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
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 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 go 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: MANITOCA/The Russell 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, Shrikumar 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
THURSDAY, OCTOBER 17, 2019 (continued)

Time | Event / Meeting | Location
--- | --- | ---
2:30 p.m.–3:45 p.m. | BREAKOUT SESSION II | Thayer Hotel at West Point
4:15 p.m.–5:30 p.m. | BREAKOUT SESSION III | Washington Ballroom
7:00 p.m.–9:00 p.m. | EMP Trivia Night | South Gate Tavern, 509 Main St, Highland Falls, NY 10938

FRIDAY, OCTOBER 18, 2019

Time | Event / Meeting | Location
--- | --- | ---
7:00 a.m.–8:30 a.m. | Continental Breakfast | Washington Ballroom
8:30 a.m.–2:00 p.m. | Exhibitors Hall | Sponsored by Re:Discovery Software, Inc.
9:00 a.m.–9:45 a.m. | Coffee/Tea/Water Break | Sponsored by Aria Strategies
9:45 a.m.–11:00 a.m. | Abraham Lincoln in Negative Space | Pershing
11:00 a.m.–1:15 p.m. | Coffee/Tea/Water Break | Grant Ballroom
11:15 a.m.–12:30 p.m. | BREAKOUT SESSION V | 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 | Washington Ballroom

TUESDAY, OCTOBER 15, 2019

Time | Event / Meeting | Location
--- | --- | ---
6:00 p.m. | White Gloves Gang Dinner (Pre-registration required) | The Park Restaurant 451 Main Street, Highland Falls, NY 10938
11:45 a.m.–1:15 p.m. | AAM’s Independent Museum Professional Network Information Session | Washington Ballroom
11:15 a.m.–12:15 p.m. | Keynote Address: Deborah Schwartz | Washington Ballroom
8:30 a.m.–2:00 p.m. | Exhibitors Hall | Sponsored by NAME-AMM
9:00 a.m.–4:00 p.m. | Slavery for a Digital Audience | West Point, NY 10996

WEDNESDAY, OCTOBER 16, 2019

Time | Event / Meeting | Location
--- | --- | ---
9:00 a.m.–4:00 p.m. | Various locations
11:45 a.m.–12:30 p.m. | AAM’s Independent Museum Professional Network Information Session | Washington Ballroom
11:15 a.m.–12:15 p.m. | Keynote Address: Deborah Schwartz | Washington Ballroom
8:30 a.m.–2:00 p.m. | Exhibitors Hall | Sponsored by NAME-AMM
9:00 a.m.–4:00 p.m. | Slavery for a Digital Audience | West Point, NY 10996
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 is a nationally renowned urban history center founded in 1869. 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 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 for the International Spy Museum. She received her Bachelor of Arts degree from George Washington University. She is on the Board of the Greater Hudson Heritage Network and chair of its Governance Committee and is currently a member of the Council on the Arts to study museums in Europe.

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 dives back the curtain on this secret world. In the Museum’s new 40,000-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 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 1973, 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.

For the annual meeting, Ms. Sweet led a workshop for art museums and design centers on the topic of creative marketing, focusing on strategies for reaching new audiences online and in person. She also led a roundtable on the future of non-profit organizations in the arts and cultural sector.
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 with other collections care professionals.

Location: The Park Restaurant, 49 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 23rd 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.

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

THURSDAY, OCTOBER 17
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: Grand Ballroom, Thayer Hotel

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.
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.

**Offsite Tours and Opening Reception**

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

**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. The 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

**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: Gathering. 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

**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 Preserves’ trailhead. Created by Sotiris 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

**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
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
2160 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
Admission $12 for MAAM attendees

Hudson River Museum
570 Warburton Ave, Yonkers, NY 10701
Open Wednesday through Sunday, 12 PM to 5 PM
Admission free for MAAM attendees

Putnam History Museum
83 Chestnut St, Cold Spring, NY 10524
Open Wednesday through Sunday, 12 PM to 4 PM
Admission free for MAAM attendees

Boscobel House & Gardens
1601 Rte 9G, Garrison, NY 10524
Open Wednesday through Monday, 9:30 AM to 5 PM
Admission $12 for MAAM attendees

New Windsor Cantonment State Historic Site
Historic Heart of Honor
376 Temple Hill Rd, New Windsor NY 12553
Open Thursday–Tuesday, 10 AM to 5 PM
No admission fee

Historic Huguenot Street
81 Huguenot St, New Paltz, NY 12561
Open Thursday–Saturday, 10 AM to 5PM
Admission $12 for MAAM attendees

Sessions and Events of Interest to Emerging Museum Professionals

WEDNESDAY, OCTOBER 16, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event / Meeting</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 a.m.–4:00 p.m.</td>
<td>White Gloves Gang Event (Pre-registration required)</td>
<td>Various museums</td>
</tr>
<tr>
<td>1:00 p.m.–4:00 p.m.</td>
<td>CORNERSTONE™ WORKSHOP: “Deaccessioning: It’s Essential”</td>
<td>Eisenhowser Room, Thayer Hotel</td>
</tr>
<tr>
<td>1:00 p.m.–4:00 p.m.</td>
<td>MUSEUM TOURS (pre-registration and additional fee)</td>
<td>Various museums</td>
</tr>
<tr>
<td>1:00 p.m.–3:00 p.m.</td>
<td>West Point Frenzy + Putnam History Museum Dual Site Walking Tour</td>
<td>Transport provided</td>
</tr>
<tr>
<td>1:00 p.m.–3:00 p.m.</td>
<td>Edward Hopper House Museum &amp; Study Center</td>
<td>No transport provided</td>
</tr>
<tr>
<td>2:00 p.m.–4:00 p.m.</td>
<td>MANITOGA/The Rusal Wright Design Center</td>
<td>Transport provided</td>
</tr>
<tr>
<td>2:00 p.m.–4:00 p.m.</td>
<td>Storm King Art Center</td>
<td>Transport provided</td>
</tr>
<tr>
<td>12:00 p.m.–5:00 p.m.</td>
<td>Conference Registration/Resume Review Registration</td>
<td>Thayer Hotel at West Point</td>
</tr>
<tr>
<td>6:00 p.m.–8:00 p.m.</td>
<td>Opening Reception and Katherine Coffey Award Presentation</td>
<td>Grant Ballroom, Thayer Hotel at West Point, 674 Thayer Road, West Point, NY 10996</td>
</tr>
</tbody>
</table>

THURSDAY, OCTOBER 17, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event / Meeting</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 a.m.–4:00 p.m.</td>
<td>Registration/Resume Review Registration</td>
<td>Thayer Hotel at West Point</td>
</tr>
<tr>
<td>8:30 a.m.–9:45 a.m.</td>
<td>Keynote Address: Deborah Schwartz</td>
<td>Thayer Hotel at West Point</td>
</tr>
<tr>
<td>10:00 a.m.–11:15 a.m.</td>
<td>BREAKOUT SESSION I</td>
<td>Bradley North, Washington Ballroom</td>
</tr>
<tr>
<td>11:45 a.m.–12:45 p.m.</td>
<td>Stephen Weil Memorial Lecture: Tamara Christian</td>
<td>Washington Ballroom</td>
</tr>
<tr>
<td>12:45 p.m.–2:15 p.m.</td>
<td>Emerging Museum Professionals Leadership Lunch</td>
<td>Speaker Linda Sweet</td>
</tr>
<tr>
<td>2:30 p.m.–3:45 p.m.</td>
<td>BREAKOUT SESSION II</td>
<td>Thayer Hotel at West Point</td>
</tr>
<tr>
<td>4:15 p.m.–5:30 p.m.</td>
<td>BREAKOUT SESSION III</td>
<td>Washington Ballroom</td>
</tr>
<tr>
<td>7:00 p.m.–9:00 p.m.</td>
<td>EWI Trivia Night</td>
<td>South Gate Tavern, 509 Main St, Highland Falls, NY 10938</td>
</tr>
</tbody>
</table>

FRIDAY, OCTOBER 18, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event / Meeting</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m.–12:00 p.m.</td>
<td>Registration/Resume Review Registration</td>
<td>Thayer Hotel at West Point</td>
</tr>
<tr>
<td>8:15 a.m.–3:30 p.m.</td>
<td>BREAKOUT SESSION IV</td>
<td>Bradley North, Grant Ballroom</td>
</tr>
<tr>
<td>9:45 a.m.–11:00 a.m.</td>
<td>Resume Review by MAAM Board Members (on-site registration required)</td>
<td>Bradley North, Grant Ballroom</td>
</tr>
<tr>
<td>11:15 a.m.–12:30 p.m.</td>
<td>BREAKOUT SESSION V</td>
<td>Washington Ballroom</td>
</tr>
<tr>
<td>12:45 p.m.–2:45 p.m.</td>
<td>Business Lunch</td>
<td>Washington Ballroom</td>
</tr>
<tr>
<td>2:45 p.m.–4:00 p.m.</td>
<td>BREAKOUT SESSION VI</td>
<td>Bradley North, Washington Ballroom</td>
</tr>
</tbody>
</table>

**WEDNESDAY, OCTOBER 16**

**CORNERSTONE™ WORKSHOP**
Deaccessioning: It’s Essential
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.

**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 PM to 8:00 PM at the Thayer Hotel at West Point. 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.

**WEDNESDAY, OCTOBER 16**

**Closing Reception**
7:30 a.m.–4:00 p.m.
Join friends and colleagues at MAAM’s closing on Wednesday, October 16 from 7:30 AM to 4:00 PM at the Thayer Hotel at West Point. 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.
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 one-person marketing teams to full-fledged marketing departments. 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 Corriones, Marketing Content Manager; The Corning Museum of Glass, Corning, NY; Amanda Sterling, Social Media Coordinator; The Corning Museum of Glass, Corning, NY; Rachel Kaseman, 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 “Hard History” in the Hudson Valley: Telling the Story of Northern Slavery. HHV staff and its design partners grappled with problems of research, interpretation and depiction. Throughout the four-year production of this NEH-funded digital resource, HHV staff and professional design partners had to grapple with the research and design tools needed to create an encyclopedic history resource, and be able to recognize our unique role in the multimedia interpretation of “hard history.”

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

Speakers: Michael Low, Director of Content Development and Delivery; Historic Hudson Valley, Pocantico Hills, NY; Leslie Davis, Associate Partner; Media Experience Design; C&C Partners; New York, NY; Courtney Gray, 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 overcome challenges including changing tours when meeting diverse needs, 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: Navjot Gillen, 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; Sarah Malakoff, Director for Collections and Research; Museum of Chinese in America, New York, NY

SESSION #4

Plotting a Course for Collections Assessment Projects
Thursday, October 17 | 2:30 p.m.–3:45 p.m.

Achieving intellectual control over archival and artifact collections is a multi-layered process complicated by numerous challenges, including storage constraints, provenance concerns, overly broad legacy collecting policies, and professional succession 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: Naevi Guillin, PhD Historian and Project Manager; Brooklyn Historical Society, Brooklyn, 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 capital 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 | 10:00 a.m.–3:45 p.m.

Preserved artist’s homes and studios are uniquely poised at the confluence of history, art house, 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. This Mid-Atlantic-rich in these sites, eighteen are members of Historic Artists’ Homes and Studios, a consortium of 34 preserved sites nationwide. Through broad overview of innovation occurring at Mid-Atlantic sites, and lenses of three diverse projects at Chelsea, Manhattan, 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 Manitoga/The Russel Wright Design Institute for Teachers; educator focus groups at HHV’s NEH Summer Institutes; and let the collective wisdom navigate them for you and help you get “to yes!”

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

Speakers: Elizabeth L. Bradley, Vice President, Programs and Engagement; Historic Hudson Valley, Pocantico Hills, NY; Lauren Malloy, Program Director, Historic Congressional Cemetery, Washington, DC; Victoria Lipton, Director of Education and Public Programs, Storm King Art Center, Windsor, NY

SESSION #7

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

Hear about 4 new projects underway and recently opened. 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

Chair: Allison Skilling, Public Programs Coordinator, Mary Ann Cootn, AIA, Partner, design/ architecture, inc.

Earth’s core is the food we’re born, but often overlooked and underestimated. 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 Pfleisher, Partner, Boyer Blinder Belle Architects & Planners; Nathan Aikin, Director of Strategic Local Projects

continued on next page
Session Descriptions (continued)

SESSION #10

Level Up: Using Institutional Values to Center Diversity/Equity/Inclusion in Museum and Cultural Organizations
Thursday, October 18 | 8:15 a.m.–9:30 a.m.

It is incumbent upon museum leadership to ensure that their institutions remain relevant, provide cultural resources 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 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.
Speakers: Michelle VanAuken, Information Technologist, University Museum at Colgate University, Colgate, NY; Kristen Costa, Curator & Administration, Edward Hopper House Museum & Study Center, Nyack, NY

SESSION #11

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 ideas 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 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.
Chair: Betty Wallingford, Research & Development Director at the New York Hall of Science, Corona, NY; Judith Stull, Maritime, Design Lab, New York Hall of Science, Corona, NY
Speakers: Katherine Coyle, Chief Learning Officer, New York Hall of Science, Corona, 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 2010 to support relevant informal education and community programming. The program enables teens to learn about arts, culture and history within a context that highlights confidence, dedication, and enthusiasm. Nighthawks engages and mentors teens by teaching 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: Annie Napierowski, Director of Operations & Administration, Edward Hopper House Museum & Study Center, Nyack, NY
Speakers: Nina Berlingen, 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 impossible to avoid. 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 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 how do those qualifications change with the times? We will hear from museum leaders who have addressed these and other related issues.
Chair: Judith Landenu, Internship Coordinator, Museum Studies Program, Johns Hopkins University
Speakers: Deborah Schwartz, President and CEO of the Brooklyn Historical Society, Brooklyn, NY; Bill Bartoku, Board Member, Brooklyn House and Gardens, Garrison, NY; Meredith Hanford, 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 Beiler, Strategies Consultant, Community Integrated Services, Philadelphia, PA; Leigh Dale, Museum Educator for Family Programs, Philadelphia Museum of Art, Philadelphia, PA

SESSION #15

Abraham Lincoln in Negative Space
Friday, October 18 | 8:30 a.m.–9:45 a.m.

The Saint-Gaudens National Historic Park and the Dartmouth-Hitchcock Medical Center 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, Superintendent, Saint-Gaudens National Historic Park, Cornish, NH; Dr. Jacoby D. Chester, Chair Department of Radiology, Dartmouth-Hitchcock Medical Center, Lebanon, NH; Jeffrey A. Volkert, Radiology IT Project Manager, Dartmouth-Hitchcock Medical Center, Lebanon, NH

SESSION #16

Executive Roundtable: Table Topics
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 unplug with colleagues.

SESSION #17

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 unplug with colleagues.

SESSION #18

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 staffs are bridging the divide to creating unique partnerships.

SESSION #19

Resume 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 resume? Bring your career questions or resume 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.

continued from previous page

continued on next page
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 lifetimes—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,” rebonding from a layoff, reflecting on a lifetime in museums, or pondering what to do after “retirement.” Hear from a lively panel of experts who 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 site 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 Bloomblatt, Executive Director of the Museum Learning Community, Principal, Springboard Design, Pittsburgh, PA
Speakers: Meredith Kane, Partner; Paul; Weiss and Chair of the Board, The Kane Partnership, Hudson, NY; Chris Siefert, Deputy Director, Parrish Art Museum, Watermill, NY

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 reap all the benefit from the final product! This session will provide in an in-depth discussion of the large-scale interdisciplinary, The Digital Scholarship in Community Partnerships project undertaken by a Washington College student, 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: Revon Bishop N.B.C.T., Instructional Technologist, Washington College, Chestertown, MD
Speakers: Sara Clarke-Vivier, PhD, Museum Educator & Program Assessment Specialist; Assistant Professor of Education, Washington College; Chestertown, MD; Merrill Kane, Local Curator, Betterton Heritage Museum, Betterton, MD; Carter Miller, Social Studies Teacher, Kent County Middle School, Kent County Public Schools; Chestertown, MD; Heather Gallwitz, 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. Panels, 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 site 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 Bloomblatt, Executive Director of the Museum Learning Community, Principal, Springboard Design, Pittsburgh, PA
Speakers: Meredith Kane, Partner; Paul; Weiss and Chair of the Board, The Kane Partnership, Hudson, NY; Chris Siefert, Deputy Director, Parrish Art Museum, Watermill, NY
Thank You

The Mid-Atlantic Association of Museums thanks our conference sponsors whose generosity helped to make this meeting a success.
Q: Why work with PO! on your next project?

A: We’ll let our creative partners speak for themselves:

“Paul is a truly rare combination between in-depth scientific knowledge and a creative, artistic mind. He is also one of the very few people I know who leads you to the solution (as opposed to imposing one).”
~ Vessela Gertcheva, MUZEIKO Children’s Museum (Bulgaria)

“Paul is a man of action. His Cheshire Cat-like questions, frank responses and urge to experiment will get you and your project out of the office and into the shop before you think you’re ready.”
~ Chris Burda, Science Museum of Minnesota

“Paul knows interactive exhibits - how to plan them, where resources are and what’s happening in the field. He asks good questions, plays with ideas and keeps his eye on the visitor.”
~ Jeanne Vergeront, Museum Planner

“Paul is terrific to work with; he is a creative problem solver who knows family audiences and is a great team player!”
~ Jo Ann Secor, Lee H. Skolnick A+D Partnership

“Paul is both an energetic, insightful provocateur and a boundless source of support. His humor, encouragement and creative wisdom have been important ingredients in collaborating on and guiding exhibit development projects.”
~ Jessica Strick, Exploratorium

Let’s talk.

Paul Orselli Workshop, Inc.
paul@orselli.net
(516) 238-2797
Opulent oceans

EXTRAORDINARY SCIENTIFIC ILLUSTRATIONS FROM THE AMERICAN MUSEUM OF NATURAL HISTORY

Featuring more than 40 large format scientific illustrations from the American Museum of Natural History’s Rare Book Collection.

LEARN MORE AT AMNH.ORG/TRAVELING

THE POWER OF PARTNERSHIP

MARCH 29 - 31
Albany, NY

nysmuseums.org

2020 Annual Conference

www.whiting-turner.com

is a proud sponsor of the
2019 MAAM ANNUAL MEETING

www.whiting-turner.com

Cultural National Leader
Christopher Moore
christopher.moore@whiting-turner.com

Construction Management | General Contracting
Design-Build | Integrated Project Delivery
total immersion
Imagine spending two years completely immersed in museum work. CGP’s environment and approach to learning enables students to become fully engaged with local and regional communities, museums, coursework and classmates. Education is collaborative. Students learn experimentally, experientially, ferociously.
The Cooperstown Graduate Program — LIKE NO OTHER!
(607) 547-2586 | rosemary.craig@oneonta.edu

Earn your M.A. in Museum Professions. Build core skills in a challenging and diverse environment at Seton Hall University.

Our program is the only one of its kind in New Jersey, yet enjoys a short train ride to NYC and some of the world’s greatest museums, institutions, and internship opportunities.
- Choose the career building track best for you: Museum Education, Management, Registration, or Exhibition Development
- Flourish in a dynamic environment that fosters positive, forward-thinking change in the museum profession
- Apply by November 1 for priority consideration, including assistantships and scholarships
Proud sponsor of the 2019 MAAM Leadership Lunch
www.shu.edu/commarts/MAAM
(973) 761-9490 • CGS@shu.edu

COAR # 48671 Museum Professions MAAM Annual Ad 7.5 x 4.75 To Pub.indd   1
8/21/19   1:42 PM

Aria Strategies LLC is pleased to sponsor the Mid-Atlantic Association of Museum’s 2019 Annual Meeting.

Supporting museums and cultural organizations navigate challenges with an attitude of “yes”!

www.AriaStrategiesLLC.com
Facebook/AriaStrategies
@AriaStrategies

C&G Partners is a multi-specialty creative studio dedicated to design for culture.
www.cgpartnersllc.com

Architecture | Planning | Design
JACOB'S WYPER ARCHITECTS
PHILADELPHIA
RALEIGH

www.jacobswyper.com
Independence Visitor Center, Philadelphia, PA

C&G Partners
www.cgpartnersllc.com

Earn your M.A. in Museum Professions. Build core skills in a challenging and diverse environment at Seton Hall University.
subscribe to the field’s leading journal on museum exhibitions


EDWARD HOPPER HOUSE
MUSEUM & STUDY CENTER

Edward Hopper House gives new understanding and depth to an iconic American artist by illuminating his sources of inspiration in Nyack through our collections, exhibitions, and programs.

82 N BROADWAY, NYACK, NY
845-658-0774 edwardhopperhouse.org

Documentary Heritage and Preservation Services for New York (DHPSNY) provides FREE services to support New York State’s cultural collecting institutions.

DHPSNY offers...
• Workshops and webinars
• Archival Needs Assessments
• Preservation Surveys
• Condition Surveys
• Strategic Planning Assistance
• Mentorships and more!

LEARN MORE AT dhpsny.org

AAMG
Association of Academic Museums & Galleries

2020 AAMG ANNUAL CONFERENCE

Risk and Bravery: Action and Response in the Academic Museum

University of Kansas • Lawrence, Kansas
Save the dates: June 17-20, 2020

Join nearly 400 of your academic museum colleagues as we explore some of the field’s most pressing issues. Panel and poster sessions, keynote presentations, roundtables, networking events, and more will allow us to consider our roles as college-community bridges, mentors for students in the digital age, and more.

AAMG-US.ORG

DORFMAN MUSEUM FIGURES, INC. since 1887

www.museumfigures.com 800-684-4873

Dorfman Conservation Forms created exclusively with Vlithos® brand inert polyethylene foam.

Pennsylvania Trails of History
PENNSYLVANIA HISTORICAL AND MUSEUM COMMISSION

www.PATrailsofHistory.com

Blaze your Trail

MANITOGA
DESIGN / ART / MUSIC / NATURE

VisitManitoga.org

STORMKING.ORG

Alexander Liberman, Iliad, 1974-76. Gift of the Ralph E. Ogden Foundation ©The Alexander Liberman Trust. ©Photo courtesy Storm King Art Center
With Immersive Experiences, Meaningful Content and Thoughtful Design.

gecko group
branding | marketing | exhibits | multimedia | environmental
geckogroup.com | 610.430.0305