

# NAVIGATING CHALLENGES:

CULTIVATING THE ATTITUDE OF “YES”!

MID-ATLANTIC ASSOCIATION OF MUSEUMS  
ANNUAL MEETING 2019

## PRELIMINARY PROGRAM AND REGISTRATION

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.thayerhotel.com](http://www.thayerhotel.com)



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

## Table of Contents

03

THEME STATEMENT

04-05

SCHEDULE-AT-A-GLANCE

06-07

WORKSHOP, VOLUNTEER SERVICE  
EVENT, RÉSUMÉ REVIEW/CAREER  
CONVERSATIONS, LECTURES,  
AND AWARDS

08-09

OFFSITE TOURS AND  
OPENING RECEPTION

10-15

SESSION DESCRIPTIONS

16-18

REGISTRATION,  
ADVERTISEMENT RATES,  
SPONSORSHIP OPPORTUNITIES

19

GECKO GROUP

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.

## Don't Delay!

Please call the hotel at 845-446-4731 or 800-247-5047 to reserve a discounted MAAM Annual Meeting room rate for \$149/night\* plus a \$13.99 Facility Fee

*\*Fee will be charged per room, per day. This fee covers valet parking, access to the fitness facility, and daily internet access.*

### PLEASE NOTE:

MAAM conference room rates end on **September 15, 2019.**

COVER: Storm King Mountain Sunrise  
Photo courtesy of Julian Colton

INSIDE COVER: Coffey Award Reception,  
Annual Meeting 2018  
Photo Courtesy of Rob Katz/Robustus  
Photography

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



# Schedule-at-a-Glance

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

## TUESDAY, OCTOBER 15, 2019

Time	Event / Meeting	Location
TBD	White Gloves Gang Dinner <i>(Pre-registration required)</i>	TBD

## 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>	Various museums
1:00 p.m.–4:00 p.m.	<b>CORNERSTONE™ WORKSHOP: “Deaccessioning: It’s Essential”</b>	Thayer Hotel at West Point
	<b>MUSEUM TOURS: <i>(pre-registration and additional fees)</i></b>	Various museums around Hudson Valley
1:00 p.m.–3:00 p.m.	West Point Foundry + Putnam History Museum Dual Site Walking Tour	Transport provided (tentatively)
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	Transport provided (tentatively)
2:00 p.m.–4:00 p.m.	Storm King Art Center	Transport provided (tentatively)
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	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	Thayer Hotel at West Point
8:30 a.m.–9:45 a.m.	Keynote Address	Thayer Hotel at West Point
9:00 a.m.–4:00 p.m.	Exhibitors Hall	Thayer Hotel at West Point
10:00 a.m.–11:15 a.m.	<b>BREAKOUT SESSION I</b> <b>1</b> Balancing Social Marketing in Museums <b>2</b> “Hard History” in the Hudson Valley: Telling the Story of Northern Slavery for a Digital Audience <b>3</b> From the Front Lines to the Director’s Office: The New Paradigm of Museum Leadership <b>4</b> Navigating Challenges in Historic House Museums	Thayer Hotel at West Point
11:15 a.m.–11:45 a.m.	Coffee/Tea/Water Break	Thayer Hotel at West Point
11:45 a.m.–12:45 p.m.	Stephen Weil Memorial Lecture	Thayer Hotel at West Point
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</i> OR Lunch on Your Own	Thayer Hotel at West Point
2:30 p.m.–3:45 p.m.	<b>BREAKOUT SESSION II</b> <b>5</b> Navigating the Obstacles of Collections Reassessment Projects <b>6</b> Meeting Today’s Challenges with NEH Support <b>7</b> Studio as Muse: Artists’ Sites as Models for Diverse Historical Narratives and Creative Placemaking <b>8</b> Partnering Outside the Box	Thayer Hotel at West Point

## THURSDAY, OCTOBER 17, 2019 *(continued)*

Time	Event / Meeting	Location
3:45 p.m.–4:15 p.m.	Coffee/Tea/Water Break	Thayer Hotel at West Point
4:15 p.m.–5:30 p.m.	<b>BREAKOUT SESSION III</b> <b>9</b> New Projects <b>10</b> Photographing and Digitizing Collections: Unique and Essential Approaches to Success <b>11</b> Level Up: Using Institutional Values to Center Diversity/Equity/Inclusion in Museums and Cultural Organizations <b>12</b> This Place Still Rocks: Diversifying Audiences and Keeping the Woodstock Spirit Alive 50 Years Later	Thayer Hotel at West Point
TBD	Katherine Coffey Award Presentation	Thayer Hotel at West Point
8:00 p.m.–10:00 p.m.	Emerging Museum Professionals Meet-Up <i>(Pre-registration required)</i>	Thayer Hotel at West Point

## 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	Thayer Hotel at West Point
8:30 a.m.–2:00 p.m.	Exhibitors Hall	Thayer Hotel at West Point
8:30 a.m.–9:45 a.m.	<b>BREAKOUT SESSION IV</b> <b>13</b> Starting a Teen Leadership Program to support your Museum <b>14</b> Matching Workforce Development and Informal Science Education <b>15</b> Not One Size Fits All: Sensory-Friendly Experiences at Museums <b>16</b> Rethinking Authority and Visitor Agency in Exhibit Development (Without Breaking Your Museum)	Thayer Hotel at West Point
9:45 a.m.–10:00 a.m.	Coffee/Tea/Water Break	Thayer Hotel at West Point
10:00 a.m.–11:15 a.m.	<b>17</b> Networking Break <b>18</b> Resume Review by MAAM Board Members <i>(on-site registration required)</i> <b>19</b> Table Topics <b>20</b> Abraham Lincoln in Negative Space	Exhibitor Hall General Session Room
11:15 a.m.–11:30 a.m.	Coffee/Tea/Water Break	Thayer Hotel at West Point
11:30 a.m.–12:45 p.m.	<b>BREAKOUT SESSION V</b> <b>21</b> How to Collaborate with your Local Library <b>22</b> The Thrills and Challenges of Career Transitions <b>23</b> Small is a Strength: Using Community Partnerships for High Tech Experiences in a Small Museum <b>24</b> Museum Expansion Toolkit	Thayer Hotel at West Point
12:45 p.m.–2:45 p.m.	Business Lunch	Thayer Hotel at West Point
2:45 p.m.–4:00 p.m.	<b>BREAKOUT SESSION VI</b> <b>25</b> Puzzling Through the Past: Creating Escape Room Experiences at Historic Sites <b>26</b> Au Revoir, Paris Agreement: Navigating Polarizing Topics in your Museum <b>27</b> Introducing The Inclusive Historian’s Handbook <b>28</b> Designing with Teachers: Challenges and Opportunities	Thayer Hotel at West Point

# Workshop, Volunteer Service Event, Résumé Review/Career Conversations, Lectures, and Awards

**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

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:** TBD

**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 typically include collections inventory, rehousing collections, rolling textiles, scanning photographs, and numbering objects.

**Location:** Various locations in the Hudson Valley

**Note:** Pre-registration is required; Free

**THURSDAY, OCTOBER 17**

## The Stephen Weil Memorial Lecture

**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 Hirshhorn 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**

## The Katherine Coffey Award Presentation

**TIME TBD**

Join us for an award presentation where we honor the Katherine Coffey Award recipient. The award honors a long-time, distinguished museum professional. 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.

**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.

### ABOUT...

*The Stephen Weil Memorial Lecture is named in honor of 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 Hirshhorn Museum and Sculpture Garden and wrote such seminal works as *Rethinking the Museum and Other Meditations* (1990) and *Making Museums Matter* (2002).*

*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. 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.*



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

# 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**

## 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 coincides with Session #7 "Studio as Muse: Artists' Sites as Models for Diverse Historical

Narratives and Creative Placemaking". Though not required, those attending Session #7 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-guided tours through gorgeous fall foliage include opportunities to explore the 2019 special exhibitions, *Mark Dion: Follies and Outlooks*; *Jean Shin (Allée Gathering)*. Learn more about 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**

## 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.

**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 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.

**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



Storm King Art Center  
Image courtesy of Storm King Art Center

*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.*



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

# Session Descriptions

## SESSION #1

### The Broad Spectrum of Social Marketing

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; Educator, TBD, using the People Not Property program

## SESSION #3

### From the Front Lines to the Director's Office: The New Paradigm of Museum Leadership

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

Leadership in museums is changing in the 21st century. Museums are striving to divest themselves of an elitist perception. They need to become dynamic centers for creative practice, community engagement and social activism and entertainment. As museums become hubs of social engagement, a new crop of female leaders is emerging from the most mission-driven and public-facing ranks of those institutions. Join three museum leaders for a discussion on how their roles in education and visitor engagement prepared them for the next step in their careers, and how these women are, in turn, impacting their own institutions. By attending this session, participants at any stage of their careers will gain insights and practical tips on how the panelists augmented their own skill sets, used their specific department roles to enhance their leadership skills, and changed perceptions of their roles and department's roles within their own institutions.

**Chair:** Linda Harrison, Director and CEO, Newark Museum, Newark, NJ

**Speakers:** Anne Corso, Executive Director, Southern Vermont Arts Center, Manchester, VT; Colleen Higginbotham, Deputy Director for Visitor Experience, Chrysler Museum of Art, Norfolk, VA; Anne Kraybill, The Richard M Scaife Director/CEO, Westmoreland Museum of American Art, Greensburg, PA

## SESSION #4

### 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 #5

### 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 #6

### 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 #7

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

Thursday, October 18 | 2:00 p.m.–3:15 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, Manitoga, 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 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 / Manitoga

## SESSION #8

### 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 #9

### Using New Projects to Reinvigorate Museum Experiences

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

New projects can be daunting, whether strategic, programmatic, or a building project. But they can be done! Hear from four institutions as they discuss their notable new projects inspired by objects, stories, and the desire to engage visitors. The creative teams from these museums will share their case studies, their innovative approaches, and how they navigated challenges in the process. Attendees will receive an overview on how to tackle new projects from a fresh perspective.

**Moderator:** Jenny Sayre Ramberg, Mid-Atlantic Representative, National Association for Museum Exhibition

## SESSION #10

### 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

*continued on next page*

# Session Descriptions

continued from previous page

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; Henry J. Duffy, Curator, Saint-Gaudens National Historic Site, Cornish, NH*

## SESSION #11

### 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; Mary Etta Schneider, Chairman, Board of Directors, Historic Huguenot Street, New Paltz, NY; Karoll Joseph, Program Manager, Long Island Children's Museum, Garden City, NY; Suzanne LeBlanc, President, Long Island Children's Museum, Garden City, NY*

## SESSION #12

### 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 #13

### 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 #14

### From the Top: Working in Leadership to Create Real Institutional Change

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 board and staff members can address these issues. How can boards and staffs become advocates for changes in programming and collecting that reflect their diverse communities? How can they themselves become more representative of their diverse communities? Who is a qualified board member and have those qualifications changed with the times? How do members of board and staff leadership relate to each other around these concerns?

**Speakers:** *Deborah Schwartz, President and CEO, Brooklyn Historical Society, Brooklyn, NY; Bill Burback, retired Director of Education and Public Programs at MoMA, New York, NY and Museum of Fine Arts, Boston, MA*

## SESSION #15

### 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 #16

### 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, Coronoa, NY*

## 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 unwind with colleagues.

## SESSION #18

### 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 #19

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

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

Join colleagues in the General Session Room for some informal roundtable discussions.

## SESSION #20

### 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, Superintendent, 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 #21

### How to Collaborate with Your Local Library

Friday, October 18 | 11:30 a.m.–12:45 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 a series of dynamic programs which serve to connect library patrons with their local museums.

continued on next page

continued from previous page

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 #22

### The Thrills and Challenges of Career Transitions

Friday, October 18 | 11:30 a.m.–12:45 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; Jose Ortiz: Chief Operating Officer, MoMA PS1, Long Island City, NY; Hannah Gaston:, Education and Outreach Assistant, Liberty Hall Museum, Union, NJ*

## SESSION #23

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

Friday, October 18 | 11:30 a.m.–12:45 p.m.

Virtual reality (VR) and digitization projects may seem out of reach or small, rural, community-curated museums. However, a small, rural community 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; Julie Markin, Associate Professor of Anthropology & Museum Studies Professor, Washington College, Chestertown, MD*

## SESSION #24

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

Friday, October 18 | 11:30 a.m.–12:45 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 #25

### 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, GHHN 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 Scalfani, Program Director, Greater Hudson Heritage Network (GHHN), Elmsford, NY*

## SESSION #26

### 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 #27

### 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; Kimberly Springle, Executive Director, Charles Sumner School Museum Archives, Washington, DC*

## SESSION #28

### 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*

# Registration Rates

NOTE: All receptions, keynotes, some meals, and breakout sessions are covered in the registration fee.  
Registration opens August 5, 2019.

CONFERENCE RATES		
	Early Bird (by 9/16/19)	Regular Rate (after 9/16/19)
<input type="checkbox"/> MAAM Member	\$275	\$335
<input type="checkbox"/> Non-MAAM Member	\$335	\$395
<input type="checkbox"/> Speaker/Presenters	_____	\$200
<input type="checkbox"/> Emerging Museum Professionals (5 years or less)	_____	\$200 (MAAM Member) \$250 (Non-Member)
<input type="checkbox"/> Student	_____	\$150
<input type="checkbox"/> One-Day	\$200	\$250
<input type="checkbox"/> Volunteer	_____	\$100

WORKSHOP AND OPENING RECEPTION		Additional Fee
<input type="checkbox"/> <b>CORNERSTONE™ WORKSHOP—Deaccessioning: It's Essential</b> <i>Pre-registration is required. Workshop is open to both non-conference attendees and conference attendees.</i> The Thayer Hotel   Wednesday, October 16   1:00 p.m.—4:00 p.m.		\$15 MAAM; \$25 Non-MAAM
<input type="checkbox"/> <b>Opening Reception (Location TBD)</b> <i>Pre-registration required, no fee for conference attendees.</i> Wednesday, October 16   6:00 p.m.—8:00 p.m.		\$35 MAAM; \$50 Non-MAAM

OFFSITE TOURS		Additional Fee
<input type="checkbox"/> <b>West Point Foundry + Putnam History Museum Dual Site Walking Tour</b> Wednesday, October 16   1:00 p.m.—3:00 p.m.		\$15 MAAM; \$25 Non-MAAM
<input type="checkbox"/> <b>MANITOGA/The Russel Wright Design Center</b> Wednesday, October 16   2:00 p.m.—4:00 p.m.		\$15 MAAM; \$25 Non-MAAM
<input type="checkbox"/> <b>Edward Hopper House Museum &amp; Study Center</b> Wednesday, October 16   2:00 p.m.—4:00 p.m.		\$10 MAAM; \$15 Non-MAAM
<input type="checkbox"/> <b>Storm King Art Center</b> Wednesday, October 16   3:00 p.m.—5:00 p.m.		\$15 MAAM; \$25 Non-MAAM

HOTEL INFORMATION		
<b>The Historic Thayer Hotel at West Point</b> 674 Thayer Road, West Point, NY 10996 845.446.4731   www.thethayerhotel.com		Call 845.446.4731 to reserve a discounted MAAM Annual Meeting room rate.

# Advertisement Rates

## ADVERTISEMENT OPPORTUNITIES (Select One)

	Advertisement Rate
<input type="checkbox"/> Full Page Color (7.5" w x 10" h)	\$750
<input type="checkbox"/> Half Page Color (7.5" w x 4.75" h)	\$500
<input type="checkbox"/> Quarter Page Color (3.5" w x 4.75" h)	\$350

All advertisement documents should be high resolution PDF, TIF, or JPEG format—CMYK with crop marks included, please. No bleed on the ad.

# Presenting Sponsor Packages

SPONSORSHIP LEVEL (Select One)	SPONSORSHIP BENEFITS	FEATURED EVENTS or OPTIONS (Select One)
<input type="checkbox"/> <b>GOLD</b> \$3,500	<ul style="list-style-type: none"> <li>Full page advertisement in conference program (inside only, no cover/back cover)</li> <li>3 complimentary registrants to conference (tours and workshop not included)</li> <li>Access to Annual Meeting Attendee Roster Pre-Conference (electronic format, including email addresses)</li> <li>Logo in program and on MAAM Website (linked to homepage) for one year</li> <li>Complimentary Exhibitor's Table</li> <li>MAAM Corporate/Institutional Membership for 1 year</li> <li>Prominent signage and opportunity to welcome guests at selected featured event</li> </ul>	<input type="checkbox"/> <b>OPENING RECEPTION</b> <i>(You may be a co-sponsor with another company for this event)</i> <input type="checkbox"/> <b>EMP RECEPTION</b> <input type="checkbox"/> <b>BUSINESS LUNCHEON</b>
<input type="checkbox"/> <b>SILVER</b> \$2,000	<ul style="list-style-type: none"> <li>Half page advertisement in conference program</li> <li>2 complimentary registrants to conference (tours and workshop not included)</li> <li>Access to Annual Meeting Attendee Roster Pre-Conference (electronic format, including email addresses)</li> <li>Logo in program and on MAAM Website (linked to homepage) for one year</li> <li>Complimentary Exhibitor's Table</li> <li>MAAM Corporate/Institutional Membership for 1 year</li> <li>Prominent signage at selected featured event</li> </ul>	<input type="checkbox"/> <b>OPENING BREAKFAST</b> <input type="checkbox"/> <b>CLOSING BREAKFAST</b> <input type="checkbox"/> <b>LEADERSHIP LUNCHEON</b> <input type="checkbox"/> <b>STEPHEN WEIL LECTURE</b> <input type="checkbox"/> <b>CONFERENCE TRANSPORTATION</b> <input type="checkbox"/> <b>LOGO ON TOTE BAGS</b>
<input type="checkbox"/> <b>BRONZE</b> \$1,500	<ul style="list-style-type: none"> <li>Quarter page size advertisement in the conference program</li> <li>1 complimentary registrant to conference (tours and workshop not included)</li> <li>Access to Annual Meeting Attendee Roster Pre-Conference (electronic format, including email addresses)</li> <li>Logo in program and on MAAM Website (linked to homepage) for one year</li> <li>Complimentary Exhibitor's Table</li> <li>MAAM Corporate/Institutional Membership for 1 year</li> <li>Prominent signage at selected featured event</li> </ul>	<input type="checkbox"/> <b>THURSDAY MORNING BREAK</b> <input type="checkbox"/> <b>THURSDAY AFTERNOON BREAK</b> <input type="checkbox"/> <b>FRIDAY MORNING BREAK</b> <input type="checkbox"/> <b>1 CONFERENCE SESSION</b> <input type="checkbox"/> <b>EXHIBITOR HALL SPACE</b> <input type="checkbox"/> <b>RESUME REVIEW</b> <input type="checkbox"/> <b>LOGO ON PENS</b> <input type="checkbox"/> <b>LOGO ON NOTEPADS</b>

# Supporting Sponsor Opportunities

SPONSORSHIP LEVEL <i>(Select One)</i>	SPONSORSHIP DETAILS AND BENEFITS
<input type="checkbox"/> <b>EXHIBITOR ONLY</b> \$1,000	<ul style="list-style-type: none"> <li>Includes one complimentary registration</li> <li>Table in Exhibitor Hall</li> <li>Logo in the conference program/on website</li> </ul>
<input type="checkbox"/> <b>SCHOLARSHIP</b> \$500	<p>Sponsor a scholarship that covers the registration fee/attendance of either a graduate student or emerging museum professional at the conference</p> <ul style="list-style-type: none"> <li>Logo in the conference program/on website</li> <li>Announcement of your contribution at Business Luncheon</li> </ul>

SPONSOR INFORMATION	PAYMENT INFORMATION
---------------------	---------------------

PLEASE TYPE OR PRINT CLEARLY AND ENTER INFORMATION EXACTLY AS IT SHOULD APPEAR IN ALL ANNUAL MEETING LISTINGS.

Organization/Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

Billing Address (if different than above): \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

PLEASE CHECK ONE:

**Check Enclosed** (payable to Mid-Atlantic Association of Museums)

**Paper Invoice**

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**BRONZE LEVEL (OR HIGHER), PLEASE CHECK ONE:**

Will you need an exhibitor table?

Yes  No

If you are having an exhibitor table, do you need a power source?

Yes  No

\*Exhibitors receive one six-foot table (dimensions: 72" l x 30" w x 29" h with skirt and power capabilities upon request).

EXHIBITOR HALL HOURS: Oct 17, 9:00am–4:30pm / Oct 18, 9:00am–2:15pm

Please remit this form and any advertisements and logos (high resolution format JPEG or PNG and EPS, please) to [director@midatlanticmuseums.org](mailto:director@midatlanticmuseums.org)

Deadline to secure slot is **Friday, August 23, 2019.**

If you are sending a check, please remit payment and form to: **MAAM, ATTN: Sponsorship | PO Box 4 | Cooperstown, NY 13326**

Thank you for sponsoring the Mid-Atlantic Association of Museums Annual Meeting!

**Create. Engage. Inspire.**  
With Immersive Experiences, Meaningful Content and Thoughtful Design.



geckogroup

branding | marketing | exhibits | multimedia | environmental

[geckogroup.com](http://geckogroup.com) | 610.430.0305

EXHIBIT DESIGN & DEVELOPMENT  
HANDS-ON INTERACTIVES  
MULTIMEDIA INTERACTIVE DESIGN  
INTERPRETIVE GRAPHICS  
INFORMATION KIOSKS  
WAYFINDING  
DONOR RECOGNITION  
SIGNAGE  
PROJECT MANAGEMENT