

GREENVILLE, SC, OCTOBER 25-27



SEMC 2011 ANNUAL MEETING: BRIDGES TO THE FUTURE



**THE 2011 SEMC PROGRAM**  
**EXPERIENCE UPCOUNTRY ENERGY!**



**THE MAYOR'S WELCOME**  
**CITY OF GREENVILLE, SOUTH CAROLINA**  
**KNOX H. WHITE, MAYOR**

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**SEMC ANNUAL MEETING**  
**PROGRAM 2011**

**Welcome to the City of Greenville and the Upcountry!**

It gives me great pleasure to extend a warm welcome to all the participants of the Annual Meeting of the Southeastern Museums Conference from October 25 to 27, 2011. The work that you do sustains and preserves our history and culture for all of our citizens and future generations. We are honored to celebrate this event with you in our city.

While you are here, I hope you take advantage of our outstanding local museums at Heritage Green, Upcountry History Museum, Greenville County Museum of Art, Museum & Gallery at Heritage Green, and the Children's Museum of the Upstate. Greenville is home to the Peace Center for the Performing Arts, Greenville Zoo, and Shoeless Joe Jackson Memorial Park. Downtown Greenville offers Main Street boutique shopping and restaurants, Falls Park with Liberty Bridge over the Reedy River, and West End Historic District, home of the Greenville Drive baseball team. At night, head downtown to enjoy music and the nightlife on Main Street to bring home some Upcountry memories.

On behalf of all the wonderful citizens who live and work in this city, I wish you a successful and memorable stay.

Sincerely,

Knox White, Mayor  
 City of Greenville

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***A Special Thanks to Our Host Institutions***

The following local museums have graciously agreed to allow free admission to SEMC 2011 Annual Meeting participants during their regular operating hours. To gain free admission, please show your SEMC Annual Meeting Badge at the museum entrance. **Detailed contact information can be found on Page 8.**

- Bob Campbell Geology Museum, Clemson University**
- The Children's Museum of the Upstate**  
*(see special admission policy)*
- Greenville County Museum of Art**
- Museum & Gallery at Heritage Green**
- Museum & Gallery at Bob Jones University**
- Roper Mountain Science Center**
- 16th South Carolina Volunteers Museum**  
**and Library of Confederate History**
- Upcountry History Museum**

# SCHEDULE AT-A-GLANCE {DETACHABLE}

## TUESDAY, OCTOBER 25

**7:30 AM – 12:00 NOON HHMAG HANDS-ON HELP**

– Meet in Hyatt lobby

**8:00 AM – 6:00 PM REGISTRATION**

– First Floor near elevators

**8:00 AM – 1:00 PM RESOURCE EXPO SETUP**

– Continental/Regency Ballrooms

**8:30 AM – 11:30 AM SEMC COUNCIL MEETING**

– Regency B Ballroom

**12:00 NOON – 1:00 PM**

**SEMC PROGRAM COMMITTEE MEETING**

– Crepe Myrtle Room

**11:30 AM – 1:00 PM JIMI LUNCHEON**

– Main Street Ballroom

**12:45 PM – 5:00 PM TEXTILE CRESCENT TOUR**

– Meet in Hyatt lobby

**1:00 PM – 2:30 PM CONCURRENT SESSIONS**

**Collections 101: Moving, Handling, and Shipping Objects**

– Gardenia Suite Room, Second Floor

**Crisis Survival: How to Prepare Your Plan**

– Dogwood Suite Room

**Changing School Environments: How Will Your Museum Respond?**

– Teal Suite Room

**Grant Programs and Opportunities from IMLS**

– Redbud Suite Room

**Spotlight on Student Research in Museums**

– Commons Meeting 3 Room, Second Floor

**Public Speaking: Become a More Effective Communicator**

– Crepe Myrtle Room

**2:00 PM – 6:00 PM RESOURCE EXPO OPEN**

**2:30 PM – 3:00 PM RESOURCE EXPO ICED TEA  
& COOKIE BREAK**

**3:00 PM – 4:30 PM CONCURRENT SESSIONS**

**Curatorial Research Paper Presentations**

– Commons Meeting 3 Room, Second Floor

**The Real Threat – Your Museum's Liability**

– Dogwood Suite Room

**Family Learning in Interactive Galleries: Final Results**

– Gardenia Suite Room

**Evaluating Loan Agreements, Valuations and Insurance**

**Needs for Special Exhibitions and Long Term Loans**

– Crepe Myrtle Room

**Build a Culture of Philanthropy by Engaging Leadership**

– Redbud Suite Room

**Museum Materials for Storage and Display**

– Teal Suite Room, Second Floor

**4:30 PM – 5:00 PM NEW MEMBERS/FIRST TIME**

**MEETING ATTENDEES ORIENTATION**

– Crepe Myrtle Room

**4:30 PM – 6:00 PM RESOURCE EXPO/SILENT AUCTION**

**GRAND OPENING RECEPTION**

– Continental/Regency Ballroom

**5:00 PM – 6:00 PM LISTENING SESSION FOR AFFINITY,**

**SPC, AND STATE MUSEUM ASSOCIATION DIRECTORS**

– Crepe Myrtle Room

**5:30 PM - 6:30 PM NAME NETWORKING MEET-UP**

– Meet in Hyatt Lobby

**6:30 PM – 10:00 PM EVENING EVENT**

**Gallivanting on Heritage Green!**

– Meet in Hyatt lobby at 6:30 PM for a stroll

## WEDNESDAY, OCTOBER 26

**7:30 AM – 8:45 AM HHMAG BREAKFAST**

– Crepe Myrtle Room

**8:00 AM – 5:00 PM REGISTRATION**

– First Floor near elevators

**9:00 AM – 10:00 AM GENERAL SESSION**

– Main Street Ballroom

**10:00 AM – 6:30 PM RESOURCE EXPO OPEN**

**10:00 AM – 10:30 AM RESOURCE EXPO COFFEE BREAK**

**10:30 AM – 12:00 PM CONCURRENT SESSIONS**

**Create an Access and Use Policy**

– Commons Meeting 3 Room, Second Floor

**Design for Participation**

– Gardenia Suite Room

**Engaged Learning in Museums**

– Redbud Suite Room

**Membership: Using the Web & Social Media**

– Teal Suite, Second Floor

**Museum Advocacy**

– Dogwood Suite Room

**Transform Your Tours**

– Crepe Myrtle Room

**12:15 PM – 1:45 PM ANNUAL BUSINESS MEETING/  
AWARDS LUNCHEON**

– Main Street Ballroom

**1:30 PM – 5:00 PM BMW TOUR**

– Meet in Hyatt lobby

**2:00 PM – 5:30 PM DOUBLE SESSION WORKSHOPS**

**Turning Visitors Into Donors: Museum Development and Systems That Work**

— Redbud Suite Room

**Telling Your Story – Or Somebody Else’s**

— Commons Meeting 3 Room, Second Floor

**2:00 PM - 3:30 PM CONCURRENT SESSIONS**

**The Little Museum That Could**

— Dogwood Suite Room

**Partnership: What Can the Smithsonian Do for You?**

— Gardenia Suite Room

**Minimizing Collection Risk: Evaluating Your Collection for Display, Storage & Shipment**

— Crepe Myrtle Room

**3 Simple Rules for Creating Successful Experiences**

— Teal Suite

**3:30 PM – 4:00 PM RESOURCE EXPO ICE CREAM BREAK**

**4:00 PM – 5:30 PM CONCURRENT SESSIONS**

**What is JIMI and What Can It Do For You?**

— Gardenia Suite Room

**Can You Think Like a Third Grader?: Presenting Challenging Subjects to Younger Audiences**

— Dogwood Suite Room

**AAM/SEMC Listening Session**

— Crepe Myrtle Room

**5:00 PM – 6:30 PM RESOURCE EXPO/SILENT AUCTION CLOSING RECEPTION**

**5:30 PM – 6:30 PM EMERGING MUSEUM PROFESSIONALS**

— Meet at the Blue Ridge Brewing Company

**6:30 PM – 10:00 PM EVENING EVENT**

**An Evening on the River**

— Meet in Hyatt lobby at 6:30 PM for a stroll

**10:00 PM – 11:00 PM REGISTRARS RESPITE**

— Meet at Larkin’s On the River, 318 South Main Street

## THURSDAY, OCTOBER 27

**8:00 AM – 12:00 PM REGISTRATION**

**9:00 AM – 12:00 PM RESOURCE EXPO OPEN**

**8:00 AM – 12:00 NOON A TIGER’S TOUR: THE STORY OF CLEMSON UNIVERSITY’S MUSEUMS**

— Meet in Hyatt lobby

**8:30 AM – 12:00 PM DOUBLE SESSION WORKSHOP**

**Back to Basics**

— Teal Suite, Second Floor

**8:30 AM – 10:00 AM CONCURRENT SESSIONS**

**Going Digital: New Tools for Museums**

— Redbud Suite Room

**Show Me the Money! A Guide to Conference Travel Grants**

— Gardenia Suite Room

**LED, Low Voltage, Line Voltage . . . OMG!:**

Practical Lighting Lessons from the Front

— Commons Meeting 3 Room

**Funding Opportunities from the National Endowment for the Humanities**

— Dogwood Suite Room

**Light, Mylar, Action: Enclosures, Encapsulation, & Examination**

— Crepe Myrtle Room

**10:00 AM – 10:30 AM RESOURCE EXPO COFFEE BREAK**

**10:30 AM – 12:00 PM CONCURRENT SESSIONS**

**De-Mystifying the Native American Graves**

Protection and Repatriation Act

— Redbud Suite Room

**Just Because You Can, Doesn’t Mean You Should**

— Commons Meeting Room 3, Second Floor

**SEMC Stitch ‘n’ Chat**

— Dogwood Suite Room

**Outreach to New Audiences**

— Crepe Myrtle Room

**Your Place in History: Publishing Local History**

— Gardenia Suite Room

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

**Association of Academic Museums & Galleries (AAMG)**

— Crepe Myrtle Room

**Museum Educators Committee (EdCom)**

— Gardenia Suite Room

**Directors Luncheon**

— Commons Meeting Room 3, Second Floor

**Southeastern Registrars Association (SERA)**

— Dogwood Suite Room

**Exhibitors Luncheon**

— Continental/Regency Ballroom

**1:30 PM – 3:00 PM CONCURRENT SESSIONS**

**Making Trustees Fundraisers**

— Commons Meeting Room 3, Second Floor

**To Catch a Con Man**

— Redbud Suite Room

**Making Your Mark: Life of an EMP**

— Teal Suite Room

**Do Something! Easy Activities to Engage Their Hands**

— Crepe Myrtle Room

**Transporting Your Delicate Exhibitions & Artifacts**

— Dogwood Suite Room

**Off-Site Tour- Experiencing Europe in Greenville: Highlights of the Museum & Gallery Collection at Bob Jones University**

— Meet in Hyatt lobby at 1:30 PM

**SERA Behind-the-Scenes Tour**

— Meet in Hyatt lobby at 1:30 PM

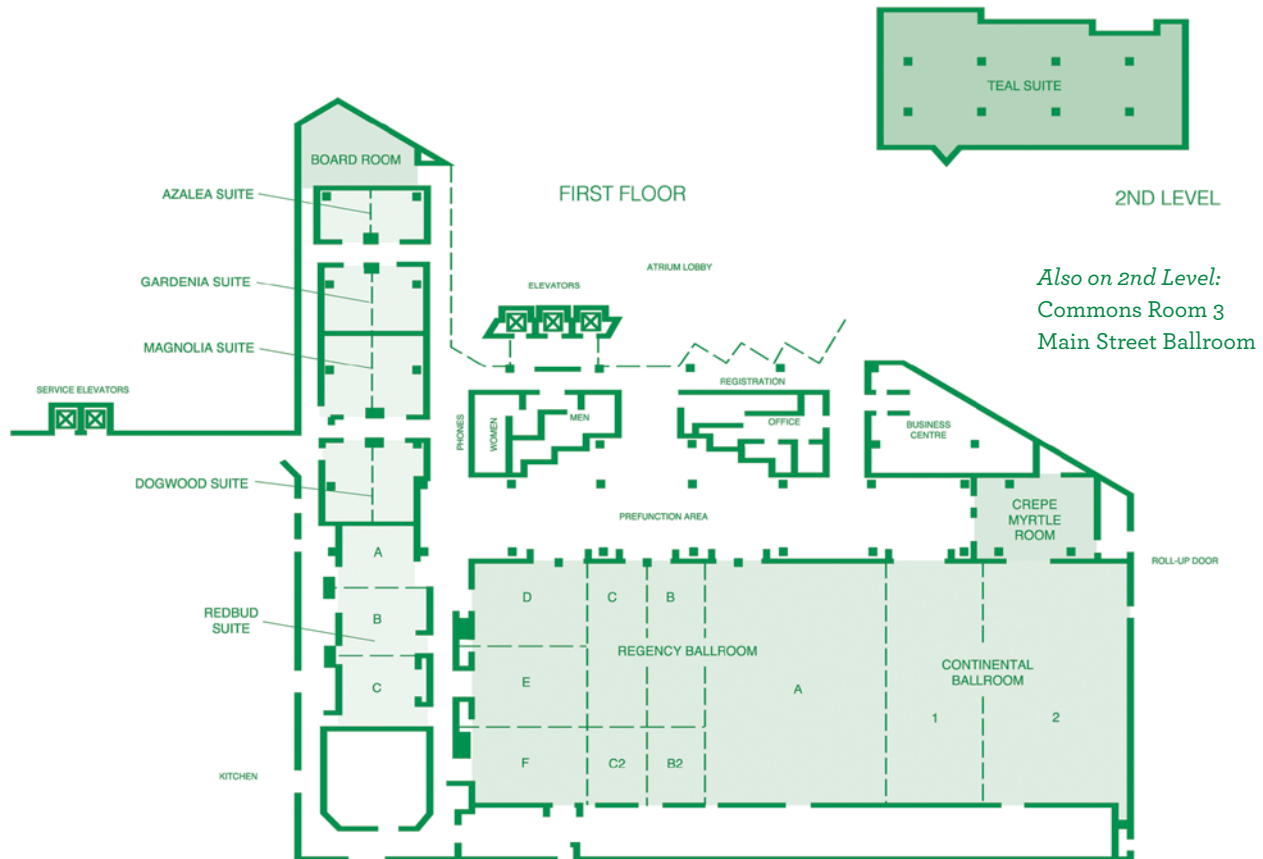
**3:00 PM – 4:00 PM SEMC COUNCIL MEETING**

— Crepe Myrtle Room

## FRIDAY, OCTOBER 28

**7:00 & 8:15 PM POST-CONFERENCE TOUR AT ROPER MOUNTAIN SCIENCE CENTER**

# 2011 MEETING SPACES AT THE HYATT



## Conference Hotel

Hyatt Regency Greenville  
220 North Main Street  
Greenville SC 29601  
Phone: 864-235-1234  
Fax: 864-232-7584

## SEMC Registration

First floor atrium (near the elevators)

## SEMC Resource Expo

Continental/Regency A Ballroom, first floor

## SEMC Program Sessions

First Floor: Gardenia Suite, Dogwood Suite, Redbud Suite, and Crepe Myrtle Room.

Second Floor: Teal Suite and Commons Meeting 3

## SEMC Plenary Session and Annual Awards Luncheon

Main Street Ballroom, Second Floor, Main Street side

## SEMC Meetings & Meal Functions

Regency B, Main Street Ballroom, Dogwood Suite, Gardenia Suite, Commons Meeting 3, and Crepe Myrtle Room

# 2011 CONFERENCE INFORMATION

## CONFERENCE THEME

“Bridges to the Future” embodies the energy of the Upcountry revitalization and cultural experience in Greenville. In today’s environment, we must be open to future possibilities to define our museum’s mission, vision, and value to our audiences and communities. SEMC 2011 Annual Meeting program sessions offer new ideas and examples of innovative programs to help your institution and your career move into the future.

## GENERAL INFORMATION

The SEMC 2011 Annual Meeting and Resource Expo are headquartered at the Hyatt Regency Greenville. All activities take place at the hotel except for specially noted program sessions, tours, and evening events. Locations are subject to change. All changes will be posted in the registration area at the Hyatt.

## ATTENDEE LIST

A list of all annual meeting attendees is in your tote bag. This list includes all attendees registered by Friday, October 7, 2011. It will be updated after the meeting to include those attendees who registered after October 7 and will be emailed to all Resource Expo exhibitors. The updated list is available to all Annual Meeting attendees by request to the SEMC Central Office by November 30, 2011.

## ATTENDEE REGISTRATION

Greenville Hyatt Regency  
Tuesday, Oct 25: 8:00 AM – 6:00 PM  
Wednesday, Oct 26: 8:00 AM – 5:00 PM  
Thursday, Oct 27: 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 badges during their regular operating hours through Sunday, October 30. Please call or check their websites listed on page 8 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 Tuesday and Wednesday afternoon Resource Expo receptions. Tickets to the Annual Awards Luncheon and affinity breakfasts/luncheons will not be available at the Annual Meeting. However, if the SEMC office has cancellations of ticketed events, those tickets will be available at registration.

## SEMC MESSAGE BOARD AND RESOURCE TABLES

The message board will be located in the first floor hallway 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 3:00 PM on Thursday, October 27.

## SEMC 2011 PUBLICATION DESIGN COMPETITION

The SEMC Publication Design Competition was begun 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 2011 Publication Design Competition Coordinators are **Christian Cicimurri** and **Darcie MacMahon**. Come see the winning entries displayed near the Resource Expo. The winners will be featured at the Annual Awards Luncheon and in the Winter 2012 issue of SEMC’s quarterly newsletter, *Inside SEMC*.

## SEMC 2011 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 **Jeremy Underwood**. One Award of Excellence is given in each budget category.

## SEMC 2011 AWARD RECIPIENTS

SEMC Awards are given in recognition of innovation, service and leadership in museum professionals. The SEMC Awards

Committee, chaired by **Patrick Daily**, honors outstanding colleagues who have helped shape the world of museums. The awards will be presented on Wednesday, October 26, as part of the Annual Business Meeting/Awards Luncheon.

**James R. Short Award Recipient**

**Sharon Bennett**, Archivist, Charleston Museum and the College of Charleston, Charleston, SC

**Museum Leadership Award Recipients**

**John Lancaster**, Independent Historic House Museum Consultant and JIMI Facilitator, Franklin, TN

**Brian Hicks**, Director, DeSoto County Museum, Hernando, MS

**Outstanding Service to the Museum Profession Recipient**

**Don Koonce**, Co-Coordinator Greenville Local Arrangements Committee and Creative Director, FernCreek Creative, Greenville, SC

**SEMC 2011 ANNUAL MEETING**

**SCHOLARSHIP SPONSORS & COORDINATORS**

Congratulations to all our 2011 scholarship winners! Scholarship recipients will be recognized at the Annual Awards Luncheon on Wednesday, October 26, at 12:15 PM in Main Street Ballroom.

The four SEMC Traveling Scholarships are supported by the SEMC Alderson Endowment and proceeds from the SEMC's 2010 Silent Auction. The SEMC President's Scholarship is sponsored by SEMC President **George Bassi**. Funds for the LaPaglia Historic House Museum Professional Scholarship are donated by HHMAG, and SERA Scholarships are sponsored by SERA. Please take time to thank our sponsors for their generous support.

SEMC's Scholarship Coordinators are **Karen Utz**, Curator, Sloss Furnaces National Historic Landmark, Birmingham, AL; and **Alice-Taylor Colbert**, Dean, College of Arts & Humanities, Lander University, Greenwood, SC. The LaPaglia Historic House Museum Scholarship Coordinator is **Leslie Keller**, Curator, Hickory Landmarks Society, Hickory, NC. SERA Scholarship Coordinator is **Heather Thayer Culligan**, Collections Manager, Atlanta History Center, Atlanta, GA. Please thank the coordinators for their hard work- there were nearly 40 applicants for 9 scholarships, making the process highly competitive.

**SEMC 2011 ANNUAL MEETING**

**SCHOLARSHIP RECIPIENTS**

**SEMC Traveling Scholarship Winners**

*Emerging Museum Professional:* **Victoria Thompson**, Collections/Education Assistant, Shiloh Museum of Ozark History, Springdale, AK

*Small Museum Professional:* **Corey Rogers**, Historian, Lucy Craft Laney Museum of Black History, Augusta, GA  
*Students:* **Kimberly Tinnell**, Graduate Student, University of Florida, Gainesville, FL; **Kaylynn Washnook**, Graduate Student, Western Carolina University, Hayesville, NC

**SEMC President's Scholarship Winner**

**Jennifer Evans**, Annual Giving Coordinator, Children's Museum of the Upstate, Greenville, SC

**LaPaglia Historic House Museum Professional Winner**

**Ashley Bouknight**, Curatorial Assistant, The Hermitage: Home of President Andrew Jackson, Hermitage, TN

**SERA-SEMC Annual Meeting Travel Scholarship Winners**

*Entry-Level Professional:* **Melanie Neil**, Curatorial Assistant, The McKissick Museum at the University of South Carolina, Columbia, SC

*Entry-Level Professional:* **Jennifer Donovan Spence**, Churchill Weavers Project Assistant, the Kentucky Historical Society, Frankfort, KY

*Seasoned Professional:* **Warren J. Woods**, Collections Manager/Exhibitions Coordinator, the Historic New Orleans Collection, New Orleans, LA

**SEMC 2011 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 2012. Our silent auction Coordinator is **Jenny Lamb**, Director of Interpretation & Education, Belle Meade Plantation, Nashville, TN. Please thank Jenny for all her hard work!

**BUS SCHEDULE**

All group transportation will depart and return outside the lobby area of the Hyatt Regency Greenville.

# RESOURCE EXPO & SILENT AUCTION SCHEDULE

## TUESDAY, OCTOBER 25

2:00 – 6:00 PM

**Resource Expo Open**

2:30 – 3:00 PM

**Expo Iced Tea Break**

4:30 – 6:00 PM

**Resource Expo/Silent Auction  
Grand Opening Reception**

## WEDNESDAY, OCTOBER 26

10:00 AM – NOON

**Resource Expo/Silent Auction Open**

10:00 – 10:30 AM

**Resource Expo Coffee Break**

NOON – 1:45 PM

**Resource Expo Closed**

1:45 – 6:30 PM

**Resource Expo Open**

3:30 – 4:00 PM

**Resource Expo Ice Cream Break**

5:00 – 6:30 PM

**Resource Expo/Silent Auction Closing Reception**

6:00 PM

**Silent Auction bidding closes**

## THURSDAY, OCTOBER 27

9:00 AM – NOON

**Resource Expo Open**

10:00 – 10:30 AM

**Resource Expo Coffee Break**

# RESOURCE EXPO LAYOUT & BOOTHS

1. KEVA Planks Museum Exhibits
2. Conservation by Design – North America
3. Solid Light, Inc.
4. Malone Design/Fabrication
5. Blackbaud
6. Studio Displays, Inc.
7. OnCell Systems
8. Dorfman Museum Figures, Inc.
9. MBA Design and Display Products Corp.
10. Art Care
11. Douglas Mund designgroup
12. Goosepen Studio & Press
13. 1220 Exhibits
14. The University of South Carolina Press
15. MDL Investment Consultant
16. Quatrefoil Associates
17. Gaylord Bros.
18. American Association of Museums
19. Blair, Inc.
20. Rosene Creative Services, LLC
21. Kapesni, LLC
22. Mid-America Arts Alliance/Exhibits USA
23. Travelers
24. Arcadia Publishing
25. Riggs Ward Design
26. CuraTour
27. Healy Kohler Design
28. Gropen, Inc.
29. Studio Ammons, Inc.
30. Color Reflections
31. Charlotte Van & Storage

# FREE ADMISSION

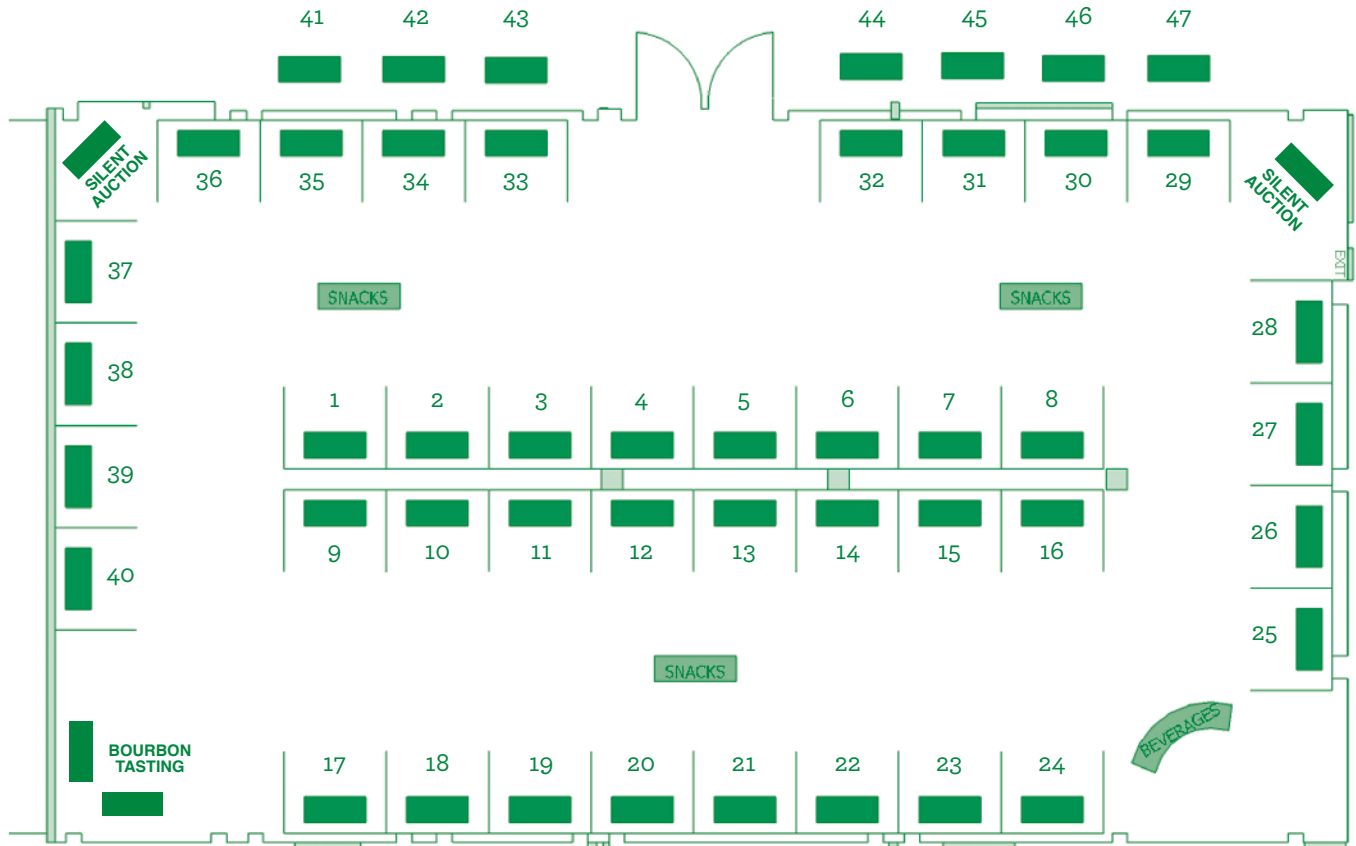
Greenville Museums Welcome SEMC! The following local museums have graciously agreed to allow free admission to SEMC 2011 Annual Meeting participants during their regular operating hours. To gain free admission, please show your SEMC Annual Meeting Badge at the museum entrance.

① **The Children's Museum of the Upstate** (Free tours of the museum available at 11:00 AM, 2:00 PM, 4:00 PM for SEMC participants. Please call 864.553-7900 to reserve.) 300 College Street, Greenville, SC 29601 | 864-233-7755 | [www.tcmupstate.org](http://www.tcmupstate.org)



- 32. Charlton Hall Auctions
- 33. U.S. Art Company, Inc.
- 34. Cinebar Productions, Inc.
- 35. Wingin' It Works
- 36. Jelly Belly Candy Company
- 37. Advance Relocation Systems/Atlas Van
- 38. Explus, Inc.
- 39. Fabrication Specialists, Inc.
- 40. The Nassal Company

- 41. National Endowment for the Humanities and South Arts/ArtsReady
- 42. South Carolina Federation of Museums
- 43. Institute of Museum & Library Services and Smithsonian Affiliations
- 44. SEMC Career Center
- 45. FernCreek Creative
- 46. The History Workshop
- 47. Halsey Institute of Contemporary Art



② **Greenville County Museum of Art**  
 420 College Street, Greenville, SC 29601  
 864-271-7570 | [www.greenvillemuseum.org](http://www.greenvillemuseum.org)

③ **Museum & Gallery at Heritage Green**  
 25 Heritage Green Place, Greenville, SC  
 29601 | 864-770-1331 | [www.bjumg.org](http://www.bjumg.org)

④ **Museum & Gallery at Bob Jones University**  
 1700 Wade Hampton Blvd., Greenville, SC  
 29601 | 864-770-1331 | [www.bjumg.org](http://www.bjumg.org)

⑤ **Roper Mountain Science Center**  
 500 Roper Mountain Road  
 Greenville, SC 29615  
 864-355-8900 | [www.ropermountain.org](http://www.ropermountain.org)

⑥ **16th South Carolina Volunteers Museum and Library of Confederate History**  
 15 Boyce Avenue | Greenville, SC 29601  
[www.confederatemuseum.org](http://www.confederatemuseum.org)

⑦ **Upcountry History Museum**  
 540 Buncombe Street, Greenville, SC 29601  
 864-467-3100 | [www.upcountryhistory.org](http://www.upcountryhistory.org)

# 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
- (HHMAG) Historic House Museums Affinity Group
- (NAME) National Association for Museum Exhibition
- (SEMC CURCOM) SEMC Curators Committee
- (SERA) Southeastern Registrars Association
- (SETEG) Southeastern Traveling Exhibits Group

## SEMC 2011 ANNUAL MEETING TRACKS

**Directors Track:** On Thursday, October 27, SEMC is offering a series of sessions, a luncheon, and a discussion specifically designed for southeastern museum directors.

**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

### Administration

Membership: Using the Web and Social Media  
The Real Threat: Your Museum's Liability  
Building a Culture of Philanthropy

The Little Museum that Could  
What is JIMI and What Can it Do For You?  
Going Digital  
Just Because You Can, Doesn't Mean You Should  
Making Trustees Fundraisers  
To Catch a Con Man  
Grant Programs and Opportunities from IMLS

### Collections

Collections 101  
Crisis Survival  
Museum Materials for Storage & Display  
The Real Threat: Your Museum's Liability

Design for Participation  
Creating an Access and Use Policy  
Minimizing Collection Risk  
Back to Basics  
Going Digital  
De-Mystifying NAGPRA  
To Catch a Con Man  
Light, Mylar, Action

### Curatorial

Spotlight on Student Research and Poster Session  
Curatorial Research Paper Presentations  
Design for Participation  
Partnership: What Can the Smithsonian Do for You?  
Minimizing Collection Risk  
What is JIMI and What Can it Do For You?  
Evaluating Loan Agreements  
LED, Low Voltage  
Your Place in History  
De-Mystifying NAGPRA  
Do Something! Easy Activities to Engage Their Hands  
To Catch a Con-Man

### Development

Build a Culture of Philanthropy by Engaging Leadership  
Grant Programs & Opportunities from IMLS  
Funding Opportunities from the NEH  
Membership: Using the Web and Social Media  
Museum Advocacy  
Turning Visitors into Donors  
Going Digital  
Making Trustees Fundraisers

### Education

Back to Basics  
Changing School Environments  
Family Learning in Interactive Galleries  
Engaged Learning in Museums  
Transform Your Tours

Telling Your Story – Or Somebody Else's  
What is JIMI and What Can it Do For You?  
Can You Think Like a 3rd Grader?  
Your Place in History  
Outreach to New Audiences

#### **Emerging Museum Professionals**

Career Center Public Speaking  
Spotlight on Student Research and Poster Session  
Going Digital  
Show Me the Money!  
Making Your Mark: Life of an EMP  
SEMC Stitch N'Chat  
What is JIMI and What Can It Do For You?  
The Little Museum That Could

#### **Exhibits**

Family Learning in Interactive Galleries  
Partnership: What Can the Smithsonian Do for You?  
Evaluating Loan Agreements  
LED, Low Voltage  
Do Something! Easy Activities to Engage Their Hands

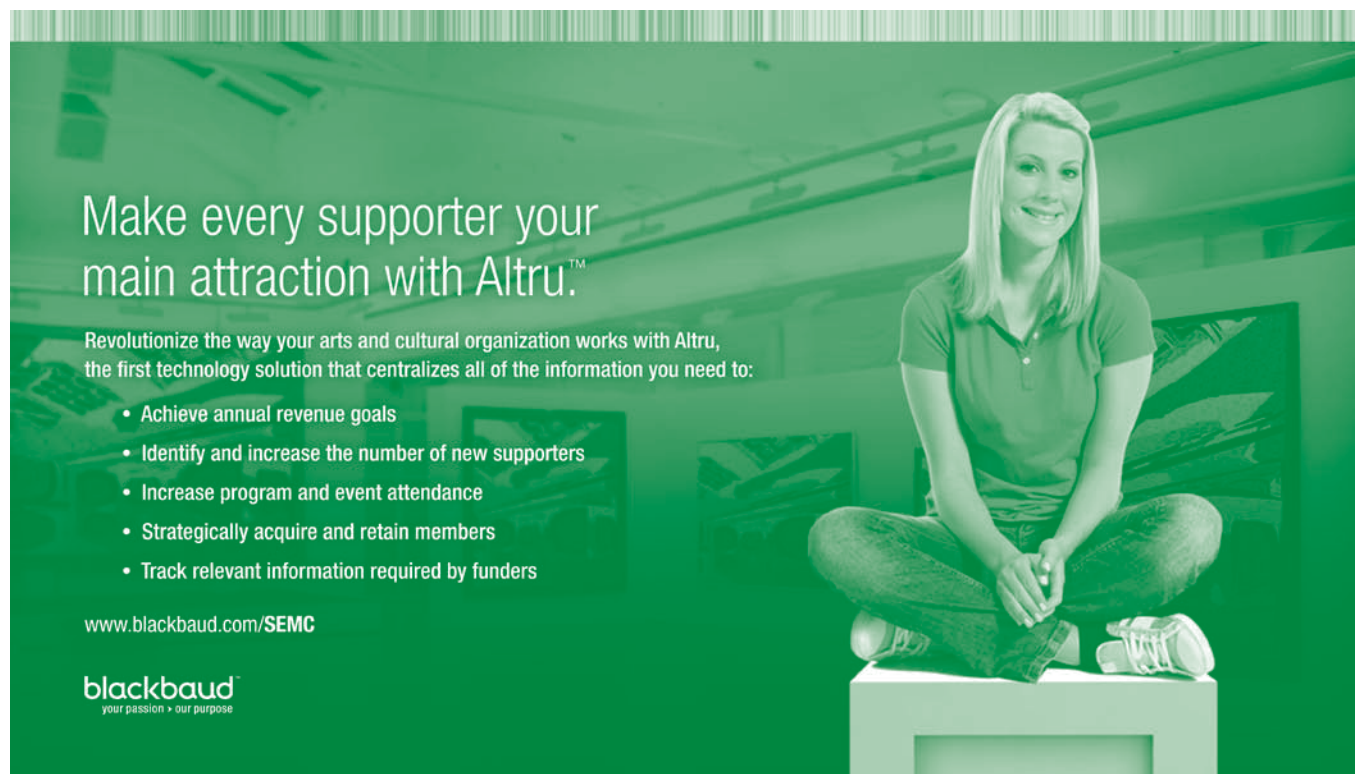
Design for Participation  
Engaged Learning in Museums  
Telling Your Story – Or Somebody Else's

#### **General**

Career Center Public Speaking  
Grant Programs & Opportunities from IMLS  
Museum Advocacy  
Turning Visitors into Donors  
The Little Museum that Could  
Back to Basics  
3 Simple Rules for Creating  
    Successful Experiences  
Show Me the Money!  
Stitch N' Chat Networking  
Just Because You Can, Doesn't Mean You Should

#### **Technology/Marketing**

Going Digital  
Membership: Using the Web and Social Media  
Outreach to New Audiences  
Grant Programs & Opportunities from IMLS



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- Strategically acquire and retain members
- Track relevant information required by funders

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# SPONSORS, COMMITTEES, COUNCIL & STAFF

## SPONSORS

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**Silver Sponsor:** Alexander-Haas

### Resource Expo Sponsors

Solid Light, Inc.

(Grand Opening Reception Bourbon Tasting)

Maker's Mark Distillery

(Grand Opening Reception Bourbon Tasting)

### Lanyard Sponsor

Riggs Ward Design

### Evening Event Sponsors

Lexington

(Gallivanting on Heritage Green)

Mountain City Land Company

(Innovate Building)

J.C. Rose & Associates

(Wednesday Evening Falls Park event)

South Carolina Council on Competitiveness

(Wednesday Evening Falls Park event)

Greenville County

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# 2011 ANNUAL MEETING PROGRAM

## TUESDAY OCTOBER 25

### 7:30 AM – 12:00 NOON HHMAG HANDS-ON HELP

– Meet in Hyatt lobby

Join the **Historic House Museum Affinity Group (HHMAG)** in a fun work session that will benefit one of our Greenville colleagues. Gather in the lobby to walk to nearby Upcountry History Museum, an exciting new museum that re-creates the story of this distinct part of South Carolina. At Upcountry History Museum volunteers will be working on projects in the archives. Please come and lend a hand! For more information contact HHMAG chair **Leslie Keller**, [leslie@hickorylandmarks.org](mailto:leslie@hickorylandmarks.org). (**Pre-registration required**)

### 8:00 AM – 6:00 PM REGISTRATION

– First Floor near elevators

### 8:00 AM – 1:00 PM RESOURCE EXPO SETUP

– Continental/Regency Ballrooms

### 8:30 AM – 11:30 AM SEMC COUNCIL MEETING

– Regency B Ballroom

Open to current and incoming SEMC Council members.

### 12:00 NOON – 1:00 PM SEMC PROGRAM COMMITTEE MEETING

– Crepe Myrtle Room

*Program Committee Co-Coordinators: Nancy Perry, Director, Portsmouth Museums, Portsmouth, VA; James Quint, Education Coordinator, Historic Columbia Foundation, Columbus, SC*

2011 Program Committee members will meet briefly to review on-site duties and discuss any last minute issues.

### 11:30 AM – 1:00 PM JIMI LUNCHEON

– Main Street Ballroom

*JIMI Administrator: Martha Battle Jackson, Curator, North Carolina State Historic Sites, Raleigh, NC*

SEMC's nationally acclaimed **Jekyll Island Management Institute (JIMI)** is celebrating its 11th anniversary in 2011. All JIMI alumni, faculty members, supporters, and those interested in learning more about the program are invited to join us for sandwiches, networking, and fun!

**(Pre-registration required) (\$25.00)**

### 12:45 PM – 5:00 PM TEXTILE CRESCENT TOUR

– Meet in Hyatt lobby

*Tour Coordinator: Don Koonce, FernCreek Creative, Greenville, SC*

With some of the nation's largest textile mills from the turn of the century to the 1930s, Greenville's "textile crescent" attracted more than 40,000 workers to weaving, spinning and doing jobs. During the early 1950's Greenville became known as the "**Textile Capitol of the World.**" The era of the "textile crescent" was over but most of the giant mills still stand . . . most of them are empty but some are being redeveloped for new uses. We will tour twelve historic mills and their mill villages, including Brandon Mill, where Shoeless Joe Jackson played for the Southern Textile Baseball League, and the giant Woodside Mill, the largest mill under one roof in the world during the 1950's. We will end our tour at the **Shoeless Joe Jackson Museum and Baseball Library**, located in his former home. The house originally was located in West Greenville, near Brandon Mill, where he and his family worked, but was moved to Greenville in 2006 near the new Drive baseball stadium. (**Pre-registration required, n/c**)

### 1:00 PM – 2:30 PM CONCURRENT SESSIONS

#### **Collections 101: Moving, Handling, and Shipping Objects**

– Gardenia Suite Room, Second Floor

*Moderator: Deborah Rose Van Horn, Registrar, Kentucky Historical Society, Frankfort, KY*

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*Presenters: Kyle Elizabeth Bryner, Registrar and Collections Manager, Museum of Anthropology, Wake Forest University, Winston-Salem, NC, Deborah Thomas, Registrar, Atlanta History Center, Atlanta, GA*

Come join our panel in a hands-on activity to practice your object handling skills. This session will be a good introduction to object handling for the new professional or a great review for those of us who have been working in the field for a while. The session will look at moving, handling, and packing objects of different types. Come share ideas with your colleagues and get some new ideas on handling your collections. All practice materials will be provided by the panel. **(Sponsors: SERA, HHMAG, CURCOM)**

### **Crisis Survival: How to Prepare Your Plan**

— Dogwood Suite Room

*Presenters: Heather Thayer Culligan, Collections Manager, Atlanta History Center, Atlanta, GA; Katy Malone, Program Director, South Arts, Atlanta, GA*

When it comes to Disaster Planning- from a burst pipe or IT crash to a major crisis- knowing where to start can be the hardest part! Learn how to prepare your collection and staff

using various resources, and take home concrete ideas to put into place right away. **(Sponsors: DURCOM, HHMAG, SERA)**

### **Changing School Environments: How Will Your Museum Respond?**

— Teal Suite Room

*Presenters: James Quint, Education Coordinator, Historic Columbia Foundation, Columbia, SC; Tina Smith, Museum Educator, Museum of Anthropology, Wake Forest University, Winston-Salem, NC*

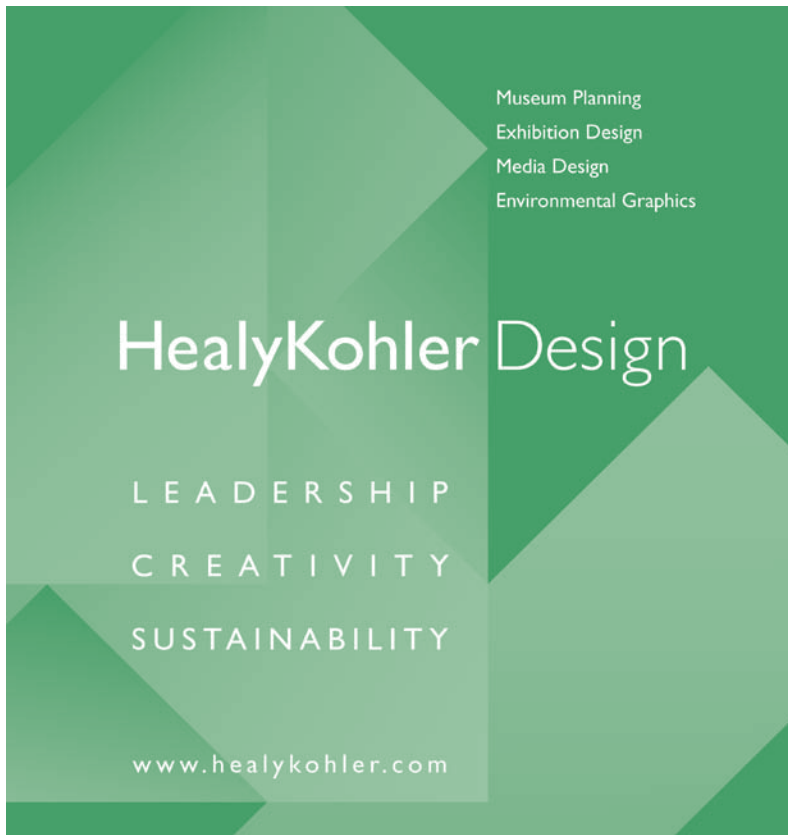
As field trip funding decreases and states' curriculum change, what programs and strategies is your museum using to strengthen its relations with schools? Learn new ideas and share thoughts as we discuss school-museum partnerships, projects to create meaningful experiences, field trip funding, traveling trunks and other museum resources available.

**(Sponsors: EdCom, HHMAG)**

### **Grant Programs and Opportunities from IMLS**

— Redbud Suite Room

*Presenter: Mark Feitl, Program Specialist, Institute of Museum & Library Services, Washington, DC*



**“Generation Gap: Developing Programs for Baby Boomers through a College Student’s Perspective”**

*Presenter: Karla Burnett, BA candidate, Art History, University of Florida*

**“What Was Lost: Remembering Columbia’s Good Samaritan-Waverly Hospital”**

*Presenter: Sarah Conlon, MA candidate, Public History, University of South Carolina*

**“Storytelling: Crafting an Exhibit from a Beginner’s Perspective”**

*Presenter: Abbey Keener, BA candidate, Sociology & Anthropology, Wake Forest University*

**“Augmenting the Museum: Innovative (and Subversive) Trends of Mobile Apps in Museum Contexts”**

*Presenters: Kim Tinnell, MA candidate, Museum Studies, University of Florida*

**“Planning Space: Working on the Appalachian Women’s Museum Exhibit Development Team”**

*Presenters: Kaylynn Washnock, MA candidate, Public History, Western Carolina University*

**Poster Session: “Student Involvement with University Museums”**

*Presenter: Caitlin Podas, Graduate Student, McKissick Museum, University of South Carolina, Columbia, SC*

**Public Speaking: Become a More Effective Communicator**

– Crepe Myrtle Room

*Moderator/Presenter: Elise LeCompte, Florida Museum of Natural History, Gainesville, FL*

This session is for those who would like to be more effective communicators. Learn techniques and tips to help overcome some common pitfalls of public speaking. Bring your questions and concerns, or your own tips and techniques.

**2:00 PM – 6:00 PM RESOURCE EXPO OPEN**

**2:30 PM – 3:00 PM RESOURCE EXPO ICED TEA & COOKIE BREAK**

**3:00 PM – 4:30 PM CONCURRENT SESSIONS**

**Curatorial Research Paper Presentations**

– Commons Meeting 3 Room, Second Floor

*Moderator: William Underwood Eiland, Director, Georgia Museum of Art, University of Georgia, Athens, GA*

IMLS offers grants to support a wide variety of museum activities. A staff member will provide an overview of current grant programs, and share tips for preparing competitive applications. Museum professionals with experience as reviewers and grantees will share practical examples from their own participation in the IMLS grant process. **(Professional Service Organization) (Sponsor: CURCOM)**

**Spotlight on Student Research in Museums**

– Commons Meeting 3 Room, Second Floor

*Moderator: Pam Meister, Curator, Mountain Heritage Center, Western Carolina University, Cullowhee, NC*

Hundreds of college students throughout our region are currently engaged in challenging and important work at dozens of museums. They are doing object-based research, producing exhibits, conducting oral history interviews, creating content for websites, and developing public programs. This juried session will provide a showcase for student work and a way for students to connect and network with experienced museum professionals and other students:

**“Relating Natural History Prints to the Modern Collection at the Samuel P. Harn Museum of Art”**

*Presenter: Alyssa Abraham, MA candidate, Art History, University of Florida*



Three curators from southeastern museums will address topics of current scholarly object-based research in a professional paper presentation format. (Sponsored by CURCOM)

**“David Gilmour Blythe’s *Land of Liberty*”**

*Presenter: Kristen Miller Zohn, Curator of Collections and Exhibitions, The Columbus Museum, Columbus, GA*

David Gilmour Blythe’s painting *Land of Liberty*, an excellent example of social satire, shows an Irish immigrant being welcomed to America by a cigar-store Indian who has come to life. The paper will place the painting in historical context by examining Blythe’s life and oeuvre, the nativist movement, and depictions of the Irish and Native Americans in the 19th century and beyond.

**“Formula for Perfection: Pierre Daura’s *Street PICIRI 3 and the Golden Section*”**

*Lynn E. Boland, Pierre Daura Curator of European Art, Georgia Museum of Art, University of Georgia, Athens, GA*

For Pierre Daura (Catalan-American, 1896–1976), art making was the search for underlying truths in nature, epitomized by his use of mathematical formulas to generate what he considered perfect proportions. This paper will examine the artist’s use of the golden section ratio and its meaning within Paris between the wars.

**“Sloss Furnaces ‘Shirt Sleeve Service’: The Contributions of *Pig Iron Rough Notes Magazine on the Nation’s Iron Industry, 1928–1957*”**

*Karen R. Utz, Curator, Sloss Furnaces, National Historic Landmark, Birmingham, AL*

In 1926 Sloss Furnaces launched a marketing venture to help it compete in the foundry business. Known as *Pig Iron Rough Notes*, a name based on the expression “as rough as pig iron,” *Rough Notes* became one of Sloss’s greatest contributions to the advancement of the foundry trade. The paper will analysis the impact of *Rough Notes*, as well as how it blended the company’s scientific image with an emphasis on “shirt-sleeve service.”

**The Real Threat – Your Museum’s Liability**

– Dogwood Suite Room

*Presenter: Stevan P. Layne, CPP, CIPM, CIPI, Layne Consultants International/Int’l Foundation for Cultural Property Protection (IFCPP), Denver, CO*

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The determination of what is reasonable may be decided in civil litigation following an incident. The best practices in museum protection have been published in two widely distributed texts, *The Cultural Property Protection Manual* and *Suggested Practices in Museum Security*. Should an institution be challenged in court following an injury, loss, or other incident, the contents of these publications and the testimony of experts will be utilized to evaluate the museum’s prevention methods, response to incidents, and ability to protect people and assets. This session explains the best practices outlined in each publication and how professional museum protection practitioners interpret these requirements.

**Family Learning in Interactive Galleries: Final Results**

– Gardenia Suite Room

*Moderator/Presenter: Julia Forbes, Head of Museum Interpretation, The High Museum of Art, Atlanta, GA*

*Presenters: Marianna Adams, Principal, Audience Focus Inc, Annapolis, MD; Cynthia Moreno, Curator of Education, Speed Art Museum, Louisville, KY*

Review findings from an IMLS-funded research grant studying family learning in interactive galleries conducted in three southeastern art museums. After three years of planning, data collection, and analysis, the final results are in and the findings have major implications for how educators at art

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museums and other cultural sites think about and plan for the family audience.

**Evaluating Loan Agreements, Valuations and Insurance Needs for Special Exhibitions and Long Term Loans**

— Crepe Myrtle Room

*Moderator: Laura J. Condon, Senior Vice President, Willis Fine Art, Jewelry and Specie, Potomac, MD*

*Presenter: Andrew A. Gristina, Managing Account Executive, Fine Art Specialist, The Travelers Companies, Inc., New York, NY; Mary LaGue, Registrar, Taubman Museum of Art, Roanoke, VA; Zinnia Willits, Director of Collections Administration, Gibbes Museum of Art, Charleston, SC*

Most museums have an insurance policy in place to protect their collection, but how can we be sure that loans to an institution are adequately covered by insurance? This panel will present the challenges and solutions to insuring loans to your institution. Experienced insurance professionals will review questions such as: Who should insure loans, the lender or the borrower? What is a waiver of subrogation and why is it important? Should exhibitions be covered under an annual policy or an independent exhibition policy? Museum registrars on the panel will discuss the challenges and success they have experienced when taking in loans/ organizing exhibitions, and help to answer the question: Difficult lenders, where

do you draw the line? Is the loan really worth the extra trouble and cost? (**Sponsors: SERA, SETEG, CURCOM**) (*Corporate Track Session*)

**Build a Culture of Philanthropy by Engaging Leadership**

— Redbud Suite Room

*Presenters: Allan Burrows, President, Capital Development Services, Winston-Salem, NC; Tom Connors, Vice President of Development, Old Salem Museums & Gardens, Winston-Salem, NC*

Every museum, and indeed every nonprofit, determines its own culture. How engaged is your leadership in shaping its culture and enabling those who support the organization to carry out its mission to the best of their abilities? Has your leadership worked to define your case for support, and is your story being told? It is time to consider a shift in your culture in order to build leadership that motivates and strengthens, leading by example to “sell” your case. This session gives guidance on developing strong board leadership with a particular focus on creating a culture of philanthropy. Participants will be given a model for board and executive staff leadership that can be employed to energize leaders, assess and make plans, build a stronger board presence, leverage strengths, and engage board and staff at a higher level.

**Museum Materials for Storage and Display**

— Teal Suite Room, Second Floor

*Presenters: Helen Alten, Director, Northern States Conservation Center, Charleston, WV; Erin Kelly, Painting Conservator, Art Conservation Services, Atlanta, GA*

This workshop is a comprehensive review of all the materials used for storage and display of collections. Participants separate products according to their function: rigid, padding, barrier, attachments. The session emphasizes the use of acid-free materials and how less appropriate materials can be retrofitted. There will be provided information on the latest materials available for preservation work and material testing as a decision-making tool. Participants receive handouts and samples of all the materials discussed.

**4:30 PM – 5:00 PM NEW MEMBERS/FIRST TIME MEETING ATTENDEES ORIENTATION**

— Crepe Myrtle Room

All new SEMC members, first time Annual Meeting attendees, and participants in the Annual Meeting Ambassador program are invited to meet, greet and network with SEMC Council members in a brief welcome and guide to the programs, activities and events of the 2011 Annual Meeting.

**4:30 PM – 6:00 PM RESOURCE EXPO/SILENT AUCTION GRAND OPENING RECEPTION**

— *Continental/Regency Ballroom*

Kick off the conference on a festive note with a Bourbon tasting hosted by Solid Light, Inc. and led by Sydina H. Bradshaw, Director of Visitor Relations, Maker's Mark Distillery. Enjoy drinks and snacks while networking with the Resource Expo exhibitors and checking out the Silent Auction offerings. All auction proceeds will fund scholarships to the 2012 Annual Meeting in Williamsburg, VA. (***Bourbon tasting sponsors: Solid Light, Inc. and Maker's Mark Distillery***)

**5:00 PM – 6:00 PM LISTENING SESSION FOR AFFINITY, SPC, AND STATE MUSEUM ASSOCIATION DIRECTORS**

— *Crepe Myrtle Room*

Southeastern directors of affinity groups, standing professional committee chairs and state museum association directors are invited to meet and share ways that SEMC may better serve your members.

**5:30 PM - 6:30 PM NAME NETWORKING MEET-UP**

— *Meet in Hyatt Lobby*

*Coordinator: Darcie MacMahon, Exhibits Director, Florida Museum of Natural History, Gainesville, FL*

Join this informal gathering at the hotel bar for conversation about museum exhibitions. This is a networking event of the National Association for Museum Exhibition (NAME), a Standing Professional Committee of AAM, dedicated to enhancing the cultural landscape by advancing the value and relevance of exhibitions through dialogue among individuals, museum leaders, and the public. At the hour's close, we'll walk together to Heritage Green for the evening reception.

**6:30 PM – 10:00 PM EVENING EVENT Gallivanting on Heritage Green!**

— *Meet in Hyatt lobby at 6:30 PM for a stroll*

Toast and tour Greenville's finest and most fun museums . . . all throughout Heritage Green! Start your evening at the **Greenville County Museum of Art** with hors d'oeuvres and wine while enjoying its internationally known collection of American art. Then don your dancing shoes and head over to the **Upcountry History Museum**, where you'll be treated to lively music, drinks, and a fabulous new exhibit, *Mud, Sweat, and Cheers: A History of Football in the Palmetto State*. Before heading to your final destination, pop into the **Museum & Gallery at Heritage Green** to feast your eyes on *Rublev to Fabergé: The Journey of Russian Art and Culture to America*, including one of Fabergé's famous jewel-encrusted eggs. Finish



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the evening by strolling to the **Children's Museum of the Upstate** for "Your Turn to Play!" Land a space shuttle and test your skills at Formula One Racing, all while enjoying drinks and Upcountry cuisine at one of our nation's largest children's museums. (***Pre-registration required***)

# WEDNESDAY OCTOBER 26

**7:30 AM – 8:45 AM HHMAG BREAKFAST**

— *Crepe Myrtle Room*

*Coordinator: Leslie Keller, Curator of Collections, Hickory Landmarks Society, Hickory, NC*

The mission of the Historic House Museums Affinity Group (HHMAG) is to address issues of interest to historic house museums by providing educational programming, workshops, and networking opportunities for the staff and volunteers of historic house museums in the SEMC region. If you are a



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### 10:30 AM – 12:00 PM CONCURRENT SESSIONS

#### Create an Access and Use Policy

— Commons Meeting 3 Room, Second Floor

Moderator: Kathryn Lang, Curator, Jean Lafitte

National Historical Park and Preserve, New Orleans, LA

Presenters: Glen Kyle, Director, Northeast

Georgia History Center, Gainesville, GA; Anne Lane,

Collections Manager, The Charlotte Museum of

History, Charlotte, NC; Elise V. LeCompte, Registrar,

and Donna L. Ruhl, Collections Manager, Florida

Museum of Natural History, Gainesville, FL

Institutions must provide both physical and intellectual access to collections to use them effectively for interpretation, education, exhibition, and research. However, such access must not adversely affect the preservation and management of these objects. A good access and use policy helps maintain a balance between use and preservation.

**(Sponsor: SERA)**

#### Design for Participation

— Gardenia Suite Room

Moderator: Darcie MacMahon, Exhibits Director,

Florida Museum of Natural History, Gainesville, FL

Presenter: Terry Healy, Principal, HealyKohler

Design, Takoma Park, MD; Tom Hanchett, Staff

Historian, Levine Museum of the New South, Charlotte, NC

Museum exhibitions traditionally present information for visitors to enjoy. We excel in talking “at” people, but are less successful at designing ways for visitors to talk “to” or “with” us, or with each other. Current trends are leading to interesting new directions in exhibition philosophy and design that aim to provide a platform for visitor participation. In this session we will explore the philosophical underpinnings for this direction and some examples from the field.

#### Engaged Learning in Museums

— Redbud Suite Room

Moderator: Pam Meister, Curator, Mountain Heritage Center, Western Carolina University, Cullowhee, NC

Presenters: Scott Philyaw, Director, Mountain Heritage Center, Cullowhee, NC; Courtney Tollison, Museum Historian, Upcountry History Museum, Greenville, SC; Ann McCleary, Director, Center for Public History, Technology Learning Center, University of West Georgia, Carrollton, GA

Many university-based museums are incorporating substantive museum projects into curriculum plans to create unique engaged learning experiences for college students. Session presenters will analyze specific projects to suggest guidelines for all museums to partner with universities. Engaged learning projects will not only help students acquire important professional skills, but also provide hands-on, real-

member or interested in becoming one, please join us for a discussion of current and potential programs and activities.

**(Pre-registration required) (\$10.00)**

### 8:00 AM – 5:00 PM REGISTRATION

— First Floor near elevators

### 9:00 AM – 10:00 AM GENERAL SESSION

— Main Street Ballroom

Moderator: George Bassi, Director, Lauren Rogers Museum of Art, Laurel, MS

After a brief business meeting, SEMC members will receive a warm Upcountry welcome from Greenville Mayor Pro Tem David Sudduth and Butch Kirven, Chairman of Greenville County Council. Keynote speaker Ron Rash will talk about a sense of place in the Upcountry. Rash, a professor at Western Carolina University, is the author of the 2009 PEN/Faulkner finalist and *New York Times* bestselling novel *Serena*, in addition to three other prizewinning novels, *One Foot in Eden*, *Saints at the River*, and *The World Made Straight*; three collections of poems; and three collections of stories.

### 10:00 AM – 6:30 PM RESOURCE EXPO OPEN

### 10:00 AM – 10:30 AM RESOURCE EXPO COFFEE BREAK

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## **Membership: Using the Web & Social Media**

— *Teal Suite, Second Floor*

*Presenters: Ashley Brown Howell, Deputy Director, Frist Center for the Visual Arts, Nashville, TN; Amy Wood, Anchor WSPA TV, Greenville, SC*

Participants will share the success stories and challenges of online resources. Topics may include: the use of the web, social media, e-mail newsletters, and Groupon. The group will examine best practices on how to effectively use social media.

## **Museum Advocacy**

— *Dogwood Suite Room*

*Moderator: Jill Koverman, Chief Curator of Collections and Research, McKissick Museum, University of South Carolina, Columbia, SC*

*Presenters: Allison Marsh, Assistant Professor of History, USC, Columbia, SC; Caitlin Podas, Graduate Student, USC Columbia, SC; Steve Rucker, Executive Director, Arkansas National Guard Museum, North Little Rock, AR; Margo Carlock, Executive Director, Virginia Association of Museums, Richmond, VA*

In the current crisis in national, state and local funding, Museum Advocacy is critical. Today we must be outspoken about the economic impact and educational value of museums in our local communities, states and the nation. The panel will share their experience at AAM's Advocacy Training and Museum Advocacy Day on Capitol Hill as well as in their state and local communities. Encourage museum professionals and every museum member to become museum advocates.

## **Transform Your Tours**

— *Crepe Myrtle Room*

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

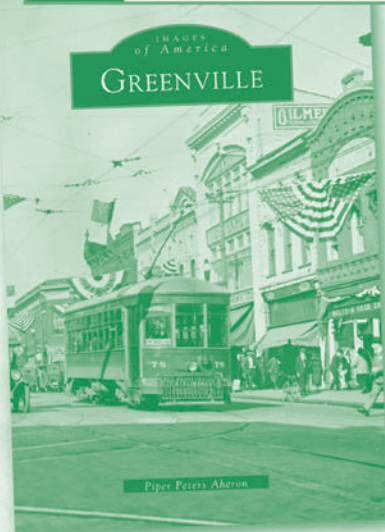
*Presenters: Lisa Wheeler, Director of Education, The Booth Western Art Museum, Cartersville, GA; Kathleen Hutton, Director of Education, The Reynolda House Museum of American Art, Winston-Salem, NC*

Learn how to enhance your museum's school tour curriculum through the integration of hands-on activities, worksheets, and props. Discover how to provide interactive object-based gallery experiences for students in grades Pre K-12, including children with special needs. Topics include low-budget props, working with school systems and thinking "outside the box" when discussing objects. **(Sponsor: EdCom)**



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**12:15 PM – 1:45 PM**

**ANNUAL BUSINESS MEETING/AWARDS LUNCHEON**

– Main Street Ballroom

Gather for lunch and visit with friends during this networking opportunity. The brief business meeting will include election of SEMC Officers and Council members, followed by an update from the American Association of Museums. The meeting will end with an Awards Presentation recognizing professional excellence in our institutions and among our colleagues. **(Pre-registration required) (\$25.00)**

**1:30 PM – 5:00 PM BMW TOUR**

– Meet in Hyatt lobby

Tour Coordinator: Don Koonce, FernCreek Creative, Greenville, SC

From the 1930 Dixie to the Z4 roadster and X5 SAV, the heritage of BMW is easy to see in the facility, which includes exhibits on aircraft engines, motorcycles and a passion for racing. The state-of-the-art factory tour allows visitors to experience the “Birth of a BMW.” Space is limited (minimum 20, maximum 37), so sign up early! **(Pre-registration required)**

**2:00 PM – 5:30 PM**

**DOUBLE SESSION WORKSHOPS**

**Turning Visitors Into Donors: Museum Development and Systems That Work**

– Redbud Suite Room

Presenters: Clayton Bass and Linda McNay, Partners, Alexander-Haas, Atlanta, GA; Christopher Bilbro, Director of Sales, Arts, and Cultural Solutions, and Courtney Grainger, Solutions Consultant, Blackbaud, Charleston, SC

In today's environment, making sure that your museum, no matter what the size, is doing everything possible to encourage your visitors to become members, donors and major donors requires that you have systems in place to encourage best practices. In this session, partners from Alexander-Haas: Museum Services will review what it takes to get your visitor services, membership and development functions working smoothly together. If you are a one person shop or have staff in each area, come learn how it is done. A review of cultural giving, what percentage of your operating budget should come from contributions, admissions and special events, along with staff and trustee roles will be discussed. Also, Blackbaud will present information about how the new all-inclusive, supporter management solution, Altru, enables organizations to implement these best practices in a technology solution designed to provide a maximum return on investment.

**(Corporate Track Session)**

**Telling Your Story – Or Somebody Else's**

– Commons Meeting 3 Room, Second Floor

Moderator: Pam Meister, Curator, Mountain Heritage Center, Western Carolina University, Cullowhee, NC

Presenter: Gary Carden, Storyteller, Sylva, NC

Memorable museum experiences that engage both the mind and the heart are frequently based in storytelling. Museum educators, exhibit developers, curators, and docents can all use stories as part of their work. In this workshop, award-winning playwright and storyteller Gary Carden will demonstrate techniques for effective storytelling, including a template for structuring and delivering stories. Participants will be guided through the storytelling process with examples, discussions, and hands-on exercises. Use of storytelling techniques in writing exhibit text and creating tours will also be covered.

**(Sponsor: NAME)**

**2:00 PM - 3:30 PM CONCURRENT SESSIONS**

**The Little Museum That Could**

– Dogwood Suite Room

Moderator: Leah Walker, Site and Events Manager, Doak House Museum, Greenville, TN

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*Presenters: Dollie Boyd, Interim Director, Museums of Tusculum, Greeneville, TN; Scott Warren, Historic Site Manager, President James K. Polk State Historic Site, Pineville, NC; Elizabeth Pearce, Culinary Historian, Hermann-Grima Historic House, New Orleans, LA*

Sessions and workshops are increasingly targeted to larger museums, while small museums and sites do not have the resources available in larger cities. We face the same trials and triumphs, but on a smaller scale. This session is aimed at small museums with a paid staff of fewer than five, or mostly volunteer run. In the roundtable discussion, it is hoped that broad issues will be explored, such as staffing, funding, education, etc., and that targeted solutions will be discovered. **(Sponsors: CURCOM, HHMAG, SERA)**

**Partnership: What Can the Smithsonian Do for You?**

— Gardenia Suite Room

*Moderators: Caroline Mah, National Outreach Manager; Christina DiMeglio Lopez, Business & External Affairs Manager, Smithsonian Affiliations, Washington, DC*

*Presenters: Cate Crane, Director of Education, Culture & Heritage Museums, Rock Hill, SC; Jose Santamaria, Director,*

*Tellus Science Museum, Cartersville, GA; Sarah Henrich, Director, Headley-Whitney Museum, Lexington, KY; James Zacharias, Senior Curator of Education and Curator of History, The Museum of Arts & Sciences, Daytona Beach, FL*

This session will provide an informational briefing on Smithsonian Institution (SI) opportunities for SEMC museums and provide an outline for access to SI resources. Affiliates will be presenting case studies on their collaborative projects with the Smithsonian. We will highlight the benefits to SEMC members through the Smithsonian Affiliate network of museums. This session will provide SEMC members an opportunity to hear from colleagues on how an additional museum network can benefit their organization across disciplines and through potential partnership opportunities.

**Minimizing Collection Risk: Evaluating Your Collection for Display, Storage & Shipment**

— Crepe Myrtle Room

*Moderator: Caroline Chisholm, Travelers, Atlanta, GA*  
*Presenters: Kelly Garretson and Simon Hornby, Crozier Fine Arts, New York, NY; Peter Wilcox, Travelers, Hartford, CT*

This session will focus identifying key art handling practices



and procedures to reduce the chance of accidental damage and minimize the severity of damage if it does occur. This will include customizing these procedures to the particular needs of the specific objects. This session is for anyone whose responsibilities include the physical care and preservation of cultural property. Topics will examine the best practices for handling and display, storage, shipping including safety handling guidelines, facility engineering and emergency planning and response. **(Corporate Track Session)**

### 3 Simple Rules for Creating Successful Experiences

– Teal Suite

Presenter: Dave Piper, The Nassal Company, Orlando, FL

This session explores creative and easy to implement philosophies that weave together to create successful experiences in a broad variety of applications. Using real-world examples, this session will discuss how to engage audiences, connect them with messaging and lead them to a desired outcome. **(Commercial Track Session)**

**3:30 PM – 4:00 PM RESOURCE EXPO ICE CREAM BREAK**

**4:00 PM – 5:30 PM CONCURRENT SESSIONS**

### What is JIMI and What Can It Do For You?

– Gardenia Suite Room

Moderator: Brian Hicks, Director, DeSoto County Museum, Hernando, MS

Presenters: Martha Battle Jackson, Curator, North Carolina State Historic Sites, Raleigh, NC; Scott Warren, Historic Site Manager, President James K. Polk State Historic Site, Pineville, NC; Marlene Minshew, Chief Financial Officer, North Carolina Dept. of Cultural Resources, Spencer, NC; Leah Walker, Site and Events Manager, Doak House Museum, Greeneville, TN; Deborah Mack, Deborah Mack Museum Consulting LLC, Savannah, GA; Dennis Brown, Museum Director, Georgia Military Museum, Marietta, GA; Brenda Baratto, Assistant Director, Aiken County Historical Museum, Aiken, SC

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, JIMI graduates will give an overview of the eight-day program and information about available scholarships. **(Sponsor: CURCOM)**

### Can You Think Like a Third Grader?:

#### Presenting Challenging Subjects to Younger Audiences

– Dogwood Suite Room

Presenters: Joy E. Raintree, Park Manager; Elizabeth Laney, Interpretive Ranger, Redcliffe Plantation State Historic Site, Beech Island, SC

Slavery, war, poverty, politics are all complex subjects that professional historians struggle with during their careers. How do you interpret that information to a third grader? In this session we'll discuss strategies to help bridge historical gaps at museums and historic sites with school groups. Together we can develop innovative and effective ways to educate students and get them excited about history! **(Sponsors: EdCom, HHMAG)**

#### AAM/SEMC Listening Session

– Crepe Myrtle Room

Let's consider together how we see our future on the national and regional levels. What does AAM and SEMC mean to you? How will SEMC serve your needs in 2020? As SEMC develops a new strategic plan, we want you to share your ideas. In this dialogue session, AAM representatives Laura Lott and William Eiland, SEMC Council, and Susan Perry, SEMC Executive Director, want to listen to your ideas about our future.



**5:00 PM – 6:30 PM RESOURCE EXPO/SILENT AUCTION CLOSING RECEPTION**

Enjoy drinks and snacks while bidding on the silent auction prize of your dreams! Silent Auction closes at 6:00 PM, and all proceeds will fund scholarships for SEMC's 2011 Annual Meeting.

**5:30 PM – 6:30 PM EMERGING MUSEUM PROFESSIONALS**

— Meet at the Blue Ridge Brewing Company  
Coordinators: James Quint, Education Coordinator, Historic Columbia Foundation, Columbia, SC; Morgan Booker, SEMC Intern, Atlanta, GA

For the first time, Emerging Museum Professionals (EMP's) will have an informal gathering at SEMC. Join us for a networking event at the Blue Ridge Brewing Company across the street from the Hyatt. At the hour's close, we'll walk together down Main Street for the evening reception.

**6:30 PM – 10:00 PM EVENING EVENT**

— Meet in Hyatt lobby at 6:30 PM for a stroll

**An Evening on the River**

Wednesday night promises to be an exciting experience. We will take a leisurely walk down Greenville's Main Street, recognized by the American Planning Association (APA) as one of America's Great Places. The walk will end at **Falls Park** where you will be able to experience a beautiful park on the river and the **Liberty Bridge**, a stunning curved suspension footbridge, overlooking the Reedy River Falls, the only natural, urban waterfalls in the United States. We will enjoy a special reception on the river and then walk past the **Art Crossing** where eleven visual artists have their studios. Across the river from the Art Crossing is the **Peace Center for the Performing Arts**, once the location of Gower Cox and Markley Carriage Factory which built more than half of the gun caissons and ammunition wagons for the Confederacy during the Civil War. We will move to the **Innovate Building** where we will enjoy a Low Country Boil in the open atrium of the building and retire to the conference center and patio on the roof for dessert and drinks. (**Pre-registration required**)

**10:00 PM – 11:00 PM REGISTRARS RESPITE**

— Meet at Larkin's On the River, 318 South Main Street  
Coordinator: Chris Goodlett, Curator of Collections, Kentucky Derby Museum, Louisville, KY

Join fellow SERA members after the Wednesday evening event for light hors d'oeuvres and drinks at Larkin's on the River. Known as one of Greenville's premier dining

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destinations, Larkin's is a short walk from the Hyatt Regency, our host hotel. (**SERA Members only**) (**Pre-registration required**) (**Contributing Sponsors: Willis Fine Art, Jewelry, and Specie, and Transport Consultants International**)

**THURSDAY  
OCTOBER 27**

**8:00 AM – 12:00 PM REGISTRATION**

**9:00 AM – 12:00 PM RESOURCE EXPO OPEN**

**8:00 AM – 12:00 NOON A TIGER'S TOUR: THE STORY OF CLEMSON UNIVERSITY'S MUSEUMS**

— Meet in Hyatt lobby

Tour Coordinator: Will Hiott, Director of Historic Properties, Clemson University, Clemson, SC

Although Clemson University is widely known for its football

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team, the university also boasts many lesser known treasures – more than a million specimens and artifacts are exhibited, curated, stored, and interpreted in 11 separate facilities across campus. Join us as we travel to Tiger Town for a behind-the-scenes look at how these diverse and varied museums meet the university's three distinct objectives: scholarly research, education from kindergarten to university students, and public visitation. Sites on the itinerary include: the Bob and Betsy Campbell Natural History Museum & Herbarium, Fort Hill (John C. Calhoun's and Thomas Green Clemson's plantation home), the 300-acre South Carolina Botanical Garden, Bob Campbell Geology Museum, Hanover House (built in 1716), and the Lee Gallery. **(Pre-registration required) (\$15)**

#### 8:30 AM – 12:00 PM DOUBLE SESSION WORKSHOP

##### Back to Basics

– Teal Suite, Second Floor

Moderator: Joanna Arrieta, Atlanta History Center, Atlanta, GA

Presenters: Kate Odom, Root House Museum, Marietta, GA; Jessica Van Landuyt, Atlanta History Center, Atlanta, GA; Kelly Whitfield, Atlanta History Center, Atlanta, GA

This workshop will focus on the essentials of managing historic houses or sites. Fundraising, volunteer management, and collections care are all important, but how about the “hard

stuff” such as interpreting race, class, and gender? Participants will take part in hands-on activities that engage problem-solving skills. Ideal participants for this workshop are managers of new or existing historic houses or sites.

#### 8:30 AM – 10:00 AM CONCURRENT SESSIONS

##### Going Digital: New Tools for Museums

– Redbud Suite Room

Moderator/Presenter: Anna Fariello, Curator, Digital Collections, Hunter Library, Western Carolina University, Cullowhee, NC

Presenters: Dale Johnson, Program Coordinator, Florida Museum of Natural History, Center for Informal Science Education, University of Florida, Gainesville, FL; Denise Drury, Interim Director, Fine & Performing Arts Center, Western Carolina University, Cullowhee, NC

Today's museums and not-for-profits are finding digital technology can contribute to institutional goals, including access, preservation, management, and development. This session looks at three case studies where digital technology is being used to enhance operations to build a digital database and interpretive website, employ take-along phone apps for exhibit viewing, and participate in social networking to build audience awareness.

##### Show Me the Money! A Guide to Conference Travel Grants

– Gardinia Suite Room

Presenters: Zinnia Willits, Director of Collections Administration, Gibbes Museum of Art, Charleston, SC; Martha Battle Jackson, Curator, Jekyll Island Management Institute Coordinator, North Carolina Division of Historic Sites, Raleigh, NC

As you read this, someone may be cutting your professional development budget. Travel scholarships offer monetary support to attend conferences and workshops that provide relevant learning opportunities. This session will demystify the scholarship organization and review process and provide insight on how to make your application stand out.

##### LED, Low Voltage, Line Voltage . . . OMG! Practical Lighting Lessons from the Front

– Commons Meeting 3 Room

Moderator: Scott Alvey, Director of the Design Studio, Kentucky Historical Society, Frankfort, KY

Presenter: Jonathan Noffke, Project Manager, Solid Light, Inc.

The quality and variety of exhibit lighting options (particularly LEDs) continue to grow at an amazing pace. This session is intended as a practical primer for museums considering new lighting or changes/upgrades to their existing

systems-with all the pitfalls and pluses in between. **(Commercial Track Session)**

### **Funding Opportunities from the National Endowment for the Humanities**

— Dogwood Suite Room

*Presenter: Jeff Hardwick, Senior Program Officer, Division of Public Programs, National Endowment for the Humanities, Washington, DC*

Attendees will be introduced to the wide variety of NEH grants that can help museums, historic houses, historical societies, and other organizations build endowments for humanities projects, the preserve collections, and mount exhibitions. There will be an in-depth discussion of funding opportunities for public programs including long-term exhibits, traveling exhibits, digital formats, and educational and public programming, as well as advice on how to shape a successful NEH proposal. **(Professional Service Organization)**

### **Light, Mylar, Action: Enclosures, Encapsulation, & Examination**

— Crepe Myrtle Room

*Moderator/Presenter: Erin Kelly, Art Conservator & Educator, Larson-Juhl/Conservation By Design, Atlanta, GA*

Learn encapsulation and enclosure-making techniques for document handling and display, stay to see a variety of Japanese and European handmade papers, and test-drive a new lighting and examination tool. **(Commercial Track Session)**

**10:00 AM – 10:30 AM RESOURCE EXPO COFFEE BREAK**

**10:30 AM – 12:00 PM CONCURRENT SESSIONS**

### **De-Mystifying the Native American Graves Protection and Repatriation Act**

— Redbud Suite Room

*Moderator: Kathryn Lang, Curator, Jean Lafitte National Historical Park and Preserve, New Orleans, LA*

*Presenters: Kyle Elizabeth Bryner, Registrar and Collection Manager, Museum of Anthropology at Wake Forest University, Winston-Salem, NC; Sherry Hunt, NAGPRA Program Director, National Park Service, Washington, DC; Russell Townsend, THPO, Eastern Band of Cherokee Indians, Cherokee, NC*

NAGPRA is a Federal law passed in 1990, which provides a process for museums to return human remains, funerary objects, and sacred objects to lineal descendants, Indian tribes, and Native Hawaiian organizations. Do you know who is subject to NAGPRA? Do you know how repatriation works? Do you know who may claim these items? Are you concerned



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that you may be out of compliance? These questions will be answered by the panel. **(Sponsor: SERA)**

### **Just Because You Can, Doesn't Mean You Should**

— Commons Meeting Room 3, Second Floor

*Presenter: Robin Person, Branch Director, Historic Jefferson College, Washington, MS*

Should you date a board member? How do you fire a long-time volunteer? What do you do if you find human remains in your collection? These and other tricky and/or ethical questions and situations will be discussed in a small group format. Responses, which may be anonymous, will be presented to the entire group as the second part of the program. Scenarios will be drawn from real-life situations to illustrate how they can happen to anyone, at any time. **(Directors Track Session)**

### **SEMC Stitch 'n' Chat**

— Dogwood Suite Room

*Facilitator: Carrie Taylor, Collections Manager, Monticello, Thomas Jefferson Foundation, Charlottesville, VA*

Calling all knitters, crochet-ers, embroiderers, woodcarvers – everyone! Looking for a chance to network with colleagues from around the Southeast? Then this is the session for you. Bring your current project, pull up a chair and talk some shop.



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Join this informal networking session to meet new people and catch-up with old friends. Maybe you'll discover a new pattern to try as well as hear about an exciting new education program, collections resource or job opening. Of course, non-crafters are welcome too.

### Outreach to New Audiences

— *Crepe Myrtle Room*

*Moderator/Presenter: Kaci Kelly, School and Educator Services Coordinator, The Columbus Museum, Columbus, GA*

*Presenters: Andy Ambrose, Executive Director, The Tubman African American Museum, Macon, GA; Patty Petrey Dees, Distance Learning Program Director, Center for Puppetry Arts, Atlanta, GA*

During this session the presenters will discuss the challenges and successes of creating and implementing new educational programs both in the museum and as outreach. The Columbus Museum is embarking on a new adventure of in-class school programming and will discuss the reasons that led to that decision. The Tubman Museum will talk about its efforts to create a high-tech, on-site classroom space in a small museum and the new outreach programs it has developed for at-risk students and underserved communities. Various modalities of distance learning and its ability to reach new audiences will be explored by taking a look at the

Center for Puppetry Arts' award winning Distance Learning Program. Interactive videoconferencing, webinars, social media, and streamed content will be highlighted during this session.

### Your Place in History: Publishing Local History

— *Gardenia Suite Room*

*Presenter: Maggie Bullwinkel, Publisher, Arcadia Publishing, Mount Pleasant, SC*

Arcadia Publishing, the leading local history publisher in the U.S., has over 6,500 titles in print. Join us to learn how you can partner with Arcadia to share and preserve your community's history. Arcadia is a full-service trade publisher; we cover the entire cost of book production, including experienced editorial, marketing, and sales support. There is no risk for authors. We offer a way for organizations and historians to earn royalties without any financial investment. **(Commercial Track Session)**

### 12:00 PM – 1:30 PM AFFINITY LUNCHEONS

#### Association of Academic Museums & Galleries (AAMG)

— *Crepe Myrtle Room*

Munch on sandwiches while networking with AAMG colleagues from college and university museums and galleries of all disciplines throughout the region. **(Pre-registration required)**

#### Museum Educators Committee (EdCom)

— *Gardenia Suite Room*

Eat, drink and connect with your fellow museum educators! A brief business meeting will tell you more about EdCom and its activities. **(Pre-registration required)**

#### Directors Luncheon

— *Commons Meeting Room 3, Second Floor*

*Moderator: David Butler, Director, The Knoxville Museum of Art, Knoxville, TN*

Join directors from around the region to network and share concerns, successes and challenges with your peers. **(Pre-registration required)**

#### Southeastern Registrars Association (SERA)

— *Dogwood Suite Room*

Here is your opportunity to meet with fellow SERA members and discuss important issues now facing registrars. You will also have the opportunity to discuss possible sessions and workshops for next year. **(SERA members only) (Pre-registration required)**

### Exhibitors Luncheon

— Continental/Regency Ballroom

We'll close the Resource Expo with a thank-you lunch where exhibitors are invited to relax, debrief, and offer suggestions for the 2012 Annual Meeting. *(Invitation only)*

**1:30 PM – 3:00 PM CONCURRENT SESSIONS**

### Making Trustees Fundraisers

— Commons Meeting Room 3, Second Floor

*Presenter: Jim McCreight, President, Museum Trustee Association, Trustee, Maryhill Art Museum and The High Desert Museum, Beaverton, OR; Karen Johnston, Trustee, Salvador Dali Museum, Greensboro, NC*

Every museum from the smallest to the largest needs to have their board members engaged in fundraising but many museums find that board members are either reluctant or poorly trained to help with fundraising. This panel will discuss how board members can be trained to be better fundraisers. Attendees will leave the session with practical ideas to take back to their board.

### To Catch a Con Man

— Redbud Suite Room

*Moderator: Victoria Cooke, Director, Leepa-Rattner Museum of Art, Tarpon Springs, FL*

*Presenters: Matthew Leininger, Director of Museum Services, Cincinnati Museum of Art, Cincinnati, OH; George Bassi, Director, Lauren Rogers Museum of Art, Laurel, MS*

Mark Landis, aka Steven Gardiner – aka Father Arthur Scott – has visited at least 30 museums, primarily in the Southeast. Each time he comes bearing remarkable, impossible to resist gifts and promises of more to come. In reality Landis is a forger and a con man, or maybe just an unbalanced eccentric in search of attention and a free lunch. The ease of electronic communication and the current attitude of transparency have helped determined museum professionals finally expose him. This roundtable will focus on how curators, registrars, and directors communicated about Landis and what lessons can be taken from this case and applied to others. How can museums protect themselves from fraud by working together, being open even when a situation is embarrassing, and banding together?

### Making Your Mark: Life of an EMP

— Teal Suite Room

*Moderator/Presenter: Alexis Thompson, Museum Specialist, National Museum of the Marine Corps, Quantico, VA*

*Presenters: Carrie Bowers, Museum Specialist; Robert Sullivan, Curatorial Services Chief, National Museum of the Marine Corps, Quantico, VA*



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The museum world can often be a tricky one to navigate, and much cannot be found in a museum textbook, but rather, is learned through experience. This session will be a roundtable discussion with both emerging and long-term museum professionals. Our presenters will share their experience in the non-profit and federal museum worlds as well as other history-related professions, the paths they took through education and hands-on experience and how they landed their current jobs. Discussion will include internship opportunities, conference participation, and networking skills. Questions and advice are encouraged.

### Do Something!

#### Easy Activities to Engage Their Hands

— Crepe Myrtle Room

*Moderator/Presenter: Ken Scheel, Director of Education Outreach for KEVA Planks, Elkton, VA*

In this fun hands-on workshop learn how to convert your museum topic into a hands-on experience your visitors will remember using simple wood KEVA Planks. Art museums build sculptures anytime anywhere. History museums build battlefields, forts or villages. Children's museums build anything! Easy inexpensive outreach activities for children and families for education programs or floor exhibits. \$10 gift for each participant. *(Commercial Track Session)*



**SERA Behind-the-Scenes Tour**

— Meet in Hyatt lobby at 1:30 PM

Moderator: Chris Goodlett, Curator of Collections, Kentucky Derby Museum, Louisville, KY

Tour Furman University and discover the 2,700+ pieces in the Decorative and Fine Arts Collection on display throughout the campus. Elizabeth Coker Hamlett, University Collections Manager, will give a behind-the-scenes tour and discuss the challenges of a de-centralized collection. **(SERA members only, limit 25) (Pre-registration required)**

**3:00 PM – 4:00 PM**

**SEMC COUNCIL MEETING**

— Crepe Myrtle Room

**FRIDAY  
OCTOBER 28**

**7:00 & 8:15 PM**

**POST-CONFERENCE TOUR**

**AT ROPER MOUNTAIN SCIENCE CENTER**

Roper Mountain Science Center will feature Starry Nights on Friday. They have scheduled *Tales of the Maya Sky* for that evening, with show times at 7:00 and 8:15 PM. Included are a star talk and a few other features along with our main presentation at the planetarium. The observatory will also be open, weather permitting. If you are looking for something to do the evening after the conference, visit Roper Mountain. Admission is complimentary if you show your conference name tag.

**Transporting Your Delicate Exhibitions & Artifacts**

— Dogwood Suite Room

Presenter: Frank Watson, Charlotte Van & Storage, Charlotte, NC

Learn about transporting your exhibitions and artifacts.

**(Commercial Track Session)**

**Off-Site Tour- Experiencing Europe in Greenville: Highlights of the Museum & Gallery Collection at Bob Jones University**

— Meet in Hyatt lobby at 1:30 PM

Tour Coordinator: Rebekah Cobb, Guest Services Coordinator, Museum & Gallery at Bob Jones University & Heritage Green, Greenville, SC

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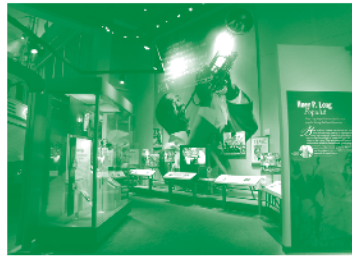
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Website: [www.si.edu](http://www.si.edu)

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Established in 1971, SCFM is a nonprofit professional membership organization that represents and acts in the interests of museums in South Carolina. Members of SCFM strive to raise the standards of museum practice in the state. Institutions and professional museum staff are actively involved through SCFM in helping South Carolina's museums grow and succeed.

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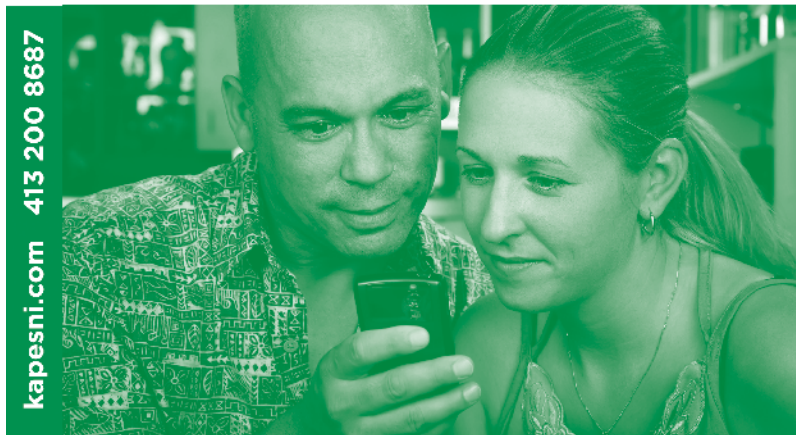
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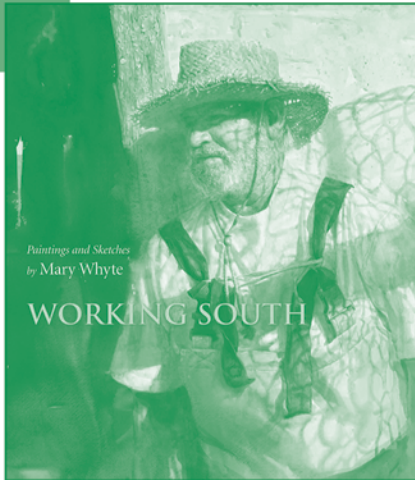
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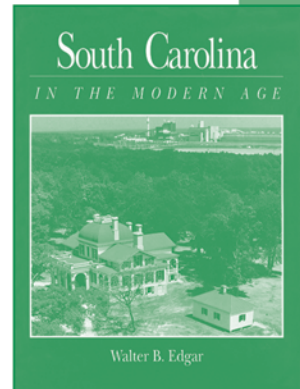
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