



# APPALACHIAN RENAISSANCE

RENEWING TRADITIONS, RETHINKING APPROACHES



SOUTHEASTERN MUSEUMS CONFERENCE ANNUAL MEETING  
OCTOBER 20-22, 2014 ★ KNOXVILLE, TENN.

WWW.SEMCDIRECT.NET



## FINAL PROGRAM



DEAR FRIENDS: Welcome to Knoxville! ¶ It gives me great pleasure to extend a warm welcome to all the participants of the Annual Meeting of the Southeastern Museums Conference. The work that you do sustains and preserves our history and culture for all of our citizens and future generations. We are honored to celebrate this event with you in our city. ¶ While you are here, please enjoy our vibrant downtown, with its many shops and restaurants, along with our outstanding local museums and cultural institutions. ¶ These include the Knoxville Museum of Art, East Tennessee Historical Society, Frank H. McClung Museum, Historic Westwood, James White's Fort, Blount Mansion, Girl Scout Museum at Daisy's Place, Farragut Folk Life Museum, Ramsey House, Mabry-Hazen House Museum/Crescent Bend/Marble Springs, Women's Basketball Hall of Fame, Ijams Nature Center, Knoxville Botanical Garden and Arboretum, Knoxville Zoo, Tennessee Theatre, Beck Cultural Exchange Center and of course the iconic Sunsphere. ¶ On behalf of all the citizens who live and work in this city, I wish you a successful and memorable stay.

Sincerely, MADELINE ROGERO, Mayor, City of Knoxville

# CONFERENCE ★ HIGHLIGHTS

## KEYNOTE SPEAKER

Join your colleagues in Knoxville for a keynote talk about “Museums in the Age of Scale” by Michael Edson. Edson is a strategist and thought leader at the forefront of digital transformation in the cultural sector.

## PRE-CONFERENCE EVENT

Join us at Historic Westwood, the new home of Knox Heritage, Inc., for a reception and mini-tours of the organization's beautifully-restored headquarters, built in 1890. Knox Heritage promotes the preservation of historic buildings in a 16-county region in East Tennessee.

## EVENING EVENTS

Soak up the historic charm of downtown Knoxville with a stroll down bustling Gay Street, take in the grandeur of the Historic Tennessee Theatre and the East Tennessee History Center, and explore the many dining options in the Market Square District. Then experience the exciting modern artistic and architectural offerings around World's Fair Park with a progressive party encompassing the Knoxville Convention Center, the iconic Sunsphere, and the Knoxville Museum of Art!

## NETWORKING GATHERINGS

Connect with museum colleagues, directors, registrars, educators, exhibit designers, academic museums, historic house museums, and emerging museum professionals (EMPs). Use #SEMC2014 for live conversation.

## DIRECTORS' LUNCHEON

The annual Directors' Luncheon on Tuesday, October 21, will feature an encore presentation by William R. Mott, author of the new book, *Super Boards: How Inspired Governance Transforms Your Organization*.

## OFF-SITE TOURS

Experience the cultural richness and diversity of Knoxville with off-site tours of historic downtown buildings, Civil War battlefields, the city's unique urban wilderness areas, the McClung Museum of Natural History and Culture at the University of Tennessee, an exemplary museum-school partnership, historic house museums, and sites associated with Knoxville's marble industry.

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## A Special Thanks to Our Host Institutions

The following local museums have graciously agreed to allow free admission to SEMC 2014 Annual Meeting participants during their regular operating hours. **To gain free admission, show your SEMC Annual Meeting Badge at museum entrances (details page 14).**

- Beck Cultural Exchange Center
- Blount Mansion
- Children's Museum of Oak Ridge
- Confederate Memorial Hall – Bleak House
- Crescent Bend
- East Tennessee Historical Society
- The Emporium Center for Arts & Culture
- Farragut Folk Life Museum
- Fort Dickerson
- Girl Scout Museum at Daisy's Place
- Ijams Nature Center
- Historic Westwood
- James White's Fort
- Knoxville Botanical Garden and Arboretum
- Knoxville Convention Center
- Knoxville Museum of Art
- Knoxville Zoo
- Mabry-Hazen House & Bethel Cemetery
- Marble Springs State Historic Site
- McClung Museum of Natural History & Culture
- Museum of Appalachia
- Old Gray Cemetery
- Ramsey House
- The Sunsphere
- Tennessee Archive of Moving Image and Sound
- Tennessee Theatre
- Women's Basketball Hall of Fame

# SCHEDULE ★ AT ★ A ★ GLANCE

## SUNDAY ★ OCT ★ 19

**7:30 PM – 8:30 PM Off-Site Program:**

**Pre-Conference Event: Historic Westwood Reception and Tour**  
*Meet at the Holiday Inn's entrance*

## MONDAY ★ OCT ★ 20

**7:30 AM – 12:00 NOON HHMAG Hands-On**

**Help Project – Collections Care at Blount Mansion**  
*Meet in lobby to carpool*

**8:00 AM – 5:00 PM Registration**  
*Sundries Courtyard (Holiday Inn Lobby)*

**8:30 AM – 11:30 AM SEMC Council Meeting**  
*Mountain Laurel Room (2nd fl.)*

**11:00 AM – 12:30 PM JIMI Luncheon**  
*Private Dining Room*

**12:30 PM – 1:00 PM Program Committee Meeting**  
*Mountain Laurel Room (2nd fl.)*

**1:00 PM – 5:30 PM Resource Expo Open**  
*– Grand Pavilion & Tennessee Ballrooms*

**1:00 PM – 2:15 PM CONCURRENT SESS.**

• **Steal This Form!** *Parlour 1*

• **Not as Scary as You Think: Making Meaningful Experiences for Teens**  
*Parlour 2*

• **How to Hire Well** *Parlour 3*

• **Historic Homes of Knoxville: Breaking Barriers and Creating Successful Partnerships** *Parlour 4*

• **300 Surveys, Everyone Circled “5.” Now What?** *Parlour 5*

• **Networking Tools and Tips for Emerging Professionals** *Parlour 6*

• **From the Inside Out: Fostering a Sense of Community Through Exhibit Design** *Parlour 7*

• **Curatorial Research: New Approaches to Traditional Roles** *Parlour 8*

**2:00 PM – 4:30 PM Off-Site Workshop 1 – Film & Video Preservation Tennessee**

**Archive of Moving Image and Sound**  
*Meet at Holiday Inn's entrance to walk to Tennessee Archive of Moving Image and Sound or take the free downtown trolley (601 South Gay Street)*

**Off-Site Workshop 2 – Window Restoration Historic Mabry-Hazen**

**House** *Meet at Holiday Inn's entrance (transportation provided to 1711 Dandridge Ave.)*

**2:15 PM – 2:45 PM Iced Tea & Cookie Break** *Grand Pavilion & Tennessee Ballrooms*

**2:45 PM – 4:00 PM CONCURRENT SESS.**

• **Not Even Archives 101** *Parlour 1*

• **How to Specify Display Cases for Your Museum** *Parlour 2*

• **Brass Tacks: Preventive Conservation in Historic Houses** *Parlour 3*

• **Arts and Alzheimer's: Rethinking Touring Approaches** *Parlour 4*

• **Habits of Effective Grant Writers** *Parlour 5*

• **Developing an Effective Collections Management Policy** *Parlour 6*

• **Rethinking & Renewing State History Museums** *Parlour 7*

• **Exhibit Graphics: A How-To Guide** *Parlour 8*

**3:00 PM – 4:00 PM SEMC Listening Session for Affinity, SPC & State Directors** *Private Dining Rm*

**4:00 PM – 4:30 PM New Members/First Time Annual Meeting Attendees**

“Speed Networking” *Private Dining Rm*

**4:30 PM – 5:30 PM Resource Expo/Silent Auction Grand Opening Reception**

**5:30 PM – 6:30 PM Exhibits Networking Meet-Up (NAME)** *Speakeasy Library in the historic Oliver Hotel (407 Union Ave.)*

**5:30 PM – 6:30 PM CurCom Networking Meet-Up** *Speakeasy Library in the historic Oliver Hotel (407 Union Ave.)*

**5:30 PM – 6:30 PM Academic Museum Gathering** *Private Dining Room*

**5:30 PM – 6:30 PM HHMAG Member Cocktail Hour** *Meet in lobby to carpool or call Leah Walker at 423.923.1015 for directions.*

**6:00 PM – 8:00 PM EVENING ON GAY STREET AND MARKET SQUARE**

**SHOWCASING SOUTHERN CHARM** *Historic Tennessee Theatre (604 S. Gay St.)*

**East Tennessee History Center** *(601 S. Gay St.)*

**Market Square District** *Meet in Holiday Inn lobby for the 10-minute walk at 6:00 pm, or take the trolley from Holiday Inn.*

**8:30 PM – 9:30 PM Council Private Reception at Market 211** *18 Market Square, Unit 211*

## TUESDAY ★ OCT ★ 21

**7:30 AM – 9:00 AM Walking Tour 1:**

**Historic Preservation Walking Tour of Downtown Knoxville** *Meet at entrance of the Holiday Inn.*

**Walking Tour 2: Civil War Walking Tour of Downtown Knoxville** *Meet at entrance of the Holiday Inn.*

**Running Tour: See Knoxville's Urban Wilderness on a Fun Run** *Meet at entrance of the Holiday Inn.*

**8:00 AM – 5:00 PM Registration**  
*Park View Lobby*

**9:00 AM – 5:30 PM Resource Expo open**  
*Grand Pavilion & Tennessee Ballrooms*

**8:00 AM – 12:00 NOON Registration**  
*Sundries Courtyard (Holiday Inn Lobby)*

**9:00 AM – 11:30 AM DOUBLE SESSIONS**

**Project Runway: Designer Solutions to Collections Management and Insurance Problems** *Parlour 2*

**Crash Course on Interpretive Writing** *Parlour 4*

**9:00 AM – 10:15 AM CONCURRENT SESS.**

• **#SEMC2014: Hashtags and Volunteers in Social Media for Museums** *Parlour 1*

• **Art, History, and Heritage in a Student Union: Interpretive Graphics at UT's Newest Landmark** *Parlour 3*

• **Storytelling and Measuring Success** *Parlour 5*

• **Eight Things Every Museum Leader Should Know About Fundraising** *Parlour 6*

• **Media for Exhibits 101+** *Parlour 7*

• **Spotlight on Student Research in Museums** *Parlour 8*

• **STEM, STEAM, STEHM: Integrating STEM into Education Programs**

*Private Dining Room (lobby level)*

• **Volunteers and Interns: Maximizing Your Greatest Resources** *Dogwood (2nd fl.)*

**10:15 AM – 10:45 AM Coffee Break** *Grand and Tennessee Ballrooms*

**Expo Demo**

**10:30 AM – 11:45 AM CONCURRENT SESS.**

• **Technology Showcase** *Parlour 1*

• **What is JIMI and Why Should I Participate or How JIMI Changed My Life** *Parlour 3*

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- **Managing Mayhem: Working Through Collection Challenges** *Parlour 5*
- **Trustees are Your Best Advocates: How to Inspire Them to Build Relationships with Local, State, and Congressional Leaders** *Parlour 6*
- **Ethics in Museums: Solutions for Modern Problems** *Parlour 7*
- **Telling Our Story: Interpreting African American History in Our Profession, Programming, Exhibits, and Technologies** *Parlour 8*
- **Countdown to Ignition! Creative Visitor Engagement Strategies You Can Do Right Now** *Priv. Dining Rm. (lobby lev.)*
- **Preservation in the Spotlight: Case Studies in Marketing Collections Care** *Dogwood (2nd fl.)*
- **History in the State Park: Collaboration to Find Resources** *Mountain Laurel (2nd fl.)*
- 12:00 NOON – 1:30 PM AFFINITY LUNCHEONS**
- **Southeastern Registrars Association (SERA)** *Parlour 4*
- **Museum Educators Committee (EdCom)** *Priv. Dining Rm. (lobby lev.)*
- **Directors and Trustees Luncheon** *Parlour 6*
- **Curators' Luncheon (CurCom)** *Mountain Laurel (2nd fl.)*
- 12:30 PM - 1:45 PM Directors Program: Eight Key Reasons Boards and Organizations Thrive** *Parlour 6*
- 2:00 PM – 4:30 PM DOUBLE SESSIONS**
- **Connecting to Collections: Developing Emergency Management Plans** *Parlour 1*
- **How Do You Number That?** *Parlour 2*
- 2:00 PM – 3:15 PM CONCURRENT SESS.**
- **Lights, Camera, Action! Media at Historic Houses** *Parlour 3*
- **Voice of the People: Promoting Literacy through Contemporary Art** *Parlour 4*
- **Tips and Tricks for Managing People** *Parlour 5*
- **Engaging Youth Volunteers** *Parlour 6*
- **Making the Digital Physical: Exhibiting & Interpreting New Media Art** *Parlour 7*
- **Is This It? Managing Mid-Career Crisis** *Parlour 8*
- **HHMAG Roundtable Discussion** *Dogwood (2nd fl.)*
- 3:15 – 3:30 PM Ice Tea Break** *Grand Pavilion & Tennessee Ballrooms*

- 3:15 PM – 4:30 PM Off-Site Tour: African American History and Culture: Beck Cultural Exchange Center** *Meet at Holiday Inn's entrance (transportation provided to 1927 Dandridge Avenue)*
- 3:30 PM – 4:45 PM CONCURRENT SESS.**
- **Walk-Ins Always Welcome: The Impact of Informal Education and Drop-In Programming** *Parlour 3*
- **"You Be the Judge:" Mock IMLS Review Panel** *Parlour 4*
- **The Mad-Hatter: Storage Mounts for the Museum Multi-Tasker** *Parlour 5*
- **The Director as Scholar: Research from the Top** *Parlour 6*
- **Museums Are for Babies** *Parlour 7*
- **Museums and Libraries: Partners Beyond the Pages** *Parlour 8*
- **Sponsorships on Steroids** *Dogwood (2nd fl.)*
- **How to Increase Earned Income from Food Services** *Priv. Dining Rm. (lobby lev.)*
- 4:30 PM – 5:30 PM Resource Expo/Silent Auction Closing Party** *Grand Pavilion & Tennessee Ballrooms*

- 5:30 PM – 6:30 PM Emerging Museum Professionals** *Windows on the Park Lounge*
- 5:30 PM – 7:00 PM Directors and Trustees Reception at Knoxville Museum of Art** *Knoxville Museum of Art (1050 World's Fair Park Dr.)*
- 5:30 PM – 9:00 PM EVENING IN WORLD'S FAIR PARK**
- 5:30 – 6:30 PM: Knoxville Convention Center** *(701 Henley Street)*
- 6:00 – 7:30 PM: Sunsphere** *(810 Clinch Ave.)*
- 7:00 – 9:00 PM: Knoxville Museum of Art** *(1050 World's Fair Park Dr.)*
- 9:30 PM – 11:00 PM SERA Registrars Respite** *Downtown Grill & Brewery (424 South Gay Street)*

## WEDNESDAY ★ OCT ★ 22

- 8:00 AM – 12:00 NOON Registration** *Sundries Courtyard (Holiday Inn Lobby)*
- 9:00 AM – 10:15 AM GENERAL SESS.: SEMC Annual Business Meeting and Keynote Speech on "Museums in the Age of Scale"** *Grand Pavilion Ballroom*
- 10:15 AM – 10:45 AM Coffee Break** *Pre-function area*
- 10:45 AM – 12:00 N. CONCURRENT SESS.**
- **They Want to Interview Me? Media Training Basics** *Parlour 1*
- **New Ideas for Old Houses: Engaging Visitors and Managing Volunteers in Today's Historic House Museums** *Parlour 2*

- **Off the Wall: Innovative Ways to Use Permanent Collection Objects** *Parlour 3*
- **Four Seasons of the Museum: Opening, Operating, Growing, and Closing a Museum** *Parlour 4*
- **Advocacy is Easy: Make the Case for Museums** *Parlour 5*
- **Conservation and Cultural Relations: A Discussion on Restitution** *Parlour 6*
- **The Alchemy of Art – Cross Department/Cross Disciplinary Approach to Education** *Parlour 7*
- **Exhibits Graphics, Design Materials Part 2 – Back by Popular Demand!** *Parlour 8*
- **Working with Volunteers in Collections Management** *Dogwood (2nd fl.)*
- 12:15 PM – 1:45 PM ANNUAL AWARDS LUNCHEON** *Grand Pavilion Ballroom*
- 2:00 PM – 3:30 PM OFF-SITE TOURS** *Meet in Holiday Inn lobby at 2:00 PM*
- **SERA Behind-the-Scenes Tour: The McClung Museum of Natural History and Culture** *Shuttle will be available at hotel entrance (1327 Circle Park Dr.)*
- **EdCom Tour: Beaumont Museum Magnet School Program: Growing Partnerships, Creating Connections** *Meet bus at hotel entrance to visit Beaumont Elementary Magnet School (1211 Beaumont Avenue).*
- **CurCom Tour: Knoxville Historic Home Landmarks – Blount Mansion and James White Fort** *Meet at Holiday Inn's entrance to walk to Blount Mansion (200 West Hill Avenue) and James White's Fort (205 Hill Avenue SE) or take the free downtown trolley.*
- **"Marble City" Bus Tour: Marble Production Landmarks of Knoxville** *Meet buses at hotel entrance.*
- 3:00 PM – 4:30 PM Council Meeting** *Summit*

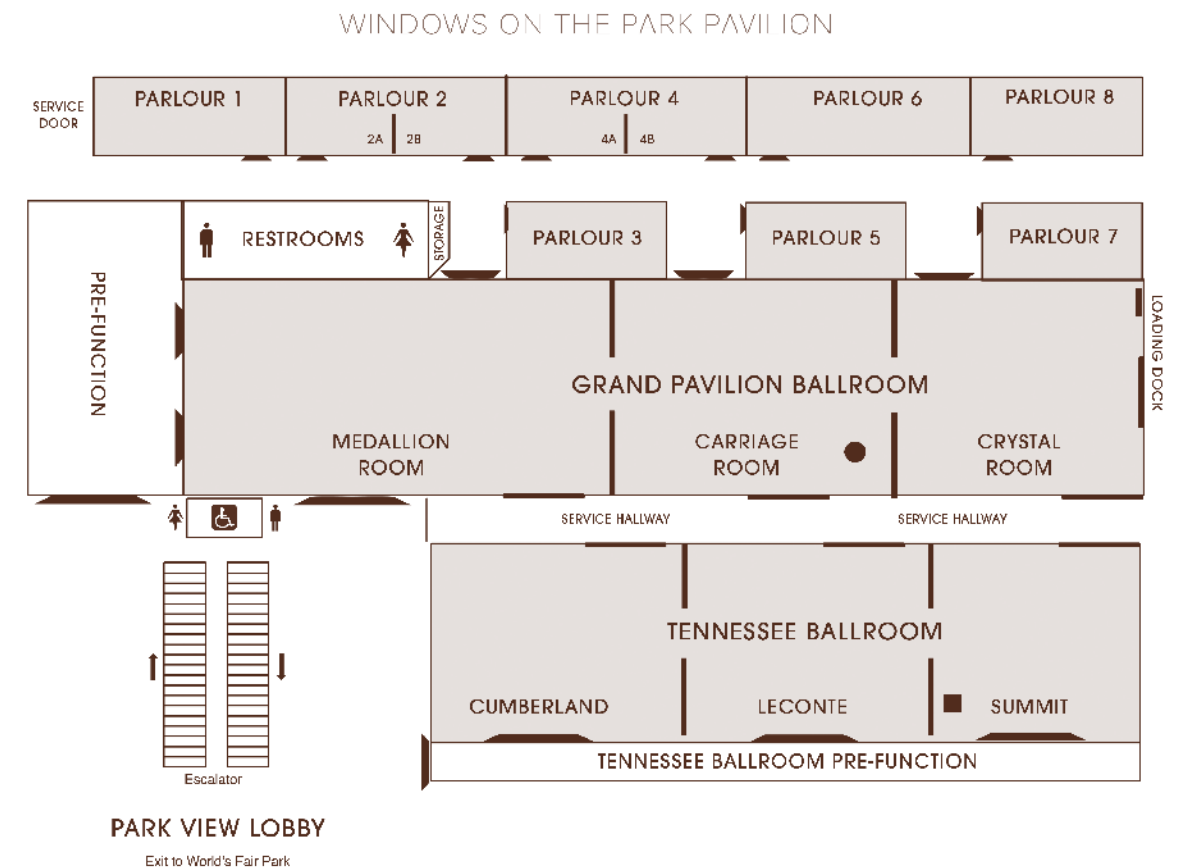


# MEETING SPACES

*Holiday Inn World's Fair Park  
 525 Henley Street  
 Knoxville, TN 37902  
 Phone: 865.522.2800*

**SEMC REGISTRATION**  
 Lobby

**SEMC RESOURCE EXPO**  
 Grand Pavilion & Tennessee Ballrooms  
**SEMC SILENT AUCTION**  
 Expo pre-function area  
**SEMC PROGRAM SESSIONS**  
*Conference Level:* Parlours 1- 8  
*Private Dining Room:* Lobby level off hotel restaurant  
**2nd Floor:** (accessible by elevators or stairs off the lobby) Dogwood and Mountain Laurel  
**ANNUAL AWARDS LUNCHEON & GENERAL SESSION**  
 Grand Pavilion Ballroom  
**SEMC MEETINGS & MEAL FUNCTIONS**  
 Parlour 4 & 6, Private Dining Room, Mountain Laurel



# CONFERENCE ★ INFORMATION

## CONFERENCE THEME

“Appalachian Renaissance: Renewing Traditions, Rethinking Approaches” offers Appalachian culture, historic renewal, and innovative approaches — all at the SEMC 2014 Annual Meeting in Knoxville! SEMC 2014 program sessions offer new directions to help your institution evolve and move your career forward. Meet us in Knoxville to share creative ideas and success stories, explore new directions and emerging trends in museums, and network with the most congenial and supportive group of museum professionals in the nation!

## GENERAL INFORMATION

The SEMC 2014 Annual Meeting and Resource Expo are headquartered at the Holiday Inn World’s Fair Park. All activities take place at the hotel except for specially noted workshops, tours, and evening events. Locations are subject to change. All changes will be posted in the registration area at Holiday Inn World’s Fair Park. ¶ 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 Tuesday, September 30, 2014. It will be updated after the meeting to include those attendees who registered after September 30 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 September 30, 2014.

## ATTENDEE REGISTRATION

Holiday Inn World’s Fair Park (Lobby Level)  
Monday, Oct 20: 8:00 AM – 5:00 PM  
Tuesday, Oct. 21: 8:00 AM – 5:00 PM  
Wednesday, Oct. 22: 8:00 AM – NOON

## NAME BADGES

Name badges must be worn at all times. Name badges will be required for admission to all SEMC annual meeting program sessions and workshops. Badges and tickets will be required for all meal functions and evening events. All host institutions will grant free admission to SEMC participants with SEMC Annual Meeting Badge at other museums during their regular operating hours through Wednesday, October 22. Please call or check their websites listed on page 14 for operating hours and admission policies.

## TICKETS

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

## SEMC MESSAGE BOARD AND RESOURCE TABLES

The message board will be located near registration. Resource tables will be located near the Resource Expo. Please be prepared to take brochures home at the end of the annual meeting sessions after 2:00 pm on Wednesday, Oct. 22. Tweet @SEMC2 or use #SEMC2014 throughout annual meeting.

## SEMC 2014 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 2014 Publication Design Competition Coordinator is **Sarah Lowe**. Come see the winning entries displayed in the Expo pre-function area. The winners will be featured at the Annual Awards Luncheon and in the Winter 2015 issue of SEMC’s quarterly newsletter, *Inside SEMC*.

## SEMC 2014 EXHIBITION COMPETITION

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

## SEMC 2014 AWARD RECIPIENTS

SEMC Awards are given in recognition of innovation, service and leadership in museum professionals. The SEMC Awards Committee, chaired by **Allison Reid**, honors outstanding colleagues who have helped shape the world of museums. The awards will be presented on Wednesday, Oct. 22, as part of the Annual Awards Luncheon.

### **James R. Short Award Recipient**

**Pam Meister**, Interim Director, Mountain Heritage Center, Western Carolina University, Cullowhee, NC

### **Museum Leadership Award Recipient**

**Deborah Van Horn**, Registrar, Kentucky Historical Society, Thomas D. Clark Center for Kentucky History, Frankfort, KY

### **Emerging Museum Professionals Award Recipient**

**Heather Guy Nowak**, Director of Programs, Sloss Furnaces National Historic Landmark, Birmingham, AL

### **Distinguished Contributor Award**

**Robert Sullivan**, former President and Director, The Bok Tower Gardens Foundation, Inc., Lake Wales, FL

## SEMC 2014 ANNUAL MEETING SCHOLARSHIP SPONSORS & COORDINATORS

Congratulations to all our 2014 scholarship winners! Scholarship recipients will be recognized at the Annual Awards Luncheon on Wednesday, Oct. 22, at 12:15 PM in Grand Pavilion Ballroom. ¶ The six SEMC Traveling Scholarships are supported by the SEMC Alderson Endowment and proceeds from the SEMC’s 2013 Silent Auction. The SEMC President’s Scholarship is sponsored by SEMC President **Micheal Hudson**. 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 **Cindy Gardner**, Director of Collections, Museum Division, Mississippi Department of Archives and History, Jackson, MS. Please thank the coordinators for their hard work — there were 82 applicants for 9 scholarships, making the process highly competitive.

## SEMC TRAVELING SCHOLARSHIP WINNERS

### **Student Category**

**Samantha Roberts**, Kennesaw State University/Tellus Science Museum, Kennesaw, GA

### **Emerging Museum Professional**

**Allison Baker**, Curatorial Assistant, McKissick Museum, Columbia, SC

**Allison Hiblong**, Director of Operations, Arkansas Inland Maritime Museum, North Little Rock, AR

### **Small Museum Category**

**Jennifer Moss**, Assistant Curator/Education Specialist, Oconee Heritage Center, Walhalla, SC

**Kari Barley**, Executive Director, Pioneer Museum of Alabama, Troy, AL

### **Historic House Museum**

**Beth Batton**, Executive Director, The Oaks House Museum, Jackson, MS

### **Seasoned Museum Professional**

**Tricia Blakistone**, Webmaster, Social Media Manager and Librarian, North Carolina Museum of History, Raleigh, NC

## SEMC PRESIDENT’S SCHOLARSHIP WINNER

**Betty Fletcher**, Operational Director, Nathanael Greene Museum, Greenville, TN

## SERA-SEMC ANNUAL MEETING TRAVEL SCHOLARSHIP WINNERS

### **Entry-Level Professional**

**Jane-Coleman Harbison**, Registrar, Cheekwood Botanical Garden and Museum of Art, Nashville, TN

### **Seasoned Museum Professional**

**Robin Bauer Kilgo**, Consultant/Project Associate, Florida Connecting to Collections, Big Pine Key, FL

## SEMC 2014 SILENT AUCTION

Please bid on the silent auction items in the Resource Expo. As always, the funds raised by the silent auction will go to the

scholarship program for 2015. 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

### ☞ **SUNDAY, OCTOBER 19**

**Historic Westwood Reception and Tour** (7:30 PM – 8:30 PM) (7:00 PM departure, 8:30 PM return) *Meet at hotel entrance for shuttle bus to Historic Westwood (3425 Kingston Pike)*

### ☞ **MONDAY, OCTOBER 20**

**HHMAG Hands-On Help Project** (7:30 AM – 12:00 NOON) *Meet in lobby to walk or carpool, Blount Mansion (200 West Hill Avenue)*

### **OFF-SITE WORKSHOPS** (2:00 PM – 4:30 PM)

**Film & Video Preservation at Tennessee Archive of Moving Image and Sound.** *Meet at Holiday Inn’s entrance to walk to Tennessee Archive of Moving Image and Sound or take the free downtown trolley (601 South Gay Street)*

**Window Restoration at Historic Mabry-Hazen House.** *Meet at Holiday Inn’s entrance (transportation provided, 1711 Dandridge Avenue)*

**Exhibits Networking Meet-Up (NAME) & CurCom Networking Meet-Up** (5:30 PM – 6:30 PM) *Meet at Holiday Inn’s entrance to walk to Speakeasy Library in the historic Oliver Hotel (407 Union Avenue)*

**HHMAG Member Cocktail Hour** (5:30 PM – 6:30 PM) *Meet in lobby to carpool, call Leah Walker at 423.923.1015 for directions.*

**Evening Event: “Historic Gay Street”** (6:00 PM – 8:00 PM) **Historic Tennessee Theatre** (604 South Gay Street) & **East Tennessee History Center** (601 South Gay Street) *Meet in Holiday Inn lobby for the 10-minute walk at 6:00 PM, or take the trolley shuttles from Holiday Inn.*

### ☞ **TUESDAY, OCTOBER 21**

**Walking Tour 1: Historic Preservation Walking Tour of Downtown Knoxville** (7:30 AM – 9:00 AM)

**Walking Tour 2: Civil War Walking Tour of Downtown Knoxville** (7:30 AM – 9:00 AM)

**Running Tour: See Knoxville’s Urban Wilderness on a Fun Run** (7:30 AM – 9:00 AM)

*Meet at entrance of the Holiday Inn.*

**Off-Site Tour: African American History and Culture at The Beck Cultural Exchange Center** (3:15 PM – 4:30 PM)

*Meet at Holiday Inn’s entrance (transportation provided, 1927 Dandridge Avenue)*

**Directors Reception at Knoxville Museum of Art** (5:30 pm – 7:00 pm) *Meet at Knoxville Museum of Art*

**Evening in World’s Fair Park** (5:30 pm – 9:00 pm)

*Walk or take the hotel shuttle from entrance of the Holiday Inn.*

*Knoxville Convention Center (701 Henley Street),*

*Sunsphere (810 Clinch Ave),*

*Knoxville Museum of Art (1050 World’s Fair Park Drive)*

**SERA Registrars Respite** (9:30 pm – 11:00 pm)

*Meet at Downtown Grill & Brewery*

*(424 South Gay Street)*

**WEDNESDAY OCTOBER 22**

**OFF-SITE TOURS (2:00 PM – 3:30 PM)**

Meet in Hilton lobby at 2:00 PM

**SERA Behind-the-Scenes Tour: The McClung Museum of Natural History and Culture.** Bus transportation provided (1327 Circle Park Drive)

**EdCom Tour: Beaumont Museum Magnet School Program: Growing Partnerships, Creating Connections.** Bus transportation provided (1211 Beaumont Avenue)

**CurCom Tour: Knoxville Historic Home Landmarks Blount Mansion** (200 West Hill Avenue) and **James White Fort** (205 Hill Avenue SE). Meet in lobby to walk or take the free downtown trolley to Blount Mansion.

**“Marble City” Bus Tour: Marble Production Landmarks of Knoxville.** Bus transportation provided

12. Cinebar Productions, Inc. **30**
13. CoreStrategies for Nonprofits, Inc. **1**
14. Culture Connect **46**
15. dmdg2 **41**
16. EVENTSIGNS.BIZ **56**
17. Explus **22**
18. Fedex Custom Critical **59**
19. Four Colour **50**
20. Frina Design **8**
21. Gaylord Bros. **32**
22. Glavé & Holmes Architecture **16**
23. Goosepen Studio & Press **54**
24. Haizlip Studio **13**
25. Hasselblad Bron Inc. **11**
26. HealyKohler Design **2**
27. History IT **25**
28. Hollinger Metal Edge, Inc. **57**
29. JGL Food Service Consultants **45**
30. K Design **4**
31. Lord Aeck Sargent **14**
32. Malone Design/Fabrication **17**
33. Masterpak **39**
34. MBA Design & Displays Products **42**
35. MediaMerge **53**
36. Method-1 Interiors **43**
37. Mid-America Arts Alliance **24**
38. Music Maker Relief Foundation **5**
39. MuseumRails **26**
40. Nomad Mobile Guides **49**
41. North Carolina Museums Council **pre-function area**
42. Northeast Document Conservation Center **12**
43. OnCell-TourSphere **28**
44. PastPerfect Software **62**
45. Patterson Pope, Inc. **51**
46. Print File **58**
47. Prism Technologies, Inc. **48**
48. Q Media Productions, Inc. **34**
49. Re:discovery Software **60**
50. Riggs Ward **20**
51. SEMC Career Center **pre-function area**
52. Solid Light, Inc. **35**
53. Southern Circuit Tour of Independent Filmmakers **61**
54. StudioAmmons Inc. **38**
55. Studio Displays Inc. **23**
56. Tennessee Association of Museums **pre-function area**
57. The Charleston Mint **33**
58. The Design Minds, Inc. **10**
59. The History Workshop **15**
60. The Nassal Company **9**
61. The University of Oklahoma, College of Liberal Studies **7**
62. U.S. Art Company, Inc. **36**
63. Universal Fiber Optic Lighting **31**
64. Viking Metal Cabinet Company **21**
65. Wooten & Wooten Auctioneers & Appraisers **27**

# RESOURCE EXPO & SILENT AUCTION SCHEDULE

**MONDAY, OCTOBER 20**

- 1:00 – 5:30 PM: Resource Expo Open
- 2:15 – 2:45 PM: Resource Expo Ice Tea & Cookie Break
- 4:30 – 5:30 PM: Resource Expo Grand Opening Reception

**TUESDAY, OCTOBER 21**

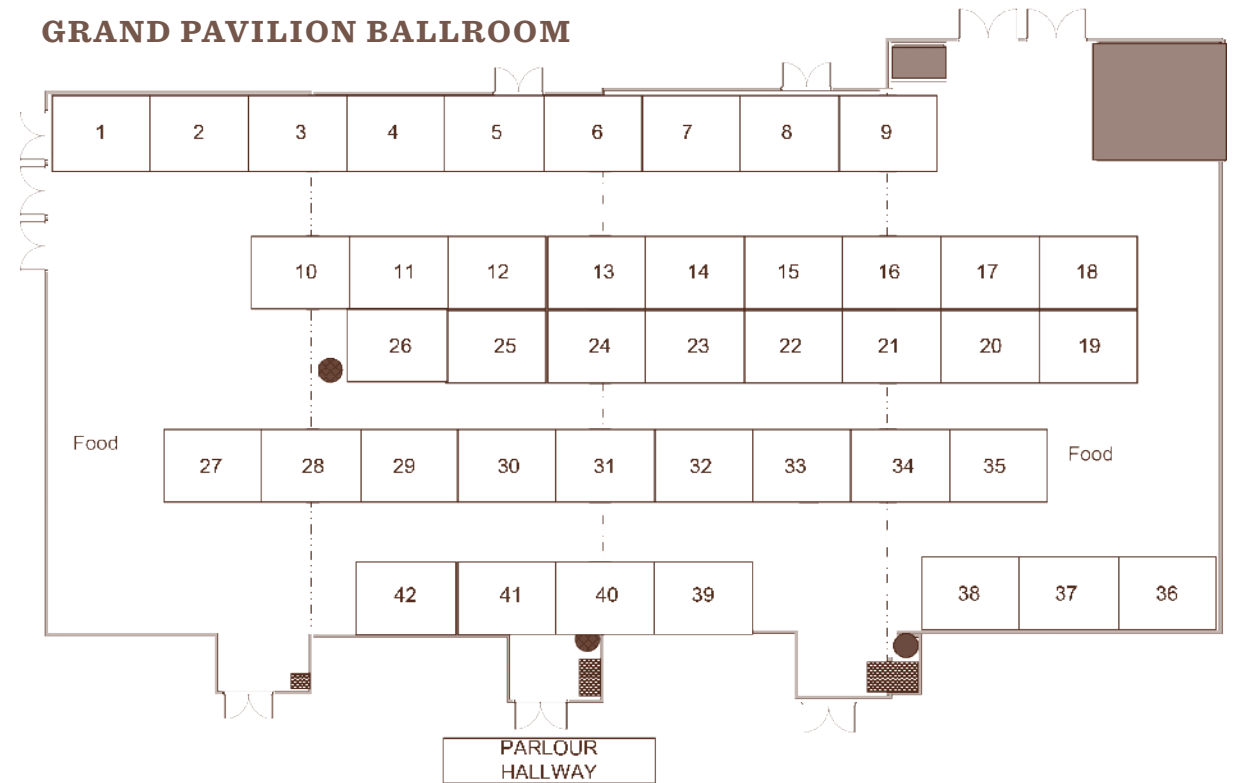
- 9:00 AM – 5:30 PM: Resource Expo Open
- 10:15 – 10:45 AM: Coffee Break
- 12:00 NOON – 1:30 PM: Free Deli Buffet in Expo
- 3:15 – 3:30 PM: Resource Expo Snack Break
- 4:30 – 5:30 PM: Resource Expo/Silent Auction Closing Party

# RESOURCE EXPO SILENT AUCTION SCHEDULE

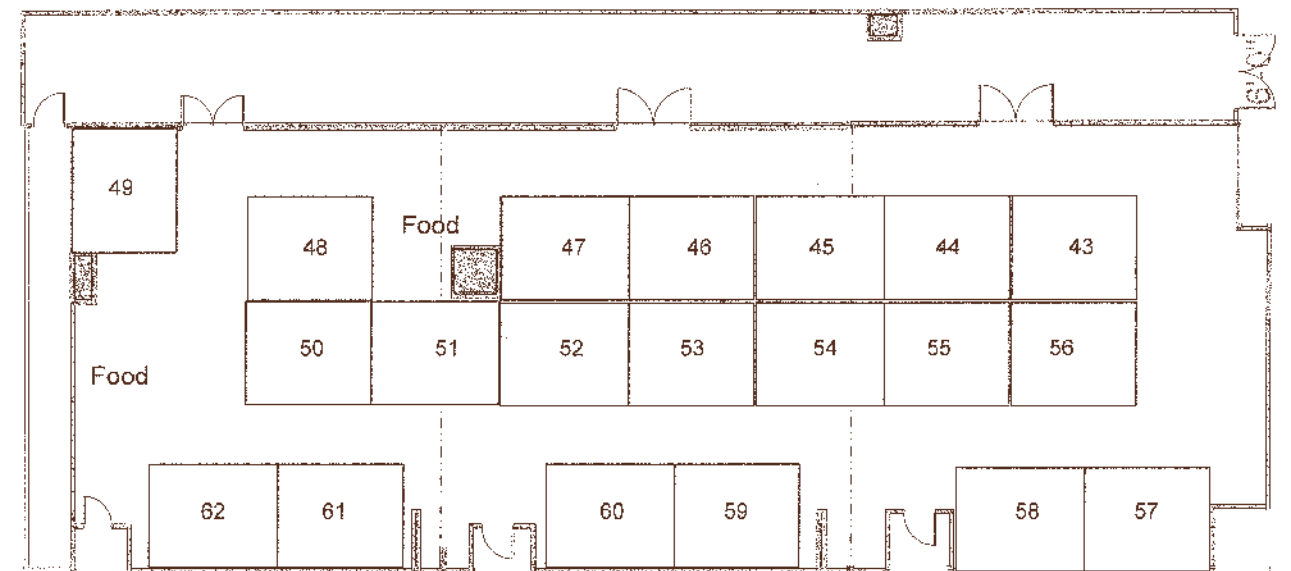
1. 10-31 Inc. **6**
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5. Art Guard **55**
6. Association of Academic Museums and Galleries **47**
7. Big River Online **19**
8. Blair, Inc. **3**
9. Case Antiques, Inc. Auctions & Appraisals **40**
10. Charlotte Van & Storage **18**
11. Charlton Hall Auctions **44**

# HOLIDAY INN WORLD'S FAIR PARK KNOXVILLE, TENNESSEE GRAND PAVILION & TENNESSEE BALLROOMS

**GRAND PAVILION BALLROOM**



**TENNESSEE BALLROOM**



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# 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 and 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

## SEMC 2014 ANNUAL MEETING TRACKS

**Directors Track:** On Tuesday, Oct. 21, SEMC is offering a luncheon and reception specifically designed for southeastern museum directors and trustees.

**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

- The Director as Scholar: Research from the Top
- How to Hire Well
- 300 Surveys, Everyone Cirled '5'. Now what?
- Steal This Form!
- Project Runway: Designer Solutions to Collections Management and Insurance Problems
- 8 Things Every Museum Leader Should Know About Fundraising
- Volunteers and Interns: Maximizing Your Greatest Resources
- Ethics in Museums: Solutions for Modern Problems
- Trustees Are Your Best Advocates
- Habits of Effective Grant Writers
- Connecting to Collections: Developing Emergency Management Plans
- Lights, Camera, Action! Media at Historic Houses
- Tips and Tricks for Managing People
- Sponsorship on Steroids

- Conservation and Cultural Relations: A Discussion on Restitution They Want to Interview Me? Media Training Basics
- Four Seasons of the Museum: Opening, Operating, Growing, and Closing a Museum
- New Ideas for Old Houses: Engaging Visitors and Managing Volunteers in Today's Historic House Museums
- Advocacy is Easy: Make the Case for Museums

### Collections

- Managing Mayhem: What to Do When a Backlog of Unprocessed Collections Go Awry
- Historic Homes of Knoxville: Breaking Barriers and Creating Successful Partnerships
- Steal This Form!
- Not Even Archives 101
- Brass Tacks: Preventive Conservation in Historic Houses
- Developing an Effective Collections Management Policy
- Project Runway: Designer Solutions to Collections Management and Insurance Problems
- Managing Mayhem: Working Through Collection Challenges
- More Money, Please: Marketing Adopt-an-Artifact Programs
- Connecting to Collections: Developing Emergency Management Plans
- How Do You Number That?
- Lights, Camera, Action! Media at Historic Houses
- HHMAG Roundtable Discussion
- The Mad-Hatter: Storage Mounts for the Museum Multi-Tasker
- Museums and Libraries: Partners Beyond the Pages
- Off the Wall: Innovative Ways to Use Permanent Collection Objects
- Conservation and Cultural Relations: A Discussion on Restitution
- Working with Volunteers in Collections Management

### Curatorial

- The Director as Scholar: Research from the Top
- Historic Homes of Knoxville: Breaking Barriers and Creating Successful Partnerships
- Steal This Form!
- Curatorial Research: New Approaches to Traditional Roles
- Rethinking & Renewing State History Museums
- Crash Course on Interpretive Writing
- HHMAG Roundtable Discussion
- Telling Our Story: Interpreting African American History in Our Profession, Programming, Exhibits, and Technologies
- Making the Digital Physical: Exhibiting & Interpreting Interactive Art
- Off the Wall: Innovative Ways to Use Permanent Collection Objects

### Development

- 8 Things Every Museum Leader Should Know About Fundraising
- Habits of Effective Grant Writers
- More Money, Please: Marketing Adopt-an-Artifact Programs
- "You Be the Judge": Mock IMLS Review Panel
- Sponsorship on Steroids

### Education

- Not as Scary as You Think: Making Meaningful Experiences for Teens
- Arts and Alzheimer's: Rethinking Touring Approaches
- Rethinking & Renewing State History Museums
- Crash Course on Interpretive Writing
- STEM, STEAM, STEHM: Integrating STEM Into Education Programs
- History in the State Park: Collaboration to Find Resources
- Telling Our Story: Interpreting African American History in Our Profession, Programming, Exhibits, and Technologies
- Voice of the People: Promoting Literacy Through Contemporary Art
- Walk-Ins Always Welcome: The Impact of Informal Education and Drop-In Programming
- Museums Are for Babies
- Museums and Libraries: Partners Beyond the Pages
- Off the Wall: Innovative Ways to Use Permanent Collection Objects
- The Alchemy of Art: Cross Department/Cross Disciplinary Approach to Education

### Emerging Museum Professionals

- Spotlight on Student Research in Museums
- Networking Tools and Tips for Emerging Professionals
- How to Hire Well
- New Members/First Time Annual Meeting Attendees "Speed Networking"
- What is JIMI and Why Should I Participate or How JIMI Changed My Life
- Tips and Tricks for Managing People

### Exhibits

- From the Inside Out: Fostering a Sense of Community Through Exhibit Design
- How to Specify Display Cases for Your Museum
- Rethinking & Renewing State History Museums
- Exhibit Graphics: A How-To Guide
- Crash Course on Interpretive Writing
- Media for Exhibits 101
- History in the State Park: Collaboration to Find Resources
- Telling Our Story: Interpreting African American History in Our Profession, Programming, Exhibits, and Technologies
- Making the Digital Physical: Exhibiting & Interpreting Interactive Art
- Museums and Libraries: Partners Beyond the Pages
- Off the Wall: Innovative Ways to Use Permanent Collection Objects
- Exhibits Graphics, Design Materials Part 2

### General

- What is JIMI and Why Should I Participate or How JIMI Changed My Life
- How to Hire Well
- 300 Surveys, Everyone Cirled '5'. Now what?
- #SEMC2014: Hashtags and Volunteers in Social Media for Museums

- Spotlight on Student Research in Museums
- Volunteers and Interns: Maximizing Your Greatest Resources
- Storytelling and Measuring Success
- Ethics in Museums: Solutions for Modern Problems
- Is This It? Managing Mid-Career Crisis
- Engaging Youth Volunteers
- They Want to Interview Me? Media Training Basics
- Four Seasons of the Museum: Opening, Operating, Growing, and Closing a Museum
- New Ideas for Old Houses: Engaging Visitors and Managing Volunteers in Today's Historic House Museums
- Advocacy is Easy: Make the Case for Museums

### Marketing

- Do Museums Need a Brand?
- #SEMC2014: Hashtags and Volunteers in Social Media for Museums
- Lights, Camera, Action! Media at Historic Houses
- They Want to Interview Me? Media Training Basics

### Technology

- Technology Showcase
- #SEMC2014: Hashtags and Volunteers in Social Media for Museums

# SEMC 2014 ★ SPONSORS & COMMITTEES

## CONFERENCE SPONSORS

### Silver Plus Sponsor

Travelers

### Bronze Sponsors

Alexander Haas (*Directors' Luncheon*)

Case Antiques Inc., Auctions & Appraisals

(*SEMC Legacy Reception*)

L. Carole Wharton, LLC (*Conference*)

SunTrust (*Registration Table*)

### Resource Expo Sponsors

- 10-31 Inc.: U.S. partner for Cristalux and Absolute Museum & Gallery Products (*Grand Opening Reception*)
- Glavé and Holmes Architecture (*Grand Opening Reception*)
- Malone Design/Fabrication (*Grand Opening Reception*)
- Solid Light, Inc. (*Grand Opening Reception*)
- Evan Williams Bourbon Experience (*signature drink sponsor*)
- Leapfrog Services (*iPad passport prize*)
- Music Maker Relief Foundation (*musician sponsor*)
- Prism Technologies, Inc. (*charging stations*)

**Lanyard Sponsor**

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OnCell-TourSphere

**EVENING EVENT SPONSORS**

Tennessee Association of Museums  
Visit Knoxville

**HOST MUSEUMS**

East Tennessee Historical Society  
Historic Westwood  
Knoxville Convention Center  
Knoxville Museum of Art  
The Sunsphere  
Tennessee Theatre

**OFF-SITE TOUR/WORKSHOP SPONSORS**

Beck Cultural Exchange Center  
Blount Mansion  
James White's Fort  
Beaumont Elementary Magnet School  
*(transportation Knoxville Zoo)*  
Mabry-Hazen House  
Marble Springs State Historic Site  
McClung Museum of Natural History & Culture  
Tennessee Archive of Moving Image and Sound

**SEMC SCHOLARSHIP SPONSORS**

SEMC 2013 Silent Auction *(SEMC Traveling Scholarships)*  
Micheal Hudson *(President's Scholarship)*  
John A. Woods Appraisers *(Historic House Museum Professional Scholarship)*

**SERA SPONSORS**

Transport Consultants International  
*(Registrars Respite co-sponsor)*  
Willis Fine Art, Jewelry and Specie  
*(Registrars Respite co-sponsor)*

**LOCAL ARRANGEMENTS COMMITTEES**

**Knoxville Host Committee**

David Butler, *Executive Director, Knoxville Museum of Art (Chair)*  
Krishna Adams, *Assistant Curator/Adult Education, Knoxville Museum of Art*  
Mary Thom Adams, *Development Director, Ijams Nature Center*  
Adam Alfrey, *Curator of Exhibitions, East Tennessee Historical Society*  
Mary Bogert, *General Manager, Knoxville Convention Center*  
Tom Bugg, *General Manager, Historic Tennessee Theatre*  
Suzanne Cada, *Deputy Director, Arts & Culture Alliance*  
Jeff Chapman, *Director, McClung Museum of Natural History & Culture*  
Anna Chappelle, *Executive Director, Marble Springs*  
Calvin Chappelle, *Executive Director, Mabry-Hazen House Museum*

Tom Cervone, *Executive Director, Tennessee Theatre*  
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Elle Colquitt, *Communications Manager, Legacy Parks/Outdoor Knoxville*  
Hollie Cook, *Director of Education, Knox Heritage, Inc.*  
Steve Cotham, *McClung Historical Collection, Knox County Public Library*  
Mary Ann Damos, *Executive Director, Children's Museum of Oak Ridge*  
Kim Davis, *Director of Marketing and Communication, Visit Knoxville*  
Denise DuBose, *Director of Administration, Knoxville Museum of Art*  
Carol Evans, *Executive Director, Legacy Parks/Outdoor Knoxville*  
Ethiel Garlington, *Director of Preservation Field Service, Knox Heritage*  
Brett Grimm, *Manager, Crescent Bend*  
Susan Hamilton, *Director, UT Gardens*  
Becky Hancock, *Executive Director, Historic Tennessee Theatre*  
Dana Hart, *General Manager, Women's Basketball Hall of Fame*  
Marilyn Hayden, *Director, Green McAdoo Cultural Center*  
Cherel Henderson, *Executive Director, East Tennessee Historical Society*  
Paul James, *Executive Director, Ijams Nature Center*  
Jane Kirk, *Marketing Director, Museum of Appalachia*  
Caleb Knies, *Public History, Middle Tennessee State University*  
Susan Knowles, *Research Fellow, Middle Tennessee State University*  
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Ashleigh Oatts, *Assistant Director, Marble Springs*  
Margo Pressley, *Marketing & Events Manager, Women's Basketball Hall of Fame*  
Jim Richards, *General Manager, Mast General Store*  
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Sarah Rowan, *Sales Manager, Visit Knoxville*  
Heather Seiber, *Assistant General Manager, Historic Tennessee Theatre*  
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Sara Spangler, *The Sunsphere*  
Katie Stringer, *Executive Director, Blount Mansion Association*  
Josh Sullivan, *Director of Basketball Operations, Women's Basketball Hall of Fame*  
Jeff Taylor, *Event Organizer, Ijams Nature Center*  
Brent Thompson, *Community Outreach Manager, Visit Knoxville*  
Allison Travis, *Director of Marketing & Education, Knoxville Zoo*  
Kim Trent, *Executive Director, Knox Heritage*

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ANNUAL MEETING LOGO: Visit Knoxville  
PROGRAMS AND BROCHURES: Nathan W. Moehlmann, Goosepen Studio & Press

**SEMC 2014 ANNUAL MEETING PROGRAM COMMITTEE**

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Dawn Hammatt *(Co-chair), Director of Curatorial Services Louisiana State Museum, New Orleans, LA*  
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Heather Guy, *Director of Programs Sloss Furnaces, Birmingham, AL*  
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Jenny Lamb, *Director of Interpretation & Education Belle Mead Plantation, Nashville, TN*  
Nancy S. Perry, *Director, Department of Museums, City of Portsmouth, VA*  
James Quint, *Education Coordinator Historic Columbia Foundation, Columbia, SC*  
Michelle Schulte *(EDCom representative), Curator of Education, The Morris Museum of Art, Augusta, GA*  
Tina Smith *(EDCom representative), Museum Educator Museum of Anthropology, Wake Forest University, Winston-Salem, NC*  
Sherri Fisher Staples *(SEMC Corporate Representative), Principal, Cinebar Productions, Newport News, VA*  
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Zinnia Willits, *Director of Collections Administration, Gibbes Museum of Art, Charleston, SC*  
Micheal Hudson *(SEMC President), Director, Museum of the American Printing House for the Blind, Louisville, KY*

Robin Seage Person *(SEMC Secretary), Branch Director Historic Jefferson College, Washington, MS*  
Susan Perry *(SEMC Executive Director), Atlanta, GA*

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Deitrah J. Taylor, *Cultural Center Coordinator, The Cultural Center, Georgia College and State University, Milledgeville, GA*  
Heather Marie Wells, *Education Technology Coordinator Crystal Bridges Museum of American Art, Bentonville, AR*

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Jill Malool, *Manager of Communications and Member Services*

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Cindy Franks, *AHC Senior Accountant*  
Marcella Lewis, *AHC Revenue & Customer Service Specialist*

**KNOXVILLE MUSEUMS  
WELCOME SEMC!**

The following local museums have graciously agreed to allow free admission to SEMC 2014 Annual Meeting participants during their regular operating hours. To gain free admission, please show your SEMC Annual Meeting Badge at the museum entrance.

**Beck Cultural Exchange Center**

1927 Dandridge Ave.  
Knoxville, TN 37915  
865.524.8461  
www.beckcenter.net

**Blount Mansion**

200 West Hill Ave.  
Knoxville, TN 37902  
865.525.2375  
www.blountmansion.org

**Children's Museum of Oak Ridge**

461 West Outer Drive  
Oak Ridge, TN 37830  
865.482.1074  
www.childrensmuseumofokridge.org

**Confederate Memorial Hall –  
Bleak House**

3148 Kingston Pike  
Knoxville, TN 37919  
865.522.2371  
www.knoxville.cmh.org

**Crescent Bend**

2728 Kingston Pike, Knoxville, TN  
37919  
865.637.3163  
www.crescentbend.com

**East Tennessee History  
Center and Museum**

601 S. Gay St.  
Knoxville, TN 37901  
865.215.8832  
www.eastTNhistory.org

**The Emporium Center  
for Arts & Culture**

100 South Gay Street  
Knoxville, TN 37902  
865.523.7543  
www.theemporiumcenter.com

**Farragut Folk Life Museum**

11408 Municipal Center Dr.  
Farragut, TN 37943  
865.966.7057  
www.townoffarragut.org

**Fort Dickerson**

3000 Fort Dickerson Rd  
Knoxville, TN 37920  
865.215.4311  
www.cityofknoxville.org/parks/  
fortdickerson.asp

**Girl Scout Museum at Daisy's Place**

1567 Downtown W. Blvd.  
Knoxville, TN 37919  
800.474.1912  
www.girlscoutcsa.org

**Historic Westwood**

3425 Kingston Pike  
Knoxville, TN 37919  
www.historicwestwood.org

**Ijams Nature Center**

2915 Island Home Ave.  
Knoxville, TN 37920  
865.577.4717  
www.ijams.org

**James White's Fort**

205 Hill Ave. SE  
Knoxville, TN 37915  
865.525.6514  
www.jameswhitesfort.org

**Knoxville Botanical Garden  
and Arboretum**

2743 Wimpole Ave.  
Knoxville, TN 37914  
www.knoxgarden.org

**Knoxville Convention Center**

701 Henley Street  
Knoxville, TN 37902  
865.251.6024

**Knoxville Museum of Art**

1050 World's Fair Park Drive  
Knoxville, TN 37916  
865.525.6101  
www.knoxart.org

**Knoxville Zoo**

3500 Knoxville Zoo Drive  
Knoxville, TN 37914  
www.knoxville-zoo.org

**Mabry-Hazen House  
& Bethel Cemetery**

1711 Dandridge Ave.  
Knoxville, TN 37915  
865.522.8661  
www.mabryhazen.com

**Marble Springs State Historic Site**

1220 West Governor John Sevier  
Highway  
Knoxville, TN 37920  
865.573.5508  
www.marblesprings.net

**McClung Museum of Natural  
History & Culture**

The University of Tennessee  
1327 Circle Park Dr.  
Knoxville, TN 37996  
865.974.2144  
http://mcclungmuseum.utk.edu

**Museum of Appalachia**

2819 Andersonville Hwy  
Clinton, TN 37716  
865.494.7680  
www.museumofappalachia.org

**Old Gray Cemetery**

543 N. Broadway  
Knoxville, TN 37917  
865.522.1424  
www.oldgraycemetery.org

**Ramsey House**

(open Wednesday – Saturday)  
2614 Thorngrove Pike  
Knoxville, TN 37914  
865.546.0745  
www.ramseyhouse.org

**The Sunsphere**

810 Clinch Ave.  
Knoxville, TN 37902  
www.worldsfairpark.org

**Tennessee Theatre**

604 South Gay Street  
Knoxville, TN 37901  
865.684.1200 x 149  
www.tennesseetheatre.com

**Women's Basketball Hall of Fame**

700 Women's Basketball Hall of Fame Dr.  
Knoxville, TN 37915  
865.633.9000  
www.wbhof.com

**SEMC ★ 2014 ★ FINAL ★ PROGRAM**

**SEMC 2014 ANNUAL MEETING | OCTOBER 20-22, 2014**  
**KNOXVILLE, TENNESSEE | #SEMC2014**

**SUNDAY ★ OCT ★ 19**

**7:30 PM – 8:30 PM**

**Off-Site Program: Pre-Conference Event:  
Historic Westwood Reception and Tour**

– Meet at the Holiday Inn's entrance (transportation provided to 3425 Kingston Pike)

Before the conference starts join us at Historic Westwood, the new home of Knox Heritage, Inc. Knox Heritage, a non-profit promoting the preservation of historic buildings in the 16 county region, will host a reception and mini-tours of their new headquarters, Historic Westwood. Join us for drinks and light appetizers, and learn more about this regional preservation education center and museum, which educates and advocates for historic buildings and structures. Westwood, home to Adelia Armstrong Lutz, the first professional woman artist in Tennessee, was built in 1890 and designed by Knoxville architects Baumann Brothers. **(Pre-registration required)**

**MONDAY ★ OCT ★ 20**

**7:30 AM – 12:00 NOON**

**HHMAG Hands-On Help Project –  
Collections Care at Blount Mansion**

– Meet in lobby to carpool

This program will offer hands-on help in the area of collections care and management for Blount Mansion – an historic house, and the home of the only territorial governor of the South Territory, William Blount (1749-1800). Our collections include furniture, artifacts, and artworks from the early 1700s, as well as our biggest artifact, the historic structures themselves, which were constructed starting in 1792. For more information, contact HHMAG Vice Chair Leah Walker at lwalker@tusculum.edu. **(Sponsor: HHMAG) (Pre-registration required)**

**8:00 AM – 5:00 PM**

**Registration**

– Sundries Courtyard (Holiday Inn Lobby)

**8:30 AM – 11:30 AM**

**SEMC Council Meeting**

– Mountain Laurel Room (second floor)

**11:00 AM – 12:30 PM**

**JIMI Luncheon**

– Private Dining Room

**(Pre-registration required)**

**12:30 PM – 1:00 PM**

**Program Committee Meeting**

– Mountain Laurel Room (second floor)

**1:00 PM – 5:30 PM**

**Resource Expo Open**

– Grand Pavilion & Tennessee Ballrooms

**1:00 PM – 2:15 PM**

**CONCURRENT SESSIONS****Steal This Form!**

– Parlour 1

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

Presenters: Kyle Elizabeth Bryner, Registrar and Collections Manager, Museum of the Shenandoah Valley, Winchester, VA; Jennifer Donovan Spence, Churchill Weavers Project Coordinator, Kentucky Historical Society, Frankfort, KY

Do you like your deed of gift form? Do you hate your loan form? Then this might be the session for you! Everyone has forms they use at their institutions, but are they the best ones for your needs? Come join our roundtable discussion and find out if there is something better out there. We ask that participants



From Blank Canvas To Masterpiece.  
Our Mission Is Advancing Yours.



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404.525.7575  
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info@alexanderhaas.com

temporary custody receipts, loan forms, deaccession forms, and others if time is available. **(Sponsor: SERA)**

**Not as Scary as You Think:  
Making Meaningful Experiences for Teens**  
— Parlour 2

*Moderator/Presenter: Keri Jhaveri, Youth and Family Educator, The Frist Center for Visual Arts, Nashville, TN*

*Presenters: Samantha Andrews, Educator for Experiential Learning, Frist Center for the Arts, Nashville, TN; Shaun Giles, Educator for Community Engagement, Frist Center for the Visual Arts, Nashville, TN; Rebecca Sailor, Curator of Education, Gibbes Museum of Art, Charleston, SC*

Museum educators consult specialists, cultural organizations, and school/outreach partnerships to provide dynamic opportunities for teen engagement. Learn about successful programs at the Frist Center for the Visual Arts and Gibbes Museum of Art for this often overlooked and sometimes feared population. Panelists share strategies for identifying teen voice and implementing programs. **(Sponsor: EdCom)**

**How to Hire Well**  
— Parlour 3

*Moderator: Catherine Lewis, Executive Director, Kennesaw State University Museums, Archives, and Rare Books, Kennesaw, GA*

*Presenters: Jennifer Dickey, Coordinator, Public History Program, Kennesaw, GA; Richard Harker, Outreach and Education Manager, Kennesaw, GA*

Hiring is often the most important decision museums make, but is rarely given the attention it deserves. This interactive, hands-on session focuses on how to hire the right person for your institution. You will learn how to write a compelling job advertisement; how to creatively and effectively interview candidates via phone, Skype, and in person; how to assess the culture of your institution; and how to integrate a new hire into your institution. This session will be filled with tips, tricks, and plenty of advice about how to avoid common mistakes.

**Historic Homes of Knoxville:  
Breaking Barriers and Creating  
Successful Partnerships**  
— Parlour 4

*Moderator/Presenter: Calvin Chappelle, Mabry-Hazen House, Knoxville, TN*

*Presenter: Anna Chappelle, Executive Director, Marble Springs State Historic Site, Knoxville, TN; Sam Maynard, Executive Director, James White's Fort, Knoxville, TN; Katie Stringer, Executive*

*Director, Blount Mansion, Knoxville, TN; Judy LaRose, Ramsey House, Knoxville, TN; Brett Grimm, Crescent Bend House and Gardens, Knoxville, TN; Kim Trent, Executive Director, Historic Westwood, Knoxville, TN*

This panel discussion will focus on collaborative efforts between historic house museums whose missions and challenges overlap. Historic Homes of Knoxville partnership is one that breaks traditional thinking amongst non-profit boards. Once viewed as independent competitors, this partnership has strengthened collaboration, leveraged local funding, and increased awareness within the community. Questions, issues, and other problems addressed will include joint marketing endeavors; how to work with your local arts and culture organization, history center, and visitors center; advocating to your local city and county governments for funding; and working together with historic house museums and other non-profits organizations through tourism and fundraising. **(Sponsor: HHMAG)**

**300 Surveys, Everyone Circled "5." Now What?**  
— Parlour 5

*Moderator: Caren Oberg, Principal, Oberg Research LLC, Atlanta, GA*

Visitor Surveys often do not provide hoped for direction. The problem is usually the survey questions, not the responses. Session attendees will discuss characteristics of effective questions, see how to rewrite common survey questions, and refine one to two survey questions important to their institutions.

**Networking Tools and Tips  
for Emerging Professionals**  
— Parlour 6

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

Museum professionals must interact with a variety of audiences throughout their career. Knowing how to network and engage with these audiences is essential to meeting the goals of one's institution and career agenda. This session will offer tips and real-life experiences from museum professionals, who network with other museum professionals, board members, politicians, and constituents. Following brief presentations from the presenters, attendees will be invited to ask questions and submit their own tips and ideas. **(Sponsors: EMP, SERA)**

**From the Inside Out: Fostering a Sense  
of Community Through Exhibit Design**  
— Parlour 7

*Moderator/Presenter: Brent Ward, Principal, Riggs Ward Design, Richmond, VA*

*Presenters: Calinda N. Lee, Ph.D., Historian, Atlanta History Center, Atlanta, GA; Andrea Douglas, Executive Director, Jefferson School African American Heritage Center, Charlottesville, VA*

The objective of this session will be to discuss the many ways that an exhibit can be extended outside of the museum and into the community. We will discuss the ways that exhibits have been able to engage cultural partnerships, connect related sites, and build consensus among both

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bring examples of their institutions forms or send them to the panel in advance (email to Deborah.vanhorn@ky.gov) so that they can have a lively discussion about the good, the bad, and the ugly forms we use every day. We will look at donation forms,



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visitors and community members. We will showcase different presentation methods and exhibit design techniques that lend themselves to incorporation of the greater community and new visitors. This will include discussions about the various methods of creating temporary

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### Curatorial Research: New Approaches to Traditional Roles

— Parlour 8

*Moderator/Presenter: Nathan C. Jones, Curator, The General George Patton Museum of Leadership, Fort Knox, KY*

*Presenters: Anna Fariella, Curator and Associate Professor, Hunter Library, Cullowhee, NC; Adam MacPharlain, Churchill Weavers Assistant Project Specialist, Kentucky Historical Society, Frankfort, KY*

Three curators will present original research they conducted individually or as part of a team. These curators' presentations represent and highlight the three types of research projects undertaken by museum curators: scholarly research that adds to the sum of man's knowledge; object research that categorizes, classifies, or documents objects; and applied research for exhibitions or educational programs. **(Sponsor: CurCom)**

2:00 PM – 4:30 PM

### Off-Site Workshop 1 – Film & Video Preservation

**Tennessee Archive of Moving Image and Sound**  
— Meet at Holiday Inn's entrance to walk to Tennessee Archive of Moving Image and Sound or take the free downtown trolley (601 South Gay Street)

This workshop will include a description of the process of collecting, preservation, and storage of regional moving images and audio artifacts, and how this material can be used within a museum setting. Various preserved clips from the collection will be screened, and a tour of the archive lab and storage vault will be given. Participants will witness the process of preserving a motion picture film during the various stages of archiving, from the time a film arrives to the archive up through the digitation process. Participants will receive hands-on training on how to inspect, repair, clean and re-house motion picture film. **(Sponsor: SERA) (Pre-registration required)**

### Off-Site Workshop 2 – Window Restoration Historic Mabry-Hazen House

— Meet at Holiday Inn's entrance (transportation provided to 1711 Dandridge Avenue)

*Moderator/Presenter: Calvin Chappelle, Mabry-Hazen House, Knoxville, TN*

*Presenters: Arin Streeter, Vice President, Mabry-Hazen House, Knoxville, TN; Barry Gregory, Mabry-Hazen House, Knoxville, TN*

The workshop will focus on the restoration of historic wood windows. Attendees will learn the step by step process involved in window restoration including stripping, rebuilding rotten areas, and window glazing. Topics including wavy glass and severely damaged windows will also be covered. **(Sponsor: HHMAG) (Pre-registration required)**

2:15 PM – 2:45 PM

### Iced Tea & Cookie Break

— Grand Pavilion & Tennessee Ballrooms  
Beacon Technology Demos

2:45 PM – 4:00 PM

### CONCURRENT SESSIONS

#### Not Even Archives 101

— Parlour 1

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

*Presenter: Aaron Richardson, Archivist/Records Manager, National Park Service, Atlanta, GA*

Do you work in an institution where you think you might have archives but are not sure? Maybe you feel a bit overwhelmed by the descriptions of some of the archive workshops or classes you see listed and since you are not even sure if what you have is archives you just skim right over those courses. This session will not make you an archivist but what it will do is address how to identify what might be archives in your files, how to remove staples and paper clips, how to identify archival folders and acid free paper, and how to make container lists. Sometime down the road they can be further processed by a contract archivist or a properly trained archivist (maybe even yourself). **(Sponsor: SERA)**

#### How to Specify Display Cases for Your Museum

— Parlour 2

*Presenter: William Stender, President, 10-31 Inc., Columbia, NJ*

Have you ever needed to order or specify display cases for your museum and not known how to describe what you want? Join us for a look at what makes a display case "museum grade" and how to avoid getting less and paying more. This session will focus on differences between acrylic and glass, different styles and types of glass, hinges and gaskets. We will use a "Good, Better, Best" approach to specifying for your museum. **(Commercial Track Session)**

#### Brass Tacks: Preventive Conservation in Historic Houses

— Parlour 3

*Moderator: Katie Stringer, Executive Director, Blount Mansion, Knoxville, TN*

*Presenters: Kate Singley, Conservation Anthropologica, Decatur, GA; Patricia Ewer, Textile Objects Conservation, LLC, Mound, MN; David Goist, Asheville, NC*

The day-to-day practice of preventive conservation can be cumbersome for strapped historic houses. Three seasoned conservators (objects, textiles/soft furnishings, and framed art) will provide some up-to-date and practical

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exhibits, new brand strategies, CMS solutions, and other technology-focused solutions that may benefit cultural institutions and museums. **(Corporate Track Session)**

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### Arts and Alzheimer's: Rethinking Touring Approaches

— Parlour 4

*Moderator: Krishna Adams, Assistant Curator of Public Programs, Knoxville Museum of Art, Knoxville, TN*

*Presenters: Janice Wade-Whitehead, Executive Director, Alzheimer's Tennessee, Knoxville, TN; Nancy Goyert, Lead Docent, Knoxville Museum of Art, Knoxville, TN; Abby Durick, Student, University of Tennessee, Knoxville, TN; Nichole Fazio-Veigel, Associate Director, Office of National Scholarships and Fellowships, University of Tennessee, Knoxville, TN*

Learn how the Knoxville Museum of Art joined with the University of Tennessee and Alzheimer's Tennessee to develop focused tours for early-stage dementia visitors. This program is modeled after the MOMA's Alzheimer's Project. Representatives will share their experiences in organizing the program, docent training, and lessons learned while implementing the program. **(Sponsor: EdCom)**

### Habits of Effective Grant Writers

— Parlour 5

*Presenter: Margo Clark, Associate Director of Development, Knoxville Museum of Art, Knoxville, TN*

This nuts and bolts presentation by a professional grant writer in a small organization will share strategies gleaned from twenty years of experience in a smaller institution that will help make grant writing more efficient, and increase the chances of success. **(Sponsor: SERA)**

### Developing an Effective Collections Management Policy

— Parlour 6

*Moderator: Gail Ravnitzky Silberglied, Vice President of Advocacy and Government Relations, American Alliance of Museums, Washington, D.C.*

*Presenters: James Hoobler, Senior Curator of Art & Architecture, Tennessee State Museum, Nashville, TN; Elise LeCompte, Registrar and Assistant Department Chair, Florida Museum of Natural History, Gainesville, FL; Zinnia Willits, Director of Collections Administration, Gibbes Museum of Art, Charleston, SC*

Join collections management professionals in a discussion of the required elements of a collections management policy; why your institution needs this policy and the risks of not having a good one in place; and how the policy intersects with all aspects of your institution's operations. Get resources, tips, and strategies for creating or strengthening this core document at your museum. **(Sponsors: CurCom, SERA)**

### Rethinking & Renewing State History Museums

— Parlour 7

*Moderator: Debbie Pendleton, Assistant Director for Public Programs, Alabama Department of Archives & History, Montgomery, AL*

*Presenters: John Hardin, Special Projects Coordinator, Alabama Department of Archives & History, Montgomery, AL; Lucy Allen, Museum Division Director/2 Mississippi*

*Museums Project Director, Mississippi Department of Archives & History, Jackson, MS; Caroline Legros, School Program Coordinator, Virginia Historical Society, Richmond, VA*

How do state history museums rethink and renew exhibits of their history? How do they deal with difficult historical topics? How do they honor their traditions and at the same time introduce new fresh approaches? This session will discuss the recent experiences of three major new projects in Alabama, Mississippi, and Virginia. **(Sponsors: CurCom, NAME)**

### Exhibit Graphics: A How-To Guide

— Parlour 8

*Moderator: Julie Waters, Exhibit Developer, Florida Museum of Natural History, Gainesville, FL*

From ideas to production, this session will cover the range of issues faced when creating exhibition graphics. How do you choose effective content structure, strong graphic design, and the best method of production? Looking at a variety of examples, this session will address common questions every exhibition project encounters. **(Sponsor: NAME)**

**3:00 PM - 4:00 PM**

### SEMC Listening Session for Affinity, SPC & State Directors

— Private Dining Room

**4:00 PM - 4:30 PM**

### New Members/First Time Annual Meeting Attendees "Speed Networking"

— Private Dining Room

**4:30 PM - 5:30 PM**

### Resource Expo/Silent Auction Grand Opening Reception

— Grand Pavilion & Tennessee Ballrooms

Get into the speakeasy spirit at the **Grand Opening Reception** and kick off the conference on a festive note. Experience the Appalachian Renaissance with a Taste of Tennessee, a signature drink (provided by Evan Williams Bourbon Experience), and music by "Ironing Board Sam" (sponsored by Music Maker Relief Foundation). Network with the Resource Expo exhibitors and check out the Silent Auction offerings. Visit each exhibitor on your Expo passport to enter a drawing for an iPad, provided by LeapFrog. **(Grand Opening Reception Sponsors: 10-31 Inc., Glavé and Holmes Architecture, Malone Design/Fabrication, Solid Light, Inc.)**

**5:30 PM - 6:30 PM**

### Exhibits Networking Meet-Up (NAME)

— Speakeasy Library in the historic Oliver Hotel (407 Union Ave.)

Exhibit geeks — come one, come all! Organized by NAME (National Association for Museum Exhibition), this informal gathering of exhibit fanatics is a fun happy hour interlude before the evening event and a chance to network and talk with peers about current projects, big ideas, and general museum musings. **(NAME members)**



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network with peers, and meet your Regional AAM CurCom Representatives. **(CurCom members)**

**5:30 PM – 6:30 PM**  
**Academic Museum Gathering**  
— *Private Dining Room*

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

**5:30 PM - 6:30 PM**  
**HHMAG Member Cocktail Hour**  
— *Meet in lobby to carpool or call Leah Walker at 423.923.1015 for directions.*

This event is a social cocktail hour open to members of the Historic House Museums Affinity Group (HHMAG). Join this affinity group for a behind-the-scenes tour of a 1920's Prairie Style historic house! Hill-top Farm was the summer home of Phillip J. Briscoe in the early 20th century, and used by his family as a retreat. In 1916, the Briscoes moved from their house in town to the newly completed home on the site of the original farmhouse. Their first event to take place at their new home was the wedding of Rose Briscoe in June of that year, right in the living room. The historic property boasts amazing gardens that were designed by noted landscape architect Ryan Gainey, whose designs are heavily influenced by history and the high style of formal European gardens. This home is not normally open to the public, so take advantage of this rare opportunity to tour a true showplace of east Tennessee. **(Pre-registration required, HHMAG members)**

**6:00 PM – 8:00 PM**  
**EVENING ON GAY STREET AND MARKET SQUARE SHOWCASING SOUTHERN CHARM**  
**Historic Tennessee Theatre** (604 S. Gay St.)  
**East Tennessee History Center** (601 S. Gay St.)  
**Market Square District** (From the East Tennessee History Center, turn left and walk west on Clinch Avenue, away from the Tennessee Theatre. Go one block and turn right onto Market Street. Walk one block, passing Krutch Park on your right. Market Street leads you onto Market Square.)  
— *Meet in Holiday Inn lobby for the 10-minute walk at 6:00 pm, or take the trolley from Holiday Inn. Both the Tennessee Theatre and East Tennessee History Center will be open until 8:00 pm.*

Meander down **Knoxville's Historic Gay Street** and through the **Market Square District** as the city showcases southern charm, diverse culture, and rich history at its finest. ¶ Start with a visit to the **Historic Tennessee Theatre**, the Official State Theater of Tennessee. Built in 1928 as a movie palace, in 2005 the Tennessee Theatre was completely restored and transformed into a performing arts venue at a cost of \$30 million. Its beauty rivals any theater of its

kind in the nation, and the Tennessee now hosts symphony and opera, touring Broadway, and musicians and performers of all musical genres. Enjoy a cocktail and appetizers in the Grand Lobby. Wander through the lobby and foyers into the magnificent auditorium, where countless movies were screened and hundreds of entertainers have graced the stage. We've arranged a special treat — house organist Bill Snyder will perform at the Mighty Wurlitzer Organ while you enjoy the lavish surroundings. Guided tours of the backstage area will be held at 6:30, 7:00, and 7:30. As you leave the theatre, look up to see the restored marquee and vertical sign, one of the most photographed sights in Knoxville. **(Sponsored by Historic Tennessee Theatre)** ¶ Head across the street and take another step back in time. The doors of the **East Tennessee History Center** (ETHC) open to you with light hors d'oeuvres and a live string band. As you delve further into the ETHC you will find that this museum holds the key to Knoxville's past. Complete with ever changing exhibits and pieces — all telling the history of the people that shaped this land — the ETHC is the historical hub of the city. At the core of this historic building is the beautiful and stately **Old Custom House** (1874) where you will experience a behind-the-scenes tour of the **Great Hall** with its beautiful staircases and marble floor. Beginning in the library's beautifully restored federal court room with historic artwork and artifacts, Steve Cotham will offer tours of the **McClung Historical Collection**, a premier collection for the Southeast. Experience **Voices of the Land: The People of East Tennessee**, ETHC's award-winning signature exhibition. Recently added to the center is the **Tennessee Archive of Moving Image and Sound**. **(Co-sponsored by East Tennessee Historical Society and the Tennessee Association of Museums)** ¶ Once you are ready for dinner, take a short walk past **Krutch Park** and the **Art in Public Places**. Just past the park is Historic Market Square where you can enjoy a meal at one of the many restaurants featuring a variety of fare: gourmet pizza, award-winning burgers, down-home Southern cooking, high-energy Mexican, unique Asian dishes, classic American, and more. **Market Square**, dating back to the 1800s, got its name from the farmers and vendors who came to the Market House to sell their wares to generations of East Tennesseans. Though the Market House has been gone since 1960, the square is once again a popular meeting place, and the eateries and retail shops fill up at all times of the year. Offering outdoor concerts, a weekly Farmers' Market, and free movies, Market Square is the perfect family-friendly destination for any history enthusiast.

**8:30 PM – 9:30 PM**  
**Council Private Reception at Market 211**  
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**5:30 PM - 6:30 PM**  
**CurCom Networking Meet-Up**  
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## TUESDAY OCT 21

7:30 AM – 9:00 AM

### Walking Tour 1: Historic Preservation Walking Tour of Downtown Knoxville

— Meet at entrance of the Holiday Inn.

Are you ready to explore Knoxville's urban landscape and learn about the history and stories that have impacted downtown Knoxville over the past ten years. Beginning at the conference hotel, Kim Trent, Executive Director of Knox Heritage, Inc., will guide you through downtown Knoxville's collection of historic buildings. Kim will focus on preservation projects that have transformed the historic downtown into the vibrant regional center that it is today. **(Pre-registration required)**

### Walking Tour 2: Civil War Walking Tour of Downtown Knoxville

— Meet at entrance of the Holiday Inn.

Knoxville's powerful Civil War past is readily available to present day visitors when shown where to look. Join Joan Markel, Civil War Curator at the McClung Museum, for a downtown walking tour that will explore the stories of places and people etched into our enduring landscape. Starting at the conference hotel, we will walk city streets of the Civil War era viewing homes, businesses, churches, and civic buildings in which important, but little known events of the times played out. **(Pre-registration required)**

### Running Tour: See Knoxville's Urban Wilderness on a Fun Run

— Meet at entrance of the Holiday Inn.

See Knoxville's beautiful "urban wilderness" and riverfront on a 2-3 mile fun run with Ken Mayes. The course will start at Knoxville's World Fair Park and will take runners/walkers along two of Knoxville's scenic greenways. **(Pre-registration required)**

8:00 AM – 5:00 PM

### Registration

— Park View Lobby

9:00 AM – 5:30 PM

### Resource Expo open

— Grand Pavilion & Tennessee Ballrooms

8:00 AM – 12:00 NOON

### Registration

— Sundries Courtyard (Holiday Inn Lobby)

9:00 AM – 11:30 AM

### DOUBLE SESSIONS

### Project Runway: Designer Solutions to Collections Management and Insurance Problems

— Parlour 2

Moderator: Barbara Corvino, Client Manager, Willis Fine Art, Jewelry & Specie, Potomac, MD

Presenters: Laura J. Condon, Senior Vice President, Willis Fine Art, Jewelry & Specie, Potomac, MD; Zinnia Willits, Director of Collections Administration, Gibbes Museum of Art, Charleston, SC; Chris Goodlett, Curator of Collections, Kentucky Derby Museum, Louisville, KY; Greg Smith, Executive Vice President, Berkley Asset Protection, New York, NY

Make way Tim Gunn and Heidi Klum! The inspired designs of problem-solving SEMC members will shine in this workshop. Working in teams, session participants will be presented with real life collections management and insurance problems: impending hurricanes, difficult lenders, navigating a claim, shipping obstacles, etc. Teams will discuss and design suggested solutions to their issue while expert mentors circulate to offer advice throughout the process. Each team of designers will present the solution they have fashioned to the panel of experts who will decide whether to say "Auf Wiedersehen" to the design or welcome it into the halls of designer greatness. **(Sponsor: SERA)**

### Crash Course on Interpretive Writing

— Parlour 4

Moderator: Catherine Lewis, Director, Museum of Holocaust and History, Kennesaw State University, Kennesaw, GA

Presenters: Carol Poplin, Director of The History Workshop, Norcross, GA; Callie McLean, Exhibit Designer, The History Workshop, Norcross, GA

Whether you need a refresher or are a beginner, we will go through how to get started writing your interpretive text. Activities provide hands-on experience. Participants will understand how to break down information. We will discuss the usefulness of infographics. Please bring in questions about text you might be writing! **(Sponsors: CurCom, NAME)**

9:00 AM – 10:15 AM

### CONCURRENT SESSIONS

### #SEMC2014: Hashtags and Volunteers in Social Media for Museums

— Parlour 1

Moderator/Presenter: Michael Lachowski, Public Relations Coordinator, Georgia Museum of Art, Athens, GA

Presenters: Tricia Blakistone, Webmaster, Social Media Manager and Librarian, North Carolina Museum of History, Raleigh, NC; FrannMarie Jacinto, The Extroverted Museum Initiative, Woodbridge, VA

Enhance engagement at SEMC by tagging your social media posts with #SEMC2014. We'll explore uses of hashtags for museums, including successful utilizations by the session presenters, then focus on the concept of training volunteers to help out at museums that are overwhelmed by the demands of social media. Users of all levels are welcome.



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StudioAmmons has just completed the restoration of the historic R. R. Moton High School, the National Historic Landmark site of the 1951 student strike for equal educational facilities led by 15 year old Barbara Johns in Farmville, Virginia. The ensuing court case became the only one of the five **Brown v. Board** cases where all of the plaintiffs were students. StudioAmmons worked closely with the Museum staff and community to design, fabricate and install the museum's permanent exhibit "The Moton School Story: Children of Courage," transforming the historic school into the Robert Russa Moton Museum, a center for the study of Civil Rights in Education.

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## Art, History, and Heritage in a Student Union: Interpretive Graphics at UT's Newest Landmark

— Parlour 3

Moderator: *Ned Reddrop, The Design Minds, Inc., Fairfax, VA*

Presenters: *Jacob Rudolph, Marketing Director, University of Tennessee, Knoxville, TN; Alesha Shumar, University Archivist and Assistant Professor, University of Tennessee, Knoxville, TN; Barbara Tallent, Managing Interior Designer, Knoxville, TN*

The University of Tennessee is interpreting its historic traditions in the newest addition to campus, the Student Union. Though the Student Union is not a museum, the challenges faced and solutions discovered should provide insight for a variety of conference attendees. One particular challenge that was faced—how do we determine what stories to tell? What approaches were used to tell these stories in a way that will resonate with the diverse and voluminous audiences that will be coming to the Union every day? Participants will see the value of interpretation in a different kind of venue. **(Sponsor: AAMG) (Corporate Track Session)**

## Storytelling and Measuring Success

— Parlour 5

Moderator/Presenter: *Samantha Diamond, CultureConnect, New Orleans, LA*

Presenters: *Monika Smyczek, CultureConnect, New Orleans, LA; Allison Reid, Director of Interpretation and Audience Engagement, New Orleans Museum of Art, New Orleans, LA*

Learn best practices in digital storytelling and data through two mobile projects launched by CultureConnect: a jazz music and neighborhood heritage app for the Preservation Resource Center, and an app featuring highlights from the New Orleans Museum of Art's collection and sculpture garden. **(Commercial Session)**

## Eight Things Every Museum Leader Should Know About Fundraising

— Parlour 6

Moderator/Presenter: *Aaron Berger, Executive Director, The Breman Museum, Atlanta, GA*

Presenters: *Linda Wise McNay, Ph.D., Our Fundraising Search, Atlanta, GA; David Moore, Executive Director, Historic Oakland Foundation, Inc., Atlanta, GA*

This interactive session will feature veteran fundraisers who will share best practices and practical solutions from the museum field. Whether you are a CEO, Curator, or rising museum professional, you will learn everything you need to know about how to maximize resources for your organization. Questions addressed include: Who's responsible for raising money — the Board or Staff? Where can your organization find the money? What are the best fundraising strategies even with a small staff?

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## Media for Exhibits 101+

— Parlour 7

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

Presenters: *Terry Healy, Principal, HealyKohler Design, Takoma Park, MD; Tim Boutelle, Media Developer, Richard Lewis Media Group, Watertown, MA; Dan Chadwick, Director of AV Integration, 1220 Exhibits, Nashville, TN*

This session will explore media development for exhibitions from a pragmatic but non-technical point of view, including topics such as: reasons to incorporate (or not) media into exhibition, visitor expectations, design and the visitor experience, software development, hardware options and issues, accessibility, budget realities and sustainability. **(Sponsor: NAME) (Corporate Track Session)**

## Spotlight on Student Research in Museums

— Parlour 8

Co-Moderators: *Pam Meister, Interim Director, Mountain Heritage Center, Cullowhee, NC; Courtney Tollison, Ph.D., Historian, Upcountry History Museum, Furman University, Greenville, SC*

Now in its fourth year, this juried session provides a showcase for student work and a way for students to connect with experienced museum professionals and other students. Eight students will participate in four 10-minute presentations, followed by an audience Q & A and discussion. **(Sponsors: AAMG, EMP, CurCom)**

## “Working with Community: Creating an Exhibit Through Connections and Collaborations in Jackson County, NC”

(Mountain Heritage Center)  
Presenters: *Emily Baker, MA candidate, American History, and Katie Bell, MA candidate, Public History, Western Carolina University, Cullowhee, NC*

## “Toward a Museum Without Boundaries: Designing Inclusive Learning Environments for Children on the Autism Spectrum”

(McKissick Museum) Presenter: *Liya Deng, PhD candidate, Library & Information Sciences, University of South Carolina, Columbia, SC*

## “Making the Simple Life: Interpreting Servant Life and Childhood on Jekyll Island”

(Jekyll Island Museum) Presenters: *Caleb Knies, Rachel Lewis, Jenna Stout (PhD candidates); and Lane Tillner (MA candidate), Public History, Middle Tennessee State University*

## “Black Medicine/White Bodies: Investigating Charleston’s Yellow Fever Epidemics 1854–1871”

(McKissick Museum) Presenter: *Elizabeth Wakefield, PhD candidate, Anthropology, University of South Carolina, Columbia, SC*



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10:30 AM – 11:45 AM

**CONCURRENT SESSIONS**

**Technology Showcase**

— Parlour 1

*Co-Moderators: Heather Marie Wells, Digital Media Specialist, Crystal Bridges Museum of Art, Bentonville, AR; Michael Scott, Adult Education Programs Coordinator, North Carolina Museum of History, Raleigh, NC*

A hands-on demo of various technology projects from southeastern museums. Attendees will have the chance to experience the projects first-hand for themselves as well as be able to ask demonstrators for details about creating projects like these:

Kevin Dooley, VP of Market Development, OnCell-TourSphere: "Hands Off On Our Beacons!"

Katie Erickson, Art Education student, University of Florida, North Carolina Museum of Art: "The Art of Collaboration and Virtual Learning"

Anna Fariello, Curator and Associate Professor, Hunter Library: "The Online Museum: Digital Collections at Western Carolina University"

Megan Forbes, CollectionSpace Community Outreach and Support Manager, LYRASIS, and Jessica Jenkins Curator of Collections, Litchfield Historical Society: "CollectionSpace: Open-source Collections Management for Museums, Historical Societies, and More"

Cadie Hancock and Ben Green, new media communication and art history students, Centenary College of Louisiana, Meadows Museum of Art: "#exhibit: Reinterpreting Art from the Permanent Collection"

Alyssa Magnone, MA museum studies student, University of Florida, Matheson Museum: "Creating an Emergency & Disaster Preparedness Plan for a Small Museum Using dPlan, the Online Disaster Planning Tool"

Amanda Noll, Project Coordinator, LDHI, Lowcountry Digital History Initiative College of Charleston: "Lowcountry Digital History Initiative"

Cindy Petersen, Deputy Director of Education, Taubman Museum of Art: "Dive into 3D Printing"

Allison Reid, Deputy Director of Interpretation and Audience Engagement, New Orleans Museum of Art: "Mobile Technology at the New Orleans Museum of Art in Partnership with Culture Connect"

Cait Reizman, MA in museum studies student, George Washington University: "Exhibit Scripts Go Digital: Personalizing Experiences with Wireless Technologies"

Scott Shamp, Director New Media Institute; Michael Lachowski Public Relations Coordinator, Georgia Museum

of Art, University of Georgia; David Stapleton, student computer science and new media, University of Georgia: Georgia Museum Explorer App

Stan Trembach, University of South Carolina, PhD, library and information science, Cultural Heritage Informatics Fellow: "From Papyrus to PDAs: Digital Technology, Audience Diversification, and Education through Participation in Contemporary Museums"

**What is JIMI and Why Should I Participate or How JIMI Changed My Life**

— Parlour 3

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

*Presenters: Martha Battle Jackson, Chief Curator, Division of State Historic Sites and Properties, Raleigh, NC; 2014 JIMI graduates*

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 operations. In this session, the most recent JIMI graduates will give an overview of the eight-day program and information about available scholarships.

**Managing Mayhem:**

**Working Through Collection Challenges**

— Parlour 5

*Moderator: Lana Burgess, Faculty Curator and Director, Museum Management Certificate Program, McKissick Museum, University of South Carolina, Columbia, SC*

*Presenters: Christian Cicimurri, Natural Science Project Manager, and Allison Baker, Curatorial Assistant, McKissick Museum, University of South Carolina, Columbia, SC; Dave Cicimurri, Curator of Natural History, South Carolina State Museum, Columbia, SC*

No registrar wants to hear objects referred to as orphaned or neglected. Yet rarely does a collections manager go through his or her career without ever facing strategies to conquer existing mayhem. Presentations will be brief to allow for brainstorming solutions. **(Sponsor: SERA)**

**Trustees are Your Best Advocates: How to Inspire Them to Build Relationships with Local, State, and Congressional Leaders**

— Parlour 6

*Moderator: Mary Baily Wieler, President, Museum Trustee Association, Baltimore, MD*

*Presenters: Margaret Z. Ferguson, Esq., Trustee & Chairman Government Relations Committee, The Walters Art Museum, Baltimore, MD; Gail Ravnitzky Silberglid, Vice President of*

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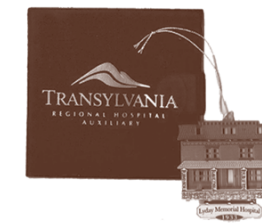
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*Government Relations and Advocacy, American Alliance of Museums, Washington, D.C.*

The panel will explore strategies for engaging your trustees in building relationships with state and local elected officials. Topics will include gaining support for school outreach programs to

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*Alexandria Museum of Art, Alexandria, LA; Christine Müller-Betts, Executive Director, Lucy Craft Laney Museum, Augusta, GA*

Museum professionals of all levels who interpret African American history will be interested in this session addressing difficult topics as well as involving the community in programming and the challenges that sometimes accompany these tasks while encouraging inclusion, discussion, change, and extend conversation about this topic throughout the region. Please submit questions to the panelists ahead, during, and after the session via the SEMC Facebook and Twitter accounts using #TellingOurStory and #SEMC2014. Recap of the session will be found on these pages and SEMC's LinkedIn Group. **(Sponsor: CurCom)**

**Countdown to Ignition! Creative Visitor Engagement Strategies You Can Do Right Now**

— *Private Dining Room (lobby level)*  
Moderator: *Katy Malone, Outreach and Education Manager, Bernard A. Zuckerman Museum of Art, Kennesaw, GA*

Presenter: *Ann-Laura Parks, CFRE, Independent Contractor, Atlanta, GA*

Who has not been to a “big” museum and experienced a little pang of envy over all the cool visitor engagement

tools they had? But even within the realities of your limited resources you can still create a participatory experience for your visitors. This session will leverage the power of our collective brains to develop creative engagement techniques without busting your budget or burning out the staff.

**Preservation in the Spotlight: Case Studies in Marketing Collections Care**

— *Dogwood (second floor)*  
Moderator/Presenter: *Corinne Midgett, Registrar, High Point Museum, High Point, NC*

Presenters: *Judy Schwender, Curator of Collections/Registrar, National Quilt Museum, Paducah, KY; Christina Newton, Assistant Director, Virginia Association of Museums, Richmond, VA*

The constant work of collections care is often confined to back rooms and windowless offices, away from the eyes of visitors. When you need to raise money for artifact conservation, how do you bring collections care out of the shadows and into the spotlight? Careful planning, thoughtful communication, and creativity are crucial. Our speakers will share examples of successful Adopt-an-Artifact programs and other ways that museums have used out-of-the-box thinking to raise money for preservation projects. **(Sponsors: CurCom, SERA)**

**History in the State Park: Collaboration to Find Resources**

— *Mountain Laurel (second floor)*  
Moderator/Presenter: *Brent Tharp, Ph.D., Director, Georgia Southern University Museum, Statesboro, GA*

Presenters: *Ronald Morris, Ph.D., Professor, Department of History, Ball State University, Muncie, IN; Brandon Smith, Associate Directory of Storytelling, Ball State University*

Using smart phone applications, university students built a walking/driving tour of the Indiana State Parks in honor of the centennial of their establishment and the state bicentennial. By looking into spaces that had not been regularly interpreted they opened a new area for park visitors to explore while investigating cultural history. **(Sponsor: EdCom)**

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

**Southeastern Registrars Association (SERA)**

— *Parlour 4*  
Here is your opportunity to meet with fellow SERA members and discuss possible sessions and workshops for next year. **(SERA members only, pre-registration required, \$25)**

**Museum Educators Committee (EdCom)**

— *Private Dining Room (lobby level)*  
Enjoy lunch and conversation with fellow educators! Heather Marie Wells, digital media specialist at the Crystal Bridges Museum of American Art, will discuss the Horizon Report: Museum Edition, an important tool that all museum educators should be aware of, and explain the six technologies described in the 2013 report. **(EdCom members only, pre-registration required, \$25)**

**Directors and Trustees Luncheon**

— *Parlour 6*  
Moderator: *David Butler, Executive, Director, Knoxville Museum of Art, Knoxville, TN*

Join directors and trustees from around the region to network and share concerns, successes, and challenges with your peers. **(Sponsor: Alexander Haas) (Pre-registration required, \$30)**

**Curators' Luncheon (CurCom)**

— *Mountain Laurel (second floor)*  
Join your colleagues for lunch and informal conversations about curatorial issues, network with peers, and meet your Regional AAM CurCom Representatives. **(CurCom members only, pre-registration required, \$25)**

**12:30 PM - 1:45 PM  
Directors Program: Eight Key Reasons Boards and Organizations Thrive**

— *Parlour 6*  
Moderator/Presenter: *William R. Mott, Ph.D., Consultant-Author-Speaker, Franklin, TN*

Why do some organizations struggle and others genuinely thrive? This session will explore the 8 key reasons how your board can both lead and serve with confidence, inspiring and having an impact on the organization. We will focus on such issues as board leadership, the board selection process, communication, and partnering with the organization's Executive Director. Taken directly from the new book, *Super Boards: How Inspired Governance Transforms Your Organization*, this

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session will provide an excellent road map toward the goal of effective board and staff collaboration.

**2:00 PM – 4:30 PM  
DOUBLE SESSIONS**

**Connecting to Collections:  
Developing Emergency Management Plans**

— *Parlour 1*  
Moderator/Presenter: *Elise LeCompte, Registrar, Florida Museum of Natural History, Gainesville, FL*  
Presenters: *Robin Kilgo, FAM Project Associate, Florida Association of Museums, Big Pine Key, FL; Dean DeBolt, University Librarian, University Archives and West Florida History Center, Pensacola, FL*

Learn how to develop or upgrade an emergency management plan. You will learn to identify threats to your collections, how to prioritize collection objects, and identify people that should be involved in the plan. You will create three take-away action plans, and receive resources to put this work into practice. **(Sponsor: SERA)**

**How Do You Number That?**

— *Parlour 2*  
Moderator/Presenter: *Deborah Rose Van Horn, Registrar, Kentucky Historical Society, Frankfort, KY*  
Presenter: *Kyle Elizabeth Bryner, Registrar and Collections Manager, Museum of the Shenandoah Valley, Winchester, VA*

Have you ever looked at an artifact and wondered how do I number that piece? If so, then join our presenters for a workshop demonstrating numbering techniques. This session will have a hands-on component where you can practice putting numbers on a variety of material types including textiles, metal,

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

**Lights, Camera, Action!  
Media at Historic Houses**

— Parlour 3

*Moderator/Presenter: Laura Overbey, Collections Manager, Biltmore, Asheville, NC*

*Presenter: Lenore Hardin, Associate Collections Manager, Biltmore, Asheville, NC*

From the smallest to the biggest of media, this session will address what to anticipate when media comes to your historic site, the types of photography, filming, lighting, and sound equipment to expect, best practices, how to prepare staff and volunteers and the impact on visitors. **(Sponsor: HHMAG)**

**Voice of the People: Promoting Literacy  
through Contemporary Art**

— Parlour 4

*Moderator/Presenter: Elizabeth Miron, K-12 Curriculum Specialist, Museum of Contemporary Art, Jacksonville, FL*

Voice of the People is a literacy-based educational arts initiative that helps students develop a deeper understanding of contemporary art through multi-disciplinary techniques. Throughout the program students develop audio guides that help them increase their critical thinking, writing, and verbal skills. This session will include art and literacy activities and unique gallery tour ideas for incorporating cross-curriculum connections with literacy through museum collections and exhibitions. This workshop is designed for any institution looking to expand their educational programming by incorporating literacy based initiatives into their curriculum. **(Sponsors: AAMG, EdCom)**

**Tips and Tricks for Managing People**

— Parlour 5

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

*Presenter: Elaine Seat, Faculty, Department of Management, College of Business Administration, University of Tennessee, Knoxville, TN*

Museum professionals often find themselves cast into the role of department head with little or no management training. Dr. Elaine Seat, part of the faculty of the University of Tennessee's Department of Management, discusses the practical formulas proven to generate extraordinary performance in any organization.

**Engaging Youth Volunteers**

— Parlour 6

*Moderator: Andrea Rombauer, Director of School and Youth Programs, Atlanta History Center, Atlanta, GA*

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*Presenters: Kelly Whitfield, Manager of Smith Family Farm, Atlanta History Center, Atlanta, GA; Carla Phillips, Manager of Volunteer Services, Atlanta History Center, Atlanta, GA; Lynne and Beatrix Clark, Parent and child with involvement in youth volunteer programs in Atlanta.*

This roundtable discussion will address the development of youth volunteer programs — brainstorming new youth volunteer programs and troubleshooting existing programs. What roles within the museum can young volunteers fulfill? How can museums best meet the needs of youth volunteers (and expectations of parents), as well as the needs of the institution? With limited budgets and staffing, how can museums most efficiently recruit, train, and retain young volunteers? The benefits and rewards of engaging young volunteers in museum work are many, but is it worth the investment? What are the potential pitfalls, and how can they be avoided? **(Sponsor: AAMV)**

**Making the Digital Physical:  
Exhibiting & Interpreting New Media Art**

— Parlour 7

*Moderator/Presenter: Harry H. DeLorme, Senior Curator of Education/Curator, PULSE Art and Technology Festival, Telfair Museums, Savannah, GA*

*Presenters: Michelle Schulte, Curator of Education, Morris Museum of Art, Augusta, GA; Derek Larson, Artist/Assistant Professor 4D Design and New Media, Georgia Southern University, Statesboro, GA*

Increasingly, artists work with emerging technologies, while technology-immersed museum visitors offer respond enthusiastically to interactive art. Why then do few Southern museums

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present technology-based art? In this session curators and educators will discuss ways of overcoming budgetary, technological and architectural constraints to successfully present and interpret digital art forms. **(Sponsors: CurCom, NAME)**

### Is This It? Managing Mid-Career Crisis

— Parlour 8

*Moderator: Zinnia Willits, Director of Collections Administration, Gibbes Museum of Art, Charleston, SC*

*Presenters: Kathleen Hutton, Director of Education, Reynolda House Museum of American Art, Winston-Salem, NC; Matthew Davis, Director, Old Governor's Mansion, Milledgeville, GA; Cissy Anklam, Principal, Museum Concepts, Arlington, VA*

Have you been in your museum position for a number of years? Are you beginning to wonder, "What's next?" Would you like to move up in your department or organization? Is consulting or a jump to the for-profit sector on your mind? Join our panel of museum professionals currently navigating the "mid-career" stage and participate in our discussion on organizational structures, lateral moves, the role of professional development and more. We do not have all the answers but we can offer a forum for discussion and food for thought! **(Sponsor: SERA)**

### HHMAG Roundtable Discussion

— Dogwood (second floor)

*Moderator/Presenter: Catherine Wright, Curator, American Civil War Museum, Richmond, VA*

*Presenter: Leah Walker, Site and Events Manager, Doak House Museum, Tusculum College, Greeneville, TN*

Provide an opportunity for historic house colleagues to network and discuss topics of interest. Brief annual business meeting to report on HHMAG's progress and elect officers. **(Sponsor: HHMAG)**

**3:15 – 3:30 PM**

### Ice Tea Break

— Grand Pavilion & Tennessee Ballrooms

**3:15 PM – 4:30 PM**

### Off-Site Tour: African American History and Culture: Beck Cultural Exchange Center

— Meet at Holiday Inn's entrance (transportation provided to 1927 Dandridge Avenue)

Participants will lead in an offsite tour of Beck Cultural Exchange Center by Beck resident historian, Bob Booker. Beck was established to research, collect, conserve, and display artifacts, artwork, photographs, books, films, writings, and memorabilia about the rich black history in East Tennessee for future generations. **(Pre-registration required)**

**3:30 PM – 4:45 PM**

### CONCURRENT SESSIONS

### Walk-Ins Always Welcome: The Impact of Informal Education and Drop-In Programming

— Parlour 3

*Moderator: Glenna Barlow, Adult Programs Manager, Columbia Museum of Art, Columbia, SC*

*Presenter: Kathleen Collier, Art of Collaboration Educator,*

*North Carolina Museum of Art, Raleigh, NC; Michael Scott, Adult Education Programs Coordinator, North Carolina Museum of History, Raleigh, NC*

This session focuses on maximizing the benefits of informal monthly "drop-in" programming, whether geared toward families or adults, in both art and history museum settings. Panelists address the practical basics of creating engaging, didactic programs with limited resources and how these in turn can benefit both the community and museum. **(Sponsor: EdCom)**

### "You Be the Judge:" Mock IMLS Review Panel

— Parlour 4

*Moderator: Connie Bodner, Supervisory Grants Management Specialist, Institute of Museum and Library Services (IMLS), Washington, D.C.*

Participate in a facilitated, fast-paced mock peer review panel and learn what makes a competitive IMLS grant application. We'll provide the proposals, you provide the analysis in small groups, and we'll discuss the results and conclusions together. We promise you will leave better equipped to structure your own proposal for submission December 1. **(Limited participants, sign-up at registration table)**

### The Mad-Hatter: Storage Mounts for the Museum Multi-Tasker

— Parlour 5

*Moderator: Amber Hills, Collections Manager/Registrar, The General George Patton Museum of Leadership, Fort Knox, KY*

The intention of this session is to encourage creativity in collections care, supplement institutional knowledge, and to provide guidance for museum staff members and volunteers who may need to juggle multiple roles within their institution. Each participant will be asked to bring a hat with them, and several methods of storage mounting will be discussed and demonstrated on all levels of expertise and experience. The participants will work on their own individual level to create a storage mount for their object based on their skills and institutional budgetary means. **(Sponsors: CurCom, SERA)**

### The Director as Scholar: Research from the Top

— Parlour 6

*Moderator: Brent Tharp, Director, Georgia Southern University Museum, Statesboro, GA*

*Presenters: William U. Eiland, Director, Georgia Museum of Art, University of Georgia, Athens, GA; Cherel Henderson, Executive Director, East Tennessee Historical Society, Knoxville, TN; Catherine Lewis, Executive Director, Kennesaw State University Museums, Archives, and Rare Books, Kennesaw, GA*

This session shows that curators are not the only ones undertaking serious research in museums. While the demands of their primary responsibilities necessitate less prolificacy, directors are often afforded more prolonged engagement with their topics. William Eiland will present "Elizabeth Gardner's

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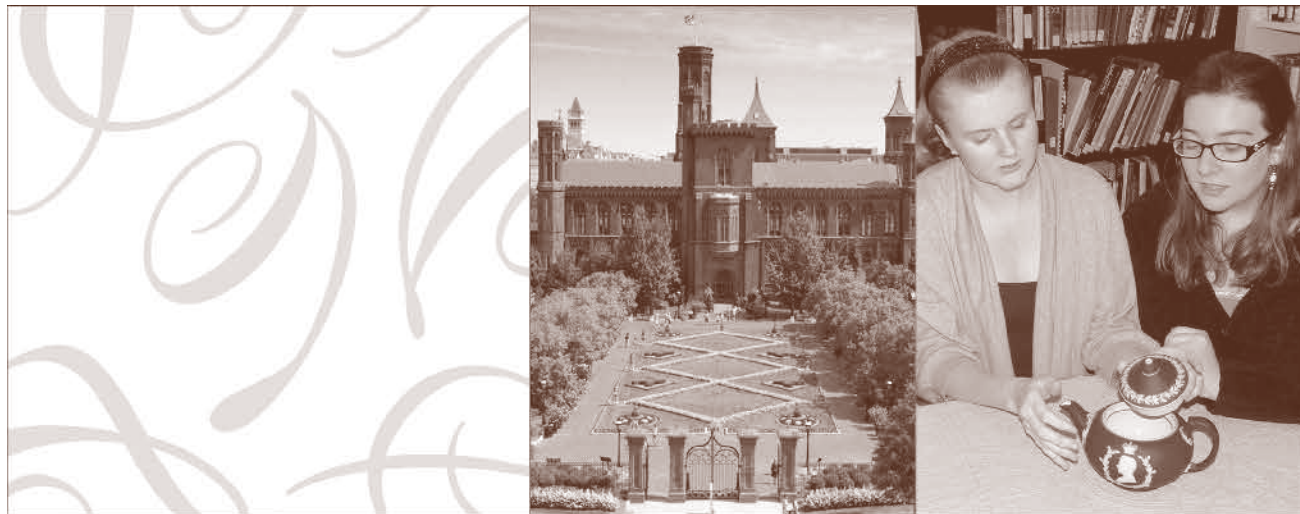
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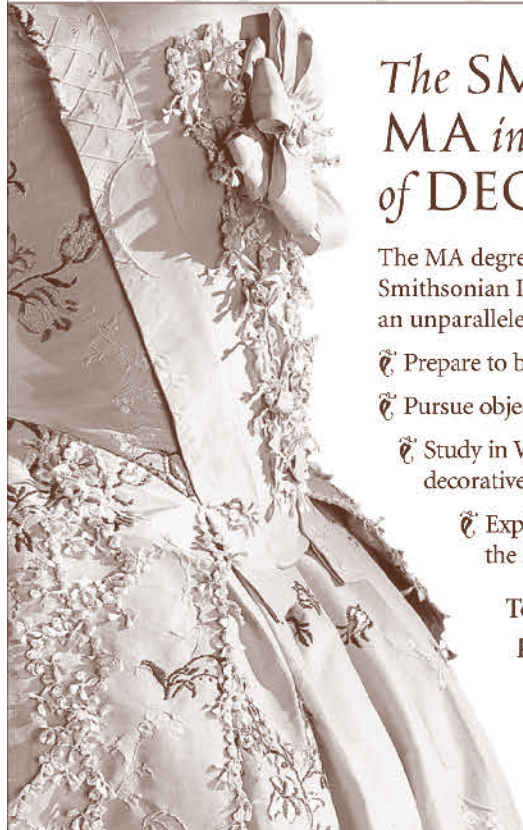
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### Museums Are for Babies

— Parlour 7

Moderator: *Nicole Cromartie, Manager of Interpretation and School Programs, The National Center for Civil and Human Rights, Atlanta, GA*

Presenters: *Olivia Aston, Resident Teaching Artist and Theatre for the Very Young Coordinator, Alliance Theatre, Atlanta, GA*

This session will be centered on the inaugural program *Toddler Takeover: An Arts Festival for the Very Young* at the Woodruff Arts Center in Atlanta, GA. The *Toddler Takeover* included the Alliance Theatre's Very Young performances, Atlanta Symphony Orchestra's Music for the Very Young, baby yoga outdoors, side-by-side art making with the High Museum of Art artists, collaborative art making workshops for families, drama workshops for children and caregivers, and stroller tours of the museum. Using reproductions of artworks from the High Museum of Art and exhibits from the Center for Civil and Human Rights as a launch pad, the presenters will demonstrate the various drama and museum education techniques based on the fundamentals of infant/toddler development and inspired by the content of two distinct cultural institutions. These techniques could be implemented in all types of museums and cultural institutions. We will demonstrate various strategies for how to encourage dialogue between caregivers and babies, incorporating tactile objects on tours, making art an active exploration for the very young, and much more. This session aims to dispel the myth that infants and toddlers are difficult age groups to work with and that, in fact, museums are for babies. **(Sponsor: EdCom)**

### Museums and Libraries: Partners Beyond the Pages

— Parlour 8

Moderator/Presenter: *Kerry Kuhlkin-Hornsby, Director of Education, Columbia Museum of Art, Columbia, SC*

Presenters: *Lourdes Santamaria-Wheeler, Exhibits Coordinator, George A. Smathers Libraries, University of Florida, Gainesville, FL; Kayleigh Vaughn, Education Manager, Columbia Museum of Art, Columbia, SC*

Join the discussion about the importance of community partnerships in the non-profit sector, as they relate to education, exhibitions, and collections. Focusing on libraries and museums as collaborators, and often overlapping institutions, the panel will present recent examples and discuss whether these practices are beneficial, sustainable, or even detrimental to one or both institutions.

### Sponsorships on Steroids

— Dogwood (second floor)

Moderator/Presenter: *Robyn Fern Perlman, Principal, CoreStrategies for Nonprofits, Inc., Miami, FL*  
Presenter: *Terrie Temkin, Principal, CoreStrategies for Nonprofits, Inc., Miami, FL*

Most museum sponsorships are for exhibits or community-

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based programming. Are there other sponsorship opportunities that you could be offering that you may be overlooking? Hear what leading corporate sponsors are desirous of in their partnerships with nonprofits. Discover what types of benefits they

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are asking for in their benefits package. Learn how to create partnerships that address the ROI (return on investment) required for a sponsoring partner. **(Commercial Track Session)**

### How to Increase Earned Income from Food Services

— Private Dining Room (lobby level)

Moderator/Presenter: Tracy Lawler, President, JGL Food Service Consultants, Princeton, NJ

Learn how to increase your institution's earned income from cafés, restaurants, and events. JGL has worked with 125 cultural institutions nationwide. Learn how JGL assesses a food service program and get critical benchmarks for comparison. Income from catered events, per caps, contract structures, and net return will be discussed. **(Commercial Track Session)**

4:30 PM – 5:30 PM

#### Resource Expo/Silent Auction Closing Party

— Grand Pavilion & Tennessee Ballrooms

5:30 PM – 6:30 PM

#### Emerging Museum Professionals

— Windows on the Park Lounge

5:30 PM – 7:00 PM

#### Directors and Trustees Reception at Knoxville Museum of Art

— Knoxville Museum of Art (1050 World's Fair Park Dr.)

Knoxville Museum of Art invites museum directors and trustees for a special reception in the third floor gallery. **(Sponsor: Travelers)**

5:30 PM – 9:00 PM

#### EVENING IN WORLD'S FAIR PARK

5:30 – 6:30 PM: Knoxville Convention Center

(701 Henley Street)

6:00 – 7:30 PM: Sunsphere

(810 Clinch Ave)

7:00 – 9:00 PM: Knoxville Museum of Art

(1050 World's Fair Park Dr.)

Prepare yourself for an exciting evening of progressive entertainment where you will experience a taste of Knoxville's artwork and architecture! Kicking off the evening at the **Knoxville Convention Center**, the staff will gladly escort you around the exquisite facility that not only hosts events throughout the year but also houses a multi-million dollar **collection of artwork**.

Once the tour wraps up, be sure to make your way up into the iconic and historic **Sunsphere** where you will enjoy a cocktail, light hors d'oeuvres complete with a view unlike any other, the nighttime skyline of the city. The Sunsphere was the **landmark of the 1982 World's Fair** whose theme was "Energy Turns the World." The 360° view from the Sunsphere is a perfect way to set the mood for the evening as you mingle with your fellow art and history buffs while watching the sun

set and soaking up all the energy that East Tennessee creates!

The last stop for the evening will be the **Knoxville Museum of Art**. As you enter the newly renovated KMA you will be greeted by gorgeous artwork and the smell of delicious food.

Feel free to explore and mingle your way through all the KMA has to offer. The museum has just unveiled the **largest glass installation in the world by Richard Jolley**. You will hear live entertainment as you explore the KMA. **Higher Ground** is the first ongoing exhibition devoted to the history of art in East Tennessee. It features a selection of more than 60 objects from the Knoxville Museum of Art's holdings, and the Knoxville Museum of Art's Thorne Rooms are among America's most well-known miniature diorama groups.

9:30 PM – 11:00 PM

#### SERA Registrars Respite

— Downtown Grill & Brewery (424 South Gay Street)

Sample the local nightlife while networking with other SERA members at the Downtown Grill & Brewery. The Brewery is a short walk from the Holiday Inn and is located at 424 South Gay Street near the Market Square. Join us for a lively gathering after the evening event **(Contributing Sponsors: Willis Fine Art, Jewelry and Species; and Transport Consultants International)** **(SERA members only, pre-registration required)**

## WEDNESDAY OCT 22

8:00 AM – 12:00 NOON

#### Registration

— Sundries Courtyard (Holiday Inn Lobby)

9:00 AM – 10:15 AM

#### GENERAL SESSION:

#### SEMC Annual Business Meeting and Keynote Speech on "Museums in the Age of Scale"

— Grand Pavilion Ballroom

Keynote Speaker: Michael Edson

After a warm welcome to Knoxville and the brief business meeting, join your colleagues for a keynote talk about "Museums in the Age of Scale" by Michael Edson. Michael Edson is a strategist and thought leader at the forefront of digital transformation in the cultural sector. He has worked on numerous award-winning projects and has been involved in practically every aspect of technology and new media in museums including the development of the Smithsonian's Web and New Media Strategy; the Smithsonian's first blog, *Eye Level*; and the first alternative reality game to take place in a museum, *Ghosts of a Chance*. Michael was named a Presidential Distinguished Fellow by the Council on Libraries and Information Resources (USA) and he serves on the Open Knowledge Foundation's OpenGLAM advisory board. Michael was a member of the National Endowment for the Arts "Art Works" task force, which mapped the

relationship between the arts and the quality of life in American communities; he is an O'Reilly Foo Camp alumni; and he was named a "Tech Titan: Person to Watch" by *Washingtonian* magazine. Museums forged their dreams in the 20th century when

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being successful meant having impressive buildings full of experts, big collections, and visitors through the doors. But now, in a world in which 2.7 billion people are online and another 5 billion are soon to follow, museums have new ways to prosecute their missions at enormous scale, with deep, lasting impact on individuals and communities. Comments and questions from the audience will be encouraged.

**10:15 AM – 10:45 AM**

**Coffee Break**

— Pre-function area

**10:45 AM – 12:00 NOON**

**CONCURRENT SESSIONS**

**They Want to Interview Me?**

**Media Training Basics**

— Parlour 1

*Moderator/Presenter: Lisa J. Littlefield, Career Counseling Training Program, Georgia State University, Atlanta, GA*

Whether you are interviewing for the first time or a seasoned veteran, understanding the media is critical to getting your institutional message heard, being quoted accurately, and being represented in the best possible light. This session will explore how you can make the most of media encounters, be comfortable in an interview, and handle difficult questions.

**New Ideas for Old Houses: Engaging Visitors  
and Managing Volunteers in Today's  
Historic House Museums**

— Parlour 2

*Moderator: Katie Burlison, Curator of Decorative Arts,*

*Louisiana State Museum, New Orleans, LA*

*Presenters: Thomas Price, Curator, President  
James K. Polk Museum, Columbia, TN; Katie Stringer,  
Executive Director, Blount Mansion, Knoxville, TN*

With staffing issues and shrinking budgets facing historic house museums, we must devise creative ways to engage the public—whether it be by integrating new technologies, or adapting old spaces for new purposes like changing exhibit galleries or research centers—and get the most from volunteers while maintaining professional museum standards. We'll discuss two ongoing projects in Tennessee and present a sample “problem” to the audience for discussion. **(Sponsors: AAMV, HHMAG)**

**Off the Wall: Innovative Ways to Use  
Permanent Collection Objects**

— Parlour 3

*Moderator: Mary Hauser, Registrar, Gregg Museum  
of Art & Design, Raleigh, NC*

*Presenters: Leah Walker, Site and Events Manager,  
Doak House Museum, Tusculum College, Greeneville,  
TN; Deitrah Taylor, Independent Museum Consultant,  
Perry, GA*

Are there items in your institutions that are rarely seen or used? Do you struggle to find ways to make use of items that may not be sturdy enough or appropriate

for use in exhibitions? Come hear how several institutions are using their collections to reach diverse and unique audiences through events, classes, mini-exhibits, and workshops. **(Sponsors: CurCom, SERA)**

**Four Seasons of the Museum: Opening, Operating,  
Growing, and Closing a Museum**

— Parlour 4

*Moderator/Presenter: Matthew Davis, Director, The Old  
Governor's Mansion, Milledgeville, GA*

*Presenters: Justin Rabideau, Director, Zuckerman Museum of  
Art, Kennesaw, GA; Michelle Zupan, Curator, Hickory Hill and  
the Tom Watson Birthplace, Thomson, GA; Lisa Love, Georgia  
Department of Economic Development, Atlanta, GA*

This session will look at the Four Seasons that institutions face over the history of their operations. Issues such as the design and construction of a new building, to the operations of a newly renovated space, to deaccessioning collections, to the closure of a museum are all possible scenarios that institutions face during the lifecycle of their operations. Through this session, museum professionals in all stages of their careers will benefit from the frank and open discussions presented during this panel.

**Advocacy is Easy: Make the Case for Museums**

— Parlour 5

*Moderator/Presenter: Gail Ravnitzky Silberglied, Vice  
President of Government Relations and Advocacy, American  
Alliance of Museums, Washington, D.C.*

*Presenters: Micheal Hudson, Director, Museum of the  
American Printing House for the Blind, Louisville, KY;*

*Shaina Strom, Director, Mildred Westervelt Warner  
Transportation Museum, Tuscaloosa, AL*

Advocacy is easier than you might think. How can we ensure our public officials recognize museums as key educational providers, economic engines, and stewards of our national heritage? We'll share practical steps to help you get started or take your advocacy to the next level. Bring your biggest advocacy challenges.

**Conservation and Cultural Relations:  
A Discussion on Restitution**

— Parlour 6

*Moderator: Steven Blashfield, Cultural Studio  
Director, Glave & Holmes Architecture, Norfolk, VA*

*Presenters: Colin Brady, Chief Curator, Hermitage  
Museum and Gardens, Norfolk, VA; Karen Daly,  
Registrar for Exhibitions and Coordinator of Provenance  
Research, Virginia Museum of Fine Arts, Richmond, VA*

*The Monuments Men* has recently brought the topics of looted art and provenance into popular culture. But, issues of “restitution” and “repatriation” have long been discussed in many areas of the museum community and often present some challenging issues. The majority of collecting organizations have objects with provenance questions and the process to resolving these issues is not always clear. The head curator from the Hermitage Museum & Gardens in Norfolk, VA, and the coordinator of provenance research at the Virginia Museum of Fine Arts will share some small and large museum experiences with these issues, discuss some of the current debate ongoing in the museum field, and identify some of the challenges and potential benefits that restitution may raise with collecting organizations. This interactive session will culminate with debate on some potential scenarios for how to tackle similar issues at your own organization. Bring your own experience, challenges, and questions.

**The Alchemy of Art – Cross Department/Cross  
Disciplinary Approach to Education**

— Parlour 7

*Moderator: Kerry Kuhlkin-Hornsby, Director of Education,  
Columbia Museum of Art, Columbia, SC*

*Presenter: Victoria Cooke, Curator, Columbia Museum of Art,  
Columbia, SC*

The Alchemy of Art school program at the Columbia Museum of Art takes students and educators alike on a journey through the development (evolution) of paint from the Renaissance period through the Impressionist period. More specifically the program focuses on the scientific changes in painting techniques and in how paint was made. A closer look reveals how artistic, economic, historical as well as scientific changes that took place between the 14th and 19th centuries that gave us artists such as Leonardo da Vinci, Botticelli, Canaletto, Rembrandt, Vermeer, and Monet. While on tour, students learn the chemistry of creating tempura paint – made by mixing egg and pigment, to produce a new substance. In the studios, youth construct an illuminated manuscript page, inspired by the Book of Hours. Internally this program enabled the Education Department and the Curatorial Department the opportunity to work

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together to develop a unique method of interpreting the art works while externally it provides a cross-curricular experience that encompasses visual art, science, history, and math.

**Exhibits Graphics, Design  
Materials Part 2 – Back by Popular Demand!**

— Parlour 8

*Moderator: Adam Alfrey, Curator of Exhibitions, East  
Tennessee History Center, Knoxville, TN*

*Presenters: Mary Skinner, Community and Media Relations,  
Tennessee State Museum, Nashville, TN; Pattie Smith, Creative  
President, Frina Design, Lithia, FL*

This session will focus on materials and substrates used in exhibition graphics fabrication. Key information and samples will be shared with attendees as well as visuals of exhibit projects that featured the substrates, fabrics, etc. This year, the team will also briefly review materials used in the production of signage followed by a detailed overview of the raw materials and supplies used in fabrication of exhibit structures and displays. There will be information about the cost benefits of materials, durability, appropriateness for use, and ease of fabrication. **(Sponsor: NAME)**

**Working with Volunteers in Collections Management**

— Dogwood (second floor)

*Moderator/Presenter: Jennifer Spence, Churchill Weavers  
Project Coordinator, Kentucky Historical Society, Frankfort, KY*

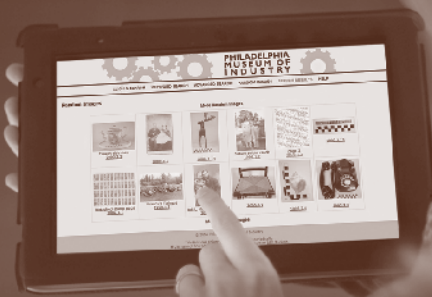
*Presenters: Amy Beisel, Curator of Collections,  
International Museum of the Horse, Lexington, KY;  
Amanda Jean Strickland, Museum Specialist-Archivist,  
U.S. Army Women's Museum, Fort Lee, VA*

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showcase the geologic, historical, and artistic past of Tennessee, as well as cultures from around the globe. Today it houses some of the strongest collections of Southeastern US archaeology materials, and one of the largest freshwater mussel collections in the US. The museum invites SERA members to join the curators of archaeology, malacology, and general collections for a tour of the McClung's archaeology and malacology labs as well as general collections storage. **(Pre-registration required, SERA members)**

### EdCom Tour: Beaumont Museum Magnet School Program: Growing Partnerships, Creating Connections

— Meet bus at hotel entrance to visit Beaumont Elementary Magnet School (1211 Beaumont Avenue).

For the past six years, Beaumont Elementary Magnet School has collaborated with seven area museums: the McClung Museum at the University of Tennessee, Ijams Nature Center, Ramsey House Plantation, East Tennessee History Center, American Museum of Science and Energy, Knoxville Zoo, and the Knoxville Museum of Art. Beaumont students visit these institutions on "Learning Expeditions" as an integral part of an innovative curriculum tailored to the collections and resources of the partner museums. The instructors for the "Learning Expeditions" to these

institutions are professional artists and educators. The school staff, and the staff at each institution, work together to create hands-on experiences bringing history, science, and social studies to life. The projects created by the students at Beaumont are displayed at regular intervals at the school during "Exhibits Nights," open to parents and the entire community. Join museum educators for an overview of these museum expeditions and exhibit nights. **(Pre-registration required, EdCom members)(Transportation sponsor: Knoxville Zoo)**

### CurCom Tour: Knoxville Historic Home Landmarks — Blount Mansion and James White Fort

— Meet at Holiday Inn's entrance to walk to Blount Mansion (200 West Hill Avenue) and James White's Fort (205 Hill Avenue SE) or take the free downtown trolley.

Blount Mansion, the home of William Blount, only Governor of the territory of the US south of the Ohio River, and James White Fort, an 18th century settlement and fort that later became Knoxville, remain as centerpieces of the city's history. Join the directors of these two historic homes for a behind-the-scenes tour. At Blount Mansion, Katie Stringer will highlight their varied collections from the 17th century onward, from small thimbles to wardrobes, and speak about collection challenges met in the past year as preservation projects on the mansion's history structures were completed. At James White Fort, Sam Maynard will speak about the history of the home and their efforts to give visitors a peek into the frontier lifestyle through hands-on interpretation of hearth cooking, blacksmithing, and spinning. **(Pre-registration required, CurCom members)**

### "Marble City" Bus Tour: Marble Production Landmarks of Knoxville

— Meet buses at hotel entrance.

Join us for a bus tour highlighting Knoxville's history as "The Marble City" and 19th century marble industry production center. Starting downtown at the East Tennessee History Center, which was built in the 1870s as the Custom House and Federal Building using marble from the Forks of the River district, Historian Steve Cotham will talk about the building construction. On the way to the South Knoxville Island Home district to visit two former marble quarries at Ijams Nature Center, Public Historian Susan Knowles will talk about the extent and importance of the marble industry for the region and state. And finally at Ijams, standing next to former lime kiln, quarry pit, and rail connection, Director Paul James will talk about using the post-industrial quarry sites for urban wilderness interpretation and programming. **(Pre-registration required)**

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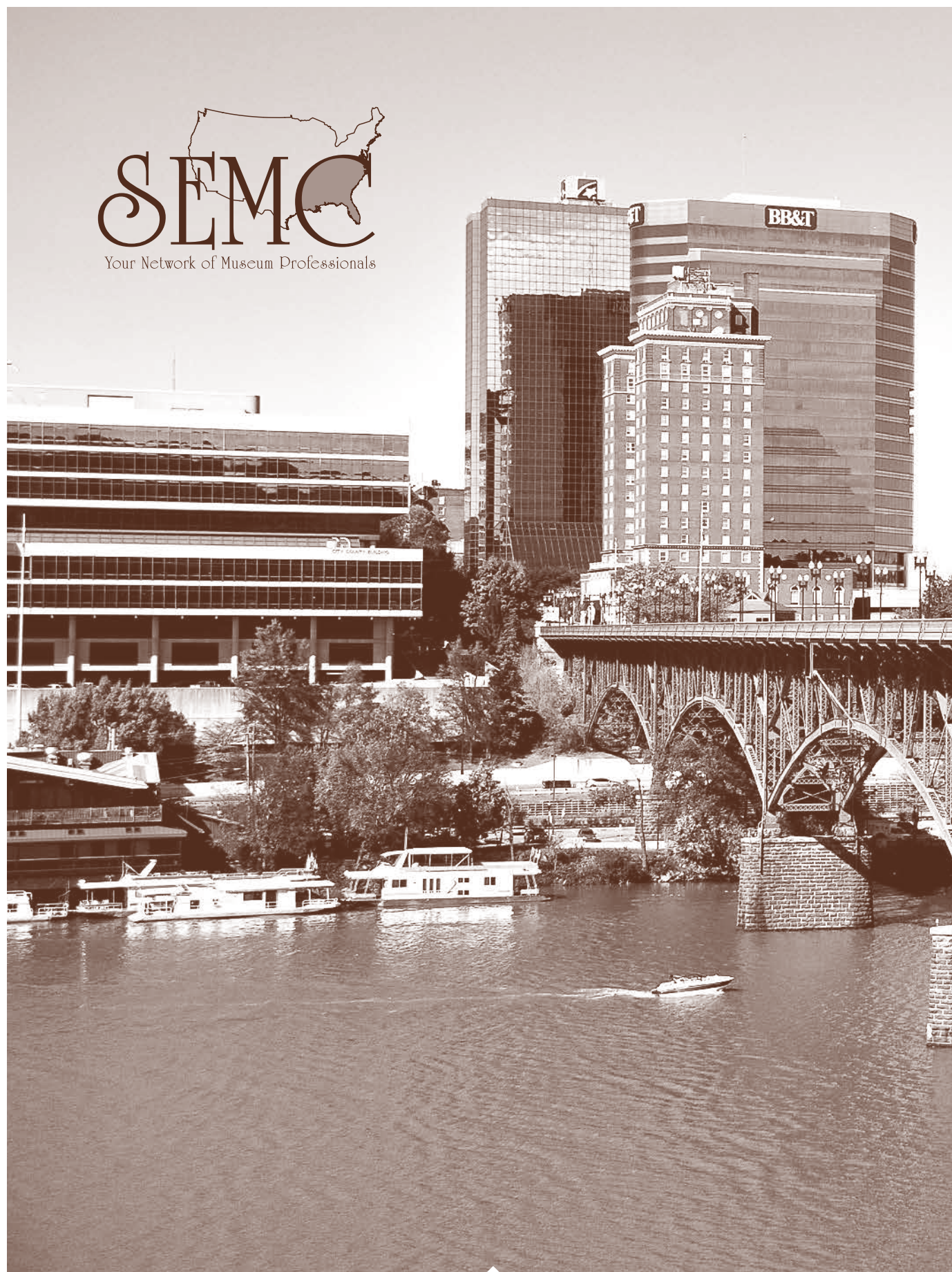
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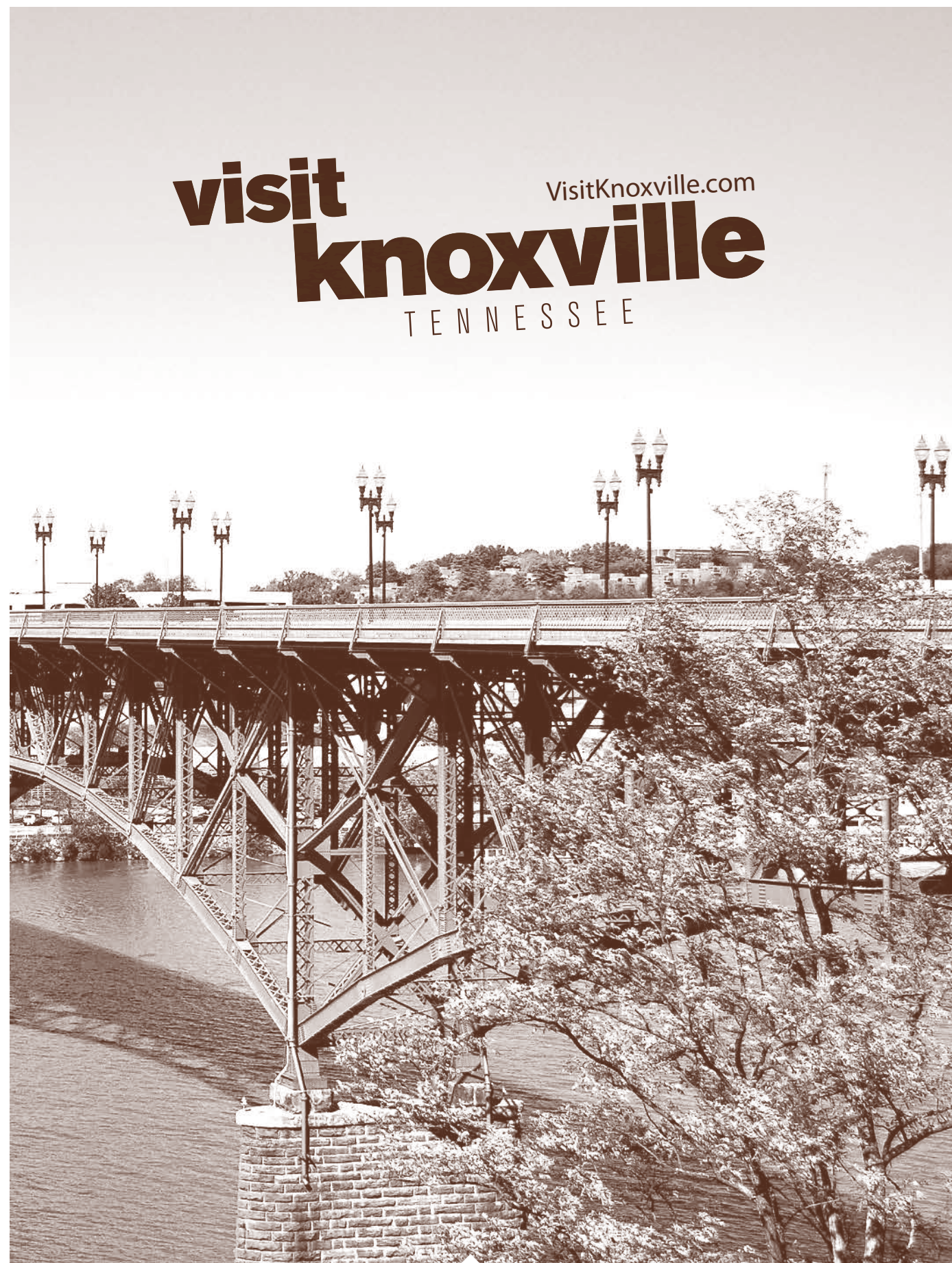
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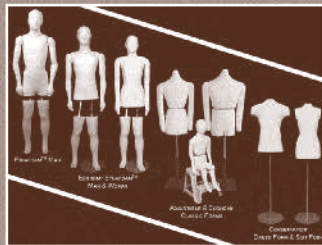
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