



where **TRADITION**
& **INNOVATION** meet



2016 SEMC October 10-12, Charlotte, NC

FINAL PROGRAM



10:15 AM – 10:45 AM
COFFEE BREAK RESOURCE EXPO
 Carolina and Mecklenburg Ballrooms

10:45 AM - 12 NOON
CONCURRENT SESSIONS
Effect, Engage & Energize Your Board for Successful Philanthropy Cardinal 1
Taking it to the Streets: Serving Your Community in Innovative Ways with an IMLS Community Anchors Grant Cardinal 2
The Art of Captivating Audiences in the Information Age Cardinal 3
Establishing and Nurturing Disaster Networks Governor's 2
In-School Programs on a Budget Governor's 3
Using 3D Printing in Museums Governor's 4
Embracing Traditional Curatorial Roles While Collaboratively Facilitating Innovation Governor's 5
A Conversation on Museums and Race Governor's 6

12:00 NOON – 1:30 PM
AFFINITY LUNCHEONS
Museum Educators Committee (EdCom): Developing STEAM Programming in Museum Education Governor's 3
Southeastern Registrars Association (SERA) Governor's 2
Association of Academic Museums & Galleries (AAMG) Governor's 4
Curators' Luncheon (CurCom) Governor's 5

2:00 PM – 3:15 PM
CONCURRENT SESSIONS
Career Crossroads, Continuing the Conversation Cardinal 1
A Space Odyssey: Pushing the Boundaries of Digital Mobile Media Cardinal 2
Generate New Revenue with Strategic Planning for Programming Spaces and Events Cardinal 3
Basic Condition Reporting Governor's 2
Engaging Adults and Making it Meaningful Governor's 3
Spotlight on Student Research in Museums Governor's 4
Rethinking Historic House Museums Governor's 5
Museums Stand Up Governor's 6
3D REVOLUTION, JUST THE ARTIFACTS Governor's 1

2:00 PM – 3:30 PM
OFFSITE TOUR: MINT LIBRARY & ARCHIVES Mint Museum on Randolph Road Meet at Sheraton lobby (transportation provided to 2730 Randolph Road)
3:15 PM – 3:30 PM
RESOURCE EXPO BREAK
 Carolina and Mecklenburg Ballrooms

3:30 PM – 4:45 PM
CONCURRENT SESSIONS
Off-Site Session: Exhibit Review at Levine Museum of the New South Meet at Sheraton lobby (transportation provided to 200 E. Seventh Street)
Successful Volunteer Management: A Checklist Cardinal 1
Developing an Evaluation Plan for Your Museum Cardinal 3
Ignite SEMC: Thoughts to Spark Your Passion for Museums Governor's 2
OPT-IN to Amp Up Staff-Guest Interactions Through Professional Development and Coaching Governor's 3
Let's Talk about Sex and Violence Governor's 4
Tackling Complex Web Projects Governor's 5
Talking OUT LOUD: Creating Programming and Safe Space for the LGBTIQ Communities Governor's 6

4:30 PM – 6:00 PM
RESOURCE EXPO/SILENT AUCTION CLOSING PARTY Carolina and Mecklenburg Ballrooms
6:00 PM – 7:00 PM
EXHIBITS NETWORKING MEET-UP (NAME) The Cellar at Duckworth's (330 N. Tryon Street)
ACADEMIC MUSEUM GATHERING (AAMG) City Lights Rooftop Bar, Le Méridien
HOUSE MUSEUM SOCIAL City Lights Rooftop Bar, Le Méridien
GEEKING ABOUT THE FUTURE City Lights Rooftop Bar, Le Méridien
SEMC COUNCIL PRIVATE LEGACY RECEPTION: NASCAR Hall of Fame (Legends Room) Meet at Sheraton lobby (transportation provided to 400 E. Martin Luther King Blvd.)
7:00 PM – 10:00 PM
EVENING EVENT: LOCAL MUSEUMS (Pre-Registration Required) Meet at Sheraton lobby entrance for transportation
7:00 PM – 7:45 PM: The McColl Center for Art + Innovation (721 N. Tryon Street)
8:00 PM – 9:00 PM: Levine Museum of the New South (200 E. 7th Street)
9:00 PM – 10:00 PM: Discovery Place (301 N. Tryon Street)

WEDNESDAY OCT. 12

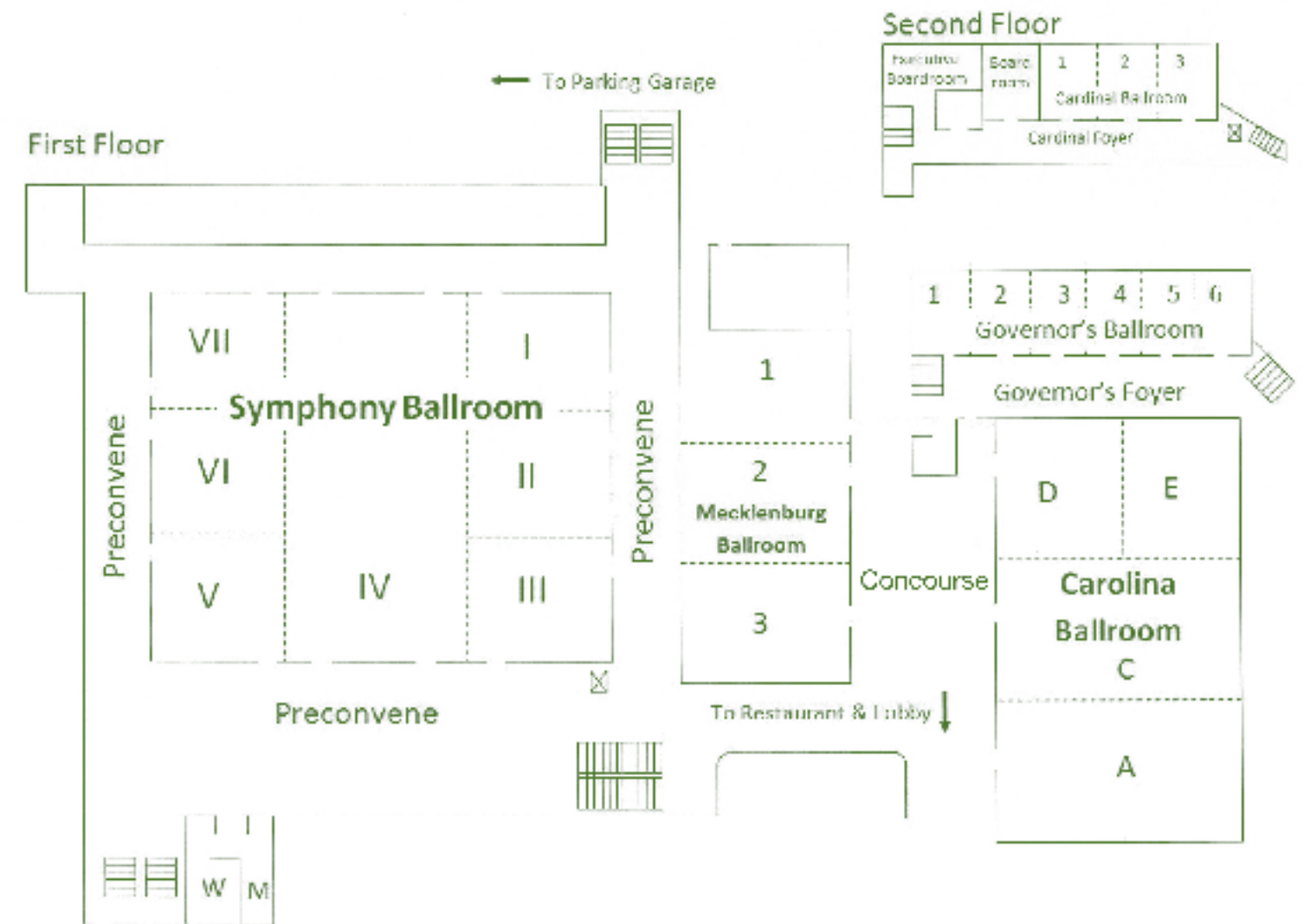
8:00 AM – 12 NOON
REGISTRATION Concourse
9:00 AM – 10:15 AM
GENERAL SESSION: SEMC ANNUAL BUSINESS MEETING AND KEYNOTE ADDRESS: "A GLIMPSE OF THE FUTURE" Carolina Ballroom
10:15 AM – 10:45 AM
COFFEE BREAK Concourse

10:45 AM – 12 NOON
CONCURRENT SESSIONS
Technology Showcase Concourse
Museum Events: A Positive Impact Cardinal 1
What is JIMI? Answer: SEMC's Finest Education Program Cardinal 2
Mistakes Were Made: Exhibition Failures Carolina D
Mobilizing Your Patrons: Why Adapting to Mobile is Essential to Reaching Your Audience Cardinal 3
Characters and Conversations Carolina E
Real Talk on Inclusion of Individuals with Cognitive Disabilities Governor's 2
Inquiring Minds: Building Innovative Docent Programs in a Traditional Museum Governor's 4
Photograph Conservation Checklist Governor's 5
Social Media Partnerships & Strategies Governor's 6

12:15 PM – 1:45 PM
ANNUAL AWARDS LUNCHEON Carolina Ballroom
2:00 PM – 3:30 PM
OFF-SITE TOUR: NASCAR HALL OF FAME Meet at Sheraton's lobby entrance to walk to 400 E. Martin Luther King Blvd.
OFF-SITE TOUR: CURCOM Meet at Sheraton's lobby entrance (transportation provided to Ritz-Carlton Hotel, 201 E. Trade St.)
OFF-SITE TOUR: SERA BEHIND THE SCENES TOUR Mint Museum of Art & Bechtler Museum of Modern Art Meet at Sheraton lobby entrance (transportation provided to 500/551 S. Tryon Street)
OFF-SITE TOUR: EDCOM: Discovery Place Ed Studio: Bank of America STEM Center for Career Development Meet at Sheraton lobby entrance (transportation provided to 300 N. Poplar St.)
2:00 PM – 3:00 PM
SEMC COUNCIL MEETING Governor's 4

MEETING SPACES

Sheraton Charlotte Hotel
 555 South McDowell Street
 Charlotte, NC 28204
 Phone: 704.372.4100



SEMC SILENT AUCTION
 Conference Concourse Area

ANNUAL AWARDS LUNCHEON & GENERAL SESSION
 Carolina Ballroom

SEMC MEETINGS & MEAL FUNCTIONS
 Governor's 1-6 (hotel diagram)

SEMC PROGRAM SESSIONS
 Governor's 1-6,
 Cardinal 1-3 (2nd floor, back elevator)

SEMC REGISTRATION
 Conference Concourse Area

SEMC RESOURCE EXPO
 Carolina & Mecklenburg Ballrooms



CONFERENCE INFORMATION

CONFERENCE THEME

Celebrate high-energy racing as well as cosmopolitan art, culture, and history “**Where Tradition & Innovation Meet**” at the **SEMC 2016 Annual Meeting** in Charlotte! SEMC 2016 program sessions offer new directions to help your institution evolve and move your career forward. In Charlotte share creative ideas and success stories, explore new directions and emerging trends in museums, and network with the most congenial and supportive group of museum professionals in the nation!

GENERAL INFORMATION

The SEMC 2016 Annual Meeting and Resource Expo are headquartered at the **Sheraton Charlotte Hotel**. All activities take place at the hotel except for specially noted off-site workshops, tours, and evening events. Locations are subject to change. All changes will be posted in the registration area at Sheraton Charlotte Hotel. Buses and shuttles will be available for evening events and most off-site tours. Walk with a buddy or take shuttle to off-site tours and workshops. For your comfort and safety, please plan to wear flat walking shoes and appropriate outerwear.

ATTENDEE LIST

A list of all annual meeting attendees is in your tote bag. This list includes all attendees registered by Monday, September 26, 2016. It will be updated after the meeting to include those attendees who registered after September 26 and will be emailed to all Resource Expo exhibitors.

ATTENDEE REGISTRATION

Sheraton Charlotte Hotel (*concourse area in conference center*)

Monday, Oct 10: 8:00 AM – 5:00 PM

Tuesday, Oct. 11: 8:00 AM – 5:00 PM

Wednesday, Oct. 12: 8:00 AM – NOON

NAME BADGES

Name badges must be worn at all times. Name badges will be required for admission to all SEMC annual meeting program sessions and workshops. Badges and tickets will be required for all meal functions and evening events. All host institutions will grant free admission to SEMC participants with SEMC Annual Meeting Badge at museums in Charlotte during their regular operating hours through Wednesday, October 12. Please call or check their websites listed on page 12 for operating hours and admission policies.

TICKETS

Tickets for all evening events, receptions, tours or meal functions for which you have registered will be provided in your packet. We will also provide two complimentary beverage tickets for each of the Monday and Tuesday afternoon Resource Expo receptions. Tickets to the Annual Awards Luncheon and affinity luncheons **will not be available** at the Annual Meeting.

SEMC MESSAGE BOARD AND RESOURCE TABLES

The message board will be located near registration. Resource tables will be located near the Resource Expo. Please be prepared to take brochures home at the end of the annual meeting sessions after 2:00 pm on Wednesday, Oct. 12. You may tweet **#SEMC2016**.

SEMC 2016 PUBLICATION DESIGN COMPETITION

The SEMC Publication Design Competition began in 1988 to recognize and reward excellence in the graphic design of Southeastern museums’

publications. The competition encourages communication, effective design, creativity, pride of work, and recognition of institutional image and identity. The SEMC 2016 Publication Design Competition Coordinator is **Jennifer Edwards**. Come see the winning entries displayed in the Expo pre-function area. The winners will be featured at the Annual Awards Luncheon and in the Winter 2017 issue of SEMC’s quarterly newsletter, Inside SEMC.

SEMC 2016 EXHIBITION COMPETITION

The SEMC Exhibition Competition recognizes and rewards excellence in the research, design, development, educational value and effectiveness of exhibitions in Southeastern museums. The SEMC Exhibition Competition Chair is **Denise Drury Homewood**. One Award of Excellence is given in each budget category.

SEMC 2016 TECHNOLOGY COMPETITION

SEMC’s annual Technology Competition recognizes and rewards excellence in the use of technology by Southeastern museums. The competition encourages innovation, effective design, accessibility, creativity and pride of work, and recognition of institutional identity. SEMC Technology Competition Co-Chairs are **Heather Marie Wells** and **Michael Scott**.

SEMC 2016 AWARD RECIPIENTS

SEMC Awards are given in recognition of innovation, service and leadership in museum professionals. The SEMC Awards Committee, co-chaired by **Robin Reed** and **Julie Harris**, honors outstanding colleagues who have helped shape the world of museums. The awards will be presented on Wednesday, Oct. 12, as part of the Annual Awards Luncheon.

James R. Short Award Recipient

Bill Worthen, Director, Historic Arkansas Museum, Little Rock, AR

Museum Leadership Award Recipient

Kerry Kuhlkin-Hornsby, Director of Education & Engagement, Columbia Museum of Art, Columbia, SC

Emerging Museum Professionals Award Recipient

Marti Funke, Collections Manager/Exhibitions Coordinator, University of Mississippi Museum, Oxford, MS

Distinguished Contributor Award Recipient

Reb Haizlip, AIA, Haizlip Studio, Memphis, TN

SERA 2016 Recipient Dan Silosky Award for Excellence in Registration and Collections Management (sponsored by Past Perfect Software, Inc.)

Anne T. Lane, Collections Manager, Mountain Heritage Center, Cullowhee, NC

SEMC 2016 ANNUAL MEETING SCHOLARSHIP SPONSORS & COORDINATORS

Congratulations to all our 2016 scholarship winners! Scholarship recipients will be recognized at the Annual Awards Luncheon on Wednesday, Oct. 12, at 12:15 PM in Carolina Ballroom. The eleven SEMC Traveling Scholarships are supported by the SEMC Alderson Endowment and proceeds from the SEMC’s 2015 Silent Auction and walking tours. The SEMC President’s Scholarship is sponsored by SEMC President **David Butler**. **John A. Woods Appraisers** sponsored the Historic House Museum Professional Scholarship. Funds for the SERA Scholarships are sponsored by **SERA** and **Deitl International**. Please take time to thank our sponsors for their generous support. SEMC’s Scholarship Committee Chair is **Kathleen Hutton**, Director of Education, Reynolda House Museum of American Art, Winston-Salem, NC. SERA Scholarship Chair is **Melanie Neil**, Chrysler Museum of Art, Norfolk, VA. Please thank the coordinators for their hard work.

SEMC TRAVELING SCHOLARSHIP WINNERS

Student Category

Elizabeth Bouton, Master of Arts student, Museum Studies, University of Florida, Gainesville, FL

Noel Harris, Doctoral student, Public History, Middle Tennessee State University, Nashville, TN

Cornelia Stokes, Undergraduate, Art History/Curatorial Studies, Spelman College, Atlanta, GA

Emerging Museum Professional

Halie Brazier, Executive Director, Historic Camden Revolutionary War Site, Camden, SC

Michelle Lopez, Registrar/Collections Manager, Zuckerman Museum of Art, Kennesaw State University, Kennesaw, GA

Barbara McClendon, Exhibit Specialist, Mississippi Department of Archives & History, Jackson, MS

Megan Valentine, Curator & Registrar, Alexandria Museum of Art, Alexandria, LA

Small Museum Professional

Heather Nowak, Executive Director, Man in the Sea Museum, Panama City Beach, FL

Historic House Museum Professional

Amelia Gallo, Educator, Thomas County Historical Society & Lapham-Patterson House, Thomasville, GA

Seasoned Museum Professional

Deborah Van Horn, Registrar, Kentucky Historical Society, Frankfort, KY

African American Museum Professional

Tamara Holmes Brothers, Graduate Consultant, Education Program Facilitator, Hampton University Museum and Archives, Hampton, VA

SEMC PRESIDENT’S SCHOLARSHIP WINNER

Jayd Buteaux, Assistant Site Manager, Historic Stagville, State Historic Site, Raleigh, NC

SERA-SEMC ANNUAL MEETING TRAVEL SCHOLARSHIP WINNERS (sponsored by Deitl International) Entry-Level Professional

Megan Cook, Registrar, Mississippi Dept. of Archives and History, Jackson, MS

Crystal Williams, Collections volunteer and store assistant, High Point Museum, High Point, NC

SEMC 2016 SILENT AUCTION

Please bid on the silent auction items in the Resource Expo. As always, the funds raised by the silent auction will go to the scholarship program for 2017. Our silent auction Coordinator is **Jenny Lamb**, Nashville, TN. Please thank Jenny for all her hard work!

TRANSPORTATION SCHEDULE

SUNDAY, OCTOBER 9

Pre-Conference Munching Tour (4:30 – 6:00 PM)

Carpool, taxi, or Uber: *Meet at Nile Grocery (3113 N. Sharon Amity Road)*

Pre-Conference Event: Charlotte Museum of History

(7:00 – 8:00 PM) (6:30 PM departure, 8:30 PM return) *Meet at Sheraton for bus to Charlotte Museum of History (3500 Shamrock Drive).*

MONDAY, OCTOBER 10

HHMAG Hands-On Help Project (7:30 AM – 12:00 NOON) *Meet at Sheraton to carpool to Historic Rosedale (3427 N. Tryon St.) and Latta Plantation (5225 Sample Rd., Huntersville).*

Off-Site Workshop 1: President James K. Polk State Historic Site (12:30 – 4:30 PM) *Meet at Sheraton for transportation to President James K. Polk State Historic Site (12031 Lancaster Hwy, Pineville).*

Off-Site Workshop 2: Historic Rosedale (12:30 – 2:30 PM) *Meet at Sheraton to carpool to Historic Rosedale (3427 N. Tryon St.).*

Off-Site Workshop 3: Carolina Raptor Center (2:30 – 4:30 PM) *Meet at Sheraton for shuttle bus to Carolina Raptor Center (6000 Sample Rd.).*

Leadership Reception (6:00 – 7:00 PM) **Mint Museum Uptown** *Meet at Sheraton for shuttle bus (500 S. Tryon Street)*

SOUTH TRYON MUSEUM EVENING EVENT (7:00 – 9:00 PM) (6:30 PM departure, 9:30 PM return) **Mint Museum** (500 S. Tryon Street), **Bechtler Museum of Modern Art** (420 S. Tryon Street), **Harvey B. Gantt Center** (551 S. Tryon Street). *Meet at Sheraton to walk and for shuttle bus.*

SERA Registrar Respite (9:00 – 11:00 PM) **Dilworth Neighborhood Grille** (walk, taxi, or Uber to 911 E. Morehead Street).

TUESDAY, OCTOBER 11

Walking Tour 1: Uptown Charlotte History (7:30 – 9:00 AM) *Meet at Sheraton lobby to walk.*

Walking Tour 2: Public Art (7:30 – 9:00 AM) *Meet at Sheraton lobby to walk.*

Running Tour: Uptown Fun Run (7:30 – 9:00 AM) *Meet at Sheraton lobby to run.*

Segway Tour: Uptown Charlotte (7:30 – 9:00 AM) *Video intro at Sheraton. Meet at Sheraton to walk.*

Off-site Tour: Mint Library & Archives (2:00 – 3:30 PM) *Meet at Sheraton for shuttle to Mint Museum Randolph (2730 Randolph Rd.)*

Off-site Session: Exhibit Review (3:30 – 4:45 PM) *Meet at Sheraton lobby for bus to Levine Museum of the New South (200 E. Seventh St.)*

Exhibits Networking Meet-up (NAME) (6:00 – 7:00 pm) *Meet at The Cellar at Duckworth’s (330 N. Tryon Street)*

SEMC Council Legacy Reception: NASCAR Hall of Fame (400 E. Martin Luther King Blvd.) (6:00 – 7:00 PM) *Meet at Sheraton for bus at 5:30 PM.*

NORTH TRYON EVENING EVENT (7:00 – 10:00 PM) (6:30 PM departure, 10:00 PM return) **McColl Center for Art & Innovation** (N. Tryon Street), **Levine Museum of the New South** (200 E. Seventh Street), **Discovery Place** (301 N. Tryon Street). *Meet at Sheraton for 3 buses at 6:30 PM*

WEDNESDAY OCTOBER 12

OFF-SITE TOURS (2:00 – 3:30 PM) *Meet in Sheraton to walk or for shuttle buses at 2:00 PM.*

NASCAR Hall of Fame (400 E. Martin Luther King Blvd.) **CurCom Tour:** Bank of America collection at Ritz-Carlton Hotel (201 E. Trade St.)

SERA Behind-the-Scenes Tour: Mint Museum Uptown & Bechtler Museum of Modern Art (420/500 S. Tryon St.)

EdCom Tour: Discovery Place Ed Studio: Bank of America STEM Center for Career Development (300 N. Poplar St.)

RESOURCE EXPO & SILENT AUCTION SCHEDULE

MONDAY, OCTOBER 10

1:00 – 6:00 PM Resource Expo Open
 2:15 – 2:45 PM Resource Expo Ice Tea & Cookie Break
 4:30 – 6:00 PM Resource Expo Grand Opening Reception

TUESDAY, OCTOBER 11

9:00 am – 6:00 PM Resource Expo Open
 10:15 – 10:45 AM Coffee Break
 3:15 – 3:30 PM Resource Expo Snack Break
 4:30 – 6:00 PM Resource Expo/Silent Auction Closing Party

RESOURCE EXPO LAYOUT & BOOTHS

3DPtree 57
 10-31 5
 1220 Exhibits 42
 Adm2 Exhibits 3
 American Alliance of Museums **Concourse**
 Aon/Huntington T. Block 13

Arcadia Publishing/History Press 32
 Available Light 40
 Avante International Technology 37
 Brad Larson Media 48
 Charlotte Van & Storage 28
 Charlton Hall Auctions 11
 Cinebar Productions 25
 Clark Patterson Lee 43
 Cuberis 53
 Culture Connect 18
 Delta Designs Ltd. 66
 dmdg2 34
 Dorfman Museum Figures 56
 Encurate Mobile 67
 Explus 46
 FedEx 49
 Frina Design 12
 Gaylord Bros. 21
 Glavé & Holmes Architecture 39
 Goosepen Studio & Press **Concourse**
 GRETEL 45
 Haizlip Studio 41
 Hasselblad Bron, Inc. 16
 Healy Kohler Design 24
 Impact Communications 68
 Interactive Knowledge 8
 J. M. Kelley, Ltd. 17
 Khayrallah Center for Lebanese Diaspora Studies 65
 Leland Little Auctions 4
 Mallory Alexander International Logistics 33
 Malone Design/Fabrication 20
 MasterPak 31

MBA Design 7
 Mid-America Arts Alliance 10
 MTSU Public History Program 44
 MSTSD Inc. 9
 Museum Rails 14
 Museum Trek 52
 Music Maker Relief Foundation 36
 Native Ground Books & Music 51
 NEDCC 59
 On Cell 55
 PastPerfect Software, Inc. 50
 Patron Technology 58
 Patterson Pope, Inc. 15
 Pook & Pook, Inc. 61
 Printology Signs & Graphics 62
 Q Media Productions, Inc. 27
 Quatrefoil Associates 38
 Re-Discovery 63
 Riggs Ward Design 23
 Shibui Design, LLC 19
 Skinner, Inc. 1
 Southern Custom Exhibits 47
 Studio Displays, Inc. 30
 Testo Inc. 64
 The Charleston Mint 22
 The History Workshop 26
 Thrive Payments 54
 Universal Fiber Optic 35
 University of Oklahoma College of Liberal Studies 29
 U.S. Art Company 2
 VIP Transport Fine Arts Services 6
 Wingin' It Works 60

Corporate Track: Presenters for these sessions, which focus on topics of general interest to museums, must include both SEMC Corporate Members and museum representatives.
Commercial Session Track: These sessions, proposed and presented by SEMC Corporate Members who are also exhibitors, may provide information regarding commercial assistance to museums.

PROGRAM SESSIONS ACCORDING TO AREAS OF INTEREST

Director/Trustee/Administration

- The Little County That Could
- Creating the Culture of Philanthropy
- Legal Compliance and Oversight: Is Your Museum “Up-to-Date”
- Excellence at All Levels: Applying Standards to Your Museum
- Building Success: How to Grow Your Team and Your Institution

Emerging Museum Professionals

- Skills that Emerging Museum Professionals Should Acquire
- Spotlight on Student Research in Museums
- Top 5 Things to Know: Digital Strategy & Your Museum
- What is JIMI? Answer: SEMC’s Finest Education Program
- Force or Choice: Finding Your Next Museum Position

Education/Community Engagement

- Off-Site Workshop 1: Smoke and Fire: Hands on Engagement in the 21st Century
- Off-Site Workshop 3: Measuring Wonder, Carolina Raptor Center
- Off-Site EdCom Tour: Discovery Place Ed Studio: Bank of America STEM Center for Career Development
- In-School Programs on a Budget
- Let’s Talk about Sex and Violence
- Successes and Failures in Museum Education
- Do You Speak Visual: A Practical Guide to Promoting Visual Literacy
- A Time Forgotten: Addressing Difficult Topics at Your Historical Site
- Engaging Adults and Making it Meaningful
- Characters and Conversations
- Real Talk on Inclusion of Individuals with Cognitive Disabilities
- Using Collections to Support Interdisciplinary Education
- Visitor-Centered Exhibitions: Creating/Curating/Collaborating
- Talking OUT LOUD: Creating Programming and Safe Space for the LGBTIQ Communities
- Before, During, and After: Crafting a Techy Visitor Engagement Strategy
- Building Innovative Docent Programs in a Traditional Museum
- Museums Stand Up
- A Conversation on Museums and Race
- EdCom Luncheon: Developing STEAM Programming in Museum Education

Philanthropy/Fundraising

- The Little County That Could
- Creating the Culture of Philanthropy
- Effect, Engage & Energize Your Board for Successful Philanthropy
- Generate New Revenue with Strategic Planning for Programming Spaces and Events
- Museum Events: A Positive Impact
- Taking it to the Streets: Serving Your Community in Innovative Ways with an IMLS Community Anchors Grant
- How to be a Fundraising Superhero for your Museum!

SESSION SPONSORSHIPS, TRACKS, AND TOPICS

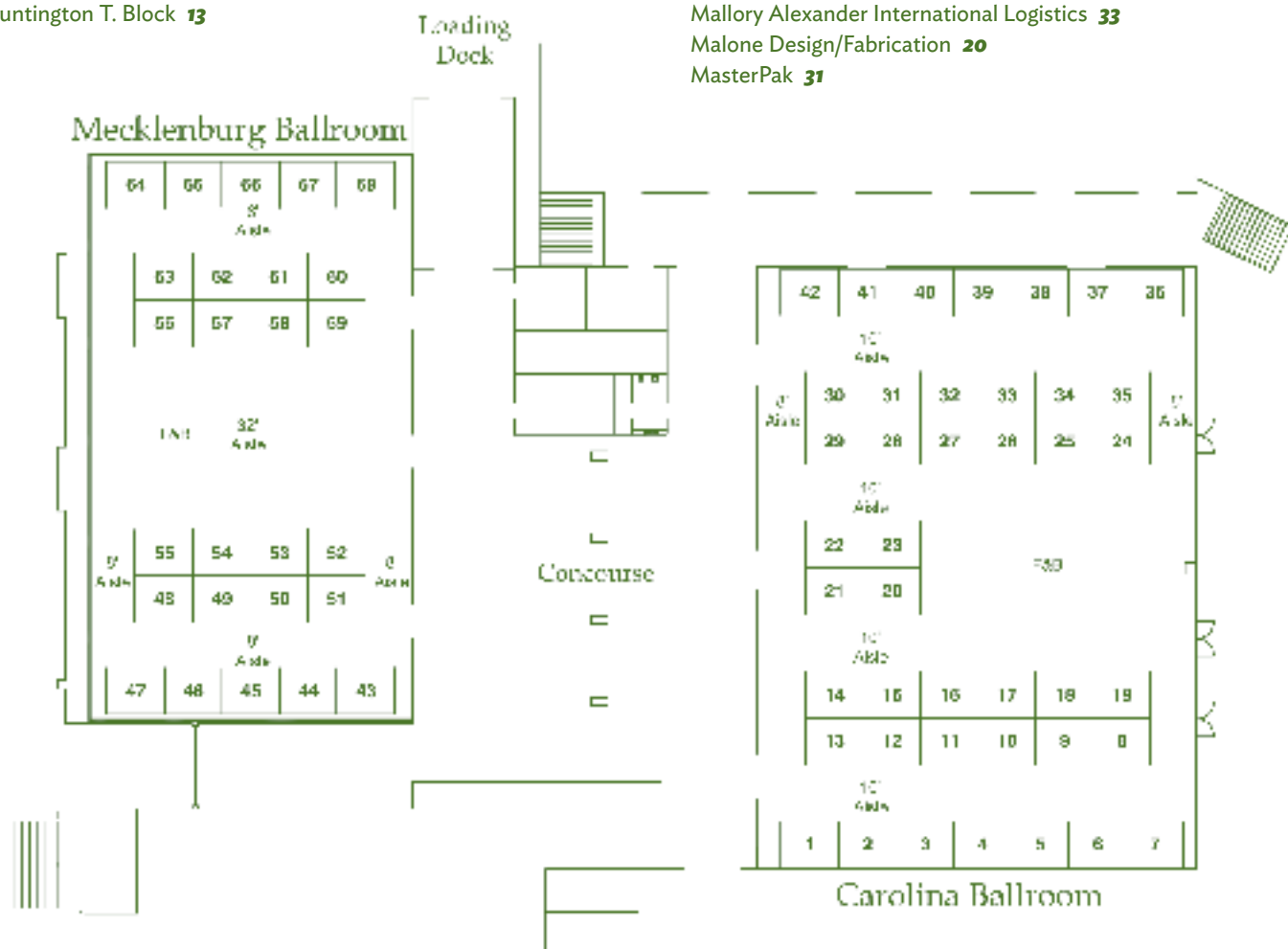
AFFINITY GROUPS & STANDING PROFESSIONAL COMMITTEES

Each year our Affinity Groups and Standing Professional Committees identify sessions with information on their specific areas of interest. Affinity Group and Standing Professional Committee endorsements of sessions are noted in the Annual Meeting Program session descriptions as follows:

- (AAMG) Association of Academic Museums and Galleries
- (EdCom) Educators Committee
- (EMP) Emerging Museum Professionals
- (HHMAG) Historic House Museums Affinity Group
- (MTA) Museum Trustee Association
- (NAME) National Association for Museum Exhibition
- (SEMC CURCOM) SEMC Curators Committee
- (SERA) Southeastern Registrars Association

SEMC 2016 ANNUAL MEETING TRACKS

Trustees/Directors Track: On Monday, Oct. 10, SEMC is offering a luncheon and reception specifically designed for southeastern museum directors and trustees.



Marketing/Communication

- Tailoring Your Social Media Plan
- Brand 360: Developing Your Institutional Identity
- Top 5 Things to Know: Digital Strategy & Your Museum
- Tackling Complex Web Projects
- Social Media Partnerships & Strategies

Curatorial

- Off-Site Session – Exhibit Review at Levine Museum of the New South
- Off-Site CurCom Tour: Bank of America’s Collection
- Visitor-Centered Exhibitions: Creating/Curating/Collaborating
- Untangling the Challenge of Deaccessioning
- Embracing Traditional Curatorial Roles While Collaboratively Facilitating Innovation
- Using Collections to Support Interdisciplinary Education
- CurCom Networking Meet-up
- CurCom Luncheon

Exhibit Design

- Off-Site Session: Exhibit Review at Levine Museum of the New South
- Mistakes Were Made: Exhibition Failures
- Amplify Visitors’ Experiences with Music
- The Art of Captivating Audiences in the Information Age
- A Space Odyssey: Pushing the Boundaries of Digital Mobile Media
- What Color is White Light? LEDs and Exhibitions
- Visitor-Centered Exhibitions: Creating/Curating/Collaborating
- Using 3D Printing in Museums
- NAME Networking Meet-up

Collection Care/Registrar

- Off-Site Tour –Mint Library & Archives
- Off-Site SERA Behind the Scenes Tour: Mint Museum of Art & Bechtler Museum of Modern Art
- Museum Storage Planning
- Untangling the Challenge of Deaccessioning
- Basic Condition Reporting
- Photograph Conservation Checklist
- Are We Safe? If Not...What Can We Do About It?
- Establishing and Nurturing Disaster Networks
- SERA Registrars Respite

Historic Houses

- HHMAG Hands-On Help Projects: Historic Rosedale & Latta Plantation
- Off-Site Workshop 1: Smoke and Fire: Hands on Engagement in the 21st Century, President James K. Polk State Historic Site
- Off-Site Workshop 2: Going Green and Growing Gr\$\$n, Historic Rosedale
- A Time Forgotten: Addressing Difficult Topics at Your Historical Site
- Rethinking Historic House Museums
- Ignite SEMC: Thoughts to Spark Your Passion for Museums
- Characters and Conversations
- HHMAG Business Meeting and Program
- HHMAG Networking Meet-up

Career Development

- Force or Choice: Finding Your Next Museum Position
- Skills that Emerging Museum Professionals Should Acquire
- Building Success: How to Grow Your Team and Your Institution

- Career Crossroads, Continuing the Conversation
- OPT-In to Amp Up: Staff-Guest Interactions Through Professional Development and Coaching
- Ignite SEMC: Thoughts to Spark Your Passion for Museums

Technology

- Technology Showcase
- The Art of Captivating Audiences in the Information Age
- Top 5 Things to Know: Digital Strategy & Your Museum
- Using 3D Printing in Museums
- A Space Odyssey: Pushing the Boundaries of Digital Mobile Media
- What Color is White Light? LEDs and Exhibitions
- Amplify Visitors’ Experiences with Music
- Lessons Learned: In-Gallery Digital Initiatives
- A Matador Amongst Speeding Cars – Points And Potholes While Engaging Technology
- Tackling Complex Web Projects

General

- Ignite SEMC: Thoughts to Spark Your Passion for Museums?
- What is JIMI and What Can It Do For Your Career?
- Museum Events: A Positive Impact
- Successful Volunteer Management: A Checklist
- Off-Site Workshop 3: Measuring Wonder, Carolina Raptor Center
- Developing an Evaluation Plan for Your Museum

SEMC 2016 SPONSORS & COMMITTEES

CONFERENCE SPONSORS

Platinum Sponsor

Arts & Science Council of Charlotte-Mecklenburg

Gold Sponsor

Travelers (Director/Trustee Reception)

Silver Sponsors

Perkins + Will (Annual Awards Luncheon)

Solid Light, Inc. (General Session/Keynote Speaker)

Studio Displays, Inc. (Evening Event)

Bronze Sponsors

Alexander Haas (Director/Trustee Luncheon)

Smart Solutions, as division of Bruce Gendelman Insurance Services (Director/Trustee Luncheon)

L. Carole Wharton, LLC (SEMC Council’s Legacy Reception)

Dietl International Services (morning break)

SunTrust (Registration Table)

RESOURCE EXPO SPONSORS

Malone Design/Fabrication (Grand Opening Reception)

Riggs Ward Design (Grand Opening Reception)

Music Maker Relief Foundation (Grand Opening Reception)

Native Ground Books & Music (Grand Opening Reception)

LANYARD SPONSOR

HealyKohler Design

HOSPITALITY SUITE SPONSOR

Cinebar Productions, Inc.

MOBILE GUIDE SPONSORS

CultureConnect (Charlotte)

OnCell (conference program)

TRANSPORTATION SPONSOR

Visit Charlotte

SEMC SCHOLARSHIP SPONSORS

SEMC 2015 Silent Auction (SEMC Traveling Scholarships)

David Butler (President’s Scholarship)

John A. Woods Appraisers (Historic House Museum Professional Scholarship)

SERA SPONSORS

Transportation Consultants International (Registrars Respite co-sponsor)

Willis Towers Watson (Registrars Respite co-sponsor)

Past Perfect (Dan Silosky Award for Excellence in Collections Management and Registration)

Deitl International (two SERA travel scholarships)

Gaylord (SERA member discount)

EVENING EVENT SPONSORS

Arts & Science Council of Charlotte-Mecklenburg

Host Museums

Bechtler Museum of Modern Art

Charlotte Museum of History

Discovery Place

Harvey B. Gantt Center for African-American Arts + Culture

Levine Museum of the New South

McColl Center for Art + Innovation

Mint Museum of Art

NASCAR Hall of Fame

OFF-SITE TOUR/PROGRAM/WORKSHOP SPONSORS

Arts and Science Council

Bechtler Museum of Modern Art

Bank of America

Carolina Raptor Center

Discovery Place

Historic Rosedale

Latta Plantation

Levine Museum of the New South

Mint Museum of Art

NASCAR Hall of Fame

President James K. Polk State Historic Site

LOCAL ARRANGEMENTS COMMITTEES

Charlotte Host Committee

Kathleen Jameson, *Mint Museum of Art (Chair)*

John Boyer, *Bechtler Museum of Modern Art*

Bonita Buford, *Harvey B. Gantt Center for African-American Arts + Culture*

Robert Bush, *Arts and Science Council*

Lyndee Champion Ivey, *Mint Museum of Art*

Patrick Daily, *Hickory Landmarks Society*

Susan Dhonau, *Discovery Place*

Jennifer Edwards, *Bechtler Museum of Modern Art*

Suzanne Fetscher, *McColl Center for Art & Innovation*

Tom Hanchett, *community historian*

Catherine Wilson Horne, *Discovery Place*

Michele Miller Houck, *Carolina Raptor Center*

Kathleen Hutton, *Reynolda House Museum of American Art*

Winston Kelley, *NASCAR Hall of Fame*

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420 South Tryon Street
 Charlotte, NC 28202
 704.353.9200
 www.bechtler.org

Carolina Raptor Center

6000 Sample Road
 Huntersville, NC 28078
 704.875.6521
 www.carolinaraptorcenter.org

Charlotte Museum of History

3500 Shamrock Drive
 Charlotte, NC 28215
 704.568.1774
 www.Charlottemuseum.org

Discovery Place

301 North Tryon Street
 Charlotte, NC 28202
 704.372.6261
 www.discoveryplace.org

Harvey B. Gantt Center for African-American Arts + Culture

551 South Tryon Street
 Charlotte, NC 28202
 704.547-3700
 www.ganttcenter.org

Historic Rosedale

3427 North Tryon Street
 Charlotte, NC 28206
 704.335.0325
 www.historicrosedale.org

Latta Plantation

5225 Sample Road
 Huntersville, NC 28078
 704.875.2312
 www.lattaplantation.org

Levine Museum of the New South

200 E. 7th Street
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 704.333.1887
 www.museumofthenewsouth.org

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NASCAR Hall of Fame

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FINAL PROGRAM

SUNDAY OCT. 9

4:00 PM – 6:00 PM
SEMC COUNCIL MEETING
■ Governor's 3/4

4:30 PM – 6:00 PM
PRE-CONFERENCE TOUR
MUNCHING TOUR: INTERNATIONAL CHARLOTTE
■ Meet at Nile Grocery (3113 N. Sharon Amity Road)

MUNCHING TOUR in Charlotte's international east side with Dr. Tom Hanchett, community historian and "Food From Home" Charlotte Observer columnist. We'll meet in one suburban spot (you arrange your own transportation by car, Uber, or taxi), then walk to an Ethiopian grocery, a Middle Eastern shawarma joint, and a Syrian bakery. Experience a yummy introduction to history being made today by immigrants to this newest New South City. **(Pre-registration required)**

7:00 PM – 8:00 PM
PRE-CONFERENCE EVENT: CHARLOTTE MUSEUM OF HISTORY BACKCOUNTRY BEER FEST EVENT
■ Meet outside Sheraton lobby entrance (transportation provided to 3500 Shamrock Drive)

Join The Charlotte Museum of History for a fun evening of craft beer, food trucks, and traditional Scots-Irish music as you explore the Carolina Backcountry at the Hezekiah Alexander Home Site ca. 1774. You will have the opportunity to tour the house, which is furnished with a remarkable collection of period antiques, along with the reproduction kitchen. You can also sample the unique Hezekiah Colonial Brew, made from spring water onsite using a colonial recipe. **(Pre-registration required)**

MONDAY OCT. 10

7:30 AM – 12:00 NOON
HHMAG HANDS-ON HELP PROJECTS
HISTORIC ROSEDALE & LATTA PLANTATION
■ Meet at Sheraton lobby to carpool to Historic Rosedale (3427 North Tryon Street) and Latta Plantation(5225 Sample Road, Huntersville)
Moderator/Presenter: Mark Farnsworth, Bethania, NC

Join the Historic House Museum Affinity Group (HHMAG) for a session that helps local historic houses in Charlotte. Historic Rosedale Plantation, oldest surviving frame home in Charlotte, touts a rare English Basement kitchen. The walls are constructed of course stone and require a new coat of white wash. Historic Latta Plantation is a circa 1800 Federal period home in Huntersville. Latta needs help with its collections in the house and storage areas. **(Sponsor: HHMAG, pre-registration required)**

8:00 AM – 5:00 PM
REGISTRATION
■ Concourse

8:30 AM – 11:30 AM
SEMC COUNCIL MEETING
■ Governor's 1

10:30 AM – 11:45 AM
The Little County That Could
■ Governor's 2-3-4
Moderator/Presenter: Sandra Kidd, Partner, Alexander Haas, Atlanta, GA
Presenters: Martha "Brownie" Plaster, Founder and past Chair of Destination Cleveland County, Board Chair of Don Gibson Theatre, Shelby, NC; Emily Epley, Executive Director, Earl Scruggs Center for Music and Stories from the American South, Shelby, NC

During the Great Recession volunteers formed Destination Cleveland County (NC) and there's a great story behind how they raised millions, brought back two historic buildings, and gave new life to the county's center. Discover what happens when vision and leadership come together behind a transformative idea; about structuring a public/private campaign and funding from all sectors; and about staying positive when a campaign plateaus. **(Sponsor: MTA)**

11:30 AM – 12:30 PM
JIMI LUNCHEON (Pre-registration required)
■ Governor's 5-6

11:30 AM – 12 NOON
PROGRAM COMMITTEE
■ Governor's 1

12:00 NOON – 1:00 PM
DIRECTORS/TRUSTEES LUNCHEON
■ Governor's 2-3-4

Join directors and trustees from around the region to network and share concerns, successes, and challenges. Keynote speaker Paul G. Schervish, Professor Emeritus and Director (retired), Center On Wealth and Philanthropy, Boston College, will discuss "Classical Wisdom for the Avant-Garde Museum: The Meaning, Moral Biography, Mobilizing Experiences, and Methods Of Philanthropy." Schervish will explain philanthropy as a moral biography of *philia*, defined as care, friendship, love, and mutual nourishment. How does going beyond conventional categories of motivation to the arena of mobilizing experience better capture what animates charitable giving? These insights provide the basis for engaging in biographical conversations with donors about their contributions as identity investments rather than transitory expenditures. **(Sponsors: Alexander Haas, Smart Solutions as division of Bruce Gendelman Insurance Services, MTA) (Pre-registration required)**

12:30 PM – 4:30 PM
OFF-SITE WORKSHOP 1:
Smoke and Fire: Hands on Engagement in the 21st Century
President James K. Polk State Historic Site
■ Meet at Sheraton lobby for group transportation (12031 Lancaster Hwy, Pineville)

Moderator/Host: Scott Warren, Historic Site Manager II, President James K. Polk State Historic Site, NC Department of Natural and Cultural Resources, Pineville, NC
Presenters: The Historical Cooking Guild of the Catawba Valley, Mecklenburg Historical Association Docents, Charlotte, NC
This session is for front line interpreters, emerging museum pro-

fessionals, and seasoned professionals who want to brush up on their front line interpretive skills. This hands-on workshop will present options on how to accurately interpret historic foodways (with or without a working hearth) and other domestic skills, engaging a diverse audience, and the dangers and pleasures of cooking in a historic structure. Wear comfortable walking shoes. **(Sponsor: HHMAG) (Pre-registration required)**

12:30 PM – 2:30 PM
OFFSITE WORKSHOP 2:
Going Green and Growing Gr\$\$n: Historic Rosedale
■ Meet at Sheraton to carpool (3427 N. Tryon St.)

Moderator/Presenter: Deborah A. Hunter, Executive Director, The Historic Rosedale Plantation Foundation, Charlotte, NC
Hear how a small historic site with a small staff has turned their unique green space into income. Learn some tricks of the trade, what works, and what doesn't work. You will leave with thoughts to spark innovative ideas. **(Sponsor: HHMAG) (Pre-registration required)**

1:00 PM – 6:00 PM
RESOURCE EXPO OPEN
■ Carolina & Mecklenburg Ballrooms

1:00 PM – 2:15 PM
CONCURRENT SESSIONS

Force or Choice: Finding Your Next Museum Position
■ Cardinal 1
Moderator/Presenter: Heather Nowak, Executive Director, Man in the Sea Museum, Panama City Beach, FL
Presenters: Cynthia Moreno, Director of Learning & Engagement, Mint Museum, Charlotte, NC; Michael Scott, Curator of Education, High Point Museum, High Point, NC; Terrence Hunter, Program Coordinator, Holocaust Memorial Resource & Education Center of Florida, Maitland, FL

What happens when you want or are forced to find a new museum position? This session will deliver real life situations and solutions. Panelists will discuss the tools and tricks they used to survive and thrive during a daunting time. Just out of graduate school? You will leave this session with various practices and contacts that will help you find your first job.

Are We Safe? If Not...What Can We Do About It?
■ Cardinal 2
Presenter: Stevan P. Layne, CPP, CIPM, CIPI, International Foundation for Cultural Property Protection, Nokomis, FL

Recent events raise concerns nationally about personal safety, especially for those dealing with the public, working in facilities where Americans gather for leisure or education, or attending or participating in special events. The Department of Homeland Security, law enforcement, and security professionals agree that the threat is real and precautions are needed. The institution's size, mission, or scope doesn't matter ... there is no immunity from those who wish to cause harm, steal collections, or create havoc. **(Sponsor: AAMG)**

Visitor-Centered Exhibitions: Creating/Curating/Collaborating
■ Cardinal 3
Moderator/Presenter: Ann Rowson Love, Assistant Professor, Museum Education & Visitor-Centered Exhibitions, Liaison/the Ringling, Florida State University, Tallahassee, FL
Presenters: Pat Villeneuve, Professor and Director of Arts Administration, Museum Education & Visitor-Centered Exhibitions, Department of Art Education, Florida State University, Tallahassee, FL; Denise Drury Homewood, Director, Fine Art Museum, Western Carolina University, Cullowhee, NC;

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Nicole Neville Suarez, Curator, Airborne and Special Operations Museum, Fayetteville, NC

During this hands-on session, presenters will introduce four approaches to curatorial collaboration from the viewpoints of curator, educator, evaluator, and director across disciplines and large and small institutions. The approaches include four unique models. Participants will select one model to explore during an activity with full group debrief. **(Sponsors: CurCom, EdCom, NAME)**

Creating the Culture of Philanthropy

■ Governor's 2-3-4
Moderator/Presenter: John Boyer, President & CEO, Bechtler Museum of Modern Art, Charlotte, NC
Presenters: Charles Bowman, Market President, Bank of America, Charlotte, NC; Robert Bush, President, Arts & Science Council of Charlotte-Mecklenburg, Charlotte, NC; Shawn Heath, Vice President of Sustainability, Duke Energy Foundation and Community Affairs at Duke Energy, Charlotte, NC

How do you create a culture of philanthropy in your community? Corporate leaders have an impact on local museums. How do you engage corporate leaders in contributing to the museum? In Charlotte, museums have been central to the development and revitalization of uptown Charlotte. How do changes in corporate leadership impact museums? **(Sponsor: MTA)**

Tailoring Your Social Media Plan

■ Governor's 5
Moderator/Presenter: Anna Tucker, Public Relations and Marketing Manager, Kennesaw State University, Kennesaw, GA
Presenters: Melody Gross, Marketing and Communications Associate, Levine Museum of the New South, Charlotte, NC; Shelly Redd, Director of Marketing, Tellus Science Museum, Cartersville, GA; Martha Tye, Manager of Marketing and Online Media, Atlanta History Center, Atlanta, GA
With limited resources and personnel, museums face the challenge of

using social media in an engaging and time-efficient way. This hands-on workshop assists participants in matching their museum's audiences to social media platforms while emphasizing the importance of tone, message, and best practices. Each participant will walk away with a social media campaign curated specifically for their institution.

Successes and Failures in Museum Education

■ Governor's 6
Moderator/Presenter: Mary Wilson Joseph, Manager of Program Sales & Logistics, Atlanta History Center, Atlanta, GA
Presenters: Virginia Howell, Education Curator, Robert C. William Museum of Papermaking, Atlanta, GA; Katy Malone, Outreach & Education Coordinator, Zuckerman Museum of Art, Kennesaw State University, Kennesaw, GA

We've all been there — you're talking with a class and suddenly the unexpected, awkward, challenging, unthinkable happens that can derail a well-planned educational program. Join in with other museum professionals in a lively, interactive discussion. Share your experiences and develop strategies to turn those potential disasters into success. **(Sponsor: EdCom)**

Amplify Visitors' Experiences with Music

■ Governor's 1
Moderator/Presenter: Jennifer Gruber, Creative Director, Media Producer, Hillmann & Carr, Inc., Washington, D.C.
Presenters: Jessica Turner, Director and Head Curator, Birthplace of Country Music Museum, Bristol, VA; Carol Bossert, Interpretive Planner, Content Developer, Carol Bossert Services, Rockville, MD; John Keltonic, Composer, Richmond, VA

Smiling at a song. The thrill of a live concert. In this experiential round-table, we'll explore the connections between music, learning, and memory, and we'll introduce best practices to integrate the power of music into visitors' experience. Featuring media, live music and an open forum, come prepared to share ideas! **(Sponsor: NAME)**

**2:15 PM - 2:45 PM
ICED TEA & COOKIE BREAK
RESOURCE EXPO**
■ Carolina & Mecklenburg Ballrooms

**2:30 PM - 4:30 PM
OFFSITE WORKSHOP 3:
Measuring Wonder Workshop: Carolina Raptor Center**
■ Meet at Sheraton lobby (transportation provided to 6000 Sample Road, Huntersville)
Moderator/Presenter: Michele Miller Houck, Carolina Raptor Center, Charlotte, NC
Presenter: Mary Beth Ausman, Discovery Place, Charlotte, NC

Can experiencing wonder be observed? For many years, Discovery Place has grappled with the idea of measuring wonder at the core of the museum's mission. Though nebulous and fleeting, wonder is identifiable, as staff regularly observe wonder during experiences of all kinds. Can we measure the impact of wonder? With the support of the NC Grassroots Science Museum Collaborative, the Carolina Raptor Center and Discovery Place partnered to measure wonder. Learn about their inspiration, methods, and results from a year-long pilot study that has potential statewide impact. **(Pre-registration required)**

**2:45 PM - 4:00 PM
CONCURRENT SESSIONS**

What Color is White Light? LEDs and Exhibitions
■ Cardinal 1
Moderator/Presenter: Darcie MacMahon, Director of Exhibits & Public Programs, Florida Museum of Natural History, Gainesville, FL
Presenters: Steven Rosen, FIALD, President & Creative Director, Available Light, Inc., Salem, MA; Graham Neeley, Museum Curator, Alabama Department of Archives & History, Montgomery, AL

LEDs have presented the museum exhibition world with a completely new paradigm. In this session, and in layman's terms, we will explore the world of white LED light. There will be samples and hands-on exploration as well as tales from two institutions' first-hand immersion. Expect to leave this session with a new appreciation for LEDs. **(Sponsor: NAME)**

Skills that Emerging Museum Professionals Should Acquire
■ Cardinal 2
Moderator/Presenter: James Quint, Director of Education, Historic Columbia, Columbia, SC
Presenters: Eliza Newland, Collections and Programs Manager, The Royce B. and Caroline B. Watts Museum, West Virginia University, Morgantown, WV; Lauren Shenfield, Director of Museum Experiences, Edventure Children's Museum, Columbia, SC; Heather Nowak, Executive Director, Man of the Sea Museum, Panama City Beach, FL; Matthew Davis, Director, Georgia's Old Governor's Mansion/Sallie Ellis Davis House, Georgia College, Milledgeville, GA

Today's emerging museum professionals are innovative, energetic, and passionate. However, in an ever changing non-profit world, directors and administrators are looking for skills that are not often taught in academic museum studies programs. Panelists and audience members will discuss the skills necessary for a successful museum career that are not acquired in graduate school. **(Sponsors: AAMG, EMP)**

Do You Speak Visual: A Practical Guide to Promoting Visual Literacy

■ Cardinal 3
Moderator/Presenter: Glenna Barlow, Manager of Engagement, Columbia Museum of Art, Columbia, SC
Presenters: Megan Sauter, Student Outreach Coordinator, Kentucky Historical Society, Frankfort, KY; Kayleigh Vaughn, Manager of Education, Columbia Museum of Art, Columbia, SC; Jillian Luse, Art Educator, Jacob G. Smith Elementary School, Savannah, GA
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our visitors “read” and understand these images as they would text? This workshop deals with visual literacy and the use of techniques like Visual Thinking Strategies to increase engagement, comprehension, and critical thinking in history and art museums. Working together, participants will practice using visual literacy strategies and discuss ideas to implement in their institutions. **(Sponsors: EdCom, NAME)**

Legal Compliance and Oversight: Is Your Museum “Up-to-Date”?

■ Governor’s 2–3–4
Moderator/Presenter: *Mary Baily Wieler, President, Museum Trustee Association, Baltimore, MD*
Presenters: *Paul Carriere, Executive Vice President for Operations, Atlanta History Center, Atlanta, GA; Dana Hand Evans, Executive Director, Museum of the Shenandoah Valley, Winchester, VA; Eileen (Chris) Henson, Trustee, The Columbus Museum, Columbus, GA*

A museum’s board is responsible for proper oversight and compliance with local, state, and federal laws. Panelists will discuss what this responsibility means for trustees. Experienced not-for-profit executives and museum trustees share their advice on approaching compliance-related issues. **(Sponsor: MTA)**

Brand 360: Developing Your Institutional Identity

■ Governor’s 5
Moderator/Presenter: *Douglas Kennedy, Audience Engagement & Public Relations Manager, Louisiana Art & Science Museum, Baton Rouge, LA*
Presenter: *Scott Hodgins, Partner & Creative Director, Tilt, Baton Rouge, LA*
What is a brand, and how can institutions develop one? This session will explore branding and give participants a practical guide to creating the elements that make up a brand statement. Knowing and owning your institutional brand can be a powerful tool for guiding strategy and engaging audiences over time.

**A Matador Amongst Speeding Cars:
Points And Potholes While Engaging Technology**

■ Concourse
Presenter: *Jonathan Tavss, GRETEL, Los Angeles, CA*
Glean insights from LA’s Petersen Museum and institutions worldwide about gems and pitfalls when unlocking institutional magic through technology. Find your bearings in introducing technology/concepts to staff and guests, wrangling content for contextual storytelling, establishing flexibility for future change, and most importantly, delivering an experience that is exciting and maintainable. **(Commercial Track Session)**

Museum Storage Planning

■ Governor’s 6
Moderator/Presenter: *Zinnia Willits, Director of Collections and Operations, Gibbes Museum of Art, Charleston, SC*
Presenters: *Stephen W. Motte, Curator of Collections and Interpretation, Florence County Museum, Florence, SC; Kristin Ormand, Account Manager, Patterson Pope, Charleston, SC; Gene Reilly, Architect & Design Rep, Patterson Pope, Norcross, GA*

If you could design new storage for your collection where would you start? Storage planning takes time and effort and if you’ve never been through it, you don’t know what you don’t know. Join collections staff from two museums that recently tackled storage projects along with planning professionals that guided them through the process to discuss all aspects of designing new museum storage. **(Sponsor: SERA)**

HHMAG Business Meeting

■ Governor’s 1
Moderator: *Mark Farnsworth, Bethania, NC*
Presenter: *Deborah Ryan, Associate Professor of Architecture and Urban Design, University of North Carolina, Charlotte, NC*
This session offers an opportunity for house museum colleagues to discuss current topics of interest. A brief annual business meeting of the

Historic House Museum Affinity Group will be held and HHMAG will select new officers. Deborah Ryan, co-author of the *Anarchist’s Guide to Historic House Museums* with Franklin Vagnone, will present their bold manifesto to upend traditional house museum interpretation, and put forward a visitor-centric strategy that strengthens the connection between these treasured homes and their communities in fresh and unexpected ways. Open to anyone with an interest in house museums.

**4:00 PM – 4:30 PM
NEW MEMBERS/FIRST TIME ANNUAL
MEETING ATTENDEES WELCOME**
■ Concourse

**4:30 PM – 6:00 PM
RESOURCE EXPO/SILENT AUCTION
GRAND OPENING RECEPTION**
■ Carolina & Mecklenburg Ballrooms

Kick off the conference on a festive note at the Grand Opening Reception. Network with Resource Expo exhibitors and check out the Silent Auction offerings. Visit each exhibitor on your Expo passport to enter a drawing for a prize. **(Sponsors: Malone Design/Fabrication, Music Maker Relief Foundation, Native Ground Books & Music, Riggs Ward Design)**

**6:00 PM – 7:00 PM
DIRECTORS/TRUSTEES RECEPTION
Mint Museum of Art**
■ Meet at Sheraton lobby (transportation provided to 500 South Tryon Street)
Mint Museum invites museum directors and trustees for a special reception on the Mint rooftop with a view of uptown Charlotte. **(Sponsor: Travelers) (Pre-registration required)**

**6:00 PM – 7:00 PM
EMERGING MUSEUM PROFESSIONALS (EMPS)**
■ City Lights Rooftop, Le Méridien
Emerging museum professionals and students get together to meet new friends and network. **(Sponsor: EMP)**

**6:00 PM – 7:00 PM
CURCOM NETWORKING MEET-UP**
■ City Lights Rooftop, Le Méridien
CURATORS ASSEMBLE! Join your colleagues for informal conversations to discuss curatorial issues, network with peers, and meet your Regional AAM CurCom Representatives. **(CurCom members)**

**6:00 PM – 7:00 PM
EDCOM MEET-UP**
■ City Lights Rooftop, Le Méridien
Mix and mingle with educators from around the Southeast. **(EdCom members)**

**7:00 PM – 9:00 PM
MUSEUM EVENING EVENT:
LEVINE CENTER FOR THE ARTS**
■ Meet at Sheraton’s lobby entrance for transportation
7:00 PM – 7:35 PM: Harvey B. Gantt Center for African-American Arts + Culture
(551 S. Tryon Street)
7:40 PM – 8:15 PM: Mint Museum Uptown
(500 S. Tryon Street)
8:20 PM – 9:00 PM: Bechtler Museum of Modern Art
(420 S. Tryon Street)

The Levine Center for the Arts institutions — the Bechtler Museum of Modern Art, the Harvey B. Gantt Center for African-American Arts + Culture, and the Mint Museum — welcome SEMC to Charlotte with our signature Amazing Taste. Enjoy the bold, modern architecture of

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each venue while feasting on multiple courses. We will toast your arrival with an aperitif and savories before you travel across the street to dine on heavier fare. A few steps more and you'll end your evening under the stars with extravagant desserts and a stunning view of Uptown Charlotte. (Sponsors: event, Arts & Science Council; transportation, Charlotte Regional Visitors Authority; music, Studio Displays, Inc.)

9:30 PM - 11:00 PM SERA REGISTRARS RESPITE

■ Dilworth Neighborhood Grille (911 E. Morehead Street)

SERA members, come join your colleagues at the Dilworth Neighborhood Grille from 9:00 to 11:00 PM for this year's SERA Respite. The restaurant is approximately a 0.5 mile walk from the hotel. So walk, taxi, or Uber on over and join us for some refreshments and fun. (Contributing Sponsors: Willis Towers Watson; and Transport Consultants International) (SERA Members only, Pre-registration required)

9:30 PM - 11:00 PM HOSPITALITY SUITE (Sponsor: Cinebar Productions, Inc.)

■ Presidential Suite (Room 1052)

TUESDAY OCT. 11

7:30 AM - 9:00 AM WALKING TOUR 1: Uptown Charlotte History

■ Meet in Sheraton lobby to walk

Join community historian Dr. Tom Hanchett in the Sheraton lobby for a 90 minute walking tour of uptown Charlotte (you might call it downtown, but you'd be wrong). Discover public art, unexpected civic spaces, a rich array of 20th century architecture, and some history of this fast-changing New South City — including a ride on the new streetcar line. (Pre-registration required)

WALKING TOUR 2: Exploring Uptown Charlotte Public Art

■ Meet in Sheraton lobby to walk

Put on your walking shoes and learn more about the history and significance of select works of Public Art in Uptown Charlotte. Tour led by Carla Hanzal, Vice President, Public Art, Arts and Science Council. (Pre-registration required)

RUNNING TOUR: Uptown Fun Run

■ Meet in Sheraton lobby

Participants will join a group run in uptown Charlotte "where ignition and motivation meet." Experience this fast-paced New South City. Runners will get a t-shirt. (Pre-registration required)

SEGWAY TOUR: Uptown Charlotte

■ Meet in Sheraton lobby

Are you interested in just riding a Segway for fun? You will glide throughout Center City. Hear about Charlotte's fascinating history, current happenings, and enjoying Charlotte's diverse architecture and urban design. (Pre-registration required)

8:00 AM - 5:00 PM REGISTRATION

■ Concourse

9:00 AM - 6:00 PM RESOURCE EXPO OPEN

■ Carolina and Mecklenburg Ballrooms

RESOURCE EXPO 2016 CAROLINA & MECKLENBURG BALLROOMS

9:00 AM - 10:15 AM CONCURRENT SESSIONS

Excellence at All Levels: Applying Standards to Your Museum

■ Cardinal 2

Moderator/Presenter: Elizabeth Merritt, Vice President of Strategic Foresight and Founding Director of Center for the Future of Museums, American Alliance of Museums, Arlington, VA

Presenters: Martha Battle Jackson, Chief Curator, Division of State Historic Sites and Properties, Raleigh, NC; Pam Meister, Interim Director & Curator, Mountain Heritage Center, Western Carolina University, Cullowhee, NC; Robin Reed, Director, Fort Monroe Casemate, Fort Monroe, VA

Museum standards can be met by museums of all sizes and disciplines.

Get an overview of National Standards and find out how applying them to your museum's operations can help you showcase your achievements and high levels of service and professionalism. Learn more about programs like MAP and StEPs and the pathways to accreditation.

Top 5 Things to Know: Digital Strategy & Your Museum

■ Cardinal 3

Presenter: Samantha Diamond, CEO, CultureConnect, New Orleans, LA
Session presenters will facilitate this hands-on session beginning with a short presentation followed by mini-workshop exercises for each of the 5 topics. Attendees will understand digital strategy, planning, and project execution from both a museum professional and a technology vendor. Participants will walk away with a "planning packet" that can serve as a framework for a funding proposal, annual plan or preparation of an RFP. (Corporate Track Session) (Sponsor: EMP)

Untangling the Challenge of Deaccessioning

■ Governor's 2

Moderator/Presenter: Matthew S. Davis, Director, Georgia's Old Governor's Mansion/Sallie Ellis Davis House, Georgia College, Milledgeville, GA

Presenters: Christa McCay, Registrar, Marietta Museum of History, Marietta, GA; Tricia Miller, Head Registrar, Georgia Museum of Art, Athens, GA; Erica Hague, Collections Manager, Atlanta History Center, Atlanta, GA

Deaccessioning doesn't have to be a dirty word. Many institutions struggle to find space and budget for items that no longer fit collecting scopes. Luckily there is a solution! Deaccessioning can be controversial, but is an excellent way to create space, keep your collection focused, and sometimes gain funds to obtain new collection items. Four museum professionals will present their experiences with deaccessioning, followed by breakout group discussion of several scenarios that have happened to panel members. (Sponsors: CurCom, HHMAG, SERA)

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A Time Forgotten: Addressing Difficult Topics at Your Historical Site

■ Governor's 3

Moderator/Presenter: Jason Luker, Programs Coordinator, Gaston County Museum of Art & History, Dallas, NC

Presenter: Kevin Lynch, Site Director, Historic Brattonsville, McConnells, SC; Julie Rose, Director, West Baton Rouge Museum, Port Allen, LA

This roundtable will discuss how organizations approached difficult topics, the reasoning behind their actions, and how examining controversial history has affected their overall interpretation. The session's objective is to encourage open dialogue not only about how to address sensitive or troubling information, but also why it is important to present controversial history to the public. **(Sponsor: EdCom)**

Building Success: How to Grow Your Team and Your Institution

■ Governor's 4

Moderator/Presenter: Bill Appleton, Associate, Management Consultants for the Arts, Inc., Stamford, CT

Presenters: David Butler, Executive Director, Knoxville Museum of Art, Knoxville, TN; Renee Franklin, Director of Audience Development, Saint Louis Art Museum, Saint Louis, MO

What can museums do to increase participation? Join three colleagues for a discussion of the successes and challenges they have encountered creating new models to expand and diversify museum audiences. From exhibition planning to program design and staff development, this session will provide participants with an opportunity to learn how they can build the capacity of their institutions to meet the changing expectations of visitors.

Using Collections to Support Interdisciplinary Education

■ Governor's 5

Moderator/Presenter: Karen Hope Goodchild, Chair, Department of Art and Art History, Wofford College, Spartanburg, SC

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Presenters: Erin Corrales-Diaz, Curator, The Johnson Collection, Spartanburg, SC; David Efur, Assistant Professor, Wofford College, Spartanburg, SC; Youmi Efur, Curator, Wofford College, Spartanburg, SC; Kevin Greenwood, Joan L. Danforth Assistant Curator of Asian Art, Allen Memorial Art Museum, Oberlin College, Oberlin, OH

Oberlin College has a well-established art collection of over 14,000 objects, numerous staff members, and state-of-the-art facilities. Wofford College has about 1,200 objects of varying quality, just hired its first curator, and is only now building spaces to store and display art. The Johnson Collection, over 1,000 works of privately-owned art, does not have non-profit status or a large exhibition space, but is dedicated to using its large collection for education. Each institution is committed to an educational mission, but each draws on different resources and faces different challenges. What is their common ground? How can professors and museum staff find new ways to work together to use collections to support education within and beyond the traditional art history classroom? Participants will leave with new strategies for bringing objects and students together to facilitate critical thinking. **(Sponsors: AAMG, EdCom)**

How to be a Fundraising Superhero for your Museum!

■ Governor's 6

Moderator/Presenter: Linda Wise McNay, Consultant, Our Fundraising Search, Atlanta, GA

Presenter: Stuart Horodner, Director, Art Museum of the University of Kentucky, Lexington, KY

Museums cannot be supported by admissions alone. Thus museum leaders must devote time and attention to fundraising from board members, individuals, corporations, foundations, and other organizations. S/he must present the case for support, and lead the board and staff in a team effort to ask for funds. Learn fundraising methods by rates of return and become more confident in talking about money and closing big gifts. Whether your museum is in a capital campaign, endowment initiative, membership drive, or annual campaign; this hour will be packed with sure-fire fundraising techniques.



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State Museum Association Roundtable

■ Governor's 1

Moderator/Presenter: Michael Scott, Professional Development Chair, North Carolina Museums Council, Jamestown, NC

Presenters: Jennifer Thomas, Executive Director, Virginia Association of Museums; Sharon Robinson, President, North Carolina Museums Council; Zinnia Willits, Past President, South Carolina Federation of Museums

Join state museum association members from the Southeast in small group and facilitated discussion exercises. Learn about some of the common issues that all state associations face and share ways that others have solved these problems. Also get an update on the Museums United Phase 2 initiative, an IMLS grant-funded initiative.

10:15 AM - 10:45 AM

**COFFEE BREAK
RESOURCE EXPO**

■ Carolina and Mecklenburg Ballrooms

10:45 AM - 12 NOON

CONCURRENT SESSIONS

Effect, Engage & Energize Your Board for Successful Philanthropy

■ Cardinal 1

Moderators/Presenters: Allan Burrows, President, Capital Development Services, Winston-Salem, NC; Clare Jordan, Director of Marketing & Philanthropic Engagement, Capital Development Services, Winston-Salem, NC

Presenter: Frances Beasley, Vice President of Development, Old Salem Museum & Gardens, Winston-Salem, NC

Museums rely on board members to be ambassadors. Imagine a board member who is truly engaged and energized about sharing the work of the museum — a true “ambassador.” This session offers a model that transforms work with boards to better enlist membership, utilize their interests, and keep them engaged.

Taking it to the Streets: Serving Your Community in Innovative Ways with an IMLS Community Anchors Grant

■ Cardinal 2

Moderator/Presenter: Steven Shwartzman, Institute of Museum and Library Services, Washington, D.C.

Presenters: Marie Berlin, Art Institute Manager, Young at Art Museum, Davie, FL; Megan Walsh, Juntos Ahora Coordinator, Discovery Place, Charlotte, NC

This session will highlight ways museums can use IMLS funds to create new and innovative ways to connect with communities and develop lasting partnerships. Engage with panelists who have successfully navigated this path or are currently involved in IMLS Community Anchor projects to learn how to achieve successful partnerships and avoid pitfalls. True community engagement is not a “one and done” attempt at reaching out to a specific audience, but an ongoing engagement and part of a museum’s strategic plan.

The Art of Captivating Audiences in the Information Age

■ Cardinal 3

Moderator/Presenter: Cynthia Torp, Owner/President, Solid Light, Inc., Louisville, KY

Presenters: Kate Baillon, Vice President Exhibitions, Levine Museum of the New South, Charlotte, NC; Bryan K. Miller, Media Exhibit Producer, Solid Light, Inc., Louisville, KY

Museum professionals will discuss with peers the successes and failures experienced when creating exhibitions in the Information Age. Moderators will guide the discussion to address pros and cons of utilizing technology and/or integrating with smartphones, while also exploring creative storytelling methods that effectively compete for the visitor’s full attention. **(Sponsor: NAME)**

Establishing and Nurturing Disaster Networks

■ Governor's 2

Moderator/Presenter: Jeff Futch, Western Regional Supervisor, NC Department of Natural and Cultural Resources, Asheville, NC

Presenters: Heather South, Lead Archivist, Western Regional Archives, NC State Archives, Asheville, NC; Marian Inabinett, Curator of Collections, City of High Point Museum, High Point, NC; Adrienne Berney, Outreach Specialist, Office of Archives and History, NC Department of Natural and Cultural Resources, Raleigh, NC; Robert James, Executive Director, North Carolina Preservation Consortium, Durham, NC

North Carolina Connecting to Collections program received a 21st Century Museum Professionals grant that allowed creation of a Cultural Resources Emergency Support Team (CREST). After some background and status reports on NC CREST, this session looks at how local disaster preparedness networks can become much more than phone trees when you need assistance. **(Sponsor: SERA)**

In-School Programs on a Budget

■ Governor's 3

Moderator/Presenter: Rebecca Sailor, Curator of Education, Gibbes Museum of Art, Charleston, SC

Presenters: Matt Porter, Assistant Curator of Education, Morris Museum of Art, Augusta, GA; Jessica Stephens, Assistant Curator of Education Programs, Morris Museum of Art, Augusta, GA

Every museum wants students to see the “real thing,” but with budget cuts and time constraints, we sometimes have to take our expertise out of the museum and into the school. This session discusses how to craft meaningful, object-based, in-school programs on a budget. Bring your own ideas, problems, and suggestions to discuss as well. **(Sponsor: EdCom)**

Using 3D Printing in Museums

■ Governor's 4

Moderator/Presenter: Glenn Willumson, Director of Museum Studies/Professor of Art History, University of Florida, Gainesville, FL

Presenters: Kim Crowell, Museum Studies Graduate Student, University of Florida, Gainesville, FL; Katie Matthew, Museum Studies Graduate Student, University of Florida, Gainesville, FL; Elizabeth Bouton, Museum Studies Graduate Student, University of Florida, Gainesville, FL

3D printing is a technology that has a variety of applications in museums. However, some museum professionals are hesitant to use this technology because of high cost and difficulty. This session will introduce easy, low-cost methods of 3D scanning and printing that can be used on any museum budget. **(Sponsor: NAME)**

Embracing Traditional Curatorial Roles While Collaboratively Facilitating Innovation

■ Governor's 5

Moderator/Presenter: Nicole Suarez, Curator, Airborne and Special Operations Museum, Fayetteville, NC

Presenters: Celia Walker, Director of Special Projects, Vanderbilt University Libraries, Nashville, TN; Diana Bell-Kite, North Carolina Museum of History, Raleigh, NC; Jonathan Stuhlman, Senior Curator of American, Modern and Contemporary Art, The Mint Museum, Charlotte, NC

Three presenters will discuss how they collaboratively facilitate innovation while still performing traditional curatorial roles. These presentations share best practices within the curatorial field. All museum professionals attending the session will learn about the complexities of curation and the importance of collaboration. **(Sponsor: CurCom)**

A Conversation on Museums and Race

■ Governor's 6

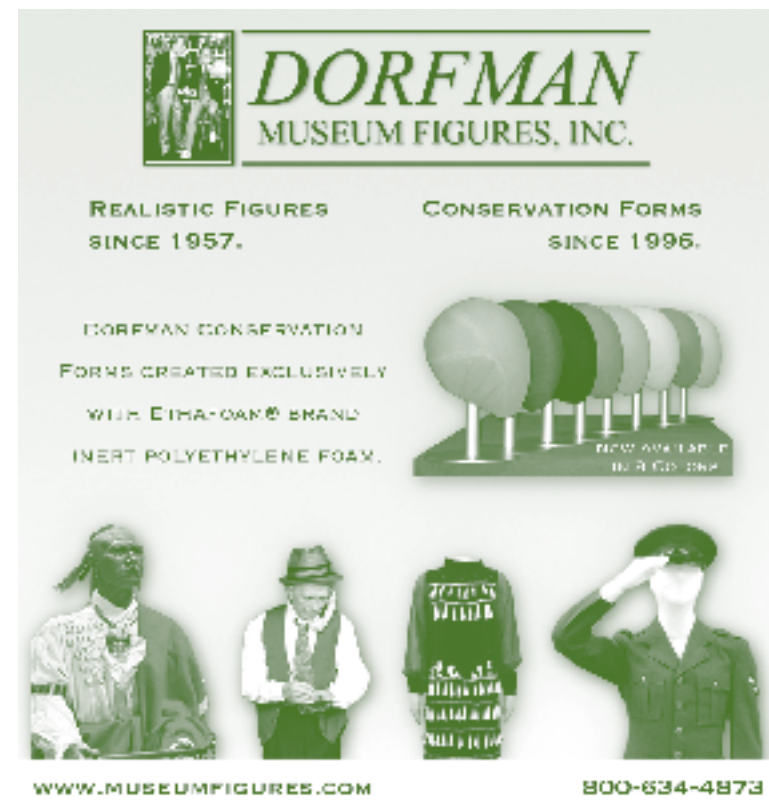
Moderator/Presenter: Porchia Moore, Graduate Student, University of South Carolina, Columbia, SC

Presenters: Brenda Tindal, Staff Historian, Levine Museum of the New South, Charlotte, NC; Lisa Junkin Lopez, Executive Director, Juliette Gordon Low Birthplace, Savannah, GA; Omar Eaton Martinez, Intern & Fellows Program Manager, Smithsonian’s National Museum of American History, Washington, D.C.

Thirty museum professionals dedicated to ending structural inequalities in museums recently met in Chicago to address race and museums in an urgent time in our field where activist movements, such as #MuseumWorkersSpeak and #MuseumsRespondtoFerguson as well as



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efforts from AAM regarding Diversity and Inclusion, are changing the ways we think about museum work and social justice. What responsibility do museums have to respond to current events? How can museums address structural racism? Are museums truly equitable in representation? Workforce? Marketing? Discuss the relevancy of addressing issues such as race and racism in the age of Black Lives Matter. **(Sponsor: NAME)**

**12:00 NOON – 1:30 PM
AFFINITY LUNCHEONS**

**Museum Educators Committee (EdCom)
Developing STEAM Programming in Museum Education**

■ Governor's 3
Moderator/Presenter: Meghan McFerrin, Coordinator of School and Teacher Services, High Museum of Art, Atlanta, GA

Explore opportunities for museum teaching that align with the educational shift from STEM to STEAM. An educator from the High Museum of Art will discuss STEAM programming that emphasizes design-thinking and addresses the essential question, "How are artists creative problem solvers?" Participants will learn tips and strategies for STEAM educational endeavors. **(EdCom members, pre-registration required)**

Southeastern Registrars Association (SERA)

■ Governor's 2
SERA members, please join us for the annual business meeting and lunch where we will discuss what has been happening with SERA this year and discuss plans for the upcoming year. **(SERA members, pre-reg. required)**

Association of Academic Museums & Galleries (AAMG)

■ Governor's 4
Get together with staff from college and university museums for informal discussion of issues and concerns, exchange of ideas and exhibitions, and programming for today's students. **(AAMG members, pre-registration required)**

Curators' Luncheon (CurCom)

■ Governor's 5
Moderator: Rachel Haynie, Arts Coordinator, Columbia, SC
Join your colleagues for lunch and informal conversations about curatorial issues, network with peers, and meet your Regional AAM CurCom representatives. Let's discuss interest in small- to medium-sized traveling exhibitions. Is the time right for the availability of reasonably-priced traveling exhibitions? **(CurCom members, pre-registration required)**

**2:00 PM – 3:15 PM
CONCURRENT SESSIONS**

Career Crossroads, Continuing the Conversation

■ Cardinal 1
Moderator/Presenter: Zinnia Willits, Director of Collections and Operations, Gibbes Museum of Art, Charleston, SC
Presenters: Matthew S. Davis, Director, The Old Governor's Mansion & Sallie Ellis Davis House, Georgia College, Milledgeville, GA; Kathleen Hutton, Director of Education, Reynolda House Museum of American Art, Winston-Salem, NC

Building on successful mid-career discussions initiated at SEMC over the past few years, this session will allow participants to continue the conversation in an informal setting that encourages peer-to-peer exchange, empathy, and problem-solving. Discussion topics will include knowing when to move on, how to achieve work/life balance, and how to lead at every level.

A Space Odyssey: Pushing the Boundaries of Digital Mobile Media

■ Cardinal 2
Moderator/Presenter: Stasha Boyd, Creative Director, Q Media Productions, Inc., Winter Garden, FL
Presenter: Christine Selby-Regan, Digital Development Manager, Kennedy Space Center Visitor Complex, Titusville, FL
One of the greatest challenges facing museums is the expansion of

technology, its vast capabilities, and its impact on engaging storytelling. What was cutting edge a few years ago is rapidly being replaced with multi-media guides and apps capable of a wide range of mobile experiences including audio, video, augmented reality, 360-degree photos, beacon and GPS triggering, geo-positioning, indoor-outdoor location awareness, push notifications, social media integration, real-time communication and more. How can museums develop an effective digital movie experience in today's environment? **(Corporate Track Session) (Sponsor: NAME)**

Generate New Revenue with Strategic Planning for Programming Spaces and Events

■ Cardinal 3
Moderator/Presenter: John Goff, Principal, DaVinci Development Collaborative, LLC, Atlanta, GA
Presenters: David S. Moore, Executive Director, Historic Oakland Foundation, Atlanta, GA; Mary S. Woodlan, Director of Volunteers and Special Events, Historic Oakland Foundation, Atlanta, GA; W. Grant Moseley, Jr., President, MSTSD, Inc., Atlanta, GA

The session will feature case studies with creative, easy to implement ideas on designing programming and maximizing event spaces to grow revenue. Techniques for building fundraisers into mission related, well attended, financially rewarding and sustainable events will be discussed. Museums can think like attractions without losing sight of their mission.

Basic Condition Reporting

■ Governor's 2
Moderator/Presenter: Deborah Rose Van Horn, Registrar, Kentucky Historical Society, Frankfort, KY
Presenters: Corinne Midgett, Registrar, High Point Museum, High Point, NC; Heather Culligan, Curator of Collections, Pinellas County Heritage Village, Largo, FL
Join SERA for a hands-on workshop on condition reporting. Presenters will give an overview of the condition reporting process, why it is important, and how to approach it for different projects (inventory, loans, exhibits, etc.). The session will include information on techniques and

tools. Then participants will practice these skills with a hands-on activity where panelists guide you and answer questions. **(Sponsor: SERA)**

Engaging Adults and Making it Meaningful

■ Governor's 3
Moderator/Presenter: Glenna Barlow, Manager of Engagement, Columbia Museum of Art, Columbia, SC
Presenters: Elizabeth Goddard, Executive Director, Spartanburg Art Museum, Spartanburg, SC; Jan Levinson-Hubbard, Outreach Archivist, Richard B. Russell Library for Political Research and Studies, University of Georgia Libraries, Athens, GA

We've all seen children eager to make new experiences. But getting adults to step off the sidelines and engage with content can be trickier. This session focuses on encouraging adults to actively participate and engage with art and artifacts—whether through exhibit design, programming, or interactive components. Panelists from modest to mid-sized museums with target audiences from college students to seniors discuss ideas to spark visitors to engage with the pieces on display and with each other. **(Sponsor: EdCom)**

Spotlight on Student Research in Museums

■ Governor's 4
Moderators: Pam Meister, Interim Director & Curator, Mountain Heritage Center, Western Carolina University, Cullowhee, NC; Brenden Martin, Director of Public History Program, Middle Tennessee State University, Murfreesboro, TN
Hundreds of college students are currently engaged in important work in Southeastern museums. Now in its sixth year, this session provides a showcase for student work and an impetus for dialogue with experienced museum professionals and other students. Four groups or individuals chosen through a juried competition will make 10-minute presentations followed by audience discussion. **(Sponsors: AAMG; EMP)**

"Artistic Networks: Artists, Printers, and Authors in the Sixteenth Century" Presenters: Lauren Ballard, Heather Aiken, Miranda Elston, Kress Fellows at the Ackland Art Museum, The University of North Carolina, Chapel Hill, NC

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“HBCU Curriculum Alignment Project” Presenter: Tamara Holmes Brothers, Educational Program Facilitator, Hampton University Museum & Archives, Hampton, VA

“Life and Limb in Southern Appalachia: The Story of William Bryant Carden” Presenter: Charles Jones, Graduate Intern, Mountain Heritage Center, Western Carolina University, Cullowhee, NC

“Chaos and Clarity: Museum Schools and the Opening Exhibit of the John Early Museum” Presenter: Lane Tillner, Graduate Intern, John Early Museum Magnet School, Middle Tennessee State University, Murfreesboro, TN

Rethinking Historic House Museums

■ Governor’s 5

Moderator/Presenter: Tania Sammons, Independent Curator, Savannah, GA
Presenters: Noel Harris, Ph.D. Candidate in Public History, Middle Tennessee State University, former Director, French Legation Museum, Austin TX; Lisa Junkin Lopez, Executive Director, Juliette Gordon Low Birthplace, Savannah, GA; Keith D. MacKay, Executive Director, Wilton House Museum, Richmond, VA

Facing growing concerns about the purpose of thousands of historic house museums in America, this panel will discuss the messages of change advocated by leaders in the field. Drawing on years of varied experiences, panelists will spur a fruitful and energetic dialogue, and perhaps generate new ideas, perspectives, and solutions. **(Sponsor: HHMAG)**

Museums Stand Up

■ Governor’s 6

Moderator/Presenter: David Butler, Executive Director, Knoxville Museum of Art, Knoxville, TN

Presenters: Kate Baillon, Vice President Exhibitions, Levine Museum of the New South, Charlotte, NC; Calinda Lee, Historian, Atlanta History Center,

Atlanta, GA; Priscilla Cooper, Vice President of Institutional Programs, Birmingham Civil Rights Institute, Birmingham, AL

How do we respond institutionally to social justice issues in our communities? This open forum will identify experimental approaches to civic engagement and community impact. How do museums create exhibitions and programs relevant to the needs of our communities? What is our role and responsibility in presenting and interpreting controversial objects/subjects? For museums in the Southeast, often charged with interpreting the region’s complicated and sometimes painful past, the question of our role in responding to and shaping societal values is particularly pressing. **(Sponsor: NAME)**

3D REVOLUTION, JUST THE ARTIFACTS

■ Governor’s 1

Presenters: Jil Wyland and Robert Bean, Principals, 3DPtree, Atlanta, GA

We’ll demonstrate how 3D scanning technology works, discuss work flow and show examples of 3D scan and print jobs we have worked on with museums. We’ll also cover the challenges of scanning artifacts with different surfaces, great and small and in different environments. **(Commercial Track Session)**

2:00 PM – 3:30 PM

OFFSITE TOUR: MINT LIBRARY & ARCHIVES

Mint Museum on Randolph Road

■ Meet at Sheraton lobby (transportation provided to 2730 Randolph Road)

Join us on a tour of the nationally-recognized Mint Museum Library and the newly-established Mint Museum Archives, which serve as vital resources for the museum and the community. Additional stops on the tour will be the Heritage Gallery and the dedicated library and archives spotlight exhibition space in the museum. **(Pre-registration required)**

3:15 PM – 3:30 PM

RESOURCE EXPO BREAK

■ Carolina and Mecklenburg Ballrooms

3:30 PM – 4:45 PM

CONCURRENT SESSIONS

OFF-SITE SESSION: EXHIBIT REVIEW

Levine Museum of the New South

■ Meet at Sheraton lobby (transportation provided to 200 E. Seventh Street)

Moderator/Presenter: Michael Scott, Curator of Education, High Point Museum, High Point, NC

Presenters: Micheal Hudson, Director, Museum of the American Printing House for the Blind, Louisville, KY; Cynthia Torp, President, Solid Light, Louisville, KY; Jon Zachman, Curator, Greensboro Historical Museum, Greensboro, NC; Emily Grant, Educator, North Carolina Museum of History, Raleigh, NC

Come discuss the museum exhibit field with representatives from fields of museum education, curation, exhibit design, and others while actually visiting one of the local museum’s exhibit galleries. Then hear from staff who worked on the exhibit about their process, their achievements, and where they could have done more. **(Sponsors: CurCom, NAME)**

Successful Volunteer Management: A Checklist

■ Cardinal 1

Moderator/Presenter: Samantha Roberts, Member and Volunteer Services Coordinator, Fernbank Museum of Natural History, Atlanta, GA

Presenters: Richard J.W. Harker, Education and Outreach Manager, Museum of History and Holocaust Education, Kennesaw, GA; Virginia Howell, Education Curator, Robert C. Williams Museum of Papermaking, Atlanta, GA; Melina Ludwig, Marketing & Media Director, Customs House Museum & Cultural Center, Clarksville, TN; Ashley Oswald, Collections Manager, Aiken County Historical Museum, Aiken, SC

What does your volunteer program need to be successful? Participants will engage in a roundtable discussion about increasing volunteer use and appreciation across departments and institutions. We will address questions facing your volunteer program, focusing on relationships between volunteers, staff, and mission. Feel free to bring examples of volunteer request forms, applications, interview questions, etc. **(Sponsor: AAMV)**

Developing an Evaluation Plan for Your Museum

■ Cardinal 3

Moderator/Presenter: Caren S. Oberg, Executive Director, Oberg Research, Inc., Atlanta, GA

The idea of creating an evaluation plan in-house can be daunting and hiring external audience researchers is often not feasible. This interactive session is designed to guide mid- to senior-level museum professionals through the process of developing exhibit, program, and institution-wide evaluation plans in-house.

Ignite SEMC: Thoughts to Spark Your Passion for Museums

■ Governor’s 2

Moderator/Presenter: Eliza Newland, Program Assistant, Royce J. and Caroline B. Watts Museum, Morgantown, WV

Presenters: Zinnia Willits, Director of Collections and Operations, Gibbs Museum of Art, Charleston, SC; Heather Guy-Nowak, Executive Director, Museum of Man in the Sea, Panama City, FL; Tania Sammons, Independent Curator, Savannah, GA; Mark Farnsworth, Bethania, NC; Scott Warren, Historic Site Manager II, President James K. Polk State Historic Site, NC Department of Natural and Cultural Resources, Pineville, NC; Matthew S. Davis, Director, The Old Governor’s Mansion & Sallie Ellis Davis House, Georgia College, Milledgeville, GA

Do you wear multiple hats at your institution, but don’t have enough time to attend a session for each? Looking for a mix of practical and inspiring ideas to take home? Don’t know if your brain can handle another 75 minutes on a single topic? This is the session for you. You’ll hear professionals share concise, practical, and inspiring thoughts on a topic for 5 minutes with time at the end for group discussion. **(Sponsors: EMP, HHMAG)**

OPT-IN to Amp Up Staff-Guest Interactions Through Professional Development and Coaching

■ Governor’s 3

Moderator/Presenter: Hardin Engelhardt, Senior Education and Evaluation Specialist, Marbles Kids Museum, Raleigh, NC

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Presenter: Dale Wilson, Director of Guest Experience, Marbles Kids Museum, Raleigh, NC

What is your staff great at? Where do they have room to grow? How can you create a common platform for professional development that builds on existing strengths and fosters new capabilities? Learn about Marbles Kids Museum's OPT-IN program, video modules that demonstrate how to have impactful interactions with guests supported by daily conversation, coaching, and modeling of the strategies. Learn about program successes, plans for expansion, and how you can replicate the model at your own institution. Come willing to start your own video training and a device, like your smart phone, to get started.

Let's Talk about Sex and Violence

■ Governor's 4

Moderator/Presenter: Michelle Schulte, Curator of Education, Morris Museum of Art, Augusta, GA

Presenter: Nicole A. Moore, Manager of Interpretation and School Programs, National Center for Civil and Human Rights, Atlanta, GA

How do you talk about a photograph of a male nude with a group of 14-year-olds? How do you present a lynching image to a family? Museums are often faced with the challenge of exhibiting explicit, provocative, or violent content to visitors. This session provides talking tools and strategies for educators, volunteers, and front-line staff designed to give them the confidence and ability to handle difficult subject matter in a straightforward, sensitive manner. (Sponsor: EdCom)

Tackling Complex Web Projects

■ Governor's 5

Moderator/Presenter: Sean O'Shea, Manager of UX and Strategy, Cuberis, LLC, Durham, NC

Presenter: Ray Parrish, CEO/Owner, Cuberis, LLC, Durham, NC

We will explore exercises and tools you can use to kick off any web project with confidence. Arm your team with strategies designed to tackle complexity head-on, build consensus among internal stakeholders, and

maintain positive momentum throughout a project's lifecycle. We'll empower you to lead stakeholder exercises including personas/archetypes, spectrum polling, cardsorting, and various prototyping methods. Bring pencil/pen for a workbook outlining the exercises above. (Commercial Track Session)

Talking OUT LOUD: Creating Programming and Safe Space for the LGBTIQ Communities

■ Governor's 6

Moderator/Presenter: Katy Malone, Outreach and Education Coordinator, Zuckerman Museum of Art, Kennesaw State University, Kennesaw, GA

Presenter: Dawn Deano Hammatt, Director of Curatorial Affairs, Louisiana State Museum, New Orleans, LA

Interested in programming for LGBTIQ communities or making sure your museum is inclusive? Join two institutions with strong, natural relationships with LGBTIQ guests. Hear about successful programs, learn some appropriate language, and discuss concerns that could be addressed to make your institution welcoming regardless of someone's sexuality or gender identity. (Sponsor: EdCom)

4:30 PM - 6:00 PM

RESOURCE EXPO/SILENT AUCTION CLOSING PARTY

■ Carolina and Mecklenburg Ballrooms

6:00 PM - 7:00 PM

EXHIBITS NETWORKING MEET-UP (NAME)

■ The Cellar at Duckworth's (330 N. Tryon Street)

Exhibit geeks — come one, come all! Organized by NAME (National Association for Museum Exhibition), this informal gathering of exhibit fanatics is a fun happy hour interlude before the evening event and a chance to network and talk with peers about current projects, big ideas, and general museum musings. Join us there or leave directly from "Exhibit Review" session at the Levine Museum of the New South to walk to The Cellar at Duckworth's. (Sponsor: NAME)

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6:00 PM – 7:00 PM

ACADEMIC MUSEUM GATHERING (AAMG)

■ City Lights Rooftop Bar, Le Méridien

Get together with staff from college and university museums for informal discussion of issues and concerns, exchange of ideas and exhibitions, and programming for today's students. **(Sponsor: AAMG)**

6:00 PM – 7:00 PM

HOUSE MUSEUM SOCIAL

■ City Lights Rooftop Bar, Le Méridien

Coordinator: Mark Farnsworth, Bethania, NC

Connect with other house museum colleagues to network and discuss topics of interest. HHMAG invites anyone with interest in House Museums to join us for an informal gathering. Build and renew some HHMAG connections. **(Sponsor: HHMAG)**

6:00 PM – 7:00 PM

GEEKING ABOUT THE FUTURE

■ City Lights Rooftop Bar, Le Méridien

Kick back with Elizabeth Merritt, director the American Alliance's Center for the Future of Museums, for an hour of informal future-think. Come share your hopes, fears, observations and projections about the world, museums in general, your organization and your own career. Crazy footwear encouraged but not required.

6:00 PM – 7:00 PM

**SEMC COUNCIL PRIVATE LEGACY RECEPTION
NASCAR Hall of Fame (Legends Room)**

■ Meet at Sheraton lobby (transportation provided to 400 E. Martin Luther King Blvd.)

SEMC Council presents the SEMC Legacy Society, a planned giving program, and recognizes donors to the Past Presidents Circle and William T. Sylvia F. Alderson Endowment Fund at a private reception. This fun event includes appetizers and drinks at NASCAR Hall of Fame. **(Council invitation only)**
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7:00 PM – 10:00 PM

**EVENING EVENT
LOCAL MUSEUMS (PRE-REGISTRATION REQUIRED)**

■ Meet at Sheraton lobby entrance for transportation

7:00 PM – 7:45 PM: The McColl Center for Art + Innovation

(721 N. Tryon Street)

8:00 PM – 9:00 PM: Levine Museum of the New South

(200 E. 7th Street)

9:00 PM – 10:00 PM: Discovery Place

(301 N. Tryon Street)

The McColl Center for Art + Innovation, Levine Museum of the New South, and Discovery Place welcome our SEMC friends with a night of Art, History, and Science off North Tryon Street. The evening begins with cocktails, hors d'oeuvres, and a spectacular tour of the McColl Center, a retrofitted Gothic Revival Church-turned 30,000 square foot contemporary art center! After getting your creative juices flowing, stroll down the street to Levine Museum of the New South for a taste of southern history, culture, and cuisine as you enjoy heavier fare and explore award-winning exhibits. Top off the evening with a BANG at Discovery Place where Science is shaken, not stirred, and you can play like a kid and party like an adult while enjoying dessert. **(Sponsors: Arts & Science Council, transportation- Charlotte Regional Visitors Authority)**

WEDNESDAY OCT. 12

8:00 AM – 12 NOON

REGISTRATION

■ Concourse

9:00 AM – 10:15 AM

**GENERAL SESSION:
SEMC ANNUAL BUSINESS MEETING AND
KEYNOTE ADDRESS: "A GLIMPSE OF THE FUTURE"**

■ Carolina Ballroom

After a warm welcome to Charlotte and a brief business meeting, join your colleagues for "A Glimpse of the Future." Elizabeth Merritt, director of AAM's Center for the Future of Museums, will provide a guided tour of some themes of this year's *TrendsWatch* report. Join us to explore the social, technological and economic forces shaping labor, virtual and augmented reality, happiness as a measure of success and the struggle over identity and representation. **(Sponsor: Solid Light, Inc.)**

10:15 AM – 10:45 AM

COFFEE BREAK (Sponsor: Dietl International Services)

■ Concourse

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**10:45 AM – 12 NOON
CONCURRENT SESSIONS**

Technology Showcase

■ Concourse

Moderator/Presenter: Michael Scott, Curator of Education, High Point Museum, High Point, NC

Museums throughout our region are engaged in challenging and innovative technology work, creating websites, apps, kiosks, and other multimedia experiences for educational, marketing, and operational needs. This showcase highlights winners of SEMC's Technology Competition with hands-on demos where experienced museum technologists share valuable insights.

Museum Events: A Positive Impact

■ Cardinal 1

Moderator/Presenter: Toni Freeman, Chief Operating Officer, The Mint Museum, Charlotte, NC

Presenters: Michelle Gruening, Director of Special Events, The Mint Museum, Charlotte, NC; Lindsay Miller, Events Manager, Bechtler Museum of Modern Art, Charlotte, NC; Chanel Davis, Events Manager, Harvey B. Gantt Center for African-American Arts + Culture, Charlotte, NC

Join us for a discussion on how special events positively impact the museum world by generating revenue, engaging potential new members, and collaborating with other museum peers. This panel includes event leaders at four Uptown Charlotte museums who work together to promote their cultural facilities as the best event venues in town.

What is JIMI? Answer: SEMC's Finest Education Program

■ Cardinal 2

Moderator: Brian Hicks, Director, DeSoto County Museum, Hernando, MS
Presenters: Martha Battle Jackson, North Carolina State Historic Sites, Raleigh, NC; John Lancaster, Independent House Museum Consultant, Franklin, TN

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The Jekyll Island Management Institute, JIMI, is an eight-day SEMC-sponsored museum management course in Jekyll Island, GA, designed for both newly emerging and mid-career museum professionals to further their knowledge about general museum administration and operation. In this session, this year's JIMI graduates will give an overview of the program and information about scholarships

Mistakes Were Made: Exhibition Failures

■ Carolina D

Moderator/Presenter: Darcie MacMahon, Director of Exhibits & Public Programs, Florida Museum of Natural History, Gainesville, FL

Presenters: Terry Healy, Principal, HealyKohler Design, Takoma Park, MD; Alan Robison, Director, Anniston Museum of Natural History, Anniston, AL; Kate Baillon-Case, VP Exhibitions, Levine Museum of the New South, Charlotte, NC

Mistakes are rarely discussed, but are inevitable and help us learn. Join us for this mistakes-galore exploration, led by four instigators from the exhibition field and culminating in a competition for "top failure." This fun session will reflect on how mistakes stretch our practice and remind us that we are stronger as a community of practice when we share knowledge learned. **(Sponsor: NAME)**

Mobilizing Your Patrons: Why Adapting to Mobile is Essential to Reaching Your Audience

■ Cardinal 3

Moderator/Presenter: Whitney Rutter, Patron Technology, New York City, NY
Presenter: Joan Horn, Project Consultant, Slavery at Monticello Mobile Guide, Monticello, VA

Mobile has become increasingly more important as evidenced by a decade-long Patron Technology survey of over 1.26 million arts patrons. Mobile's dominance in our lives means that your organization needs to be prepared to deliver content, sell ticket, accept donations, and maximize viability within the mobile environment. This session will be broken into two parts: first Patron Technology's survey results and take-aways for your

organization, and secondly practical considerations and approaches while discussing 2016 MUSE Award winning mobile guide: Slavery at Monticello. **(Commercial Track Session)**

Characters and Conversations

■ Carolina E

Moderator/Presenter: Jessica VanLanduyt, Director of 20th Century Historic Houses, Atlanta History Center, Atlanta, GA

Presenter: Addae Moon, Director of Museum Theatre, Atlanta History Center, Atlanta, GA

Immersive theatre experiences have the capacity to provoke thought, promote dialogue, and encourage reflections. See examples of theatre pieces, monologues, and characters created by the panel and learn how immersion and dialogue can create meaningful experiences. Session includes information, tips, and materials for creating scripts, character development, and immersive techniques. **(Sponsors: EdCom, HHMAG, NAME)**

Real Talk on Inclusion of Individuals with Cognitive Disabilities

■ Governor's 2

Moderator/Presenter: Michelle Schulte, Curator of Education, Morris Museum of Art, Augusta, GA

Presenter: Lindsay Huban, Museum Relations Coordinator, Henry B. Plant Museum, Tampa, FL

This session explores general characteristics of individuals with physical and/or cognitive disabilities, methods to accommodate guests with different learning styles and physical needs, and techniques for training frontline staff, volunteers, and docents on how to appropriately interact with individuals with disabilities and their caregivers. Explore modifications that can make your museum or historic property more accessible for those with physical limitations and learn how your organization can offer a better experience for this rapidly growing population. **(Sponsor: EdCom)**

Inquiring Minds: Building Innovative Docent Programs in a Traditional Museum

■ Governor's 4

Moderator/Presenter: Joel Smeltzer, Head of School and Gallery Programs, The Mint Museum, Charlotte, NC

Presenters: Julie Olson Anna, Tour Coordinator, The Mint Museum, Charlotte, NC; Eric Scott, Education Programs Manager, Levine Museum of the New South, Charlotte, NC; Toni Kendrick, President, Mint Museum Docents, Charlotte, NC

Museum docents are tasked to engage with 21st century audiences. How do we prepare them to use inquiry and innovative practices with audiences? Participants will explore this question and learn about current practices and trends in docent training programs. Ideal for educators and volunteers tasked with leading docent training programs. **(Sponsors: AAMV, EdCom)**

Photograph Conservation Checklist

■ Governor's 5

Moderator/Presenter: Monique C. Fischer, Senior Photograph Conservator, NEDCC, Andover, MA

Basic steps can be taken to preserve photographic materials. This presentation will provide information on how to care for a photographic collection by presenting tasks that can be accomplished in-house and those that need the expertise of a photograph conservator. Participants are encouraged to bring their own photographs for discussion. **(Sponsor: SERA)**

Social Media Partnerships & Strategies

■ Governor's 6

Moderator/Presenter: Hillary Mund, Marketing & Design, dmdg2, Savannah, GA
Presenter: Denise Reagan, MOCA Jacksonville, Jacksonville, FL

Come learn how to grow your social media following and enhance your posts! This session will address how museums can work with their partners/clients and bring awareness to their partnerships through social media. This type of sharing extends each brand further outward gaining more following and understanding. **(Corporate Track Session)**

12:15 PM - 1:45 PM ANNUAL AWARDS LUNCHEON

■ Carolina Ballroom

Gather for lunch and visit with friends during this networking opportunity. SEMC President David Butler will welcome everyone, followed by an update from the American Alliance of Museums. The meeting will end with an Awards Presentation recognizing professional excellence in our institutions and among our colleagues. **(Pre-registration required)** **(Sponsor: Perkins + Will)**

2:00 PM - 3:30 PM OFF-SITE TOUR: NASCAR HALL OF FAME

■ Meet at Sheraton's lobby entrance to walk to 400 E. Martin Luther King Blvd.

Opened in May of 2010, the NASCAR Hall of Fame focused on its rich exhibit experience. Featuring then cutting edge technology, a highly interactive experience allowed for fun, engagement and education, and it scored high in customer surveys. As the facility matured, staff identified ways to build weekday visitation focused on group sales targeted to school and STE(A)M education. Tour the NASCAR Hall of Fame with the Director of Exhibits and the Education Manager to discuss how specific exhibit content has been expanded/repurposed for the education program. The Group Sales Manager will discuss the collaborative nature of the programs, sales, and operations. Addressed will be challenges, successes, and lessons learned. **(Pre-registration required)**

OFF-SITE TOUR: CURCOM

■ Meet at Sheraton's lobby entrance (transportation provided to Ritz-Carlton Hotel, 201 E. Trade St.)

Bank of America's corporate art collection has been converted into a community resource through Art in our Communities. Mary Edith Alexander, curator at Bank of America, will lead curators on a tour of the Ben Long fresco in the Corporate Center to Ritz-Carlton Charlotte Hotel and Urban Garden in Bank of America Center. **(Pre-registration required)**



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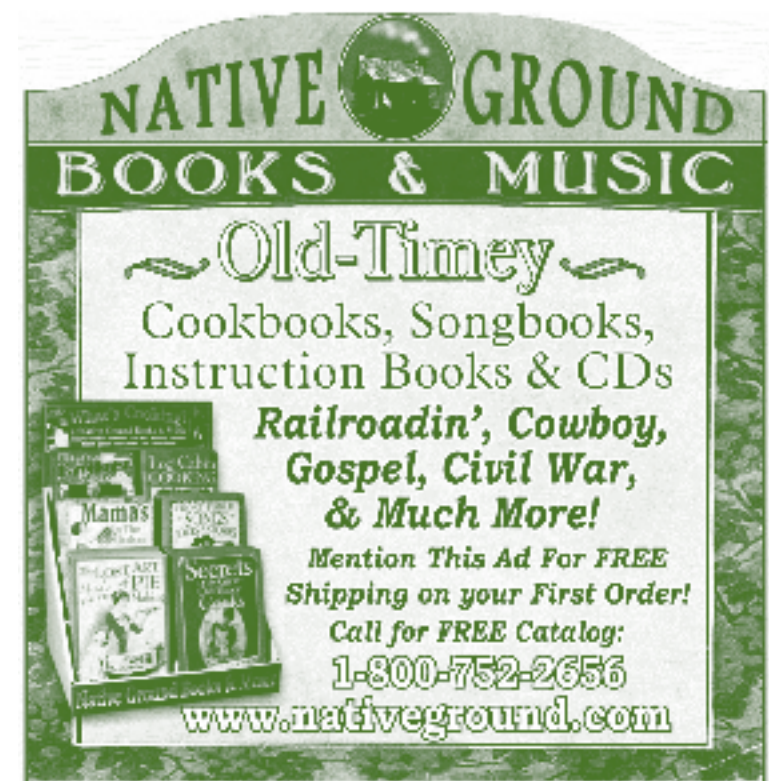
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OFF-SITE TOUR: SERA BEHIND THE SCENES TOUR
Mint Museum of Art & Bechtler Museum of Modern Art
■ Meet at Sheraton lobby entrance (transportation provided to 500/551 S. Tryon Street)

Come take a look at collections areas in two Levine Center for the Arts museums and learn, a little more than six years after moving in, what works well and what they might do differently. **(Pre-registration required)**

OFF-SITE TOUR: EDCOM
Discovery Place Ed Studio: Bank of America STEM Center for Career Development

■ Meet at Sheraton lobby entrance (transportation provided to 300 N. Poplar St.)
EdCom Educators are invited to tour Discovery Place's Education Studio facility, which houses its collections and a professional development program serving PreK-12 educators/administrators from schools, museums, science centers, zoos and aquariums. Participants will explore collections activity bins designed for use in museums and classrooms, and take part in a hands-on workshop focused on integrating teaching collections, digital fabrication and design technologies into museum education. **(Pre-registration required)**

2:00 PM - 3:00 PM
SEMC COUNCIL MEETING
■ Governor's 4



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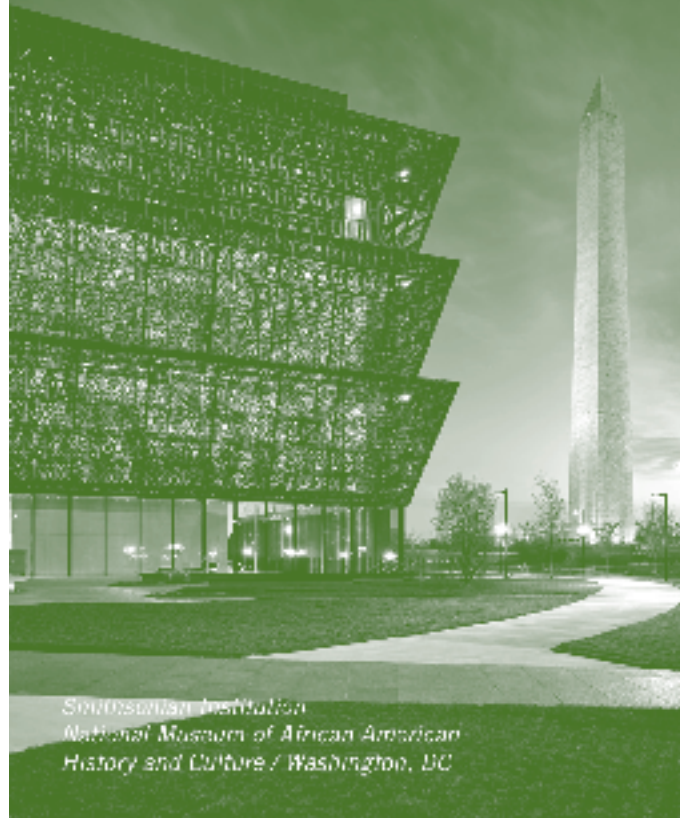
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2005 Reginald F. Lewis
Museum of Maryland
African American
History and Culture
Baltimore, MD

2005 Museum of the
African Diaspora
San Francisco, CA

2009 Harvey R. Santt
Center for African-
American Arts + Culture
Charlotte, NC

2010 International Civil
Rights Center
and Museum
Greensboro, NC

2014 National Center
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and Human Rights
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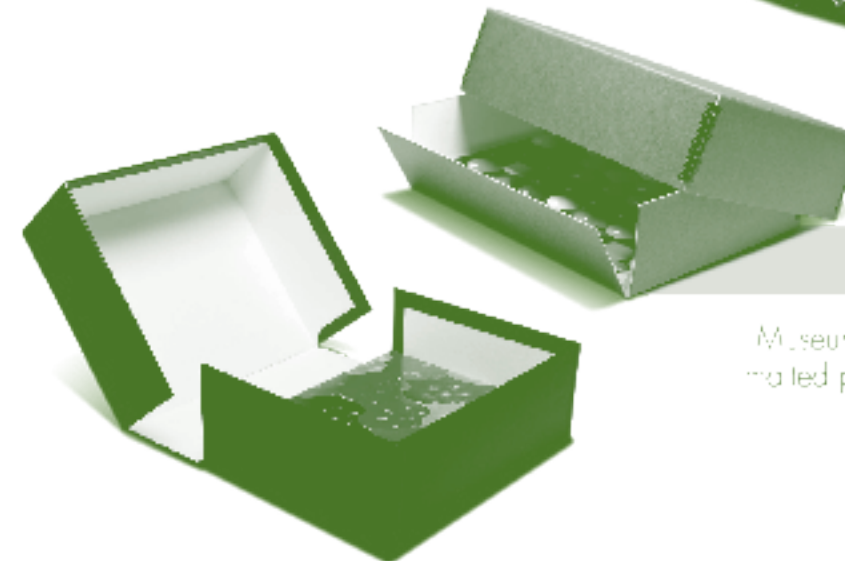
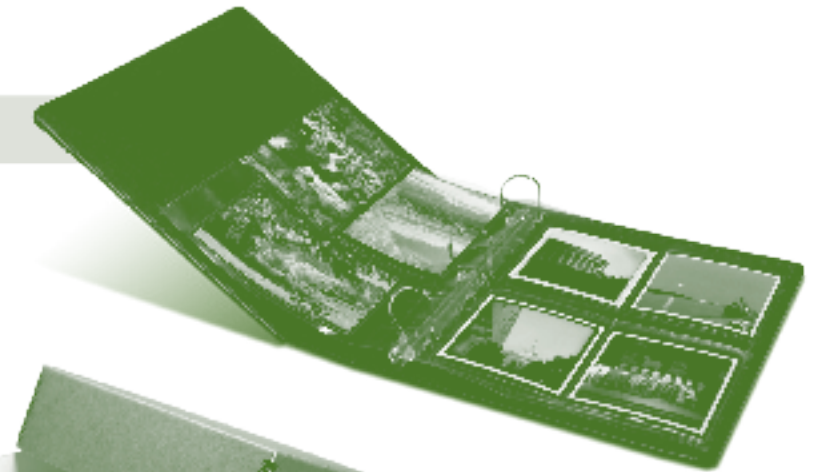
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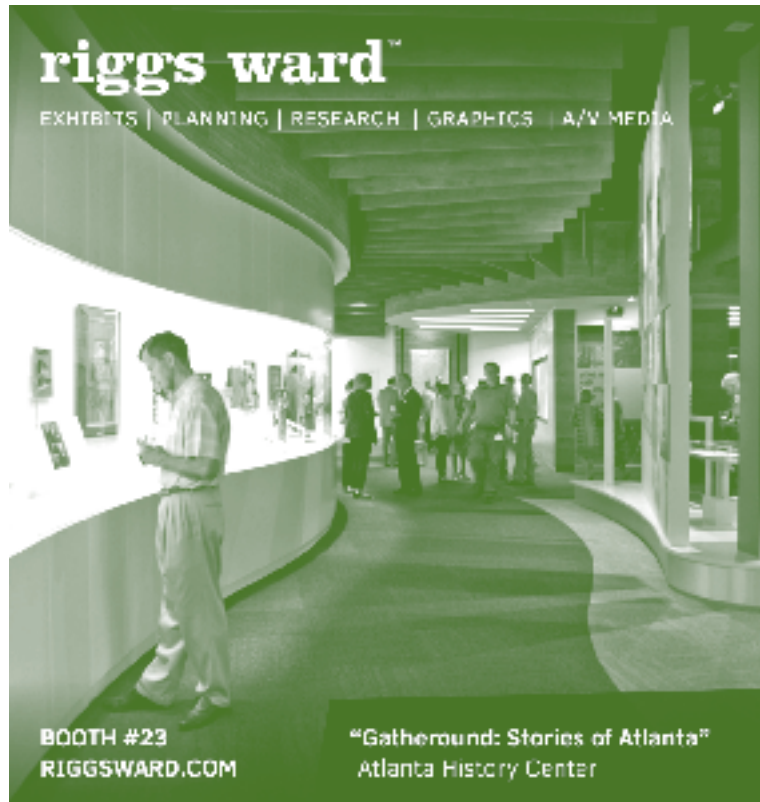


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- 1 **Off-Site Session – Exhibit Review**
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- 2 **The Art of Captivating Audiences
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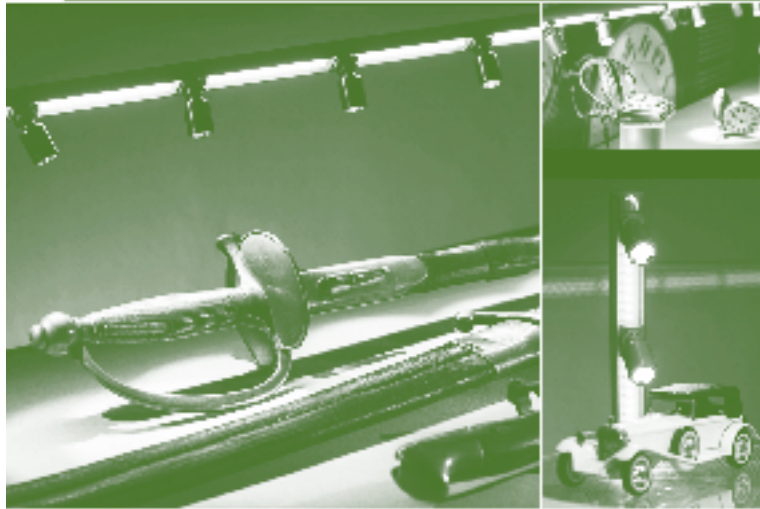
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