MID- ATLANTIC ASSOCIATION OF MUSEUMS
ANNUAL MEETING 2018

MUSEUMS MATTER NOW!
OCTOBER 17–19, 2018  |  BALTIMORE, MD

Embassy Suites by Hilton Baltimore Inner Harbor
222 St. Paul Place, Baltimore, Maryland 21202
410.727.2222  |  www.embassysuites3.hilton.com
Welcome to MAAM 2018, MUSEUMS MATTER NOW!

We are divided as a nation—politically, socially, culturally. But museums are one place where Americans can come together—to learn, to think, to enjoy, to see ourselves reflected, to understand others who are different, and to heal. Museums have a significant role to play in igniting dialogue and change in our communities through dynamic programs, collections, and exhibitions—the sky is the limit.

Whether you are an emerging professional or a seasoned veteran, the MAAM Conference is the place to find the most up-to-date information to make your museum thrive. Join us in Baltimore, Charm City, and the place for fun, food and great museums—for the 2018 Annual Conference. Our sessions will spark your creativity and offer practical solutions and workable models for making museums really matter in their communities.

Envision change, implement new ideas, take action, and secure funding.
Dear Colleagues

On behalf of the board of the Mid-Atlantic Association of Museums, I am excited to welcome you to Baltimore, Charm City! We know that you will enjoy the diversity of Baltimore’s lively museums and cultural offerings.

Each year the MAAM Annual Meeting provides museums and allied organizations with an opportunity to share and exchange provocative ideas and new practices. Please take advantage of the many museums and cultural organizations in the city as Baltimore has many to offer!

Many individuals and committees helped to make this conference possible. Special thanks are due to annual meeting co-chairs, Irene Duckman-Alon and Kimberly Springle, and to our local arrangements committee: Jobi Zink, once again, ably chaired the program committee.

MAAM’s gratitude goes as well to those institutions that opened their doors for the pre-conference tours: The Baltimore Heritage Area, Alpha Graphics, Baltimore Museum of Industry, the National Aquarium, the Walters Art Museum, and the Fire Museum of Maryland. Special thanks also go to Averie Shaughnessy-Comfort, Michelle Fouls-Baumgarten, Mary-Kate Kenney, Rita Cant, and Lindsey Marshall for their significant efforts in making this conference a success.

The corporate and educational sponsors for this annual meeting have generously supported the field and MAAM, and we encourage you to read more about them in this program and to visit the museum marketplace during the conference. Their products and services enable us to do our jobs professionally and creatively.

We know that all of you will enrich the discussions over the next several days with your experiences. Thank you for lending your voices and your expertise to the 2018 MAAM Annual Meeting.

Best Wishes,
Sincerely,
Gretchen S. Sorin, Ph.D.
Director and Distinguished Professor
Cooperstown Graduate Program

Welcome to Baltimore Hon!

We are so glad you’re here! On behalf of the dedicated members of the MAAM Annual Meeting local arrangements committee, we hope you’ll take advantage of the incredible opportunities to explore and reflect on how Baltimore embodies the conference theme, Museums Matter Now in your respective communities.

While you are here, get to know the people and culture of Baltimore through conference tours and evening events. Dine in our restaurants, talk with locals, explore neighborhood cultural institutions, and don’t forget finish your evening with a delicious Berger’s Cookie!

Again, Welcome to Baltimore and enjoy your time in Charm City!

Sincerely,
Irene Duckman-Alon
MAAM Annual Meeting Co-Chair
Kimberly E. Springle

Schedule-at-a-Glance
Embassy Suites / 222 St Paul Pl, Baltimore, MD 21202

TUESDAY, OCTOBER 16, 2018

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<thead>
<tr>
<th>Time</th>
<th>Event / Meeting</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>6:00 p.m.–8:00 p.m.</td>
<td>White Gales Gang Dinner (pre-registration required)</td>
<td>TBD</td>
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WEDNESDAY, OCTOBER 17, 2018

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<thead>
<tr>
<th>Time</th>
<th>Event / Meeting</th>
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<tr>
<td>9:00 a.m.–4:00 p.m.</td>
<td>White Gales Gang Event (pre-registration required)</td>
<td>Fire Museum of Maryland 1501 York Rd, Lutherville-Timonium, MD</td>
</tr>
<tr>
<td>10:00 a.m.–11:00 a.m.</td>
<td>Conference Registration/Resume Review Registration</td>
<td>Outside GS Room, Embassy Suites</td>
</tr>
<tr>
<td>11:00 a.m.–2:30 p.m.</td>
<td>Alpha Row Academy (Pre-registration required, no fee)</td>
<td>Alpha Graphics Inc. 1952 Union Ave, Unit B, Baltimore, MD</td>
</tr>
<tr>
<td>1:00 p.m.–4:00 p.m.</td>
<td>Cornerstone Learning: “The Perfect Ask” with Robert Bull (Pre-registration required; additional fee)</td>
<td>Embassy Suites</td>
</tr>
<tr>
<td>1:00 p.m.–4:00 p.m.</td>
<td>Baltimore Museum of Industry &amp; National Aquarium, Animal Care Center</td>
<td>Lobbly, Embassy Suites 1951 York Rd, Lutherville-Timonium, MD</td>
</tr>
<tr>
<td>2:00 p.m.–4:00 p.m.</td>
<td>Baltimore National Heritage Area: Heritage Walk</td>
<td>Baltimore Visitor Center 401 Light Street, Baltimore, MD</td>
</tr>
<tr>
<td>3:00 p.m.–5:00 p.m.</td>
<td>Walters Museum of Art Tour</td>
<td>sold out Charles St, Baltimore, MD</td>
</tr>
<tr>
<td>6:00 p.m.–8:00 p.m.</td>
<td>Opening Reception</td>
<td>Sponsored by Marshall Craft Associates and the Whting-Turner Contracting Company Baltimore Museum of Art 10 Art Museum Drive, Baltimore, MD</td>
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THURSDAY, OCTOBER 18, 2018

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<td>Continental Breakfast</td>
<td>Mirror Ballroom</td>
</tr>
<tr>
<td>8:00 a.m.–9:00 a.m.</td>
<td>Morning Address: Aaron Bryant, Museum Curator, Photography, Visual Culture and Contemporary Political History, Smithsonian, National Museum of African American History &amp; Culture</td>
<td>Mirror Ballroom</td>
</tr>
<tr>
<td>9:15 a.m.–10:30 a.m.</td>
<td>BREAKOUT SESSION I</td>
<td>Embassy Suites 3rd Floor</td>
</tr>
<tr>
<td>10:30 a.m.–11:30 a.m.</td>
<td>Baltimore Museum of Industry &amp; National Aquarium, Animal Care Center, Emerging Museum Professionals Leadership Lunch</td>
<td>Lobbly, Embassy Suites 1951 York Rd, Lutherville-Timonium, MD</td>
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<tr>
<td>11:00 a.m.–12:00 p.m.</td>
<td>Stephen Weil Memorial Lecture: Kate Goodall, Halycon</td>
<td>Mirror Ballroom</td>
</tr>
<tr>
<td>12:30 p.m.–4:30 p.m.</td>
<td>Emerging Museum Professionals Leadership Lunch (by invitation only)</td>
<td>Oriental Room</td>
</tr>
<tr>
<td>3:15 p.m.–5:00 p.m.</td>
<td>BREAKOUT SESSION II</td>
<td>Embassy Suites 3rd Floor</td>
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<td>10:00 a.m.–11:00 a.m.</td>
<td>Fire Museum of Maryland Open House</td>
<td>Lobbly, Embassy Suites 1951 York Rd, Lutherville-Timonium, MD</td>
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Mid-Atlantic Association of Museums Board of Trustees and Staff

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ALPINE ASSOCIATION OF MUSEUMS

Gretchen Sullivan Ohr
Director and Distinguished Professor
Cooperstown Graduate Program

Mary Kate Kenney
MAAM President

Kimberly Springle
MAAM Annual Meeting Co-Chair

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Irene Duckman-Alon
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Kimberly E. Springle

MAAM Annual Meeting Co-Chair
**THURSDAY, OCTOBER 18, 2018 (continued)**

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<tr>
<td>4:00 p.m.–5:15 p.m.</td>
<td>BREAKOUT SESSION III</td>
<td>Embassy Suites</td>
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<tr>
<td></td>
<td>1. Beyond the Field Trip: Amplifying Your Museum’s Impact through Teacher Development</td>
<td>Composite (3rd Floor)</td>
</tr>
<tr>
<td></td>
<td>2. From Dutch to Dominican: The Evolution of Community Engagement in Manhattan’s Inwood Neighborhood</td>
<td>Ionic (3rd Floor)</td>
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<td></td>
<td>3. CAP, MAP, and STEPS: Assessment Opportunities for Small and Mid-sized Museums</td>
<td>Chapter (4th Floor)</td>
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<tr>
<td></td>
<td>4. In Their Own Words: Immigrant Storytelling in Museum Galleries</td>
<td>Tuscan (3rd Floor)</td>
</tr>
<tr>
<td>6:00 p.m.–7:45 p.m.</td>
<td>Katherine Coffey Honoree Reception</td>
<td>Edinburgh Hall</td>
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<tr>
<td>7:00 p.m.–10:00 p.m.</td>
<td>After Hours Open House at Case[werks]</td>
<td>Case[werks] Office</td>
</tr>
<tr>
<td>8:00 p.m.–10:00 p.m.</td>
<td>Network &amp; Bowl with MAAM + NAME + NEMPN</td>
<td>Mustang Alley’s Bowling, Bar, and Bistro</td>
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**FRIDAY, OCTOBER 19, 2018**

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<tbody>
<tr>
<td>7:00 a.m.–12:00 p.m.</td>
<td>Registration/Résumé Review Registration</td>
<td>Outside GS Room, Embassy Suites</td>
</tr>
<tr>
<td>7:30 a.m.–8:30 a.m.</td>
<td>Continental Breakfast</td>
<td>Sponsored by Arakawa Hanging Systems</td>
</tr>
<tr>
<td>8:00 a.m.–8:30 a.m.</td>
<td>State of AAM with Laura Lett</td>
<td>Mirror Ballroom</td>
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<tr>
<td>8:00 a.m.–12:00 p.m.</td>
<td>Exhibitors Hall</td>
<td>Sponsored by JacobsWyper Architects</td>
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<tr>
<td>8:30 a.m.–9:45 a.m.</td>
<td>BREAKOUT SESSION IV</td>
<td>Embassy Suites</td>
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<tr>
<td></td>
<td>1. Collecting and Interpreting Controversial Current Events: the 2015 Baltimore Uprising</td>
<td>Composite (3rd Floor)</td>
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<tr>
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<td>2. Matching Workforce Development and Informal Science Education</td>
<td>Chapter (4th Floor)</td>
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<td></td>
<td>3. Inclusivity Through Accessibility: Engagement Through Mobile Apps</td>
<td>Ionic (3rd Floor)</td>
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<td></td>
<td>4. Community Voices: Central and Essential to the Work of Museums</td>
<td>Tuscan (3rd Floor)</td>
</tr>
<tr>
<td>9:45 a.m.–10:00 a.m.</td>
<td>Coffee/Tea/Water Break</td>
<td>Sponsored by Johns Hopkins University</td>
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<tr>
<td>10:00 a.m.–11:15 a.m.</td>
<td>BREAKOUT SESSION V</td>
<td>Embassy Suites</td>
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<tr>
<td></td>
<td>1. Contexted Spaces, Contexted Stories: Museums as Sites of Dialogue and Discomfort</td>
<td>Composite (3rd Floor)</td>
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<tr>
<td></td>
<td>2. Comic Connections: How To Create Community Connections to Complex Concepts</td>
<td>Chapter (4th Floor)</td>
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<td></td>
<td>3. Excellent Customer Service Begins at Home</td>
<td>Ionic (3rd Floor)</td>
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<tr>
<td></td>
<td>4. Engaging Diverse Communities via Digital Platforms</td>
<td>Tuscan (3rd Floor)</td>
</tr>
<tr>
<td>11:30 a.m.–12:30 p.m.</td>
<td>Résumé Review/Cover Conversations (on-site registration required)</td>
<td>Embassy Suites</td>
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<tr>
<td></td>
<td>Explore on your own: Jewish Museum of Maryland</td>
<td>Mirror Ballroom</td>
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<tr>
<td>12:30 p.m.–2:15 p.m.</td>
<td>Business Luncheon</td>
<td>Mirror Ballroom</td>
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<tr>
<td>2:30 p.m.–3:45 p.m.</td>
<td>BREAKOUT SESSION VI</td>
<td>Embassy Suites</td>
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<tr>
<td></td>
<td>1. Religion, Race, and History: Challenging Assumptions and Developing Programs in Academic Art Galleries</td>
<td>Composite (3rd Floor)</td>
</tr>
<tr>
<td></td>
<td>2. Pressed</td>
<td>Chapter (4th Floor)</td>
</tr>
<tr>
<td></td>
<td>3. Connecting in the Digital Age: Social Media and Museums</td>
<td>Ionic (3rd Floor)</td>
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<td></td>
<td>4. The Importance of Collections Care and Retention: How to Help Your Brand of Trustees Be the Museum’s Best Advocate</td>
<td>Composite (3rd Floor)</td>
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**ROBERT BULL, JR.**

Cornerstone Learning: “The Perfect Ask”

1:00 p.m.–4:00 p.m.

Mirror Ballroom

Robert Bull will be appointed President of The Compass Group, Inc. in 2019 and has served on the leadership team since 2012. He has over 25 years of successful fundraising experience for nonprofit organizations, both as a development officer and as a consultant. His professional fundraising skills include campaign planning and management; major gift strategy development and solicitation; special events management; volunteer leadership recruitment and development; and the art of “The Perfect Ask”!

Mr. Bull has extensive experience working with cultural institutions including the National Trust for Historic Preservation, Tubman African American Museum, and Friends of Happy Retreat. He is a member of the Association of Fundraising Professionals (AFP) and recognized as a Certified Fundraising Executive (CFRE). Mr. Bull is frequent presenter and panelist at regional and national conferences sponsored by AFP, the National Trust for Historic Preservation, Public Lands Alliance, the Association for Healthcare Philanthropy, and Council for the Advancement and Support of Education (CASE).

**AARON BRYANT**

THURSDAY, OCTOBER 18

Opening Keynote

8:00 a.m.–9:00 p.m.

Mirror Ballroom

Aaron Bryant is a Museum Curator at the National Museum of African American History and Culture. Prior to the Smithsonian, Bryant was Curator for the James E. Lewis Museum of Art at Morgan State University. In addition, he has curated and developed content for exhibitions at the National Electronics Museum, and the U.S. National Institutes of Health and Library of Medicine. Bryant has lectured on cultural theory and historiography at Harvard, Johns Hopkins, Duke, the Metropolitan Museum, Cambridge, Oxford and the British Museum. Additionally, his research has received honors from institutions such as the Lyndon Johnson Presidential Library, the New York Public Library, the Maryland Historical Society, the Organization of American Historians and the Immigration and Ethnic History Society. In 2014, the Royal Anthropological Institute (UK) appointed Bryant a fellow for his research in social movements and visual anthropology. He holds a doctorate in American Studies from the University of Maryland, College Park.
NANCY PROCTOR is Director of The Peale Center for Baltimore History and Architecture and of the MuseWeb Foundation, the new non-profit initiative of Museums and the Web, as well as Co-chair and Co-editor with Rich Cherry of MW’s international conferences and publications. Previously Nancy was Deputy Director of Digital Experience and Communications at the Baltimore Museum of Art (2014-2016), Head of Mobile Strategy and Initiatives at the Smithsonian Institution (2010-2014), and Head of New Media Initiatives at the Smithsonian’s American Art Museum (2008-2010). With a PhD in American art history and a background in filmmaking, curation and art criticism, Nancy lectures and publishes widely on technology and innovation in museums, in French and Italian as well as English.

Kate Goodall continues to grow Halcyon’s offerings with By The People, an international arts and innovation festival in partnership with the Smithsonian and numerous organizations throughout DC. In 2016, Goodall helped establish WE Capital, a consortium of leading businesses investing in and supporting women and women-led companies. Goodall has served as juror at national and international social entrepreneurship competitions, like the Creator Awards, and MIT Tech Review Innovator Europe & Latin America. She was listed as one of the Washington Business Journal’s Power 100 and 40 Under 40. She also serves as a mentor at the Smithsonian’s Saunter Milk Rally and at Techweek DC’s Talent Cultivators. She has two sons who keep her on her toes.

Laura L. Lott has been president and CEO of the American Alliance of Museums since June 2015. Representing more than 35,000 museum professionals and volunteers, institutions and corporate partners serving the museum field, the Alliance stands for the broad scope of the museum community. A graduate of American University in Washington, D.C., Laura is a Virginia-licensed CPA and a private pilot. She resides in Northern Virginia with her husband and daughter.
**Workshop, Events, Opening Reception**

**NOTE:** All times are approximate and subject to change. Pre-registration is required for all of these activities, and additional fees are only required for the workshop.

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**TUESDAY, OCTOBER 16**

**White Gloves Gang Dinner**

6:00 p.m.–8:00 p.m.

Join the Registrar’s Committee of MAAM for a pre-event dinner. Learn about the various volunteer projects and host museums that we’ll be working on tomorrow and network other collections care professionals.

**Location:** Fire Museum of Maryland, 1120 North East, Baltimore, MD 21231

**Note:** Pre-registration is required

**Fee:** None

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**WEDNESDAY, OCTOBER 17**

**White Gloves Gang Day of Service**

9:00 a.m.–4:00 p.m.

Join the Registrar’s Committee of MAAM for the 21st Annual White Gloves Gang day of service. Collections care professionals (and museum studies students who aspire to become registrars, collections managers, archivists, conservators, art handlers, or preparators) will help a smaller museum in the Baltimore area complete a collections project. Projects typically include collections inventory/reshousing collections, relighting textiles, scanning photographs, and numbering objects.

**Location:** Various locations in Baltimore

**Note:** Pre-registration is required

**Fee:** None

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**WORKSHOP: Alpha Row Academy**

1:00 p.m.–2:30 p.m.

Need some inspiration or great print solutions? Get a chance to walk through Alpha Graphics, Inc.’s design center, production area and finishing shop while learning about all of the printing services they have to offer. They’ll cover services such as prepress & file prep, digital vs. offset, cut vinyl, labels and decals, large format graphics and wallpaper, fine art printing including giclee and fabric, and much more. Learn how Alpha Graphics can cater to your museum’s printing and graphics.

**Location:** Alpha Graphics, Inc., 1500 Linon-Avenue Unit B, Baltimore, MD 21231

**Note:** Pre-registration is required

**Fee:** None

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**THURSDAY, OCTOBER 18**

**Network & Bowl with MAAM + NAME + NEMPN**

8:00 p.m.–10:00 p.m.

MAAM, the National Association for Museum Exhibition, and the National Emerging Museum Professionals Network present MAAM’s second Emerging Museum Professionals Networking Event at our Annual Meeting. Network and bowl with emerging museum professionals from across the Mid-Atlantic region.

**Location:** Mustang Alley’s Bar, Bowling, and Bistro, 1300 Bank St, Baltimore, MD 21202

**Note:** Pre-registration is required

**Fee:** $25 for MAAM Members; $35 for Non-Members

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**FRIDAY, OCTOBER 19**

**Reginald F. Lewis Museum of African American History and Culture**

Walk (or Uber/ Lyft) over and visit this museum for free admission at any time today as a MAAM Annual Meeting attendee. America’s leading museum of regional Jewish history, culture and community, is located in downtown Baltimore. The Museum interprets the Jewish experience in America, with special attention to Jewish life in the state of Maryland as it was founded to rescue and restore the historic Lloyd Street Synagogue. The museum became a cultural center for the Jewish community and for those interested in Jewish history and traditions. Explore the historic Lloyd Street and B’nai Israel Synagogues and a modern museum building with changing exhibition galleries, program areas, a research library, museum shop, and current exhibition Inescapable: The Life and Legacy of Harry Houdini.

**Location:** 75 Lloyd Street, Baltimore, MD 21202

**Note:** Fee: None

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As for the workshop titles, here are some options:

**Strategies for Soliciting Major Gifts.** Using a linear approach to outline the "Perfect Ask." This is a participatory workshop which explores tried and true strategies for soliciting major gifts. Using a linear approach to outline the process, workshop participants are provided with a checklist of solicitation considerations, from scheduling the meeting to closing the deal. Whether you are a new volunteer or seasoned development professional, by the end of the workshop, you will not only build a comfort level for leading up to and delivering a “Perfect Ask.” But more importantly, you will understand why process is much more important than outcome!

**Location:** Museum Kitchen, Embassy Suites

**Note:** Pre-registration is required. Registration is open to a limited number of non-conference attendees.

**Fee:** $25 for MAAM Members; $35 for Non-Members

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**The Perfect Ask**

1:00 p.m.–4:00 p.m.

"The Perfect Ask" is a participatory workshop which explores tried and true strategies for soliciting major gifts. Using a linear approach to outline the process, workshop participants are provided with a checklist of solicitation considerations, from scheduling the meeting to closing the deal. Whether you are a new volunteer or seasoned development professional, by the end of the workshop, you will not only build a comfort level for leading up to and delivering a “Perfect Ask.” But more importantly, you will understand why process is much more important than outcome!

**Location:** Museum Kitchen, Embassy Suites

**Note:** Pre-registration is required. Registration is open to a limited number of non-conference attendees.

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**Résumé Review/Career Conversations**

11:30 a.m.–12:30 p.m.

Do you need advice on organizational change? Have questions about how to develop a collections reorganization policy? Need to have someone look over your résumé? Bring your career questions or résumé to our MAAM board members or sit and discuss with colleagues in your field. Open to all career levels.

**Location:** Soni Venue

**Note:** Sign in required to attend. Sign up to speak with a MAAM board member at registration any time during the conference.

**Fee:** None

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**Jewish Museum of Maryland**

Between 10:00 a.m.–4:00 p.m. (Not open on Saturdays)

Walk (or Uber/ Lyft) over and visit this museum for free admission at any time today as a MAAM Annual Meeting attendee. America’s leading museum of regional Jewish history, culture and community, is located in downtown Baltimore. The Museum interprets the Jewish experience in America, with special attention to Jewish life in the state of Maryland as it was founded to rescue and restore the historic Lloyd Street Synagogue. The museum became a cultural center for the Jewish community and for those interested in Jewish history and traditions. Explore the historic Lloyd Street and B’nai Israel Synagogues and a modern museum building with changing exhibition galleries, program areas, a research library, museum shop, and current exhibition Inescapable: The Life and Legacy of Harry Houdini.

**Location:** 75 Lloyd Street, Baltimore, MD 21202

**Note:** Fee: None
To experience all that Baltimore museums and historic sites have to offer, arrive early to participate in a wonderful selection of pre-conference tours, which have been arranged through the generosity of the following four institutions. All locations represent the diverse, exciting museum environment in Baltimore, and we also encourage you to visit these amazing sites and others on your own either during or following the conference.

**Fire Museum of Maryland**

*1:00 p.m.–4:00 p.m.*

Join the Fire Museum of Maryland at their open house. Explore the museum’s Research Center, currently undergoing a 400 square foot expansion. The Research Center is home to over 12,000 images, which will be open for your inspection. Marvel at their exhibits on the 1904 Great Fire of Baltimore, models and toys, High Pressure Systems, Discovery Room, Charles T. Halloway, H&L tools and more.

*Location:* Meet at the Fire Museum of Maryland at 1301 York Rd, Lutherville-Timonium, MD

*Note:* Pre-registration required. Transportation will NOT be provided.

*Fee:* $15 for MAAM members, $20 for Non-Members

**National Aquarium, Animal Care and Rescue Center**

*1:00 p.m.–4:00 p.m.*

Take a guided tour and behind-the-scenes look at the BMI's collections expansion. The Research Center is home to over 12,000 images, which will be open for your inspection. Marvel at their exhibits on the 1904 Great Fire of Baltimore, models and toys, High Pressure Systems, Discovery Room, Charles T. Halloway, H&L tools and more.

*Location:* Meet at the Fire Museum of Maryland at 1301 York Rd, Lutherville-Timonium, MD

*Note:* Pre-registration required. Transportation will NOT be provided.

*Fee:* $15 for MAAM members, $20 for Non-Members

**Baltimore National Heritage Area:**

*2:00 p.m.–4:00 p.m.*

Join the Baltimore National Heritage Area as you explore Baltimore’s oldest urban trail. The guided walking tour will lead visitors through three distinct areas of Baltimore: the Inner Harbor, Little Italy, and historic Jonestown.

*Location:* Meet at the Baltimore Visitor Center at 401 Light Street at Baltimore’s Inner Harbor October 17 at 2:00 p.m.

*Note:* Pre-registration required. Transportation will NOT be provided.

*Fee:* $10 for MAAM members, $15 for Non-Members

**Walters Museum of Art Tour**

*3:00 p.m.–4:30 p.m.*

What happens when you treat a 19th century house as an art object, gallery space, and interpretive laboratory at the same time? Join this tour for a look at the Walters’ most recently renovated buildings at 1 West Mount Vernon Place. Explore the interpretive choices that the museum has made in order to showcase the architecture and history of 1 West, as well as provide multiple narratives of the space as it was experienced from the mid-19th century to the present. Learn about the museum’s presentation of ceramics from around the world, including work by contemporary artists and members of the Baltimore community. Consider how the carriage house and garden of 1 West became a showcase for South, Southeast, and East Asian devotional art. Throughout this tour of new visions for a historic space, and members of the Baltimore community. Consider how the carriage house and garden of 1 West became a showcase for South, Southeast, and East Asian devotional art. Throughout this tour of new visions for a historic space, share your own reflections on the interpretive possibilities of museums in the 21st century.

*Location:* 1 West Mount Vernon Place

*Note:* Pre-registration required. Transportation will NOT be provided.

*Fee:* $10 for MAAM members, $15 for Non-Members

**WEDNESDAY, OCTOBER 17**

**Jewish Museum of Maryland & Star-Spangled Banner Museum**

*1:00 p.m.–4:00 p.m.*

Join the Jewish Museum of Maryland and Star-Spangled Banner Museum, Reginald F. Lewis Museum of Maryland African American History and Culture, the Carroll Mansion, the Jewish Museum of Maryland, and a tour of the inside of the Phoenix Shot Tower, one of Baltimore’s most iconic buildings from the centuries gone by.

*Location:* Meet at the Baltimore Visitor Center at 401 Light Street at Baltimore’s Inner Harbor October 17 at 2:00 p.m.

*Note:* Pre-registration required. Transportation will NOT be provided.

*Fee:* $10 for MAAM members, $15 for Non-Members

**Heritage Walk**

*2:00 p.m.–4:00 p.m.*

Join the Baltimore National Heritage Area as you explore Baltimore’s oldest urban trail. The guided walking tour will lead visitors through three distinct areas of Baltimore: the Inner Harbor, Little Italy, and historic Jonestown.

*Location:* Meet at the Baltimore Visitor Center at 401 Light Street at Baltimore’s Inner Harbor October 17 at 2:00 p.m.

*Note:* Pre-registration required. Transportation will NOT be provided.

*Fee:* $10 for MAAM members, $15 for Non-Members

**Baltimore Museum of Industry (BMI)**

*1:00 p.m.–4:00 p.m.*

Take a guided tour and behind-the-scenes look at the BMI’s collections expansion. The Research Center is home to over 12,000 images, which will be open for your inspection. Marvel at their exhibits on the 1904 Great Fire of Baltimore, models and toys, High Pressure Systems, Discovery Room, Charles T. Halloway, H&L tools and more.

*Location:* Meet at the Fire Museum of Maryland at 1301 York Rd, Lutherville-Timonium, MD

*Note:* Pre-registration required. Transportation will NOT be provided.

*Fee:* $15 for MAAM members, $20 for Non-Members

**DUAL SITE VISIT: Baltimore Museum of Industry (BMI) and National Aquarium Animal Care Center**

*1:00 p.m.–4:00 p.m.*

**Baltimore Museum of Industry**

Take a guided tour and behind-the-scenes look at the BMI’s collections expansion. The Research Center is home to over 12,000 images, which will be open for your inspection. Marvel at their exhibits on the 1904 Great Fire of Baltimore, models and toys, High Pressure Systems, Discovery Room, Charles T. Halloway, H&L tools and more.

*Location:* Meet at the Fire Museum of Maryland at 1301 York Rd, Lutherville-Timonium, MD

*Note:* Pre-registration required. Transportation will NOT be provided.

*Fee:* $15 for MAAM members, $20 for Non-Members

**National Aquarium, Animal Care and Rescue Center**

With a mission to inspire conservation of the world’s aquatic treasures, the Aquarium is consistently ranked as one of the nation’s top three aquariums and has hosted over 51 million guests since opening. The National Aquarium builds on a 35-plus-year history of local, regional and global conservation initiatives that provide real solutions for protecting aquatic and marine life alongside human communities.

*Location:* Bus trip to the museum leaves from the hotel at 12:50 p.m. and tour starts at 1:00 p.m. The bus will leave the BMI at 2:30 p.m. to travel to the National Aquarium, Animal Care Center

*Note:* Pre-registration required. A shuttle will be provided for transportation to the Baltimore Museum of Industry and the National Aquarium, Animal Care Center

*Fee:* $5 for MAAM members, $10 for Non-Members
In Pursuit of Diverse Audiences: Reaching Out Starts with Looking In
Thursday, October 18  |  9:15 a.m.–10:30 a.m.
It’s important for every museum to bring in new people, but reaching for everyone rarely works like imagined. How do museums grow and impact a wider range of the community, without losing their center?
In this program, a consultant and museum professional will discuss how to conduct audience research to illuminate your organization’s desired audience. Speakers will discuss how the “start-in-the-center” method helps organizations identify and understand their most critical audience. Speakers will also show how to expand their audience in ways that build on what key supporters value and how to engage staff in this culture of change.
Chair: Beth Boodrooy, President, Iris Creative, Fort Washington, PA
Speaker: Molly Giordano, Director of Development, Delaware Art Museum, Wilmington, DE

Session Descriptions

SESSION #1
In Pursuit of Diverse Audiences: Reaching Out Starts with Looking In
Thursday, October 18  |  9:15 a.m.–10:30 a.m.

SESSION #2
== The Edible Academy: Innovations in Plant-Based Education ==
Thursday, October 18  |  9:15 a.m.–10:30 a.m.
As America’s interest in food and healthy eating has grown, museums of diverse subject matter have developed education programs to teach children and adults about nutrition, gardening, science, comparative cultures, and sustainability. The New York Botanical Garden, located in the Bronx, has developed and expanded its edible gardening education program, started in 1996, to create the Edible Academy, which includes programs for children, families, adults, and teachers. The expanded campus that opened in June 2018 makes year-round educational programs possible in a purpose-designed classroom building, greenhouse, as well as in expanded outdoor and open space facilities. Doubtling the number of program participants served annually. This session will focus on the range of education programs offered by the Edible Academy, the features of the facility design that support them, partnerships with local government and communities that allow the Garden to reach a broader audience, and suggestions for similar programs and partnerships could be developed by other institutions.
Chair: Bruce Davis, AIA LEED AP Partner, Cooper Robertson, New York, NY

SESSION #3
A Sense of Place: Multi-Sensory Exploration for All at the Wharton Esherick Museum
Thursday, October 18  |  9:15 a.m.–10:30 a.m.
Explore how the process of developing accessible programs leads to enhanced interpretive experiences for all audiences. Speakers from the Wharton Esherick Museum, Philip Touch Tours and HGA Architects will discuss their design and project to develop touch tours of the artist Wharton Esherick’s historic home and studio, where visitors have always been encouraged to touch the wood pieces on display. Learn from their experience about what is considered in developable programs and how heightened the experience for all visitors by including multi-sensory exploration of the site.
The Wharton Esherick Museum is the home and studio of famed American artist, Wharton Esherick, and is located atop Valley Forge Mountain in Chester County Pennsylvania. Wharton Esherick was an internationally known artist and teacher, and one of the leading figures in the history of American modern design. Esherick worked primarily in wood, and extended his unique forms to furniture, interiors, and buildings. Today, the Museum welcomes 5,200 visitors each year who experience the intimate spaces of the studio as they were when Esherick lived and worked there, without test panels or display cases.
Chair: Avie Siglin, Executive Director, Wharton Esherick Museum, Malvern, PA
Speakers: Patricia Maunder, Co-Founder, Philip Touch Tours, Philadelphia, PA; Katherine Allen, Philip Touch Tours, Philadelphia PA; Idanure Wilks, Principal HGA Architects and Engineers, Inc. Alexandria, VA

SESSION #4
Engaging Communities through Federal Grant Funding
Thursday, October 18  |  9:15 a.m.–10:30 a.m.
When human and financial resources are scarce, it is more important than ever to be aware of the complete range of funding opportunities and to craft applications that are responsive to both institutional goals and community needs. In this session, staff from the Institute of Museum and Library Services (IMLS) and National Endowment for the Humanities (NEH) will provide an overview of museum grant programs, with an emphasis on enhancements and changes to program offerings for 2019. Participants will learn about successful approaches to preparing competitive applications and explore examples of how museums of all types and sizes have used federal funding to bring diverse communities together.
Speakers: Mikra Austin, National Endowment for the Humanities, Washington, DC; Ashley Jones, Institute of Museum and Library Services, Washington, DC

SESSION #5
Make Your CMP Work for You
Thursday, October 18  |  2:00 p.m.–3:15 p.m.
Learn how to tailor your museum’s Collections Management Policy (CMP) to address your museum’s specific situation and still contain the required elements. This core document provides the information and resources will be provided to help you assess, draft, and, if your museum’s policy and organization’s vision and common issues. To get the most out of this session (and potentially win a prize) bring your museum’s current or draft CMP with you.
Chair: Danyelle Roland, Museum Assessment Program Officer, American Alliance of Museums, Arlington, VA
Speaker: Rachel Shabica, Supervisory Registrar, Smithsonian’s National Museum of the American Indian, Washington, DC

SESSION #6
Morrell Park: PROJECTED
Thursday, October 18  |  2:00 p.m.–3:15 p.m.
How can university film students, a public school, and a museum collaborate on a community project? Morrell Park: PROJECTED is a pilot program developed to allow students to discover that everyone has a story that can be valued and appreciated. Learn about the year-long project that established this successful museum-school partnership between the Jewish Museum of Maryland, Baltimore City Public Schools, and Morrell Park Elementary-Middle School. Discover how a young adult author, Jonathan Scott Fuqua, mentored students on how to interview family and friends, create their own personal videos and to share their stories with the broader community. This session will discuss the project in depth and includes the screening of the documentary, Morrell Park: PROJECTED, that celebrates the diversity, culture and roots of the Morrell Park community.
Chair: Anne Dickerson-Alan, Director of Learning and Visitor Experience, Jewish Museum of Maryland, Baltimore, MD
Speakers: Jonathan Scott Fuqua, Author and Visiting Fellow, Baltimore Museum of Art, Baltimore, MD; Danielle Bagani, Teacher, Baltimore City Public Schools; Morrell Park Elementary-Middle, Baltimore, MD; Amelia Voss, Film Student, Johns Hopkins University, Baltimore, MD

SESSION #7
Blending Content and Design Without Stirring the Pot
Thursday, October 18  |  2:00 p.m.–3:15 p.m.
It takes a successful give and take of content and design to create seamless exhibitions that create opportunities for visitors to interact with information in dynamic and meaningful ways. Yet, anyone who is tasked with developing an exhibition knows that all too often the final product becomes unbalanced either by an inflexible design vision or unrelenting content. Join a diverse group of creative museum professionals who will share different outlooks on the exhibition process. This panel includes discussions from experts on 3-D design, media development, content development & writing, and running an exhibition department.
Each speaker will share a different scenario in which the successful outcome of an exhibition depended on collaboration and compromise. The audience will then break into groups to work through sticky scenarios that involve thinking from a new perspective.
Chair: Karen de Leeuw, Storyteller and Principal, Creative Content, Summit, NJ
Speakers: Geralyn Abinader, Creative Producer, NY Hall of Science, Queens, NY; Peter Hyde, Owner, Peter Hyde Design, Um Keffany, Senior Vice President for Exhibitions, 9/11 Memorial and Museum, New York, NY

SESSION #8
How Will I Ever Find a Job?
Thursday, October 18  |  2:00 p.m.–3:15 p.m.
If you’re a recent graduate or a current student, you’ve certainly asked this same question! Join a graduate program professor and recent graduates as they reflect on their experiences in finding jobs in nonprofit consulting, science advocacy, historic preservation, museums and cultural alliances. Discuss the traits, training and experiences that employers are looking for in prospective employees. This session will also recount the actual experiences of recent graduate students that underscore the importance of these qualifications in pursuing employment in museums and other fields. Listeners will explore the changing needs in museum-related fields, and what emerging professionals can do to successfully respond to those needs, and become more versatile and stand out in the marketplace.
Chair: Emily Vinhors, Gibral-Annenberg Program, Penn Museum, Philadelphia, PA
Speakers: Jake Sokol, Assistant Director of Professional Development, The Frick Collection, Philadelphia, PA; Mike Adams, Director of Education, National Constitution Center, Philadelphia, PA; Mark Smith, Social Studies Curriculum Specialist, School District of Philadelphia, Philadelphia, PA

SESSION #9
Beyond the Field Trip: Amplifying Your Museum’s Impact through Teacher Professional Development
Thursday, October 18  |  4:00 p.m.–5:15 p.m.
Teacher professional development allows museums to extend the reach of their content beyond the limitations of a single field trip, but it can be a daunting task to get started. Learn how three Philadelphia museums benefit from their teacher professional development programs and how their partnerships with local schools and districts amplify their efforts to engage and serve teachers and their students. Hear from museum staff and an administrator from the School District of Philadelphia about successful models of teacher professional development ranging from informal after-school meets to district-wide summer programs and everything in between. Following the panel, participants will create an action plan including goals, an inventory of their potential resources, and a list of specific tasks which will take their professional development programs to the next level.
Chair: Emily Vinhors, Gibral-Annenberg Program, Penn Museum, Philadelphia, PA
Speakers: Jake Sokol, Assistant Director of Professional Development, The Frick Collection, Philadelphia, PA; Mike Adams, Director of Education, National Constitution Center, Philadelphia, PA; Mark Smith, Social Studies Curriculum Specialist, School District of Philadelphia, Philadelphia, PA

Chair: Brian Alexander, Professor, Cooperstown Graduate Program, Cooperstown, NY
Speakers: Christine Lutty, Government Relations Associate, National Trust for Historic Preservation, Washington, DC; Brandon Emerson, Associate, Orr Associates, Inc. New York, NY; Elizabeth Kreegm, Development Associate, Society for Science & the Public, Washington, DC; Taya Jones, Associate Director of Development & Membership, Greater Philadelphia Cultural Alliance, Philadelphia, PA; Alexis Dillant, Graduate Assistant, Cooperstown Graduate Program, Cooperstown, NY
From Dutch to Dominican: The Evolution of Community Engagement in Manhattan’s Inwood Neighborhood
Thursday, October 18 | 4:00 p.m.–5:15 p.m.
The Dyckman Farmhouse Museum, the last remaining farmhouse in Manhattan, is a Dutch 18th-century building located in Manhattan’s Inwood neighborhood, which has evolved from a Dutch farmhouse to a modern cityscape. More than 65% of the current Inwood community originates from the Dominican Republic and a large percentage of families live below the federal poverty line. Learn how the Farmhouse has become a model for community engagement through their creative partnerships with local businesses and the emerging museum professionals at the Cooperstown Graduate Program. Explore how their community focus engages a younger audience, and how their inclusive, bilingual programming, STEAM institute and local artist exhibits, connect with local community members. Conferees will learn how to identify potential barriers and boost community engagement through discussion and collective brainstorming.
Chair: Meredith Norford, Executive Director, Dyckman Farmhouse Museum, New York, NY
Speakers: Gretchen Sullivan Sinn, Director and Distinguished Professor, Cooperstown Graduate Program, Cooperstown, NY; Melissa Kiewiet, Development and Community Engagement Fellow, Dyckman Farmhouse Museum, New York, NY

In Their Own Words: Immigrant Storytelling in Museum Galleries
Thursday, October 18 | 4:40 p.m.–5:15 p.m.
In 2013 the Penn Museum began a new 3-year project, Global Guides: Immigrant Stories Tour Program. This grant-funded program hires immigrants and refugees to interpret the history of the Penn Museum collection while sharing stories about life in their home countries. Told from the perspectives of the educators that oversee the program and two Middle Eastern gallery guides, panelists will navigate the interpretive challenges of creating this type of program. Participants will learn and discuss tour development and hear the guides’ concerns and insights into their interpretative roles from the first year of the program.
Chair: Kevin Schott, Education Programs Manager, Penn Museum, Philadelphia, PA
Speakers: Ellen Omwe, Merle-Smith Director of Learning Programs, Penn Museum, Philadelphia, PA; Hadi Al-Karfawi, Global Guides Program, Philadelphia, PA; and Yarob Al-Olabi, Global Guides Program, Penn Museum, Philadelphia, PA

Matching Workforce Development and Informal Science Education
Friday, October 19 | 8:30 a.m.–9:45 a.m.
“Americans want more manufacturing in our country, but they don’t want their kids to do it.”
-J.S. Senator Sherrod Brown
Baby Boomers are starting to retire, and the blue-collar workforce is seeing less interest in manufacturing from young students. Learn about a museum, YWCA, and manufacturing partners came together to establish the Summer Manufacturing Institute (SMI), a collaborative project that introduces students in grades 6–12 to real-world American manufacturing, while instructing students about role manufacturing plays in building and maintaining the economy. Panelists will share samples of work that students completed in this program and will help conference attendees identify potential resources toward the establishment of a local manufacturing institute in their own community. Attendees will participate in small group discussions and complete a tentative plan to establish a Summer Manufacturing Institute in their own community.
Chair: Suzanna Barbati, President & Executive Director, OH WOW! The Roger & Gloria Jones Children’s Center for Science & Technology, Youngstown, OH
Speakers: Ralf Urbach, Senior EDUtainer, The Barnes Foundation, Philadelphia, PA; Wren Thompson, Creative Content, Summit, NJ

Community Voices: Central and Essential to the Work of Museums
Friday, October 19 | 8:30 a.m.–9:45 a.m.
How can museums become dynamic sites for engaging communities over time, in relationships that are sustainable and authentic? How does the “inclusive mind-set,” “Deep Listening,” and “deliberative dialogue” connect with museum practice? What other methodologies can be used for other cultural and institutional contexts to bring museums alive and entice reluctant learners? Panelists will share samples of work that were completed in this program and will help conference attendees identify potential resources toward the establishment of a local manufacturing institute in their own community. Attendees will participate in small group discussions and complete a tentative plan to establish a Summer Manufacturing Institute in their own community.
Chair: Nancy Rishner, Director, Hofstra University Museum, Hempstead, NY
Speakers: Deborah Schwartz, President, Brooklyn Historical Society; Nels A. Johnson, Design Lab Manager, NY Hall of Science, Queens, NY

Contested Spaces, Contested Stories: Museums as Sites of Dialogue and Discomfort
Friday, October 19 | 10:00 a.m.–11:15 a.m.
This panel will discuss the growing movement within the profession to embrace transformational changes in interpretation, exhibitions, and programming. Rather than shy away from controversial subjects or stories, museums are deliberately seeking to confront them. Panelists will discuss their experiences in programming and exhibitions from two different museums in two separate states that challenge historical assumptions and offer relevant insights for the present.
Chair: Hillary Stimpson, Associate, Bent D. Glass, LLC, Washington, DC
Speakers: Jeffrey Ludwig, Director of Education, Seven Horse Museum, Auburn, NY; Robert May, Professor Emeritus (History) Purdue University, West Lafayette, IN; Cecily R. Gamstaeus, Associate Curator, National Museum of the American Indian, Washington, DC; Cecily R. Gamstaeus, Associate Curator, National Museum of the American Indian, Washington, DC

Comic Connections: How to Create Community Connections to Complex Concepts
Friday, October 19 | 10:00 a.m.–11:15 a.m.
Action, adventure and a little bit of attitude can bring science alive and entice reluctant learners to dive in and discover that science can be fun. In this workshop, conferes will explore how the comics of storytelling invite children into complex science stories and help develop scientific skills and understanding. Panelists will share their experience creating Transmissions: Gone Viral for the New York Hall of Science. Modeled on the local neighborhood and characteristics that reflected the diverse neighborhood around the museum, this work helped to identify science concepts that might need complementary materials for teachers and students. By crafting a fun narrative and engaging local community in the process, changing an idea that addresses complicated scientific processes in an accessible format. The panel will challenge the audience members to craft comics for a museum by working in a group to create a storyboard to represent one perspective.
Chair: Karen J. Shee, Storyteller and Principal, Creating Connections
Speakers: Gayleen Alejandro, Creative Producer, NY Hall of Science, Queens, NY; Merle Senn, Research Associate, New York Hall of Science, Queens, NY
SESSION #21

Religion, Race, and History: Challenging Assumptions and Developing Programs in Academic Art Galleries

Friday, October 19 | 2:30 p.m.–3:45 p.m.

Increasingly, museums are confronting themes of social justice as facilitators of conversation with diverse audiences. Three directors from academic art galleries and their students will explore how they developed programs on religious, racial and ethnic experiences beyond typical or stereotypical interpretations through three exhibitions: “Sacred: Image, Text, Ritual” (Lebanon Valley College), “Face to Face: Carl Draper, Executive Director, Reginald F. Lewis Museum, Baltimore, MD

Speakers: Chris Bruford, Dorothy Wagner Wells, Director, The Baltimore Museum of Art, Baltimore, MD; Julia Marciari-Alexander, Executive Director, Walters Art Museum, Baltimore, MD; Wanda Decker, Executive Director, Reginald F. Lewis Museum, Baltimore, MD

SESSION #22

Connecting in the Digital Age: Social Media and Museums

Friday, October 19 | 2:30 p.m.–3:45 p.m.

How can social media tell your story and grow audience engagement? Join museum industry professionals as they present challenges and successes they’ve faced using social media in their own organizations. No matter the size of your museum or staff, you’ll walk away with a better understanding of current trends, best practices, and how popular online platforms (Twitter, Instagram, Facebook, Snapchat, etc.) can be used to engage a variety of audiences and build awareness. This session will also include a live Q&A.

Chair: Jessica Jenkins, Strategist, La Design, Philadelphia, PA

Speakers: Tom Stanley, Public Relations /Social Media Manager, Penn Museum, Philadelphia, PA; Andrea Boston, Communications Specialist, The Baltimore Museum of Art, Baltimore, MD; Gabriella Souza, Communications Manager, The Walters Art Museum, Baltimore, MD

SESSION #23

The Importance of Collections Care and Retention: How to Help Your Board of Trustees Be the Museum’s Best Advocate

Friday, October 19 | 2:30 p.m.–3:45 p.m.

As more and more museums seek to monetize their collections as a way to get out of debt, or change their focus, or repair the roof, this session is an opportunity for Directors, Mid-level Staff and Trustees to come together to explore and explain the best practices for collections care and retention. This session seeks to explore ways that you can share information with your Board to encourage them to become more active, supportive and protective of the museum they served and its collection in the face of debt, disaster, and falling community interest. Panelists will present ways to involve your Trustees in the retention and care of the Collection of your museum. Presentations will be followed by a question and answer session for further exploration of ideas and methods.

Chair: Stacy Wiler, President, Museum Trustee Association, Baltimore, MD

Speakers: Elisabeth Marecki-Allwering, Collections Manager, The Kelly Collection of American Illustration, Great Falls, VA; Courtney B. Wilson, Executive Director, B & O Railroad Museum, Baltimore, MD; Elizabeth Marecki Alberding, Collections Trustee, Baltimore, MD

SESSION #24

The Katherine Coffey Award is given to individuals in the MAAM region who have shown leadership and exemplary service to their museum and community over the course of their careers. Katherine Coffey (1900-1953) had a long and distinguished career as an educator and art museum administrator retiring in 1953 as director of the Newark Museum.

John Waters.


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