

March 26, 2010

## Tennessee Association of Museums Annual Conference

*Looking Forward, Looking Back: TAM at 50*

March 29-April 1, 2010

Nashville, TN

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### **MONDAY, MARCH 29**

Visit Nashville Museums on your own

Advocacy on the Hill: Visit your State Legislators

9:00am-4:00pm: Registration, Loews Vanderbilt Plaza

5:00pm: Meet at the Military Museum for mini tour of the state Capitol and preparation for greeting legislators

6:00-8:00pm: Legislative Reception, Military Museum, a branch of the Tennessee State Museum, War Memorial Building, Downtown Nashville

### **TUESDAY, MARCH 30**

9:00am-3:00pm: Registration, Loews Vanderbilt Plaza

9:00-11:30am: Visit Nashville Museums on your own

11:00am-12:00pm: Humanities Tennessee Meeting

**12:00-1:00pm: Welcome Luncheon with Dr. Ford Bell, President, American Association of Museums**

### **1:30-2:30pm SESSION ONE**

#### **A. Partnerships: An Effective Approach to Creating Exhibitions**

(Beginners)

Do you have a great idea for an exhibition? Are you worried you do not have enough content, staff, and/or monetary resources to make the project a reality? This session explores partnerships as a way to overcome obstacles in the creation of exhibitions. Three "real world" projects will be examined illustrating what types of partnerships can be formed.

*Speakers:*

*Sam Yates, Director, Ewing Gallery of Art and Architecture*

*Adam H. Alfrey, Curator of Exhibitions, East Tennessee History Center*

*Susan Knowles, S.W. Knowles & Associates*

#### **B. Grant Writing 101: An Introduction to Locating and Writing Grants**

(Beginners)

This presentation begins with information on how to locate federal, state, and private grant opportunities. We will review community strategies and agency collaboration, and discuss how to read requests for proposals including goals, objectives, project implementation, evaluation, staffing, budgeting, introduction, and attachments. The presentation concludes with an overview of common issues in grant writing.

*Speaker: Victoria S. Lake, Director, Market Research and Community Development, West Tennessee Healthcare*

#### **C. Making the Most of Awards**

(Experienced)

This session will provide information on how to apply for state, regional, and national awards programs. It will highlight past winners and allow attendees a chance to ask questions about programs.

*Speakers:*

Bethany Hawkins, Program Associate, American Association for State and Local History  
Deborah Montani, Director, Heritage Alliance

**3:00-4:00pm SESSION TWO**

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You are invited to attend one of the following Affinity Groups to have a facilitated conversation with your peer institutions about current events, challenges, and best practices.

**A. Art Museums**

*Facilitator: Bill Hickerson, Curator, West Tennessee Regional Art Center*

**B. House Museums and Historic Sites**

*Facilitator: Gary Walrath, Executive Director, Rocky Mount Museum and Historic Site*

**C. Children's and Science Museums**

*Facilitator: Ken Mayes, Deputy Director, American Museum of Science and Energy*

**D. African American Museums**

*Facilitators: James Cain, Treasurer, Green McAdoo Cultural Museum  
Graham Perry, Curator of Social History, Tennessee State Museum*

**E. Railroad Museums**

*Facilitator: Amy Vickers, Cookeville Depot Museum*

**EVENING EVENTS**

4:45pm: Board buses for tour of the Parthenon and awards dinner at the Adventure Science Center

**WEDNESDAY, MARCH 31**

8:00am-3:30pm: Registration, Loews Vanderbilt Plaza

**9:00-10:00am: SESSION ONE**

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**A. Fundraising: Building an Annual Fund Strategy**

(All)  
This session will provide a basic overview for creating and implementing an Annual Fund strategy in your institution. Basic topics will include identifying your audience, creating a fundraising message, investigating online solicitation strategies, keeping donors involved, and discussing ROI. Bring your own ideas to share.

*Speaker:*  
*Jessie Foster, Assistant Director of Development, Frist Center for the Visual Arts*

**B. Resources for Volunteer Management: Old Practices and New Strategies**

(Beginners)  
This session will explore both "tried and true" and "new and improved" approaches to volunteer recruitment, management, and retention. Bring your own ideas to share in a forum of open dialog.

*Speakers:*  
*Samantha Andrews, Volunteer Services Manager, Frist Center for the Visual Arts  
Sandy Conatser, Volunteer Manager, Country Music Hall of Fame and Museum,*

### **C. Best Practices for Promoting Your Museum and Bringing Tourists to Your Site**

(Beginners)

There are many free and inexpensive avenues to promote Tennessee museums and historic sites. This panel will discuss available state and local resources, websites, visitor's guides, and other resources that can help you bring more visitors to your site.

*Speakers:*

*Jennifer Spence, Assistant Commissioner, Tennessee Department of Tourism*

*Mary Skinner, Community and Media Relations, Tennessee State Museum*

*MiChelle Jones, Journalist, The Tennessean and other national publications*

*Casey McCormick, Sales Associate, Emma Email Marketing*

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### **10:30-11:30am: SESSION TWO**

#### **A. Social Networking: Using Your Website to Engage with Visitors**

(Experienced)

The web has quickly evolved to an interactive and collaborative medium. This session will look at the ways museums have moved beyond static pages to create content that engages and involves their audiences.

*Speakers:*

*Mark Freeman, President, Stories Past*

*Ken Mayes, Deputy Director, American Museum of Science and Energy*

*Erin Noseworthy, Manager of Multimedia Interpretive Programs, Hunter Museum of American Art*

#### **B. How to Successfully Attract Visitors in Today's Economy**

(Experienced)

Find out how to successfully identify and attract visitors to your museum or historic site. Presenters will share their experiences in audience research and will explain how this information shaped strategies to attract visitors. Presenters will also discuss how to effectively share significant stories of sites and communities.

*Speakers:*

*Bob Beatty, Vice President for Programs, American Association for State and Local History*

*Carolyn Brackett, Senior Program Associate, Heritage Tourism Program, National Trust for Historic Preservation*

*Linda Caldwell, Executive Director, Tennessee Overhill Heritage Association*

*Howard Kittell, President and CEO, The Hermitage*

#### **C. Becoming the Volunteer State: Tennessee and the Bicentennial of the War of 1812**

(All)

Tennessee played a major role in the War of 1812, which propelled Tennesseans, including Andrew Jackson, Sam Houston, Sequoyah, and David Crockett to national prominence. This session will discuss current plans to commemorate the 200<sup>th</sup> Anniversary of the War of 1812 in the Volunteer State.

*Speakers:*

*Myers Brown, Curator of History and Extension Services, Tennessee State Museum; Chairman of the State 1812 Committee*

*Walter Durham, State Historian*

*Marsha Mullin, VP of Museum Services and Chief Curator, the Hermitage*

*Tom Kanon, Archivist, Tennessee State Library and Archives*

*Dr. Carroll Van West, Director, Center for Historic Preservation, MTSU*

*Charlie Rhodarmer, Director, Sequoyah Birthplace Museum*

**12:00-1:30pm: Business luncheon with Keynote speaker Susan Whitaker, Commissioner, Tennessee Department of Tourist Development**

**2:00-3:00pm: SESSION THREE**

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**A. AASLH: StEPS Program (Standards and Excellence Program for History Organizations)**

(Beginners)

Learn about StEPs, a new self-study program for history institutions that raises awareness of museum standards. Learn how to implement the StEPs principles to your historic institution.

*Speakers:*

*Bob Beatty, Vice President for Programs, American Association for State and Local History*

*Bethany Hawkins, Program Associate, American Association for State and Local History*

**B. The Library of Congress Web Site: Primary Sources for Museum and Classroom**

(Beginners)

This session, led by Teaching with Primary Sources Across Tennessee, will discuss the wealth of primary sources and educator materials available from the Library of Congress Web site, and will provide a basic demonstration on searching this massive Web site to make it most practical for museum and education professionals.

*Speaker:*

*Stacey Graham, Research Professor, Center for Historic Preservation, Middle Tennessee State University*

**C. A Commitment to Tennessee's Museums: The MTSU Center for Historic Preservation at 25**

(Experienced)

This session will highlight twenty-five years of partnerships between the MTSU Center for Historic Preservation and Tennessee museums.

*Speakers:*

*Lisa Oakley, Curator of Education, East Tennessee Historical Society*

*Cate Hamilton, Executive Director, Hotel Halbrook Railroad and Local History Museum*

*Ken Rush, Executive Director, Ducktown Basin Museum*

**3:30-4:30pm: SESSION FOUR**

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**A. Listening to Our Audience: Production and Evaluation of Audio Tours and Podcasts**

(Experienced)

How do you expand your interpretive offerings to the visitor on a tight budget? In this presentation, an education and evaluator will discuss the in-house writing, producing, and evaluation of exhibition audio tours and podcasts. We will present the impact of these interpretive tools and action steps to implement in your own institutions.

*Speakers:*

*Anne Taylor, Curator of Interpretation, Frist Center for the Visual Arts*

*Kim Jameson, Evaluation and Community Engagement Director, Frist Center for the Visual Arts*

**B. Education Marketplace of Ideas**

(All)

Museum educators come together in an open forum to share education program ideas and discuss best practices. Examples of successful programs will be presented.

*Facilitator:*

*Lisa Oakley, Curator of Education, East Tennessee Historical Society*

**C. A Discussion of the IMLS Collections Survey and Workshops**

(Beginners)

This panel session will provide a report on the results of the IMLS funded statewide survey of collections care in Tennessee. We will invite discussion of the workshops provided by the grant as well as the next step toward improving collections care in the Volunteer state.

*Speakers:*

*Myers Brown, Curator of Extension Services, Tennessee State Museum*

*Carol Roberts, Director of Preservation Services, Tennessee State Library and Archives*

*Amber Gilmer, Conservator, Tennessee State Library and Archives*

**EVENING EVENTS**

5:15pm: Board buses for Tour of Country Music Hall of Fame and Museum and Dinner with Live Auction at Travellers Rest

**THURSDAY, APRIL 1**

8:00-10:30am: Registration, Loews Vanderbilt Plaza

**9:00-10:00am: SESSION ONE**

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**A. Technology: The Tools That Open the World for Patrons with Disabilities**

(All)

This panel is designed to give museum staff and administrators information to better serve their community through the use of assistive technology and other devices to make their collections more accessible to those who have various disabilities.

*Speakers:*

*Kevin Wright, Executive Director, Tennessee Technology Access Program*

*Kimberly Lilley, Rehabilitation Engineer, Technology Access Center of Middle Tennessee*

*DeeGee Lester, Director of Education, The Parthenon*

*Susan Gwinn, Intern, The Parthenon*

**B. Plans for the Tennessee Civil War Sesquicentennial**

(All)

This session will look forward to activities for the Tennessee Civil War Sesquicentennial, 2010-2015. Learn about the state commission's plans and services from the Tennessee Civil War National Heritage Area, Tennessee State Library & Archives, and other groups.

*Speakers:*

*Ann Toplovich, Chair, Tennessee Historical Society*

*Carroll Van West, Ph.D., Director, Center for Historic Preservation and Tennessee Civil War National Heritage Area, Middle Tennessee State University*

*Wayne Moore, Ph.D., Assistant State Archivist*

*Noell Rembert, Coordinator of Tennessee Civil War Sesquicentennial Commission, Tennessee Department of Tourist Development*

**C. Social Networking: Web 2.0**

(Beginners)

This session will discuss how to use social networking modules such as Facebook and Twitter more effectively.

*Speakers:*

*M. Garett Bleddynn, MTSU Graduate Student; Intern, Tennessee State Museum*

*Hallie Fieser, Graduate Research Assistant, Center for Historic Preservation, Middle Tennessee State University*

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**10:30-11:30am: SESSION TWO**

**A. Not Just Revenue Streams: Building Effective Partnerships with Schools**

(Beginners)

In the fall of 2009 The Hermitage piloted a Pen Pal project between a Nashville middle school and students in Oklahoma, engaging them in the story of the Indian Removal Act and the Trail of Tears. Learn trips and guidelines on how to effectively establish partnerships with local schools.

*Speakers:*

*James Yasko, Director of Education, The Hermitage*

*Pamela Newman, Teacher, Dupont Hadley Middle School*

*Felicia Taylor, Teacher, Dupont Hadley Middle School*

**B. Creative Funding: Partnering with Other Non-Profits**

(All)

This session will discuss three partnerships between the Tennessee State Museum and non-profits that generated otherwise unavailable funding. Panelists will explain why the collaborations worked for their non-profit organizations and will suggest related offers they might welcome from other museums.

*Speakers:*

*Candace Adelson, Senior Curator of Fashion & Textiles*

*Ed Butler, Chairman, Finance Committee, Tennessee Division Sons of Confederate Veterans*

*Steve Edelstein, Executive Director, Jewish Federation of Nashville and Middle Tennessee*

*Paul McCoy, Program Officer, Humanities Tennessee*

*Elaine Aldous, President, Handweavers Guild of Nashville*

*Jonathan Saad, Metro Nashville Arts Commission*

*Jeff Sellers, Tennessee State Museum*

**C. Stretching Your Marketing Dollars**

(All)

Join Katherine Michael of the Country Music Hall of Fame and Museum as she shares tips and techniques on how you can take a small marketing budget and optimize your results. We will discuss leveraging partnerships, negotiating and buying media, developing promotions, creating an effective print campaign and more!

*Speaker: Katherine Michael, Marketing Coordinator, Country Music Hall of Fame and Museum*

**12:30-1:30pm:**

**Closing Luncheon with Guest Speaker, Dr. Carroll Van West, Director, Center for Historic Preservation, Middle Tennessee State University. Dr. Van West's lecture is titled, *TAM at 50: Forever Young***