | Minneapolis + St. Paul
Radisson Blu, Downtown Minneapolis

ammconference.org

#AMM2016

AMM



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ASSOCIATION
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Welcome

letter from the co-chairs



Bruce Karstadt
President & CEO,
American Swedish Institute

Secretary,
Association of Midwest
Museums



Lin Nelson-Mayson
Director,
Goldstein Museum of Design,
University of Minnesota

Melanie Adams

Managing Director of Community Education & Events,
Missouri Historical Society

President,
Association of Midwest Museums

Charity Counts

Executive Director,
Association of Midwest Museums

Molly Huber

Outreach Coordinator,
Minnesota Digital Library

Board Chair,
Minnesota Association of Museums

Maren Nelson

Managing Coordinator,
Minnesota Association of Museums

welcome to minneapolis + st. paul!

On behalf of your conference co-chairs, we are delighted to welcome our friends and colleagues from across the Midwest to the Twin Cities of Minneapolis and Saint Paul for the 2016 joint conference of the Association of Midwest Museums and the Minnesota Association of Museums.

The theme of the conference is *Innovation: become the unexpected*. For the next three days, we look forward to applying that theme as we exchange ideas, learn from museums in other parts of the region, and help each other develop new connections to enhance our profession. Sessions will explore our communities, our collections, and our programs. Keynote speakers will inspire us to consider museums' role in a changing society and Flash Talk speakers will inspire us with new ideas from beyond our field.

In the evenings, the Conference Planning Team has worked with several museums to provide you with unique—and sometimes unexpected—museum encounters. These will each begin with not-to-be-missed transportation experiences courtesy of the Minnesota Transportation Museum's vintage buses and interpretive guides who will regale riders with stories from the Twin Cities' past.

While you are here, we invite you to visit some of the area's world-class and local museums—from art and history to youth and living collections. Nearly 30 invite you in for free with a conference badge.

We thank you for attending this conference and for bringing your expertise to this gathering. Your knowledge and empathy help to create dynamic and relevant experiences for your museum communities. Throughout this conference, we invite you *Become the Unexpected*—share your ideas with us to help shape the field now and in the future.

Thank you again for joining us in the Twin Cities. Best wishes for an inspiring conference!

Sincerely,

Bruce Karstadt & Lin Nelson-Mayson

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host committee members & local arrangements

The Association of Midwest Museums and Minnesota Association of Museums are grateful to the Minneapolis and Saint Paul arts and culture communities, and the many volunteers who contributed their time, talent, and energy to make this year's conference a success. Thank you!

Conference Co-Chairs

Bruce Karstadt

President & CEO
American Swedish Institute

Lin Nelson-Mayson

Director
Goldstein Museum of Design
University of Minnesota

Host Committee

Molly Huber

Outreach Coordinator
Minnesota Digital Library

Ellen Lynch

Visitor Services Assistant & Interpreter
Mill City Museum

Maren Nelson

Managing Coordinator, Designer
Minnesota Association of Museums

Wendy Peterson Biorn

Executive Director
Carver County Historical Society

Scott Pollock

Director of Exhibitions, Collections, & Programs
American Swedish Institute

Local Arrangements

American Swedish Institute
The Bakken Museum
The McKnight Foundation
Mill City Museum
Minneapolis Institute of Art
Minnesota Children's Museum
Minnesota Historical Society
Minnesota Museum of American Art
Minnesota Transportation Museum
The Museum of Russian Art
North Star Connect
Science Museum of Minnesota

AMM Staff & Support

Charity M. Counts

Executive Director

Crystal Salenda

Registration & Events Coordinator

Lauren Snyder

Event Management & Marketing Intern



Schedule At-a-Glance

speakers, sessions, & events

Wednesday, July 27, 2016

8:00 am – 1:00 pm / Registration Open

Denmark Commons

8:30 am – 4:30 pm / All Day Workshop
Certified Institutional Protection Manager

McKnight Foundation, 710 S 2nd St #400, Minneapolis

1:00 pm – 5:00 pm / Afternoon Workshops
How to Build a Website, Even Without a Developer
Studio 114, Minneapolis Institute of Art

Where to Begin? The First Steps of Exhibition Planning
MacMillan Classroom, Mill City Museum

4:00 pm – 5:45 pm / Registration Open
Denmark Commons

5:45 pm – 9:15 pm / Opening Reception
Illuminate: a mobile museum adventure
Hosted by The Museum of Russian Art & the Bakken Museum

Thursday, July 28, 2016

5:00 am – 5:30 pm / Registration Open
Denmark Commons

5:00 am – 3:30 pm / Exhibitor Setup
Denmark Commons

7:30 am – 8:30 am / Director's Breakfast
Wells Fargo Room, Minneapolis Institute of Art

9:00 am – 10:15 am / Keynote Speaker
Scandinavian Ballroom 3 & 4
Linda B. Norris
Founder, The Uncatalogued Museum

10:30 am – 11:45 am / Breakout Sessions
See session listings for locations

11:45 am – 1:00 pm / Affinity Luncheons & Meetings
Scandinavian Ballroom 3 & 4

1:15 pm – 2:30 pm / Breakout Sessions
See session listings for locations

2:45 pm – 4:00 pm / Breakout Sessions
See session listings for locations

4:00 pm – 5:30 pm / Cocktail Reception
Denmark Commons

6:30 pm – 9:00 pm / Evening Event
Transform: experience the unexpected social night out
Hosted by American Swedish Institute

Friday, July 29, 2016

7:00 am – 5:30 pm / Registration Open
Denmark Commons

7:30 am – 4:30 pm / Exhibit Hall Open
Denmark Commons

7:30 am – 8:30 am / Continental Breakfast
Denmark Commons

8:45 am – 10:45 am / Inspiration!
Minneapolis Creative Community Flash Talks
Scandinavian Ballroom 3 & 4

11:30 am – 12:45 pm / Keynote Speaker
Scandinavian Ballroom 3 & 4
Nick Gray
Founder, Museum Hack

12:45 pm – 1:45 pm / Lunch
Denmark Commons

2:00 pm – 3:15 pm / Breakout Sessions
See session listings for locations

3:15 pm – 4:00 pm / Poster Sessions
New Sweden Foyer

4:15 pm – 5:30 pm / Breakout Sessions
See session listings for locations

4:30 pm – 8:00 pm / Exhibitor Take Down
Denmark Commons

5:45 pm – 10:00 pm / Evening Event
Reimagine: a night out on the (other side of) town
Hosted by the Minnesota Children's Museum, the Science Museum of Minnesota, & the Minnesota Museum of American Art

Saturday, July 30, 2016

8:00 am – 1:00 pm / Registration Open

Denmark Commons

8:00 am / Continental Breakfast

Denmark Commons

8:30 am – 9:00 am / Annual Meeting & Awards

Scandinavian Ballroom 3 & 4

9:00 am – 10:00 am / Keynote Speaker

Scandinavian Ballroom 3 & 4

Thomas Fisher

Professor & Director, Metropolitan Design Center

10:15 am – 11:00 am / Plenary Speaker

Scandinavian Ballroom 3 & 4

Dr. Clarence G. Newsome

President, National Underground Railroad Freedom Center

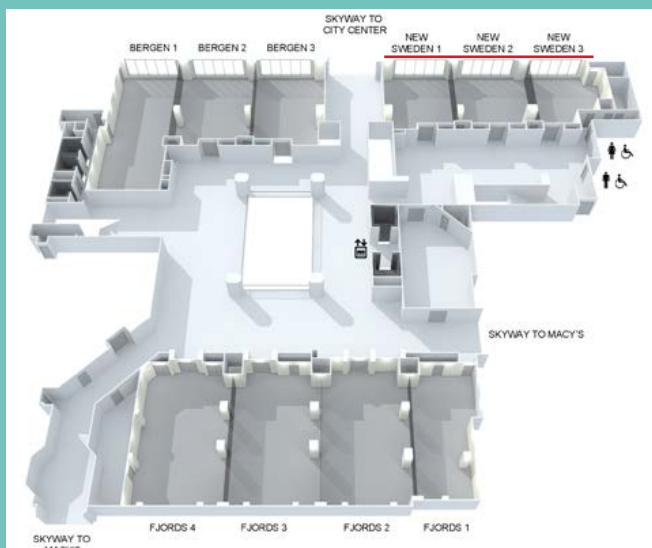
11:15 pm – 12:30 pm / Breakout Sessions

See session listings for locations

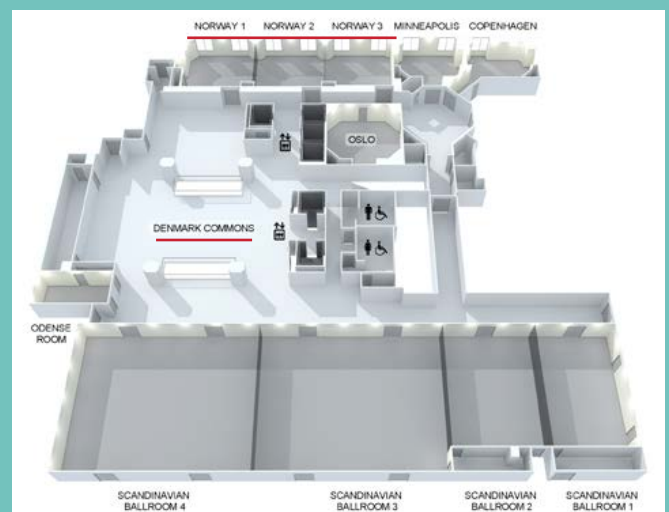
1:00 pm / Conference Concludes



second floor level



third floor level



Speakers

keynote & plenary



Linda Norris

Author & Founder,
The Uncatalogued Museum

Thursday, July 28 / 9:00 am

Linda Norris is an independent museum professional who focuses on shaping compelling narratives, improving professional practice and listening to communities. She has worked on interpretive projects and developed workshops for museums and cultural organizations in the United States, Canada, and Europe including the American Association for State and Local History, Connecticut Humanities, the Berkshire Museum and the Harriet Beecher Stowe Center. She was a Fulbright Scholar in 2009 and 2010 to Ukraine. Linda is the author of the popular museum blog *Uncatalogued Museum*, co-author of the book *Creativity in Museum Practice*, and is a co-founder of the *The Pickle Project*.



Nick Gray

Founder & CEO,
Museum Hack

Friday, July 29 / 11:30 am

Nick Gray is the founder and CEO of Museum Hack, an American company of educators and actors who give renegade tours at some of the best museums in the world. Gray is a former techie. He doesn't come from an arts background, and he claims to "hate" most museums. His company Museum Hack has been featured in publications such as *Forbes*, *The Wall Street Journal*, and *Newsweek*. Nick was named "The Best" by his mother in 2012, 2014, and 2015 (runner-up). Nick's keynote lecture, titled *Museums Are F***ing Awesome: Engaging a New Millennial Audience in the Museum Space*, will address the success of Museum Hack in developing new audiences with premium live experiences.

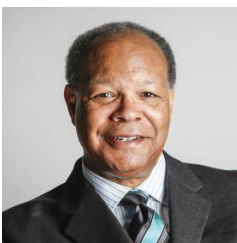


Thomas Fisher

Professor & Director,
Metropolitan Design Center,
Minneapolis

Saturday, July 30 / 9:00 am

Thomas Fisher, a graduate of Cornell University in architecture and Case Western Reserve University in intellectual history, was previously the Editorial Director of *Progressive Architecture* magazine. Recognized in 2005 as the fifth most published writer about architecture in the United States, he has written 9 books, over 50 book chapters or introductions, and over 400 articles in professional journals and major publications. Named a top-25 design educator four times by *Design Intelligence*, he has lectured at 36 universities and over 150 professional and public meetings. He has written extensively about architectural design, practice, and ethics. His newest book, *Designing our Way to a Better World* (Minnesota) will come out in Spring 2016, and he is working on a book on "On-Demand Cities."



Dr. Clarence G. Newsome

President,
National Underground
Railroad Freedom Center

Saturday, July 30 / 10:15 am

Dr. Clarence G. Newsome, PhD has been the President of National Underground Railroad Freedom Center, Inc. since August 20, 2013. Dr. Newsome has been a Member at Large at Greater Raleigh Chamber of Commerce since October 2005. He has a strong record of bringing local, national and international relevance. He also has a record of community and corporate partnerships that have resulted in lifting up the organizations he leads as well as the community at large - from early childhood education to distance learning to biodiesel projects, his vision for social entrepreneurialism has permeated through strategic decisions that benefit the bottom line and the mission of the organizations he leads.

1



Lucy Dunne
Wearable Technology Lab,
University of Minnesota

4



Katie Hill
Audience Engagement Specialist,
Minneapolis Institute of Art

2



Wing Young Huie
Photographer, Educator, Activist
Minneapolis

5



Tricia Heuring
Director & Curator,
Public Functionary

3



Fatimah Hussein
Founder,
Girls Initiative in Recreation and Leisurely
Sports (G.I.R.L.S.)

6



Toki Wright
Emcee, Poet, Activist, Educator
Minneapolis

Evening Events

illuminate, transform, reimagine

Illuminate

a mobile museum adventure

Wednesday, July 27 / 5:45 pm – 9:15 pm (includes travel time)

Kick off your evening adventures in Minneapolis exploring a few museum bright spots that only the coolest museum event in the Metro area can transport you to!

Discover the breathtaking collections of The Museum of Russian Art, located in a Spanish-Colonial style church, and view their new exhibition *Masterpieces of the 20th Century: Russian Realist Tradition*. Then move on to the next destination and explore the beautiful repurposed home and gardens of The Bakken Museum, a unique space founded by the inventor of the first battery-operated pacemaker.

Transportation for the evening event is provided by Minnesota Transportation Museum. Attendees will enjoy the full tour on vintage transit buses – museums on wheels – that call into question where the museum experience begins and ends.

Buses depart at 5:45 pm from the Radisson Blu, Minneapolis Downtown Hotel. Return bus rides will be offered throughout the evening until 9:00 pm.



Transform

an unexpected social night out

Thursday, July 28 / 6:30 pm – 9:00 pm

Experience the unexpected at the American Swedish Institute, a vibrant arts and cultural center that has transformed and redefined what a historic house can accomplish and a cultural center can become.

Originators of the Cocktails at the Castle series (dubbed as “the museum party done right”), ASI is offering a memorable social night out for conference attendees complete with Museums in Movies trivia, Summit Beer evaluation methodology programs, Deranged Millionaire Historic House tours, Sustainable Systems tours, and plenty of time to explore the new traveling exhibition *Magnus Nilsson’s Nordic: A Photographic Essay of Landscapes, Food and People*.

Culinaire International, cultural sector food and beverage vendor and the house catering service for ASI, will be featuring a lavish feast ranging from Nordic cuisine Minnesota-inspired dishes to dazzling desserts served by five of their top Midwestern chefs.

Buses depart at 5:45 pm from the Radisson Blu, Minneapolis Downtown Hotel. Return bus rides will be offered throughout the evening until 9:00 pm.



Reimagine

a mobile museum adventure

Friday, July 29 / 5:45 pm – 9:45 pm (includes travel time)

Close out your conference experience on this mobile dinner ride to the other side of town, Saint Paul, with the Minnesota Transportation Museum's vintage buses and live interpreters!

The Minnesota Museum of American Art will host the evening's first course, as well as an opportunity to hear how this museum project is part of a city-wide initiative to revive and re-engage the cultural community in Saint Paul's downtown district. Explore their newest exhibition *Seeds of Change: A Portrait of the Hmong American Farmers Association*.

For the second course, buses will transport attendees to the Science Museum of Minnesota for a delicious dinner hosted by Lancer Hospitality, international catering provider and presenting sponsor of the event. You will have an opportunity to explore the *The Mississippi River*, *The Human Body*, or *Experiment* galleries, or the traveling exhibition, *Race: Are We So Different?*

The final stop will be dessert and after-dinner drinks at the Minnesota Children's Museum, where participants are invited to play and discover the new vision for the museum's exhibits, many of which are currently under construction.

Buses depart at 5:45 pm from the Radisson Blu, Minneapolis Downtown Hotel.



Thank you to our event sponsors:

Transform presented by Culinaire International.
Reimagine presented by Lancer Hospitality & supported by Exhibits Development Group.
Transportation provided by the Minnesota Transportation Museum.

Exhibitors

schedule, directory, & layout

schedule

Thursday, July 28

5:00 am – 3:30 pm / Set-up

Denmark Commons

4:00 pm – 5:30 pm / Cocktail Reception

Denmark Commons

Friday, July 29

7:30 am – 4:30 pm / Hall Open

Denmark Commons

7:30 am – 8:30 am / Breakfast

Denmark Commons

12:45 pm – 1:45 pm / Hall Lunch

Denmark Commons

4:30 pm – 10:00 pm / Tear Down

Denmark Commons

directory

International Preservation Studies Center

203 E Seminary St
Mount Carroll, IL 61053
815.244.1173
preservationcenter.org
Booth: 1

American Alliance of Museums

Ember Farber
2451 Crystal Drive, Suite 1005
Arlington, VA 22202
202.218.7703
aam-us.org
Business Category: Association
Booth: 2

Luci Creative

Rich Walthers
6900 N Central Park Ave
Lincolnwood, IL 60712
224.233.0730
lucicreative.com/lucid
Business Category: Architecture/Design
Booth: 3

Saint Louis Science Center

Christina Carlson
5050 Oakland Ave
St. Louis, MO, 63110
314.289.1477
slsc.org
Business Category: Education
Booth: 4

Culture Connect

Emily Gumpel
157 Columbus Ave
4th Floor, Suite 533
New York, NY 10023
cultureconnectme.com
Business Category: Technology
Booth: 5

Thrive Payments

Jeana DeBenedetto
516 Edgewater Drive
Wakefield, MA 01880
781.756.8241
thrivepay.us
Business Category: Membership Services
Booth: 6

Arts and Cultural Leadership, UMN

Sheila Flatz
1420 Eckles Ave #340
Saint Paul, MN 55108
612.624.4000
cce.umn.edu
Business Category: Professional
Development
Booth: 7

Lancer Hospitality

Cotty Versailles
1415 Mendota Heights Road
Mendota Heights, MN 55120
651.399.3739
lancerhospitality.com
Business Category: Hospitality
Booth: 8

Xibitz, Inc.

Erich Zuern
7604 Harwood Ave, Suite 202
Milwaukee, WI, 53213
414.727.4699
xibitz.com
Business Category: Exhibit Planning,
Design, & Production
Booth: 9

106 Group

Regine Kennedy
1295 Bandana Blvd N
Saint Paul, MN 55108
651.290.0977
106group.com
Business Category: Architecture/Design
Booth: 10

Taylor Studios, Inc.

Drew Levan
1320 Harmon Dr
Rantoul, IL 61866
217.893.4874
taylorstudios.com
Business Category: Exhibit Production
Booth: 11

Terry Dowd Inc.

Darren Martin
2233 S Throop St
Chicago, IL 60608
773.343.8686
terrydowd.com
Business Category: Shipping
Booth: 12

The Donning Company Publishers

Barry Haire
731 S Brunswick
Brookfield, MO 64628
800.369.2646 ext. 3377
donning.com
Business Category: Printing/Publishing
Booth: 13

VStar Entertainment Group

Bonnie Ehlers
4660 Churchill St
Shoreview, MN 55126
612.238.1014
vstarentertainment.com
Business Category: Exhibit Production
Booth: 14

Midwest Art Conservation Center

Colin Turner
2400 3rd Avenue South
Minneapolis, MN 55404
612.870.3120
preserveart.org
Business Category: Museum Supplies
Booth: 15

OnCell

1160D Pittsford-Victor Road
Pittsford, NY 14534
585.419.9844
info@oncell.com
Business Category: Technology
Booth: 16

Professional Graphics Inc.

Karen Keller
4404 Boeing Drive
Rockford, IL 61109
815.847.8665
pgiworldwide.com
Business Category: Architecture/Design
Booth: 17

Mutual of America

Justin E. Grimm
8300 Norman Center Drive Suite 1290
Bloomington, MN 55437
952.820.0089
mutualofamerica.com
Business Category: 401(k) & 403(b) Providers
Booth: 18

Kidoons

Craig Francis
84 Rue Notre-Dame O #800
Montréal, QC H2Y 1S6, Canada
514.913.4683
kidoons.com
Business Category: Exhibit Production
Booth: 19

US Art Company, Chicago

Chris Maravich
4400 W Ohio St
Chicago, IL 60624
773.801.1811
usart.com
Business Category: Shipping
Booth: 20

Engberg Anderson Architects

Kat Behling
320 E Buffalo, #500
Milwaukee, WI 53202
414.944.9000
engberganderson.com
Business Category: Architecture/Design
Booth: 21

Haldeman-Homme Inc.

Tim McGowan
430 Industrial Blvd
Minneapolis, MN 55413
612.362.2129
haldemanhomme.com
Business Category: Collections Services
Booth: 22

Bookmobile

Nicole Baxter
5120 Cedar Lake Road
Minneapolis, MN 55416
763.398.0030
bookmobile.com
Business Category: Museum Supplies
Booth: 23

Museum of Science and Industry, Chicago

Jeff Buonomo
5700 S. Lake Shore Drive
Chicago, IL 60637
msichicago.org
Business Category: Traveling Exhibits
Booth: 24

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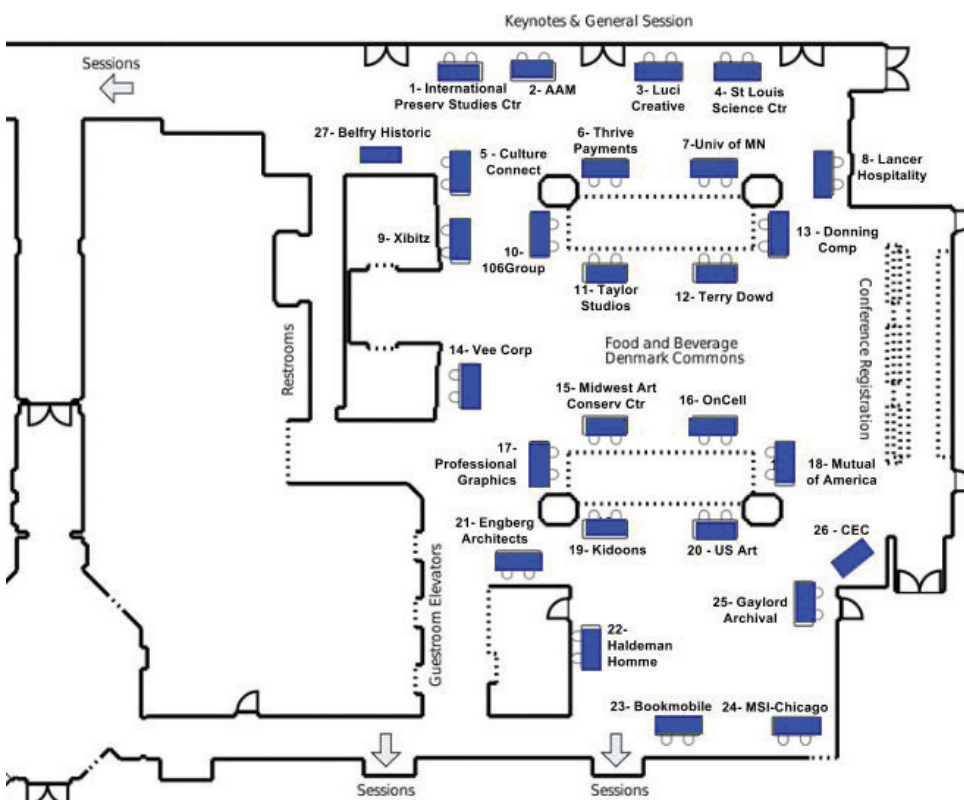
Dana Knapp
PO Box 4901
Syracuse, NY 13221-4901
315.634.8302
gaylord.com
Business Category: Museum Supplies
Booth: 25

Creative Edge Master Shop

Ron Blair
601 S. 23rd Street
Fairfield, IA 52556
641.919.2071
cec-waterjet.com
Business Category: Specialty Fabricators
Booth: 26

Belfry Historic Inc.

Catherine Buscemi
15 Kent Street
Beacon, NY 12508
845.275.4235
belfryhistoric.com
Business Category: Collections Services
Booth: 27



Day 1: Schedule

wednesday, july 27

pre-conference workshops

8:30 am – 4:30 pm / All Day Workshop

Certified Institutional Protection Manager

McKnight Foundation, 710 S 2nd St #400, Minneapolis

This workshop is designed for those professionals working in, or directly responsible for, the protection of cultural, educational, and public institutions. This special category of IFCPP management certification is designed for security managers, visitor services, facilities managers, registrars, curators, librarians, administrators, and other management staff with duties in safety, security, and emergency preparedness. This course includes a full day of classroom instruction, followed by a written examination. Workshop fee includes the book *Safeguarding Cultural Property*.

Organized by Stevan P Layne, President, International Foundation for Cultural Property Protection, CPP, CIPM, CIPI.

1:00 pm – 5:00 pm / Afternoon Workshops

How to Build a Website, Even Without a Developer

Studio 114, Minneapolis Institute of Art

This workshop will teach attendees how to set up an effective website, even without software developers on staff. This is a how-to session about selecting services and tools at very affordable rates (some free). Learn how to get up and running, even if your institution lacks a deep technology pool.

Organized by Andrew David, Head of Software Development at the Minneapolis Institute of Art.

Where to Begin? The First Steps of Exhibition Planning

MacMillan Classroom, Mill City Museum

Exhibition planning can be complicated, expensive, and stressful—especially when conflicting assumptions, goals, and personal work styles begin to interfere. This workshop focuses on the early planning process, which lays a firm foundation for everything that will follow. It will offer ways to creatively channel the myriad of ideas and agendas that emerge at this stage.

Organized by Donna R. Braden, Curator of Public Life, The Henry Ford, Dearborn, MI.

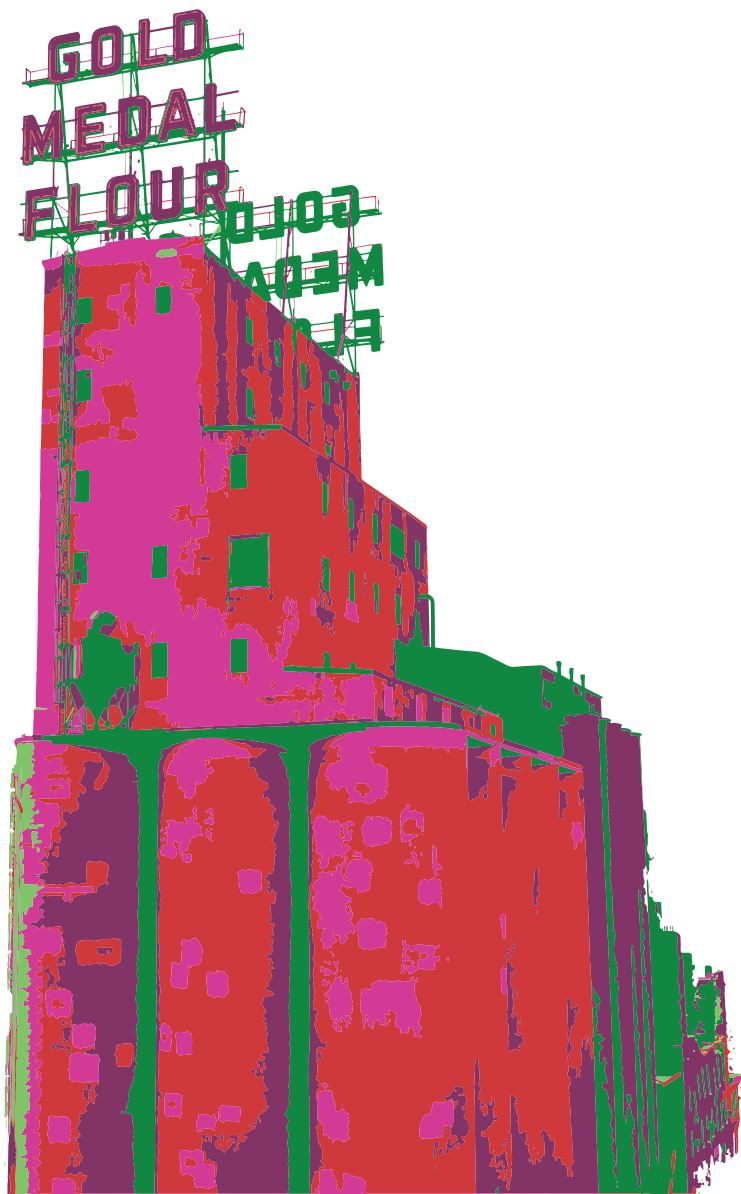
start of conference

5:45 pm – 9:00 pm / Opening Reception

Illuminate: a mobile museum adventure

Hosted by The Museum of Russian Art & the Bakken Museum.

Includes travel time. Tickets required and available on-site. See page 8 for details.



Day 2: Schedule

thursday, july 28

7:30 am – 8:30 am / Director's Breakfast
Minneapolis Institute of Art

Featuring guest speaker Ford W. Bell, former President & CEO of the American Alliance of Museums.

Tickets Required.

9:00 am – 10:15 am / Keynote Speaker
Scandinavian Ballroom 3 & 4

Linda Norris

Author & Founder, The Uncatalogued Museum
See page 6 or details.

10:30 am – 11:30 am / Breakout Sessions

Expect the Unexpected: How to prepare for disasters and survive (even thrive) when they happen

Norway 1

The time to prepare for a disaster is before one ever happens. Then, if disaster does strike, you'll have a clear plan. Identify who can help assess damage and how to work with insurance representatives. Learn what you can do now, to be prepared for a disaster, later. Finally, we'll share some surprising outcomes and show how one disaster turned out to be a blessing.

Session Chair: Diane Langhorst, Director of Marketing, Chicago Scenic Studios, Chicago, IL.

Presenter: Kimberly Stull, DuPage Children's Museum, Naperville, IL.

You Can't Do THAT In a Museum!

Norway 2

A display of vintage Star Wars toys, A Very 1970's Christmas, a Scandalous Spinster party, a frightseeing tour, selfie stations or a Rock Band on your front lawn all would have been frowned upon in the museum industry a few short years ago. Today, savvy museums are thinking outside the box in order to survive and attract new visitors.

Session Chair: Kelly Klobucher, Executive Director, Hegeler Carus Foundation, Lasalle, IL.

Presenter: Jerrod Roll, Director and County Historian, Monroe County Local History Room and Museum, Sparta, WI.

Sowing/Sewing Stories: Hmong America in Saint Paul and Beyond

Scandinavian Ballroom 2

Saint Paul is a vibrant hub of Hmong-American life. In this interdisciplinary panel, we'll have a live musical performance and tell three stories of the dynamism of Hmong culture in America, detailing the Pick Museum's "Hmong-American Voices" exhibition, Qeej Hero video game, and the new Hmong Museum in Saint Paul.

Session Chair: Erik Peterson, Manager of Family Programs and Student Engagement, Smart Museum of Art, University of Chicago, IL.

Presenters: Laura McDowell Hopper, Curator, Pick Museum of Anthropology, Northern Illinois University; DeKalb, IL; Mai N. Vang, Founder and Executive Director, Hmong Museum, St. Paul-Minneapolis, MN; Qaib Dib, qeej performance group.

Talk Back to Me: Innovations in oral history

Norway 3

Most people take their stories to the grave. Oral historians are passionately devoted to collection, preservation, and access to those stories, using oral history best practices. This panel looks at innovations in oral history through brief presentations followed by discussions and Q&A.

Session Chair: Kathleen Klehr, Executive Director, Scott County Historical Society, Shakopee, MN.

Presenters: Laura McDowell Hopper, Curator, Pick Museum of Barbara Sommer, Owner, BWS Associates, Mendota Heights, MN; Dr. Kim Keikkila, Author, Independent Scholar, and Owner of Spotlight Oral History; Erica Schultz, Independent Oral Historian and Writer, Minneapolis, MN; Kate Brenner, Graduate of Columbia University, and Founder, Amplify: The Oral History Podcast Network.

You ARE a Soft Target. What can you do about it?

New Sweden 3

A soft target is described a person or thing that is relatively unprotected or vulnerable, especially to armed or terrorist attack. This session discusses the reality of recognizing the weaknesses in the protection of our institutions, and determining reasonable improvements.

Session Chair: Stevan Layne, Layne Consultants International.

Day 2: Schedule

thursday, july 28

Taking it to the Streets: Serving your community in innovative ways with an IMLS Community Achors Grant

Scandinavian Ballroom 1

Learn about the ways that museum can use IMLS funds to create new and innovative ways to connect with their communities and develop lasting partnerships. Attendees can engage with panelists who have successfully navigated this path to stronger community engagement with IMLS support to learn how to achieve a successful partnership and how to avoid any pitfalls that may come their way.

Session Chair: Steve Schwartzman, Senior Program Officer, Institute of Museum and Library Services, Washington, D.C..

Presenters: Chad Roberts, President, Ramsey County Historical Society, St. Paul, MN; Cesáreo Moreno, Visual Arts Director & Chief Curator, National Museum of Mexican Art, Chicago, IL.

A Place for STEM in History Museums

New Sweden 2

How are history museums broadening their reach and deepening engagement by adding STEM to their exhibits and programs? Participants will be introduced to Create.Connect—an exhibit-based program at Conner Prairie that integrates STEM-learning activities with history-based stories and interactions. They'll share and discuss their own experiences with the STEM/history mash-up.

Session Chair: Jim Roe, Project Planner for Create.Connect, Science Museum of Minnesota, St. Paul, MN.

Presenters: Brian Mancuso, Director of Exhibits, Conner Prairie Interactive History Park, Fishers, IN; Gretchen Haupt, Evaluation and Research Associate, Science Museum of Minnesota, St. Paul MN; Bob Quist, Site Manager, Oliver H. Kelley Farm, Minnesota Historical Society.

11:45 am – 1:00 pm / Affinity Luncheons

Scandinavian Ballroom 3 and 4

Tickets Required.

1:15 pm – 2:30 pm / Breakout Sessions

Mirrors of Truth: Authentic Community Engagement in a Museum-Wide “Making” Project *Scandinavian Ballroom 1*

Panelists discuss the Science Museum of Minnesota's efforts to abandon the status quo and diversify its visitorship. An NSF-funded project, Making Connections, fostered cross-institutional work toward innovation, using “Making” as the entry point for broader audiences. Community liaisons and project staff discuss truth-telling and other elements vital to lasting change.

Session Chair: Robby Callahan Schreiber, Community Engagement Director, Science Museum of Minnesota, Saint Paul, MN.

Presenters: Joanne Jones-Rizzi, Community Engagement Director, Science Museum of Minnesota, Saint Paul, MN; Rich Pennington, Career and Community Connections Coordinator, Science Museum of Minnesota, Saint Paul, MN.

Thawing Out the Period Room: Exploring Interventions in House Museums and Period Rooms for the 21st Century

Norway 1

While we often think of historic houses, and also period rooms, as “frozen in time,” museums have been staging meaningful interventions within these historic settings to keep them relevant, drive new audiences, and reframe the way our visitors experience them. This session looks at a variety of new and inventive ways museums of all sizes can integrate into their operating plan to create 21st century museum experiences in pre-21st century spaces.

Session Chair: Scott Pollock, Director, Exhibitions, Collections, and Programs, American Swedish Institute, Minneapolis, MN.

Presenters: Curt Pederson, Curator, American Swedish Institute, Minneapolis, MN; Gregory Wittkopp, Director, Cranbrook Center for Collections and Research, Bloomfield Hills, MI; Alex Bortolot, Content Strategist, Minneapolis Institute of Arts, Minneapolis, MN.

Flipping the Visitor Experience Model Inside Out *Norway 2*

Under the leadership of Nannette Maciejunes, Columbus Museum of Art engaged in an endowment and capital campaign, paving the way for the 90,000 SF Margaret M. Walter addition/renovation. Learn how the mission-centered design created opportunities for new kind of visitor experience and established CMOA as a unique meeting point between art, the visitor, and the physical city.

Session Chair: Michael Bongiorno, Principal, Lead Designer, Design Group, Columbus, OH.

Presenters: Nannette Maciejunes, Director, Columbus Museum of Art, Columbus, OH; Merilee Mostov, Chief Engagement Officer, Columbus Museum of Art, Columbus, OH.

What Mobile Can Do For You: Developing Engaging Tours & Apps *Scandinavian Ballroom 2*

Have you thought about making the leap into mobile? Join us to learn about the latest technologies and best practices for crafting mobile educational tours and apps. Hear about exciting projects, learn how to define projects based on organizational goals, and ways to leverage partners to create a unique experience for your visitors.

Session Chair: Melissa Carlisle, OnCell, New York, NY.

Presenters: Kerry Teeple, Deputy Director, Mazza Museum; Jennifer Bridge, Curator of Exhibits and Interpretation, Naper Settlement; Despi Ross, The Museum Playbook.

Reviving the Extinct: Breaking through Challenges to Create an Extraordinary Visitor Experience *Norway 3*

Ancient exhibits do not attract modern visitors. With its interpretive center facing steady declines in visitorship, the Falls of the Ohio State Park embarked upon a total renovation that was completed in January 2016. Learn how three partners overcame many obstacles during the redesign to create a compelling, immersive visitor attraction like no other!

Session Chair: Dani Cummins, Executive Director, Falls of the Ohio Foundation, Inc., Clarksville, IN.

Presenters: Cynthia Torp, Owner/President, Solid Light and Board Member, Louisville, KY; Kelley Morgan, former Interpretive Manager, Falls of the Ohio State Park, Clarksville, IN.

No Subs, No Money, No Time: Adapting Teacher Professional Development Programs *New Sweden 2*

Demands on teachers' time and school funds have increased, so museum education programs must adapt to better serve our audience. Talk with museum educators about their processes – including failures, successes, and partnerships – to create innovative professional development, based on teacher input and the changing landscape of school resources.

Session Chair: Jessica Ellison, Teacher Education Specialist, Minnesota Historical Society, Saint Paul, MN.

Presenters: Heidi Kloempken, Teacher Education Specialist, Minnesota Historical Society, Saint Paul, MN.

Innovating from the Middle: the Push and Pull of Midlevel Leadership *New Sweden 3*

Museum leaders often rise from front-line positions to middle management – but professional development to bridge that skill set can be hard to find. Join experienced former and current middle managers in a lively fishbowl-style session to discuss how to lead and innovate up, down, and out in fast-paced museum environments.

Session Chair: Whitney Owens, Chief Learning Officer, Cincinnati Museum Center, OH.

Presenters: Joe Imholte, Director, Special Exhibits & Public Programs, Science Museum of Minnesota, Saint Paul, MN; Hillary Olson, Vice President of Audience Engagement, Milwaukee Public Museum, Milwaukee, WI; Brian Mancuso, Director of Exhibits, Conner Prairie, Fishers, IN.

Day 2: Schedule

thursday, july 28

2:45 pm – 4:00 pm / Breakout Sessions

Digital Storytelling: Innovative Approaches to Engagement

Scandinavian Ballroom 1

Panelists discuss the Science Museum of Minnesota's Museums can deepen audience engagement through effective storytelling. Delivering content has never been easier, due to digital interfaces and personal, portable technologies. Using a strong interpretive strategy and tools to craft and share stories, museums can leverage these opportunities.

Session Chair: Douglas Hegley, Director of Media and Technology, Minneapolis Institute of Art, MN.

Presenters: Amanda Thompson Rundahl, St. Louis Art Museum; Jennifer Sly, Manager of Digital Learning and Assessment, Minnesota Historical Society, St. Paul, MN.

Reinterpreting the Bunnell House: An Unexpected Step Back in Time

Norway 1

Team members from the Winona County Historical Society and Theatre du Mississippi will present the ins and outs of using theater as a means to reinterpret and breathe new life into a tired historic house museum. These organizations came together to create a whole new and unexpected experience for visitors to the WCHS' historic Bunnell House in Winona, Minnesota.

Session Chair: Jennifer Weaver, Winona County Historical Society, Winona, MN.

Presenters: Lynn Nankivil, Playwright, Theatre du Mississippi, Winona, MN; Jessica Clarke, Stage Manager, Theatre du Mississippi, Winona, MN; Ken McCullough, Actor, Theatre du Mississippi, Winona, MN.

Enriching the Science Curriculum for Detroit Public Schools

Scandinavian Ballroom 2

In partnership with Culture Source and generous funding from the Bosch Community Fund, two southeast Michigan Science museums delivered enrichment programming for every 4th and 7th grade student in Detroit. This was just the tip of the iceberg, a small pilot of a grand vision to ultimately include grades K-8.

Session Chair: Lorrie Beaumont, Ed.D., Director of Education, Ann Arbor Hands-On Museum, MI.

Presenters: Nancy Swords, Director of Education, Cranbrook Institute of Science, Bloomfield Hills, MI; Amy McNulty, Project Evaluator, Formative Evaluation Research Associates (FERA), Ann Arbor, MI.

How to Build a Plane While Flying It: The great collections experiment

Norway 2

How do you embrace a shifting museum landscape and changing expectations of access to collections? Hear from multiple points of view how one museum is re-envisioning its core museum experience, while managing engagement and expectations from both staff and visitors.

Session Chair: Mary Leiby, Content Developer, Ohio History Connection, Columbus, OH.

Presenters: William Mahon, Design & Production Manager, Ohio History Connection; Juli Six, Archaeology Collections Assistant, Ohio History Connection.

Conversations with New Museum Professionals

Norway 3

The Minnesota Historical Society Emerging Professionals Group started at a conference in Salt Lake City in a conversation between new museum professionals. Join MNHS EPG members and the Minnesota Association of Museums North Star Connect group as we explore changing demographics of museum professionals and responses to a new working environment.

Session Chair: Heidi Kloempken, Teacher Education Program Specialist, Minnesota Historical Society, Saint Paul, MN.

Presenters: Ellen Lynch, Minnesota Association of Museums North Star Connect, Minneapolis, MN; Jayme Yahr, Assistant Professor of Art History and Museum Studies, University of St. Thomas, Saint Paul, MN; Casey Mathern, Curator of Objects and Exhibits, Goodhue County Historical Society, Red Wing, MN.

Resiliency Infrastructure Planning: Preparing to Preserve and Protect

New Sweden 2

How will your museum perform in the face of a major weather or catastrophic event? Resilient design planning is a process of forecasting risks, assessing their likelihood and impact, and planning to mitigate those risks. This session introduces the resilient design process and how it might apply to your institution.

Session Chair: Ariane Laxo, Interior Designer and Sustainability Council Co-Chair, HGA Architects & Engineers, Minneapolis, MN.

Presenters: Roxanne Nelson, AIA, Principal, HGA Architects & Engineers, Minneapolis, MN; Scott Schuetter, PE, Senior Engineer, Seventhwave, Madison, WI; Paul Martin, Science Museum of Minnesota, Saint Paul, MN.

Neighborhood Leadership Program: A Museum Partnering With Community for Greater Impact

New Sweden 3

Participants will hear how The Minnesota Historical Society and Amherst H. Wilder Foundation collaborate to operate the Neighborhood Leadership Program. The staff from the institutions will discuss how shared goals between the institutions have led to success and provide an opportunity for participants to share and practice community engagement techniques.

Session Chair: Joey Novacheck, Inclusion and Community Engagement Associate, Minnesota Historical Society, St. Paul, MN.

Presenters: Kyle Parsons, Inclusion and Community Engagement Specialist, MNHS, Saint Paul, MN.; Chalonne Wilson, Program Associate, Wilder Foundation Center for Communities, Saint Paul, MN; Damon Shoholm, Program Director, Wilder Foundation Center for Communities Saint Paul, MN; Angie Brown, Wilder Foundation Center for Communities Program Associate, Saint Paul, MN.

4:00 pm – 5:30 pm / Exhibit Hall Opening

Cocktail Reception

Denmark Commons

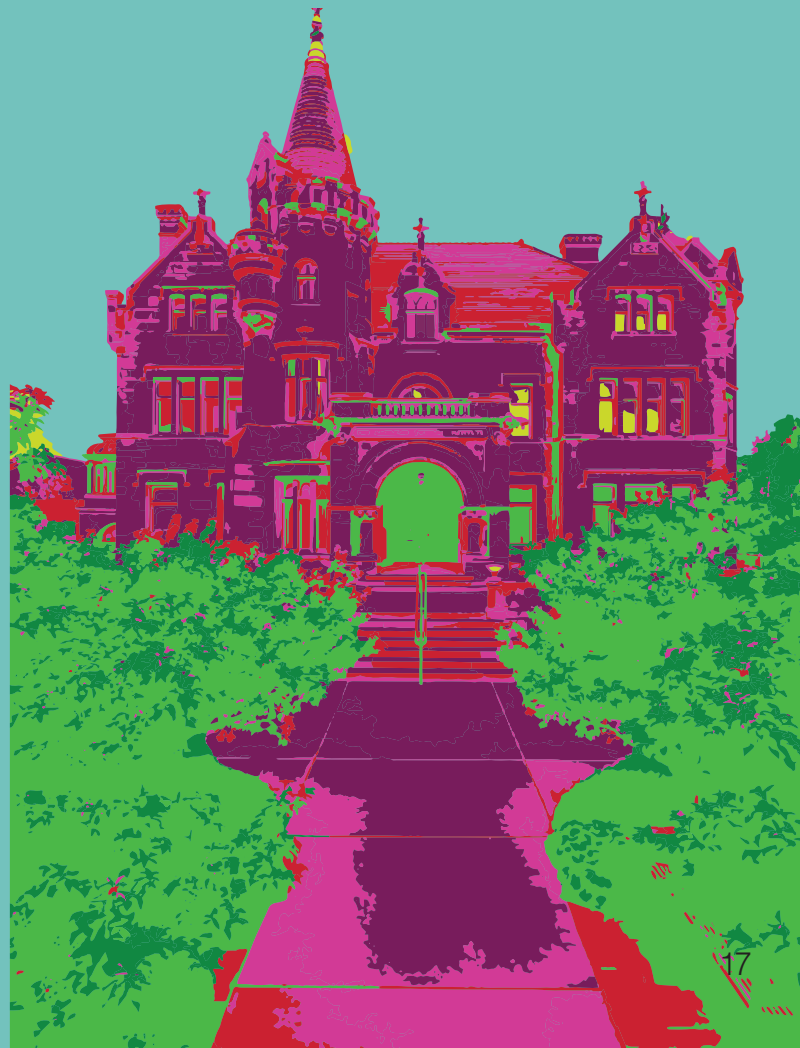
Presented by Odyssey Merchant Services.

6:30 pm – 9:00 pm / Evening Event

Transform: an unexpected social night out

Hosted by the American Swedish Institute.

Tickets required and available on-site. See page 8 or details. Presented by Culinaire International.



Day 3: Schedule

friday, july 29

7:30 am – 4:30 pm / Exhibit Hall Open
Denmark Commons

7:30 am – 8:30 am / Continental Breakfast
Denmark Commons

8:45 am – 10:45 am / Inspiration!
Minneapolis Creative Community Flash Talks
Scandinavian Ballroom 3 & 4
See page 7 for details.

Lucy Dunne
Wearable Technology Lab, University of Minnesota

Wing Young Huie
Photographer, Educator, Activist

Fatimah Hussein
Founder, Girls Initiative in Recreation and Leisurely Sports (G.I.R.L.S.)

Katie Hill
Audience Engagement Specialist,
Minneapolis Institute of Art

Tricia Heuring
Director and Curator, Public Functionary

Toki Wright
Emcee, Poet, Activist, Educator

11:30 am – 12:45 pm / Keynote Speaker
Scandinavian Ballroom 3 & 4

Nick Gray
Founder, Museum Hack
See page 6 for details.

12:45 pm – 1:45 pm / Lunch
Denmark Commons

2:00 pm – 3:15 pm / Breakout Sessions

Taking the Plunge: Reimagining Iconic Cultural Touchstones
Norway 2

Delve into complex choices institutions face when reimagining and reinventing iconic exhibits and historic properties. The Bell Museum of Natural History and Historic Madison, Inc. will compare/contrast strategies used for adapting a series of much loved, historically significant dioramas and rehabilitating a well-known National Historic Landmark property for the education and enjoyment of modern audiences.

Session Chair: John Staicer, President and Executive Director, Historic Madison, Inc., Madison, IN.

Presenter: Don Luce, Curator of Exhibits, Bell Museum of Natural History, University of Minnesota, Minneapolis, MN.

Past + Future: Keeping History Relevant to the Millennial Generation
Norway 1

Millennials represent approximately 25% of the U.S. population, are digitally savvy, and the most racially diverse group in American history. They challenge cultural institutions to create programming that is engaging and relevant. This session will focus on case studies (successes and failures) that reflect different approaches to engaging young adults.

Session Chair: Aleah Vinick, Minnesota Historical Society, Saint Paul, MN.

Presenter: Callie McCune, Indiana Historical Society; Katie Poole, Ohio History Connection.

Creating Innovative Museum, Artist, and School Partnerships: The Visual Arts Academy
Norway 3

The Snite Museum of Art, the Penn-Harris-Madison School Corporation, and ceramics artist Zach Tate discuss their 6-week art academy model. Open to every K-5 student, the academy utilizes the Lucy Calkins writing workshop model, the Visual Thinking Strategies, and guidance from a practicing artist to promote visual and verbal literacy.

Session Chair: Dalila Huerta, Curator of Education and Public Programs Assistant, Snite Museum of Art, University of Notre Dame, Notre Dame, IN.

Presenters: Dr. Kay Antonelli, Assistant Superintendent, P-H-M School Corp., Mishawaka, IN; Alecia Conrad, Teacher, P-H-M School Corp., Mishawaka, IN; Zach Tate, Artist/Visiting Lecturer, University of Notre Dame, Notre Dame, IN; Sarah Martin, Curator of Education, Public Programs, Snite Museum of Art, University of Notre Dame, Notre Dame, IN.

Maintaining Your Disaster Plan: Collection Preservation, Protection, and Salvage

Scandinavian Ballroom 2

According to the Heritage Health Index, 80% of collecting institutions do not have an emergency or disaster plan that staff have been trained to implement. Such an astonishing gap in preparedness is the backdrop to this collaborative session where presenters address the process of emergency planning and provide resources for developing disaster plans.

Session Chair: Ann Sinfield, Chief Registrar, Chazen Museum of Art, University of Wisconsin, Madison, WI.

Presenters: Ashleigh Herrera, Collections Assistant, Wisconsin Historical Society, Madison, WI; Elisa Redman, Director of Preservation Services, Midwest Art Conservation Center, Minneapolis, MN.

Assemble the A-Team: Building Community Advisory Committees for Successful Program Development

New Sweden 2

Organizations committed to the engagement of communities of color can benefit from the guidance of an advisory committee. Their relevant and authentic ideas can make it possible to achieve important program and institutional goals. Reflections and examples of best practices will provide useful advice and lessons learned.

Session Chair: Wendy Freshman, Public Programs Specialist, Minnesota Historical Society-History Center Museum, Saint Paul, MN.

Presenters: B. Erin Cole, Exhibit Developer, Minnesota Historical Society, St. Paul, MN; Preeti Mathur, Prefix Communication: Technical Training & Documentation Services, St. Paul, MN; Shelley Quiala, Vice President of Arts Education and Engagement, Ordway Center for the Performing Arts, St. Paul, MN; Robin Hickman, CEO, Executive Producer, SoulTouch Production, St. Paul, MN.

Escape Room Challenge: Stretch Your Imagination and Collaborate to Find Solutions

New Sweden 3

“Escape rooms” are the latest team-building experience craze, inviting participants to collaborate, search for clues, and solve a problem. This session will immerse attendees in a fictional caper revolving around typical museum program challenges from different staff perspectives and encourage them to think outside the box to find solutions. Enter if you dare!

Session Chair: Wendy Peterson Bjorn, Carver County Historical Society, Waconia, MN.

Presenter: Mike Worcester, Cokato Museum & Gust Akerlund Studio, Cokato, MN.

3:15 pm – 4:00 pm / Poster Sessions

New Sweden Foyer

Plan to Play: Investing in our Youngest Visitors

Poster will highlight the neighborhood partnership between the American Swedish Institute and PICA Head Start through engaging the whole family in the sharing of arts, culture, and outdoor play experiences.

Presenter: Britta Walstrom, American Swedish Institute

Story First: Rethinking Exhibit Technology of an Intriguing Visitor Experience

Poster will share creative solutions for interpretive media and address creative process challenges related to time, budget, and maintenance.

Presenter: Regine Kennedy, 106 Group

Collaborative Exhibit Labels in Museums: A Case Study

Poster explores the potential for creating exhibits collaboratively with visitors as seen with the Chicago-based pop-up museum called That Belongs in a Museum.

Presenter: Tara Cajacob, Student

Three Methods for Collecting Data from Children

Poster will illustrate how evaluators can use card sorts, drawings, and magnetic collage to involve children in data collection processes.

Presenter: Cheryl Kessler, Blue Scarf Consulting

Day 3: Schedule

friday, july 29

The Preservation Self-Assessment Program (PSAP) Extensions

Poster will update attendees on the extension of the IMLS-funded Preservation Self-Assessment Program to include more common museum objects, such as ceramics, glass, and stone, prompted by feedback on the program to-date.

Presenter: Somer Pelczar, University of Illinois Library

Down in Old Corydon

Poster will feature a new project underway by the Historical Society of Harrison County, Indiana, to tell the story of Corydon, the state's first capital, during Indiana's Bicentennial (2016).

Presenter: Karen Schwartz, Historical Society of Harrison County

4:15 pm – 5:30 pm / Breakout Sessions

What Are They Thinking? Visitor-Centered Exhibition Planning

Norway 3

It's easy to think that visitors are just like us but this is rarely the case. Visitor evaluation helps us make sense of that elusive visitor perspective that leads to an effective and engaging exhibit. Three presenters will describe recent innovative projects that bring the visitor perspective into exhibition planning.

Session Chair: Donna Braden, Curator of Public Life, The Henry Ford Museum, Dearborn, MI.

Presenters: Lorrie Beaumont, ED.D., Ann Arbor Hands-On Museum; Sheila Brommel, Minnesota Historical Society; Donna Braden.

Cultural Commitment to Creative Aging: Engaging Museums and Cultural Centers through the Art of Collaboration

Scandinavian Ballroom 1

The SPARK! Alliance is a network of museums committed to the development, facilitation and sustainability of cultural programs for people with memory loss and their caregivers. Panelists will go behind the scenes to illuminate how this network works for the museum collaborators and the people they serve.

Session Chair: Maren Levad, Museum Access Specialist, Minnesota Historical Society, St. Paul, MN

Presenters: Tricia K. Blasko, Curator of Education, Racine Art Museum/RAM's Wustum Museum, Racine WI; Jane Tyfesson, Co-Founder of Discover Your Story, Minneapolis Institute of Art, Minneapolis, MN.

New Audiences & Perspectives: Testing Innovative Programming Models

Norway 1

Join the Adler Planetarium and Weisman Art Museum in a conversation about partnering with millennials to create the next generation of innovative experiences. In this session we'll discuss our overall strategies for both retaining and developing this new audience, and how the process brought a testing ground for programs, exhibits and guest engagement strategies.

Session Chair: Kate Higbee, Director of Experiential Learning, Adler Planetarium, Chicago, IL.

Presenters: Annie Vedder, Curator of Experience, Adler Planetarium, Chicago, IL.; Sarah Gluckin, Adjunct Professor, Illinois Institute of Technology, Chicago, IL; Jamee Yung, Director of Education, Weisman Art Museum, Minneapolis, MN.; Katherine Covey, Program Specialist, Weismann Art Museum, Minneapolis, MN.

Using Partnerships to Increase Archaeological Visibility with Historical Societies

Norway 2

A recently completed innovative partnership project enabling four Twin Cities metro area historical societies to engage an archaeological liaison. This resulted in each society receiving archaeological training, collections assessment, programming, and specialized analysis.

Session Chair: Chad Roberts, President, Ramsey County Historical Society, St. Paul, MN.

Presenters: Annie Vedder, Curator of Experience, Adler Planetarium, Chicago, IL; Sarah Gluckin, Adjunct Professor, Illinois Institute of Technology, Chicago, IL; Jamee Yung, Director of Education, Weisman Art Museum, Minneapolis, MN.; Katherine Covey, Program Specialist, Weismann Art Museum, Minneapolis, MN.

The Glass is Half-Full: Moving Collection Stewardship Beyond Salvage After Disaster *Scandinavian Ballroom 2*

In the wake of disaster, institutions can capitalize on unfortunate circumstances by embracing unexpected possibilities for collections stewardship. Presenters and participants will discuss innovative ways major and minor emergency and disasters can be leveraged into opportunities for increased accessibility to collections through care, exhibition, education, outreach, and funding.

Session Chair: Tamara Lange, Curator of Collections and Exhibits, Sheboygan County Historical Society and Museum, Sheboygan, WI.

Presenters: Anna Cannizzo, Durow Curator of Decorative Arts, Oshkosh Public Museum, Oshkosh, WI.; and Pamela J. White, JD, PhD., Director, Museum Studies Graduate Program, Western Illinois University, Quad Cities, Moline, IL.

Customized Collaborations: Expanding Possibilities for School Visits and Programs *New Sweden 3*

What happens when, rather than offering a menu of pre-determined educational options, we work with teachers, schools and other community partners to develop customized experiences that are responsive to their needs? The logistical challenges and pedagogical rewards of this approach to museum education will be explored.

Session Chair: Kate Baird, Museum Educator, Springfield Art Museum, Springfield, MO.

Presenter: Nick Nelson, Director, Springfield Art Museum, Springfield, MO.

The Agile Museum: Innovative Leadership for the 21st Century *New Sweden 2*

Organizations across sectors are succeeding by adopting innovative leadership practices, described variously as Lean, Agile, Radical, and Open. Using specific examples, this session will present the thinking and practice of these new approaches as applied in the cultural heritage sector via open discussion and active debate.

Session Chair: Douglas Hegley, Director of Media and Technology, Minneapolis Institute of Art, MN.

Presenter: Kaywin Feldman, Duncan and Nivin MacMillan Director and President, Minneapolis Institute of Art, Minneapolis, MN.

6:30 pm – 9:00 pm / Evening Event

Reimagine: a night out on the (other side of) town

Hosted by Minnesota Museum of American Art, Science Museum of Minnesota, and Minnesota Children's Museum. Transportation provided by Minnesota Transportation Museum.

Tickets required and available on-site. See page 9 for details. Presented by Lancer Catering & supported by Exhibits Design Group.

Day 4: Schedule

saturday, july 30

8:00 am / Continental Breakfast

Denmark Commons

8:30 am – 9:00 am / AMM Annual Meeting

& Awards Program

Scandinavian Ballroom 3 & 4

Best Practices Award

Project 2-3-1: Two Boxcars, Three Blocks, One City:

A Story of Elgin's African- American Heritage

See page 24 for details.

Distinguished Career Award

Lynne Ambrosini, Director of Collections and

Exhibitions and Curator of European Art,

Taft Museum of Art

See page 24 or details.

Promising Leadership Award

Sarah Burh, Curator of Art,

Springfield Art Museum

See page 25 for details.

Junior Museum Leadership Award

Maria and Miller Williams, "Tiny Natural History

Museum" Curators

See page 25 for details.

9:00 am – 10:00am / Keynote Speaker

Scandinavian Ballroom 3 & 4

Thomas Fisher

Professor & Director, Metropolitan Design Center

See page 6 for details.

10:15 am – 11:00 am / Plenary Speaker

Scandinavian Ballroom 3 & 4

Dr. Clarence G. Newsome

President, National Underground Railroad

Freedom Center

See page 6 for details.

11:15 am – 12:30 pm / Breakout Sessions

Creating Unexpected Visitor Experiences Through Art

Norway 2

The session will discuss how all museums can partner with artists to create unique, affordable visitor experiences that also boost attendance, generate new support, and engage the community.

Session Chair: Eric Lennartson, Artist, TapeScape Exhibit, Children's Museum of Pittsburgh.

Presenters: Anne Fullenkamp, Children's Museum of Pittsburgh; Megan Flod Johnson, Children's Museum of Southern Minnesota.

Yes, You can Speak Up for Your Museum!

Scandinavian Ballroom 2

The First Amendment of the U.S. Constitution explicitly includes the "right of the people...to petition the Government" and you don't lose that right by working for a nonprofit or a government-run museum. But how do we get started, on a limited budget and with limited staff? In this session, panelists will discuss their successful efforts to engage state and local elected officials and to work closely with local tourism boards.

Session Chair: Ember Farber, Director, Advocacy, American Alliance of Museums, Washington, D.C..

Presenters: Donna Sack, Naperville Settlement, Naperville, IL.; Charity Counts, Executive Director, AMM.

Outside the Box: 60 Great Ideas in 60 Minutes

Norway 3

Session Chair: Diane Langhorst, Director of Marketing, Chicago Scenic Studios, Chicago, IL.

Presenter: Jill Randerson, Independent Project Manager, Seattle, WA.

Catching Their Interest: Engaging Content in the Modern Museum

Scandinavian Ballroom 1

Museums need to communicate content in engaging ways that go beyond one-way, text-based forms of communication. This session will detail strategies for using tools such as social media, premium experiences, retail items, food, and branding to make content come to life in new ways that ultimately support your museum's mission.

Session Chair: Jaclyn Kelly, Educator, Milwaukee Public Museum, Milwaukee, WI.

Presenters: Thomas Owen, VP, Senior Planner, PGAV Destinations, St. Louis, MO; Diane Lochner, Vice President, PGAV Destinations, St. Louis, MO; Kelly Klobucher, Executive Director, Hegeler Carus Foundation, LaSalle, IL.

Developing a Foundation for Measuring Historical Thinking

New Sweden 3

There is already a solid literature foundation to help practitioners understand what STEM exploration looks like in a museum, but how do we define our measures when we assess exhibits and programs that focus on history? Let's start the conversation about what it looks like when visitors explore history in informal environments and how we can develop a practical way to measure it.

Session Chair: Gretchen Haupt, Evaluation and Research Associate, Science Museum of Minnesota, St. Paul, MN.

Presenters: Alice Anderson, Evaluation and Research Associate, Science Museum of Minnesota, St. Paul, MN; Donna Braden, Curator of Public Life, The Henry Ford, Dearborn, MI.

Navigating a Sea of Change: Emerging Museum Professionals Confront the Future with Innovative Insights

Norway 1

Graduate students from Western Illinois University's Museum Studies Graduate Program will present current museum issues and concerns they deem imperative and worthy of discussion based on recent literature, class projects and observations in a vast array of museum settings.

Session Chair: Pamela White, JD, Ph.D., Museum Studies Graduate Program, Western Illinois University, Macomb, IL.

Presenters: Julia Evans, Katelyn Conrad, Kathryn Poweska, Samantha Turner, Kaylia Eskew, Neville Crenshaw, Joshua Johnson, Western Illinois Graduate Students.

Focus on the Front Line: Innovation and Empowerment

Scandinavian Ballroom 4 (following general session)

We often think about the visitor experience in terms of the museum space, but what about those critical interactions before, during and after the visit? Front desk staff are crucial sources of leadership. Join us for an exploration of innovative strategies that will empower front line staff and enhance visitor experiences.

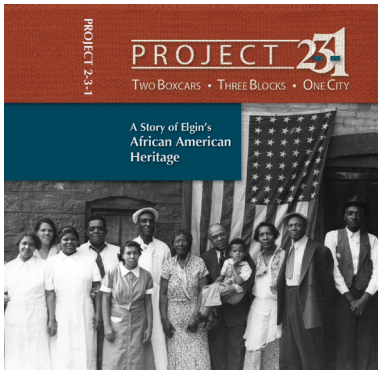
Session Chair: Naomi Crocker, American Swedish Institute, Minneapolis, MN.

Presenters: Ryan Cairney, Ohio History Connection, Columbus, OH and Robert Nicholl, American Swedish Institute, Minneapolis, MN; Naomi Crocker and Adam Loomis, American Swedish Institute, Minneapolis, MN.

1:00 pm / Conference Concludes

Congratulations

best practices award & distinguished career award



Best Practices Award

Project 2-3-1: Two Boxcars, Three Blocks, One City: A Story of Elgin's African-American Heritage
Elgin History Museum, Elgin, Illinois
Collaboration with Grindstone Productions and Ernie Broadnax

The Elgin Area Historical Society organized in 1961 and started to collect and preserve history with storage space at the Gail Borden Public Library in Elgin. During the American bicentennial in 1976, Elgin Academy's Old Main building, built in 1856, was saved from demolition and donated to the City of Elgin. The City and the Society partnered to rehabilitate the building into a history museum. After years of construction the Elgin History Museum opened in 1987 in the first floor of Old Main. In the past 10 years the Society has published six new histories of Elgin, opened more than 20 new exhibits, including Elgin history traveling exhibits, and developed a dozen new educational programs for adults and children.

AMM recognizes the extraordinary collaborative effort of Elgin History Museum, Grindstone Productions, Ernie Broadnax and their local community members to produce a documentary film and traveling exhibit focused on sharing the relevant but perhaps unknown stories of African-Americans living and working in Elgin during the 19th Century. *Project 2-3-1: Two Boxcars, Three Blocks, One City: A Story of Elgin's African-American Heritage* exhibition and film premiered on April 26, 2015 at Elgin Community College to a standing room only crowd of 630 at the Blizzard Theater. The film continues to be aired on Elgin's local cable television (Channel 17). Over 500 copies of the DVD have been sold. Project 2-3-1 was truly a community-sponsored effort. Fourteen major funders and more than 300 individual donations contributed to the effort.



Distinguished Career Award

Lynne Ambrosini,
Director of Collections and Exhibitions and Curator of European Art, The Taft Museum of Art Cincinnati, Ohio

Lynne Ambrosini has spent 14 years of her career dedicated to an exhibition about the evolution of the 19th-century French artist Charles Francois Daubigny. She began this journey as a guest curator at the Taft Museum of Art in 2002 and later joined the staff full-time. Throughout this journey she worked for three directors, revised her vision four times, traveled to 105 cities, and maintained focus on this project throughout the 2008-2009 recession. This timeline led to a partnership first with the Van Gogh Museum in Amsterdam and next with the Scottish National Galleries and the exhibition was set for 2016.

The exhibition Daubigny, Monet, Van Gogh: Impressions of Landscape (2016-2017) opened in February 2016 at the Taft Museum of Art and set record attendance, drawing visitors from 44 states and eight countries. The Association of Midwest Museums' has a deep appreciation for the effort and time put forth which allowed these masterpieces of Early Impressionism to visit the region.

Ambrosini received a B.A. *summa cum laude* in English literature from Pomona College, in Claremont, California, and then an M.A. and Ph.D. in art history from the Institute of Fine Arts at New York University. Prior to joining the Taft Museum of Art in Cincinnati, she was curator of paintings at the Minneapolis Institute of Art and the Brooklyn Museum of Art.

promising leadership award & junior museum leadership award



Promising Leadership Award

Sarah Buhr,

Curator of Art, Springfield Art Museum
Springfield, Missouri

Sarah Buhr exemplifies a promising leader based on her record of outstanding contributions to the Springfield Art Museum and the community. Her career began in 2007 as the Curator of Exhibitions and was later promoted to Curator of Art in 2013. Sarah has brought the works of world-renowned artists to her city of Springfield and has led a number of major initiatives from drafting the museum's first comprehensive Collection Management Policy and Collection Plan to producing a major reinstallation of the Museum's permanent collection titled *Creating an American Identity*. As Curator of Art, she initiated the Museum's biennial exhibit *Four by Four: Midwest Invitational*, to promote the best in emerging and under-recognized contemporary artists in the Midwest.

Sarah Buhr holds a M.A. and a Graduate Certificate in Museum Studies from the University of Missouri, St. Louis. She was awarded a Des Lee Fellowship for Museum Studies as well as assistantships with the Woodcock Museum of American Art and the St. Louis Mercantile Library. Sarah holds a B.A. in Art History from the University of Missouri, Columbia where she graduated *summa cum laude*.



Junior Museum Leadership Award

Maria and Miller Williams,

"Tiny Natural History Museum" Curators
Minneapolis, MN

In 2015, two young collectors and museum enthusiasts inspired by their favorite museum - The Bell Museum of Natural History - decided to stage their own museum experience in their home. Maria and Miller Williams carefully organized and displayed over 100 objects and invited their neighbors to explore the "Tiny Natural History Museum" at the modest admission of \$2 per person. They donated half of their proceeds to the Bell Museum of Natural History and began what has become a very close relationship with museum staff. To recognize their dedication to preserving and sharing their collections and their generous support of their local museums, the Minnesota Association of Museums has named Maria and Miller honorary members of MAM.

About the Curators:

Maria, age 11, loves the Bell Museum of Natural History because it captures most of her interests as a promising future paleontologist. If you ask her about her collection, she'll tell you that their Eocene Epoch specimen and Bismuth are her favorite objects, because of the interesting natural processes that form them. Her brother Miller, age 9, couldn't agree more about the Bismuth but he would also suggest their mountain lion skull as a close second. Miller has an appreciation for natural history but still sees himself on the path to the NHL and looks forward to gym class at school.

More Museums

free with conference badge

meet metro area museums

Several museums in the Twin Cities metro area have agreed to provide free admission with attendees who bring their conference badges. Get out and explore!

American Swedish Institute
2600 Park Ave S.
Minneapolis, MN 55407

The Bakken Museum and Library
3537 Zenith Ave S.
Minneapolis, MN 55416

Bell Museum of Natural History
10 Church St SE.
Minneapolis, MN 55455

Caponi Art Park and Learning Center
1220 Diffley Rd.
Eagan, MN 55123

Carver County Historical Society,
Andrew Peterson Farm
555 West First Street
Waconia, MN 55387

Gammelgården
20880 Olinda Trail N.
Scandia, MN 55073

Gibbs Farm
2097 Larpenteur Ave W.
Saint Paul, MN 55113

Goldstein Museum of Design
1985 Buford Ave.
Saint Paul, MN 55108

Haehn Museum
104 Chapel Ln.
Saint Joseph, MN 56374

Hennepin History Museum
2303 3rd Ave S.
Minneapolis, MN 55404

Historic Fort Snelling
200, Tower Ave.
Saint Paul, MN 55111

Hopkins Historical Society
33 14th Ave N.
Hopkins, MN 55343

Mill City Museum
704 S 2nd St.
Minneapolis, MN 55401

Minneapolis Institute of Art
2400 3rd Ave S.
Minneapolis, MN 55404

Minnesota Children's Museum
10 7th St W.
Saint Paul, MN 55102

Minnesota History Center
345 W Kellogg Blvd.
Saint Paul, MN 55102

Minnesota Museum of American Art
141 East 4th St.
Saint Paul, MN 55101

Minnesota Transportation Museum
193 Pennsylvania Ave E.
Saint Paul, MN 55130

Minnesota Veterinary Historical Museum
1365 Gortner Ave.
Saint Paul, MN 55108

North Star Museum of Boy Scouting
and Girl Scouting
2640 7th Ave E.
Saint Paul, MN 55109

Ramsey County Historical Society
323 Landmark Center
75 W. 5th St.
Saint Paul, MN 55102

Science Museum of Minnesota
120 W Kellogg Blvd.
Saint Paul, MN 55102

The Textile Center
3000 University Ave SE.
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Weisman Art Museum
333 E River Pkwy.
Minneapolis, MN 55455

Wells Fargo History Museum
90 S 7th St.
Minneapolis, MN 55402

Western Hennepin County Pioneer
Association
1953 Wayzata Blvd.
Long Lake, MN 55356

The Works
9740 Grand Ave S.
Bloomington, MN 55420

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des moines, iowa

save the date: des moines 2017

july 12–15, 2017

2017 marks the 90th anniversary of the founding of the Association of Midwest Museums and we can't think of a better place to celebrate than the diverse, culturally rich, fast-growing city of Des Moines, Iowa!

Des Moines continues to receive accolades for the growth and satisfaction of populations - from millennials to retirees. Among the reasons that the city continues to be reviewed as a "best of" is its atmosphere - friendly, hip, and vibrant. Museums and other organizations have played a major role in enriching the lives of people in Des Moines and have helped to transform the city into a destination for students, young professionals, entrepreneurs, and corporations.

AMM is partnered with the Iowa Museums Association (IMA) to produce the conference for 2017 and we look forward to celebrating the long history of AMM and museums of the Midwest as well as the ability of museums to invest in and transform their communities over time. As John Wayne, iconic Western hero and Des Moines native once said, "Tomorrow hopes we have learned something from yesterday."

We want to experience Des Moines in person and hope you'll be there to join us!



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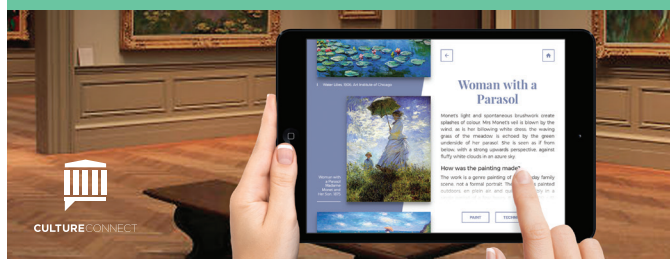
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Dusti Merrill
Project Research Coordinator

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dusti.merrill@donning.com

Barry Haire
Project Director

402-575-0670
barry.haire@donning.com

Engberg Anderson

Mark Ernst, AIA | Partner | marke@engberganderson.com
Alex Ramsey, AIA | Partner | alexr@engberganderson.com
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