

2008 Annual Conference Session Descriptions

KEY: Professional field categories related to each session are noted prior to the description.

Categories include:

Administration (ADMN)

Collections (COLL)

Development (DEV)

Education (ED)

Marketing (MKTG)

New Professionals (NEW)

and **"all of the above" (ALL)**

Wed 9:30 Off-site Workshop:

A Struggle from the Start: The Efforts to Preserve and Interpret the Parker's Crossroads Battlefield

Myers Brown, Curator of History and Extension Services, Tennessee State Museum

Sue Jordan, Secretary, Parker's Crossroads Battlefield Association

(ADMN, ED, COLL, DEV, NEW)

The Parker's Crossroads Battlefield Association was formed in 1993 and quickly became an effort to develop a Civil War driving tour, acquire land, and develop permanent, professional signage. To date, over 294 acres have been acquired and interpretive signage installed. Discover their successes - and roadblocks - as you learn about the 1862 battle and today's continuing preservation and interpretation battles.

Wed 1:30 Session 1:

Museum Match Mentorship Program

Jessie Foster, Development Assistant, Frist Center for the Visual Arts

Justine Gregory, Director of Education and Public Programming, Country Music Hall of Fame and Museum

(ALL)

Learn about the new TAM mentorship program, Museum Match. New professionals and seasoned professionals both are invited to discover the benefits and opportunities created by this program. This session will conclude with time for networking with other professionals in your region.

Wed 1:30 Session 2:

Digitizing History with Volunteer Voices: Museums and Tennessee's Digital Collection Project

Tiffani Conner, Grant Manager, Volunteer Voices, University of Tennessee Libraries

Lisa Oakley, Curator of Education, East Tennessee Historical Society

Celia Walker, Director, Peabody Library, Vanderbilt University

(COLL, ED)

Partnerships are key to the Volunteer Voices Digital Collection project. Volunteer Voices staff and partners invite museum curators to find out more about becoming involved in this partnership as well as to receive an update on what the online collection looks like today - and where the project is headed in the future!

Wed 1:30 Session 3:

Basics for New Museums

Mary Gregory, Board Member/Volunteer, Blount County Historical Society

Bill Kornrich, Consultant for Nonprofit Organizations

(NEW, ADMN, DEV)

So you've decided to start a museum. What now? This session will introduce key topics such as governance, finance, programming, and other essential steps toward making your museum a success.

Wed 3:00 Session 1:

Happy Staffers: Recipes for Inspiring & Retaining Employees

Rachel Anderson, Director of Education and Visitor Services, Discovery Center at Murfree Spring

Melissa A. Zimmerman, Heritage Programming Specialist, Tennessee Civil War National Heritage Area

(ADMN)

Money is tight and stress runs high for over-worked staffers. This presentation will share selected current literature on team-building and staff retention as well as some real-life successes and failures. We'll conclude by inviting you to cook up some ideas of your own!

Wed 3:00 Session 2:

Directors' Roundtable

Nancy Bassett, Museum Director, Biblical Resource Center & Museum

Alice Fisher, Director, Tipton County Museum, Veterans Memorial & Nature Center

Bill Hickerson, Curator/Director, West Tennessee Regional Art Center

(ADMN, DEV)

Join other museum administrators for an informal discussion about issues related to managing museums and historic sites. A special focus on fund-raising strategies will be included in the discussion.

Wed 3:00 Session 3:

Developing a Collections Policy vs. the Community Storage Closet

Heather Bailey, PhD Candidate, Public History, Middle Tennessee State University

Jeff Sellers, Education Curator, Tennessee State Museum

(COLL, NEW)

Does your museum have a collections policy? If not, it could become the community's attic - a repository of unwanted articles and a free storehouse for items someone might want someday, just not right now. Learn how to avoid this all too common trap.

Th 9:00 Session 1:

Using Community Partnerships to Research & Interpret African American History

John Lodl, Director, Rutherford County Archives

Dr. Brenden Martin, Director, Public History Program, Middle Tennessee State University

(COLL, ED)
Discover the lessons learned through a partnership between the Rutherford County Archives and the MTSU Public History Program to research and interpret African American history at Oaklands Historic House Museum. Topics to include: challenges and rewards of undertaking African American genealogy; issues that arose with interpreting a topic that is sometimes difficult to confront; and the valuable experience of partnering.

Th 9:00 Session 2:

Education Programming Marketplace of Ideas

(ED)

Join other museum educators to share program ideas in the areas of school, teacher, family, and public programs. Bring your educational materials, brochures, and other documentation of your programs and events to present to others in your field. For more information about how to register for this session go to

<http://www.tnmuseums.org/Conference.htm>

Th 9:00 Session 3:

Granted! Sharing Some Grant-writing Pitfalls and Successes

Tori Mason, Historic Farm Manager, Nashville Zoo at Grassmere

Faith Holley, Manager of Corporate and Foundation Giving, Cheekwood Botanical Garden & Museum of Art

(DEV)

Grant writing can seem overwhelming at times for small and large museums alike. Join panelists from Cheekwood Botanical Garden & Museum of Art and Grassmere Historic Farm at the Nashville Zoo for tips in finding and winning grants. Panelists will share some of their personal experiences - both disappointments and successes!

Th 10:15 Session 1:

How to Start a Membership Program

Jason Facio, Membership and Individual Giving Manager, Frist Center for the Visual Arts

Alice Fisher, Director, Tipton Co. Museum, Veterans Memorial & Nature Center
TBA, Country Music Hall of Fame and Museum

(DEV, ADMN, NEW)

Learn the basics for starting a membership program from two professionals who have figured out the structure for solid membership programs. They will share the details of their programs and what they have learned in the process.

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Th 10:15, Session 2:

Curators' Roundtable

Barbara Andrews, Director of Curatorial Services, National Civil Rights Museum
Myers Brown, Curator of History and Extension Services, Tennessee State Museum
Jacob Shock, Collections Curator, Biblical Resource Center & Museum

(COLL)

Join other museum and historic site staff members who care for collections and/or coordinate exhibits in this informal discussion focusing on current issues in the field.

Th 10:15, Session 3:

Ingredients for Award Winning Projects: Tips from 2006 TAM Award Winners

Meg Daughdrill, School Programs Coordinator, Country Music Hall of Fame and Museum
John Doyle, Executive Director, Memphis Rock 'n' Soul Museum

Jochen Wierich, Curator, Cheekwood Botanical Garden and Museum of Art

(COLL, MKTG, ED)

2006 TAM award winners will share the details of what went into developing their award-winning programs, marketing initiatives, and exhibits.

Th 1:30, Session 1:

Resources in the Field, Part 1: Your Organization & Programs

Myers Brown, Curator of History and Extension Services, Tennessee State Museum
John Lancaster, State Coordinator, Tennessee Association of Museums
Paul McCoy, Program Officer, Humanities Tennessee

Melissa A. Zimmerman, Heritage Programming Specialist, Tennessee Civil War National Heritage Area

(ALL, NEW)

Representatives from statewide service providers share how they help organizations professionalize, develop, and learn to grow, including how to meet a range of administrative and programming challenges.

Th 1:30, Session 2:

The Importance of Accessibility

Judy Duke, Manager of Outreach and Information, The STAR Center, Jackson

(ALL)

A representative from The STAR Center will offer a variety of helpful ideas to make your museum more accessible to everyone. Some of the topics will include adaptive equipment, environmental modifications, staff training, and disability language and etiquette.

Th 1:30, Session 3:

Tennessee Department of Tourist Development: Blazing Trails and Preserving History

Lee Curtis, Director of Program Development, Tennessee Department of Tourist Development
Noell Rember, Civil War Heritage Coordinator, Tennessee Department of Tourist Development

(ALL)

Join staff from Tennessee's Department of Tourist Development to learn about two new and exciting state-wide initiatives: the Tennessee Civil War Trails Program and the Great Smoky Mountains Sustainable Tourism Summit, coming up April 28 - 29 in Knoxville. Each program offers communities an opportunity to protect and preserve our heritage and environment while sustaining tourism and the economy.

Th 3:00, Session 1:

Hiring Project Scholars: How to Choose Them, How to Use Them

Susan Goldblatt, Assistant Director of Planning, Southeast Tennessee Development District

Dr. Brenden Martin, Director, Public History Program, Middle Tennessee State University

(COLL, ED, NEW)

Is a folklorist different than a historian? Which one is best for your project? This session includes a case study, sample contracts, and feedback on your project plans.

Th 3:00, Session 2:

Ingredients for Sustainable Historic House Museums

Bethany Hawkins, Program Associate, American Association for State & Local History

John Holtzaple, Executive Director, James K. Polk Home

Alton Kelley, President, Belle Meade Plantation

(ADMN)

America is full of house museums who just keep the doors open or struggle with the future of their organization. AASLH's Historic House Committee is developing a sustainability kit for these museums to help them identify characteristics for long-term survival. This session will present those preliminary findings and encourage feedback from participants with roundtable discussions.

Th 3:00, Session 3:

The How and Why of Arts & Cultural Advocacy

Molly Pratt, Consultant for Govt. & Community Relations, Tennesseans for the Arts
Ann Toplovich, Executive Director, Tennessee Historical Society

(ADMN, DEV)

Come and learn from the pros what arts and cultural advocacy is, why it's important, and simple things you can do to be an advocate for museums and historic sites in our state.

Fri 9:30, Session 1:

Resources in the Field, Part 2: Saving Your Historic Place

Dan Brown, Executive Director, Tennessee Preservation Trust

Dr. Stacey Graham, Research Professor, Center for Historic Preservation, MTSU
TBA, Tennessee Historical Commission

(ALL, NEW)

Representatives from statewide service providers share the ways they help organizations meet a range of preservation challenges and the resources available to the cultural heritage community in Tennessee.

Fri 9:30, Session 2:

Effective Strategies for Working with Volunteer Affinity and Advisory Committees

Samantha Andrews, Volunteer Services Manager, Frist Center for the Visual Arts
Bob Beatty, Director of Programs, American Association for State and Local History
Justine Gregory, Director of Education and Public Programming, Country Music Hall of Fame and Museum

(ALL, NEW)

The primary difference between for-profit and nonprofit organizations has little to do with money and lots to do with volunteers. Despite their importance, volunteers and board members sometimes cause as much work as they save. Through simple strategies, learn how to get the most out of your volunteer committees while still accomplishing your museum's goals.

Sessions are subject to change.

Check web page for updates.

www.tnmuseums.org