



# NAVIGATING CHALLENGES:

CULTIVATING THE ATTITUDE OF “YES”!

**MID-ATLANTIC ASSOCIATION OF MUSEUMS**  
ANNUAL MEETING 2019

**NAVIGATING CHALLENGES:  
CULTIVATING THE ATTITUDE OF “YES!”**  
OCTOBER 16–18, 2019 | NEW YORK’S HUDSON VALLEY

**The Historic Thayer Hotel at West Point**  
674 Thayer Road, West Point, NY 10996  
845.446.4731 | [www.thethayerhotel.com](http://www.thethayerhotel.com)





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Dear Colleagues



*On behalf of the board of the Mid-Atlantic Association of Museums, I am excited to welcome you to New York’s Hudson Valley. We know that you will enjoy the beauty of the fall foliage as well as the Hudson Valley’s museums, historic houses, and outdoor spaces.*

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 the Hudson Valley has many to offer! Many individuals and committees helped to make this conference possible. Special thanks are due to Amy Weisser at Storm King Art Center for her assistance across a wide range of planning for this meeting. Also, special thanks goes to our local arrangements committee, chaired by Ilene Dackman-Alon with assistance from Michael Cagno, David Cole, and Andrew Lang. Many thanks to our program committee, co-chaired by Jobi Zink and Amanda Gillen with assistance from Amy Weisser, Angela Winand, Jenny Sayre Ramberg, Courtney Noal, and Sara Umland.

MAAM’s gratitude goes as well to those institutions that opened their doors for the pre-conference tours: MANITOGA/The Russel Wright Design Center, the Edward Hopper House Museum & Study Center, West Point Foundry Preserve, the Putnam History Museum, and Storm King Art Center.

Special thanks also go to Averie Shaughnessy-Comfort, Michelle Paulus-Baumgarten, Phoebe Cos, Barbara Pratt, Shivkumar Desai, and Alyssa Zajan 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 I encourage you to read more about them in this program and to visit the Exhibitor Hall during the conference. Their products and services enable us to do our jobs professionally and creatively. We know that all of you will enliven the discussions over the next several days with your experiences. Thank you for lending your voices and your expertise to the 2019 MAAM Annual Meeting.

Best Wishes,

Gretchen S. Sorin, Ph.D.  
*Director and Distinguished Professor  
Cooperstown Graduate Program  
MAAM Board President*

Table of Contents

02  
MAAM BOARD OF TRUSTEES  
AND STAFF  
LETTER FROM THE MAAM  
BOARD PRESIDENT

03  
THEME STATEMENT

04–05  
SCHEDULE-AT-A-GLANCE

06–07  
GUEST SPEAKERS

08–09  
MAAM FEATURED EVENTS

10–12  
OFFSITE TOURS AND  
OPENING RECEPTION

12  
OTHER ATTRACTIONS

13  
SESSIONS AND EVENTS  
OF INTEREST TO EMERGING  
MUSEUM PROFESSIONALS

14–19  
SESSION DESCRIPTIONS

20–29  
MAAM SPONSORS

30–31  
NOTES

Back Cover  
GECKO GROUP

COVER: Storm King Mountain Sunrise  
*Photo courtesy of Julian Colton*

RIGHT: Thayer Hotel  
*Photo courtesy of the Historic Thayer  
Hotel at West Point*

Welcome to  
MAAM 2019,  
NAVIGATING CHALLENGES:  
CULTIVATING THE ATTITUDE OF “YES!”

21st century museums face 21st century challenges. We wonder what to collect and where to store the collection, how to integrate technology, and how to reach new and more diverse audiences. We struggle at times to balance agendas, raise money, change leadership, plan for succession, address crumbling infrastructure and/or new construction, and consider board/staff relations. These challenges may at times seem daunting, but there are plenty of models and creative solutions that can help move your institution forward.

Join a group of supportive colleagues to tackle these topics and other subjects at the MAAM Annual Meeting in the scenic Hudson Valley. Amid the marvelous fall foliage and the Hudson Valley’s great bounty, in a retreat-like setting, we will tackle these issues and more.

Whether you are at a small historic house or a large art or natural history museum, an emerging professional or a seasoned expert, you will find something for your museum at this conference. Take the train or drive your car to enjoy two informative days on the Mighty Hudson! Come early to explore some wonderful museums, and perhaps stay the weekend to see all that the Hudson Valley has to offer.



# Schedule-at-a-Glance

The Historic Thayer Hotel at West Point / 674 Thayer Road, West Point, NY 10996

NOTE: All session are held at Thayer Hotel unless otherwise noted

TUESDAY, OCTOBER 15, 2019		
Time	Event / Meeting	Location
6:00 p.m.	White Gloves Gang Dinner <i>(Pre-registration required)</i>	The Park Restaurant 451 Main Street, Highland Falls, NY 10928
WEDNESDAY, OCTOBER 16, 2019		
Time	Event / Meeting	Location
9:00 a.m.–4:00 p.m.	White Gloves Gang Event <i>(Pre-registration required)</i> <i>Storm King Art Center, West Point Museum, Boscobel House and Gardens, Motorcyclepedia</i>	Various locations
1:00 p.m.–4:00 p.m.	CORNERSTONE™ WORKSHOP: “Deaccessioning: It’s Essential”	Eisenhower Room, Thayer Hotel
1:00 p.m.–4:00 p.m.	MUSEUM TOURS: <i>(pre-registration and additional fees)</i>	Various locations
1:00 p.m.–3:00 p.m.	West Point Foundry + Putnam History Museum Dual Site Walking Tour	Transport provided
1:00 p.m.–3:00 p.m.	Edward Hopper House Museum & Study Center	No transport provided
2:00 p.m.–4:00 p.m.	MANITOGA/The Russel Wright Design Center <i>This trip is recommended for those who plan to attend session #6</i>	Transport provided
2:00 p.m.–4:00 p.m.	Storm King Art Center	Transport provided
12:00 p.m.–5:00 p.m.	Conference Registration/Resume Review Registration	Thayer Hotel at West Point 674 Thayer Road, West Point, NY 10996
6:00 p.m.–8:00 p.m.	Opening Reception and Katherine Coffey Award Presentation, Kinshasa Holman Conwill, Deputy Director for National Museum of African American History and Culture, Smithsonian Institution, Washington, D.C.   <i>Sponsored by MCA Architecture</i>	Grant Ballroom, Thayer Hotel at West Point, 674 Thayer Road, West Point, NY 10996
THURSDAY, OCTOBER 17, 2019		
Time	Event / Meeting	Location
7:30 a.m.–4:00 p.m.	Registration/Resume Review Registration	Thayer Hotel at West Point
8:00 a.m.–9:45 a.m.	Continental Breakfast   <i>Sponsored by Whiting-Turner Contracting Company</i>	Washington Ballroom
8:30 a.m.–9:45 a.m.	Keynote Address: Deborah Schwartz	Washington Ballroom
9:00 a.m.–4:00 p.m.	Exhibitors Hall   <i>Sponsored by Re:discovery Software, Inc.</i>	Grant Ballroom
10:00 a.m.–11:15 a.m.	BREAKOUT SESSION I 1 Balancing Social Marketing in Museums 2 “Hard History” in the Hudson Valley: Telling the Story of Northern Slavery for a Digital Audience 3 Tackling Challenges in Historic House Museums	Bradley North Bradley South  Pershing
10:00 a.m.–11:15 a.m.	AAM’s Independent Museum Professional Network: Information Session	Washington Ballroom
11:15 a.m.–11:45 a.m.	Coffee/Tea/Water Break	Grant Ballroom
11:45 a.m.–12:45 p.m.	Stephen Weil Memorial Lecture: Tamara Christian   <i>Sponsored by Paul Orselli Workshop</i>	Washington Ballroom
12:45 p.m.–2:15 p.m.	Emerging Museum Professionals Leadership Lunch   Speaker: Linda Sweet <i>By invitation only   Sponsored by Seton Hall University, Museum Professions Program</i> OR Lunch on Your Own	Pershing

THURSDAY, OCTOBER 17 , 2019 <i>(continued)</i>		
Time	Event / Meeting	Location
2:30 p.m.–3:45 p.m.	BREAKOUT SESSION II 4 Plotting a Course for Collections Reassessment Projects 5 Meeting Today’s Challenges with NEH Support 6 Studio as Muse: Artists’ Sites as Models for Diverse Historical Narratives and Creative Placemaking 7 Partnering Outside the Box	Thayer Hotel at West Point Pershing Bradley North Bradley South  Washington Ballroom
3:45 p.m.–4:15 p.m.	Coffee/Tea/Water Break	Bradley South
4:15 p.m.–5:30 p.m.	BREAKOUT SESSION III 8 Notable New Projects 9 Photographing and Digitizing Collections: Unique and Essential Approaches to Success 10 Level Up: Using Institutional Values to Center Diversity/Equity/Inclusion in Museums and Cultural Organizations 11 This Place Still Rocks: Diversifying Audiences and Keeping the Woodstock Spirit Alive 50 Years Later	Washington Ballroom Bradley North Pershing  Bradley South
7:00 p.m.–9:00 p.m.	EMP Trivia Night   <i>Sponsored by NAME-AMM</i>	South Gate Tavern, 509 Main St, Highland Falls, NY 10928
FRIDAY, OCTOBER 18, 2019		
Time	Event / Meeting	Location
7:00 a.m.–12:00 p.m.	Registration/Resume Review Registration	Thayer Hotel at West Point
7:30 a.m.–8:30 a.m.	Continental Breakfast	Washington Ballroom
8:15 a.m.–9:30 a.m.	BREAKOUT SESSION IV 12 Starting a Teen Leadership Program to Support your Museum 13 From the Top: Working in Leadership to Create Real Institutional Change 14 Not One Size Fits All: Sensory-Friendly Experiences at Museums 15 Rethinking Authority and Visitor Agency in Exhibit Development (Without Breaking Your Museum)	Bradley North Bradley South Pershing Washington Ballroom
8:30 a.m.–2:00 p.m.	Exhibitors Hall   <i>Sponsored by Re:Discovery Software, Inc.</i>	Grant Ballroom
9:30 a.m.–9:45 a.m.	Coffee/Tea/Water Break   <i>Sponsored by Aria Strategies</i>	Grant Ballroom
9:45 a.m.–11:00 a.m.	16 Abraham Lincoln in Negative Space 17 Resume Review by MAAM Board Members <i>(on-site registration required)</i> 18 Table Topics 19 Networking Break	Pershing Bradley North Washington Ballroom Grant Ballroom
11:00 a.m.–11:15 a.m.	Coffee/Tea/Water Break	Grant Ballroom
11:15 a.m.–12:30 p.m.	BREAKOUT SESSION V 20 How to Collaborate with Your Local Library 21 The Thrills and Challenges of Career Transitions 22 Small is a Strength: Using Community Partnerships for High Tech Experiences in a Small Museum 23 Museum Expansion Toolkit	Bradley North Pershing Bradley South  Washington Ballroom
12:45 p.m.–2:45 p.m.	Business Lunch	Washington Ballroom
2:45 p.m.–4:00 p.m.	BREAKOUT SESSION VI 24 Puzzling Through the Past: Creating Escape Room Experiences at Historic Sites 25 Au Revoir, Paris Agreement: Navigating Polarizing Topics in your Museum 26 Introducing The Inclusive Historian’s Handbook 27 Designing with Teachers: Challenges and Opportunities	Pershing Bradley North Washington Ballroom Bradley South



# Guest Speakers



## DEBORAH SCHWARTZ

THURSDAY, OCTOBER 17

**Opening Keynote—Taking Chances:  
Reflections on Risk-Taking and Responsibility**  
8:30 a.m.–9:45 a.m.  
*Washington Ballroom*

Deborah Schwartz is the President of the Brooklyn Historical Society (BHS) in Brooklyn, NY. The BHS a nationally renowned urban history center founded in 1863. Ms. Schwartz oversees major projects including an award-winning Oral History Program; school programs that serve over 15,000 students annually, and *In Pursuit of Freedom: The Brooklyn Abolitionists* (in partnership with Weeksville Heritage Center and Irondale Ensemble Project). In 2017, Deborah launched a new satellite museum in DUMBO, in the Empire Stores building where the exhibition program will focus on the history of the Brooklyn Waterfront. A recognized leader in the field of museum education, she has taught a graduate seminar on museum management for NYU’s Museum Studies Program, lectures at Columbia University Teacher’s College and Bank Street College of Education, and has given workshops on museum leadership in China and the Ukraine. From 2002 to 2006 she served as the Edward John Noble Foundation Deputy Director for Education at the Museum of Modern Art. In 2002, she curated the critically acclaimed exhibition, *Art Inside Out* for the Children’s Museum of Manhattan that featured work by contemporary artists Elizabeth Murray, William Wegman, and Fred Wilson. From 1983 to 2000 Ms. Schwartz worked at the Brooklyn Museum as Vice Director for Education and Program Development. She has been interviewed and published articles on working with teens in museums (*Museum News*, 2005), and on public discourse and community building (*Journal of Museum Education*, 2010).



## TAMARA CHRISTIAN

THURSDAY, OCTOBER 17

**Stephen Weil Memorial Lecture**  
*Sponsored by the Paul Orselli Workshop*  
11:45 a.m.–12:45 p.m.  
*Washington Ballroom*

President and COO of the International Spy Museum, Ms. Christian has led the organization for the past eight years. As revelations about espionage, cybersecurity, and surveillance make headlines every day, the International Spy Museum draws back the curtain on this secret world. In the Museum’s new 140,000-square-foot purpose-built facility, interactive exhibits and the world’s largest public display of authentic spy tools and gadgets are augmented by first-person accounts from real spies along with RFID technology that invites visitors to undertake their own spy missions. The non-profit Museum dives into the alluring pop culture world of spies that the public knows well, but digs much deeper, exploring and demystifying real intelligence work—often stranger than fiction.

Prior to her role in as Spy-In-Chief, she served as President and CEO of National Trade Productions, an event and trade show management company. Ms. Christian also spent several years at the private equity firm Blackstreet Capital Management as an Operating Partner where she led turnarounds of three different companies. Ms. Christian has a B.S. in Marketing from the University of Richmond and an MBA from George Washington University. She is on the Board of the Greater Washington Board of Trade and is a member of the Federal City Council Board of Trustees. She is also a member of YPO Gold.



## LINDA SWEET

THURSDAY, OCTOBER 17

**Emerging Museum Professionals Leadership Lunch**  
*Sponsored by Seton Hall University, Museum Professions Program*  
12:45 p.m.–2:15 p.m.  
*Pershing Room*

Based in New York City, Linda Sweet has represented art museums, historical organizations, science centers, children’s museums, botanical gardens, art schools and other cultural institutions since joining Management Consultants for the Arts, Inc., as a partner in 1984. She specializes in executive search for top management and professional personnel, strategic planning, board development and organizational analysis. In consultation with boards and staff of several hundred institutions, she has helped to clarify mission, examine structure, establish long-range objectives and identify key leadership.

She began her museum career as an educator at the Brooklyn Museum and was Dean of the Department of Public Education at the Museum of Fine Arts, Boston. She has taught art history and museum education at the Fashion Institute of Technology, Bank Street College and Leslie College and, in 1974, was awarded a grant from the New York State Council on the Arts to study museums in Europe.

Ms. Sweet is a graduate of Barnard College, where she majored in art history. She received a master’s degree from New York University and a certificate from the Columbia University Graduate School of Business Administration’s Institute for Not-for-Profit Management. An active

member of the American Association of Museums (now the American Alliance of Museums), Ms. Sweet was a founder of the Education Committee and its Vice Chairperson from 1978 to 1980. In 1976 she was elected to the Council of the Alliance and for eight years served on the Membership Committee.

Ms. Sweet is a Past President of ArtTable, a national membership organization of women in the visual arts, and a former member of the Collections Committee of the Grey Art Gallery of New York University. She was a trustee of Barnard College from 2015 to 2019 where she was Co-chair of the Committee on Academic Affairs and served on the Governance Committee. She is currently a member of the Council on Diversity, Inclusion and Equity and the Annual fund Committee. She was a member of the board of the Greater Hudson Heritage Network and chair of its Governance Committee and is currently a member of the Advisory Board of the Samuel Dorsky Museum of Art at the State University of New York New Paltz. Since 2015, Ms. Sweet has been a docent at the Whitney Museum of American Art and at the Rubin Museum of Art which specializes in the art and cultures of the Himalayas.



# MAAM Featured Events

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

TUESDAY, OCTOBER 15

## 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 the White Gloves Gang will be working on tomorrow and network other collections care professionals.

**Location:** *The Park Restaurant, 451 Main Street, Highland Falls, NY 10928*  
**Note:** *Pre-registration is required; Free*

WEDNESDAY, OCTOBER 16

## White Gloves Gang Day of Service

Join the Registrar’s Committee of MAAM for the 22nd 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 museums in the Hudson Valley complete a collections project. Projects this year will include Rehousing inventory, DVD and CD inventory, art storage inventory, photography of storage, cataloging and rehousing flat files, re-labeling collection objects, and providing collections training. One of the great treats of the event, besides getting to work in a museum space that is not your own, is that we have a dinner the night before to thank you and to introduce you to the people you’ll be working with and then get your GOLD STAR.

If you are interested in volunteering please contact Elizabeth Alberding, White Gloves Chair, at [elizabethA@thekellycollection.org](mailto:elizabethA@thekellycollection.org).

**Location:** *Storm King Art Center, West Point Museum, Boscobel House and Gardens, Motorcyclepedia*  
**Note:** *Pre-registration is required; Free*

WEDNESDAY, OCTOBER 16

## Katherine Coffey Award Presentation at the Opening Reception

**RECIPIENT:** Kinshasa Holman Conwill, Deputy Director for National Museum of African American History and Culture, Smithsonian Institution, Washington, D.C.  
6:00 p.m.–8:00 p.m.

Join us at the Opening Reception to honor our Katherine Coffey Award Recipient, Kinshasa Holman Conwill. Katherine Coffey (1900-1972) had a long and distinguished career as an educator and art museum administrator retiring in 1968 as director of the Newark Museum. The Katherine Coffey Award is given to individuals in the MAAM region who have shown leadership and exemplary service to their museums and communities over the course of their careers.

**Location:** *Grant Ballroom, Thayer Hotel*

THURSDAY, OCTOBER 17

## The Stephen Weil Memorial Lecture

**GUEST SPEAKER:** Tamara Christian, President and COO of the International Spy Museum, Washington D.C.  
**Sponsored by the Paul Orselli Workshop**  
11:45 a.m.–12:45 p.m.

This lecture is named for Stephen E. Weil (1928-2005), whose career and writings exemplified visionary thinking about the meaning of museums as public institutions. Weil was the longtime deputy director of the Hirshorn Museum and Sculpture Garden and wrote such seminal works as *Rethinking the Museum* and *Other Meditations* (1990) and *Making Museums Matter* (2002).

THURSDAY, OCTOBER 17

## EMP Trivia Night

**Sponsored by NAME-AMM**  
7:00 p.m.–9:00 p.m.



Emerging professionals, bring a group of friends or come team up with your peers for Trivia Night! This event will feature snacks, cash bar, and trivia, all nearby at the South Gate Tavern. Event is free to conference attendees and \$10.00 admission to non-conference attendees.

**Location:** *South Gate Tavern, 509 Main St, Highland Falls, NY 10928*

FRIDAY, OCTOBER 18

## Résumé Review/Career Conversations

10:00 a.m.–11:15 a.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.

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



Leadership Luncheon  
Photo courtesy of John Michael Photography

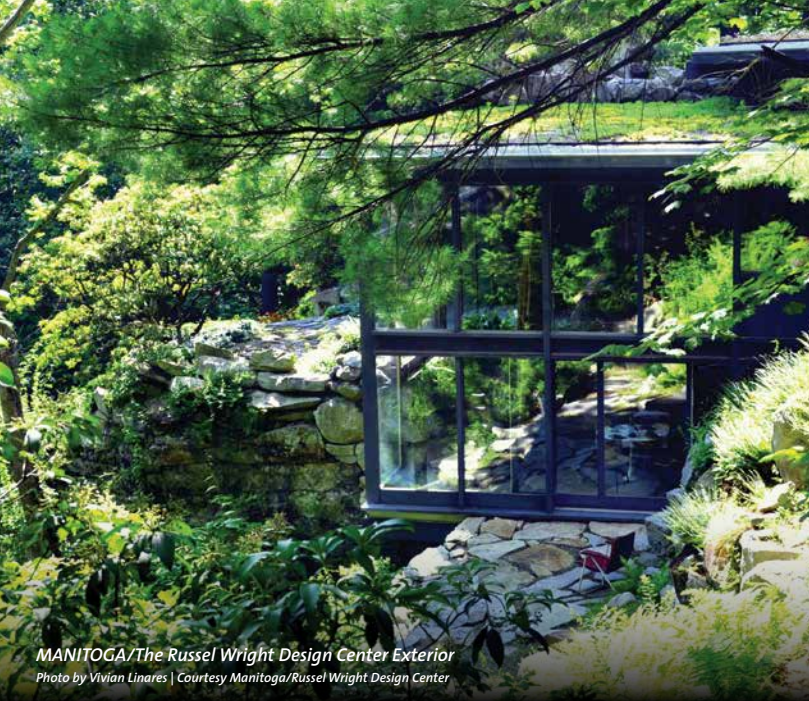


General Session, Annual Meeting 2018  
Photo courtesy of Jen Vos



Resume Review  
Photo courtesy of Jen Vos





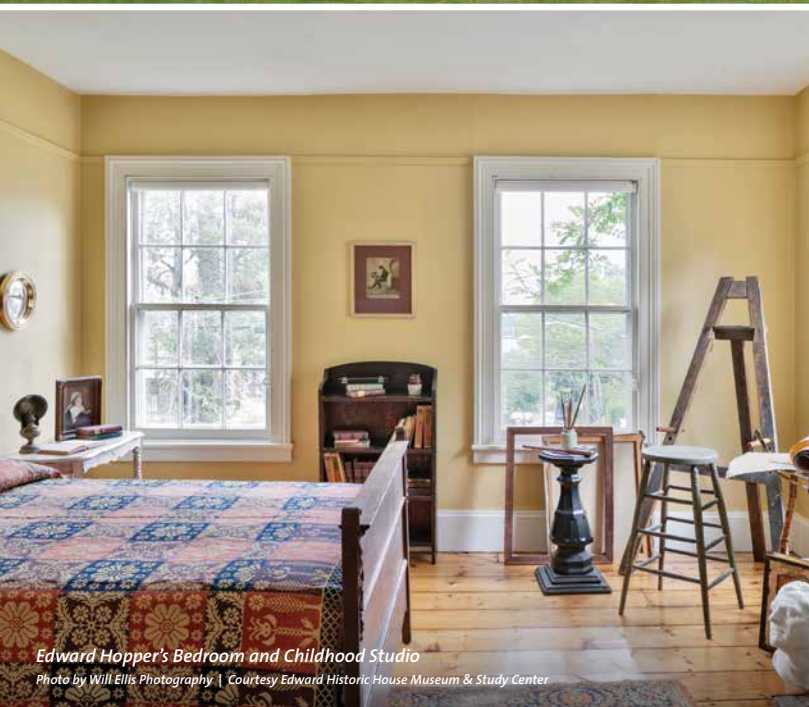
MANITOGA/The Russel Wright Design Center Exterior  
Photo by Vivian Linares | Courtesy Manitoga/Russel Wright Design Center



Replica of Historic Gun Platform at West Point Foundry Preserve  
Photo courtesy of Scenic Hudson and C&G Partners LLC



Storm King Art Center  
Image courtesy of Storm King Art Center



Edward Hopper's Bedroom and Childhood Studio  
Photo by Will Ellis Photography | Courtesy Edward Historic House Museum & Study Center



Edward Hopper House Exterior  
Photo courtesy of Edward Historic House Museum & Study Center

# Offsite Tours and Opening Reception

**NOTE:** All times are approximate and subject to change.  
Pre-registration and additional fees are required for these events.

*To experience all that Hudson Valley museums and historic sites have to offer, arrive one day before the main conference to participate in a wonderful selection of pre-conference tours. All locations represent the historic and ever-changing museum environment in the Hudson Valley. We also encourage you to visit these amazing sites and others on your own either during or following the conference.*

**WEDNESDAY, OCTOBER 16**

## West Point Foundry + Putnam History Museum Dual Site Walking Tour

**1:00 p.m.–3:00 p.m.**

Join C&G Partners on a walking tour of the historic West Point Foundry, one of the great early American ironworks turned scenic preserve that was famous for the production of Civil War-era Parrott rifled cannon. The 1/2 mile tour will begin at the Preserve's trailhead. Created by Scenic Hudson, the trails include historic sites and sculptural exhibits to interpret the Foundry's archeological features. This tour will visit a compendium exhibit at the adjacent Putnam History Museum that uses video to show the Foundry's steam turbines used for sugar cane processing and stereoscopic-media to present a collection of historic photographs of the Foundry town.

**Note:** Pre-registration required. Transportation will be provided.  
**Fee:** \$15 MAAM members, \$25 Non-Members

**WEDNESDAY, OCTOBER 16**

## Edward Hopper House Museum & Study Center

**1:00 p.m.–3:00 p.m.**

A member of the Historic Artists' Homes and Studios Program (HAHS), the Edward Hopper House Museum & Study Center is a place of artistic inspiration, and creative exploration. The house was the childhood home of iconic 20th-century painter Edward Hopper. This home and the surrounding environs of Nyack and the Hudson River, influenced Hopper his entire life. The house was saved from demolition and restored by members of the local community, and is now listed on the National Register of Historic Places. This tour of the Edward Hopper House Museum & Study Center will provide colleagues an immersive experience, as well as the opportunity to learn about the benefits and challenges that come with infusing historic place with contemporary voices.

**Note:** Pre-registration required. Transportation will NOT be provided.  
**Fee:** \$10 MAAM members, \$15 Non-Members

**WEDNESDAY, OCTOBER 16**

## Manitoga/The Russel Wright Design Center

**2:00 p.m.–4:00 p.m.**

A member of the Historic Artists' Homes and Studios Program (HAHS), Manitoga/The Russel Wright Design Center (Garrison, NY) is a place of artistic inspiration and creative exploration. Manitoga is the former home and 75-acre woodland garden of American industrial designer Russel Wright. Manitoga is a National Historic Landmark, an Affiliate Site of the National Trust for Historic Preservation, and one of the few 20th century modern homes with original landscape open to the public. This tour of Manitoga will provide colleagues an immersive experience, as well as the opportunity to learn about the benefits and challenges that come with infusing historic place with contemporary voices. This visit compliments Session #6 Studio as Muse... and though not required, those attending session #6; should consider taking this tour

**Note:** Pre-registration required  
**Fee:** \$10 MAAM members, \$15 Non-Members

**WEDNESDAY, OCTOBER 16**

## Storm King Art Center

**2:00 p.m.–4:00 p.m.**

A 500-acre outdoor museum, Storm King Art Center aspires to nurture a vibrant bond between art, nature, and people, creating a place where discovery is limitless. Staff members from the Education, Curatorial, Conservation, and Strategic Planning departments will guide tours through gorgeous fall foliage to explore the 2019 special exhibitions, *Mark Dion: Follies and Outlooks: Jean Shin*. Tours will conclude at Jean Shin's *Allée Gathering*, a 50-foot-long table of reclaimed wood where participants will taste test Storm King tapped maple syrup, sample Hudson Valley apple cider donuts, and discuss how Storm King supports artists, stewards its landscape, and connects with visitors through dynamic exhibitions and programs.

**Note:** Pre-registration required  
**Fee:** \$10 MAAM members, \$15 Non-Members



# Offsite Tours and Opening Reception

(continued)

NOTE: All times are approximate and subject to change.  
Pre-registration and additional fees are required for these events.

## WEDNESDAY, OCTOBER 16

### CORNERSTONE™ WORKSHOP Deaccessioning: It’s Essential The Thayer Hotel 1:00 p.m.–4:00 p.m.

What if you, personally, were required to keep everything you ever bought or were given—forever? Sometimes it seems that museums are asked to retain collections, in their entirety, in perpetuity. Deaccessioning has acquired a “reputation” in mainstream media, but that doesn’t mean it is not an essential process. This session will review responsible deaccessioning, new accounting guidelines for use of deaccession proceeds, and engage in interactive case studies. Participants are invited to submit anonymous questions for problem-solving suggestions from colleagues. Most importantly, this session will help you advocate for appropriate deaccessioning in your organization and community.

**Location:** Thayer Hotel at West Point, Eisenhower Room  
**Note:** Pre-registration required. Workshop is open to both non-conference attendees and conference attendees (additional fee applies).  
**Fee:** \$15 MAAM members, \$25 Non-Members

## WEDNESDAY, OCTOBER 16

### Opening Reception 6:00 p.m.–8:00 p.m.

Join friends and colleagues at MAAM’s opening on Wednesday, October 16 from 6:00–8:00 p.m at the Thayer Hotel at West Pont. Enjoy drinks and hors d’oeuvres with colleagues and discover the historic hotel; where the grand history and traditions of the United States Military Academy meet modern elegance and comfort.

**Location:** Thayer Hotel at West Point  
**Note:** Pre-registration required. No fee for conference attendees.  
**Fee:** No fee for conference attendees.  
Non-conference attendees: \$35 MAAM members, \$50 Non-Members

# OTHER ATTRACTIONS

The following museums have graciously offered MAAM attendees either free, or discounted, admission to their museum. Bring your Conference badge to the site to receive free or discounted admission.

## West Point Museum

2110 New South Post Rd, West Point, NY 10996  
Open every day from 10:30 AM to 4:15 PM  
NO ADMISSION FEE

## Olana State Historic Site

5720 Route 9G, Hudson, NY 12534  
Open Wednesday through Sunday, 10 AM to 5 PM

## Hudson River Museum

511 Warbuton Ave, Yonkers, NY 10701  
Open Wednesday through Sunday, 12 PM to 5 PM

## Thomas Cole National Historic Site

218 Spring St, Catskill, NY 12414  
Will waive fees for the conference attendees from 10/16 through 10/19. Must visit between the hours of 2–5pm for “Explore at Your Own Pace” (self-guided) visits.

## Putnam History Museum

63 Chestnut St, Cold Spring, NY 10516  
Open Wednesday through Sunday, 12 PM to 4 PM

## Boscobel House & Gardens

1601 Rte 9D, Garrison, NY 10524  
Open Wednesday through Monday, 9:30 AM to 5 PM  
ADMISSION \$12 FOR MAAM ATTENDEES

## New Windsor Cantonment State Historic Site and National Purple Heart Hall of Honor

374 Temple Hill Rd, New Windsor NY 12553  
Open Thursday–Saturday 10 AM to 5PM  
NO ADMISSION FEE

## Historic Huguenot Street

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# Sessions and Events of Interest to Emerging Museum Professionals

WEDNESDAY, OCTOBER 16, 2019		
Time	Event / Meeting	Location
9:00 a.m.–4:00 p.m.	White Gloves Gang Event (Pre-registration required)	Various museums
1:00 p.m.–4:00 p.m.	CORNERSTONE™ WORKSHOP: “Deaccessioning: It’s Essential”	Eisenhower Room, Thayer Hotel
1:00 p.m.–4:00 p.m. 1:00 p.m.–3:00 p.m. 1:00 p.m.–3:00 p.m. 2:00 p.m.–4:00 p.m. 2:00 p.m.–4:00 p.m.	MUSEUM TOURS: (pre-registration and additional fees) West Point Foundry + Putnam History Museum Dual Site Walking Tour Edward Hopper House Museum & Study Center MANITOGA/The Russel Wright Design Center Storm King Art Center	Various museums Transport provided No transport provided Transport provided Transport provided
12:00 p.m.–5:00 p.m.	Conference Registration/Resume Review Registration	Thayer Hotel at West Point
6:00 p.m.–8:00 p.m.	Opening Reception and Katherine Coffey Award Presentation <i>Sponsored by MCA Architecture</i>	Grant Ballroom, Thayer Hotel at West Point, 674 Thayer Road, West Point, NY 10996
THURSDAY, OCTOBER 17, 2019		
Time	Event / Meeting	Location
7:30 a.m.–4:00 p.m.	Registration/Resume Review Registration	Thayer Hotel at West Point
8:30 a.m.–9:45 a.m.	Keynote Address: Deborah Schwartz	Thayer Hotel at West Point
10:00 a.m.–11:15 a.m.	BREAKOUT SESSION I 1 Balancing Social Marketing in Museums 3 Tackling Challenges in Historic House Museums	Bradley North Washington Ballroom
11:45 a.m.–12:45 p.m.	Stephen Weil Memorial Lecture: Tamara Christian   <i>Sponsored by Paul Orselli Workshop</i>	Washington Ballroom
12:45 p.m.–2:15 p.m.	Emerging Museum Professionals Leadership Lunch   Speaker: Linda Sweet <i>By invitation only—Sponsored by Seton Hall University Museum Studies</i>	Pershing
2:30 p.m.–3:45 p.m.	BREAKOUT SESSION II 6 Studio as Muse: Artists’ Sites as Models for Diverse Historical Narratives and Creative Placemaking 7 Partnering Outside the Box	Thayer Hotel at West Point Bradley South Washington Ballroom
4:15 p.m.–5:30 p.m.	BREAKOUT SESSION III 10 Level Up: Using Institutional Values to Center Diversity/Equity/Inclusion in Museums and Cultural Organizations 11 This Place Still Rocks: Diversifying Audiences and Keeping the Woodstock Spirit Alive 50 Years Later	Pershing Bradley South
7:00 p.m.–9:00 p.m.	EMP Trivia Night   <i>Sponsored by NAME-AMM</i>	South Gate Tavern, 509 Main St, Highland Falls, NY 10928
FRIDAY, OCTOBER 18, 2019		
Time	Event / Meeting	Location
7:00 a.m.–12:00 p.m.	Registration/Resume Review Registration	Thayer Hotel at West Point
8:15 a.m.–9:30 a.m.	BREAKOUT SESSION IV 14 Not One Size Fits All: Sensory-Friendly Experiences at Museums	Pershing
9:45 a.m.–11:00 a.m.	17 Resume Review by MAAM Board Members (on-site registration required) 19 Networking Break	Bradley North Grant Ballroom
11:15 a.m.–12:30 p.m.	BREAKOUT SESSION V 21 The Thrills and Challenges of Career Transitions	Pershing
12:45 p.m.–2:45 p.m.	Business Lunch	Washington Ballroom
2:45 p.m.–4:00 p.m.	BREAKOUT SESSION VI 25 Au Revoir, Paris Agreement: Navigating Polarizing Topics in your Museum 26 Introducing The Inclusive Historian’s Handbook	Bradley North Washington Ballroom

# Session Descriptions

## SESSION #1

### Balancing Social Marketing in Museums

Thursday, October 17 | 10:00 a.m.–11:15 a.m.

Having successful social media for your museum comes from having a holistic marketing plan. How can you accomplish this with limited staff and resources? How do you balance marketing and educational content? This panel will tackle these questions and more! Hear from experts ranging from a one-person marketing team to a full-fledged marketing department. Learn tips and strategies for creating marketing plans, writing content, and scheduling posts. Come prepared with your social media marketing questions and we'll brainstorm answers together.

**Chair:** Melissa Kiewiet, Development and Community Engagement Manager, Dyckman Farmhouse Museum, New York, NY

**Speakers:** Theresa Cornelissen, Marketing Content Manager, The Corning Museum of Glass, Corning, NY; Amanda Sterling, Social Media Coordinator, The Corning Museum of Glass, Corning, NY; Rachel Kassman, Development & Marketing Manager, Jewish Museum of Maryland, Baltimore, MD

## SESSION #2

### “Hard History” in the Hudson Valley: Telling the Story of Northern Slavery for a Digital Audience

Thursday, October 17 | 10:00 a.m.–11:15 a.m.

Historic Hudson Valley (HHV) recently launched an interactive documentary website entitled *People Not Property: Stories of Slavery in the Colonial North*, to debunk myths around Northern slavery and chronicle the lives of enslaved individuals who had been all but erased by centuries of injustice and denial. Throughout the four-year production of this NEH-funded digital resource, HHV staff and its design partners grappled with problems of research, interpretation and depiction. Members of the content and design team are joined by a secondary educator who uses *People Not Property* in the classroom to discuss lessons learned from the development of the documentary and its subsequent reception by

users, including teachers at HHV's NEH Summer Institute for Teachers; educator focus groups at public events; and the general public. Participants will gain a comprehensive understanding of the research and design tools needed to create an encyclopedic history resource, and will be made familiar with the particular challenges (visual and textual) inherent in the multimedia interpretation of “hard history.”

**Chair:** Elizabeth L. Bradley, Vice President, Programs and Engagement, Historic Hudson Valley, Pocantico Hills, NY

**Speakers:** Michael Lord, Director of Content Development and Delivery, Historic Hudson Valley, Pocantico Hills, NY; Leslie Dann, Associate Partner, Media Experience Design, C&G Partners, New York, NY; Courtney Grey, Social Studies teacher at Arlington High School, Lagrangeville, NY

## SESSION #3

### Tackling Challenges in Historic House Museums

Thursday, October 17 | 10:00 a.m.–11:15 a.m.

Historic house museums come with challenges: some require money, some require diplomacy, some require creative thinking, and some require all of the above. Learn how four different historic houses in urban, suburban, and rural settings overcame challenges including changing tours when meeting docent resistance; including interpretation of women and race; and welcoming in a changing community. After hearing brief case studies, panelists will work with audience members to brainstorm potential solutions to participants' own challenges, offering advice and suggestions. Bring your challenges and let the collective wisdom navigate them with you and help you get to “yes”!

**Chair:** Claudia B. Ocello, President & CEO, Museum Partners Consulting LLC, Maplewood, NJ

**Speakers:** Ran Yan, Executive Director, Lewis Latimer House, Flushing, NY; Patricia West, Curator/ Historian, Martin Van Buren National Historic Site, National Park Service, Kinderhook, NY; Mary van Balgooy, Executive Director, Society of Women Geographers, Washington DC

## SESSION #4

### Plotting a Course for Collections Reassessment Projects

Thursday, October 17 | 2:30 p.m.–3:45 p.m.

Achieving intellectual control over archival and artifact collections is a multilayered process complicated by numerous challenges, including: storage constraints, provenance concerns, overly broad legacy collecting policies, and professional deaccessioning procedures that require the collaboration of museum staff and board members. This session brings together museum collections professionals from the American Jewish Historical Society, Brooklyn Historical Society, and the Museum of Chinese in America to discuss their recent experiences in undertaking comprehensive collections assessment projects. Panelists will discuss their individual projects and share information on the new documentation, decision-making, and policies and procedures that have helped them navigate this process successfully.

**Chair:** Nalleli Guillen, PhD Historian and Project Manager, Brooklyn Historical Society, Brooklyn, NY

**Speakers:** Anna Schwartz, Collections Manager, Art & Artifacts and Exhibitions Manager, Brooklyn Historical Society, Brooklyn, NY; Melanie Meyers, Director of Collections and Engagement, The American Jewish Historical Society, New York, NY; Yue Ma, Director for Collections and Research, Museum of Chinese in America, New York, NY

## SESSION #5

### Meeting Today's Challenges with NEH Support

Thursday, October 17 | 2:30 p.m.–3:45 p.m.

Meeting the challenges faced by today's museums often brings added expenses. In this session, learn about grant opportunities from the NEH that support exhibition, preservation, interpretation, and capacity building projects that can help you address challenges from attracting broader audiences to protecting material resources. The session will begin with an overview of the grant opportunities most relevant to museums and highlight how to navigate the application process, what makes

an application competitive, and grant programs targeting smaller organizations. The bulk of the session will be devoted to responding to questions and addressing the specific needs of those in attendance.

**Chair:** George Lazopoulos, Senior Program Officer, National Endowment for the Humanities, Washington, DC

## SESSION #6

### Studio as Muse: Artists' Sites as Models for Diverse Historical Narratives and Creative Placemaking

Thursday, October 18 | 2:00 p.m.–3:45 p.m.

Preserved artists' homes and studios are uniquely poised at the convergence of historic house, art museum, personal biography and collective cultural narrative. They provide unique opportunities for creative placemaking, while also sharing similar interpretative and engagement challenges with other museums/ historic sites. The Mid-Atlantic is rich with these sites; eighteen are members of Historic Artists' Homes and Studios, a consortium of 44 preserved sites nationwide. Through broad overview of innovation occurring at Mid-Atlantic sites, and lenses of three diverse projects at Chesterwood, Manitoaga, and Alice Austen House, this session will provide models for reexamination of historical narratives, engaging living artists, expanding contemporary relevance, and diversifying scholarship and programming. This session coincides with the pre-conference tour of Manitoaga/The Russel Wright Design Center. Though not required, those attending this session should consider taking the pre-conference tour on Wednesday, October 16th.

**Chair:** Valerie Balint, Program Manager, Historic Artists' Homes and Studios, Chesterwood, Stockbridge, MA

**Speakers:** Dr. Bonnie Yochelson, Independent Scholar, New York / Alice Austen House; Judith Shea, Sculptor, New York, NY / Chesterwood; Kazumi Tanaka, Artist, Beacon, NY / Manitoaga

## SESSION #7

### Partnering Outside the Box

Thursday, October 17 | 2:30 p.m.–3:45 p.m.

Three museums and a cemetery walk into a room...no, this is not a joke! During this session, panelists from four organizations will highlight the unique programs they have developed by utilizing unconventional partnerships. Panelists will address the ways in which these programs have affected their audience experience and institution interpretations. Participants will also explore the ways in which they create, maintain, and utilize partnerships to establish mutually beneficial programming that enhances their institutions. By examining partnerships in areas of diverse demographics, attendees will learn what unique hurdles and solutions they may encounter before saying “yes!” to unexpected opportunities, and how they, too, can break out of the “traditional museum” box.

**Chair:** Jennifer Ezell, Director of Education, Heurich House Museum, Washington, DC

**Speakers:** Emma Stratton, Executive Director, American Independence Museum, Exeter, NH; Lauren Maloy, Program Director, Historic Congressional Cemetery, Washington, DC; Victoria Lichtendorf, Director of Education and Public Programs, Storm King Art Center, Windsor, NY

## SESSION #8

### Notable New Projects

Thursday, October 18 | 4:15 p.m.–5:30 p.m.

Hear about 4 new projects underway and recently open. Inspired by objects, story and the desire to engage visitors, the creative teams from these museums will share their new projects, their innovative approaches and how they navigated challenges.

### Reher Center for Immigrant Culture and History, Kingston NY

We will share how we've used a single artifact, the “Sunday List,” as an anchor point for our interpretation. This artifact brings the bakery to life by interpreting a specific moment in

the 1950s and focused us on the themes of immigration, community, work, and bread. These themes have become the basis for our mission and our programming.

**Speakers:** Geoffrey Miller, Founder and Sarah Litvin, Director

### Fort Ticonderoga

We will be discussing the transformative planning efforts at Fort Ticonderoga that started with a Strategic Master Plan in 2011. Our focus will be on one phase of the implementation plan—the Pavilion Node and the series of improvements all considering the goals of the Master Plan and the interpretation, preservation, restoration, major projects and “quick wins.”

**Speakers:** Beth Hill, President and CEO, Fort Ticonderoga, Ticonderoga NY; Diane Lochner, Vice President, PGAV Destinations, St. Louis MO

### Concord Museum

Object-based learning is at the core of the Museum's education programs and informed the design of the new Education Center which opened Fall, 2018, serving more than 12,000 children annually. Hands-on approaches make history both familiar and profound. The new classrooms were designed to be distinct and each reinforce the approach that firsthand experiences are paramount to connecting with our past.

**Speakers:** Allison Shilling, Public Programs Coordinator; Mary Ann Upton, AIA, Partner, designLAB architects, inc.

### Planet Word

Words—with us from the day we're born, but too often overlooked and underappreciated. That's the impetus behind the new Planet Word in Washington, D.C., where visitors will experience the fun, beauty, and power of words and language, the foundation of a strong democracy.

**Speakers:** Gretchen Pfahler, Partner, Beyer Blinder Belle Architects & Planners; Nathan Adkisson, Director of Strategy, Local Projects

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# Session Descriptions *(continued)*

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## SESSION #9

### Photographing and Digitizing Collections: Essential Approaches for Success

Thursday, October 18 | 4:15 p.m.–5:30 p.m.

Digital projects make collections available to large audience, making them essential for outreach initiatives and for documenting objects as a record or snapshot of a collection's current intrinsic value. However, photography or digital projects, especially on a large scale can be daunting. Learn how diverse approaches, unique partnerships, and fundamental skills can help you manage any size project whether for exhibition, publication, or online platforms while meeting professional standards of the 21st Century.

**Chair:** Christina Ely Milliman, Principal/Independent Museum Professional, C. Ely Milliman Consulting, Richfield Springs, NY

**Speakers:** Michelle VanAuken, Information Technologist, University Museum at Colgate University, Colgate, NY; Kristen Costa, Curator, Newport Restoration Foundation, Newport, RI

## SESSION #10

### Level Up: Using Institutional Values to Center Diversity/Equity/Inclusion in Museums and Cultural Organizations

Thursday, October 18 | 4:15 p.m.–5:30 p.m.

It is incumbent upon mission-driven organizations to reflect and address the needs of their communities. Museums and cultural organizations must address the changing demographics and needs in their communities. Using New York as an example, panelists will discuss how their institutions remain relevant; provide cultural homes to New Yorkers, and reflect an evolving New York identity. This session addresses how cultural organizations succeed- and fail- at using their values as a spring-board for infusing diversity, equity and inclusion in their visitor-facing, and internal, operations. Institutional partners share how their

organizations have reflected on their values, the community's need, and taken action to provide expanded access to their communities. Attendees will have the opportunity to ask questions and generate conversation among the panelists and other attendees.

**Chair:** Aria Camaione-Lind, Principal + CEO, Aria Strategies LLC, Rochester, NY; Erin Richardson, Erin Richardson Consulting, Richfield Springs, NY

**Speakers:** Meredith Sorin Horsford, executive director, Dyckman Farmhouse Museum, New York, NY; Karoll Joseph, program manager, Long Island Children's Museum, Garden City, NY; Liselle LaFrance, Executive Director, Historic Huguenot Street, New Paltz, NY; Tonya Butler Holder, Associate Director of Administration, Long Island Children's Museum, Garden City, NY

## SESSION #11

### This Place Still Rocks: Diversifying Audiences and Keeping the Woodstock Spirit Alive 50 Years Later

Thursday, October 18 | 4:15 p.m.–5:30 p.m.

The Museum at Bethel Woods and Bethel Woods Center for the Arts is famously known for being the site of the 1969 Woodstock Music and Art Fair. However, fifty years have passed since the historic event, and the museum is now handling the challenges of targeting new audiences. Panelists will discuss how the museum is keeping the site relevant with preservation and interpretation in its exhibits and on its historic grounds, expanding advertising reach to new markets while maintaining their local presence, and leveraging the site's assets as a concert venue for other events and programming. Case studies will include exhibits, events/programming, and marketing from 2019, the 50th anniversary of Woodstock and a highly visible year for the Bethel Woods Center for the Arts.

**Chair:** Julia Fell, Assistant Curator, The Museum at Bethel Woods, Bethel, NY

**Speakers:** Emily Casey, Senior Director of Marketing and Communication, Bethel Woods Center for the Arts, Bethel, NY; Suzanne Morris, Senior Director of Museum Education and Creative Programming, The Museum at Bethel Woods, Bethel, NY

## SESSION #12

### Starting a Teen Leadership Program to Support your Museum

Friday, October 18 | 8:30 a.m.–9:45 a.m.

The Edward Hopper House Museum & Study Center started the Nighthawks Teen Leadership Program in 2016 to support relevant informal education and community programming. The program enables teens to explore arts, culture and history within a context that highlights confidence, dedication, and enthusiasm. Nighthawks engages and mentors teens by teaching them leadership skills to deliver tours and programs to the public at the Museum as junior docents, attend trips to other cultural organizations, and participate in college prep activities. In this session, hear from museum staff and the teens themselves about the program's creation and issues such as participant recruitment and curriculum development.

**Chair:** Janine Napierkowski, Director of Operations & Administration, Edward Hopper House Museum & Study Center, Nyack, NY

**Speakers:** Nina Berlinger, Museum Education Manager, Edward Hopper House Museum & Study Center, Nyack, NY

## SESSION #13

### From the Top: Museum Leaders as Advocates for Inclusion

Friday, October 18 | 8:30 a.m.–9:45 a.m.

In thinking about the needs of 21st century museums, questions about diversity and inclusion are important ones to ask. The answers are expected from the top. This session explores how museum boards and executive directors can address these issues. How can they themselves become more representative of their communities? How can boards become advocates for changes in programming and collecting that reflect their diverse communities? How do staff in leadership positions impact the work and focus of the board? Who is a qualified board member and have those qualifications changed with the times? We will hear from museum leaders who have addressed these and other related issues.

**Chair:** Judith Landau, Internship Coordinator, Museum Studies Program, Johns Hopkins University

**Speakers:** Deborah Schwartz, President and CEO of Brooklyn Historical Society, Brooklyn, NY; Bill Burback, Board Member, Boscobel House and Gardens, Garrison, NY; Meredith Horsford, Executive Director, Dyckman Farmhouse Museum, New York, NY

## SESSION #14

### Not One Size Fits All: Sensory-Friendly Experiences at Museums

Friday, October 18 | 8:30 a.m.–9:45 a.m.

As cultural organizations continue to develop best practices for sensory-friendly programming, museum staff must consider their institutions' unique characteristics, capacities, budgets, and audiences when designing their individual accessible programs. Join educators from three Greater Philadelphia-area museums—the Mütter Museum, the Philadelphia Museum of Art, and the Brandywine River Museum of Art—will explore their unique approaches to breaking down barriers to participation, modifying content for cognitive and sensory needs, and maintaining strong, responsive relationships with their audiences. Join us to build your own toolkit of best practices for sensory-friendly programming at your cultural institution.

**Chair:** Laura Westmoreland, Associate Educator for Adult & Community Programs, Brandywine River Museum of Art, Chadds Ford, PA

**Speakers:** Megan Becker, Supports Strategy Consultant, Community Integrated Services, Philadelphia, PA; Leigh Dale, Museum Educator for Family Programs, Philadelphia Museum of Art, Philadelphia, PA

## SESSION #15

### Rethinking Authority and Visitor Agency (Without Breaking Your Museum): A Process Towards Equitable Exhibit Design

Friday, October 18 | 8:30 a.m.–9:45 a.m.

This past May, NYSCI hosted a convening with leading exhibit designers, researchers, and

community engagement specialists. This session will include an overview of conference findings, focusing on strategies for conversations about equity, inclusivity and agency in our institutions. Using audience-generated exhibit areas from participants' museums as case studies, small groups will brainstorm ideas for a redesign. These redesigns will then serve as a jumping off point for a discussion on how our own identities, values, and beliefs shape our work. Through group discussion, reflection, and brainstorming, participants will return to their respective institutions with a model for starting similar conversations internally.

**Chair:** Betty Wallingford, Research & Development Assistant at the New York Hall of Science, Corona, NY; Satbir Multani, Manager, Design Lab, New York Hall of Science, Corona, NY

**Speakers:** Katherine Culp, Chief Learning Officer, New York Hall of Science, Corona, NY

## SESSION #16

### Abraham Lincoln in Negative Space

Friday, October 18 | 10:00 a.m.–11:15 a.m.

The Saint-Gaudens National Historical Park and the Radiology Department of Dartmouth-Hitchcock Hospital joined forces to explore the hidden interior of sealed plaster molds found in the collection at the park. Once impossible to know what lay within, using computed tomography (CT Scan) previously unknown sculptures by Augustus Saint-Gaudens were revealed for the first time. Once an image was scanned a 3-D printer was used to create a tangible object.

Come see what was discovered, including portraits of Abraham Lincoln, and a still unknown and never-before seen bust of a man. Using this technology any object closed for posterity can be examined without harming the object itself.

**Chair:** Henry Duffy, Curator, Saint-Gaudens National Historic Park, Cornish, NH

**Speakers:** Rick Kendall, Surperintendent, Saint-Gaudens National Historic Park, Cornish, NH; Dr. Jocelyn D. Chertoff, Chair Department of Radiology, Dartmouth-Hitchcock Medical Center, Lebanon, NH; Jeffrey A. Volkaert, Radiology IT Project Manager, Dartmouth-Hitchcock Medical Center, Lebanon, NH

## SESSION #17

### Résumé Review/Career Conversations

Friday, October 18 | 10:00 a.m.–11:15 a.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. Pre-registration required, sign up at registration desk.

## SESSION #18

### Table Topics

Friday, October 18 | 10:00 a.m.–11:15 a.m.

Join colleagues in the Washington Room for some informal roundtable discussions.

## SESSION #19

### Networking Break

Friday, October 18 | 10:00 a.m.–11:15 a.m.

Join exhibitors for “quick talks” about their products and services, or sit back with a cup of coffee in our General Session room and unwind with colleagues.

## SESSION #20

### How to Collaborate with Your Local Library

Friday, October 18 | 11:15 a.m.–12:30 p.m.

Libraries and museums have a common goal: connecting diverse audiences with collections and resources. So why aren't more libraries and museums working together? Many librarians don't realize that museums are eager to expand their audience beyond the traditional museum goer. Many museums don't realize that the modern library is a dynamic place with a wide array of resources. In Philadelphia, museum and library staffers are bridging the divide to creating

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# Session Descriptions *(continued)*

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a series of dynamic programs which serve to connect library patrons with their local museums. Staff from two small historic house museums, the Glen Foerd Mansion and the Rosenbach Museum, along with librarians from the Free Library of Philadelphia will walk you through the process of building this type of collaborative program so that you too can connect with your library community in a meaningful and sustainable way.

**Chair:** *Emilie Parker, Director of Education, Rosenbach Museum, Philadelphia, PA*

**Speakers:** *Ann Hornbach, Branch Manager and Children's Librarian, Torresdale Library, Free Library of Philadelphia, Philadelphia, PA; Kristin Sawka, Northeast Area Library Coordinator, Free Library of Philadelphia, Philadelphia, PA; Nicole Schaller, Education Assistant, Glen Foerd, Philadelphia, PA*

## SESSION #21

### The Thrills and Challenges of Career Transitions

*Friday, October 18 | 11:15 a.m.–12:30 p.m.*

Everyone of us goes through a career transition in our lifetime—whether you are just emerging into the field, striving to move up in your museum, changing museums after a dozen years, entering the field at mid-career from the “outside world,” rebounding from a layoff, reflecting on a lifetime in museums, or pondering what to do after “retirement.” Hear from a lively panel of museum colleagues, share your own career transition experiences, and come away with new insight about what’s next for you in this in crazy, exhausting, rewarding work in museums.

**Chair:** *Greg Stevens, Director, Master of Arts in Museum Professions Program and the Institute of Museum Ethics, Seton Hall University, South Orange, NJ*

**Speakers:** *Sonnet Takahisa, Teaching and Learning Consultant, Arts and Cultural Strategies, Inc., Brooklyn, NY; Hannah Gaston, Education Programs Coordinator, Liberty Hall Museum, Union, NJ*

## SESSION #22

### Small Is A Strength: Creating High-Tech Museum Experiences in a Small, Rural Museum through Strategic Community Partnerships

*Friday, October 18 | 11:15 a.m.–12:30 p.m.*

Virtual reality (VR) and digitization projects may seem out of reach or small, rural, community-curated museums. However, one such museum, a college, and a public middle school achieved such a thing on a next-to-nothing budget, and they now all benefit from the final product! This session will provide an in-depth discussion of the large-scale interdisciplinary, The Digital Scholarship in Community Partnerships project undertaken by a Washington College students, Betterton Heritage Museum, and Kent County Public Schools. This session will counterpoint to prevailing assumptions about the resources required for such projects, and outlines a set of best-practice suggestions for collaborations of this nature.

**Chair:** *Raven Bishop N.B.C.T., Instructional Technologist, Washington College, Chestertown, MD*

**Speakers:** *Sara Clarke-Vivier, PhD, Museum Education & Program Assessment Specialist, Assistant Professor of Education, Washington College, Chestertown, MD; Candi Sorge, Lead Curator, Betterton Heritage Museum, Betterton, MD; Carter Miller, Social Studies Teacher, Kent County Middle School, Kent County Public Schools, Chestertown, MD; Heather Calloway, Executive Director of University Collections, Indiana University Bloomington, Bloomington, IN*

## SESSION #23

### The Museum Expansion Toolkit: Self-Assessing Your Project

*Friday, October 18 | 11:15 a.m.–12:30 p.m.*

The Museum Expansion Toolkit is an online planning diagnostic we are developing with

museum colleagues to be used by museum leadership whose facilities face the complex challenges of expansion and change. This self-assessment tool offers a modular solution to early stage planning, design, fund-raising, and other common pre-design phase challenges. Panelists, ranging from a board member to an administrator to a facilities manager, will speak about the early conception of a project from their own experiences. In this interactive session, focusing on ten important questions an institution should consider when launching a project—be it a single gallery renovation, a landscape improvement, or a full-scale expansion—participants will explore the Toolkit’s decision-making matrix and, in the process, give feedback on the Toolkit. Participants will gain a better understanding of the types of issues that impact their own projects and the different roles that governance, staff, visitors, and community play in decision making and goal setting.

**Chair:** *Paul Rosenblatt, Executive Director of the Museum Learning Community, Principal, Springboard Design, Pittsburgh, PA*

**Speakers:** *Meredith Kane, Partner, Paul | Weiss and Chair of the Board, The Olana Partnership, Hudson, NY; Chris Siefert, Deputy Director, Parrish Art Museum, Watermill, NY*

## SESSION #24

### Puzzling Through the Past: Creating Escape Room Experiences at Historic Sites

*Friday, October 18 | 2:45 p.m.–4:00 p.m.*

Join in and try to solve “The Case of the Livingston Silver”! In 2017, Greater Hudson Heritage Network created this exciting game utilizing reproduction archival materials from Bard College/Montgomery Place’s collection. While Escape Rooms are a creative method for encouraging visitation and community engagement—not all sites have the capacity for full-scale immersive experiences. The portable nature of this “Escape Room in a Box” is feasible for sites of all sizes; it’s created with low-cost/free tech solutions, can be played just about anywhere and is fully customizable to

site-specific learning opportunities. The game’s afoot! Learn how session presenters came up with the idea, and how the model can be replicated at your institution.

**Chair:** *Kerry Sclafani, Program Director, Greater Hudson Heritage Network (GHHN), Elmsford, NY*

## SESSION #25

### Au Revoir, Paris Agreement: Navigating Polarizing Topics in your Museum

*Friday, October 18 | 2:45 p.m.–4:00 p.m.*

It has been said that museums can—and should—be “safe places for unsafe ideas.” In our current politically-charged climate, it is more important than ever for museums to serve in this capacity. But how, as an institution, can you navigate this role in a way that addresses the needs of your guests and remains true to your mission? This session will explore how a botanical garden, whose mission includes advancing sustainability, human and health and well-being, is addressing the polarizing topic of climate change within its walls and inspiring action beyond.

**Chair:** *Adam Haas, Interpretive Specialist, Phipps Conservatory and Botanical Gardens, Pittsburgh, PA*

## SESSION #26

### Introducing the *Inclusive Historian’s Handbook*

*Friday, October 18 | 2:45 p.m.–4:00 p.m.*

This session will introduce *The Inclusive Historian’s Handbook*, a free and open digital resource, and explore practical ways museum professionals can utilize it in their work. The Handbook includes entries authored by experienced professionals on topics such as: Accessibility, Civic Engagement, Diversity and Inclusion, Heritage Tourism, Historic Houses, and Historic Preservation. This session will provide an overview of the Handbook and share ideas for how individuals and institutions might best utilize it to enhance inclusivity, equity, and service in their practice. The *Inclusive Historian’s Handbook* directly supports the goals of building diversity and inclusion across the

museum field. Participants will be invited to provide feedback on the handbook, and will also learn ways that *The Inclusive Historian’s Handbook* can be utilized to advance museum practice that is focused on equity, inclusion, and service.

**Chair:** *Will Walker, Associate Professor of History, Cooperstown Graduate Program-SUNY Oneonta, Cooperstown, NY*

**Speakers:** *Gretchen Sullivan Sorin, Director and Distinguished Professor, Cooperstown Graduate Program-SUNY Oneonta, Cooperstown, NY*

## SESSION #27

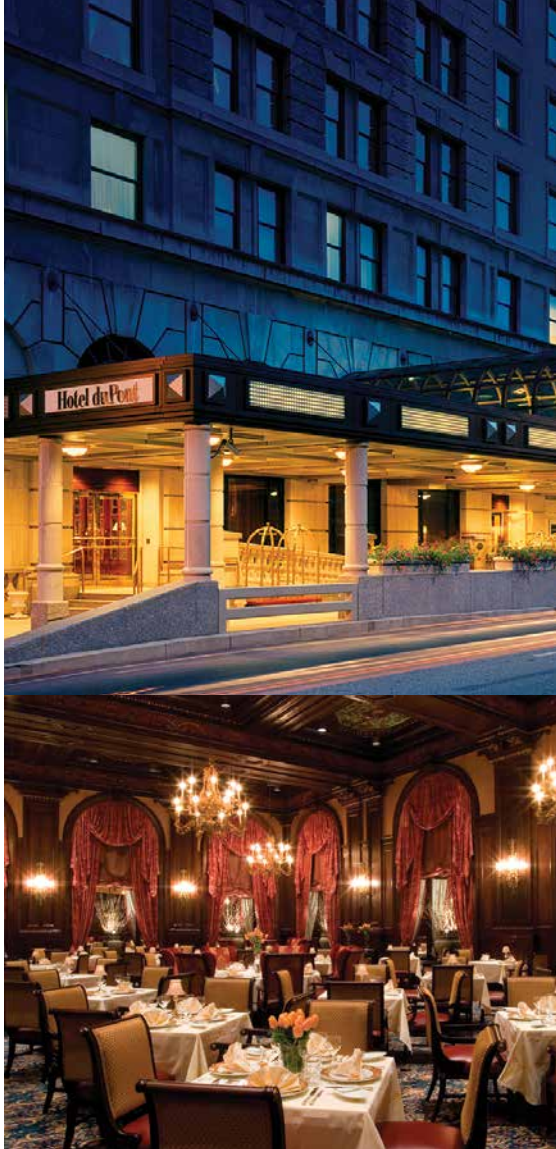
### Designing with Teachers: Challenges and Opportunities

*Friday, October 18 | 2:45 p.m.–4:00 p.m.*

Museum educators and teachers share experiences developing museums programs and resources, including onsite, in classroom, and digital experiences. Hofstra University Museum of Art partners with teachers from under-resourced school districts to develop curriculum based on physical collection objects; Brooklyn Historical Society uses a design approach illustrated through case studies of successful teacher workshops and resources; and a to-be-selected third panelist will round out the offerings. The chair will moderate a discussion among museum educators, teachers and the attendees, focusing on how digital tools and platforms leverage museum’s ability to address curricular needs, adopt collaborative practices, and employ effective communication channels.

**Chair:** *Deborah Howes, Faculty, MA Program in Museum Studies, Johns Hopkins University, Washington, D.C.*

**Speakers:** *Alex Tronolone, Manager of Teaching & Learning, Brooklyn Historical Society, Brooklyn, NY; Elizabeth Dysart, Director of Education and Engagement at the Hofstra University Museum of Art, Hempstead, NY*



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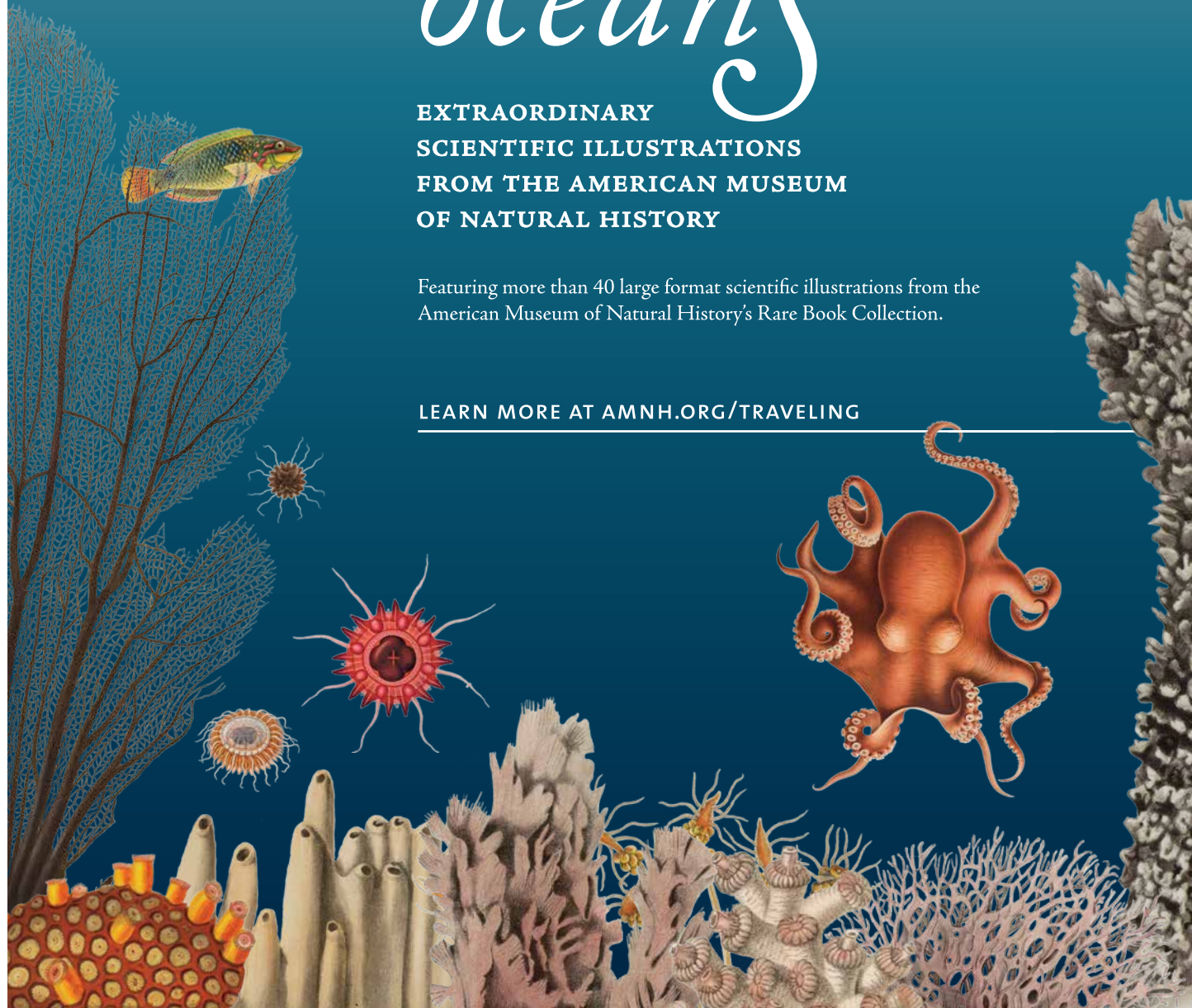
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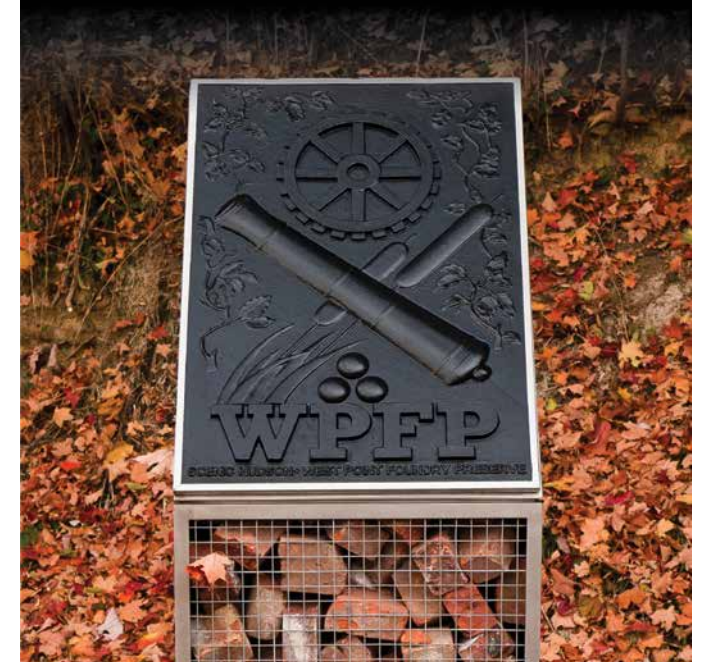
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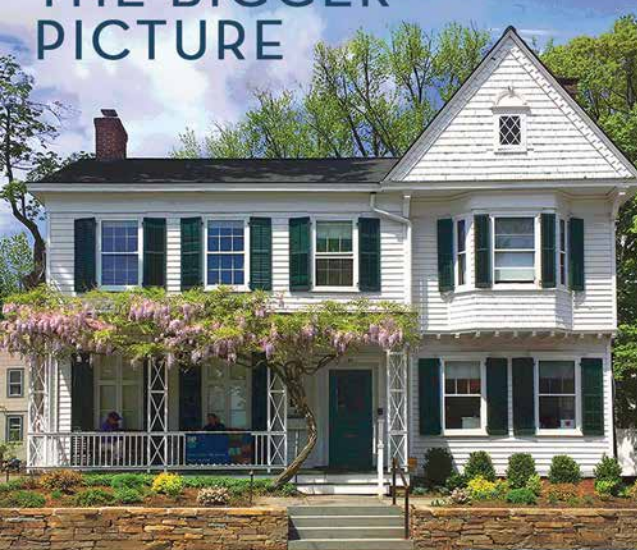
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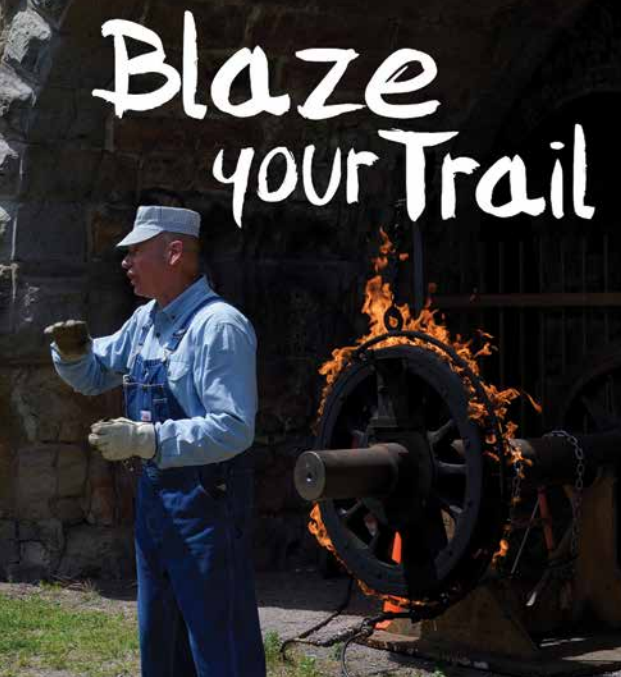
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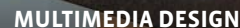
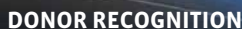
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