

STRONG ROOTS & THRIVING COMMUNITIES

2017 ANNUAL CONFERENCE AND MEETING
JULY 12-15, 2017
DES MOINES, IOWA

solidlight

EXHIBIT DESIGN & BUILD

*let's create
wonder*



Join Us

Visit us at Booth #24 solidlight-inc.com

Thursday, July 13th 1:45 PM

Mini Session: What's the Big Idea?!

An interactive workshop exploring methods
for creating meaningful visitor impact

Saturday, July 15th 9:00 AM

Rowing in the Same Direction: Building Consensus and Establishing Collaborative Project Teams

Cynthia Torp, Solid Light
Donna Braden, Henry Ford Museum

We are Proud Sponsors of AMM's 90th Anniversary Celebration — Congratulations!

WELCOME TO DES MOINES!

We are so excited to have you in our capital city and to share our state's cultural institutions with you. This year's conference, presented jointly by the Iowa Museum Association and the Association of Midwest Museums, will give our in-state colleagues value through engagement with peers from across the region, and will provide inspiration to those of you from out of state as well. Exciting keynote speakers and a terrific slate of talks, panels, and demonstrations will spark new ways of thinking about our work and expanding our engagement with the communities we serve.

This year's theme, **Strong Roots and Thriving Communities**, is a fitting focus for an Iowa-based conference. From the energetic cooperation between the IMA and the AMM, to the collaborative spirit among Des Moines arts and culture organizations in executing this conference, Iowans find ways to partner and prosper. The conference speakers, workshops, and evening events will demonstrate how our roots help us to thrive and to serve a broad audience in one of the fastest growing metros in the country.

As representatives of the Iowa Museum Association and the Association of Midwest Museums, we look forward to meeting you and to hearing about your experiences here in Des Moines.

May your roots find nourishment and may your museums thrive.



MEGAN STOUT SIBBEL

CURATOR AND CHIEF HISTORIAN,
SALISBURY HOUSE FOUNDATION
VICE PRESIDENT, IOWA MUSEUM
ASSOCIATION
BOARD MEMBER, ASSOCIATION
OF MIDWEST MUSEUMS
CONFERENCE CO-CHAIR



CYNTHIA SWEET

EXECUTIVE DIRECTOR,
IOWA MUSEUM ASSOCIATION



LESLEY WRIGHT

DIRECTOR, FAULCONER GALLERY,
GRINNELL COLLEGE
BOARD SECRETARY, ASSOCIATION
OF MIDWEST MUSEUMS
CONFERENCE CO-CHAIR



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IT'S OUR ANNIVERSARY!

The Association of Midwest Museums was founded in 1927 following a small conference organized by museum leaders from Michigan and Indiana. Inspired by the discussions that took place, those same leaders organized the Michigan-Indiana Museums Association.

In 1931, the organization engaged museums in Ohio to participate in the annual conference and by 1940, expanded to include Illinois and Wisconsin. It was at this time that the group officially changed the organization's name to the Midwest Museums Conference. The MMC eventually became a private non-profit corporation in 1965.

The Association of Midwest Museums has evolved over time to include new states and became the organization you know today. We continue to adapt to the changing needs of our members as they work to become strong anchors in their communities and provide informal learning experiences.

We are excited to celebrate 90 years of service for Midwest area professionals and organizations in the museum field.

To mark this occasion, we have a special treat for you! Don't miss the AMM 90th Anniversary video, presented by Solid Light, Inc.



AMM FOUNDER,
GEORGE RANDALL FOX

SCHEDULE AT A GLANCE

WEDNESDAY, JULY 12, 2017

6:30 a.m. to 9:00 a.m.

Breakfast Available in Hotel Lounge

8:00 a.m. to Noon

Morning Offsite Workshops

- **Exhibit Label Makeovers**, Donna Braden,
The Henry Ford Museum of Innovation
*State Historical Museum of Iowa, Classroom A
on third floor*
- **Creative Engagement and Dementia
Workshop**, Jennifer Balge, John Michael
Kohler Arts Center
*State Historical Museum of Iowa, Heritage
A/B on first floor*

1:00 p.m. to 5:00 p.m.

Afternoon Offsite Workshops

- **Wing Young Huie** (90 minutes)
*Des Moines Art Center, Levitt Auditorium
upper level (2 sessions)*
- **Protection Planning 101**, Steve Layne,
International Foundation for Cultural
Property Protection *State Historical Museum
of Iowa, Classroom A/B on third floor*

5:00 p.m. to 7:00 p.m.

Opening Reception

Des Moines Art Center (Tickets required.)

7:30 p.m. to 9:30 p.m.

EMP Event: Career Conversations

Sponsored by The Stuffed Olive
The Stuffed Olive (Tickets required.)

THURSDAY, JULY 13, 2017

8:00 a.m. to 4:00 p.m.

Exhibitor Set-up *Embassy Suites Des Moines
Downtown Atrium and Foyer*

6:30 a.m. to 9:00 a.m.

Breakfast Available in Hotel Lounge

7:30 a.m. to 8:30 a.m.

CEOs and Directors Breakfast

*Greater Des Moines Botanical Garden
(Ticket required.)*

9:00 a.m. to 11:00 a.m.

Flash Talks Presented by Grinnell College
Embassy Ballroom

11:00 a.m. to 12:15 p.m.

Breakout Sessions

12:30 p.m. to 1:30 p.m.

Affinity Luncheons and Meetings

Embassy Ballroom (Tickets required.)

1:45 p.m. to 3:00 p.m.

Mini-Workshops Mini-Workshops are free
30-minute interactive sessions focused on
specific skills or topics. *Salon A.*

1:45 p.m. to 3:00 p.m.

Breakout Sessions

3:00 p.m. to 3:15 p.m.

Coffee Break *Convention Area Foyer and
Exhibit and Resource Hall*

3:15 p.m. to 4:30 p.m.

Breakout Sessions

4:30 p.m. to 6:00 p.m.

Reception in Exhibit and Resource Hall

Hotel Atrium and Convention Area Foyer

6:30 p.m. to 9:00 p.m.

Art and All That Jazz evening event

Presented by Beeline and Blue
Salisbury House and Gardens (Tickets required.)

SCHEDULE AT A GLANCE CONTINUED

FRIDAY, JULY 14, 2017

6:30 a.m. to 9:00 a.m.

Breakfast Available in Hotel Lounge

7:00 a.m. to 7:45 a.m.

Yoga Morning Wake-up Call

Simon Estes Riverfront Amphitheater

8:00 a.m. to 12:00 p.m.

Exhibit Hall Open

Hotel Atrium and Convention Area Foyer

9:00 a.m. to 10:15 a.m.

Keynote Presentation

Presented by Taylor Studios, Inc.

Embassy Ballroom

10:15 a.m. to 10:45 a.m.

Coffee Break

Convention Area Foyer and Exhibit and

Resource Hall

10:45 p.m. to 12:00 p.m.

Breakout Sessions

12:00 p.m. to 1:00 p.m.

Annual Meeting and Awards Luncheon

Presented by McGough Construction

Embassy Ballroom (Exhibit hall closed during

Annual Meeting and Awards Luncheon)

1:00 p.m. to 4:30 p.m.

Exhibit Hall Re-Opens

Hotel Atrium and Convention Area Foyer

1:00 p.m. to 1:30 p.m.

Coffee Break

Convention Area Foyer and Exhibit and

Resource Hall

1:30 p.m. to 2:45 p.m.

Breakout Sessions

2:45 p.m. to 3:30 p.m.

Coffee Break/Siesta

Convention Area Foyer and Exhibit and

Resource Hall

3:30 p.m. to 4:45 p.m.

Breakout Sessions

4:30 p.m. to 8:00 p.m.

Exhibitor Take Down

5:30 p.m. to 10:00 p.m.

#MidwestisBest Closing Celebration

Presented by the Iowa Department of

Cultural Affairs

State Historical Museum and the

Science Center of Iowa (Tickets required.)

SATURDAY, JULY 15, 2017

6:30 a.m. to 9:00 a.m.

Breakfast Available in Hotel Lounge

7:00 a.m. to 7:45 a.m.

Yoga Morning Wake-up Call

Simon Estes Riverfront Amphitheater

9:00 a.m. to 10:15 a.m.

Mini-Workshops

Salon C

9:00 a.m. to 10:15 a.m.

Breakout Sessions

10:15 a.m. to 10:30 a.m.

Coffee Break

Convention Area Foyer and Exhibit and

Resource Hall

10:30 a.m. to 12:00 p.m.

Closing Presentation and Plenary Speaker

Supported by CSI Storage, Inc.

Embassy Ballroom

Afternoon-Explore Des Moines Museums!

SPEAKERS



CORINE
WEGENER

KEYNOTE SPEAKER

PRESENTED BY TAYLOR STUDIOS, INC.

FRIDAY, JULY 14, 2017

9:00 A.M. TO 10:15 A.M.

CORINE WEGENER

SMITHSONIAN CULTURAL HERITAGE PRESERVATION
OFFICER

Corine Wegener is the Cultural Heritage Preservation Officer in the Office of the Under Secretary for History, Art, and Culture at the Smithsonian Institution. She coordinates the Smithsonian's role in emergency response and recovery for cultural heritage threatened by natural disasters, human conflict, and other challenges. Her connection to Smithsonian began with the Haiti Cultural Recovery Project, where she served as international project coordinator for the preservation of more than 30,000 objects of Haitian heritage after the devastating 2010 earthquake. Her recent

projects include assistance for cultural heritage in New York after Hurricane Sandy and emergency training workshops for cultural heritage professionals from Mali, Iraq, Syria, Nepal and other countries experiencing disasters. Before her arrival to the Smithsonian, Corine was associate curator in the department of Decorative Arts, Textiles, and Sculpture at the Minneapolis Institute of Arts. In her concurrent Army Reserve career, she served her last assignment as the Arts, Monuments, and Archives officer for the 352d Civil Affairs Command in Baghdad, Iraq.

SPEAKERS CONTINUED



SPENCER
CREW



PAULA
GANGOPADHYAY

CLOSING PRESENTATION AND PLENARY SPEAKERS

SUPPORTED BY CSI STORAGE, INC.

SATURDAY, JULY 15, 2017

10:30 A.M. TO 12:00 P.M.

SPENCER CREW

CLARENCE J. ROBINSON PROFESSOR OF AMERICAN, AFRICAN AMERICAN, AND PUBLIC HISTORY, GEORGE MASON UNIVERSITY, AND ADVISOR/GUEST CURATOR FOR NMAAHC

Spencer Crew has worked in public history institutions for more than twenty-five years. He served as president of the National Underground Railroad Freedom Center for six years and worked at the National Museum of American History, Smithsonian Institution for twenty years. Nine of those years he served as the director of NMAH. At each of those institutions he sought to make history accessible to the public through innovative and inclusive exhibitions and public programs. His most important exhibition was the groundbreaking “Field to Factory: Afro-American Migration 1915-1940” which generated a national discussion about migration, race, and creating historical exhibitions. He also co-curated “The American Presidency: A Glorious Burden” which is one of the Smithsonian’s most popular exhibitions. Most recently Crew was guest curator for one of the permanent history

exhibitions, “Defending Freedom, Defining Freedom: The Era of Segregation” at the National Museum of African American History and Culture, Smithsonian Institution.

PAULA GANGOPADHYAY

DEPUTY DIRECTOR, OFFICE OF MUSEUM SERVICES, IMLS

Paula Gangopadhyay was appointed as the Deputy Director, Office of Museum Services in January 2016. In her current role she collaborates with IMLS’s senior leadership on agency priorities, policies and partnerships, and provides leadership and direction for the museum grants and special initiatives. Over her professional career of more than twenty years, she has worked in small, medium and large museums and cultural organizations, as well as government, business and education sectors, where she led systemic change and positive community impact at local, state and national levels. She was appointed by President Barack Obama to the National Museum and Library Services Board in 2012, and served for three years from 2012-2015. Ms. Gangopadhyay is a respected thought-leader on innovation in education and has been the recipient of several state and national awards and recognitions. Ms. Gangopadhyay has held a variety of positions, serving most recently as the Chief Learning Officer at The Henry Ford.

FLASH TALK PRESENTATIONS

PRESENTED BY GRINNELL COLLEGE

THURSDAY JULY 13, 2017

9:00 A.M TO 11:00 A.M.



MATT
GREINER

MATT GREINER

CO-FOUNDER, CHICKEN TRACTOR

As a curator, educator, and arts advocate, Mat Greiner's energies are focused on enriching the visual arts ecosystem in central Iowa and the immediate Midwest. He is the executive director of Chicken Tractor, an arts nonprofit with a variety of programs that offer training, financial, and network support to local artists. The needs to connect Midwest arts professionals, gain fair value for arts labor, and improve access and engagement for underserved populations guide all of Chicken Tractor's efforts. Greiner curates and advises regionally, and he serves with the Greater Des Moines Public Art Foundation's temporary public art efforts.

JEN LEATHERBY

HEAD DESIGNER, RAYGUN

Started as a t-shirt shop in downtown Des Moines, RAYGUN has become the greatest store in the universe and active Midwestern cheerleader. In addition to shirts and accessories, RAYGUN even wrote and illustrated the book, 'The Midwest: God's Gift to Planet Earth,' which has sold over 10,000 copies. Jennifer Leatherby is the Head Designer at RAYGUN and does other stuff.



JEN
LEATHERBY

TRISH OKAMOTO

DIRECTOR, CLARINDA CARNEGIE ART MUSEUM

After living in the Los Angeles area for over 15 years, Trish Okamoto returned home to southwest Iowa to become curator of the Nodaway Valley Historical Museum and Executive Director of the Clarinda Carnegie Art Museum (CCAM), both nonprofits. She shares her time with husband Tom (an import from Los Angeles) and two teenage children. She is a technology enthusiast and author of the book "Images of America" Clarinda (Arcadia Publishing). Trish has created a career that combines two of her passions, HISTORY, and ART.



TRISH
OKAMOTO

JORDAN WEBER

PUBLIC ARTIST AND ACTIVIST, DES MOINES

Jordan J. Weber is an artist and activist. His mixed media work explores the issues of consumer culture as they relate to the identities of young African American men. Often constructed from repurposed materials such as old basketball goals, athletic shoes and plywood used to board up condemned houses, Weber's work challenges the notion of materialism as a remedy for poverty and despair. He is a recipient of an Artist's Fellowship from the Iowa Arts Council and a grant from the African American Leadership Forum. Weber has exhibited in numerous solo and group exhibitions in Rome,

FLASH TALK PRESENTATIONS CONTINUED



JORDAN
WEBER



NICOLAS
HARTMANN



SHERRY
GUPTA

Tokyo, and Torino and in major cities throughout the United States including Chicago, Minneapolis, Brooklyn and Omaha. Additionally, he has completed public mural projects in Paris and Amsterdam. Weber is recipient of a Tanne Foundation Grant, 2016 Joan Mitchell nominee, 2016 USA Artist nominee and 2017 McColl Center for Arts fellow.

NICOLAS HARTMANN

DIRECTOR OF LEARNING AND CIVIC ENGAGEMENT,
NATIONAL CZECH & SLOVAK MUSEUM & LIBRARY

Prior to moving to Iowa, Nic Hartmann worked as a public folklorist in several locations, including Kentucky, Arizona and the Canadian province of Newfoundland. In 2014, Nic was the Folklife Initiatives Fellow for the College of Social and Behavioral Sciences at the University of Arizona, and in 2015, received the Archie Green Fellowship from the American Folklife Center at the Library of Congress. A graduate of Indiana University and Western Kentucky University, Nic received his Ph.D. in 2016 from the Department of Folklore at Memorial University of Newfoundland. His professional interests include intercultural engagement within museums, the intersection of humanities and civic education, and the incorporation of folk and traditional arts into K-12 education.

SHERRY GUPTA

FOUNDER AND EXECUTIVE DIRECTOR, CULTUREALL

Sherry Gupta founded CultureALL in 2005 with a passion for engaging lowans in actively learning about other world cultures. She was born in a mostly Caucasian farming community near Grinnell, Iowa, where she developed an interest in diversity and global perspectives, obtaining a college degree in Anthropology and achieving certification as an Intercultural Communications Professional. Through CultureALL™, Ms. Gupta recruits lowans with cultural knowledge and expertise, and trains them to facilitate cultural experiences that spark students' curiosities to learn more about culture; she helps educators incorporate culture into their curriculum; and she empowers students to shift perspectives, exploring new concepts and processes so they may discover new things about themselves, their classmates and the world around them. It is her hope that cultural experiences open students' minds—and hearts—and that they celebrate who they are, while honoring others as well.

EVENING AND SPECIAL EVENTS



OPEN STUDIO: A CELEBRATION OF COMMUNITY

Des Moines Art Center

Wednesday, July 12, 5:00 p.m. to 7:00 p.m.

(Tickets required.)

The goal of the Des Moines Art Center is quite clear: provide access to art for everyone. During the 2017 Conference opening reception, explore the Art Center's entirely unexpected collection of extraordinary works by contemporary artists and tour their many art studios, where programs for all ages (Pre-K to Seniors) take place all year long. Enjoy drinks and hors d'oeuvres, optional docent-led tours and traversing the museum's outstanding facility designed by three of the greatest names in architecture of the 20th century—Eliel Saarinen, I. M. Pei and Richard Meier.

Buses depart at 4:30-4:45 p.m. from Embassy Suites by Hilton Des Moines Downtown; Return buses depart at 7:00 p.m.

EMP NIGHT: CAREER CONVERSATIONS

The Stuffed Olive

Sponsored by The Stuffed Olive

Wednesday, July 12, 7:30 p.m. to 9:30 p.m.

(Tickets required.)

Calling all Emerging Museum Professionals! Join us for an evening of mingling with your peers and networking with professionals in the field at The Stuffed Olive. You will have a chance to hear how several professionals got their start in museums and the paths that led them to their current positions. In smaller groups, there will be the opportunity for more in-depth discussions/Q&A for each of the museum professionals.

Attendees must provide their own transportation.

CEOs AND DIRECTORS BREAKFAST

Greater Des Moines Botanical Garden

Thursday, July 13, 7:30 a.m. to 8:30 a.m.

(Tickets required.)

For Executive Directors and CEOs only

The best way to start the day...and a conference is with breakfast. The CEOs and Directors breakfast will also include special guest speaker, M. Jessica Rowe.

M. Jessica Rowe is director of the Greater Des Moines Public Art Foundation where she directs, administers, coordinates and implements the public art program. Rowe has distinguished herself as a leader working to build and strengthen community partnerships through programs of national and global significance. A former art museum director, she has administered multi-million dollar operations in the visual arts. During her tenure as Director

EVENING AND SPECIAL EVENTS CONTINUED

of the Blanden Memorial Art Museum, she led institutional change, cultivated stakeholders to garner national standing for the museum, organized major art exhibitions, and launched a comprehensive conservation program for its diverse permanent collections. In 1987, she was recruited to the Des Moines Art Center where she accomplished ambitious and mission-building agendas.



ART & ALL THAT JAZZ: BUILT ON THE FOUNDATION OF THE ROARING 20S

Salisbury House and Gardens

Presented by Beeline & Blue

Thursday, July 13, 6:30 p.m. to 9:00 p.m.

(Tickets required.)

Inventors and art connoisseurs Carl and Edith Weeks had the opportunity to not only create their dream home — Salisbury House and Gardens — but ensure that every aspect of their lives was surrounded by beauty. During Art & All That Jazz, explore one of the greatest 20th-century historic house museums in America and discover the treasures housed inside. With an unexpected collection featuring works by world-renowned artists from

Archipenko to Van Dyck and an exquisite library of historic books and manuscripts, Salisbury House and Gardens will amaze you. Travel back to the roaring 1920s, listen to jazz music, enjoy food and beverages inspired by the era, and watch demonstrations of cutting edge scanning technology from Beeline & Blue.

Buses depart at 6:00 p.m. from Embassy Suites by Hilton Des Moines Downtown; Return bus rides will be offered 8:00 p.m. until 9:00 p.m.

#MIDWESTISBEST CLOSING NIGHT CELEBRATION

State Historical Museum and Science Center of Iowa

Presented by the Iowa Department of Cultural Affairs

Friday, July 14, 5:30 p.m. to 10:00 p.m.

(Tickets required.)

The conference closing night event celebrates our Midwestern roots and the 90th anniversary of AMM with a two-stop museum tour featuring local food, beer and wine. (Let's not forget history and science!) During the first stop, explore the State Historical Museum's exhibit galleries and enjoy guided tours of the collections vault. Listen to the musical styling of a local modern string quartet, Quartet 515. Our final stop of the night is the Science Center of Iowa, where you can experiment and play in the exhibits. Enjoy a special 90th anniversary cocktail and dance the night away!

Buses depart at 5:00-5:15 p.m. from Embassy Suites by Hilton Des Moines Downtown; This is a two-stop tour, buses will depart together and return together.

EXHIBIT AND RESOURCE HALL SCHEDULE

EMBASSY SUITES DES MOINES DOWNTOWN *Atrium and Foyer*

Thursday, July 13

Setup: 8:00 a.m. to 4:00 p.m.
(or until complete)

Opening Cocktail Reception:
4:30 p.m. to 6:00 p.m.

Friday, July 14

Hall Open: 8:00 a.m. to 12:00 p.m.

Closed for Annual Meeting and
Awards Luncheon: 12:00 p.m. to 1:00 p.m.

Hall Open: 1:00 p.m. to 4:30 p.m.

Tear Down: 4:30 p.m. to 8:00 p.m.

ATRIUM—MAIN EXHIBIT AREA AND CENTRAL CONFERENCE RECEPTION SPACE



MAPS CONTINUE ON PAGE 15

EXHIBIT AND RESOURCE HALL SCHEDULE CONTINUED

2017 EXHIBITORS

Booth: 1
OnCell
 Monica Barndt
 Director of Marketing
 585-419-9844
 oncell.com

Booth: 2
Iowa Museums Association
 Hospitality Table
 Cynthia Sweet
 Executive Director
 iowamuseums.org

Booth: 4
Beeline & Blue
 Steven Strooh
 515-244-1611
 beelineandblue.com

Booth: 5
Northeast Document Conservation Center
 Julie Martin
 Marketing Manager
 978-470-1010
 nedcc.org

Booth: 6
Belfry Historic Consultants
 Catherine Buscemi
 Owner
 845-275-4235
 belfryhistoric.com

Booth: 7
Archival Products
 Bill Paxson
 Division Manager
 866-518-1081
 archival.com

Booth: 8
Exhibits USA/NEH on the Road
 Amanda Wiltse
 Marketing & Constituent Services Manager
 816-800-0925
 eusa.org
 maaa.org

Booth: 9
Angle Park, Inc.
 Martin Baumgaertner
 President
 312-751-9494
 anglepark.com

Booth: 10
Hangerbee
 Lindsey Smith
 Owner
 630-220-0730
 hangerbee.com

Booth: 11
American Alliance of Museums
 Jennifer Adams
 Senior Director,
 Membership &
 Registration
 aam-us.org

Booth: 12
Kraemer Design + Production
 Tom Kraemer
 President
 513-872-9700
 kd-p.com

Booth: 13
HealyKohler Design
 Terence Healy
 202-774-5555
 Healykohler.com

Booth: 14
Creative Edge
 Ron Blair
 VP, Marketing
 creativeedgemastershop.com

Booth: 15
ACTIVE Network
 Sarah Bennett
 Sr. Program Manager
 activenetwork.com

Booth: 16
National Archives Traveling Exhibits Service
 Dee Harris
 Traveling Exhibits Manager
 816-268-8086
 archives.gov

Booth: 17
FEH Design
 Kevin Eipperle
 Vice President
 563-583-4900
 fehdesign.com

Booth: 18
Silver Oaks
 Tim Wren
 Museum Services
 309-797-9898
 silveroaks.com

Booth: 19
Int'l Preservation Studies Center
 Sarah Connors
 Assistant Director
 815-244-1173
 preservationcenter.org

Booth: 20
Professional Graphics Inc.
 Karen Keller
 National Accounts
 815-226-9422
 pgiworldwide.com

Booth: 21
US Art Company, Inc.
 Chris Maravich
 General Manager –
 Chicago
 773-801-1811
 usart.com

Booth: 22
Encurate Mobile Technology
 Nancy Harmon
 Chief Curatorial Officer
 630-320-0450
 encurate.com

Booth: 23
The Dickinson Vaults
 Eric Dickinson
 Director of Operations
 515-237-7711
 thedickinsonvaults.com

Booth: 24
Solid Light, Inc.
 Angela Fleitz
 Executive Director,
 Business Development
 502-562-0060 x107
 solidlight-inc.com

Booth: 25
Midwest Storage Solutions
 Kyle Roloff
 Business Development
 Manager
 402-935-0357
 mss.com

Booth: 26
The Donning Company Publishers
 800-369-2646
 Donning.com

Booth: 27
Building Four Fabrication
 Rudy Rocha
 Principal/Director of
 Projects
 buildingfour.com

Booth #28
Arakawa Hanging Systems
 Mike Bratty
 888-272-5292
 arakawagrip.com



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at Grinnell College is a changing exhibition space for art by regional, national, and international artists.

The gallery features exhibitions curated by the professional staff, as well as shows from other institutions. Staff and students create dynamic programs, publications, and events year round. The gallery is open seven days a week and is free to all.



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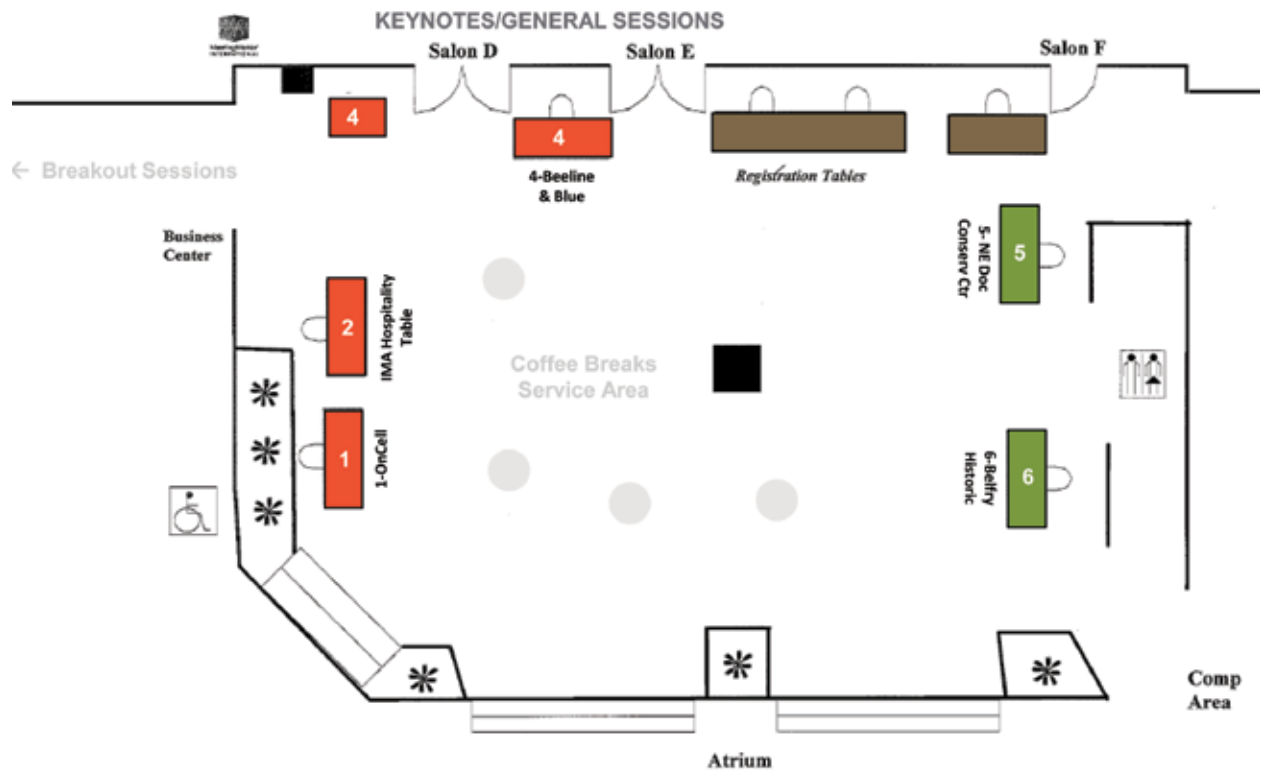
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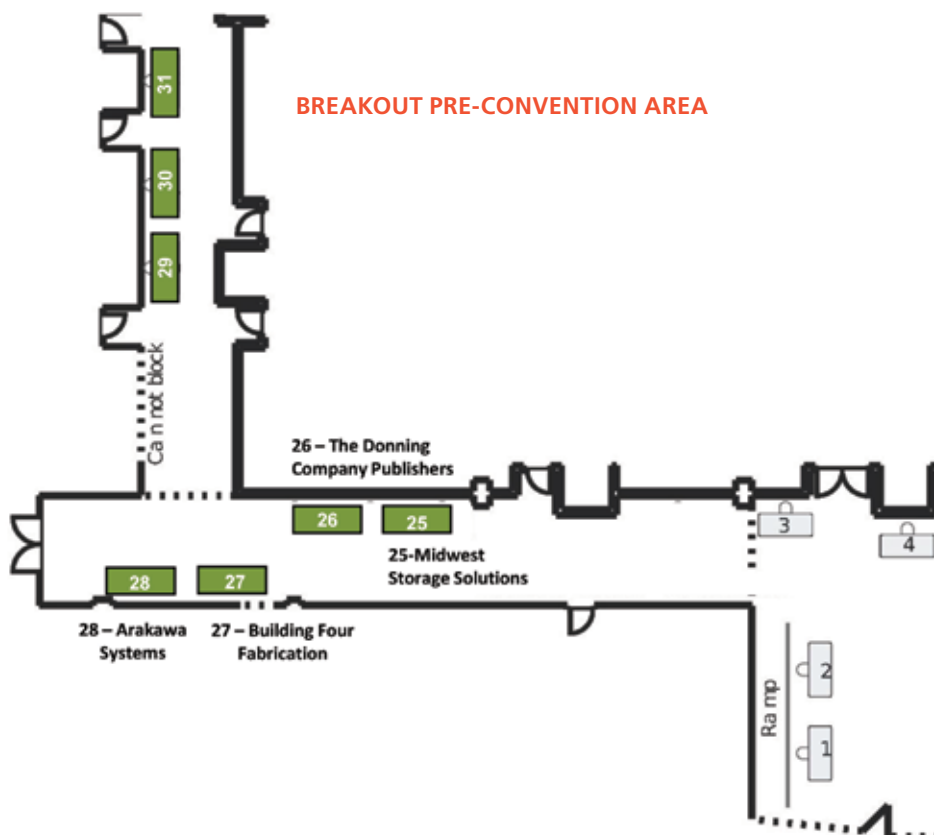
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GENERAL SESSION FOYER AND REGISTRATION AREA



BREAKOUT PRE-CONVENTION AREA



DAY 1: PRE-CONFERENCE WORKSHOPS SCHEDULE

WEDNESDAY, JULY 12

6:30 a.m. to 9:00 a.m.

Breakfast Available in Hotel Lounge

8:00 a.m. to 12:00 p.m.

Exhibit Label Makeovers

Facilitated by Donna Braden, Curator/
Experience Developer, The Henry Ford Museum
of Innovation

*Offsite Location: State Historical Museum of
Iowa, Classroom A on the third floor*

Writing exhibition labels involves more than content expertise. It also requires knowing institutional and exhibition goals, understanding what engages visitors, and being able to express complex ideas through clear and concise writing. In this half-day workshop, attendees will learn about best practices within the museum field, useful writing strategies from outside the field, and a step-by-step methodology for label-writing that's applicable to all types of museums. Throughout the workshop, they will get hands-on practice through guided activities of critiquing, writing, and revising labels.

Program Planning Workshop: Creative Engagement for People with Memory Loss

Facilitated by Jennifer Balge, Education
Specialist, John Michael Kohler Arts Center

*Offsite Location: State Historical Museum of
Iowa, Heritage A/B on the first floor*

Discover the SPARK! program: Cultural Programming for People with Memory Loss and the organizations that host these essential experiences through the SPARK! Alliance. In this hands-on experience, the workshop facilitator will share how creative engagement makes a positive difference in the lives of people living with memory loss and why programs specifically

designed for this growing population are a vital part of our communities. Participants will learn the steps to designing a dynamic program for people with memory loss, engage in hands-on art workshops, learn about modifications for special learners, and learn about the benefits of art therapy.

1:00 p.m. to 4:30 p.m.

Chalk Talks Workshop

Facilitated by Wing Young Huie, documentary
photographer and 2016 Conference Flash Talk
speaker

*Offsite Location: Des Moines Art Center, Levitt
Auditorium upper level*

Two 90-minute sessions available:

Session 1 – 1:00 p.m. to 2:30 p.m.

Session 2 – 3:00 p.m. to 4:30 p.m.

After being a documentary photographer for so long Wing started to think that no matter how good the photograph, it is still just a surface description. How then can you create a photograph that gives a glimpse of the interior self? His answer was to use a chalkboard. Chalk Talk is a process now used in many classrooms, in which participants pair up with someone in the room they don't know well and have a conversation prompted with questions such as, "How do you think others see you? What don't they see?" This intimate conversation connects people in a real way, getting them out of their cultural bubbles by challenging preconceptions of the other and one's self. Afterwards the participant's help each other choose what to write on their own chalkboards, a statement that expresses their authentic selves and perspectives. Then they photograph each other with their chalkboards with the goal of creating a photograph that gives meaning to what is written on their chalkboard.

Protection Planning 101

Facilitated by Steve Layne, Layne Consultants
and International Foundation for Cultural
Property Protection

*Offsite Location: State Historical Museum of
Iowa, Classroom A/B on the third floor*

From the leading source in the protection of
cultural properties and their assets, this
workshop will introduce participants to
protection planning basics, including:

- Formulating policies and procedures
- Practical steps toward safe operations,
reduced exposure to liability, and protecting
valuable collections
- Sound methods of screening and hiring the
best staff
- How to select and obtain necessary
electronic systems
- Where to get training on the “best practices”
- How to involve staff in an effective
protection program
- Participants will learn how to put together a
protection plan that takes advantage of
cost-effective strategies, current technology,
low-cost or NO-cost training, and a myriad of
other available resources. Attendees will
understand how to garner reasonable
protection, regardless of the size of the
institution or budget.

DAY 2: SCHEDULE

THURSDAY, JULY 13

6:30 a.m. to 9:00 a.m.

Breakfast Available in Hotel Lounge

7:30 a.m. to 8:30 a.m.

**CEOs and Directors Breakfast featuring
Keynote Speaker M. Jessica Rowe, Greater
Des Moines Art Foundation**

*Greater Des Moines Botanical Garden
(Tickets required.) (See page 10 for details.)*

8:00 a.m. to 4:00 p.m.

Exhibitor Set-up

*Embassy Suites Des Moines Downtown
Atrium and Foyer*

9:00 a.m. to 11:00 a.m.

Iowa Creative Community Flash Talks

*Presented by Grinnell College
Embassy Ballroom*

- Flash Talk 1:
Matt Greiner, Cofounder, Chicken Tractor
- Flash Talk 2:
Jen Leatherby, Head Designer, RAYGUN
- Flash Talk 3:
Trish Okamoto, Director, Clarinda Carnegie
Art Museum
- Flash Talk 4:
Jordan Weber, Public artist and activist,
Des Moines
- Flash Talk 5:
Nick Hartmann, PhD, Director of Learning and
Civic Engagement, National Czech & Slovak
Museum & Library
- Flash Talk 6:
Sherry Gupta, Founder and Executive
Director, CultureALL

11:00 a.m. to 12:15 p.m.

Breakout Sessions

**Accessibility, Collaboration, and Dialogue:
Implementing Audio Description at an
Academic Gallery (Community Engagement)**
Missouri

This interactive workshop will share our experiences of accessibility, collaboration, and dialogue as we worked to implement audio description (AD) for the Gender & Sexuality Center's exhibit at the University of Illinois at Chicago. Hear an overview of AD basics, our challenges/successes, and how we used dialogue framework.

*Session Chair: Elizabeth (Liz) Thomson, Dialogue Initiative, University of Illinois at Chicago
Presenter: Jonathan Kelley, Gender & Sexuality Center Gallery, University of Illinois at Chicago*

**See Yourself in the Museum:
Ideas for Connecting with Community**
(Community Engagement)

Platte

How has your institution creatively engaged both local and broader communities? Des Moines Art Center staff will discuss four projects that have punctuated active participation. From crowd-sourcing an exhibition to online galleries to a collaborative re-imagining of an iconic painting, learn about efforts to "see yourself in the museum."

*Session Chair: Jill Featherstone, Des Moines Art Center
Presenters: Megan Bannister, Des Moines Art Center; Kara Fedje, Des Moines Art Center*

DAY 2: SCHEDULE THURSDAY, JULY 13 CONTINUED

Conservation Collaboration: Research, Exhibition, and Community Stories (Collections Stewardship)

Salon C

Join us for a spirited discussion about ways to leverage community support for arts conservation! You'll also get the inside scoop on one conservator's discovery that a famed Mary Lincoln portrait wasn't quite what it seemed...

Session Chair: Megan Stout Sibbel, PhD, Salisbury House Foundation

Presenters: Robert Warren, Executive Director, Hoyt Sherman Place; Megan Stout Sibbel, Curator & Historian, Salisbury House Foundation; Barry Bauman, Barry Bauman Conservation

Creative Ways to Move Ideas Forward in Experience Planning (Exhibit Development)

Potomac

Experience planning—from programs to exhibits—can be complicated, particularly if your team consists of more than just internal staff members. This hands-on session explores varying methods project leads have used to try to motivate teams, creatively generate ideas and solutions, and move a project forward.

Session Chair: Charity Counts, Executive Director, Association of Midwest Museums

Presenters: Tricia O'Connor, Waters Edge Consulting; Alex Bortolot, Minneapolis Institute of Art

Grassroots History: How History Camp Iowa Created a Successful, Volunteer-Run, History Event (Community Engagement)

Salon B

In this panel discussion learn about History Camp Iowa, a program created by volunteers and hosted by the State Historical Society of Iowa. Attendees will learn about challenges and

successes in this program that attracted more than 125 attendees and featured a broad range of presenters.

Session Chair: Leo Landis, State Historical Society of Iowa

Presenter: Danny Akright, History Camp Iowa

Almost Magic—Using Project Management to Enable Board Leadership (Leadership)

Mississippi

Looking for a magic wand to streamline engagement and define roles for your Board of Directors? Project Management might be just the thing for you. This tool, used for overseeing complex tasks, is also useful in developing a strong and appropriate relationship between an Executive Director and a board.

Session Chair: Lisa Craig Brisson, Michigan Museums Association

Presenter: Claire Johnston, Historic Charlton Park

Fire – Your Greatest Threat

(Collections Stewardship)

Salon A

The best protection is not found in sprinkler systems or smoke detection (although they help), but in the actions taken daily by your staff to assure that certain conditions do not exist, and if they are found to exist, how to mitigate them immediately, and prevent fires with reasonable measures.

Session Chair: Robert Layne, Int'l Foundation for Cultural Property Protection

Presenter: Stevan Layne, CPP, CIPM, CIPI, Int'l Foundation for Cultural Property Protection

12:30 p.m. to 1:30 p.m.

Affinity Luncheons and Meetings

(Tickets Required.)

Embassy Ballroom

DAY 2: SCHEDULE THURSDAY, JULY 13 CONTINUED

1:45 p.m. to 3:00 p.m.

Mini-Workshops

Salon A

Mini-Workshops are free 30-minute interactive sessions focused on specific skills, products or topics.

Mini-Workshop 1: What's the Big Idea?! (1:45 p.m. to 2:15 p.m.) An interactive workshop exploring methods for creating meaningful visitor impact and connection to your story. Presented by Solid Light's Cynthia Torp, owner/president and Tricia O'Connor, writer (**Exhibit Development**)

Mini-Workshop 2: Presented by iNFamily Education (2:30 p.m. to 3:00 p.m.) (**Community Engagement**)

1:45 p.m. to 3:00 p.m.

Breakout Sessions

Engaging Newcomer Populations through Museum Outreach: Reflections on the Art of Community Workshop in Cedar Rapids (**Community Engagement**)

Missouri

This panel, through highlighting the work of a museum-based refugee and newcomer arts workshop, discusses how museums can play a role in intercultural outreach, and also collaborate with social service organizations

Session Chair: Dr. Nicolas Hartmann, National Czech & Slovak Museum & Library

Presenters: Jennifer Kovarik, Vesterheim Norwegian-American Museum; Anne Duggar, Catherine MacAuley Center

Outside the Walls & Inside the Community (**Community Engagement**)

Platte

Must "museum" mean "building"? Renovations and natural disasters can close galleries; but organizations can also decide that existing without walls strengthens their relevance. Hear how museums—by intention or necessity—are working creatively "without walls," and explore how the work of your own institution might grow in impact from "nice" to necessary.

Session Chair: Whitney Owens, Cincinnati Museum Center

Presenters: Dale Fisher, University of Iowa Art Museum; Charity Counts, Association of Midwest Museums; JC Gillett, Mobile Museum, University of Iowa

Here, There, Everywhere:

An Organic Approach to Outreach (**Community Engagement**)

Salon C

Museums are amazing places where guests become active participants in discovery and investigation. We recognize, though, that to advance our missions, we must move beyond our walls. This session will highlight innovative—and scalable—programming at the Adler Planetarium that meets the needs of a variety of audiences.

Session Chair: Michelle Nichols, Adler Planetarium

Presenter: Sarah Cole, Adler Planetarium

Community Stakeholder Gamification: Focus Groups 2.0 (**Community Engagement**)

Salon B

Learn fun and applicable design thinking and game-based research techniques to effectively engage your community during any type of concept work including: programming, exhibits,

DAY 2: SCHEDULE THURSDAY, JULY 13 CONTINUED

didactics, or master planning.

Session Chair: Lisa Boumstein-Smalley, Luci Creative and the Robert R. McCormick Foundation

Presenter: Stephanie Moyer, Robert R. McCormick Museum at Cantigny Park

AAM—Achieving Institutional Excellence (Leadership)

Potomac

Museums of all sizes and disciplines can achieve excellence. This session will outline how to use national standards, assessment programs, advocacy, and other forms of field-wide engagement to showcase your museum's achievements, and advance its professionalism. Learn how to engage your whole organization from staff to volunteers to trustees and other strategies to improve practices and build a culture of excellence at your museum.

Session Chair: Jennifer Adams, American Alliance of Museums

New Standards, New Opportunities: Maximizing school-museum curriculum connections in Iowa (Community Engagement)

Mississippi

In case you haven't heard, Iowa is adopting new social studies standards! And they include Iowa history! How can Iowa museums make the most of this opportunity? Learn what the new standards are, how they came into being, and what your museum can do to connect.

Session Chair: Daniel Jones, Living History Farms
Presenters: Stefanie Wager, Iowa Department of Education; Jennifer Cooley, State Historical Museum, Iowa Dept. of Cultural Affairs

3:00 p.m. to 3:15 p.m.

Coffee Break

Convention Area Foyer and Exhibit and Resource Hall

3:15 p.m. to 4:30 p.m.

Breakout Sessions

Making Connections: Authentic Community Engagement within Maker Experiences at the Science Museum of Minnesota (Community Engagement)

Salon B

The field of Making is white-hot, and we must ensure that diversity (not homogeneity) informs the creation of new activities. Fostering more racial and ethnic diversity within Making at SMM was the goal of the NSF-funded Making Connections project. Our session highlights the project's specific community engagement techniques and recommendations.

Session Chair: Dr. Lauren Causey, Science Museum of Minnesota

Presenters: Joe Imholte, Science Museum of Minnesota; Keith Braafladt, Science Museum of Minnesota

All Are Welcome: Staff Training for Inclusion and Ability Awareness (Leadership)

Missouri

Explore the ways that "Ability Awareness" can empower your staff and further your museum's goals to be inclusive of people with all abilities. Learn what this is, and have some fun along the way! Bring your questions and success stories regarding including all abilities in your museum programs.

Session Chair: Daniel Jones, Living History Farms

Presenters: Tyler Green, The Inclusion Connection; Paul Green, The Inclusion Connection

DAY 2: SCHEDULE THURSDAY, JULY 13 CONTINUED

Pricing the Priceless: An Introduction to the Antiques Trade for the Museum Professional (Collections Stewardship)

Mississippi

Familiarity with the monetary value of a museum's collection is a vital component of collections management. This panel will teach participants how an understanding of the antiques market can benefit a museum, its collections, and its mission.

Session Chair: Jodi Evans, State Historical Society of Iowa

Presenters: Erika Holst, Springfield Art Association; Cedar Phillips, Hennepin History Museum; Andrew Richmond, Wipiak Consulting & Appraisals

Straight to the Source: Connect and Engage with Teens in Your Community (Community Engagement)

Salon C

How do we create a museum environment that is welcoming, appealing, and engaging to our tween and teenage audiences? Discover various ways area students contributed to The Bakken Museum's latest exhibit, Mary and Her Monster, an IMLS-funded project featuring Mary Shelley, the teenage author of *Frankenstein*.

Session Chair: Julie Govert, The Bakken Museum

Presenters: Dr. Juliet Burba, The Bakken Museum; Julie Govert, The Bakken Museum; Cheryl Kessler, Blue Scarf Consulting

Improved Engagement and Access with Socially Engaged Art (Community Engagement)

Potomac

Socially engaged art can be a powerful tool to drive engagement and to strengthen connections between an institution and the communities it serves. Hear examples of art

tactics used to drive engagement improve access in different settings, then explore these issues as they might relate to your own communities.

Session Chair: Mat Greiner, Chicken Tractor

Presenters: Melinda Childs, ArtStart!; Joan Vorderbruggen, Hennepin Theatre Trust

National History Day (Community Engagement)

Platte

National History Day is a year-long academic program focused on research, interpretation and creative experience for 6–12 grade students. By participating in the National History Day program, students learn critical thinking skills, problem-solving skills, develop research strategies and strengthens self-esteem.

Session Chair: Vania Boland, State Historical Society of Iowa

Presenter: Shoshanna Gross, Ohio History Day

3:15 p.m. to 6:00 p.m.

Poster Sessions

Salon A

Herbert Hoover: Life, Libraries, and the Pursuit of Presidential Museums

This poster shows the effects that the presidential library system has on culture and identity.

Presenter: Ryan Wurtz, University of Northern Iowa

The Way We Are Now: A Case Study in Campus and Community Engagement

This poster explores a "town and gown" collaboration between a small, private liberal arts college and community members resulting in a publication, and adult volunteer program

DAY 2: SCHEDULE THURSDAY, JULY 13 CONTINUED

for the campus archive.

*Presenter: Samantha Sauer, Illinois College -
Paul Findley Congressional Office Museum /
Khalaf Al Habtoor Archives*

Scoping out the Macroscopes: Defining and Measuring Success for a Digital Interactive

This poster details our attempt to get beyond dwell time in evaluating a touchscreen kiosk from the Places & Spaces traveling data visualization exhibit. Take away low budget tools and approaches for gaining a better understanding of your digital interactives and share related successes and challenges.

Presenter: Lisel Record, Indiana University

Community Focused Website Redesign Case Study

This poster explains the multi-step process used in a case study completed by a class of graduate students working alongside the Watkins Museum of History staff and Director, Steve Nowak. The goal of this redesign project was to create a website for the museum that is accessible and community-oriented.

Presenter: Alyson Wilkins, University of Kansas

Association of Midwest Museum Archival Digitization Project-Getting to Know Ourselves

Have you ever wondered about the Association of Midwest Museum's history? We certainly have! See what AMM volunteers are working on and how we are getting better acquainted with our history.

Presenter: Jessica Fischer, AMM, Ashlee James, IUPUI

Stony Island Arts Bank: Constructing Black Utopia(s)

This poster takes an in-depth look at the Stony Island Arts Bank, opened in October 2015.

Highly hybridized, it's a gallery, media archive, library and community center intended to create "a space for neighborhood residents to preserve, access, reimagine and share their heritage—and a destination for artists, scholars, curators, and collectors to research and engage with South Side history."

Presenter: Courtney Becks, University of Wisconsin

"The Local Option": Bringing a Neighborhood Museum into Chicago's North Side

This poster shows how a historic bar tour's use of whimsical, exciting tales of nightlife teaches neighborhood development and local politics. Guests will learn how small museums can "exhibit" their collections through tours while engaging with local businesses and practicing shared authority in the community.

Presenter: Matthew Amyx, Loyola University Chicago

Museum Studies Students Collaborate with Community on Digital Engagement Project

This poster describes a service learning project completed by the Museums in a Digital World class taught by Dr. Heidi Lung of The University of Iowa Museum Studies Program. Museum studies students collaborated with The Edgewood Museum and the Iowa Initiative for Sustainable Communities (IISC) in a multi-phased project that had students working in project teams to assist the community museum with several digital initiatives including 1) developing a holistic marketing plan that included social media and 2) identifying tools to

DAY 2: SCHEDULE THURSDAY, JULY 13 CONTINUED

assist in collections management that aligned with the needs of the museum.

Presenter: Dr. Heidi Lung, University of Iowa

Mentoring Moments to Help Students Stay in our Community

This poster will present a miniature version of a permanent exhibit at The Evansville Museum of Arts, History and Science along with the ability to experience the app and the laureate biographical content via a provided mobile device. The exhibit is a showcase for Evansville's Regional Business Hall of Fame, which inducts and honors individuals for their business excellence, vision, innovations, leadership and community service to the greater Evansville area.

Presenter: Kristy Somerlot, Impact Communications

4:30 p.m. to 6:00 p.m.

Exhibit Hall Opening Cocktail Reception

Hotel Atrium and Convention Area Foyer

6:30 p.m. to 9:00 p.m.

Art & All That Jazz: Built on the Foundation of the Roaring 20s

Presented by Beeline & Blue
Salisbury House and Gardens
(Tickets required.)

Inventors and art connoisseurs Carl and Edith Weeks had the opportunity to not only create their dream home—Salisbury House and Gardens—but ensure that every aspect of their lives was surrounded by beauty. During Art & All That Jazz, explore one of the greatest 20th-century historic house museums in America and discover the treasures housed inside. With an unexpected collection featuring works by world-renowned artists from Archipenko to Van Dyck and an exquisite library of historic books and manuscripts, Salisbury House and Gardens will amaze you. Travel back to the roaring 1920s, listen to jazz music, enjoy food and beverages inspired by the era, and watch demonstrations of cutting edge scanning technology from Beeline & Blue.
(See page 11 for details.)



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DAY 3: SCHEDULE

FRIDAY, JULY 14

8:00 a.m. to 12:00 p.m.

Exhibit Hall Open

Hotel Atrium and Convention Area Foyer

6:30 a.m. to 9:00 a.m.

Breakfast Available in Hotel Lounge

7:00 a.m. to 7:45 a.m.

Yoga Morning Wake-up Call

Simon Estes Riverfront Amphitheater

9:00 a.m. to 10:15 a.m.

Keynote Speaker Corine Wegener

Presented by Taylor Studios, Inc.

Embassy Ballroom

(See page 6 for details.)

10:15 a.m. to 10:45 a.m.

Coffee Break

Convention Area Foyer and Exhibit and Resource Hall

10:45 a.m. to 12:00 p.m.

Breakout Sessions

Primary Resources: Using the Past to Help Shape the Future of Education **(Collections Stewardship)**

Mississippi

Find out how museums can use their collections to help teachers. The State Historical Museum of Iowa and Iowa Department of Education will discuss their partnership to develop primary resource sets. Presenters will share their process as well as information to help all types of museums develop primary resource sets.

Session Chair: Jennifer Cooley, State Historical Museum of Iowa

Presenter: Stefanie Wager, Iowa Department of Education

Don't Let Undocumented Collections Paralyze You: Practical Tips and Case Studies for Deaccessioning "Found in Collection" Items **(Collections Stewardship)**

Missouri

"Found in Collection": that dreaded term for artifacts without documentation, unclear documentation, or unknown status. Deaccessioning "FICs" can be complex and intimidating—where to begin? What laws/guidelines do you follow? Museum professionals from three states will share how they tackled this conundrum through research, documentation, and best practices.

Session Chair: Cristin Waterbury, National Mississippi River Museum & Aquarium

Presenters: Amy Heggemeyer, Spurlock

Museum, University of Illinois at Urbana-

Champaign; Linda Endersby, Museum of Art &

Archaeology, University of Missouri; Tish Boyer,

National Mississippi River Museum & Aquarium

Open Doors to Open Minds: Setting Aside Tradition and Its Effects on One Community **(Leadership)**

Platte

An analysis and interpretation of a case study of the Figge Art Museum. This museum set aside traditional hours and admission in their attempt to open doors to wider audiences. Museums can use this framework for collecting and interpreting data from visitor surveys, improving satisfaction and increasing museum attendance.

Session Chair: Dr. Pamela White, Western Illinois University – Museum Studies Program

Presenters: Kirsten Belisle; Chelsea Jacobsen;

Andrew Kirkland; Carol Marquardsen and Jillian

Mather, Western Illinois University – Museum

Studies Program

DAY 3: SCHEDULE FRIDAY, JULY 14 CONTINUED

Exhibiting Curiosity: Building Critical Thinking with Museum Collections (Exhibit Development)

Potomac

When students have questions give them the opposite of answers. Dolefully, facts will only satiate them until the next question bubbles up in a moment. Instead imagine lighting the spark that leads them to their own answers and then new questions that will keep them...curious.

Session Chair: Andy Hershberger, The Field Museum

Overcome Adversity Through Art (Community Engagement)

Salon C

Art education program that serves youth in a variety of health and human service organizations throughout the Des Moines metro using art education as a tool to overcome adversity and promote healing and self-expression.

Session Chair: Tracy Duran, Des Moines Art Center

Presenter: Rachael Jackson, Des Moines Art Center

Building Community in a Volunteer Program (Leadership)

Salon B

Volunteers are the backbone of many museums, yet keeping a volunteer can be challenging. Hear a volunteer management panel on their recruitment and retention strategies that have led to stronger volunteer communities, and how to start looking into your own volunteer program.

Session Chair: Samantha Grangaard, Minnesota Museum of American Art

Presenter: Robert Nicholl, American Swedish Institute

Break the Fourth Wall: How to Create for Your Audience, with Your Audience (Exhibit Development)

Salon A

In this roundtable, we will discuss how to break down the invisible "fourth wall" between museums and your communities; how to create for your audience with the help of your audience. Museum educators, curator, and executive director discuss best practices for collaborating with our communities from start to finish.

Session Chair: Erik Peterson, Smart Museum of Art

Presenters: Jason Pallas, Smart Museum of Art; Laura McDowell Hopper, Pick Museum of Anthropology; David Schmitz, Dubuque Museum of Art

12:00 p.m. to 1:00 p.m.

Annual Meeting and Awards Luncheon

Presented by McGough Construction

Embassy Ballroom

(Exhibit hall closed during Annual Meeting and Awards Luncheon)

1:00 p.m. to 1:30 p.m.

Coffee Break

Convention Area Foyer and Exhibit and Resource Hall

1:00 p.m. to 4:30 p.m.

Exhibit Hall Re-Opens

Hotel Atrium and Convention Area Foyer

DAY 3: SCHEDULE FRIDAY, JULY 14 CONTINUED

1:30 p.m. to 2:45 p.m.

Breakout Sessions

360 Museum Leadership: Expand your skills as you rise through the ranks

(Leadership)

Salon B

Museum leaders often rise from front-line positions to middle management (or do both at a small institution!)—but professional development to bridge that skill set is elusive. Bring your middle-management challenges to a lively crowd-sourced session to discuss how to lead up, down, and out in fast-paced museum environments.

Session Chair: Whitney Owens, Cincinnati Museum Center

Presenters: Brian Mancuso, Conner Prairie, Keith Braafladt, Science Museum of Minnesota; Hillary Olson, Milwaukee Public Museum; Marcus Harshaw, Indiana Historical Society

Debate: The Future of American Museums

(Leadership)

Missouri

A new era is taking shape in American museology, culture, & cities that will reshape our perception of democracy, American Dream, and future of the collecting, sociopolitical, and ritualistic, civic space we know as a museum. Panelists will discuss best practices & explore their museum's civic roles in ever-changing communities.

Session Chair: Alex Elmestad, University of Missouri St. Louis

Presenters: Jeffrey Abt, Wayne State University; Rasmus Thøgersen, Museum of Danish America

Making Mascots: Using Mascots for Museum Programming, Marketing and Kids Clubs (Exhibit Development)

Platte

Join the Minnesota Historical Society, Missouri History Museum and State Historical Museum of Iowa to discover how these museums developed and use their family friendly mascots. Each museum will address how they uniquely use their mascots, from marketing, development of kid's clubs, designing programs to reinvigorating aging exhibitions.

Session Chair: Matt Beyer, State Historical Museum of Iowa

Presenters: Abby Friedmeyer, State Historical Museum of Iowa; Lindsay Newton, Missouri History Museum; Lory Sutton, Minnesota Historical Society

Out of the Silos: Integrating Collection Information (Collections Stewardship)

Salon C

Hidden, siloed collections are not supportive of institutional mission. This panel will explore how the State Historical Society of Iowa investigated integrated collection management systems, capable of addressing the professional needs of disparate collection types. Participants will gain insight into how to approach the integration of large disparate historical collections.

Session Chair: Jodi Evans, State Historical Society of Iowa

Presenters: Tony Jahn, State Historical Society of Iowa; Kay Coats, State Historical Society of Iowa

Into the Vault: Integrating Collections Storage and Education

(Collections Stewardship)

Potomac

Cranbrook Art Museum's renovated Collections Wing introduced a new museum model that

DAY 3: SCHEDULE FRIDAY, JULY 14 CONTINUED

integrated storage and education. Together, the galleries and the vaults have become one integrated teaching and learning experience for all audiences. With four years under their belt, staff are ready to share how this new model is working.

Session Chair: Charity Counts, Association of Midwest Museums

Presenters: Gregory Wittkopp, Cranbrook Center for Collections and Research; Kelly Lyons, Cranbrook Art Museum

Changemakers: Superhero in You! **Workshop (Community Engagement)**

Salon A

Design the superhero version of yourself and work to create social justice in your community today! Let's change the world—no big deal!

Session Chair: John Goodson, Children's Museum of Indianapolis

The Pantheon Project: Inspiring students to find beauty in the connections of art, music, science and dance **(Community Engagement)**

Mississippi

The Pantheon Project is a collaboration for young people through the arts and sciences. Students with the Des Moines Art Center, Des Moines Symphony Academy, Science Center of Iowa and DanzArts work with each other, along with their mentors, to create a series of educational experiences.

Session Chair: Jolie Pelds, Science Center of Iowa

Presenters: Haley Babcock, Des Moines Art Center; Paula McArthur, Des Moines Danz Arts; Joshua Barlage, Des Moines Symphony

2:45 p.m. to 3:30 p.m.

Coffee Break/Siesta

Conventional Area Foyer and Exhibit and Resource Hall

3:30 p.m. to 4:45 p.m.

Breakout Sessions

What happens when you put a museum inside a Winnebago? (Exhibit Development) *Mississippi*

Taking a museum on the road can help bring your story to new audiences. There are challenges, as well as opportunities. But, what exactly goes into a successful Mobile Museum? Find out the answer to this question, and much more.

Session Chair: Jeffrey Gillett, University of Iowa Pentacrest Museums

Presenters: Dr. Trina Roberts, University of Iowa Pentacrest Museums; Andrew Harrington, State Historical Museum of Iowa; Leo Landis, State Historical Museum of Iowa

Spotlighting Historical Roots in the Contemporary Arts (Exhibit Development) *Platte*

Arts, Film and History each have their own platforms for storytelling, but what happens when all come together in a museum? Multi-dimensional exhibits! Learn about two examples from the State Historical Museum of Iowa along with what sparked the ideas, implementation and refreshment of the visitor experience.

Session Chair: Susan Kloewer, State Historical Society of Iowa

Presenters: Matthew Harris, Iowa Arts Council; Liz Gilman, Produce Iowa - State Office of Media Production

How to Build Stronger Museum

DAY 3: SCHEDULE FRIDAY, JULY 14 CONTINUED

Communities with Content Marketing **(Leadership)**

Salon B

Nearly everything museums do generates content. So, why don't we use more of that content for marketing? In this working session, you'll learn about content marketing trends, how to engage audiences with marketing and why relevance is the most important element in making it all work. You'll leave with a template to create your own audience profiles and a some actionable steps you can take at your museum.

Session Chair: Despi Ross, Museum Playbook

Dash it all! (Leadership)

Salon A

Dash it all! Get in touch with your key stats. Learn how you can better drive your museum by being able to respond to changes. We are nonprofit, but we all need to remember that we are a business in competition with any organization that vies for personal time.

Session Chair: Dr. Ware Petznick, The Shaker Historical Society

Presenter: Bill Briska, Elgin History Museum

Keep 'Em Wanting More: On Demand tutorials & video tours that engage members globally (Exhibit Development)

Potomac

Want to engage members personally with new and exciting benefits that reach them near and far? The Rutherford B. Hayes Presidential Library & Museums will share their solution—Membership 411—an online tour series that enables all members, regardless of location, in on-site, in-depth experience. Presenters will suggest methods for creating your own Membership 411.

Session Chair: Kathy Boukissen, Rutherford B.

Hayes Presidential Library & Museums

Presenters: Gilbert Gonzalez, Rutherford B.

Hayes Presidential Library & Museums; Meghan Wonderly, Rutherford B. Hayes Presidential Library & Museums

Adventures in Digital Storytelling and Mobile Engagement (Exhibit Development)

Salon C

How do you take a mobile project beyond the classic audio guide? How do you redefine mobile projects as technologies change? How do you use mobile to cater to a broad audience? In this Q&A, you'll learn how to merge storytelling and tech to meet organizational, educational, and accessibility goals.

Session Chair: Monica Barndt, OnCell

Presenters: Melanie Weir, The Herbert Hoover Presidential Library and Museum; Diane Gutenkauf, Ella Sharp Museum; Ryan Wille, Quad City Botanical Center

Designing Children Spaces in Museums: Two Museum's Stories (Exhibit Development) *Missouri*

Join the Missouri History Museum and State Historical Museum of Iowa to learn about their different experiences creating child friendly museum spaces. Both museums will discuss the design evolution, final results of their respective spaces and audience responses, both complementary and constructive.

Session Chair: Jennifer Cooley, State Historical Museum of Iowa

Presenters: Matt Beyer, State Historical Museum of Iowa; Lindsay Newton, Missouri History Museum

DAY 3: SCHEDULE FRIDAY, JULY 14 CONTINUED

4:30 p.m. to 8:00 p.m.

Exhibitor Take Down

5:30 p.m. to 10:00 p.m.

#MidwestisBest Closing Night Celebration

Presented by the Iowa Department of Cultural Affairs

Hosted by State Historical Museum and the Science Center of Iowa

(Tickets required.)

The conference closing night event celebrates our Midwestern roots and the 90th anniversary of AMM with a two-stop museum tour featuring local food, beer and wine. (Let's not forget history and science!) During the first stop, explore the State Historical Museum's exhibit galleries and enjoy guided tours of the collections vault. Listen to the musical styling of a local modern string quartet, Quartet 515. Our final stop of the night is the Science Center of Iowa, where you can experiment and play in the exhibits. Enjoy a special 90th anniversary cocktail and dance the night away! *(See page 11 for details.)*

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DAY 4: SCHEDULE

SATURDAY, JULY 15

6:30 a.m. to 9:00 a.m.

Breakfast Available in Hotel Lounge

7:00 a.m. to 7:45 a.m.

Yoga Morning Wake-up Call

Simon Estes Riverfront Amphitheater

9:00 a.m. to 10:15 a.m.

Mini-Workshops

Salon C

Mini-Workshops are free 30-minute interactive sessions focused on specific skills, products or topics.

Mini-Workshop 1: Yes, you can create your own mobile app! (9:00 a.m. to 9:30 a.m.) What does it look like when your museum creates its own mobile app using Encurate's DIY content management system? Join this 30-minute workshop for a demo on creating points of interest, a tour, and an interactive map for a museum mobile app and to discuss free and affordable software to create content and media.

Presented by Nancy Harmon, Encurate Mobile Technology (Exhibit Development)

9:00 a.m. to 10:15 a.m.

Breakout Sessions

Are Audience Members and Visitors the same thing? Strategies for engaging an audience that does not visit (Leadership)

Mississippi

For some museums, measuring audience is more complicated than counting people through the door. This panel presents four institutions for whom off-site audiences are critical for engagement, mission, and sustainability. Each museum will discuss the challenge of measuring

outcomes, evaluating success, and leveraging that success into support.

Session Chair: Tova Brandt, Museum of Danish America

Presenters: Jennifer Scott, Jane Addams Hull-House Museum; Anna Villareal, Museum of Osteopathic Medicine; Jessica Rundlett, State Historical Museum of Iowa; Nicky Christensen, Communications Specialist, Museum of Danish America

Good Trustee/Bad Trustee- Recruitment, Training & Responsibility (Leadership)

Platte

An informed, involved and committed board requires strategic thinking and planning as well as a long-term investment of time and energy. This effort pays big dividends for the museum and for the communities it serves. Learn how to build better engaged boards from experienced board members and museum directors.

Session Chair: Mary Baily Wieler, Museum Trustee Association

Presenters: Dr. David Ellis, Former Director, Museum of Science, Boston; Tim Schiffer, Figge Art Museum; Hunt Harris, Figge Art Museum; Dr. Robert M. Davis, President-CEO of the Dubuque County Historical Society and the National Mississippi River Museum and Aquarium

Rowing in the Same Direction: Building Consensus and Establishing Collaborative Project Teams (Exhibit Development)

Potomac

It's inevitable—and human nature—that people working on an exhibition project will have different ideas and opinions about what the project entails and where it's headed. These tried-and-true strategies, developed by two experienced exhibition professionals, will help

DAY 4: SCHEDULE SATURDAY, JULY 15 CONTINUED

you work toward efficient and effective results that everyone can buy into.

Session Chair: Donna Braden, The Henry Ford;

Presenters: Donna Braden, The Henry Ford;

Cynthia Torp, Solid Light Inc.

10:15 a.m. to 10:30 a.m.

Coffee Break

10:30 a.m. to 12:00 p.m.

Closing Presentation and Plenary Speaker

Paula Gangopadhyay, deputy director of museum services, IMLS and

Spencer Crew, George Mason University

Supported by CSI Storage, Inc.

Embassy Ballroom

(See page 7 for details.)

12:00 p.m.

Conference Concludes

Saturday Afternoon

Get Out and Explore!

Meet Des Moines Museums! Several museums in the city are free or have agreed to provide free admission with attendees who bring their conference badges. Get out and explore!

Hoyt Sherman Place

Iowa Jewish Historical Society

Iowa Gold Star Military Museum

Wallace House

Des Moines Art Center

John And Mary Pappajohn Sculpture Park

Wells Fargo History Museum

State Historical Museum of Iowa

The World Food Prize Hall of Laureates

Fort Des Moines Museum and Education Center

Science Center of Iowa (with AMM badge)

CONGRATULATIONS TO OUR 2017 AWARD RECIPIENTS



BILLY
OCASIO

Community Visionary Award

BILLY OCASIO

NATIONAL MUSEUM OF PUERTO RICAN ARTS AND
CULTURE, CHICAGO, ILLINOIS

Billy Ocasio's deep devotion to the promotion and preservation of Puerto Rican art and culture is the product of growing up in the Humboldt Park community of Chicago. Billy has devoted his life to his community through a commitment to justice, freedom, and equality. Through his time serving as Ward Alderman for 16 years and then Senior Advisor for social justice on the Governor's leadership team, Billy has worked to provide his community and neighborhood with affordable housing and centers of recreation and learning, including the National Museum of Puerto Rican Arts & Culture. He became President and CEO of NMPRAC in 2012, and has taken tremendous steps in expanding the museum by raising over \$10 million to renovate and restore the museum's home structures. He has tripled the budget and increased staff, admissions, and national and international visibility. His leadership has allowed the Puerto Rican community to flourish and has brought attention to the art and culture of Puerto Rico.



JOHN
HERBST

Distinguished Career Award

JOHN HERBST

INDIANA HISTORICAL SOCIETY, INDIANAPOLIS, INDIANA

John Herbst started his career in 1974 as a social studies teacher for Paterson Catholic High School in New Jersey. Here he worked with his students after school, weekends, and summers to research the city's history and create exhibits, publications, and walking tours. Since then, John has gained a reputation as an influential shaper of historical practice for his demonstrated effectiveness in leadership and fundraising through his career in public history. Over the last four decades, John has created programs, exhibits, and facilities that have had a national impact and raised over \$100 million in support of his institutions. John has spent the last 10 years serving as the President and CEO of the Indiana Historical Society, and has successfully implemented institutional efficiencies through strategic budgeting, program expansion, fundraising, and careful stewardship of resources.

CONGRATULATIONS TO OUR 2017 AWARD RECIPIENTS CONTINUED



JAMIE
GLAVIC



Promising Leadership Award

JAMIE GLAVIC

NATIONAL UNDERGROUND RAILROAD FREEDOM
CENTER, CINCINNATI, OHIO

Jamie Glavic has been a professional in the museum field for just under 10 years, but has managed to accomplish much in that short time, proving herself an agent of change. Jamie got her start in 2007 at the front desk of the National Underground Railroad Freedom Center, but quickly moved up the ranks thanks to her passion for their mission and her expertise in the museum field, particularly in marketing. Currently, as the Director of Marketing and Communications for NURFC, Jamie has been instrumental in increasing attendance growth as well as recognition both nationally and internationally. Beyond her role at NURFC, Jamie has proven herself a passionate museum enthusiast and a driven purveyor of knowledge through her published work in books and journals, her presentations for AAM, Ohio Local History Alliance, and AASLH, and her influential blog-Museum Minute.

Corporate Achievement Award

PGAV DESTINATIONS FOR VOICE OF THE VISITOR

PGAV DESTINATIONS, ST. LOUIS, MISSOURI

PGAV Destinations is an innovative company that designs attractions, exhibits, and experiences that engage the visitor, and this focus is reflected in their publication, Voice of the Visitor. This publication, now in its second year, provides the field with relevant information in a format that is easy to interpret and implement for institutions. It not only provides an insight into today's cultural institutions, but provides the data to help sustain them for future generations. The staff at PGAV go above and beyond by presenting on data from Voice of the Visitor to institutions and museum professionals, providing even more insight into how to best use this data in the field.

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Fostering Transparency, Strengthening Public Trust

The Association of Midwest Museums is partnering with the Illinois Association of Museums and the Visitor Studies Association to offer a wider variety of sessions and networking opportunities in one of America's greatest cities. This joint conference will share a theme, keynote speakers, exhibit hall, and events and will feature parallel tracks of workshops and concurrent sessions. We look forward to extensive opportunities for cross-pollination of ideas.

In the spirit of the 2018 theme, AMM and VSA invite our respective memberships to work together to answer critical questions about how, across a range of accountabilities and circumstances, we can fulfill our institutional missions with renewed perspective, rigor, and courage in order to strengthen public trust.



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BY MUSEUM PEOPLE

The Association of Midwest Museums and Iowa Museum Association are grateful to the Des Moines area 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!

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