

TAM Conference Preliminary Schedule

Wednesday, March 20

8:00 am-4:00 pm

Conference Registration and Information –

10:30 am – Regional Meet Ups

- East Tennessee and West Tennessee Emerging Museum Professionals and Intermuseum Council of Nashville invite all attendees to drop in for coffee and networking.

11:15 am

Humanities Tennessee Scholarship Winners Pre-Conference Meeting

12:00 pm-1:15 pm

Welcome to TAM 2019 Luncheon

Special Guest Speaker – Senator Rosalind Kurita

Rosalind Kurita is a former Tennessee state senator, where she served for 12 years. She represented Montgomery, Stewart, Houston and Cheatham counties. She is a lifelong museum enthusiast and a former board member for the Customs House Museum and a former Montgomery County Commissioner. Rosalind also had her own Television show titled *History and Heritage* on cable network. She showcased local historical sites and frequently focused on museum exhibits. Rosalind Kurita is an R.N and has retired from the Tennessee Department of Health where she served as the policy advisor to the Commissioner of Health. She also has a degree in Anthropology. Currently she is a student at APSU where she is studying Spanish.

12 pm-4:30 pm

Silent Auction Open for Bidding

1:15-4:30 pm

Punch Your TAM Passport! Exhibit Hall Open

1:30 am-2:30 pm SESSION ONE

- **Empowering Girls with the Past: The Success of an 1816 Girls Academy**
How can you empower today's girls with penmanship, embroidery, and dancing? You do it through experiential history! Learn about the successful 1816 themed girls academy at Historic Travellers Rest and how Miss Mary's Academy became our most successful camp and along the way empowered girls with the past! Also learn about the ins and outs of experiential history summer camps and how programs like this may be implemented at your site.
Tonya Staggs, Education Director, Historic Travellers Rest
- **Inside Out!**
OUTSIDE IN! Join the Coolidge Medal of Honor Heritage Center's educational staff and community partners as they share with you an outreach model that works to change lives and change communities. Your Community can become Your Classroom with creative planning,

careful selection of partnerships that allow you to share your message across all ages, ethnicities and socio-economic groups and developed evaluation tools that improve your programming while opening new doors for collaboration.

Linda Moss Mines, Vice President, Education and Community Programming, Coolidge Medal of Honor Heritage Center

Jason McKinney, Deputy Administrator of Youth and Family Development, City of Chattanooga

James Scott, Educational Curator, Coolidge Medal of Honor Heritage Center

- **Who Is Your Neighbor?**

To talk about how to better connect to our communities as museums, we first need to know who they are. This session will address how to define your museum's community, provide practical, inexpensive ways to research those communities, and ideas on how to be a better neighbor.

Bethany L. Hawkins, Chief of Operations, American Association for State and Local History

2:30-3:15 pm **BREAK AND POSTER SESSION**

3:15 pm-4:15 pm **SESSION TWO**

Museum Advocacy in Tennessee and DC

Have you wanted to know more about how to be an advocate for your museum and the museums of Tennessee in your city, county, state, and even in Washington, DC? All attendees are encouraged to join this plenary session as leaders in the field discuss the responsibility of museums to advocate for themselves and the field and how TAM can help in that effort.

Moderator: Paul McCoy, Program Officer, Humanities Tennessee

Lee Curtis (tentative)

John Dichtl, President and CEO, American Association for State and Local History (tentative)

Bill Hickerson, Curator, West Tennessee Regional Arts Center

Evening Event

5:45 pm Buses Depart for Customs House Museum

6 pm-7:15 pm Dinner in Museum

7:30 pm TAM Awards Presentation

9 pm Buses depart for hotel

Thursday, March 21

7 am-8 am

Tour of Fort Defiance Civil War Park and Interpretive Center

Located on a bluff 200 feet above the confluence of the Red and Cumberland Rivers in Clarksville, Tennessee, the Fort Defiance site has been a hub of activity for more than two centuries. Originally inhabited by Native Americans, white settlers began arriving in the late 18th Century. The area became a trading center and settlement. During the Civil War, the hilltop was chosen by Confederate troops as a site to construct a fort to defend the river approach to Clarksville. In February 1862, the fort was

captured by Union forces, renamed and occupied for the remainder of the war. The site was a magnet for runaway and freed slaves, and many were employed in and around the fort. Visitors today will find Fort Defiance remarkably well preserved; the outer earthworks, powder magazine, and gun platforms are still discernible. **Transportation is NOT provided for this tour.** The address of the fort is 120 Duncan Street, Clarksville, TN 37040 which is two miles from the hotel.

8:00 am-4 pm

Conference Registration and Information

Silent Auction Open for Bidding

8 am-4 pm – **Punch Your TAM Passport! Exhibit Hall Open**

8:30-9:30 am – **SESSION THREE**

- **Bridging the Gap: Connecting Libraries and Museums with Legos**

Think connecting LEGOs is just for kids? We don't! Obion River Regional Libraries partnered with Discovery Park of America to host a series of four LEGO Competitions. Come hear how these two entities created a shared audience and an exhibit that inspires others to join in the brick-based creation fun. Not just another good idea that will sit on the shelf for years to come, this program can be in full swing by fall.

Polly Brasher, Education Director, Discovery Park of America

Jenny Virgin, Assistant Director, Obion River Regional Library

- **More Than a Gold Star: The Power of State, Regional, and National Awards**

It's no secret that museums of all sizes are doing great work around the country. But how can they prove it, and what does "proving it" do? Join our discussion of TAM, SEMC, and AASLH awards programs as we demystify the nomination process and discuss how awards can be powerful marketing tools and catalysts for growth.

Aja Bain, Program and Publications Manager, American Association for State and Local History

Tori Mason, Historic Site Manager, Nashville Zoo at Grassmere

- **Redefining the Conversation: Changing Public Perception of Your Site**

Port Royal State Historic Park and Dunbar Cave State Park are two long-term mismanaged sites. This session will explore how new leadership has attempted to mitigate poor public perception while implementing new mission and vision capable of cultivating meaningful and sustainable relationships that will carry both sites into the future.

David Britton, Park Manager, Port Royal State Historic Park and Dunbar Cave State Park

9:30 am-10 am

Coffee and Conversation with Exhibitors

10 am-11 am – **SESSION FOUR**

Join facilitator-led Roundtable sessions and discuss issues related to sustainability for Tennessee's museums.

- **Collections/Curators –**
Bethany Hawkins, AASLH; Brooke Mundy, Collierville Museum of History
- **Directors/Administration –**
Dollie Boyd, Museums of Tusculum; Rebecca Price, Chick History
- **Educators/Interpreters –**
Charles Googe, Tennessee Valley Railroad Museum; Tori Mason, Nashville Zoo at Grassmere
- **Volunteers/Docents –**
Ken Mayes, Tennessee Association of Museums; Rene Rodgers, Birthplace of Country Music Museum

11:15 am-1 pm

Business Luncheon and Conference Keynote

Special Guest Speaker – Krista Castillo, Museum Coordinator, Fort Negley Visitors Center and Park

1:15 pm-2:15 pm **SESSION FIVE**

- **Are You Smarter Than a 5th Grader?**
Fifth grade is now Tennessee history year! There are big changes coming to the social studies standards in 2019-2020. Go through the new history standards and find ways that you will be able to connect to the schools near you. Even if you have never looked at the social studies standards before, come and get an overview of what the standards are and how they can help you reach out to teachers.
Christopher Grisham, K-12 Education Manager, Tennessee State Museum
- **Creative Community Solutions**
In the past two years, Cheekwood has acknowledged the barriers that keep many from participating in programs and decided to act. The two programs that will be discussed in this session have connected Cheekwood with new audiences and make the institution more relevant in an ever-diversifying city. The session will conclude with a brainstorming session to help participants start to identify ways to break down the barriers that their audiences face.
Nathalie Lavine, Director of Education and Interpretation, Cheekwood
Kate Faulkner, Public Programs Manager, Cheekwood
- **Tourism in Tennessee: How to Partner with the State Tourism Office**
Tourism is the #2 industry in Tennessee bringing in over \$20.7 billion in economic impact. How do you get a piece of that pie? Join us to hear about the ways to partner with Tourist Development to increase your visibility to over 100 million visitors coming to Tennessee each year. Learn about the department's initiatives; pick up some tips and tricks for marketing and promotion; and meet members of the Tennessee Tourism Team.
Sarah Beth Urban, Middle Tennessee Division Manager, Tennessee Department of Tourist Development

2:30 pm-3:30 pm **SESSION SIX**

- **The ABCs of Impactful Board Partnerships**

We all know that working with boards can be challenging, but we also know that we need them to help us be successful. So how do we make this critical relationship work? Together, we'll re-frame the board/staff conversation. During the session, participants will explore the motivations of board service, brainstorm ways to serve board members, develop strategies to implement partnership tools, and create action plans and timelines for re-envisioned board partnership activities. The presenter will also provide easily-digestible tips for improving the governance experience for everyone involved.

Susannah E. Shumate, Director of Operations and Philanthropy, Belmont Mansion

- **Extroverted Collections: Bringing Art to the Memphis Community**

How do we make our collections more accessible and ensure their continued preservation? This session is focused on projects two art museums are doing to bring their collections to the Memphis community. During this session, attendees will hear about experiences with visible storage, social media, public programming, and crowdsourcing and learn practical tips they can use at their own institutions.

Brooke Garcia, Registrar/Librarian, Metal Museum

Kathy Dumlao, Memphis Brooks Museum of Art

- **Museum Education Connection: Ask the Educator Roundtable**

Have you ever wanted to ask a question during a conference session and either ran out of time or just didn't feel comfortable asking? This session is designed as a participant-led roundtable which will allow the audience to contribute to the topics and themes addressed. Experienced museum educators will facilitate small group discussions on ideas of interest to the group. Think of those education questions you would love to ask and bring them on!

Lisa Oakley, Curator of Education, East Tennessee Historical Society

Chris Grisham, K-12 Education Manager, Tennessee State Museum

Hannah Rexrode, Education Coordinator, East Tennessee Historical Society

Rene Rodgers, Head Curator, Birthplace of Country Museum

3:45-4:45 pm **SESSION SEVEN**

- **Now You Know That You Need Diversity . . . Now What?**

Diversity is a critical but often limited aspect of museum programming, as reflected in white-dominated staffing, exhibition, and educational choices. This panel will discuss specific, effective approaches which the panelists have used to begin to address the diversity dearth.

Shelley Reisman Paine, Conservator of Objects and Sculpture

Dr. Caryl McFarlane, Independent Higher Education Diversity Consultant

Professor Jamaal Sheats, Director and Curator of Fisk University Galleries

- **Four Stronger Together: How Museums and the Rutherford County CVB are Working Toward a Common Vision**

Rutherford County is embracing cultural heritage tourism. It is more than a branding exercise. It

has the potential to fundamentally change how museums think about themselves, the experience they provide visitors, and the types of partnerships they forge. Cultural heritage tourists like to do a variety of things: eating, shopping, sightseeing in addition to visiting a museum/historic site. By partnering with other attractions and the CVB, we can collectively deliver a better visitor experience.

GINNA FOSTER CANNON, PhD, Director of Cultural and Heritage Tourism, Rutherford County Convention and Visitors Bureau

JAMES W. MANNING, JR., Executive Director, Oakland's Mansion

MICHAEL NOVAK, EdD, Assistant Director of the Confucius Institute, Middle Tennessee State University

KELSEY SMITH, Camp and After School Program Coordinator, The Discovery Center

- **Exhibiting Collections and Preservation**

Museums and cultural heritage organizations often look to their collections to create public exhibitions, but putting the spotlight on rare books and documents is inherently at odds with preservation. Preparing collections for safe exhibition ensures that these materials remain accessible into the future. This presentation will discuss planning an exhibit while keeping preservation in mind. It will introduce the risks of exhibition and cover safe handling and display methods to mitigate those risks. While the focus will be on paper-based materials, the strategies and tips are applicable to all types of collections. A brief discussion about policies and selection for exhibition will also be covered.

Danielle Spalenka, Preservation Specialist, Northeast Document Conservation Center

Evening Events

5:30 pm Walk to Cocktail Reception at Downtown Artists Co-Op

6:30 pm Walk to Franklin Room for dinner and live auction

8:30 pm Depart for hotel

Friday, March 22

7-8 am – Austin Peay Art and Design Tour

Get up early and tour Austin Peay State University's new art building and their permanent collection.

The new Art and Design Building features faculty office space, general purpose classrooms, a multifunction room, art studios, a photographic studio, a general art gallery, and a student gallery.

Transportation is NOT provided for this tour. The address of the university is 601 College St., Clarksville, TN 37040 which is about three miles from the hotel.

8:00 am-11:00 am

Conference Registration and Information

Punch Your TAM Passport! Exhibit Hall Open

Auction Items Payment and Pick Up

9 am-10 am **SESSION EIGHT**

- **Cuba, Castro, and the Croft Family: Cultivating Relationships, Connecting to the Community**

Hear about the steps taken to cultivate a relationship with 94-year old Bradford Dallas, who lived in Havana, Cuba in the midst of the Cuban Revolution. Mr. Dallas managed a company owned by Margaret and Elise Croft, who lived at Grassmere (now Nashville Zoo), and oral histories of his life in Cuba are now being shared with zoo guests and the community to interpret Nashville Zoo's direct and personal tie to Cuba.

Tori Mason, Historic Site Manager, Nashville Zoo at Grassmere

Jennifer Randles, Digital Materials Librarian, Tennessee State Library and Archives

- **Memphis' Bicentennial Exhibit: A Prototype for Community Engagement at the Pink Palace Museum**

In 2018, the Pink Palace Museum worked to increase community engagement and representation for their bicentennial exhibit, *Making Memphis*. Before installation, staff hosted community engagement tables across the city; the content collected was incorporated to represent Memphis' present and future. The museum also utilized community-programming, technology, tactile activities, art, and community curated content to continue engagement during the exhibit run. This session provides a practical discussion of various levels engagement and the benefits and challenges.

Nur Abdalla, Coordinator Curator, Pink Palace Museum

Caroline Carrico, Supervisor of Exhibits and Graphic Services, Pink Palace Museum

Steve Masler, Manager of Exhibits and Graphic Services, Pink Palace Museum

- **The Power of Story: Connection and Collaboration**

This session discusses the partnership between the Heritage Alliance and the McKinney Center and provide examples of how these two organizations combined efforts to overcome obstacles, increase programming, and enhance missions. Both organizations believe in the power of story to make lasting connections and use many of the same volunteers and research to partner on theatrical performances, exhibits, and to provide opportunities for the community with an end goal of making both programs flourish.

Theresa Hammons, Director, McKinney Center

Deborah Montanti, Director, Heritage Alliance

10-10:30 am - **BREAK**

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

- **Capturing Engagement at Your Site Through Photography**

Great photos help you market, sustain, and expand your site's programming, and with some basic equipment and simple tips, you can capture moments of authentic connection and engagement to show off your museum's value as a space for community education and interaction. Come learn how to take photos of diverse situations that showcase engaging programs, visitor learning, and inspiration at work.

Aja Bain, Program and Publications Manager, American Association for State and Local History

- **Managing Media Expectations: How to Roll out a New Museum**

The reopening of the new Tennessee State Museum at Bicentennial Capitol Mall State Park in 2018 provided an exciting opportunity for the 81-year-old Museum to reintroduce itself to the community and the state. But it also brought with it challenges, a turn in the spotlight, and a new level of scrutiny. How do you promote a Museum when you can't invite the media in to see it? How do you manage rumors and misinformation leading up to and after the opening? And how do you handle fast-moving world of social media when both positive and critical comments spread faster than you can acknowledge? Join Tennessee State Museum staff for a discussion on traditional media, social media, and managing them both in a new Museum.

Joe Pagetta, Director of Communications, Tennessee State Museum

- **Students Connect: Object-Based Lesson—Museum Style!**

Museums rely on artifacts to tell stories. Have you considered how your collections can tell the stories taught in the classroom? There is no better way to create learning connections for students and cultivate relationships with teachers than through offering hands-on, object-based programs. This session will model the basics of developing an object-based program: finding the curriculum "fit"; selecting objects that relate to the standards; and student-tested methods for conducting programs.

Lisa Oakley, Curator of Education, East Tennessee Historical Society

11:45 am -1 pm

Closing Luncheon

1:30-3:30 pm

Post-Conference Tour

Greenwood Cemetery Walking Tour & Behind the Scenes Customs House Tour

Enjoy an outdoor walking tour through Greenwood Cemetery, followed by a behind-the-scenes opportunity to view relevant artifacts from the Customs House Museum and Cultural Center's Collection. Melissa Miller, Curator of Collections at the Customs House Museum will serve as the tour guide. **Transportation is NOT provided for this tour.** The address of Greenwood Cemetery is 976 Greenwood Ave, Clarksville, TN 37040 which is about two and a half miles from the hotel.

Port Royal State Historic Park Tour

End your TAM conference with a Ranger led tour of Port Royal with some living history and an interpretive program. Port Royal State Historic Park was the site one of the earliest colonial communities and trading posts in Middle Tennessee. It was first settled in the early 1780s and was a long hunter camp as early as 1775. The town of Port Royal was founded in 1797 and rose to great prominence in the early part of the 19th century because of its strategic location at the head of navigation on the Red River. **Transportation is NOT provided for this tour.** The address of the Port Royal State Park, 3300 Old Clarksville Hwy, Adams, TN 37010 which is about fifteen miles from the hotel.