



WILLIAMSBURG FINAL PROGRAM
Annual Meeting 2012 SEMC

Huzzah! Disembark into History

Welcome

FROM THE COLONIAL WILLIAMSBURG FOUNDATION OFFICE OF THE PRESIDENT

WELCOME TO WILLIAMSBURG! It gives me great pleasure to extend a warm welcome to all participants in the Southeastern Museums Conference. The work that you do sustains and preserves our history and culture for today's citizens and for generations to come. We are honored to celebrate this event with you in our city.

While you are here, please enjoy Colonial Williamsburg's historic sites and explore our outstanding museums, the Abby Aldrich Rockefeller Folk Art Museum and the DeWitt Wallace Decorative Arts Museum. Experience the innovative, interactive Revolutionary City on Friday afternoon as well as life in the 18th century as portrayed throughout Colonial Williamsburg's Historic Area. I also urge you to take advantage of other outstanding museums and historic sites in America's Historic Triangle: Williamsburg, Jamestown, and Yorktown.

On behalf of our entire community and the great people who work at Colonial Williamsburg, I wish you a successful and memorable stay.

Sincerely,

COLIN G. CAMPBELL



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A SPECIAL THANKS TO OUR HOST INSTITUTIONS. The following local museums have graciously agreed to allow free admission to SEMC 2012 Annual Meeting participants during their regular operating hours. To gain free admission, please present your ticket for Colonial Williamsburg or **show your SEMC Annual Meeting Badge** at other museum entrances. Detailed contact information can be found on page 14.

COLONIAL WILLIAMSBURG FOUNDATION
JAMESTOWN-YORKTOWN FOUNDATION,
JAMESTOWN SETTLEMENT,
YORKTOWN VICTORY CENTER
PRESERVATION VIRGINIA'S NATHALIE P.
& ALAN M. VOORHEES ARCHAERARIUM
AT HISTORIC JAMESTOWNE
MARINERS MUSEUM
MUSCARELLE MUSEUM OF ART,
THE COLLEGE OF WILLIAM & MARY,
PENINSULA FINE ART CENTER
VIRGINIA HISTORICAL SOCIETY
VIRGINIA LIVING MUSEUM
VIRGINIA MUSEUM OF FINE ARTS

Schedule-At-A-Glance {DETACHABLE}

Wednesday, November 7

7:30 AM – 12:00 NOON: HHMAG

HANDS-ON HELP PROJECT

Meet in Williamsburg Lodge Lobby

8:00 AM – 5:00 PM

REGISTRATION *Landing*

8:00 AM – 1:00 PM: RESOURCE EXPO

SETUP *Virginia Rm DEF*

8:30 AM – 11:30 AM: SEMC COUNCIL

MEETING *Piedmont Rm BC*

12:00 NOON - 1:00 PM: PROGRAM

COMMITTEE MEETING

Piedmont Rm A

11:30 AM – 1:00 PM: JIMI LUNCHEON

Virginia Rm C

1:00 PM – 5:30 PM: EXPO OPEN

1:00 PM – 2:15 PM

CONCURRENT SESSIONS

- Art Museum Professionals' Listening Session *Piedmont Rm A*
 - New Directions in Theft Prevention *Virginia Rm A*
 - You Have Collection/Digital Questions? We Have Answers! *Piedmont Rm C*
 - New Directions for IMLS: Connecting Museums and Communities *Allegheny Rm B*
 - Just Ask: A Conversation Between Museum Leaders and the Blind Community About Accessibility *Allegheny Rm C*
 - The Little Museum That Could, Part II: This Time It's Personal *Virginia Rm B*
 - Spotlight on Student Research in Museums: Technology *Virginia Rm C*
 - Smithsonian as Partners in Your Community *Liberty Rm*
- 2:15 PM – 2:45 PM: COFFEE & COOKIE BREAK *Virginia Foyer*
- 2:45 PM – 4:00 PM
- CONCURRENT SESSIONS
- In the Aftermath of Putting Collections Online *Piedmont Rm A*
 - What is JIMI? *Piedmont Rm B*

• You're How Old? Making an Impression as an EMP *Piedmont Rm C*

• Five Design Ideas Every Museum Professional Should Know *Allegheny Rm B*

• Conservation Made Manageable

Allegheny Rm C

• Do Museums Need a Brand? *Liberty Rm*

• Making a Memory: Interactive Visitor-Created Exhibits and What We Learn From Them *Virginia Rm A*

• IMLS Funding is for Small Museums, Too! *Virginia Rm B*

• To Tell the Story: Interpretation Through Objects *Virginia Rm C*

3:00 PM – 4:00 PM: ROUND TABLE DISCUSSIONS FOR AFFINITY, SPC & STATE DIRECTORS *Allegheny Rm A*

4:00 PM – 4:30 PM: NEW MEMBERS/FIRST-TIME SEMC ATTENDEES ORIENTATION *Virginia Rm B*

4:30 PM – 5:30 PM: RESOURCE EXPO/SILENT AUCTION GRAND OPENING RECEPTION *Virginia Rm DEF*

6:30 PM – 9:00 PM: EVENING EVENT Jamestown *Meet in Lodge Arrival Hall at 6:00 pm to load buses on South England St.*

9:30 PM – 10:30 PM: SERA REGISTRARS RESPITE *The Trellis Restaurant, 403 West Duke of Gloucester Street*

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10:30 AM – 10:45 AM: COFFEE BREAK *Virginia Rm DEF*

10:45 AM – 12:00 NOON

CONCURRENT SESSIONS

- Designing Slavery: Interpretation at Monticello and Montpelier *Piedmont Rm A*
 - Dusting and Delegating: Historic Housekeeping 101 *Piedmont Rm B*
 - Exhibits and Multisensory Learning *Piedmont Rm C*
 - Museums and the Pulse of the Future *Allegheny Rm B*
 - From Stewardship to Sustainability: Comparative Approaches to Preservation for Historic House Museums *Allegheny Rm C*
 - Sustainable Partnerships with Academic Museums *Liberty Rm*
- 12:15 PM – 1:45 PM: ANNUAL AWARDS LUNCHEON *Virginia Rm ABC*
- 1:45 PM – 6:00 PM: EXPO OPEN *Virginia Rm DEF*
- 2:00 PM – 4:30 PM: DOUBLE SESSIONS
- The Basics of Writing Furnishing Plans *Allegheny Rm B*
 - Beginning at the End: Evaluation as a Planning Tool *Allegheny Rm C*
- 2:15 PM – 3:15 PM & 3:30 PM – 4:30 PM OFF-SITE SESSION: Care of Historic Metal Objects in the Colonial Williamsburg Collection *Registrants meet in Lodge Arrival Hall at 2:00 or 3:15 pm.*
- 2:00 PM – 3:15 PM
- CONCURRENT SESSIONS
- Museum Love Connection *Piedmont Rm A*
 - How to Grow Latino Partnerships? *Piedmont Rm B*
 - Curatorial Roundtable: Collections *Piedmont Rm C*
 - Exhibit Fundamentals: Planning and Building Exhibits for Small Museums *Liberty Rm*

Thursday, November 8

7:30 – 8:30 AM: WALKING TOUR OF DUKE OF GLOUCESTER STREET

Meet in Williamsburg Lodge lobby

8:00 AM – 5:00 PM

REGISTRATION *Landing*

9:00 AM – 10:30 AM: GENERAL SESSION: SEMC ANNUAL BUSINESS MEETING AND TOWN HALL

DISCUSSION *Virginia Rm ABC*

9:00 AM – NOON: EXPO OPEN

Virginia Rm DEF

- **Get Q'd Into Mobile** *Colony Rm C*
- **Storage Re-evolution: Easy, Enviro-friendly, EcopHant™ Boxes** *Colony Rm D*

3:15 – 3:30 PM: EXPO SNACK BREAK
Virginia Rm DEF

3:30 – 4:45 PM

CONCURRENT SESSIONS

- **The Art of the Ask** *Piedmont Rm A*
- **Approaches to Managing Large Collection Projects** *Piedmont Rm B*
- **Emerging Technologies in Museums** *Piedmont Rm C*
- **Strategic Planning for Cultural Organizations** *Virginia Rm A*
- **Traveling Exhibits for Small Museums: What Works?** *Virginia Rm B*
- **From Classroom to Workplace in Theory and Practice** *Virginia Rm C*
- **Shipwreck Archaeology: Exploring the Deep & Discovering the Past** *Liberty Rm*

4:30 PM – 6:00 PM: RESOURCE EXPO/ SILENT AUCTION CLOSING PARTY *Virginia Rm DEF*

6:00 PM – 7:00 PM: EMERGING MUSEUM PROFESSIONALS
Williamsburg Lodge Lobby Lounge

6:00 PM – 7:00 PM: NAME NETWORKING MEET-UP
Williamsburg Lodge Lobby Lounge

6:00 PM – 7:00 PM: ACADEMIC MUSEUM GAMBOLS
Williamsburg Lodge Lobby

7:15 PM – 9:00 PM: COLONIAL WILLIAMSBURG TAVERN DINNER
Walk east down Duke of Gloucester Street towards the Capitol to the Taverns on the right

8:30 PM – 10:00 PM: EVENING EVENT: CAPITOL EVENING AT COLONIAL WILLIAMSBURG

Friday, November 9

8:00 AM – NOON

REGISTRATION *Landing*

9:00 AM – 11:30 AM: DOUBLE

SESSION: Museum Next: A World Café

Conversation *Virginia Rm C*

9:00 AM – 10:15 AM

CONCURRENT SESSIONS

- **Civil War Walking Tour of Colonial**

Williamsburg *Williamsburg Lodge Lobby*

(Additional tour offered at 11:00 am)

- **Museums Go to School: “Suitcase**

Lessons” *Piedmont Rm A*

- **Cultivating Major Donors**

Virginia Rm B

- **Insurance Claims: “Oh No!**

The Painting Fell Off the Wall”

Piedmont Rm B

- **Patrick Henry, A Case Study**

Piedmont Rm C

- **Choosing an Assistance Program for**

Your Museum *Allegheny Rm B*

- **Do You Look at the Exhibits or the**

Architecture? *Allegheny Rm C*

- **Volunteers: Maximizing Your Greatest**

Resource *Liberty Rm*

- **Planning an Exhibition Exchange**

Program for the Southeastern Museums

Conference *Virginia Rm A*

10:15 – 10:30 AM

COFFEE BREAK & POSTER

SESSIONS *Virginia Foyer*

10:30 AM – 11:45 AM

CONCURRENT SESSIONS

- **HHMAG Roundtable Discussion/**

Business Meeting *Piedmont Rm A*

- **Spotlight on Student Research in**

Museums *Piedmont Rm B*

- **Curatorial Research Paper Presentations**

Allegheny Rm B

- **Native American Graves Protection**

Repatriation Act: The Inventory

Allegheny Rm C

- **Linking Partnerships and Fundraising**

to Design *Piedmont Rm C*

- **Perspectives of Emerging Giving**

Trends and Successes *Virginia Rm A*

- **Condition Reports: A Necessary “Evil”**

Virginia Rm B

11:00 AM – NOON: Civil War

Walking Tour of Colonial

Williamsburg *Williamsburg Lodge Lobby*

12:00 NOON – 1:30 PM

AFFINITY LUNCHEONS

- **Directors Luncheon** *Virginia Rm A*

- **Southeastern Registrars Association**

(SERA) *Virginia Rm B*

- **Museum Educators Committee**

(EdCom) *Virginia Rm C*

1:30 PM – 2:45 PM

CONCURRENT SESSION

Fundraising: What’s New That Works?

Virginia Rm A

1:45 PM – 2:45 PM

OFF-SITE SESSIONS AT BRUTON

HEIGHTS SCHOOL CAMPUS

Williamsburg Lodge Lobby at 1:30 pm for

shuttle pick up.

3:30 PM – 4:30 PM

COUNCIL MEETING *Piedmont Rm*

3:45 PM – 5:00 PM

“REVOLUTIONARY CITY”

PROGRAM IN THE COLONIAL

WILLIAMSBURG HISTORIC AREA

5:00 PM – 8:30 PM

EVENING EVENT: ART EVENING

Muscarella Museum of Art at the College

of William & Mary and Museums of

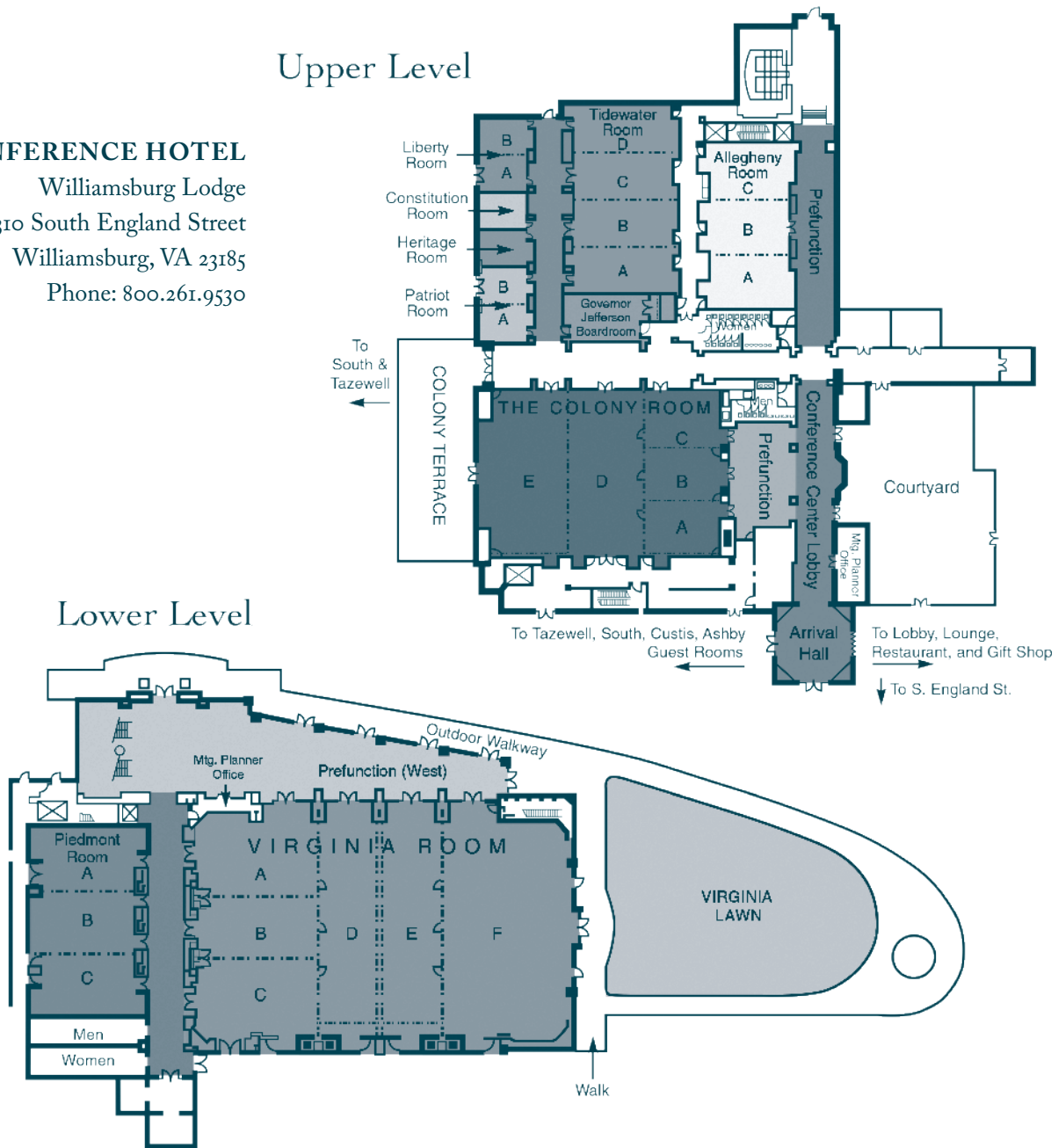
Colonial Williamsburg *Walk (one mile) or*

take a Colonial Williamsburg charter bus.

Meeting Spaces at Williamsburg Lodge

CONFERENCE HOTEL

Williamsburg Lodge
310 South England Street
Williamsburg, VA 23185
Phone: 800.261.9530



SEMC REGISTRATION

Allegheny Foyer Landing (Grand Staircase)

SEMC RESOURCE EXPO

Virginia Ballroom DEF, lower floor

SEMC PROGRAM SESSIONS

Lower Floor: Virginia Rooms A, B, C;
Piedmont Rooms A, B, C

Main Floor: Liberty Room; Colony Rooms C & D;

Patriot Room B; Allegheny Rooms A, B, C

SEMC GENERAL SESSION

AND ANNUAL AWARDS LUNCHEON

Virginia Ballroom ABC, Lower Floor

SEMC MEETINGS & MEAL FUNCTIONS

Piedmont Room BC, Virginia Rooms A, B, C

Conference Information

CONFERENCE THEME

“New Directions in the Old Dominion: The Re-Evolution of Museums” brings to life America’s historic triangle: Williamsburg, Jamestown and Yorktown. *Huzzah! Disembark into the American Revolution and experience the Re-evolution of Museums* at SEMC 2012 Annual Meeting! SEMC 2012 Annual Meeting program sessions offer new directions to help your institution evolve and move your career forward.

GENERAL INFORMATION

The SEMC 2012 Annual Meeting and Resource Expo are headquartered at the Williamsburg Lodge. 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 Williamsburg Lodge. Colonial Williamsburg is an open air museum and many conference events will be held in the Historic Area. This will entail walking, sometimes on uneven gravel and brick paths. 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 Wednesday, October 17, 2012. It will be updated after the meeting to include those attendees who registered after October 17 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, 2012.

ATTENDEE REGISTRATION

Williamsburg Lodge, Allegheny Foyer Landing
Wednesday, Nov. 7: 8:00 AM – 5:00 PM
Thursday, Nov. 8: 8:00 AM – 5:00 PM
Friday, Nov. 9: 8:00 AM - 12:00 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 Colonial Williamsburg ticket or SEMC Annual Meeting Badge at other museums during their regular operating hours through Sunday, November 11. Please call or check their websites listed on the back cover 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 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 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 Friday, Nov. 9.

SEMC 2012 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 2012 Publication Design Competition Coordinators are

the **Muscarelle Museum of Art staff** 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 2013 issue of SEMC's quarterly newsletter, *Inside SEMC*.

SEMC 2012 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 Co-Chairs are **Jeremy Underwood** and **Nathan Jones**. One Award of Excellence is given in each budget category.

SEMC 2012 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 Thursday, Nov. 8, as part of the Annual Awards Luncheon.

James R. Short Award Recipients

Salvatore G. Cilella, Jr., former President & CEO, Atlanta History Center, Atlanta, GA

Thomas G. Ledford, former CEO, Lynchburg Museum System, Lynchburg, VA

Emerging Museum Professionals Award Recipients

Kyle Elizabeth Bryner, Registrar and Collections Manager, Museum of Anthropology, Wake Forest University, Winston-Salem, NC

Alexis Thompson, Registrar, National Museum of the Marine Corps, Quantico, VA

SEMC 2012 SCHOLARSHIP SPONSORS & COORDINATORS

Congratulations to all our 2012 scholarship winners! Scholarship recipients will be recognized at the Annual Awards Luncheon on Thursday, Nov. 8, at 12:15 PM in Virginia Room ABC.

The four SEMC Traveling Scholarships are supported by the SEMC Alderson Endowment and

proceeds from the SEMC's 2011 Silent Auction. The SEMC President's Scholarship is sponsored by SEMC President **George Bassi**. Funds for the 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. SERA Scholarship Coordinator is **Heather Thayer Culligan**, Collections Manager, Atlanta History Center, Atlanta, GA. Please thank the coordinators for their hard work – there were almost 50 applicants for 10 scholarships, making the process highly competitive.

SEMC 2012 SCHOLARSHIP RECIPIENTS

🔑 *Student Category*

Catherine Rodriquez, Auburn University, Auburn, AL

🔑 *Seasoned Museum Professional*

Michael Ausbon, Associate Curator,

North Carolina Museum of History, Raleigh, NC
Nancy Fields, Education Coordinator, American

Indian Cultural Center and Museum, OK City, OK
Brian Hicks, Director, DeSoto County Museum, Hernando, MS

🔑 *Emerging Museum Professional*

Laura VanHuss, Curator, Oak Alley Foundation and Johns Hopkins University, New Orleans, LA
Josh White, Executive Director, Yeiser Art Center, Paducah, KY

🔑 *SEMC President's Scholarship*

Megan Ramsey, Greenbrier Historical Society/North House Museum, Lewisburg, WV

🔑 *SERA-SEMC Travel Scholarship*

Entry-Level Professional: **Amber Schneider**, Registrar, Mississippi Museum of Art, Jackson, MS

State Representative Scholarship: **Carolyn Reno**, Collections Manager/Assistant Director, Shiloh Museum of Ozark History, Springdale, AR

Seasoned Professional: **Mary Hauser**, Registrar, Gregg Museum of Art and Design, Raleigh, NC

SEMC 2012 SILENT AUCTION

As always, the funds raised by the silent auction will go to the scholarship program for 2013. Our silent auction Coordinator is **Jenny Lamb**, Director of Interpretation & Education, Belle Meade Plantation, Nashville, TN. Please thank Jenny for all her hard work!

TRANSPORTATION SCHEDULE

WEDNESDAY, NOV. 7

⇒ **Evening Event: Jamestown:** Meet in the Lodge Arrival Hall at 6:00 PM to load buses on South England Street. By car, go to Jamestown Settlement (2110 Jamestown Road, Route 31S, Williamsburg).

THURSDAY, NOV. 8

Registrants for the off-site sessions at Colonial Williamsburg Collections and Conservation will meet in the Lodge lobby at 2:00 PM or 3:15 PM to take a hotel shuttle to the Bruton Heights School Educational Campus. By car, go to 313 First Street, Williamsburg. (*Parking available.*)

⇒ **Evening Event: The Capitol:** After dinner on your own or at one of the Colonial Williamsburg taverns, take a short walk illuminated by cressets down Duke of Gloucester Street to the Capitol, 8:30 PM – 10:00 PM.

FRIDAY, NOV. 9

Registrants for off-site sessions at Bruton Heights School Campus will meet in the Lodge lobby at 1:30 PM for shuttle pickup. Or walk east down Duke of Gloucester Street towards the Capitol, turn left at Botetourt Street, cross Lafayette Street, and walk down the ramp through the tunnel. By car, go to 313 First Street, Williamsburg. (*Parking available.*)

⇒ **Evening Event: Art Evening:** Walk (1 mile) or take a Colonial Williamsburg charter bus (pick up at the Magazine & Gate House Stop on Francis St. after “Revolutionary City” or Williamsburg Lodge) to Muscarelle Museum of Art, College of William & Mary (Lamberson Hall, next to Phi Beta Kappa Memorial Hall, 5:00–7:00 PM) and Museums of Colonial Williamsburg (DeWitt Wallace Decorative

Arts Museum and Abby Aldrich Rockefeller Folk Art Museum, 326 W. Francis Street, 6:30–8:30 PM)

Resource Expo & Silent Auction Schedule

WEDNESDAY, NOVEMBER 7

1:00–5:30 PM: Resource Expo Open
2:15–2:45 PM: Expo Snack Break
4:30–5:30 PM: Resource Expo/Silent Auction
Grand Opening Reception

THURSDAY, NOVEMBER 8

9:00 AM–NOON: Resource Expo/Silent Auction Open
10:30–10:45 AM: Resource Expo Coffee Break
NOON–1:45 PM: Resource Expo Closed
1:45–6:00 PM: Resource Expo Open
3:15–3:30 PM: Resource Expo Snack Break
4:30–6:00 PM: Resource Expo/Silent Auction
Closing Party
5:30 PM: Silent Auction bidding closes

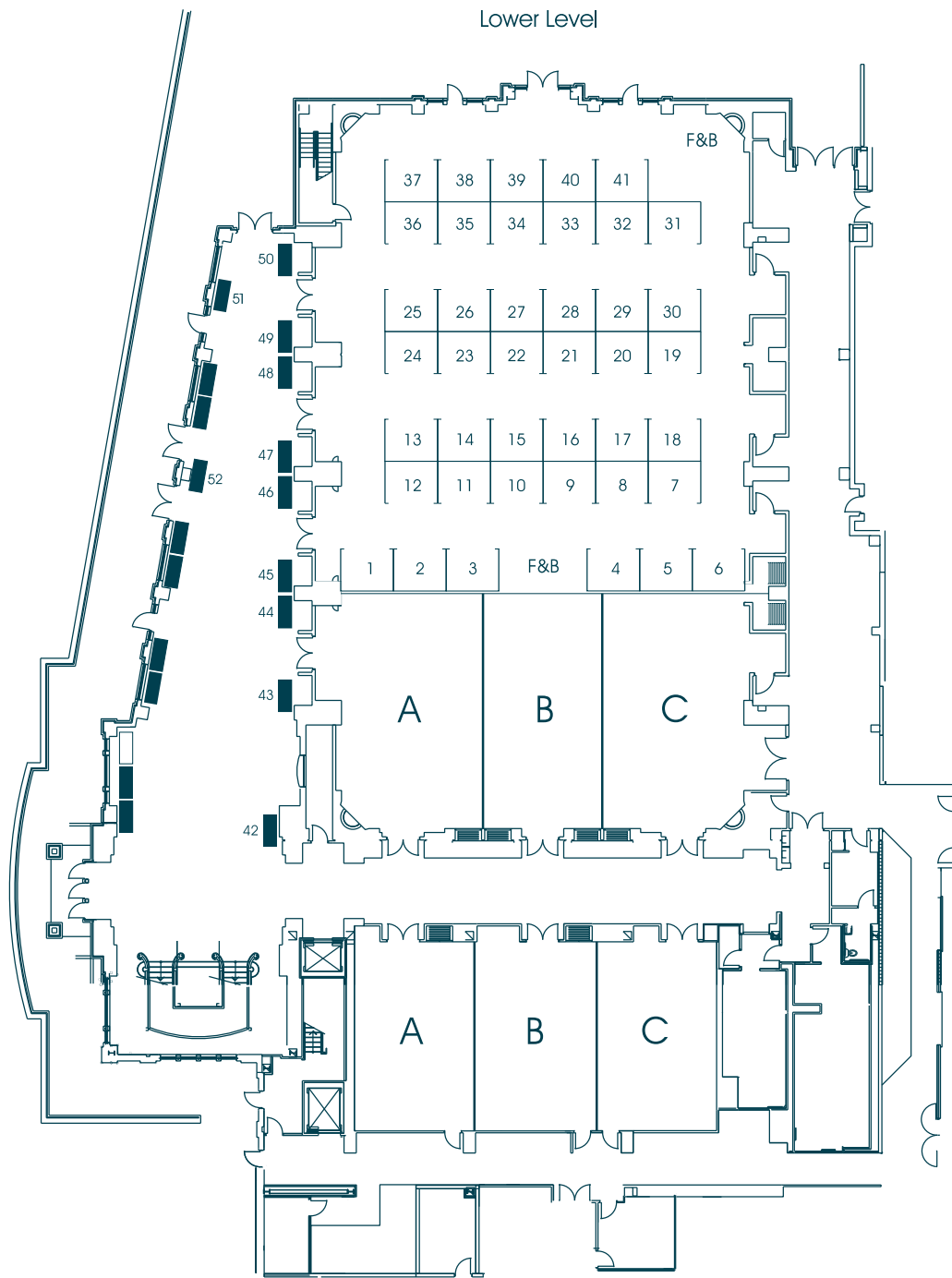
Resource Expo Layout & Booths

1. Dorfman Museum Figures, Inc.
2. Explus, Inc.
3. Conservation by Design – North America
4. Photoworks Creative Group
5. Gaylord Bros.
6. Riggs Ward Design
7. Travelers
8. The History Workshop
9. MDL Investment Consultant
10. Universal Fibre Optic Lighting
11. Solid Light, Inc.
12. Malone Design/Fabrication

- 13. Charlotte Van & Storage
- 14. Cinebar Productions, Inc.
- 15. Toursphere
- 16. Zone Display Cases
- 17. Studio Displays, Inc.
- 18. Outbound Software
- 19. MDI Creative, Inc.
- 20. HealyKohler Design
- 21. Quatrefoil Associates
- 22. Blair, Inc.
- 23. OnCell Systems
- 24. Blackbaud
- 25. Design Masters Associates, Inc.
- 26. 1220 Exhibits
- 27. Frina Design
- 28. Heritage Preservation
- 29. Markel
- 30. StudioAmmons, Inc.
- 31. Gropen, Inc.
- 32. Hasselblad Bron, Inc.
- 33. MuseumRails
- 34. Advance Relocation Systems
- 35. Willis Fine Art, Jewelry & Specie
- 36. The Design Minds, Inc.
- 37. GLASBAU HAHN America
- 38. Mallory Alexander International Fine Arts
- 39. U.S. Art Company, Inc.
- 40. Kapesni, LLC
- 41. Arcadia Publishing
- 42. SEMC Career Center
- 43. Georgia Association of Museums and Galleries (GAMG)
- 44. Savant Limited
- 45. Virginia Association of Museums (VAM)
- 46. American Alliance of Museums (AAM)

- 47. Institute of Museum & Library Services (IMLS) and Smithsonian Affiliations
- 48. Goosepen Studio & Press

- 49. Re:discovery Software
- 50. F. C. Vogt Company
- 51. Odyssey Marine Exploration
- 52. Keith-Fabry Reprographics



Session Sponsorships, Tracks & 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 & Galleries
- (EdCom) Educators Committee
- (EMP) Emerging Museum Professionals
- (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 2012 ANNUAL MEETING TRACKS

Directors Track: On Friday, Nov. 9, SEMC is offering a luncheon specifically designed for southeastern museum directors. (*Contributing sponsor: Alexander Haas*)

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

- Strategic Planning for Cultural Organizations
- Fundraising: What's New that Works?
- Museums and the Pulse of the Future
- New Directions in Theft Prevention
- Sustainable Partnerships with Academic Museums
- The Art of the Ask

Art Museum Professionals' Listening Session
Museum Love Connection

Help Is on the Way! Choosing an

Assistance Program for your Museum

Cultivating Major Donors

The Little Museum That Could, Part II:

This Time It's Personal

Linking Partnerships and Fundraising to Design

What Is JIMI, and What It Can Do for You

Beginning at the End: Evaluation as a Planning Tool

Perspectives of Emerging Giving Trends and Successes

(*Contributing sponsor of Directors Track: Alexander Haas*)

↳ Collections

Conservation Made Manageable

Curatorial Roundtable: Collections

You Have Collection/Digital Questions? We Have Answers!

In the Aftermath of Putting Collections Online:

True Stories of What Happens Next

Dusting and Delegating: Historic Housekeeping 101

Insurance Claims: "Oh No! The Painting Fell Off the Wall!"

New Directions in Theft Prevention

The Basics of Writing Furnishing Plans

Treatment and Maintenance of Metal Objects

in the Colonial Williamsburg Collection

Stairway to Heaven: Approaches to Managing

Large Collection Projects

Native American Graves Protection Repatriation

Act NAGPRA: The Inventory

Condition Reports: A Necessary "Evil"

From Stewardship to Sustainability: Comparative

Approaches to Preservation for Historic House Museums

SERA Behind the Scenes Tour: DeWitt Wallace

Collections & Conservation Building

Tour the Rock: Special Collections at the

John D. Rockefeller, Jr. Library

(*Contributing sponsor of Collections/Registrars Track:*

Aon/Huntington T. Block Insurance Agency, Inc.)

↳ Curatorial

To Tell the Story:

Interpretation through Objects

Just Ask: A Conversation between Museum Leaders
and the Blind Community about Accessibility

The Basics of Writing Furnishing Plans

Curatorial Roundtable: Collections

Planning an Exhibit Exchange for the
Southeastern Museums Conference

Curatorial Research Paper Presentations

Museum Love Connection

Art Museum Professionals' Listening Session

New Directions in Interpreting Historical
Figures: Patrick Henry, a Case Study

Travelling Exhibits for Small Museums: What Works?

From Stewardship to Sustainability:
Comparative Approaches to Preservation
in Historic House Museums

🔗 **Development**

Perspectives of Emerging Giving Trends and Successes

Fundraising: What's New that Works?

Museums and the Pulse of the Future

New Directions for IMLS: Connecting
Museums and Communities

IMLS Funding Is for Small Museums, Too!

Help Is on the Way! Choosing an Assistance
Program for your Museum

Linking Partnerships and Fundraising to Design

Sustainable Partnerships with Academic Museums

The Art of the Ask

Cultivating Major Donors

🔗 **Education**

Museums Go to School: "Suitcase Lessons"

Beginning at the End: Evaluation as a Planning Tool

Interpreting Historical Figures: Patrick Henry, a Case Study

Volunteers: Maximizing Your Greatest Resource

Behind the Scenes Tour: Costume Collection

EdCom Behind the Scenes Tour:
Bruton Heights Educational Center

Exhibits and Multisensory Learning

How to Grow Latino Partnerships

Just Ask: A Conversation between
Museum Leaders and the Blind
Community about Accessibility

Designing Slavery: Interpretation at
Monticello and Montpelier

🔗 **Emerging Museum Professionals**

You're How Old? Making an Impression as an EMP

What Is JIML, and What It Can Do for You

From Classroom to Workplace in Theory and Practice

Spotlight on Student Research in Museums – Technology

Spotlight on Student Research in Museums
– Collections & Curation

Museum Next: A World Café Conversation

🔗 **Exhibits**

Exhibits and Multisensory Learning

Five Design Ideas that Every Museum
Professional Should Know

Just Ask: A Conversation between Museum Leaders
and the Blind Community about Accessibility

Making a Memory: Interactive Visitor-Created Exhibits
and What We Learn from Them

Do You Look at the Exhibits or the Architecture?

Exhibit Fundamentals: Starting with a Plan

Planning an Exhibit Exchange
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Traveling Exhibits for Small Museums: What Works?

🔗 **General**

Town Hall Discussion: "The Future of
African American Interpretation in Museums"

Designing Slavery: Interpretation at
Monticello and Montpelier

Art Museum Professionals' Listening Session

The Little Museum that Could, Part II:
This Time It's Personal

How to Grow Latino Partnerships

Do Museums Need a Brand?

Museum Next: A World Café Conversation

Civil War Walking Tour of Colonial Williamsburg

Do You Look at the Exhibits or the Architecture?

Volunteers: Maximizing Your Greatest Resource

🔗 **Technology**

Emerging Technologies in Museums

In the Aftermath of Putting Collections Online:
True Stories of What Happens Next

You Have Collection/Digital Questions? We Have Answers!

Get Q'd into Mobile

Museums and the Pulse of the Future

🔗 **Marketing: Do Museums Need a Brand?**

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VIRGINIA MUSEUMS WELCOME SEMC!

The following local museums have graciously agreed to allow free admission to SEMC 2012 Annual Meeting participants during their regular operating hours. To gain free admission, please show your SEMC Annual Meeting Badge or Colonial Williamsburg ticket at the museum entrance.

🏛️ **Colonial Williamsburg Foundation**

(Show Colonial Williamsburg ticket.)

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🏛️ **Preservation Virginia's Nathalie P. & Alan M. Voorhees Archaearium at Historic Jamestowne**

1368 Colonial Parkway | Jamestown, VA 23081
757.229.0412 | WWW.HISTORICJAMESTOWNE.ORG

🏛️ **Mariners Museum**

100 Museum Drive | Newport News, VA 23606
757.596.2222 | WWW.MARINERSMUSEUM.ORG

🏛️ **Muscarella Museum of Art**

The College of William & Mary

Williamsburg, VA 23187 | 757.221.2700 | WWW.WM.EDU

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101 Museum Drive | Newport News, VA 23606
757.596.8175 | WWW.PFAC-VA.ORG

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428 N. Boulevard | Richmond, VA 23220
804.358.4901 | WWW.VAHISTORICAL.ORG

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524 J. Clyde Morris Boulevard | Newport News, VA 23601
757.595.1900 | WWW.THVLM.ORG

🏛️ **Virginia Museum of Fine Arts**

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804.340.1400 | WWW.VMFA.STATE.VA.US



SEMC 2012 Annual Meeting Program

NOVEMBER 7–9, 2012, WILLIAMSBURG, VIRGINIA

Wednesday,
November 7

7:30 AM – 12:00 NOON

HHMAG HANDS-ON HELP PROJECT

↳ *Meet in Williamsburg Lodge Lobby*

Join the **Historic House Museum Affinity Group (HHMAG)** in a fun work session that will benefit one of our Virginia colleagues. Gather in the Williamsburg Lodge lobby to coordinate carpools to the Museum. HHMAG will assist the Matthew Jones House, a T-shaped home built ca. 1727 on Mulberry Island in the James River which exemplifies the transition from medieval to Georgian architecture. It is currently administered by the Fort Eustis Historical and Archaeological Association, is a part of the James River Plantations system, and tours are available by appointment. Volunteers will help with painting doors, windows, and exterior trim, and possibly repairing the cellar doors. For more information on the house, please visit their website: <http://www.nps.gov/nr/travel/jamesriver/jon.htm>. For more information contact HHMAG chair **Leslie Keller**: leslie@hickorylandmarks.org. (*Pre-registration required*)

8:00 AM – 5:00 PM

REGISTRATION

↳ *Landing*

8:00 AM – 1:00 PM

RESOURCE EXPO SETUP

↳ *Virginia Room DEF*

8:30 AM – 11:30 AM

SEMC COUNCIL MEETING

↳ *Piedmont Room BC*

Open to current SEMC Council members.

12:00 NOON - 1:00 PM

PROGRAM COMMITTEE MEETING

↳ *Piedmont Room A*

11:30 AM – 1:00 PM

JIMI LUNCHEON

↳ *Virginia Room C*

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

SEMC's nationally acclaimed **Jekyll Island Management Institute (JIMI)** celebrated its 12th anniversary in 2012. 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)

1:00 PM – 5:30 PM

RESOURCE EXPO OPEN

1:00 PM – 2:15 PM

CONCURRENT SESSIONS

Art Museum Professionals' Listening Session

↳ *Piedmont Room A*

Moderator: Katy Malone, Program Director, South Arts, Atlanta, GA

Presenters: Kathleen V. Jameson, President & CEO, Mint Museum, Charlotte, NC; Kristen Miller Zohn, Curator of Collections and Exhibitions, The Columbus Museum, Columbus, GA; Nick Nelson, Director, Springfield Art Museum, Springfield, MO

Are you an art museum professional with a sticky issue? Want to present controversial works, or find career advice? Join us for this exploratory discussion, just for art museum staff, about the best ways we can support and advise each other at future SEMC meetings.

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New Directions in Theft Prevention

↳ Virginia Room A

Presenter: Stevan Layne, CPP, CIPM, CIPI, Principal, Layne Consultants International, Nokomis, FL

Over 90% of losses from cultural properties are internally related. That means that employees, their friends or relatives, volunteers, contractors, or former employees are most likely involved in theft from the institution. This session will present the best practices methods of screening out those most likely to steal, as well as those methods aimed at deterring acts of theft from current employees. (Sponsor: SERA) (Corporate Track Session)

You Have Collection/Digital Questions?

We Have Answers!

↳ Piedmont Room C

Moderator: Susie Fishman-Armstrong, Curator of Collections, Antonio J. Waring, Jr. Archaeological Laboratory, University of West Georgia, Carrollton, GA
Presenters: Zinnia Willits, Director of Collections

Administration, Gibbes Museum of Art, Charleston, SC; Chris Goodlett, Curator of Collections, Kentucky Derby Museum, Louisville, KY; Adele Barbato, Senior Collections Assistant, Peabody Museum of Archaeology and Ethnology, Harvard University, Cambridge, MA

This roundtable discussion will focus on digital, registrarial, and collections management issues for all types of museums. The diverse panel will help brainstorm solutions to common (and not so common) problems. Each panelist will discuss their background, provide a list of possible topics, and then open the floor to answer questions. (Sponsors: SERA, AAMG)

New Directions for IMLS:

Connecting Museums and Communities

↳ Allegheny Room B

Presenter: Sandra Narva, Senior Program Officer, Institute of Museum and Library Services, Washington, DC.

The Institute of Museum and Library Services (IMLS) has adopted a new mission, vision, and strategic plan to support its continuing efforts of

assisting museums in engaging communities. IMLS program staff will share insights on the agency's new strategic plan, the associated changes in funding programs for 2013, and the findings from a recently completed evaluation of the Museums for America grant program. *(Professional Service Organization Session)*

Just Ask: A Conversation Between Museum Leaders and the Blind Community About Accessibility

↳ *Allegheny Room C*

Presenter: Michael Hudson, Director, Museum of the American Printing House for the Blind, Louisville, KY

Have you ever wanted to develop a program at your museum aimed at visitors who are blind or visually impaired, or contemplated a new exhibit component designed to appeal to other senses than sight? This session will bring together leaders from the Southeastern museum community and the regional blindness community to discuss issues of accessibility, fairness, diversity, and common ground as a way of jump starting that conversation. Explore current barriers in standard museum exhibit design, the concerns and needs of blind stakeholders to museum leaders, share museum concerns about the balance between preservation and access, and suggested models for encouraging similar conversations within advisory committees at your own institution. *(Sponsors: NAME, CurCom, EdCom)*

The Little Museum That Could, Part II: This Time It's Personal

↳ *Virginia Room B*

Moderator: Leah Walker, Sites and Events Manager, Doak House Museum, Greeneville, TN

Presenters: Scott Warren, Site Manager, President James K. Polk State Historic Site, Pineville, NC; Dollie Boyd, Director, Museums of Tusculum College, Greeneville, TN

The sessions and workshops offered at professional conferences are usually geared for a larger budget, while small museum staffers are left trying to fit in where we can. We face the same trials and triumphs, just on a

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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. While we do intend to cover some of the same issues as last year's session, this year we would like to discuss how to make it more "personal." How can you make your visitors feel as if they are on a private, behind the scenes tour? How can you market yourself and your site to unique audiences? Is it possible to give more than you already do?

Spotlight on Student Research in Museums: Technology

↳ *Virginia Room C*

Moderator: Dr. Brenden Martin, Professor of History, Middle Tennessee State University, Murfreesboro, TN

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

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***“A New Tour and Historic House:
An Imaginary Tour of the Wickham House”***

*Presenter: Chelsea Rinehart, M.A., Art History/
Museum Studies, VA Commonwealth Univ.
Registration Intern, Virginia Historical Society*

***“Effective Collections Photography
for Small Museums”***

*Presenter: Hilary Lindler, M.A., Public History,
Western Carolina University, Cullowhee, NC, and
Collections and Events photographer, Cashiers
Historical Society*

Smithsonian as Partners in Your Community

↳ *Liberty Room*

*Moderators/Presenters: Caroline Mab and Alma
Douglas, National Outreach Managers, Smithsonian
Affiliations, Washington, D.C.*

This session will provide an informational briefing on Smithsonian Institution partnership building opportunities. SEMC members will have an opportunity to hear about how the Smithsonian Institution network can benefit their organization through Smithsonian business, research, and funding opportunities. We will discuss recent grant funding opportunities through Smithsonian Institution's Grand Consortium Grant and Youth Access Grant; membership opportunities; and educational and programming opportunities with Smithsonian scholars and curators, all in an effort to help sustain and raise visibility of members both nationally and in their own communities.

(Commercial Track Session)

2:15 PM – 2:45 PM

COFFEE & COOKIE BREAK

↳ *Virginia Foyer*

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.

(Sponsors: AAMG, CurCom, EMP)

***“Virtually Reality: Practical Applications
of Google Sketch-Up for Museums”***

*Presenter: Austin Bell, M.A., Museum Studies,
University of Florida, Research Assistant, Florida Museum
of Natural History*

***“Utilizing Modern Media to Rebuild Lost History:
A Virtual Recreation of the Aiken-Rhett House
Through the Decades”***

*Presenter: Caroline Vereen, M.A., Public History –
Museum Track, University of South Carolina
Intern, Aiken-Rhett House, Historic Charleston
Foundation*

2:45 PM – 4:00 PM
CONCURRENT SESSIONS

**In the Aftermath of Putting Collections Online:
True Stories of What Happens Next**

↳ *Piedmont Room A*

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

Presenters: Kyle Elizabeth Bryner, Registrar and Collections Manager, Museum of Anthropology, Wake Forest University, Winston-Salem, NC; Tommie Rodgers, Registrar, Lauren Rogers Museum of Art, Laurel, MS; Betty Lyn Parker, KOAR Database Coordinator, The Speed Art Museum, Louisville, KY

Did you ever wonder what happens after the collections go up online? Then join us for a discussion of the aftermath of four collections database projects. Our presenters will look at both the good and the bad of getting your collections online. What are the benefits and what new problems will you face? Come join our speakers to find out what challenges and opportunities may come your way. (*Sponsor: SERA*)

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

↳ *Piedmont Room B*

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

Presenters: Martha Battle Jackson, Curator, North Carolina State Historic Sites, Raleigh, NC; John Lancaster, Independent House Museum Consultant, Franklin, TN; Josh White, Executive Director, Yeiser Art Center, Paducah, KY; Julie Harris, Executive Director, River Discovery Center, Paducah, KY; Catherine M. Pears, Executive Director, Alexandria Museum of Art, Alexandria, LA

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.

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You're How Old? Making an Impression as an EMP

↳ *Piedmont Room C*

Moderator/Presenter: Heather Karellas, Development Manager, Center for Puppetry Arts, Atlanta, GA

Presenter: James Quint, Education Coordinator, Historic Columbia Foundation, Columbia, SC

Starting a museum career can be exciting, fulfilling, and . . . totally daunting. This session will help you navigate the critical first few years of your Museum career. Learn how to gain experience, brand yourself, create and maintain your network, find a mentor, combat ageism, and even get promoted! (*Sponsor: EMP*)

**Five Design Ideas That Every
Museum Professional Should Know**

↳ *Allegheny Room B*

Moderator/Presenter: Steven Blashfield, Cultural Studio Director, Glave & Holmes Architecture, Richmond, VA

Presenters: Randy Holmes, Principal, Glave & Holmes Architecture, Richmond, VA; Rhonda Tyson, Exhibit & Design Manager, Jamestown-Yorktown Foundation, Williamsburg, VA

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of design and how visitors perceive your space is important to effective operations. This session will discuss five important design ideas for your facilities that should be a part of your current operations and future planning in response to current trends for museums. *(Sponsor: NAME) (Corporate Track Session)*

Conservation Made Manageable

↳ *Allegheny Room C*

Presenters: Erin Kelly, Art Conservator/Educator/Outreach, Private Practice/Contractor, Atlanta, GA; Kate Rebkopf Daniels, textile conservator, Roswell, GA; Beth McLaughlin, textile conservator, St. Paul, MN

The idea of “re-evolution” is ideal for a workshop focused on conservation concerns, based on the outdated, “TBD,” or absent planning and funding for conservation common to many American museums. Most institutions, despite their enthusiasm about conservation information, have expressed uncertainty about how to begin improving the care their collections receive while addressing sometimes very problematic collections care issues. This session is designed to provide support for

institutions seeking to create, improve, and/or implement a strategic, conservation-integrated collections care plan by identifying strategies that improve the use of collections care resources, making conservation more accessible. The workshop will cover the care of historic textiles and paintings for museum professionals, along with agents of deterioration, exhibition, storage, and handling. *(Sponsor: SERA)*

Do Museums Need a Brand?

↳ *Liberty Room*

Presenter: Dea Mozingo, NAI Certified Interpretive Planner, The History Workshop, Norcross, GA

Join us in examining and debating the increasingly important questions facing the museum industry. These questions include: Are brands only necessary if you want to sell something? Do we have a product to sell? Should cultural institutions have to prove their worth?

We will also present the basic steps and do's and don'ts for creating a brand that museum guests can relate to. We will discuss how your organization and other cultural institutions should approach creating a branded identity. *(Commercial Track Session)*

Making a Memory: Interactive Visitor-Created Exhibits and What We Learn From Them

↳ *Virginia Room A*

Presenters: Gretchen Winterer, Curator; Carrie Bowers, Museum Specialist; Alice Webb, Exhibits Specialist, National Museum of the Marine Corps, Triangle, VA

This session will discuss the tenth anniversary exhibit, “9/11: We Remember!” at the National Museum of the Marine Corps where a “Memory Tower” was constructed. Inspired by the spontaneous memorials that were constructed immediately following the terrorist attacks, this tower allows our visitors to actively engage in the exhibit by writing down their memories and placing them on a metal “tower.” This portion of the exhibit was very well received and remains active more than six months after the exhibit has opened. This type of exhibit can be done at any museum, large

or small, with any budget. The memories left will be recorded and maintained in the Marine Corps Special Collections & Archives for potential future exhibition, research, and possible publication. Through this exhibit we have been able to actively engage our visitors at a minimal cost. *(Sponsors: NAME, CurCom)*

IMLS Funding is for Small Museums, Too!

↳ Virginia Room B

Moderator/Presenter: Lisé Swensson, Executive Director, Hickory Museum of Art, Hickory, NC

Presenters: Sandra Narva, Senior Program Officer, Institute of Museum and Library Services, Washington, DC; Lana Burgess, Faculty Curator and Director of Museum Management Program, McKissick Museum, University of South Carolina, Columbia, SC

Have you tried applying for IMLS funding? Designed to encourage small to medium-sized under-staffed and under-funded museums to utilize IMLS funds to help fulfill goals, two museum professionals with more than 40 years of museum experience and an IMLS staff member will share information and inspiration!

To Tell the Story: Interpretation Through Objects

↳ Virginia Room C

Moderator/Presenter: Matthew Davis, Curator, The Old Governor's Mansion, Georgia College & State University, Milledgeville, GA

Presenter: L. Scott Philyaw, Director, Mountain Heritage Center, Cullowhee, NC

The use and interpretation of objects and collections are the most visible and vital part of a museum's overall mission. This session will focus on the role and importance of interpretation of collections- both with exhibits in the museum and with innovative outreach such as videos and graphic novels. *(Sponsors: CurCom, EdCom)*

3:00 PM - 4:00 PM

ROUND TABLE DISCUSSIONS FOR AFFINITY, SPC & STATE DIRECTORS

↳ Allegheny Room A



Moderator: Moderator: Margo Carlock, Executive Director, Virginia Association of Museums, Richmond, VA

The economy may be starting to come around, but our organizations and the museums we serve still have some pretty serious issues they are facing. Conservation backlog, staff burnout, low attendance – what issues are your organizations dealing with? Come and share a solution or hear of one from a state/regional/national organization that has tackled an issue that is keeping you up at nights. We are planning to get down to the nitty gritty in round table discussions.

4:00 PM – 4:30 PM

NEW MEMBERS/FIRST TIME ANNUAL MEETING ATTENDEES ORIENTATION

↳ Virginia Room B

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 2012 Annual Meeting.



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4:30 PM – 5:30 PM RESOURCE EXPO/SILENT AUCTION GRAND OPENING RECEPTION

↳ Virginia Room DEF

Kick off the conference on a festive note with the ever popular Bourbon tasting hosted by Solid Light. 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 2013 Annual Meeting in Savannah, GA. (Bourbon tasting sponsor: Solid Light, Inc.)

6:30 PM – 9:00 PM EVENING EVENT

Jamestown

↳ Meet in Lodge Arrival Hall at 6:00 pm to load buses on South England Street. (Jamestown Settlement: 2110 Jamestown Road, Route 31S, Williamsburg)

Visit Jamestown Settlement where the permanent galleries will be open with a reception in the Great Hall. Objects from 17th-century Europe, Africa, and Virginia are integrated into the 30,000-square-foot-

gallery setting, which features three-dimensional structures and small theaters. Then take a shuttle to Preservation Virginia's Nathalie P. & Alan M. Voorhees Archaearium at Historic Jamestowne, which showcases the findings of the archaeological discoveries unearthed at James Fort, the first permanent English settlement in the New World. Meet Jamestown Rediscovery archaeologists and learn about the latest discoveries from the 2012 field season. (Pre-registration required) Dinner on your own.

9:30 PM – 10:30 PM SERA REGISTRARS RESPITE

↳ The Trellis Restaurant,
403 West Duke of Gloucester Street
Coordinator: Chris Goodlett, Curator of Collections, Kentucky Derby Museum, Louisville, KY

A short walk from the Williamsburg Lodge, the Trellis Restaurant is part of Historic Williamsburg's Duke of Gloucester Street.

Sample the local nightlife while networking with other SERA members. Join us for a lively gathering after the Jamestown evening event. (SERA Members only) (Pre-registration required) (Contributing Sponsors: Willis Fine Art, Jewelry, and Specie, and Transport Consultants International)

Thursday, November 8

7:30 – 8:30 AM WALKING TOUR OF DUKE OF GLOUCESTER STREET

↳ Meet in Williamsburg Lodge lobby
Guide: Thomas Hay, Site Supervisor,
Colonial Williamsburg

Join Tom for an early morning stroll down Williamsburg's main street – Duke of Gloucester.

Tom will discuss the Colonial Williamsburg Foundation's restoration efforts starting in 1926 under the leadership of Dr. W.A.R. Goodwin, rector of Bruton Parish Church, and philanthropist John D. Rockefeller, Jr. Proceeds from the walk go to the SEMC 2013 scholarship fund. (\$10.00 for 2013 scholarships) (Pre-registration required)

**8:00 AM – 5:00 PM
REGISTRATION**

↳ Landing

**9:00 AM – 10:30 AM
GENERAL SESSION:
SEMC ANNUAL BUSINESS MEETING
AND TOWN HALL DISCUSSION:**

**“The Future of African American
Interpretation in Museums”**

↳ Virginia Room ABC

Moderator: Tricia Brooks, Manager of African American Initiatives, The Colonial Williamsburg Foundation, Williamsburg, VA

Guest Speakers: Lonnie Bunch, III, Founding Director, National Museum of African American History and Culture, Smithsonian Institution, Washington, DC; Kym Rice, Director, Museum Studies Program, The George Washington University, Washington, DC; Christy Coleman, President, American Civil War Center, Richmond, VA

After a warm welcome by Colin Campbell, President, The Colonial Williamsburg Foundation, join your colleagues for a town hall-style facilitated discussion with three leaders in African American interpretation. The session will engage attendees in a discussion of the history and future of the interpretation of African American history and culture. How does the interpretation of African American history and culture relate to – and challenge – the missions, programs, and roles of our museums? What trends are emerging? Comments and questions from the audience will be encouraged.

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**9:00 AM - NOON
RESOURCE EXPO OPEN**

↳ Virginia Room DEF

**10:30 AM – 10:45 AM
COFFEE BREAK**

↳ Virginia Room DEF

**10:45 AM – 12:00 NOON
CONCURRENT SESSIONS**

**Designing Slavery: Interpretation at
Monticello and Montpelier**

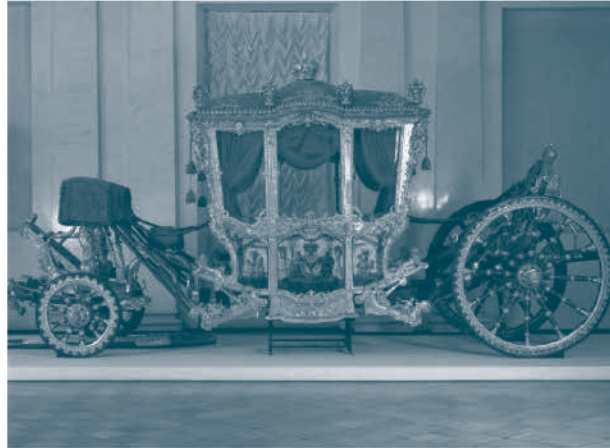
↳ Piedmont Room A

Moderator: Barbara Fabs Charles, Principal, Staples & Charles, Ltd., Washington, DC

Presenters: Justin Sarafin, Assistant Curator, Thomas Jefferson Foundation, Charlottesville, VA; C. Thomas Chapman, Executive Projects Manager, James Madison's Montpelier, Orange, VA

Recently, both Monticello and Montpelier, homes of the architects of American equality, have addressed

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slavery in significant ways on their respective landscapes. The results are decidedly different, but equally interesting and powerful. This session will look at the back story – the foundation of research, the goals and decision-making processes – and the results.

(Sponsor: CurCom)

Dusting and Delegating: Historic Housekeeping 101

↳ *Piedmont Room B*

Moderator: Heather Culligan, Collections Manager, Atlanta History Center, Atlanta, GA

Presenters: Jessica VanLanduyt, Swan House Manager, Atlanta History Center, Atlanta, GA; Patricia Silence, Conservator of Museum Exhibitions and Historic Interiors, Colonial Williamsburg; James Zilius, Manager of Historic Interiors Collections Care, Colonial Williamsburg; Dianne Roland, Senior Technician, Colonial Williamsburg, Williamsburg, VA

This session will address best practices for historic housekeeping. Topics include housekeeping

management, creating an historic housekeeping manual, handling collections, and general care and maintenance. It will also provide theory and resources for any historic site. Administrators of historic houses and historic sites will benefit from this informational session.

(Sponsors: HHMAG, SERA)

Exhibits and Multisensory Learning

↳ *Piedmont Room C*

Moderator: Darcie MacMahon, Exhibits Director, Florida Museum of Natural History, Gainesville, FL;

Presenters: Terence Healy, Principal, HealyKobler Design, Takoma Park, MD; Rhonda Tyson, Exhibit and Design Manager, Jamestown-Yorktown Foundation, Williamsburg, VA

Think beyond text and graphics! Are you wondering how to reach beyond traditional exhibition techniques to deliver content, rich visitor experience and interactivity? This session will explore various techniques used in museum exhibitions designed to stimulate the senses and provide multiple ways of learning. We will look at

time-honored approaches and current trends, from immersive environments to technology, to explore the benefits of using different techniques, and the reasons and variables that drive design decisions. *(Sponsors: NAME, CurCom)*

Museums and the Pulse of the Future

↳ *Allegheny Room B*

Moderator/Presenter: Philip Katz, Assistant Director for Research, American Association of Museums (AAM), Washington, DC

Presenter: William Eiland, Director, Georgia Museum of Art, Athens, GA

What trends are going to shape the future of museums? One dictum for trendwatchers is that “the future’s already here, it’s just not evenly distributed.” So if you look in the right places, you can already see hints of significant changes in society, the economy, technology, demographics, education, culture, politics, etc. – all with a potential impact on museums. This session will highlight some key developments being tracked by AAM’s Center for the Future of Museums, in the context of general forecasting and museum planning. The panel and the audience will discuss what these trends mean for Southeast museums in particular. *(Professional Service Organization)*


From Stewardship to Sustainability: Comparative Approaches to Preservation for Historic House Museums

↳ *Allegheny Room C*

Moderator/Presenter: John Kisner, Associate Director-Austin, ALA, LEED AP, Lord, Aeck and Sargent Architecture, Austin, TX

Presenters: Susan Turner, Principal Architect, ALA, LEED AP, Lord, Aeck and Sargent Architecture, Atlanta, GA; Tom Butler, BPI Building Analyst, LEED AP, Southface Energy Institute, Atlanta, GA; David Freedman, Freedman Engineering, formerly with Georgia Department of Natural Resources, Marietta, GA

Through case studies of two very different house museums, this session will explore innovative



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approaches to integrating sustainability with historic museum building preservation, capitalizing on the inherently sustainable qualities of the historic structures. The session will address how tools such as envelope forensics, materials, climate, energy and cost analysis can provide museums concrete information to optimize building performance and durability and achieve an appropriate collections environment while preserving the building and creating a compelling cultural interpretive element. *(Corporate Track Session)*

Sustainable Partnerships with Academic Museums

↳ *Liberty Room*

Moderator/Presenter: Stephen Whittington, Director, Museum of Anthropology, Wake Forest University, Winston-Salem, NC

Presenters: Patricia Hobbs, Associate Director, University Collections of Art & History, Washington and Lee University, Lexington, VA; Lana Burgess, Faculty Curator and Director of Museum Management Program,

to intentions

to thoughts

to threads

to water

to tales

to space

to light

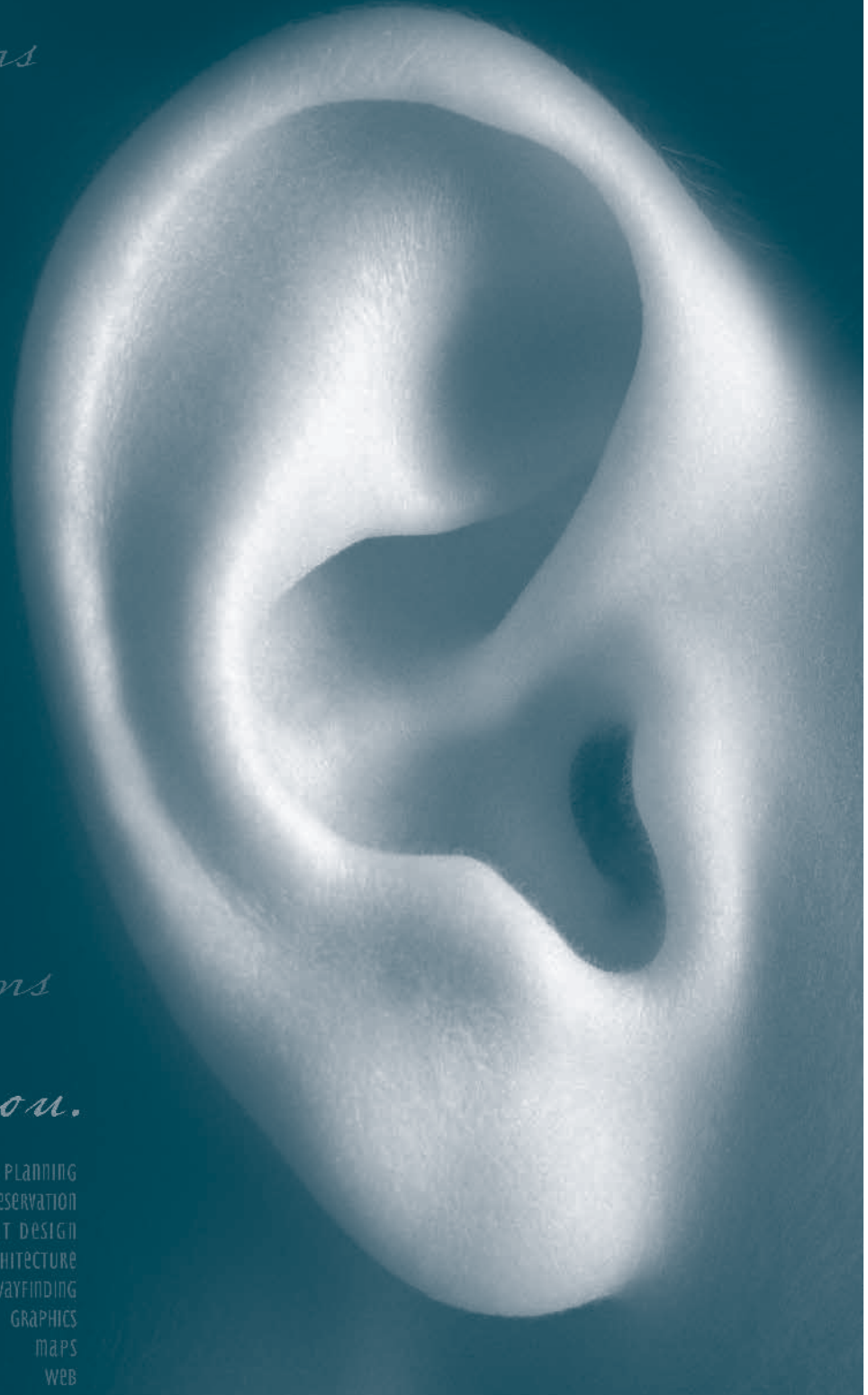
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McKissick Museum, University of South Carolina, Columbia, SC

Creating partnerships between academic museums and other campus units or community institutions is one thing, but sustaining them is another. Staffs of museums seeking on-campus or campus-community collaborations will learn what is important to academic museums. We will present realistic models and ideas for making collaborations survive and thrive.

(Sponsor: AAMG)

12:15 PM – 1:45 PM

ANNUAL AWARDS LUNCHEON

↳ *Virginia Room ABC*

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)

1:45 PM – 6:00 PM

RESOURCE EXPO OPEN

↳ *Virginia Room DEF*

2:00 PM – 4:30 PM

DOUBLE SESSIONS

The Basics of Writing Furnishing Plans

↳ *Allegheny Room B*

Moderator/Presenter: Martha Katz-Hyman, Independent Curator, Newport News, VA

This 2½ hour workshop will cover the basics of writing a furnishing plan, starting with primary source documents and ending with the finished plan. Participants will be provided with samples of the materials needed to write a furnishing plan, including primary source documents, period illustrations and reproduction sources. By the end of the workshop,

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participants will have learned the techniques of writing plans, the resources available for support and the best types of sources to consult. Time will be allowed to discuss specific problems and the issues of the participants. *(Sponsors: CurCom, HHMAG, SERA)*

Beginning at the End: Evaluation as a Planning Tool

↳ *Allegheny Room C*

Moderator/Presenter: Max van Balgooy, President, Engaging Places, LLC, Rockville, MD

This workshop will introduce participants to a simple evaluation process they can use to plan and evaluate measurable outcomes for their exhibits and programs. They will be exposed to examples of museums that have used this process to improve the visitors' experience. The participants will also have time to draft 3 different evaluation plans for a specific exhibit and/or program.

2:15 PM – 3:15 PM & 3:30 PM – 4:30 PM

OFF-SITE SESSION

Care of Historic Metal Objects in the Colonial Williamsburg Collection

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↳ *Registrants meet in Lodge Arrival Hall at 2:00 pm or 3:15 pm to take hotel shuttle to the CW Collections & Conservation Building, Bruton Heights School Campus*
Presenter: Tina Gessler, Conservator of Objects, Colonial Williamsburg Foundation, Williamsburg, VA

This session will discuss how the objects conservation lab cares for metal objects in the Colonial Williamsburg collection. The discussion will address a variety of materials including: pewter, iron/steel, copper, copper alloys (brass/bronze), gilded, silver, and silver plate. Objects from the collection will be used to illustrate the different metal types. Also samples of materials used for treatment will be on-hand. Session participants will be given handouts including supply lists, suppliers, and recipes. Attendees will be encouraged to ask questions and discuss conservation concerns they have about metal objects in their own collections. ***(Pre-registration required; limit 15 participants per session)***

2:00 PM – 3:15 PM

CONCURRENT SESSIONS

Museum Love Connection

↳ *Piedmont Room A*

Moderator: Pam Meister, Curator, Mountain Heritage Center, Cullowhee, NC

Actors: TBA

So your strategic plan is done and you need to do some detailed master planning. Who do you call first? An exhibit designer? An architect? An economist? Or someone else? In this lighthearted session, consultants from six different disciplines will vie for the attention of a museum client. Attendees will learn the differences between the disciplines, why they might call one or the other first, and how all of them can best work together in an integrated and successful planning project.

How to Grow Latino Partnerships?

↳ *Piedmont Room B*

Moderator/Presenter: Tom Hanchett, Staff Historian, Levine Museum of the New South, Charlotte, NC

Presenter: Janeen Bryant, Vice President for Educator, Levine Museum of the New South, Charlotte, NC

Are you engaging Latino audiences, building community partnerships? What works, what doesn't? Levine Museum of the New South, Atlanta History Center and Birmingham Civil Rights Institute, winners of 2012 AAM/Met Life Innovation Lab prize, are launching a multi-year project "The New Latino South." (*Sponsor: EdCom*)

Curatorial Roundtable: Collections

↳ *Piedmont Room C*

Moderator/Presenter: Don Rooney, Curator, Atlanta History Center, Atlanta, GA

Presenters: Roger Sweeney, Assistant Director, Virginia Zoo, Norfolk, VA; Jamie Credle, Director, Davenport House Museum, Historic Savannah Foundation, Savannah, GA; Paul Manoguerra, Chief Curator and Curator of American Art, Georgia Museum of Art, Athens, GA

Four guest curators will bring to the roundtable their respective institutional collection plans, policies and statements as well as their institutional mission statement. Each will profile issues related to their collection management and development. For example, how has history influenced the scope of collecting at each institution? Did a core collection shape the institutional collecting plans? After curatorial presentations go around the table we will open the floor for what promises to be an animated exchange among museum curators and share information and generate ideas. The diversity of museums represented offers the opportunity to learn about some surprising similarities and differences that collections present. (*Sponsors: CurCom, SERA*)

Exhibit Fundamentals: Planning and Building Exhibits for Small Museums

↳ *Liberty Room*

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

Presenter: Robert E. Hopkins, Exhibits Coordinator, North Carolina Transportation Museum, Spencer, NC

This session will provide the foundation for exhibit planning – from the formation of a curatorial point



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National Museum of the Marine Corps

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of view to framing the exhibit's storyboard – before looking at creative ways to build small-scale exhibits. Two presentations include creating a curatorial framework for content, developing a timed work plan, and building exhibits using low-cost fabrication materials. Outcomes can be applied to a participant's own upcoming exhibit or can be used as a plan for grant writing. This session will be of particular interest to smaller museums that have staff with generalized training, rather than those with specific functions.

(*Sponsors: AAMG, NAME, CurCom*)

Get Q'd Into Mobile: Insights into Mobile Trends & Tools for Successful Visitor Engagement

↳ *Colony Room C*

Presenters: Kevin Dooley, VP Market Development, OnCell; Gwendolyn Kelly, Director of Youth & Family Programs, Speed Art Museum, Louisville, KY; Heather Guy, Director of Programs, Sloss Furnaces National Historic Landmark, Birmingham, AL

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(Commercial Track Session)

Storage Re-evolution:

Easy, Enviro-friendly, EcopHant™ Boxes

↳ *Colony Room D*

Moderator/Speaker: Erin Kelly, Art Conservator and Educator, Atlanta, GA

Speaker: Alison Bitner, National Sales Manager, Larson-Juhl / Conservation By Design - North America, Norcross, GA

Kick-start your collections care plans while exploring environmentally and storage-friendly Lydamore and EcopHant™ box options. Learn a simple and effective box-building technique and sample a variety of cutting-edge storage materials in this “make it, take it” session.

(Commercial Track Session)

3:15 – 3:30 PM

RESOURCE EXPO

SNACK BREAK

↳ *Virginia Room DEF*

3:30 – 4:45 PM

CONCURRENT SESSIONS

The Art of the Ask

↳ *Piedmont Room A*

Moderator: Allan Burrows, President, Capital Development Services, Winston-Salem, NC

Presenter: Tom Connors, Vice President for Development, Old Salem Museums & Garden, Winston-Salem, NC

Everyone making an ask wants a “yes.” This session will provide techniques for museums to prepare, cultivate and follow-up to ensure a “yes” response on “asks” to secure needed funding. Participants will engage with dynamic presenters – fundraising consultant and museum client- to learn from their experience and apply the skills of the science of fundraising to the art of successfully asking. *(Corporate Track Session)*

Stairway to Heaven: Approaches to Managing Large Collection Projects

↳ *Piedmont Room B*

Moderator/Presenter: Rebecca Rose, Registrar, Virginia Historical Society, Richmond, VA

Presenters: Jennifer Spence, Project Specialist, Kentucky Historical Society, Frankfort, KY; Bethany Austin, Registrar, Hampton History Museum, Hampton, VA

This session will focus on different approaches to tackle very large collections-related projects. Even if a project may not be completed for several years, the planning and implementation can be achieved as a series of small steps. The panelists will discuss specific large-scale projects and will discuss the thought processes behind the projects, keys to implementation and steps to break down the projects into manageable tasks. *(Sponsor: SERA)*

Emerging Technologies in Museums

↳ *Piedmont Room C*

Moderator/Presenter: Heather Marie Wells, Education Technology Coordinator, Crystal Bridges Museum of American Art, Bentonville, AR

Presenters: Sara Arnold, Curator of Collections,

Gibbes Museum of Art, Charleston, SC; Robin Person, Branch Director, Historic Jefferson College, Washington, MS

This roundtable will examine emerging technologies expected to have an impact on museums in the next five years. Experts discussing technologies such as Mobile Apps, E-Publishing, Augmented Reality, and Location-Based Services, will provide insights into ways institutions are adapting to trends and challenges. Specific projects include UVaM app, CB Museum app, e-publishing in galleries at Crystal Bridges, and Gibbes Museum of Art in Google Art Project. Attendees are encouraged to come with their concerns, questions, or dilemmas to help move the discussion along.

Strategic Planning for Cultural Organizations

↳ *Virginia Room A*

Moderator/Presenter: Elizabeth Maurer, Creative Director, Re-Living History, Alexandria, VA

Presenter: Laurie Baty, Deputy Director, National Capitol Radio and Television Museum, Bowie, MD

As museums struggle with changing visitation in an uncertain economy, many museums have begun to rethink their management approaches. Thoughtful and prudent strategic planning is a critical tool to help organizations increase efficiency without sacrificing mission. This hands-on session will address the basics of strategic planning while providing helpful solutions from real-life models.

Traveling Exhibits for Small Museums: What Works?

↳ *Virginia Room B*

Moderator: Adrienne Berney, Museums Specialist, NC Connecting to Collections, North Carolina Department of Cultural Resources, Raleigh, NC

Presenters: Andrew Talkov, Head of Program Development & Coordinator of "Virginia's Civil War," Virginia Historical Society, Richmond, VA; Sara Drumbeller, Assistant Park Manager, Historic Oak View County Park, Raleigh, NC; Patrick Golden, Program Services Director, Williamsburg Regional Library, Williamsburg, VA

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Anhinga and cormorants are diving birds that love to eat fish. They are easily confused until you look closer. There are a number of distinct differences, the most obvious to the pointed bill versus the hooked bill. The Anhinga is also more slender, has a long tail and swims with its tail submerged. Its head goes underwater like a diver's periscope. The cormorant swims with part of its back out of the water and dives down like a dolphin.

Bird Bills
Anhinga's bill is pointed.
Cormorant's bill is hooked.

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Traveling exhibits should serve organizations without the resources to change their displays in-house. This roundtable session will gather information and discuss the most effective designs and formats for small venues. Topics will include size, visitor/participant engagement, 3-D object incorporation, and evaluation. Bring along your suggestions and experiences to share. (*Sponsors: NAME, CurCom*)

From Classroom to Workplace in Theory and Practice

↳ *Virginia Room C*

Moderator: Scott Philyaw, Director and Associate Professor of History, Mountain Heritage Center, Western Carolina University, Cullowhee, NC

Presenters: Bill Bomar, Director, Moundville Archaeological Park, Tuscaloosa, AL; Martha Battle Jackson, Curator at NC Division of State Historic Sites & Properties, Raleigh, NC; Susan Perry, Executive Director, SEMC, Atlanta, GA; Josh White, Executive Director, Yeiser Art Center, Paducah, KY

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a museum? This session proposes a new model to facilitate this transition that is based on the successful JIMI program for mid-career museum professionals. Audience feedback will be solicited to improve this new program. *(Sponsors: AAMG, EMP)*

Shipwreck Archaeology: Exploring the Deep & Discovering the Past

↳ *Liberty Room*

Moderator/Presenter: Ellen Gerth, Archaeological Curator, Odyssey Marine Exploration, Tampa, FL

People are intrigued by shipwrecks, the stories they tell and the window they open into lifestyles of the past. Odyssey Marine Exploration has discovered hundreds of shipwrecks lost for centuries in the deep-ocean. This session will reveal how Odyssey combines authentic artifacts and adventure-filled, historic shipwreck accounts with innovative recovery technology, archaeology, and conservation to create world class exhibit programs designed to share its discoveries, educate, and entertain. *(Commercial Track Session)*

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

↳ *Virginia Room DEF*

6:00 PM – 7:00 PM EMERGING MUSEUM PROFESSIONALS

↳ *Williamsburg Lodge Lobby Lounge*

Coordinator: James Quint, Education Coordinator, Historic Columbia Foundation, Columbia, SC

Emerging Museum Professionals (EMP's) will have an informal gathering at SEMC. Join us for a networking event at the Lodge Lobby Lounge.

6:00 PM – 7:00 PM NAME NETWORKING MEET-UP

↳ *Williamsburg Lodge Lobby Lounge*

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.

6:00 PM – 7:00 PM ACADEMIC MUSEUM GAMBOLS

↳ *Meet in Williamsburg Lodge Lobby*

Coordinator: Stephen Whittington, Director, Museum of Anthropology, Wake Forest University, Winston-Salem, NC

Join staff and students from college and university galleries and museums for a ¼-mile walk to Chowning's Tavern. This is an informal networking opportunity of the Association of Academic Museums and Galleries (AAMG).

7:15 PM – 9:00 PM COLONIAL WILLIAMSBURG TAVERN DINNER

➤ *Walk east down Duke of Gloucester Street towards the Capitol to the Taverns on the right*

Experience dining in the 18th-century at the Colonial Williamsburg Taverns. You may choose between King's Arms Tavern and Shields Tavern, 7:15 PM or 7:30 PM seating, as well as a select colonial dinner. After Jane Vobe opened the King's Arms Tavern in 1772, it became one of the town's most genteel establishments. In the early 1740s, James Shields assumed proprietorship of the tavern that his father-in-law had operated several decades earlier. Tavern guests today dine on traditional southern fare and sumptuous desserts in surroundings an 18th-century traveler would recognize. *(Pre-registration required) (\$50) If you did not select the tavern dinner, dine on your own at a restaurant in Williamsburg.*

8:30 PM – 10:00 PM

EVENING EVENT:

CAPITOL EVENING

AT COLONIAL WILLIAMSBURG

After dinner on your own or at one of the Colonial Williamsburg taverns, take a short walk illuminated by cressets down Duke of Gloucester Street to the Capitol. Enjoy light-hearted entertainment while touring the Capitol Building. The last Capitol tour begins at 9:30 PM.

*Friday,
November 9*

8:00 AM – NOON

REGISTRATION

➤ *Landing*

9:00 AM – 11:30 AM

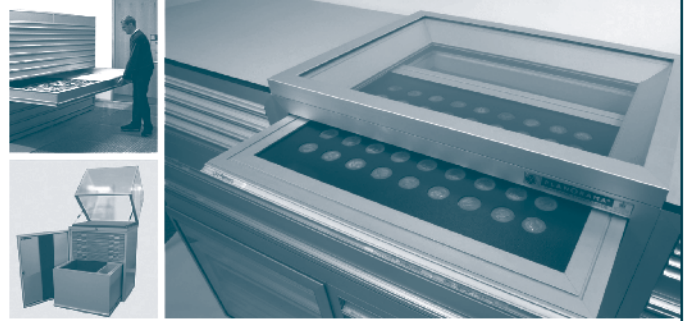
DOUBLE SESSION

Museum Next: A World Café Conversation

➤ *Virginia Room C*

Moderator: Jan Levinson, Outreach Archivist, Richard

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What are the big questions that face the museum community today? What is the perspective of emerging professionals vs. longtime leaders in the field? How can the viewpoint of a collections manager reshape the questions posed by a curator, educator, or administrator? This workshop will employ World Café (imagine an event that combines speed dating and deliberative dialogue) to probe pressing questions in the field.
(Sponsor: EMP)

9:00 AM – 10:15 AM

CONCURRENT SESSIONS

Civil War Walking Tour of Colonial Williamsburg

➤ *Meet in Williamsburg Lodge Lobby*

Guide: Carson Hudson, Jr., Historian and Program Manager, Colonial Williamsburg, Williamsburg, VA

As the national Civil War Sesquicentennial commemoration is underway, learn about another period of Williamsburg's history. In addition to serving

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both the Northern and Southern armies, Williamsburg experienced a tragic battle on its doorstep. Join in a tour of the major Civil War sites of the town and learn more about Williamsburg's role in this heartrending period of America's history. ***(Pre-registration required; tour limited to 25; additional tour offered at 11:00 AM)***

Museums Go to School: "Suitcase Lessons"

↳ *Piedmont Room A*

Moderator/Presenter: Melissa Johnson, Director of Education for Lifelong Learning, Walter Anderson Museum of Art, Ocean Springs, MS

Presenter: Susan Horne, Outreach Education Supervisor, Jamestown-Yorktown Foundation, Williamsburg, VA; Brandie Macdonald, Charlotte, NC

How do museums develop programming partnerships to reach out to new demographic groups in the community? Learn about a recent education initiative, a multidisciplinary high school outreach program. Using the example of the Walter Anderson Museum of Art's successful "Suitcase Lessons" program, discuss concept development, funding, and partnerships.

In this hands-on session, the speakers will provide direction on creating learning opportunities that establish a connection between museum collections, community and in-school programs. ***(Sponsor: EdCom)***

Cultivating Major Donors

↳ *Virginia Room B*

Presenter: Keith Curtis, President, The Curtis Group, Virginia Beach, VA

Cultivation is often the most underrated step in building donor relationships. This presentation will address key components in cultivating a major donor – the donor's motivation for giving, connecting their passion to your programs, and finally, the best way to ask the donor for a gift. If cultivation is done properly the ask will be much easier. This presentation will include practical tips on how to develop the best possible relationships with your major donors. ***(Commercial Track Session)***

Insurance Claims: "Oh No!

The Painting Fell Off the Wall"

↳ *Piedmont Room B*

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

Presenters: Annelies Mondt, Deputy Director, Georgia Museum of Art, Athens, GA; Greg Smith, Executive Vice President, W.R. Berkley Asset Protection Underwriters, Greenwich, CT; Heather Becker, CEO, Chicago Conservation Center, Chicago, IL; David Sleeman, Director, Winston Art Group, New York, NY

A museum professional, a fine art claims adjuster, a conservator and an appraiser will speak about their roles in a fine art insurance claim. ***(Sponsor: SERA)*** ***(Corporate Track Session)***

New Directions in Interpreting Historical Figures: Patrick Henry, A Case Study

↳ *Piedmont Room C*

Moderator: Patrick Daily, Executive Director, Hickory Landmarks Society, Inc., Hickory, NC

Presenters: Mark Cowillon, Interpreter, Researcher,

Author, Colonial Williamsburg Foundation, Williamsburg, VA; Karen Gorham, Executive Vice President, Patrick Henry Memorial Foundation, Brookneal, VA; Ann Reid, Site Coordinator, Preservation Virginia, Patrick Henry's Scotchtown, Beaverdam, VA; Richard Schumann, Interpreter, Colonial Williamsburg Foundation, Williamsburg, VA; Bill White, Vice President for Education, Colonial Williamsburg Foundation, Williamsburg, VA

With the advent of new technologies, changing research techniques, and creative outreach programs, museums today have more ways than ever to educate audiences. Museum professionals associated with the Revolutionary War patriot and statesman Patrick Henry will explore current methods of dissemination using the new resources, or "tools," and will discuss how traditional interpretation efforts have evolved. (*Sponsor: HHMAG*)

Help is on the Way! Choosing an Assistance Program for Your Museum

↳ *Allegheny Room B*

Moderator/Presenter: Lauren Silberman, Coordinator, Museum Assessment Program, American Association of Museums, Washington, DC

Presenters: Sara Gonzales, Coordinator, Conservation Assessment Program, Heritage Preservation, Washington, DC; Karen Coltrane, President & CEO, Children's Museum of Richmond, Richmond, VA; Robin Reed, President, National D-Day Memorial Foundation, Bedford, VA; Nancy Perry, Director, Portsmouth Museums, Portsmouth, VA

Do you want to build a more sustainable museum? Learn about the Standards and Excellence Program (StEPs), Museum Assessment Program (MAP) and Conservation Assessment Program (CAP) to gain direction for the future, improve operations, engage with your community, and develop credibility. Decide which program is right for your museum.

Do You Look at the Exhibits or the Architecture?

↳ *Allegheny Room C*

Moderator/Presenter: David Greenbaum, FAIA, LEED

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Presenters: Gretchen Coss, Senoir Associate, Gallagher & Associates, Silver Spring, MD; Bryan Sieling, Chief of Design, National Museum of African American History and Culture, Smithsonian Institution, Washington, D.C.

Ever been distracted between viewing exhibits and the museum architecture itself? Finding a balance between artifacts and their setting can be a challenge. This lively session will explore the successes and failures of spaces where exhibits and architecture intersect into one seamless visitor experience. Museums are often housed in old magnificent buildings or iconic new ones. Rich details, natural lighting and interior forms provide inspirational space, but can also make exhibit settings difficult by overshadowing the visitor experience. This session explores how museums can deliver a holistic visitor experience with uncoordinated or out-of-sequence creative processes. (*Sponsor: NAME*)

Volunteers: Maximizing Your Greatest Resource

↳ *Liberty Room*

Moderator/Presenter: Mary Woodlan, Director of

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*Presenters: Heather Guy, Director of Programs, Sloss
Furnaces National Historic Landmark, Birmingham,
AL; Marcia Dillard, Group Scheduling and Volunteer
Coordinator, Booth Western Art Museum, Cartersville, GA*

Volunteer recruitment and retention is challenging. Where do you draw from when your resource pool is limited by the size of your community? How do you organize and implement a program that attracts and retains quality volunteers? How do you manage the difficult volunteer? Share challenges and successes faced when developing a new program or managing an established one during this interactive session.

(Sponsors: AAMV, EdCom)

Planning an Exhibition Exchange Program for the Southeastern Museums Conference

↳ *Virginia Room A*

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

During this session we will begin to draft an

organization plan to create an online exhibition exchange site that will allow museums to post available traveling exhibitions. Many museum directors and curators have found exchanging exhibitions to be a cost effective method of offering a variety of exhibitions while holding down the costs associated with renting exhibitions. This exchange program would facilitate communication throughout the region and encourage collaborations among the various institutions of the Southeast. *(Sponsor: CurCom)*

10:15 – 10:30 AM

COFFEE BREAK & POSTER SESSIONS

↳ *Virginia Foyer*

10:30 AM – 11:45 AM

CONCURRENT SESSIONS

HHMAG Roundtable

Discussion/Business Meeting

↳ *Piedmont Room A*

Moderator: Leslie Keller, HHMAG Chair & Curator of Collections, Hickory Landmarks Society, Hickory, NC

Presenter: Catherine Wright, HHMAG Vice Chair & Curator, Museum of the Confederacy, Richmond, VA

The HHMAG Roundtable discussion will provide the opportunity for historic house museum colleagues to network and discuss topics of interest to the group. Such discussion has in the past provided invaluable contacts and ideas for our members. A brief annual business meeting will be held as well to report on HHMAG's annual progress and to elect new officers. *(Sponsor: HHMAG)*

Spotlight on Student Research in Museums: Collections and Curation

↳ *Piedmont Room B*

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. *(Sponsor: AAMG, CurCom, EMP)*



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“An Experience in Curation: A Student Perspective”

Presenter: Kristen Gallagher, B.A., Museum Studies, Meredith College

“Policy Problem-Solving: The Challenges (and Benefits) of Creating a Collections Management Policy from Scratch”

Presenter: Renee Kiefer, M.A., Museum Studies, University of Florida

M.A. Project in lieu of thesis, Government House Museum, St. Augustine, FL

“Remember the Raisin:

Re-imagining a Historic Landscape”

Presenter: Sarah Marsom, M.S., Historic Preservation, Eastern Michigan University

Creating a cultural landscape report (CLR) and cultural landscape inventory (CLI) for our nation’s newest national park, River Raisin National Battlefield Park.

“Where’d that Come from (and What Do We Do with It?): Understanding and Using Abandoned Cultural Property Law”

Presenter: Tara Babb, M.A., Public History, University of South Carolina, and Curatorial Assistant, Historic Columbia Foundation

Curatorial Research Paper Presentations

➤ *Allegheny Room B*

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

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

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“Modernism and Tradition in Louisiana Art and the Borderlands”

Presenter: Judith H. Bonner, Senior Curator, The Historic New Orleans Collection, New Orleans, LA

Though frequently underrated, Louisiana artists produced works paralleling that of their counterparts on an international level. An overview of works by Josephine Crawford, Paul Ninas, Will Henry Stevens, Elizabeth Catlett, Angela Gregory, Ida Kohlmeyer, and Lin Emery exemplify broad national and international artistic movements.

“The Art of Golf”

Presenter: Catherine Lewis, Executive Director of the Department of Museums, Archives and Rare Books, Kennesaw State University, Kennesaw, GA

Organized by the High Museum of Art and the National Galleries of Scotland, “The Art of Golf” explores how European and American artists have depicted the royal and ancient game for more than four centuries. Co-curated by Dr. Catherine Lewis and Julia Forbes, “The Art of Golf” brings together extraordinary, rare, and even

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“Uehling and Dovel: Engineers of the 20th-Century Industrial South”

Presenter: Karen Utz, Curator, Sloss Furnaces National Historic Landmark, Birmingham, AL

Industrial engineers Edward A. Uehling and James P. Dovel were instrumental in the mechanization and modernization of America’s iron and steel industry. “Uehling and Dovel, Engineers of the 20th-century Industrial South” focuses on the numerous inventions and patents awarded to Uehling and Dovel from 1895–1924. Original patent illustrations and drawings reveal the intricate details of the complex equipment associated with the metal industry – and the genius behind these two creative engineers.

Native American Graves Protection and Repatriation Act: The Inventory

↳ *Allegheny Room C*

Moderator: Kathryn Lang, Curator, Jean Lafitte National

Historical Park and Preserve, New Orleans, LA

Presenters: Melanie O’Brien, Notice Coordinator, National NAGPRA Program, Washington, D.C.; Eugene Futato, Deputy Director, Office of Archaeological Services, The University of Alabama, Moundville, AL; Stacey Halfmoon, Director of Community Outreach & Public Programs, The American Indian Cultural Center and Museum, Oklahoma City, OK

The Native American Graves Protection and Repatriation Act (25 U.S.C. 3001–3013) requires Federal agencies and museums that receive Federal funds to complete inventories of Native American human remains and associated funerary objects in their collections. The inventory facilitates repatriation by providing clear descriptions of human remains, associated funerary objects and their cultural affiliation. This is a description of objects in the collection, collection history, and information relevant to identifying cultural affiliation. The

inventory is prepared in consultation with lineal descendants, Indian tribes, and native Hawaiian organizations. The purpose of the consultation is to share information with the consulting parties and to obtain information that can be used by the museum or Federal agency to determine cultural affiliation. This session is designed to get you started on those inventories and to answer the many questions you might have on how it is done. **(Sponsor: SERA)**

Linking Partnerships and Fundraising to Design

↳ *Piedmont Room C*

Moderator/Presenter: Pat Malone, CEO, MDI Creative, Norcross, GA

Presenter: Mike Criscillis, former Director, National Infantry Museum, Columbus, GA

How does a museum do fundraising, or increase fundraising? Expand fundraising and partnerships by developing design as a fundraising tool. **(Commercial Track Session)**

Perspectives of Emerging Giving Trends and Successes

↳ Virginia Room A

Moderator: Clayton Bass, Partner, Alexander Haas, Atlanta, GA

Presenters: Linda McNay, Partner, Alexander Haas, Atlanta, GA; David Moore, Executive Director, Historic Oakland Foundation, Atlanta, GA

Join Clayton Bass and Linda McNay, Partners of Alexander Haas, and David Moore, Director of the Oakland Cemetery in Atlanta, for a panel discussion and interactive dialogue with the audience. These seasoned fundraisers will explore different perspectives of emerging giving trends and successes in the museum sector. Learn how to expand your revenue streams and support through cultivation strategies, strengthening corporate partnerships and enhancing membership support within your community and region. Also, gain a broad perspective as national philanthropic data is shared, and explore how to maximize these trends to position your organization for the greatest success. *(Corporate Track Session)*

Condition Reports: A Necessary "Evil"

↳ Virginia Room B

Moderator/Presenter: Rebecca Rose, Registrar, Virginia Historical Society, Richmond, VA

Presenters: Tommie Rodgers, Registrar, Lauren Rogers Museum of Art, Laurel, MS; Rachel Conley, Collections Management Technician, The Mariners' Museum, Newport News, VA

This session will provide both new and seasoned collections professionals with the basic skills to write an effective condition report. We will offer tips and suggestions to organize and write a concise report using proper terminology. Panelists will also discuss the role a condition report can play in claims due to damage of an object. *(Sponsor: SERA)*

12:00 NOON – 1:30 PM
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Directors Luncheon

↳ Virginia Room A

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) (\$30)*

Southeastern Registrars Association (SERA)

↳ Virginia Room B

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) (\$25)*

Museum Educators Committee (EdCom)

↳ Virginia Room C

Eat, drink and connect with your fellow museum educators! A brief business meeting will tell you more about EdCom and its activities. *(Pre-reg. required) (\$25)*

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1:30 PM – 2:45 PM CONCURRENT SESSION

Fundraising: What's New That Works?

↳ *Virginia Room A*

Presenters: Jim McCreight, President, Museum Trustee Association, Trustee, Maryhill Art Museum and The High Desert Museum, Beaverton, OR; Margaret Benjamin, Board President, Greensboro Historical Museum, Greensboro, NC; Karen Johnston, Trustee & Vice Chair, Salvador Dali Museum, St. Petersburg, FL

Fundraising is evolving into new forms of asking, from using social media tools to new ways of marketing your museum for support. This session will explore the new tools of asking so you can leave the session with specific fundraising ideas to try at your museum.

1:45 PM – 2:45 PM OFF-SITE SESSIONS AT BRUTON HEIGHTS SCHOOL CAMPUS

↳ *Meet in Williamsburg Lodge Lobby at 1:30 pm for shuttle pick up; or carpool to 301 First Street; or walk east down Duke of Gloucester Street towards the Capitol, turn left at Botetourt Street, cross Lafayette Street, and walk down the ramp through the tunnel. (Pre-reg. required)*

SERA Behind the Scenes Tour: DeWitt Wallace Collections & Conservation Building

Presenter: Amanda Rosner Keller, Assistant Curator of Historic Interiors & Household Accessories, Colonial Williamsburg Foundation, Williamsburg, VA; David Blanchfield, Director of Conservation, Colonial Williamsburg Foundation, Williamsburg, VA

Guided tour of Colonial Williamsburg's collections

storage areas and conservation labs. The tour will include the Paintings conservation lab, Furniture conservation lab and also Furniture or Textiles collections storage. (45 maximum)

Tour the Rock: Special Collections at the John D. Rockefeller, Jr. Library

Presenter: Douglas J. Mayo, Associate Librarian, John D. Rockefeller, Jr. Library, Colonial Williamsburg Foundation, Williamsburg, VA

The John D. Rockefeller Library's Special Collections houses Colonial Williamsburg's most valuable manuscript material, architectural and archaeological drawings, rare books and images. The collection focuses on the history and culture of colonial British America, the American Revolution, and the early United States. Special Collections staff will have a show-and-tell of highlights from the collection. (30 max.)

Behind the Scenes Tour: Costume Collection

Presenter: Brenda Rosseau, Costume Design Center Manager, Colonial Williamsburg Foundation, Williamsburg, VA

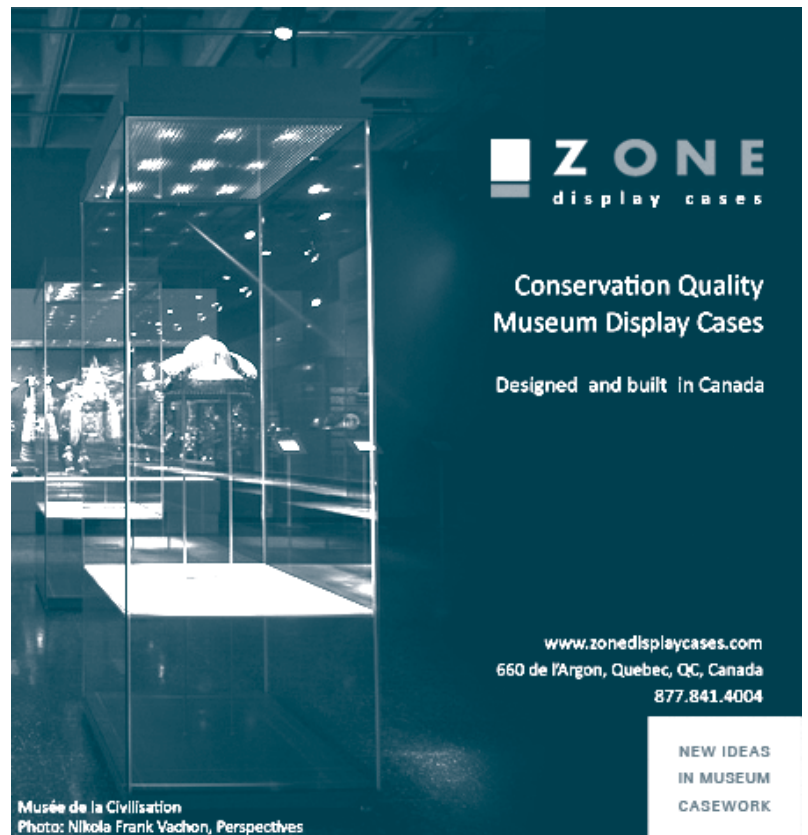
On this guided tour explore Colonial Williamsburg's Costume Design Center (CDC) and meet members of the CDC staff where most of the Historic Area costumes are created and maintained. Learn how historians and artisans study antique garments, period portraiture, and primary source documents to authentically recreate an 18th-century wardrobe. (60 max.)

EdCom Behind the Scenes Tour:

Bruton Heights Educational Center

Presenter: Frances Burroughs, Director of Programming, Colonial Williamsburg Foundation, Williamsburg, VA

Learn about Colonial Williamsburg's Electronic Field Trips and tour the studio facility. This award winning distance learning program brings American History content into the classroom. Using web and broadcast television delivery, classroom lesson plans, teacher materials, student web activities and interaction with



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COUNCIL MEETING

↳ *Piedmont Room*

3:45 PM – 5:00 PM

“REVOLUTIONARY CITY” PROGRAM IN THE COLONIAL WILLIAMSBURG HISTORIC AREA

After the last conference session, participate in “Revolutionary City,” when the east end of the Historic Area is transformed into a street theater. The events of the Revolution play out in the stories of everyday life told by the residents of 18th-century Williamsburg. Program begins in front of the Raleigh Tavern on Duke of Gloucester Street. See Colonial Williamsburg's “This Week” brochure for programs and site offerings. Show Historic Area admission pass (complimentary with SEMC conference registration).

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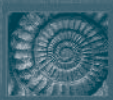
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EVENING EVENT: ART EVENING

Muscarella Museum of Art at the College of William & Mary (*Lamberson Hall, next to Phi Beta Kappa Memorial Hall, 5:00 – 7:00 pm*) and Museums of Colonial Williamsburg (*DeWitt Wallace Decorative Arts Museum & Abby Aldrich Rockefeller Folk Art Museum, 326 W. Francis Street, 6:30 – 8:30 pm*)

Walk (one mile) or take a Colonial Williamsburg charter bus to the Muscarella Museum of Art at the College of William & Mary to view the exhibition *African American Art: Harlem Renaissance, Civil Rights Era and Beyond* organized by the Smithsonian American Art Museum and the newly opened *Faculty Show 12* that highlights the diverse talents of the William & Mary art studio faculty in multiple media including drawing, painting, printmaking, sculpture, ceramics, and installation.

Next visit the Museums of Colonial Williamsburg: The distinctive collections of the DeWitt Wallace Decorative Arts Museum and the Abby Aldrich Rockefeller Folk Art Museum are under one roof. Linger over singular examples of American and British antiques from the 17th, 18th, and 19th centuries, then explore bold and imaginative pieces of colonial and contemporary folk art. All galleries will be open with a reception in the Café. *Dinner on your own.*

Saturday, November 10

POST CONFERENCE TRIPS

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Friday, November 9

42

Saturday, November 10

➤ At the **Mariner's Museum** explore one of the largest maritime history museums, with rare figureheads, hand-crafted ship models, Civil War ironclad USS Monitor artifacts, paintings, and more. The Peninsula Fine Arts Center is next door.

➤ At the **Virginia Museum of Fine Arts**, permanent exhibits include pieces from ancient Greece, a tapestry hall, a medieval chapel, and the largest collection of Fabergé eggs outside of Russia.

➤ For 150 years, the **Virginia Historical Society** has been collecting portraits, manuscripts and artifacts, and includes the largest collection of Confederate-made weapons in the world. Learn about “The Story of Virginia, an American Experience” and “The Seasons of the Confederacy.”

➤ Through the Jamestown–Yorktown Foundation, history is an adventure at **Jamestown Settlement** and the **Yorktown Victory Center**. Experience the story of America's beginnings – from the founding of America's first permanent English colony in 1607 to the Revolution and the establishment of a new nation almost two centuries later.

➤ Jointly administered by the National Park Service and The Colonial Williamsburg Foundation on behalf of Preservation Virginia, this is the site of the first permanent English settlement in America. **Historic Jamestowne Visitor Center** offers exhibits and a multimedia theater presentation. The townsite includes an original 17th-century church tower and the foundations of some the earliest buildings in Virginia. Visit **Preservation Virginia's Jamestown Rediscovery excavation**, where archaeologists are uncovering the remains of the original **1607 James Fort**, coaxing the Jamestown of 1607 from the banks of the James River. Learn more about the dig at the **Preservation Virginia's Nathalie P. & Alan M. Voorhees Archaearium at Historic Jamestowne**, an innovative exhibition facility, showcasing over 1,000 artifacts and the findings of this world-renowned archaeological project.



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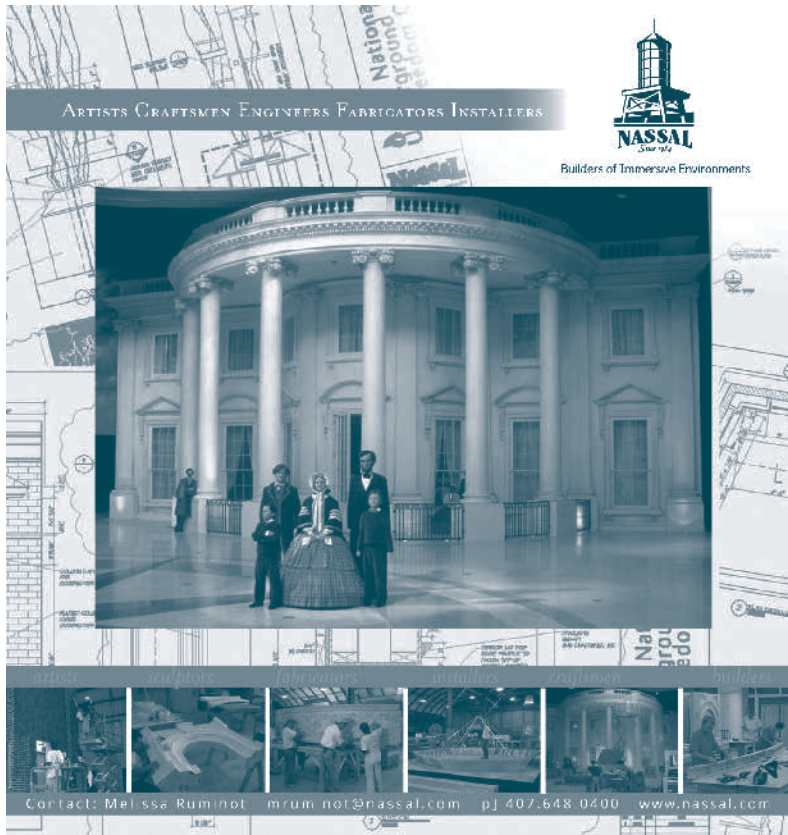
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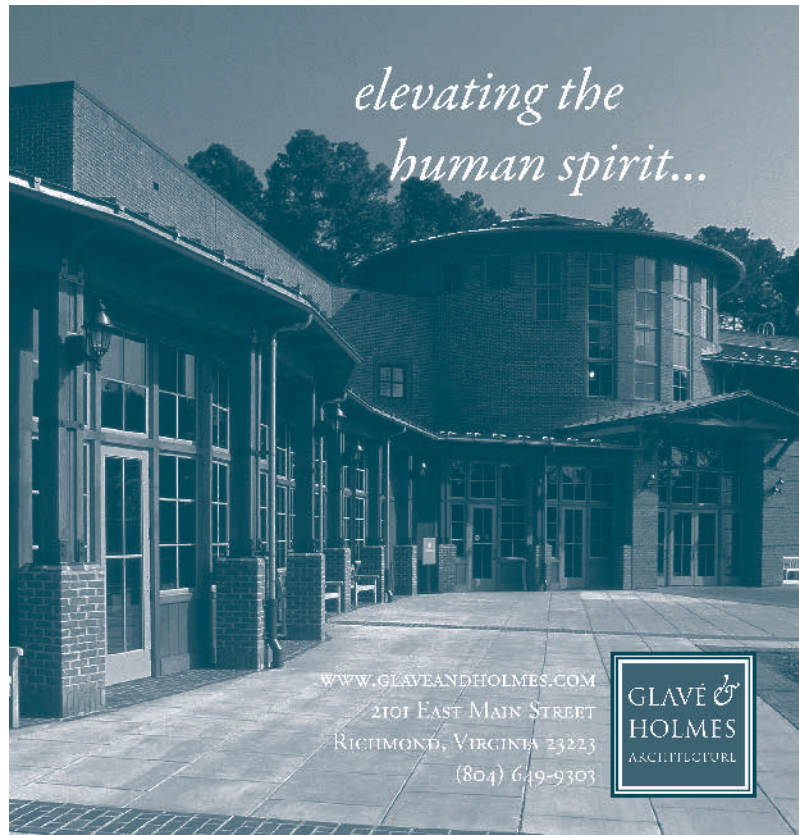
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