



Final Program
SEMC 2015 ANNUAL MEETING
Jacksonville, Florida



Schedule-at-a-Glance

Monday

7:30 AM – 12:00 NOON

HHMAG HANDS-ON HELP PROJECT: JACKSONVILLE HISTORICAL SOCIETY'S MERRILL MUSEUM HOUSE
Meet at Hyatt's lower lobby entrance on Newnan Street at 7:30 AM to carpool to Merrill Museum House (311 A. Phillip Randolph Blvd)

8:00 AM – 5:00 PM

REGISTRATION

8:30 AM – 11:30 AM

SEMC COUNCIL MEETING City Terrace 7

11:00 AM – 12:30 PM

JIMI LUNCHEON Daytona Room

12:30 PM – 1:00 PM

PROGRAM COMMITTEE MEETING City Terrace 6

12:00 PM – 1:00 PM

LEADERSHIP LUNCHEON River Terrace 3

1:00 PM – 6:00 PM

RESOURCE EXPO OPEN

1:00 PM – 2:15 PM

CONCURRENT SESSIONS

Inbox Overload: How to Improve Board/ Staff Communication River Terrace 3
Foundations of a Good Education Program St. Johns

Beyond the Numbers: Making your Inventory Matter! City Terrace 9

Working the Room: Practicing Successful Conference Networking City Terrace 7

Storytelling and Technology: Market and Edu-tain Online and On Site City Terrace 5

Designing Effective Higher Education Internships in Museums: A Win-Win-Win City Terrace 8

A Brave New World: Storytelling in the Mobile Age City Terrace 10

Facilitating Cultural Exchange: Collaboration and the Curatorial Research Domain City Terrace 4

Copyright: Treading the Line of Fair Use City Terrace 11

Does your Museum have a Big Idea? City Terrace 6

Museum Pop-Ups City Terrace 12

2:00 – 4:30 PM

OFFSITE WORKSHOP 1: MUSEUM AUDIENCES Cummer Museum of Art & Gardens Meet at Hyatt's lower lobby entrance on Newnan Street (transportation provided to 829 Riverside Avenue)

OFFSITE WORKSHOP 2: CONSERVATION Karpeles Manuscript

Library Museum Meet at Hyatt's lower lobby entrance on Newnan Street (transportation provided to 101 West 1st Street).

OFFSITE PROGRAM: EXHIBIT REVIEW Museum of Contemporary Art (MOCA) Meet at Hyatt's lower lobby entrance on Newnan Street to walk to 333 North Laura St.

2:15 PM – 2:45 PM

ICED TEA & COOKIE BREAK Resource Expo, Conference Center

2:45 PM – 4:00 PM

CONCURRENT SESSIONS

Succession Planning: A Road Map for Executive Leadership Change River Terrace 3

Becoming a Diverse and Inclusive Museum: A Comprehensive Strategic Approach City Terrace 6

Engaging Your Leaders from Strategic Plan to Campaign Success River Terrace 2

Establishing the Foundation for Your Career St. Johns

How We Did It: Tips and Strategies for Successful Grant Applications City Terrace 7

The Art of Public Speaking City Terrace 8

Growing Relationships: Millennial and Baby Boomer Volunteers City Terrace 9

Creating Community: Working with Latino Partners City Terrace 12

Which Plans and Policies Does My Museum Really Need? City Terrace 11

Marketing Psychology in a Digital World City Terrace 4

Innovation and Engagement in Museum Education City Terrace 10

Lessons Learned: In-Gallery Digital Interactives City Terrace 5

3:00 PM – 4:00 PM

AAM LISTENING SESSION Orlando

4:00 PM – 4:30 PM

NEW MEMBERS/FIRST TIME ANNUAL MEETING ATTENDEES "SPEED NETWORKING" Orlando

4:30 PM – 6:00 PM

RESOURCE EXPO/SILENT AUCTION GRAND OPENING RECEPTION Conference Center

5:30 PM – 6:30 PM

EMERGING MUSEUM PROFESSIONALS River Terrace 3

5:30 PM – 6:30 PM

CURCOM NETWORKING MEET-UP River Terrace 3

5:30 PM – 7:00 PM

LEADERSHIP RECEPTION AT

CUMMER MUSEUM OF ART & GARDENS Meet at Hyatt's lower lobby entrance on Newnan Street (transportation provided).

6:00 PM – 9:00 PM

MUSEUM EVENING EVENT: MOCA, CUMMER MUSEUM OF ART & GARDENS, AND MOSH Meet at Hyatt's lower lobby entrance on Newnan Street (transportation provided).

6:30 PM – 7:15 PM: MOSH (1025 Museum Cir.)

7:30 PM – 8:15 PM: Cummer Museum of Art & Gardens (829 Riverside Ave.)

8:30 PM – 9:15 PM: MOCA (333 North Laura St.)

9:30 PM – 11:00 PM

SERA REGISTRARS RESPITE

Walk to the Jacksonville Landing (2 Independent Drive, Suite 176).

9:30 PM – 11:00 PM

HOSPITALITY SUITE

Tuesday

7:30 AM – 9:00 AM

WALKING/BUS TOUR 1:

ARCHITECTURAL HISTORY Meet at Hyatt's lower lobby entrance on Newnan Street.

7:30 AM – 9:00 AM

WALKING TOUR 2: ART IN PUBLIC

PLACES: CULTURAL COUNCIL OF GREATER JACKSONVILLE Meet at Hyatt's lower lobby entrance on Newnan Street.

7:30 AM – 9:00 AM

JAX FUN RUN Meet at Hyatt's lower lobby entrance on Newnan Street.

8:00 AM – 5:00 PM

REGISTRATION

9:00 AM – 10:15 AM

GENERAL SESSION: SEMC ANNUAL BUSINESS MEETING AND KEYNOTE SPEECH ON "MUSEUMS ARE AWESOME" River Terrace 1

10:15 AM – 10:45 AM

COFFEE BREAK Resource Expo, Conference Center

10:45 AM – 12:00 NOON

CONCURRENT SESSIONS

Culture, Color and Collaboration: The Growth of African American Museums in the South City Terrace 11

Leveraging Community Collaborations City Terrace 9

Versatility of Social Media City Terrace 4

The New Rules of Resumes: Marketing Your Strengths Clearwater

Collections Care & Storage by Florida Connecting to Collections St. Johns

Mid-Career Conundrums River Terrace 2

Choosing the Right Software Solution for Your Museum City Terrace 10

Collaborate with your Community with IMLS Funding *City Terrace 6*
Raising Money For Today and Tomorrow *City Terrace 12*
Technology Showcase *Pre-Function Area*
Care and Re-Interpretation of Historic Architecture and Interiors *City Terrace 5*

12:15 PM – 1:45 PM

ANNUAL AWARDS LUNCHEON
River Terrace 1

2:00 PM – 3:15 PM

CONCURRENT SESSIONS

Museums Stand Up *River Terrace 2*
How to Lead Your Board *City Terrace 4*
Spotlight on Student Research in Museums *City Terrace 5*
What is JIMI, and What Can It Do For Your Career? *Clearwater*
Vision Casting: Strengthening Statewide Museum Networks through Multi-State Collaboration *City Terrace 8*
Southeastern Spin on National Trends in Historic House Museums *City Terrace 12*
Truth and Lies in Registration and Collections Insurance *City Terrace 9*
Caring for the Community: Museums/Healthcare Partnerships *City Terrace 10*
Maximizing Mobile: Using Apps to Go Beyond Storytelling *City Terrace 11*
Membership Explosion *City Terrace 6*

2:00 PM – 4:30 PM

DOUBLE SESSION Participatory Exhibit Design: Using the Community *St. Johns*

2:30 PM – 4:30 PM

EXTRA OFFSITE TOUR: AFRICAN AMERICAN HISTORY AS TOLD THROUGH THREE MUSEUMS *The Cummer Museum of Art & Gardens* Meet at the Hyatt Riverfront entrance to walk to boat taxi at the Jacksonville Landing (trans. provided).

3:00 PM – 3:30 PM

RESOURCE EXPO BREAK
Conference Center

3:15 PM – 4:30 PM

OFFSITE TOUR: EDUCATING AUDIENCES IN CONTEMPORARY ART *Museum of Contemporary Art (MOCA)* Meet at Hyatt's lower lobby entrance on Newnan Street to walk to 333 North Laura Street.

3:30 PM – 4:45 PM

CONCURRENT SESSIONS

Mistakes Were Made: Exhibition Failures *City Terrace 4*
Not That Kind of "Adult": Developing Successful Adult Programs *City Terrace 5*
Looking Anew at Historic Interiors *City Terrace 6*

Dealing with Difficulty: Strategies for Addressing Challenging Situations *City Terrace 11*
Selfie Culture and Copyright *City Terrace 8*
Confessions of an eVolunteer *City Terrace 10*
Where Did All the Programs Go? *City Terrace 12*
Ignite SEMC: Thoughts to Spark Your Passion for Museums *Clearwater*
Ethical and Practical Considerations of Deaccessioning *City Terrace 9*

4:30 PM – 6:00 PM

RESOURCE EXPO/SILENT AUCTION CLOSING PARTY
Resource Expo, Conference Center

5:30 PM – 6:30 PM

EXHIBITS NETWORKING MEET-UP (NAME) *River Terrace 1*

5:30 PM – 6:30 PM

ACADEMIC MUSEUM GATHERING (AAMG) *River Terrace 1*

5:30 PM – 6:30 PM

HHMAG MEMBER COCKTAIL HOUR
River Terrace 1

6:30 PM – 8:30 PM

EVENING EVENT: JACKSONVILLE ZOO Meet at Hyatt's lower lobby entrance on Newnan Street (transportation provided to 370 Zoo Parkway).

8:30 PM – 9:30 PM

SEMC COUNCIL PRIVATE LEGACY RECEPTION *The Candy Apple Café and Cocktails/Sweet Pete's (400 N. Hogan Street)*

Wednesday

9:00 AM – 10:15 AM

CONCURRENT SESSIONS

Research-Based Framework for Art Museum Mobile Apps *City Terrace 11*
Creating a Collective Vision: Community, Smithsonian Affiliations, and Building a New Museum *City Terrace 5*
Connecting the Dots: Museums as Collaborators in Telling Your Story *City Terrace 6*
Real Talk on Diversifying the Museum Field *City Terrace 10*
The Director as Scholar: Research from the Top *City Terrace 12*
Creating and Maintaining Teacher-Museum Partnerships *City Terrace 9*
Shining A Light On Good Works: Partnership Between Non-Profits and Museums *Clearwater*
Kaleidoscope Museum: Community Collaboration, and Co-Creation in Cultural Heritage *City Terrace 8*
The Future is Now! Museums & the

Environment *River Terrace 2*
Don't Get Burned: What To Do Before, During, And After A Fire Strikes Your Institution *City Terrace 4*

10:15 – 10:45 AM

COFFEE BREAK
Conference Center A Foyer

10:30 AM – 11:45 AM

CONCURRENT SESSIONS

Archives in the Museum or "Hey, These Aren't Artifacts!" *City Terrace 11*
You Must Be the Intern. . . . *City Terrace 5*
How Safe is Your Museum? Training for an Active Shooter *River Terrace 2*
Producing Films for your Museum or Historic Site *City Terrace 10*
On Becoming a Museum Director: True Confessions of Museum Directors *City Terrace 12*
Digital Condition Reporting *City Terrace 6*
Rooted In Social Justice: Remaining Cultural Institutions in Service to Participatory Communities *City Terrace 8*
Innovation through Technology: Making Membership Modern at the Harn Museum of Art *City Terrace 9*
Interpreting Local History With Engaging Experiences *City Terrace 4*

12:00 NOON – 1:30 PM

AFFINITY LUNCHEONS
Museum Educators Committee (EdCom) *River Terrace 2*
Southeastern Registrars Association (SERA) *River Terrace 3*
Association of Academic Museums & Galleries (AAMG) *City Terrace 12*
Curators' Luncheon (CurCom) *City Terrace 11*

1:45 – 3:30 PM

OFF-SITE TOURS Meet at Hyatt's lower lobby entrance on Newnan Street at 1:45 PM.
SERA Behind-the-Scenes Tour: Cummer Museum of Art & Gardens (transportation provided to 829 Riverside Avenue).
EdCom Tour: MOSH's Educational Center for Museum Educators (transportation provided to 1025 Museum Circle).
CurCom Tour: MOCA's Tour for Curators, Collection-Related Meet at Hyatt's lower lobby entrance on Newnan Street to walk to 333 North Laura Street.
Federal Reserve Tour: Federal Reserve Bank of Atlanta Jacksonville Branch Meet at Hyatt's lower lobby entrance on Newnan Street to walk to 800 Water Street.

2:00 PM – 3:00 PM

COUNCIL MEETING *Boardroom 2*

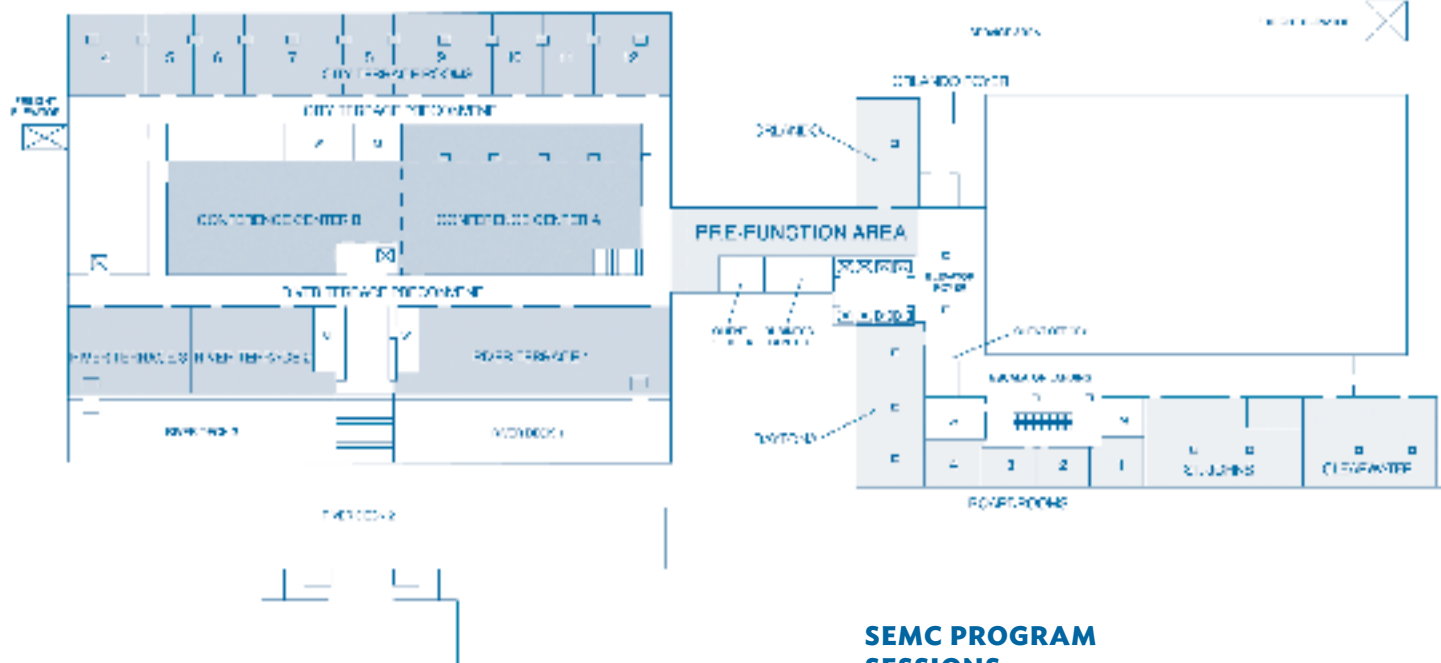
Meeting Spaces

Hyatt Regency Jacksonville – Riverfront
 225 E. Coastline Drive
 Jacksonville, FL 32202
 Phone: 904.588.1234

SEMC REGISTRATION
 Pre-Function Area

SEMC RESOURCE EXPO
 Conference Center A and B

Third Floor of Hyatt



SEMC SILENT AUCTION
 Pre-Function Area

**ANNUAL AWARDS LUNCHEON
 & GENERAL SESSION**
 River Terrace 1

SEMC MEETINGS & MEAL FUNCTIONS
 City Terrace 7, 11, and 12
 River Terrace 2 and 3
 Daytona

**SEMC PROGRAM
 SESSIONS**
 City Terrace Rooms 4-12
 Clearwater
 Orlando
 River Terrace 2 and 3
 St. Johns



Conference Information

CONFERENCE THEME

“Cultural Collaboration: Creating a Collective Vision” offers Florida culture, community engagement, and innovative approaches — all at the **SEMC 2015 Annual Meeting in Jacksonville!** SEMC 2015 program sessions offer new directions to help your institution evolve and move your career forward. Meet us in Jacksonville 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 2015 Annual Meeting and Resource Expo are headquartered at the Hyatt Regency Jacksonville Riverfront. 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 Hyatt Regency Jacksonville.

Buses and shuttles will be available for evening events and most off-site tours. Walk with a buddy or take hotel shuttle to off-site tours and workshops at MOCA. 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 Friday, September 25, 2015. It will be updated after the meeting to include those attendees who registered after September 25 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 25, 2015.

ATTENDEE REGISTRATION

Hyatt Regency Jacksonville Riverfront
(pre-function area, conference level)
Monday, Oct 12: 8:00 AM – 5:00 PM
Tuesday, Oct. 13: 8:00 AM – 5:00 PM
Wednesday, Oct. 14: 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 14. Please call or check their websites listed on page 12 for operating hours and admission policies.

TICKETS

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

SEMC MESSAGE BOARD AND RESOURCE TABLES

The message board will be located near registration. Resource tables will be located near the Resource Expo. Please be prepared to take

brochures home at the end of the annual meeting sessions after 2:00 pm on Wednesday, Oct. 14. You may tweet **#SEMC2015**.

SEMC 2015 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 2015 Publication Design Competition Coordinator is **Margaret Fishback**. Come see the winning entries displayed in the pre-function area. The winners will be featured at the Annual Awards Luncheon and in the Winter 2016 issue of SEMC's quarterly newsletter, *Inside SEMC*.

SEMC 2015 EXHIBITION COMPETITION

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

SEMC 2015 TECHNOLOGY COMPETITION

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

SEMC 2015 AWARD RECIPIENTS

SEMC Awards are given in recognition of innovation, service and leadership in museum professionals. The SEMC Awards Committee, co-chaired by **Allison Reid** and **Robin Reed**, honors outstanding colleagues who have helped shape the world of museums. The awards will be presented on Tuesday, Oct. 13, as part of the Annual Awards Luncheon.

James R. Short Award Recipient

Michael Shapiro, retired Nancy & Holcombe T. Green, Jr.
Director, High Museum of Art, Atlanta, GA

Museum Leadership Award Recipient

Laurie Ann Farrell, Executive Director of Exhibitions,
Savannah College of Art & Design (SCAD), Savannah, GA

Emerging Museum Professionals Award Recipient

Jon Hill, Executive Director, Pensacola Lighthouse &
Museum, Pensacola, FL

Outstanding Service to the Museum Profession Award Recipient

John Hunter, former Director of Historic Resources,
Jekyll Island Authority, Jekyll Island, GA

Distinguished Contributor Award Recipient

Cynthia Torp, President, Solid Light, Inc., Louisville, KY

SERA 2015 Recipient: Dan Silosky Award for Excellence in Registration and Collections Management

(sponsored by Past Perfect Software, Inc.)

Martha Battle Jackson, Chief Curator, North Carolina
State Historic Sites, Raleigh, NC

SEMC 2015 ANNUAL MEETING SCHOLARSHIP SPONSORS & COORDINATORS

Congratulations to all our 2015 scholarship winners! Scholarship recipients will be recognized at the Annual Awards Luncheon on Tuesday, Oct. 13, at 12:15 PM in River Terrace 1. ¶ The eight SEMC Traveling Scholarships are supported by the SEMC Alderson Endowment and proceeds from

the SEMC's 2014 Silent Auction and walking tours. The SEMC President's Scholarship is sponsored by SEMC President **David Butler**. **John A. Woods Appraisers** sponsored the Historic House Museum Professional Scholarship. Funds for the SERA Scholarships are sponsored by **SERA**. Please take time to thank our sponsors for their generous support. ¶ SEMC's Scholarship Committee Chair is **Kathleen Hutton**, Director of Education, Reynolda House Museum of American Art, Winston-Salem, NC. SERA Scholarship Coordinator is **Cindy Gardner**. Please thank the coordinators for their hard work.

SEMC TRAVELING SCHOLARSHIP WINNERS

Student Category

Liya Deng, Doctoral candidate, University of South Carolina, Columbia, SC

Jennifer Randels, Master of Arts candidate, University of West Georgia, Lawrenceville, GA

Emerging Museum Professional

Amy Marie Christiansen, Archivist, Black Belt Museum, University of West Alabama, Livingston, AL

Melina Ludwig, Marketing & Media Coordinator, Customs House Museum & Cultural Center, Clarksville, TN

Small Museum Professional

Eliza Newland, Collections & Program Manager, Watts Museum, West Virginia University, Morgantown, WV

Historic House Museum Professional

Shannon Browning-Mullis, Assistant Curator of History, Telfair Museums, Savannah, GA

Seasoned Museum Professional

Jeffrey Bruce, Director of Exhibitions & Collections, Tubman Museum, Macon, GA

African American Museum Professional

Tonya Parker, Director of Education & Outreach, Tubman Museum, Macon, GA

SEMC PRESIDENT'S SCHOLARSHIP WINNER

Liz Stemm, Curator, Historic Spanish Point, Sarasota, FL

SERA-SEMC ANNUAL MEETING TRAVEL SCHOLARSHIP WINNERS

Entry-Level Professional

Erica Hague, Collections and Reference Assistance, Atlanta History Center, Atlanta, GA

State Representative

Elizabeth Le, Registrar, Hunter Museum of American Art, Chattanooga, TN

Seasoned Museum Professional

Kim Watson, Registrar, Weatherspoon Art Museum, Greensboro, NC

SEMC 2015 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 2016. 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 11

St. Augustine Historic Sites (9:00 AM – 4:00 PM) Meet at Hyatt's lower lobby entrance on Newnan Street for bus to St. Augustine.

The Ritz Theatre & Museum (7:00 PM – 8:00 PM) (6:30 PM departure, 8:30 PM return) Meet at Hyatt's lower lobby entrance on Newnan Street for bus to the Ritz Theatre (829 North Davis Street).

Monday, October 12

HHMAG Hands-On Help Project (7:30 AM – 12:00 NOON)

Meet at Hyatt's lower lobby entrance to carpool, Merrill Museum House (311 A. Phillip Randolph Blvd).

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

Museum Audiences at Cummer Museum of Art & Gardens

Meet at Hyatt's lower lobby entrance on Newnan Street for bus (829 Riverside Avenue).

Conservation at Karpeles Manuscript Library Museum

Meet at Hyatt's lower lobby entrance on Newnan Street for bus (101 West 1st Street).

Exhibit Review at Museum of Contemporary Art (MOCA)

Meet at Hyatt's lower lobby entrance to walk to MOCA (333 North Laura Street).

Leadership Reception (5:30 PM – 7:00 PM)

Cummer Museum of Art & Gardens Meet at Hyatt's lower lobby entrance on Newnan Street for bus at 5:30 PM (829 Riverside Avenue).

MUSEUM EVENING EVENT (6:00 PM – 9:00 PM)

Museum of Contemporary Art (333 North Laura Street), **Museum of Science and History** (1025 Museum Circle), **Cummer Museum of Art & Gardens** (829 Riverside Avenue). Meet at Hyatt's lower lobby entrance on Newnan Street for bus at 6:00 PM.

SERA Registrar Respite (9:30 PM – 11:00 PM) *Fionn MacCool's Irish Pub* (Jacksonville Landing, 2 Independent Drive, Suite 176). Walk to Jacksonville Landing.

Tuesday, October 13

Walking Tour 1: Architectural History (7:30 AM – 9:00 AM)

Walking Tour 2: Art in Public Places (7:30 AM – 9:00 AM)

Running Tour: JAX Fun Run (7:30 AM – 9:00 AM)

Meet at Hyatt's lower lobby entrance on Newnan St. for bus, walk, or run.

OFF-SITE TOUR: AFRICAN AMERICAN HISTORY

(2:30 PM – 4:30 PM) **Museum of Science and History** (1025 Museum Circle), **Cummer Museum of Art & Gardens** (829 Riverside Avenue), **The Ritz Theatre & Museum** (829 North Davis Street). Meet at Hyatt Riverfront entrance to walk to boat taxi (transportation provided to three museums).

OFF-SITE TOUR: EDUCATING AUDIENCES IN

CONTEMPORARY ART (3:15 PM – 4:30 PM) **Museum of**

Contemporary Art (333 North Laura Street) Meet at Hyatt's lower lobby entrance to walk to MOCA.

JACKSONVILLE ZOO EVENING EVENT (6:30 PM – 8:30 PM)

Jacksonville Zoo (370 Zoo Parkway) Meet at Hyatt's lower lobby entrance on Newnan Street for bus at 6:00 PM.

SEMC Council Legacy Reception (8:30 PM – 9:30 PM) Meet at *The Candy Apple Café and Cocktails/Sweet Pete's* (400 N. Hogan Street)

Wednesday October 14

OFF-SITE TOURS (2:00 PM – 3:30 PM)

■ Meet in Hyatt's lower lobby at 1:45 PM

SERA Behind-the-Scenes Tour: Cummer Museum of Art & Gardens (829 Riverside Avenue). Meet at Hyatt's lower lobby entrance on Newnan Street for bus.

EdCom Tour: MOSH's Educational Center for Museum Educators Museum of Science and History (1025 Museum Circle). Meet at Hyatt's lower lobby entrance on Newnan Street for bus.

CurCom Tour: MOCA's Tour for Curators, Collection-Related Museum of Contemporary Art (333 North Laura Street). Meet at Hyatt's lower lobby entrance to walk to MOCA.

Federal Reserve Tour: Federal Reserve Bank of Atlanta (800 Water Street). Meet at Hyatt's lower lobby entrance to walk.

Resource Expo & Silent Auction Schedule

MONDAY, OCTOBER 12

1:00 – 6:00 PM: Resource Expo Open

2:15 – 2:45 PM: Resource Expo Ice Tea & Cookie Break

4:30 – 6:00 PM: Resource Expo Grand Opening Reception

TUESDAY, OCTOBER 13

10:00 AM – 6:00 PM: Resource Expo Open

10:15 – 10:45 AM: Coffee Break

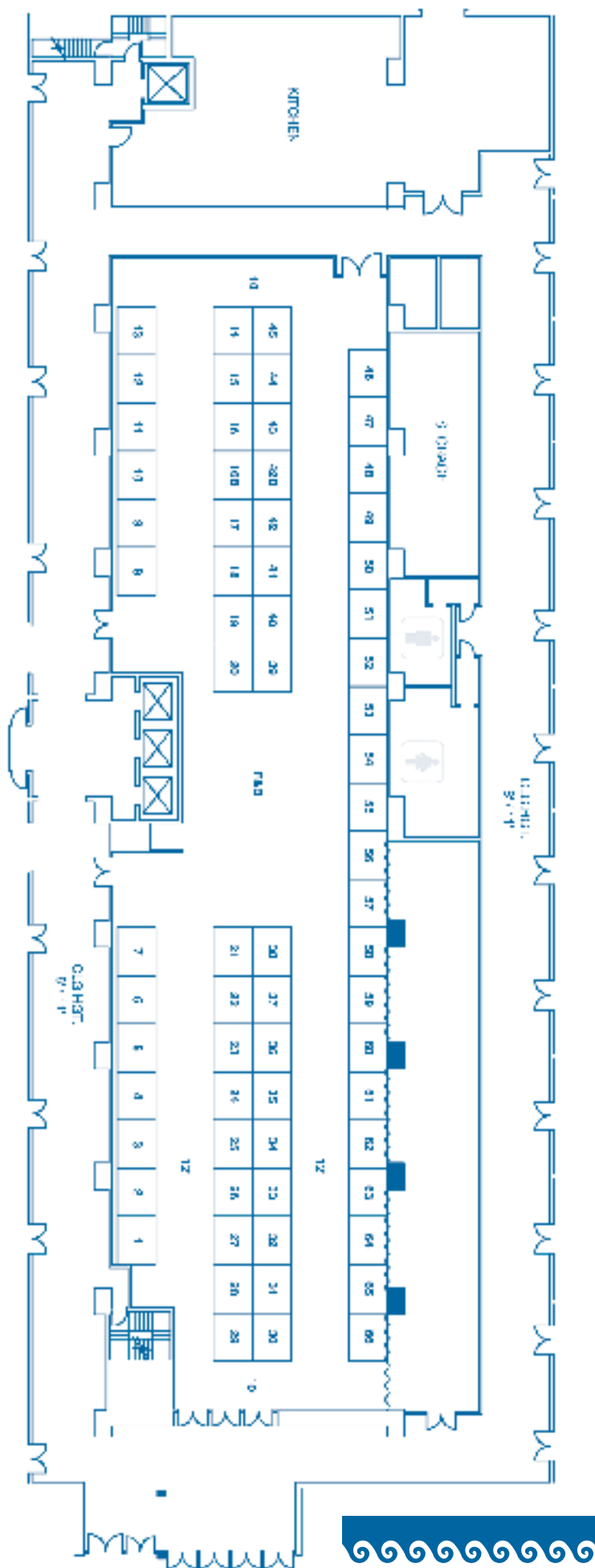
3:00 – 3:30 PM: Resource Expo Snack Break

4:30 – 6:00 PM: Resource Expo/Silent Auction Closing Party

Resource Expo Booths & Layout

- 10-31 Inc. **51**
- 1220 Exhibits, Inc. **40**
- AAMG **3**
- AdmTwo **54**
- Alloy: A Division of Intermark **26**
- American Alliance of Museums (*pre-function area*)
- Aon/Huntington T. Block, Inc. **41**
- Aurora Storage Products, Inc. **25**
- Blackbaud **33**
- Capitol Museum Services, Inc. **64**
- Case Antiques Inc. Auctions & Appraisals **1**
- Charlotte Van & Storage **29**
- Charlton Hall Auctions **8**
- Cinebar Productions, Inc. **31**
- Clark Patterson Lee **44**
- Crowley Company **63**

- CultureConnect **2**
- dmdg2 **46**
- Donning Company Publishers **24**
- Fabrication Specialists, Inc. **4**
- FedEx custom Critical **42**
- Florida Association of Museums (*pre-function area*)
- Florida Museum of Natural History Traveling Exhibits Program **47**
- Frina Design **6**
- Gaylord Bros. **23**
- Glavé & Holmes Architecture **57**
- Goosepen Studio & Press **48**
- Haizlip Studio **16**
- Harmon-Meek Gallery **61**
- Hasselblad Bron Inc. **13**
- HealyKohler Design **56**
- Hecht Burdeshaw Architects, Inc. **16B**
- Hillman & Carr Inc. **35**
- Hollinger Metal Edge **30**
- J. M. Kelley, Ltd. **39**
- K Design Signs & Exhibits **49**
- Mallory Alexander International Logistics **17**
- Malone Design/Fabrication **20**
- MasterPak **15**
- MBA Design & Display Products **59**
- Media Merge **34**
- Mid-America Arts Alliance **18**
- MuseumRails **7**
- MuseumTrek by TrekSolver, Inc. **32**
- Music Maker Relief Foundation **19**
- National Trust Insurance Services, LLC **10**
- Northeast Document Conservation Center **65**
- Olympus Group **62**
- OnCell-TourSphere **58**
- OWLS **12**
- PastPerfect Software **27**
- Patron Technology **43**
- Patterson Pope, Inc. **37**
- Print File **28**
- Prism Technologies Inc. **45**
- Q Media Productions, Inc. **53**
- Quatrefoil Associates **11**
- Riggs Ward **60**
- SEMC Career Center (*pre-function area*)
- Shibui Design **42B**
- Skinner, Inc. **50**
- Solid Light, Inc. **21**
- Studio Displays Inc. **66**
- The Charleston Mint **38**
- The Design Minds, Inc. **52**
- The Fine Arts Conservancy **5**
- The History Workshop **36**
- The University of Oklahoma, College of Liberal Studies **55**
- Tour Mate Systems **14**
- Universal Fiber Optic Lighting **22**
- U.S. Art **9**



Session Sponsorships, Tracks, and Topics

AFFINITY GROUPS & PROFESSIONAL NETWORKS

Each year our Affinity Groups and Professional Networks identify sessions with information on their specific areas of interest. Affinity Group and Professional Networks 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 2015 ANNUAL MEETING TRACKS

Trustees/Directors Track: On Monday, Oct. 12, 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

- Inbox Overload: How to Improve Board/Staff Communication
- The Director as Scholar: Research from the Top
- Succession Planning: A Road Map for Executive Leadership Change
- Becoming a Diverse and Inclusive Museum: A Comprehensive Strategic Approach
- Engaging Your Leaders from Strategic Plan to Campaign Success
- Which Plans and Policies Do My Museum Really Need?
- Culture, Color and Collaboration: The Growth of African American Museums in the South
- How to Lead Your Board
- On Becoming a Museum Director: True Confessions of Museum Directors
- Southeastern Spin on National Trends in Historic House Museums
- Real Talk on Diversifying the Museum Field

Collections

- Beyond the Numbers: Making your Inventory Matter!
- Copyright: Treading the Line of Fair Use
- Conservation Workshop
- Collections Care & Storage by Florida Connecting to Collections
- Truth and Lies in Registration and Collections Insurance
- Selfie Culture and Copyright
- Care and Re-interpretation of Historic Architecture and Interiors

- Don't Get Burned: What To Do Before, During, and After a Fire Strikes Your Institution
- Archives in the Museum or "Hey, These Aren't Artifacts!"
- Digital Condition Reporting

Curatorial

- Facilitating Cultural Exchange: Collaboration and the Curatorial Research Domain
- The Director as Scholar: Research from the Top
- Southeastern Spin on National Trends in Historic House Museums
- Looking Anew at Historic Interiors
- Care and Re-interpretation of Historic Architecture and Interiors
- Ethical and Practical Considerations of Deaccessioning
- Creating a Collective Vision: Community, Smithsonian Affiliations, and Building a New Museum

Development/Membership

- Engaging Your Leaders from Strategic Plan to Campaign Success
- How We Did It: Tips and Strategies for Successful Grant Applications
- Collaborate with your Community with IMLS Funding
- Raising Money For Today and Tomorrow
- Membership Explosion
- Innovation through Technology: Making Membership Modern at the Harn Museum of Art

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- Foundations of a Good Education Program
- Museum Audiences Workshop
- Growing Relationships: Millennial and Baby Boomer Volunteers
- Creating Community: Working with Latino Partners
- Leveraging Community Collaborations
- Caring for the Community: Museums/Healthcare Partnerships
- African American History as Told Through Three Museums
- Educating Audiences in Contemporary Art
- Not That Kind of "Adult": Developing Successful Adult Programs
- Dealing with Difficulty: Strategies for Addressing Challenging Situations
- Where Did All the Programs Go?
- Connecting the Dots: Museums as Collaborators in Telling Your Story
- Creating and Maintaining Teacher-Museum Partnerships
- Shining a Light On Good Works: Partnership Between Non-Profits and Museums
- The Future is Now! Museums & the Environment
- Rooted in Social Justice: Remaining Cultural Institutions in Service to Participatory Communities
- Interpreting Local History with Engaging Experiences

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- Working the Room: Practicing Successful Conference Networking
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- Designing Effective Higher Education Internships in Museums: A Win-Win-Win
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- You Must Be the Intern...

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- Exhibit Review
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- Producing Films for your Museum or Historic Site

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- Versatility of Social Media
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The following local museums have graciously agreed to allow free admission to SEMC 2015 Annual Meeting participants during their regular operating hours. To gain free admission, please show your SEMC Annual Meeting Badge at the museum entrance.

Beaches Museum & History Center

381 Beach Boulevard
Jacksonville Beach, FL 32250
904.241.5657
WWW.BEACHESMUSEUM.ORG

Clara White Mission / Eartha M. M. White Museum

613 West Ashley Street
Jacksonville, FL 32203
904.354.4162
THECLARAWHITEMISSION.ORG/EXPLORE/MUSEUM

Cummer Museum of Art & Gardens

829 Riverside Avenue
Jacksonville, FL
904.356.6857
WWW.CUMMER.ORG

Jacksonville Fire Museum

1406 Gator Bowl Boulevard
Jacksonville, FL 32202
904.630.0618
WWW.JACKSONVILLEFIREMUSEUM.COM

Jacksonville Historical Society - Merrill Museum House

311 A. Phillip Randolph Blvd
Jacksonville, FL 32202
904.665.0064
WWW.JAXHISTORY.COM

Jacksonville Maritime Heritage Center

2 Independent Drive, Suite 162
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904.355.1101
WWW.JACKSONVILLEMARITIMEHERITAGECENTER.ORG

Jacksonville Zoo & Gardens

370 Zoo Parkway
Jacksonville, FL 32218
904.757.4463
WWW.JACKSONVILLEZOO.ORG

Karpeles Manuscript Library

101 West 1st Street
Jacksonville, FL 32206
904.356.2992
WWW.RAIN.ORG/-KARPELES/

Kingsley Plantation: National Park Service

11676 Palmetto Avenue
Jacksonville, FL 32226
904.251.3537
WWW.NPS.GOV/TIMU/LEARN/HISTORYCULTURE/KP_VISITING.HTM

Mandarin Museum

11964 Mandarin Road
Jacksonville, FL 32223
904.268.0784
WWW.MANDARINMUSEUM.NET

Museum of Contemporary Art (MOCA)

333 North Laura Street
Jacksonville, FL 32202
904.366.6911
WWW.MOCAJACKSONVILLE.ORG

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1025 Museum Circle
Jacksonville, FL 32207
904.396.6674
WWW.THEMOSH.ORG

The Ritz Theatre & Museum

829 North Davis Street
Jacksonville, FL 32202
904.807.2010
WWW.RITZJACKSONVILLE.COM/MUSEUM

World Golf Hall of Fame & Museum

1 World Golf Place
St. Augustine, FL 32092
904.940.4033
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SEMC 2015 Final Program

SEMC 2015 ANNUAL MEETING | OCTOBER 12-14, 2015 | JACKSONVILLE, FLORIDA

Sunday, Oct. 11

9:00 AM – 4:00 PM

PRE-CONFERENCE TRIP:

ST. AUGUSTINE HISTORIC SITES

For this tour, conference participants will travel by bus to St. Augustine, our country's first enduring European settlement. Participants will visit select historic sites and learn about Spanish colonial and maritime history. Historic sites include Castillo de San Marco National Monument, Colonial Quarter, St. Augustine Lighthouse and Museum. Dutch-treat lunch will be at a tavern, Taberna del Caballo, in the Colonial Quarter. **(Pre-registration required)**

4:00 – 6:00 PM

PRE-CONFERENCE OPEN HOUSE:

JACKSONVILLE MARITIME HERITAGE CENTER

■ Walk to The Jacksonville Landing (2 Independent Drive, Suite 162)

Stroll along the St. Johns Riverfront to the Jacksonville Landing where

you are welcome to visit the Maritime Heritage Center. Learn about the maritime history of Jacksonville and enjoy some light refreshments.

7:00 – 8:00 PM

PRE-CONFERENCE FUN EVENT:

THE RITZ THEATRE & LAVILLA MUSEUM

■ Meet at Hyatt's lower lobby entrance on Newnan Street (transportation provided to 829 North Davis Street)

Before the conference starts discover African American history in northeast Florida at The Ritz Theatre and Museum. A walk through the museum reminds you of the significant contributions and rich legacy of past generations. "Lift Ev'ry Voice," an animatronics salute to native sons and brothers James Weldon and John Rosamond Johnson, authors of "Lift Ev'ry Voice and Sing," captures the essence of time through projected images, music, dialogue, and technical lighting. The voices of renowned educator Dr. Johnnetta B. Cole, actor/singer Harry Burney, and the legendary late Ossie Davis resonate with purpose and history as you experience the brothers unfolding their story. *Black Wings: American Dreams of Flight Exhibition*, a Smithsonian Institution Traveling Exhibition, will be on display. *Black Wings* chronicles the evolution of aviation through the

stories of African Americans, who dreamed of flight, left their mark, and helped pave the way for those who would follow. Figures whose contributions are explored include the Tuskegee Airmen — the first military division of African American pilots who fought in World War II — and Mae Jemison, the first African American woman to fly in space. Enjoy an enriching cultural experience and light refreshments at a gathering place for education and entertainment. **(Sponsor: Cultural Council of Greater Jacksonville) (Pre-registration required)**

Monday, Oct. 12

7:30 AM – 12:00 NOON

HHMAG HANDS-ON HELP PROJECT: JACKSONVILLE HISTORICAL SOCIETY'S MERRILL MUSEUM HOUSE

■ Meet at Hyatt's lower lobby entrance on Newnan Street at 7:30 AM to carpool to Merrill Museum House (311 A. Phillip Randolph Blvd)

A continental breakfast and hands-on activities are planned at the Merrill Museum House for participating museum professionals. The Jacksonville Historical Society's Merrill Museum House, dating to 1879, showcases an 1886 East Lake Victorian renovation by homeowners James E. Merrill and his wife Annie Perely Small. Merrill's nearby St. Johns River business constructed vessels for the Spanish-American War, barges to help build the Panama Canal, and WWI ships. Merrill's sons, born in the house, were responsible for the launch of 83 WWII Liberty Ships constructed on the city's waterfront. The house, interpreted in the year 1903, survived the city's Great Fire of 1901, the third largest metropolitan fire in the nation's history. The upper-middle-class home features "a walk through history" that includes five types of lighting, the first known balloon construction in Florida, Mrs. Merrill's DAR activities, and the lifestyle of four active children. During the tour, the Merrill family's story unfolds along with the story of turn-of-the-century Jacksonville — at the time Florida's largest city. **(Sponsor: HHMAG) (Pre-registration required)**

**8:00 AM – 5:00 PM
REGISTRATION**

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

■ City Terrace 7

**11:00 AM – 12:30 PM
JIMI LUNCHEON (Pre-registration required)**

■ Daytona Room

**12:30 PM – 1:00 PM
PROGRAM COMMITTEE MEETING**

■ City Terrace 6

**12:00 PM – 1:00 PM
LEADERSHIP LUNCHEON**

■ River Terrace 3

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)

**1:00 PM – 6:00 PM
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1:00 PM – 2:15 PM

CONCURRENT SESSIONS

Inbox Overload: How to Improve Board/Staff Communication

■ River Terrace 3

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

Presenters: *Hank Hine, Director, The Dali Museum, St. Petersburg, FL; Karen Johnston, Vice Chairman, The Dali Museum, St. Petersburg, FL; David Butler, Executive Director, Knoxville Museum of Art, Knoxville, TN.*

Effective communication is essential for productive and effective board/staff relations. As a museum staff member, are you disappointed and frustrated when you send an e-mail to your board about an exciting event in the museum and no one responds? As a trustee, are you overwhelmed with the minutes, agenda, committee reports, and reception invitations that flood your inbox, and wish someone would just phone you? Electronic communication has made it easier to share information, but how much is too much? How do we assess the effectiveness of communication between staff and trustees (in both directions)? In this session, learn to identify personal and generational communication styles, benefit from the experience of staff and trustees, and share your own horror stories and successes.

Foundations of a Good Education Program

■ St. Johns

Moderator/Presenter: *James Quint, Director of Education, Historic Columbia, Columbia, SC.*

Presenter: *Tina Smith, Museum Educator, Museum of Anthropology, Wake Forest University, Winston-Salem, NC.*

This roundtable discussion will offer insight into key components for a good educational program and then invites the audience to ask questions and contribute their thoughts. We will explore curriculum standards, museum trends, finding community partners, budgets, learning styles, and museum missions. We will discuss how to measure the success through

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implementation of effective evaluations and actionable items from evaluation results. **(Sponsor: EdCom)**

Beyond the Numbers: Making your Inventory Matter!

■ City Terrace 9

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

Presenters: Heather Culligan, Collections Manager, Atlanta History Center/Margaret Mitchell House, Atlanta, GA; Melinda Gales, Registrar, Morris Museum of Art, Augusta, GA.

What can your inventory do for you? Is it just a verification of location information or can it be more? Join our panelists as they discuss using inventory as a training tool and as a means of digitizing your collection, capturing key information, and making your collections accessible. The case studies in this session will highlight how the inventory process can be used to clean up data and make your collections more accessible to the public. Take a look beyond the numbers and see how you can make your inventory really matter. **(Sponsor: SERA)**

Working the Room: Practicing Successful Conference Networking

■ City Terrace 7

Moderator/Presenter: Dr. Lana Burgess, Faculty Curator & Director Museum Management Certificate Program, McKissick Museum, University of South Carolina, Columbia, SC; (proposed by Christian Maloney Cicimurri, McKissick Museum, University of South Carolina, Columbia, SC).

Presenters: Dr. Claire Jerry, Chief Curator of Collections and Research, McKissick Museum, University of South Carolina, Columbia, SC; Caitlin Podas, Registrar, Mississippi Museum of Art, Jackson, MS.

Seasoned museum professionals and EMPs will briefly present suggestions for engaging colleagues and other museum professionals, focusing on how to (net)work a conference. Participants will then role-play situations and engage in roundtable discussions intended to build a toolbox of networking skills and the confidence to start using those skills immediately. **(Sponsor: EMP)**

Storytelling and Technology:

Market and Edu-tain Online and On Site

■ City Terrace 5

Moderator/Presenter: Neil Poch, Tour Mate, Toronto, Canada.

Presenters: Caroline Figiel and Danny Jones, Creative Digital Productions, Alpharetta, GA.

Using multi-media storytelling, real-life applications and audience interactions, this "edu-taining" session explores ways to use and implement your unique story to spark visitors' imaginations online before their journey begins, and "edu-tain" them once they arrive. It introduces various delivery platforms that embrace your story, your audience and your venue to make your organization stand out. **(Commercial Track Session)**

Designing Effective Higher Education Internships in Museums: A Win-Win-Win

■ City Terrace 8

Moderator/Presenter: Grace B. Robison, Executive Director, Gadsden Art Center, Quincy, FL.

Presenter: Dr. Antonio Cuyler, Assistant Professor of Arts Administration & Coordinator of Internships, Gadsden Arts Center, Florida State University, Tallahassee, FL.

This presentation will discuss student needs, college/university goals, and museum needs for internship programs; review common benefits, challenges, and mistakes; and emphasize that appropriate expectations, combined with knowledge and application of best practices, will make the internship program beneficial for all involved. **(Sponsor: EdCom)**

A Brave New World: Storytelling in the Mobile Age

■ City Terrace 10

Moderator: Pam Kancher, Executive Director, Holocaust Memorial Resource and Education Center of Central Florida, Maitland, FL.

Presenter: Stasha Boyd, Creative Director, Q Media Productions, Winter Garden, FL.

Mobile media planning and execution can be confounding. Is it an



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enhanced audio experience, a miniature theater, or traveling website portal? What can it do and what should it do? Which comes first — the technology or the content? And most importantly, how can this powerful tool help museums tell their story and effectively engage their visitors? In this lively and informative session we'll discuss the latest in effective mobile storytelling as well as opportunities to embrace and pitfalls to avoid. If you're charged with planning and implementing mobile tour experiences, or if your museum is considering adding one to your interpretive programs, you'll emerge better equipped to lead, plan, and implement a meaningful, enriching experience for your visitors. **(Commercial Track Session)**

Facilitating Cultural Exchange: Collaboration and the Curatorial Research Domain

■ City Terrace 4

Moderator/Presenter: Nathan Jones, Chair, SEMC Curators Committee, AAM, The General George Patton Museum of Leadership, Fort Knox, KY.

Presenters: Ann Rowson Love, PhD, Assistant Professor of Arts Administration, Museum Education & Visitor-Centered Museums (MEX), Ringling Museum Liaison, Department of Art Education, Florida State University, Tallahassee, FL; Victoria Cooke, Independent Curator, Columbia, SC.

Three curators from Southeastern museums will address topics of scholarly, object-based and applied research in a professional paper presentation format. Nathan Jones will discuss "Curator and Visitor Collaboration: Creating a Collective Vision During Exhibit Development." Ann Rowson Love will talk about "Curatorial Collaboration in a Learning Organization." Victoria Cooke will present "Researching REMIX: Strengthening an exhibition's core through community input." These presentations will recognize outstanding curators within the region for the advancement of scholarship within the museum field and their respective disciplines and serve as a learning tool for aspiring and practicing curators about the natures and best practices of the curatorial profession. All museum professionals, interested in learning more about the domains in which curators work, will learn about the multifaceted, expanding, and complex world of the museum curator. **(Sponsor: CurCom)**

Copyright: Treading the Line of Fair Use

■ City Terrace 11

Moderator/Presenter: Katherine Medlin, Registration Assistant, The Mint Museum, Charlotte, NC.

Presenters: Melanie Neil, Assistant Registrar, Chrysler Museum of Art, Norfolk, VA; Lee Nisbet, Assistant Registrar & Visual Resources Manager, the Nasher Museum of Art at Duke University, Durham, NC.

Are you daunted by copyright and the doctrine of fair use? Unsure when to employ fair use versus seeking permissions? Join this roundtable as rights professionals discuss applying fair use successfully to avoid overstepping the fine line between what is fair and what is infringement. Panelists will offer short case studies to exemplify how to employ a fair use defense, and then open the floor up to discussion. **(Sponsor: SERA)**

Does your Museum have a Big Idea?

■ City Terrace 6

Moderator/Presenter: Kathy Kelley, Owner, K Design Signs & Exhibits, Memphis, TN.

How many times have you walked through a museum or an exhibit and asked yourself, "What did they want me to get out of that experience?" Can you identify the Big Idea? Nine times out of ten, you cannot identify what they want you to "get." It is just a compilation of artifacts with some signs, but nothing comes together to let you arrive at the Big Idea. Once you have the Big Idea, the interpretive plan, or road map, can be developed for the museum and/or the exhibit. In this panel discussion, we will talk about the process that has worked effectively. Examples will be shown of exhibits that do not work because they have not defined the Big Idea. Participants will be given a chance to work as a group to develop a Big Idea for a small museum. **(Commercial Track Session)**

Museum Pop-Ups

■ City Terrace 12

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

Recycled Fundraising Strategies Won't Fit Your Museum!

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Presenters: Jill Deupi, Beaux Arts Director & Chief Curator, Lowe Art Museum, University of Miami, Coral Gables, FL; Katie Spencer, Executive Director, and Mary Williford, Curator, Museum of Durham History, Durham, NC.

Museum “pop-ups” are a recent outreach trend that takes the museum to the streets and engages audiences in unexpected ways. These mobile physical experiences can extend reach and increase excitement and relevancy. This session will review pop-up examples and reflect on their goals, methods and success. In a group exercise, participants will generate additional pop-up ideas. **(Sponsor: NAME)**

2:00 – 4:30 PM

OFFSITE WORKSHOP 1: MUSEUM AUDIENCES

Summer Museum of Art & Gardens

■ Meet at Hyatt’s lower lobby entrance on Newnan Street (transportation provided to 829 Riverside Avenue)

Attracting and retaining audiences is more important than ever in the competitive environment faced by Florida museums. This activity-based workshop is designed to help museum professionals think like a visitor in order to plan for visitors. Working in small groups participants will learn to identify the experience we provide through the visitor studies of Marilyn Hood and Falk & Dierking to understand the visitor and why they come. **(Pre-registration required)**

OFFSITE WORKSHOP 2: CONSERVATION

Karpeles Manuscript Library Museum

■ Meet at Hyatt’s lower lobby entrance on Newnan Street (transportation provided to 101 West 1st Street).

This workshop is designed to help museum professionals understand the processes and techniques for paper conservation for museum collections. An overview will be presented by Karpeles Manuscript Library Director Richard Minor and participants will work in small groups to identify the different treatment proposals recommended for certain types of historical documents and artifacts. **(Pre-registration required)**

OFFSITE PROGRAM: EXHIBIT REVIEW

Museum of Contemporary Art (MOCA)

■ Meet at Hyatt’s lower lobby entrance on Newnan Street to walk to 333 North Laura Street.

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

Presenters: Denise Drury, Director, Fine Art Museum at Western Carolina University, Cullowhee, NC; Beth Hoover-DeBerry, Assistant Director of Education, Reynolda House Museum of American Art, Winston Salem, NC; Tommie Rodgers, The William S. Mullins III Registrar, Lauren Rogers Museum of Art, Laurel, MS; Cynthia Torp, President, Solid Light, Inc., Louisville, KY.

Come have a discussion about the museum exhibit field with representatives from fields of museum education, curation, exhibit design, and others while actually visiting one of the local museum’s exhibit galleries. Then meet up with some of the staff that worked on the exhibit and hear about their process, their proudest achievements, and where they wished they had more resources to work with. Following that, there will be a general discussion on the role of each field and how they all fit into and shape the exhibits process. **(Sponsor: NAME)**

2:15 PM – 2:45 PM

ICED TEA & COOKIE BREAK

■ Resource Expo, Conference Center

2:45 PM – 4:00 PM


CONCURRENT SESSIONS

Succession Planning: A Road Map for Executive Leadership Change

■ River Terrace 3

Moderator/Presenter: Mary Baily Wieler, President, Museum Trustee Association, Baltimore, MD.

Presenters: Wade H. “Trip” Tomlinson, Past President of the Board of Trustees of The Columbus Museum, Columbus, GA; Marianne Richter,



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Director, The Columbus Museum, Columbus, GA; Andrea Taylor, President & CEO, Birmingham Civil Rights Institute, Birmingham, AL.

The best time to do a succession plan is when you don't need to. Don't wait for a crisis or until the executive director quits. Begin the conversation now. This panel will address how to initiate the succession conversation between executive director and board leadership. Making the conversation a regular topic during the ED's annual review creates a measure of trust and discipline. The panel will cover topics for board consideration such as identifying interim director candidates from staff, board or outsiders, a composition of the search committee and a timeline for a possible search.

Becoming a Diverse and Inclusive Museum: A Comprehensive Strategic Approach

■ City Terrace 6

Moderator/Presenter: Auntaneshia Staveloz, Supervisory Program Manager, Smithsonian National Museum of African American History & Culture, Washington, D.C.

The Smithsonian National Museum of African American History & Culture will serve as a model to guide participants in a workshop to create a comprehensive diversity and inclusion plan unique to their museum. Mission, organizational structure, program goals, and development strategies will be key discussion topics leading to an authentic approach that demonstrates intentionality around diverse and inclusive museum practice.

Engaging Your Leaders from Strategic Plan to Campaign Success

■ River Terrace 2

Moderator/Presenter: Sandra Kidd, Partner, Alexander Haas, Atlanta, GA.

Presenters: Hope McMath, Director, Cummer Museum of Art & Gardens, Jacksonville, FL; John W. Donahoo III, Board Chair, Cummer Museum of Art & Gardens, Jacksonville, FL.

Most museums have completed a strategic plan, but how many have successfully funded their strategic goals? Hear how the Cummer Museum

of Art & Gardens in Jacksonville has engaged its board and the community in philanthropy that is transforming the institution inside and out. The director of the Cummer and board leadership will share their perspectives and experiences in this session to help you gain insight into taking your plan from abstract to action.

Establishing the Foundation for Your Career

■ St. Johns

Moderator/Presenter: James Quint, Director of Education, Historic Columbia, Columbia, SC.

Presenters: Kathleen Collier, Collections Specialist, Historic Resources and Museum Program, Raleigh, NC; Katie Ericson, Visitor Services Coordinator, Bernard A. Zuckerman Museum of Art, Kennesaw State University, Kennesaw, GA; Haley Pillars, Operations Coordinator, Earl Scruggs Center, Shelby, NC.

It is important for emerging museum professionals (EMPs) to establish a good foundation in their first job as they pave the way for a good career. We will explore steps that EMPs should take in their first three years of their job. Many museum professionals begin their first job with excitement but feel overwhelmed with following best practices in the limitations of museum resources and demands. **(Sponsor: EMP)**

How We Did It: Tips and Strategies for Successful Grant Applications

■ City Terrace 7

Moderator/Presenter: Zinnia Willits, Director of Collections Administration, Gibbes Museum of Art, Charleston, SC.

Presenters: Matthew Davis, Director, The Old Governor's Mansion, Georgia College, Milledgeville, GA; Deborah Rose Van Horn, Registrar, Kentucky Historical Society, Frankfort, KY; Kim Norman, Preservation Manager/Conservator, Georgia Archives/Board of Regents of the University System of Georgia, Morrow, GA; Adam Parnell, Assistant Director of Operations, Georgia Archives, Morrow, GA.

There are many layers to the federal grant process. Each of the panelists

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achieved success with an IMLS or NEH grant application (some after multiple tries) and bring a unique perspective on what (other than the narrative/project) may have contributed to their success. Participants will learn tips and strategies that can be applied to current and future grant endeavors. **(Sponsors: SERA and SERCA)**

The Art of Public Speaking

■ City Terrace 8

Moderator/Presenter: Elise V. LeCompte, Registrar & Assistant Department Chair, Florida Museum of Natural History, Gainesville, FL.

Presenter: Julie M. Waters, Exhibit Development Assistant, Florida Museum of Natural History, Gainesville, FL.

Create a collective vision for you and your audience. Learn how to communicate and thereby connect with your audience by becoming a more exciting, engaging public speaker. We will share techniques and tips for improving your public speaking skills and for creating visual presentations that excite and engage while they educate.

Growing Relationships: Millennial and Baby Boomer Volunteers

■ City Terrace 9

Moderator/Presenter: Ann Rowson Love, Assistant Professor of Arts Administration/Museum Education and Exhibitions (MEX), Florida State University, Tallahassee, FL.

Presenters: Elizabeth King, Visitor Engagement & Volunteer Coordinator, Samuel P. Harn Museum of Art, University of Florida, Gainesville, FL; Maureen Thomas-Zaremba, Curator of Education, Ringling Museum, Sarasota, FL; Hollie Corbitt, Volunteer Program Coordinator, Ringling Museum, Sarasota, FL.

How can your museum better recruit, sustain, and learn from these two museum volunteer generations? Join the Harn Museum of Art and the Ringling as they address how university student volunteer opportunities can prepare future museum professionals and share findings from a recent mixed-methods study examining needs of baby boomers. **(Sponsor: AAMV)**

Creating Community: Working with Latino Partners

■ City Terrace 12

Moderator/Presenter: Kate Whitman, Vice President, Public Programs, Atlanta History Center, Atlanta, GA

Presenters: Virginia Shearer, Director of Education, High Museum of Art, Atlanta, GA; Gabriela Gonzales-Lamberson, Executive Director, Institute of Mexican Culture, Atlanta, GA; Dina Bailey, Director of Educational Strategies, National Center for Civil and Human Rights, Atlanta, GA.

Anyone looking closely at the 2010 census could see that demographics in the South are rapidly changing, and the Latino populations are largely responsible for this shift. How can museums respond and find Latino partners in their community to build audience capacity and co-develop exhibitions and programs? Hear how three of Atlanta's largest museums are working with Latino partners and from a partner organization, the Institute of Mexican Culture, to gain insight into how they are creating community.

Which Plans and Policies Does My Museum Really Need?

■ City Terrace 11

Moderator/Presenter: Julie Hart, Senior Director, Museum Standards & Excellence, American Alliance of Museums, Washington, D.C.

Does your museum have the core documents necessary for a professionally operating museum: mission, strategic plan, emergency plan, code of ethics, collections management policy? In this session you'll discover the required elements and standards of each policy/plan, and how to get started assessing, writing, or revising them. **(Sponsor: SERA)**

Marketing Psychology in a Digital World

■ City Terrace 4

Moderator/Presenter: Jake McKenzie, CEO, Intermark Group, Birmingham, AL

Jake McKenzie discusses the changing landscape of digital marketing and the psychological shift museum leaders must make to properly address their demographic. McKenzie will share practical ways to use hurdles as stepping stones to build greater brand awareness and consumer loyalty through digital innovations like beacon technology. **(Commercial Track Session)**

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Innovation and Engagement in Museum Education

■ City Terrace 10

Moderator/Presenter: Nicole Cromartie, Manager of Family Programs, High Museum of Art, Atlanta, GA.

Presenters: Harry DeLorme, Senior Curator of Education, Telfair Museums, Savannah, GA; Kate McLeod, Head of School and Teacher Services, High Museum of Art, Atlanta, GA; Lisa Wheeler, Director of Education, Booth Western Art Museum, Cartersville, GA.

Drawing inspiration from museum education trends from across the nation and here in the Southeast region, four museum educators will frame a discussion around recent innovations in our field. The conversation will allow museum educators to share the ways in which they have been able to apply and adapt current practices for their audiences and spaces. Topics will include STEAM, arts integration, technology, and early learning. **(Sponsor: EdCom)**

Lessons Learned: In-Gallery Digital Interactives

■ City Terrace 5

Presenter: Samantha Diamond, CultureConnect, New Orleans, LA

Want to integrate digital interactives into your museum's visitor experience? Learn key lessons in creating, implementing, and evaluating successful digital experiences from kiosk installations to mobile guides. Through case studies and audience participation, we'll explore critical steps in thinking through these projects for museums of any size. **(Commercial Track Session)**

3:00 PM - 4:00 PM

AAM LISTENING SESSION

■ Orlando

Moderator: Douglas Jones, Director, Florida Museum of Natural History, Gainesville, FL

Presenter: Laura Lott, President and CEO, American Alliance of Museums, Washington, D.C.

The American Alliance of Museums is interesting in hearing from you as it develops its next strategic plan. Join AAM leadership for a roundtable discussion about issues important to the field

4:00 PM - 4:30 PM

NEW MEMBERS/FIRST TIME ANNUAL MEETING ATTENDEES "SPEED NETWORKING"

■ Orlando

4:30 PM - 6:00 PM

RESOURCE EXPO/SILENT AUCTION GRAND OPENING RECEPTION

■ Conference Center

Kick off the conference on a festive note at the Grand Opening Reception. 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 prize. **(Sponsors: Malone Design/Fabrication and Solid Light, Inc.)**

5:30 PM - 6:30 PM

EMERGING MUSEUM PROFESSIONALS

■ River Terrace 3

Emerging museum professionals and students get together to meet new friends and network. **(Sponsor: EMP)**



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5:30 PM – 6:30 PM

CURCOM NETWORKING MEET-UP

■ *River Terrace 3*

Curators, assemble! Join your colleagues for informal conversations about curatorial issues, network with peers, and meet your Regional AAM CurCom Representatives. **(CurCom members)**

5:30 PM – 7:00 PM

LEADERSHIP RECEPTION AT CUMMER MUSEUM OF ART & GARDENS

■ *Meet at Hyatt's lower lobby entrance on Newnan Street (transportation provided).*

Cummer Museum of Art invites museum directors and trustees for a special reception. **(Sponsor: Travelers)**

6:00 PM – 9:00 PM

MUSEUM EVENING EVENT: MOCA, CUMMER MUSEUM OF ART & GARDENS, AND MOSH

■ *Meet at Hyatt's lower lobby entrance on Newnan Street (transportation provided).*

6:30 PM – 7:15 PM: MOSH (1025 Museum Circle)

7:30 PM – 8:15 PM: Cummer Museum of Art & Gardens (829 Riverside Ave.)

8:30 PM – 9:15 PM: MOCA (333 North Laura Street)

Enjoy a progressive evening event at three Jacksonville museums. MOSH kicks off the evening's festivities with hors d'oeuvres, cocktails and liquid nitrogen ice cream! Enjoy three floors of exhibits including visits to the Florida Naturalist's Center, JEA Science Theater and Bryan-Gooding Planetarium. Then, get wild with the weather in MOSH's current featured exhibit *Nature Unleashed: Inside Natural Disasters* from The Field Museum. Cool off on the banks of the St. Johns River and stroll under the canopy of majestic Cummer oaks. Relax and enjoy the Art Galleries and Historic Gardens at the Cummer Museum of Art & Gardens after making selections at delicious food stations. MOCA Jacksonville wraps up the



evening with dessert and drinks. Be amazed by the illusionistic effects in the self-curated exhibition *Smoke and Mirrors: Sculpture and the Imaginary*. Gaze at the three-story mural commissioned for "Project Atrium: Joelle Dietrick." Don't miss key contemporary works in the permanent collection.

9:30 PM – 11:00 PM

SERA REGISTRARS RESPITE

■ *Walk to the Jacksonville Landing (2 Independent Drive, Suite 176).*

Come join your fellow registrars and collections managers for a reception at Fionn MacCool's Irish Pub which is located at the Jacksonville Landing. **(Contributing Sponsors: Willis Fine Art, Jewelry and Species; and Transport Consultants International) (Pre-registration required, SERA members only)**

9:30 PM – 11:00 PM

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Tuesday, Oct. 13

7:30 AM - 9:00 AM

WALKING/BUS TOUR 1: ARCHITECTURAL HISTORY

■ Meet at Hyatt's lower lobby entrance on Newnan Street.

A walking tour will highlight historic, civic, and religious buildings in the immediate downtown area constructed after the great fire of 1901. The bus tour with David Case, RA, ICAA, principal, Richard Skinner & Associates, will explore historic districts of Springfield, Riverside-Avondale, and San Marco. The historic districts are largely residential and constructed in the time frame of 1900-1950. **(Pre-registration required)**

7:30 AM - 9:00 AM

WALKING TOUR 2: ART IN PUBLIC PLACES: CULTURAL COUNCIL OF GREATER JACKSONVILLE

■ Meet at Hyatt's lower lobby entrance on Newnan Street.

Not since 2006, when most of the Better Jacksonville Plan public art projects reached final completion, has Jacksonville seen a greater resurgence in public art. In 2008, the street became the canvas and Jacksonville's urban core became host to Art in Strange Places as pop up galleries and temporary outdoor installations were installed in city-center pocket parks. Today, with this public art tour, it is visually evident that the entire community is fully engaged in activating downtown's streetscape fully with temporary and mostly permanent visual concepts that are fully accessible to all audiences. These iconic and authentic public art installations illustrate the robust initiatives and partnerships that are visually changing the landscape of Jacksonville and leading this city of potential into a Renaissance. **(Pre-registration required)**

7:30 AM - 9:00 AM

JAX FUN RUN

■ Meet at Hyatt's lower lobby entrance on Newnan Street.

Hosted by Pure Barre fitness and lifestyle, participants will join a group run over the St. Johns River to San Marco square. Learn about this unique riverway and the historic neighborhood of San Marco. Runners may get a t-shirt. **(Pre-registration required)**

8:00 AM - 5:00 PM

REGISTRATION

9:00 AM - 10:15 AM

GENERAL SESSION:

SEMC ANNUAL BUSINESS MEETING AND KEYNOTE SPEECH ON "MUSEUMS ARE AWESOME"

■ River Terrace 1

After a warm welcome to Jacksonville and the brief business meeting, join your colleagues for a keynote talk on "Museums Are Awesome" by Nick Gray. Nick Gray is a Renegade Museum Tour Guide and the founder of Museum Hack. His company of educators and actors works at the Metropolitan Museum of Art and other New York City museums. Museum Hack's mission is to get people excited about great museums all around the world. Guides at Museum Hack give tours that are totally different from most museum experiences; including sassy gossip, games with prizes, and lots of photos. Museum Hack wants to appeal to the cynics, the bored, and the apathetic. They know that a lot of people do not enjoy museums, especially millennials. Big companies like Google and Adobe regularly ask Museum Hack to produce their company events at the Metropolitan. Museums have also been inviting Museum Hack for workshops, consulting, and Young Patron program work. Comments and questions from the audience will be encouraged. **(Sponsor: Case Antiques Inc., Auctions & Appraisals)**



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10:15 AM – 10:45 AM

COFFEE BREAK

■ Resource Expo, Conference Center

10:45 AM – 12:00 NOON

CONCURRENT SESSIONS

Culture, Color and Collaboration: The Growth of African American Museums in the South

■ City Terrace 11

Moderator/Presenter: Priscilla Hancock Cooper, Vice President, Birmingham Civil Rights Institute, Birmingham, AL.

Presenter: Dr. Deborah L. Mack, Associate Director for Community and Constituent Services, Smithsonian National Museum of African American History & Culture, Washington, D.C.

The South, as a region, has experienced the most rapid increase in African American museums, creating opportunities for innovative collaboration. Presenters will share three examples of multi-institutional projects. Participants will be encouraged to identify at least one African American museum with which their institution could collaborate on a specific program or project.

Leveraging Community Collaborations

■ City Terrace 9

Moderator/Presenter: Caroline Sexton, Executive Director, Spartanburg County Historical Association, Spartanburg, SC.

Presenters: Jan Levinson Hebbard, Outreach Archivist, Richard B. Russell Library for Political Research and Studies, University of Georgia, Athens, GA; Rebecca Bush, Curator of History, The Columbus Museum, Columbus, GA; Lana Burgess, Faculty Curator/Director Museum Management Program, McKissick Museum, College of Arts and Sciences, University of South Carolina, Columbia, SC

How can museums partner with other nonprofits and institutions in their community to share resources, reach new audiences, and work toward shared community goals? This session will explore the ins and outs of community partnerships through a panel discussion and an interactive, hands-on activity. Panelists will each share their own experiences with community collaborations, highlighting the process of creating a partnership and the outcomes of these projects. Then, attendees will be invited to participate in groups by randomly selecting locations and topics which they will use to design creative community collaborations.

Versatility of Social Media

■ City Terrace 4

Moderator/Presenter: Martha Tye, Manager of Marketing and Online Media, Atlanta History Center, Atlanta, GA.

Presenters: Denise M. Reagan, Director of Communications, Museum of Contemporary Art Jacksonville, Jacksonville, FL; Shelby Duff, PR & Events Coordinator, The Charleston Museum, Charleston, SC; Sharon Bell, Social Media Manager, Biltmore, Asheville, NC.

Social media posts can be used not only to promote museums, but also share about historical events, significant pieces of art, or items in collections rarely seen by the public. This panel discusses methods used to create unique content for posts while maintaining a balance between promotion and educating the public.

The New Rules of Resumes: Marketing Your Strengths

■ Clearwater

Moderator/Presenter: Lisa Littlefield, New Career Life, Frederick, MD.

The rules of resume writing have changed. Today's job-seeker needs to know the styles, options, and ways to capture the attention of potential employers. Competing against other candidates is the next challenge. In this session, learn how to craft a resume that highlights your strengths and interview techniques that tell your story in winning ways. **(Sponsor: EMP)**

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■ St. Johns

Moderator/Presenter: Robin Bauer Kilgo, Project Associate, Florida Connecting to Collections/Florida Association of Museums, Big Pine Key, FL.

Presenters: Kristen Zimmerman, Registrar, Cummer Museum of Art & Gardens, Jacksonville, FL; Laura Nemmers, Museum Collections Consultant, Private Institution, Gainesville, FL.

This session will present the scope of the Florida Connecting to Collections Developing Collection Management/Development Policies program and explore the importance of collections care issues in collections policies. Participants will then get the chance of creating safe storage solutions for varying objects including basic box making, sewing bead bags and tubes, and making ethafoam rings. **(Sponsor: SERA)**

Mid-Career Conundrums

■ River Terrace 2

Moderator/Presenter: Zinnia Willits, Director of Collections Administration, Gibbes Museum of Art, Charleston, SC.

Presenters: Matthew Davis, Director, The Old Governor's Mansion, Georgia College, Milledgeville, GA; Kathleen Hutton, Director of Education, Reynolda House Museum of American Art, Winston-Salem, NC; Nichole Green, Museum Research and Program Specialist, Community and Constituent Services, Smithsonian National Museum of African American History and Culture, Washington, D.C.

Mid-career can be a challenging time for any professional with new opportunities but also roadblocks and stress related to work/life balance. This session offers attendees an opportunity to join their colleagues in moderated, small group discussions that encourage peer-to-peer problem solving; common mid-career challenges will be addressed. Do you have a mid-career conundrum? Please submit to session moderator for incorporation into the discussion.

Choosing the Right Software Solution for Your Museum

■ City Terrace 10

Moderator/Presenter: Lee Ballenger, Senior Solutions Engineer, Blackbaud Arts & Culture Division, Charleston, SC

Thinking of getting new software for your museum, but not sure where to start? Join us for this session to learn about Blackbaud's Altru® and Raiser's Edge NXT solutions. You'll also hear success stories from other local museums using Blackbaud products. Come learn everything you need to know to choose the solution that's best for your organization! **(Commercial Track Session)**

Collaborate with your Community with IMLS Funding

■ City Terrace 6

Moderator/Presenter: Reagan Moore, Museum Program Specialist, Institute of Museum and Library Services, Washington D.C.

Presenters: Lee Boullie, Director, Digital & Library Collections, Country Music Hall of Fame and Museum, Nashville, TN; Nikki Williams, Executive Vice President, External Relations EdVenture Children's Museum, Columbia, SC.

As the primary sources of federal support for the nation's museums, the Institute of Museum and Library Services (IMLS) provides grant funds that can assist museums of all types and sizes in their work to be effective and sustainable organizations. IMLS support is available for educational programming, exhibit development, collections care and conservation, professional development, and institutional capacity building. During this interactive panel session, an IMLS program staff member will discuss creative ways to make your next grant application more competitive, and museum professionals will share practical examples from their own experiences as grant recipients and/or reviewers of IMLS grant applications. Panelists will encourage dialogue with the audience to foster a greater understanding of what it takes to submit a successful application to these competitive funding opportunities. Participants will learn about the current focus of IMLS museum grant programs, successful approaches to preparing competitive applications, and how other museums in the Southeastern region have made use of IMLS funding.

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Raising Money For Today and Tomorrow

■ City Terrace 12

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

Presenters: David Moore, Executive Director, Historic Oakland Foundation, Atlanta, GA, Linda Wise McNay, Our Fundraising Search, 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 how to maximize resources for your organization's current operating needs ("today") as well as future needs ("tomorrow").

Technology Showcase

■ Pre-Function Area

Moderator: Heather Marie Wells, Digital Media Specialist, Crystal Bridges Museum of American Art, Bentonville, AR.

Museums throughout our region are engaged in challenging and innovated technology work. They are creating websites, apps, kiosks, and other multimedia experiences for educational, marketing, and operational needs. This showcase highlights some of the winners of SEMC's first technology competition with hands-on demos that provide a way for experienced museum technologists to share valuable insights with their professionals. **(Sponsor: NAME)**

Care and Re-Interpretation of Historic Architecture and Interiors

■ City Terrace 5

Moderator/Presenter: Michael Kelley, President, J.M. Kelley Ltd., Mechanicsville, VA.

Presenter: Rick Vogt, President, F. C. Vogt Company, Richmond, VA.

Acquiring, moving, and maintaining architecture, interiors, and furniture can present a daunting array of considerations. In this presentation, we will give insights into devising the plan and key priorities that will affect the outcome. This presentation will give the "nuts and bolts" viewpoint outlining the specific procedures and pitfalls encountered. **(Sponsors: HHMAG, SERA) (Commercial Track Session)**

12:15 PM - 1:45 PM

ANNUAL AWARDS LUNCHEON

■ River Terrace 1

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

2:00 PM - 3:15 PM

CONCURRENT SESSIONS

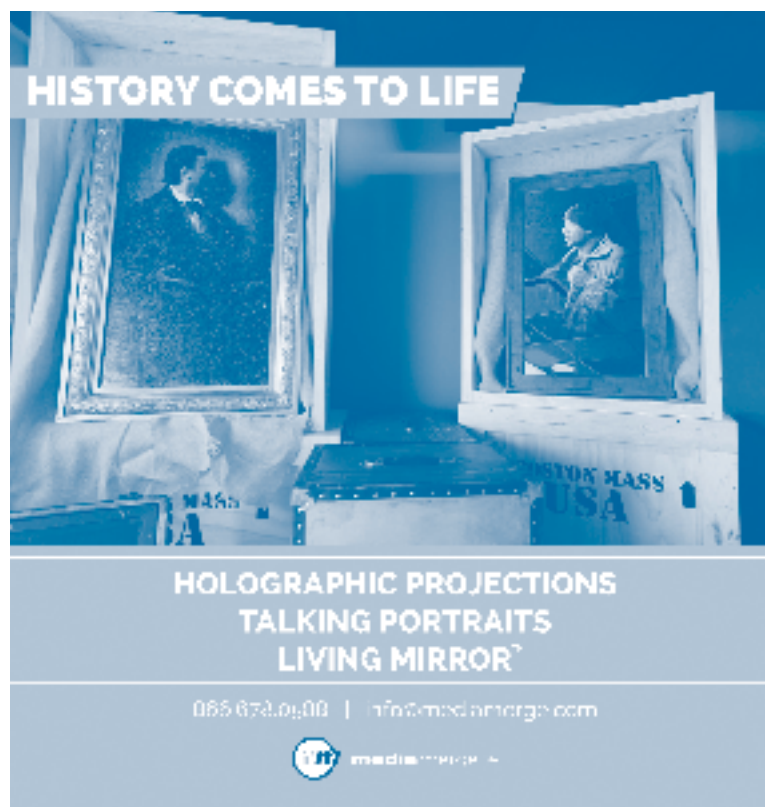
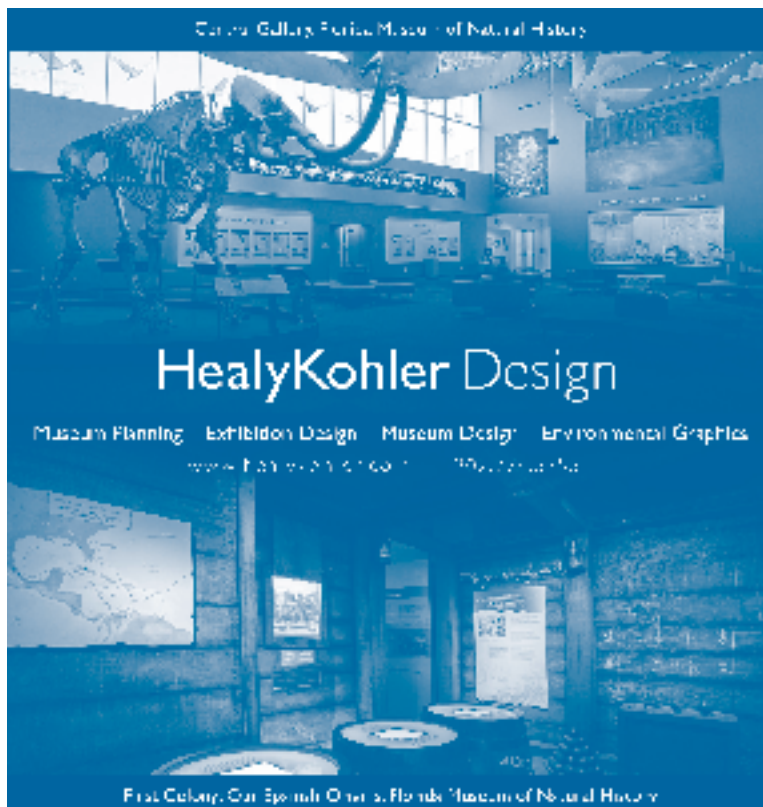
Museums Stand Up

■ River Terrace 2

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

Presenters: Priscilla Hancock Cooper, Vice President, Birmingham Civil Rights Institute, Birmingham, AL; Calinda Lee, Historian, Atlanta History Center, Atlanta, GA; Janeen Bryant, Community Engagement Specialist, Consultant, Charlotte, NC; JoAnn Zeise, Curator of History, South Carolina State Museum, Columbia, SC

How do we respond institutionally to social justice issues and tragedies in our communities? In response to the shooting at Emmanuel AME Church in Charleston, museums removed Confederate flag items from their museum shops and reconsidered the display of Confederate flags in their institutions. Museum collections embody the power of objects and symbols. What is the role and responsibility of museums in the presentation and interpretation of controversial objects? For museums in the Southeast, many of which are charged with interpreting the region's complicated and sometimes painful past, the question of the role of museums in responding to and shaping societal values is a particularly pressing one. This session will be an open forum and discussion of the role and responsibility of museums within our communities.



How to Lead Your Board

■ City Terrace 4

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

Presenter: Myriam Springuel, Interim Director, Smithsonian Institution Traveling Exhibition Service (SITES), Washington, D.C.

Successful museums are led by directors and boards working collaboratively. How do you engage collaboratively and successfully? Ensure clarity of roles and responsibilities? Organize the agenda? Proactively use conflict? Marshall future thinking into strategic plans? And perhaps most importantly, create a board environment of engagement, mastery, and participation?

Spotlight on Student Research in Museums

■ City Terrace 5

Co-Moderators: Pam Meister, Interim Director & Curator, Mountain Heritage Center, Western Carolina University, Cullowhee, NC; Courtney Tollison, PhD, Historian, Furman University, Greenville, SC

Hundreds of college students are currently engaged in important work at dozens of southeastern museums. Now in its fourth year, this session provides a showcase for student work and a way for students to connect with experienced museum professionals and other students. Four students chosen through a juried competition will make 10-minute presentations, followed by audience Q & A and discussion. **(Sponsor: AAMG)**

“Balancing Out Memories of a Southern School” (Central Magnet School) *Presenters: Ethan Morris, MA, Public History; Sarah Calise, MA, History; Casey Gymrek, MA, Public History, Middle Tennessee State University, TN*

“Access Art: Creating a Program for the Visually Impaired” (Harn Museum of Art) *Presenter: Kimberly Crowell, MA, Museum Studies, University of Florida, Gainesville, FL*

“The Beauty of a Block: Women Printmakers of the WPA Era”

(Hite Art Institute) *Presenters: Elizabeth Smith, MA, Art History; Jessica Oberdick, M.A., Curatorial Studies & Public Administration, University of Louisville, KY*

“Guantanamo Bay Public Memory Project”

(McKissick Museum) *Presenters: Sarah Lerch, Kyle Bjornson, Chelsea Grayburn, Casey Lee, Alexandra Gonzalez and Connie Mandeville, MA, Public History, University of South Carolina, Columbia, SC*

What is JIMI, and What Can It Do For Your Career?

■ Clearwater

Moderator/Presenter: Brian Hicks, Director, Desoto County Museum, Hernando, MS.

Presenters: Martha Battle Jackson, Chief Curator, North Carolina State Historic Sites, Raleigh, NC; John Lancaster, Independent House Museum Consultant, Franklin, TN.

The Jekyll Island Management Institute (JIMI) is an eight-day museum management course designed for museum professionals to further their knowledge about general museum administration and operation. JIMI takes place each January at Jekyll Island, Georgia. During the session, JIMI participants gain valuable skills in the areas of museum management, administration, fundraising, and marketing, exhibitry, public relations, collections management, disaster preparedness, interpretation, strategic planning, and volunteer management. Sessions are taught by some of the leading museum professionals in the Southeast and DC area. During the Institute, participants use small group discussions, group and individual projects, and participatory exercises to learn valuable skills that can be incorporated into their own museums. Besides developing these skills, participants are able to build valuable professional networks with other regional and national museum professionals. JIMI is designed for both newly emerging professionals in the field and for mid-career museum professionals that want to further develop their museum management skills.

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Vision Casting: Strengthening Statewide Museum Networks through Multi-State Collaboration

■ City Terrace 8

Moderator/Presenter: Marion McGee, John G. Riley Center/ Museum of African American History & Culture, Tallahassee, FL.

Presenters: Althemese Barnes, Founder, Florida African American Heritage Preservation Network, Tallahassee, FL; William Thomas, Jr., Associate Director, Bealsville, Inc-Glover School & Historic Site, Plant City, FL; Richard P. Burton, Sr., Executive Director, Anniversary to Commemorate the Civil Rights Demonstrations, Inc, St. Augustine, FL; Dr. Tameka Hobbs, University Archivist, Florida Memorial University, Pembroke Pines, FL.

The proposed session will focus on FAAHPN's response to a growing interest in statewide collaborating among museums and culturally-specific organizations in other states. This roundtable session is designed with the culturally responsive museum leader in mind. Those that are looking for innovative ways to connect, collaborate, and convey collective visions are sure to be empowered by this one-of-a-kind opportunity.

Southeastern Spin on National Trends in Historic House Museums

■ City Terrace 12

Moderator/Presenter: Jamie Credle, Director, Davenport House Museum, Savannah, GA.

Presenters: Matthew Davis, Director, Old Governor's Mansion, Milledgeville, GA; Erick Montgomery, Executive Director, The Boyhood Home of President Woodrow Wilson, Augusta, GA; Jessica VanLandyt, Historic House Manager, Swan House and Margaret Mitchell House, Atlanta History Center, Atlanta, GA; Michelle Zupan, Curator, Hickory Hill & Tom Watson Birthplace, Thomson, GA.

Five house museum administrators will speak on national trends and offer perspective. Each panelist will introduce his or her institution and then be given a topic to expound upon. Each panelist will have ten minutes to speak from personal experience and the remainder of the session the floor will be open for engagement. **(Sponsor: HHMAG)**

Truth and Lies in Registration and Collections Insurance

■ City Terrace 9

Moderator/Presenter: Barbara Corvino, Vice President, Willis Fine Art, Jewelry & Specie, Potomac, MD.

Presenters: Zinnia Willits, Director of Collections Administration, Gibbes Museum of Art, Charleston, SC; Greg Smith, Executive Vice President, Brekley Asset Protection Underwriting Managers; Eric Fischer, Senior Vice President, Willis Fine Art, Jewelry & Specie, Potomac, MD.

In a series of rounds, panelists will present 3 stories on related topics in Registration and Collections Insurance. Two of these two stories will be fictitious and one will be a true story experienced by a panelist. Working on teams, attendees will analyze the three stories and determine which panelist is telling the truth and which are lying. Following each round, panelists will lead an open discussion to highlight why the fictional stories could not be true within the confines of registration best practices and collections insurance contracts. Teams will earn points for correctly identifying the true story; the team with the most points at the end of the session will earn a prize! **(Sponsor: SERA)**

Caring for the Community: Museums/Healthcare Partnerships

■ City Terrace 10

Moderator/Presenter: Kathleen Hutton, Director of Education, Reynolda House Museum of American Art, Winston-Salem, NC.

Presenters: Lynn Norris, Director of Education, Cummer Museum of Art & Gardens, Jacksonville, FL; Rebecca Sailor, Curator of Education, Gibbes Museum of Art, Charleston, SC.

Learn about opportunities (and challenges)! The Cummer and Mayo Clinic offer physician training and programs for dementia patients; also work with Art Beyond Sight and Very Special Arts. Gibbes Museum with Roper Hospital provides panels, hands-on learning and art loan programs for patients. Reynolda offers continuing medical education credit workshops.

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Maximizing Mobile: Using Apps to Go Beyond Storytelling

■ City Terrace 11

Moderator/Presenter: Kevin Dooley, VP Market Development, OnCell, Pittsford, NY.

Presenters: Abigail Newkirk, Director of Interpretation/Programs, Stratford Hall, Stratford, VA; Kellian Adams, CEO, Green Door Labs; Elizabeth Miron, K-12 Curriculum Specialist, The Museum of Contemporary Art Jacksonville, FL

Did you know a modern mobile strategy for museums and historic sites should go beyond interpretive tours? When we think of mobile, developing a comprehensive approach that allows sites to truly benefit from all of the smart devices that come through our doors is an absolute must. In order to thrive in this technology-driven era, a strong mobile strategy is needed to reach a broad audience, build and foster relationships, and understand our visitors. This panel will showcase inspiring projects that use mobile for games, community outreach, driving memberships, collecting visitor data and feedback, and providing an additional arm for fundraising. **(Commercial Track Session)**

Membership Explosion

■ City Terrace 6

Moderator/Presenter: Lori Ann Whittington, Director of Advancement, Cummer Museum of Art & Gardens, Jacksonville, FL.

Presenters: Wendy Stanley, Member Relations Officer, Cummer Museum of Art & Gardens, Jacksonville, FL; Joshua E. White, Associate Director of Development, Cummer Museum of Art and Gardens, Jacksonville, FL; Megan Long, Associate Director of Development, Museum of Contemporary Art, Jacksonville, FL; Chris Hoffman, Executive Director, Beaches Museum and History Park, Jacksonville, FL; Lyndsay Plemmons, Membership Sales and Relations Supervisor, Jacksonville Zoo and Gardens, Jacksonville, FL

Learn how to explode your membership base with this interactive session led by Jacksonville area museum professionals. Discover strategies to communicate better, engage more deeply, and retain longer, all while cultivating new constituents. Take home a customized plan to lift your membership strategy to the next level.

2:00 PM - 4:30 PM

DOUBLE SESSION

Participatory Exhibit Design: Using the Community

■ St. Johns

Moderator/Presenter: Brent Ward, Managing Director, Riggs Ward Design, Richmond, VA.

Presenter: Scott French, Associate Professor, Department of History, University of Central Florida, Orlando, FL; Jesse Garbowski, Neighborhood Exhibition Project Manager, Atlanta History Center, Atlanta, GA

Riggs Ward Design will introduce session participants to creative methods for engaging their visitors through a workshop on enhancing exhibit design elements. RWD will lead a discussion on how to explore content such as oral histories, artifacts and text through the active collection of visitor stories before, during and after the exhibition experience. Participants will work together to develop an activity and will then test and evaluate it with each other. **(Commercial Track Session)(Sponsor: NAME)**

2:30 PM - 4:30 PM

EXTRA OFFSITE TOUR: AFRICAN AMERICAN HISTORY

AS TOLD THROUGH THREE MUSEUMS *The Cummer*

Museum of Art & Gardens

■ Meet at the Hyatt Riverfront entrance to walk to boat taxi at the Jacksonville Landing (transportation provided).

Participants will experience Jacksonville's cultural and social history through the stories of African Americans as expressed in three different, but connected museums. This bus and boat tour (yes, we will get on the St. Johns River) will weave together narratives told through the Currents of Time exhibition at MOSH, the art of the Harlem Renaissance at the Cummer Museum of Art & Gardens, and tours and performances at the Ritz Theatre. The experience will be infused with a variety of ways that each museum interprets history and how they work collaboratively to bring African American history alive for the community. **(Pre-registration required)**



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3:00 PM – 3:30 PM
RESOURCE EXPO BREAK

■ Conference Center

3:15 PM – 4:30 PM
**OFFSITE TOUR: EDUCATING AUDIENCES IN
CONTEMPORARY ART Museum of Contemporary Art (MOCA)**

■ Meet at Hyatt's lower lobby entrance on Newnan Street to walk to 333 North Laura Street.

MOCA Jacksonville's Education Team highlights the institution's educational programs including Voice of the People, an initiative that fosters critical thinking, writing and oral communication skills while providing an opportunity for creative expression and Art Aviators, a program designed exclusively for children with Autism Spectrum Disorders (ASD) and focuses on verbal communication, social relations, and sensory development through creative art-making activities. Educators will take you on a museum tour of the permanent collection and featured exhibition while discussing MOCA and Duval County Public Schools' STEAM passport initiative which allows thousands of underserved children to visit the museum each year. **(Pre-registration required)**

3:30 PM – 4:45 PM
CONCURRENT SESSIONS

Mistakes Were Made: Exhibition Failures

■ City Terrace 4

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

Presenters: Terry Healy, Principal, Healy Kohler Design, Washington, D.C.; Valerie King, Account Executive, 1220 Exhibits, Nashville, TN; Pam Meister, Interim Director & Curator, Mountain Heritage Center, Western Carolina University, Cullowhee, NC.

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

**Not That Kind of "Adult":
Developing Successful Adult Programs**

■ City Terrace 5

Moderator/Presenter: Glenna Barlow, Adult Programs Manager, Columbia Museum of Art, Columbia, SC.

Presenter: Kate Whitman, Vice President, Public Programs, Atlanta History Center/Margaret Mitchell House, Atlanta, GA.

We want our museums to appeal to people of all ages. So what does a successful adult program look like? When do you scrap a program and



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when do you keep improving? This session offers real-world; replicable examples of programs, activities, and strategies that make an adult program work well and attract repeat visitors in both history and art museums. **(Sponsor: EdCom)**

Looking Anew at Historic Interiors

■ City Terrace 6

Moderator/Presenter: Mark Farnsworth, Director, Historic Bethania, Bethania, NC.

Presenter: Michael Ausbon, Curator, North Carolina Museum of History, Raleigh, NC

Museums periodically need to reevaluate their collection plans. Utilizing new research helps address the ongoing question: Does a collection support the mission? Offering insights into how one can employ a wide range of objects to shape a story. Panel demonstrates what's old can be new again! **(Sponsors: HHMAG, SERA)**

Dealing with Difficulty: Strategies for Addressing Challenging Situations

■ City Terrace 11

Moderator/Presenter: Dina Bailey, Director of Educational Strategies, National Center for Civil and Human Rights, Atlanta, GA.

Presenters: Priscilla Hancock Cooper, Vice President, Birmingham Civil Rights Institute, Birmingham, AL; Janeen Bryant, Community Engagement Specialist, Consultant, Charlotte, NC; Erin Blankenship, Curator of Exhibitions and Collections, Florida Holocaust Museum, St. Petersburg, FL.

Presenters will reflect on their experiences with difficult topics, briefly

discussing strategies to address these institutional challenges. Then, session attendees will be asked to actively participate in the discussion. The dialogue will focus on strategies that can be adaptable for organizations that vary in size, scope, focus, and community.

Selfie Culture and Copyright

■ City Terrace 8

Moderator/Presenter: Caitlin Podas, Registrar, Mississippi Museum of Art, Jackson, MS

Presenters: Daniel Johnson, Director of Engagement and Learning, Mississippi Museum of Art, Jackson, MS; Julian Rankin, Marketing Director, Mississippi Museum of Art, Jackson, MS.

Social Media and smartphones have changed the landscape of museum interaction. Visitors want their museum experience, and the art work, to be part of the story they tell online. This "selfie culture" can be an asset for increasing engagement, but has implications for copyright. Session moderators bring perspectives of the registrar, graphic designer, and art educator to work with participants in creating a framework for tapping into selfie culture effectively and legally. **(Sponsor: SERA)**

Confessions of an eVolunteer

■ City Terrace 10

Moderator/Presenter: Loni Wellman, Volunteer & Special Projects Coordinator, St. Augustine Lighthouse & Museum, St. Augustine, FL.

Presenter: Kristy Van Hoven, Outreach Director, National EMS Museum, Chartley, MA.

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serve collections, development, and even educational programming departments. This session will give museum directors, managers, and staff members the opportunity to discuss successful applications of eVolunteer programs. Participants will learn how to implement a program and what eVolunteering could mean in their institution. It will also highlight emerging and cutting edge projects that inspire volunteers who are online contributors as well as those who provide experiences on the museum floor. **(Sponsors: EdCom, SERA)**

Where Did All the Programs Go?

■ City Terrace 12

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

Presenters: Rebecca Sailor, Curator of Education, Gibbes Museum of Art, Charleston, SC; Zinnia Willits, Director of Collections Administration, Gibbes Museum of Art, Charleston, SC; Lisa Wheeler, Director of Education, Booth Western Art Museum, Cartersville, GA.

How do you provide innovative programs when you have nowhere to hold them? Whether it's a renovation, or simply don't have space in your building, look at availability in and beyond your walls. We will look at programming spaces in a new way all while continuing to engage a community. **(Sponsor: EdCom)**

Ignite SEMC: Thoughts to Spark Your Passion for Museums

■ Clearwater

Moderator/Presenter: Heather Marie Wells, Digital Media Specialist, Crystal Bridges Museum of American Art, Bentonville, AR.

Presenters: James Quint, Director of Education, Historic Columbia, Columbia, SC; Kayla Ingram, Design and Exhibitions Coordinator, The Frist Center for the Arts, Nashville, TN; Eliza Newland, Program Assistant, Royce J. and Caroline B. Watts Museum, Morgantown, WV; Jenny Lamb, Director of Interpretation & Education, Belle Meade Plantation, Nashville, TN; Kathleen F. G. Hutton, Director of Education, Reynolda House Museum of

American Art, Winston Salem, NC; Glenna Barlow, Adult Programs Manager, Columbia Museum of Art, Columbia, SC; Joshua White, Associate Director of Development, Cummer Museum of Art and Gardens, Jacksonville, FL.

Wear multiple hats at your institution? Want a mix of practical and inspiring ideas? Can't handle another 75 minutes on a single topic? Then this is the session for you! Hear 9 professionals share thoughts on topics such as education, engagement, EMPs, collaboration, management, and networking for 5 minutes each.

Ethical and Practical Considerations of Deaccessioning

■ City Terrace 9

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

Presenters: William U. Eiland, Director, Georgia Museum of Art, Athens, GA; Sarah Campbell Drury, Vice President, Case Antiques Inc. Auctions & Appraisals, Knoxville, TN.

Deaccessioning doesn't have to be a dirty word. It can help raise needed funds and refine a collection. This panel discussion will focus on ethical considerations in the decision to sell certain pieces, the benefits and risks involved, and practical aspects such as valuations and venues.

(Commercial Track Session)

4:30 PM - 6:00 PM

RESOURCE EXPO/SILENT AUCTION

CLOSING PARTY

■ Resource Expo, Conference Center

5:30 PM - 6:30 PM

EXHIBITS NETWORKING MEET-UP (NAME)

■ River Terrace 1

Exhibit geeks — come one, come all! Organized by NAME (National Association for Museum Exhibition), this informal gathering of exhibit

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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. **(Sponsor: NAME)**

5:30 PM – 6:30 PM

ACADEMIC MUSEUM GATHERING (AAMG)

■ River Terrace 1

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

■ River Terrace 1

This event is a social cocktail hour open to members of the Historic House Museums Affinity Group (HHMAG). Join this affinity group for a special event. **(Sponsor: HHMAG)**

6:30 PM – 8:30 PM

EVENING EVENT: JACKSONVILLE ZOO

■ Meet at Hyatt's lower lobby entrance on Newnan Street (transportation provided to 370 Zoo Parkway).

Enjoy the flavors of the South America while celebrating in the Mayan Village. After tastes of a Mayan Masterpiece, explore *Range of the Jaguar*, winner of the coveted AZA "Exhibit of the Year" award, a four acre exhibit replicating a weathered Mayan village. Jaguars are the focus of this exhibit and their lighted enclosure, complete with rocky waterfalls, is majestic by night. Along the *River's Edge*, watch as the Baird's tapirs, anteaters, Howler monkeys, and capybara prowl. *The Lost Temple*, a replica of an ancient Mayan ruin, houses snakes, bats, frogs, and sloths. The earthen walls, scrawled with ancient symbols and the gentle hum of the amphibious life keep conversation flowing.

8:30 PM – 9:30 PM

SEMC COUNCIL PRIVATE LEGACY RECEPTION

■ The Candy Apple Café and Cocktails/Sweet Pete's (400 N. Hogan Street)

SEMC Council presents the SEMC Legacy Society, a planned giving program, and recognizes donors to the Past Presidents Circle and William T. Sylvia F. Alderson Endowment Fund at a private reception with a touch whimsy provided by The Candy Apple Café, The Sweetest Destination on Earth. The new Sweet Pete's Building (formerly the historic Seminole Club) is located in Jacksonville's urban core. The fun event with appetizers, dessert, and drinks includes a candy making demo at the largest candy factory in Northeast Florida. **(Sponsor: L. Carole Wharton, LLC) (Council invitation only)**



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Wednesday, Oct. 14

9:00 AM - 10:15 AM

CONCURRENT SESSIONS

Research-Based Framework for Art Museum Mobile Apps

■ City Terrace 11

Moderator/Presenter: Ann Rowson Love, Assistant Professor of Arts Administration/ Museum Education and Exhibitions (MEX), Florida State University, Tallahassee, FL.

Presenters: Deborah Randolph, Curator of Education, Southeastern Center for Contemporary Art, Winston-Salem, NC; Victoria Eudy, Doctoral Student and Graduate Assistant, Museum Education and Exhibitions, Florida State University, Tallahassee, FL.

Presenters share findings from two research studies: a content analysis of over 150 art museum apps, which led to development of a framework, and a follow-up study conducted with social media and museum professionals, who develop apps. Participants will use the framework with apps and discuss potential uses.

Creating a Collective Vision: Community, Smithsonian Affiliations, and Building a New Museum

■ City Terrace 5

Presenters: René Rodgers, PhD, Associate Curator, Birthplace of Country Music Museum, Bristol, VA; Alma Douglas, National Outreach Manager, Smithsonian Affiliations, Washington, D.C.; Mollie O'Donnell Malloy, Senior Director of Museum Services, St. Augustine Lighthouse and Museum, St. Augustine, FL.

This roundtable will present — and encourage participation through discussion — building a collective vision for our museums by encouraging

community engagement and professional excellence through networks. Using the case study of the newly opened Smithsonian-affiliated museum, The Birthplace of Country Music Museum, participants will seek to explore how we achieve success in our communities and in our profession through a collective vision. The roundtable will explore various “collectives” such as creating a community collective, volunteer collectives, a collective of ideas (embracing multiple experiences in the museum), collective visions for excellence, and collective ownership. Small museums draw strength in local support and through professional networks, and this roundtable discussion will address how the professional network of Smithsonian Affiliates supports our vision for stronger museums.

Connecting the Dots: Museums as Collaborators in Telling Your Story

■ City Terrace 6

Moderator/Presenter: Heather Guy Nowak, former Director of Programs, Sloss Furnaces National Historic Landmark, Birmingham, AL.

Presenters: Maggie Johnson, Educational Program Coordinator, Vulcan Park and Museum, Birmingham, AL; Christine Harlan, Programs Director, Ruffner Mountain Nature Preserve, Birmingham, AL.

How can museums work together to enhance the public's understanding of their state or region? Understanding the museums around you will help generate a lasting transformation that will benefit your own museum, your visitors, and the community. Creating a community of museums around your own will provide a wonderful resource for years to come.

(Sponsor: EdCom)

Real Talk on Diversifying the Museum Field

■ City Terrace 10

Moderator/Speaker: Adonnica Toler, Ritz Theatre & Museum, Jacksonville, FL.

Speakers: Althemese Barnes, Florida African American Heritage Network, Tallahassee, FL; Autumn Calder, Architecture & Planning, Blueprint 2000, Tallahassee, FL; Ju'Coby Pittman, Clara White Mission/Eartha White Museum, Jacksonville, FL.

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This session will address the interpretation of African American History and sites including difficult topics evolving around the African American community in programming, funding, challenges, and innovation.

The Director as Scholar: Research from the Top

■ City Terrace 12

Moderator: Brent W. Tharp, Georgia Southern University Museum, Statesboro, GA.

Presenters: William U. Eiland, Director, Georgia Museum of Art, University of Georgia, Athens, GA; Marilyn Laufer, Director, Jule Collins Smith Museum of Fine Art, Auburn University, Auburn, AL.

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 discuss “Edna Reindel’s Post-Office Mural: Georgia, Not Georgia.” Marilyn Laufer will present “American Classics: Creating an Archive of FSA Photographs of Alabama by Walker Evans.” (Sponsor: AAMG)

Creating and Maintaining Teacher-Museum Partnerships

■ City Terrace 9

Moderator/Presenter: Claire Gwaltney, Outreach Programs Coordinator, Mississippi Department of Archives and History, Museum Division, Jackson, MS.

Presenters: Stacey K. Everett, Director of Education, Mississippi Department of Archives and History, Museum Division, Jackson, MS; Kayte Kincaid, Lead Educator, The Clay Center, Charleston, WV; Jennifer Stanley, Program Coordinator for the Big Picture Educator Enrichment Program, North Carolina Museum of Art, Raleigh, NC.

Panelists from three museums share their use of different methods to incorporate educator opinions, knowledge, and expertise into museum programming and materials. Participants will also receive program models and materials from these established programs. Panelists will encourage participants to share experiences working with educators and ask questions regarding their programs. (Sponsor: EdCom)

Shining A Light On Good Works:

Partnership Between Non-Profits and Museums

■ Clearwater

Moderator/Presenter: Corinne Everett Belch, Communications & Development Coordinator, Music Maker Relief Foundation, Hillsborough, NC.

Presenters: Kerry Kuhlkin-Hornsby, Director of Education, Columbia Museum of Art, Columbia, SC; Michelle Schulte, Curator of Education, Morris Museum of Art, Augusta, GA.

Non-museum nonprofits hold a treasure trove of primary source material and specialized knowledge. By forming partnerships that utilize these resources, museums can expand their educational mission, reach more individuals, and offer new materials in exciting ways. This discussion highlights nonprofit/museum partnerships that have resulted in unique educational programming and exhibitions. (Sponsor: EdCom)

Kaleidoscope Museum: Community

Collaboration, and Co-Creation in Cultural Heritage

■ City Terrace 8

Moderator/Presenter: Porchia Moore, PhD Candidate, University of South Carolina, McKissick Museum Management Program, Columbia, SC.

Presenter: Rose Paquet Kinsley, PhD Candidate, I-School at the University of Washington, Co-Founder of Inclusionum.

What do museums mean when we use the term “community?” What role does race, cultural competency, and social justice play in how museums approach the work of community-building? This session will explore the significance of cultural diversity, provide tools for being culturally immersive, and provide a platform in which to speak about the challenges of doing culturally inclusive museum work in the 21st century museum.

The Future is Now! Museums & the Environment

■ River Terrace 2

Moderator/Presenter: Lynn Norris, Director of Education, Cummer Museum of Art & Gardens, Jacksonville, FL.

Presenters: Jennifer Esler, President and CEO, Elliot Museum, Stuart, FL;



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Dulce Roman, Curator of Modern Art, Chair of Curatorial Department, Samuel P. Harn Museum of Art, Gainesville, FL; Karl Boecklen, Museum Educator, Cummer Museum of Art & Gardens, Jacksonville, FL.

Generation X and Y audiences coming into museums have been raised environmentally aware and they report environmental conservation is a factor in their giving. This session highlights the efforts of three Florida museums to incorporate environmental awareness in their mission and programs.

Don't Get Burned: What To Do Before, During, And After A Fire Strikes Your Institution

■ City Terrace 4

Moderator/Presenter: Lisa Foy, Director, Mississippi Agriculture and Forestry Museum, Jackson, MS.

Presenters: Sandy Harvard, Director of Operations, Mississippi Agriculture and Forestry Museum, Jackson, MS; Caitlin Podas, Registrar, Mississippi Museum of Art, Jackson, MS.

Of all the natural disasters, accidents, and threats that can befall a museum, fire is one of the most severe. Fires can literally erase history and cause irreversible damage to artifacts that are left intact. How can you prepare your institution and staff for the threat of fire? When a fire strikes, how do you deal with it during and after the smoke clears? This session will be presented by staff and volunteers of the Mississippi Agriculture and Forestry Museum which faced a fire in November 2014. Attendees will be given different scenarios relating to preparing for fire, what to do when a fire happens, and how to recover from a fire. It will be their task to come up with ideas of how they would react in similar situations and discuss with other attendees and the presenters how to execute those ideas. By the end of the session, professionals across the board will be interested in this session, but it will be very beneficial to professionals from historic house museums, living history museums, and history museums.
(Sponsor: SERA)

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10:15 - 10:45 AM

COFFEE BREAK

■ Conference Center A Foyer

10:30 AM - 11:45 AM

CONCURRENT SESSIONS

Archives in the Museum or "Hey, These Aren't Artifacts!"

■ City Terrace 11

Moderator/Presenter: Dean DeBolt, University Archivist/University Librarian, Archives and West Florida History Center, University of West Florida Libraries, Pensacola, FL.

This session will explore the questions that museum professionals have with archival materials within their museum collections as well as the role of archives in a museum setting. Topics will include what is an archive.

(Sponsor: SERA)

You Must Be the Intern. . . .

■ City Terrace 5

Moderator/Presenter: Joshua White, Associate Director of Development, Cummer Museum of Art and Gardens, Jacksonville, FL.

Presenters: J. R. Fennel, Director, Lexington County Museum, Lexington, SC; Caroline Sexton, Executive Director, Spartanburg County Historical Society, Spartanburg, SC.

Young professionals are often hired within the museums setting to reignite passion and interest, inspire new membership, appeal to wider audiences and among many other things increase the institution's mission and program visibility on web. However, all too often an institution's existing hierarchy can be leery of these young people in "their" museums. This session will provide attendants with specific examples of instances in which young museum professionals were able to successfully overcome the doubts and reservations of their institutions old guard and

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explanations as to how those achievements were thoughtfully navigated to successful project completion. **(Sponsor: EMP)**

How Safe is Your Museum? Training for an Active Shooter

■ *River Terrace 2*

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

Presenter: Lisa Wheeler, Director of Education, Booth Museum of Western Art, Cartersville, GA.

Disaster planning goes beyond preparing for tornados, earthquakes, and floods. Learn how to plan for the unexpected, including active shooters entering your museum space. Resources and materials used for docent and staff training will be presented, allowing participants to return to their community with the tools to develop their own active shooter plan.

Producing Films for your Museum or Historic Site

■ *City Terrace 10*

Moderator/Presenter: Michael Scott Van Wagenen, Associate Professor & Public History Coordinator, Department of History, Georgia Southern University, Statesboro, GA.

The production of historical documentary films has reached an all-time high due to the proliferation of subscription television stations and streaming internet websites over the past two decades. Almost without exception, filmmakers--not historians-- have created these programs. The two-week Visual History Summer Institute at Georgia Southern University has helped remedy the situation by instructing professional historians on how to use the tools of media productions to create their own programs. Institute founder and director Michael Van Wagenen (Department of History) will be leading a workshop on the basics of documentary planning and production for museums and historic sites. Some of the topics Van Wagenen will cover include advantages and disadvantages of producing your own films, collaborations with professionals, fund raising, and stylistic approaches.

On Becoming a Museum Director:

True Confessions of Museum Directors

■ *City Terrace 12*

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

Presenters: Beth Batton, Executive Director, The Oaks House Museum, Jackson, MS; Brian Hicks, Director, Desoto County Museum, Hernando, MS.

Have you ever considered becoming a museum director or administrator? Are you curious as to what steps are needed to take this career step? Join our panel of museum directors for a frank and honest discussion on the steps, challenges, and opportunities a directorship holds.

Digital Condition Reporting

■ *City Terrace 6*

Moderator/Presenter: Tommie Rodgers, Registrar, Lauren Rogers Museum of Art, Laurel, MS.

This session will feature digital condition reporting through the use of the Artichack app. The speaker will share traditional ways of executing reports and will provide an in-depth experience with conservator-created Artichack. Attendees should bring their iPad or iPhone pre-loaded with the Artichack app and object images. **(Sponsor: SERA)**

Rooted In Social Justice: Remaining Cultural Institutions in Service to Participatory Communities

■ *City Terrace 8*

Moderator/Presenter: Dr. Lana A. Burgess, Faculty Curator & Director of Museum Management Certificate Program, McKissick Museum, University of South Carolina, Columbia, SC.

Presenters: Stan Trembach, Doctoral Candidate, University of South Carolina, Columbia SC; Liya Deng, Doctoral Candidate, University of South Carolina, Columbia, SC; Kerry Kuhlkin-Hornsby, Director of Education, Columbia Museum of Art, Columbia, SC.

This panel presentation highlights the benefits of partnership and collaboration between cultural, academic institutions, and community

organizations to create and implement sustainable access programs to diversify museum audiences and promote greater cultural inclusion. Specific action steps related to program design are offered and practical tips for effective marketing are discussed.

Innovation through Technology:

Making Membership Modern at the Harn Museum of Art

■ City Terrace 9

Moderator/Presenter: Allison G. VanDenend, Annual Giving and Alumni Affairs Coordinator, Harn Museum of Art at the University of Florida, Gainesville, FL.

Presenters: : Michael A. Christ, UF Student Government Representative, University of Florida, Gainesville, FL; David Looney, Associate Director of UF Business Services, University of Florida Business Services Division, Gainesville, FL; Amy Jantzer, Senior Vice President, Echo Interaction Group, Orlando, FL.

As museums aim to stay relevant to existing members and remain current in the digital age, they must also meet the needs of the next generation. Membership departments need to evolve alongside education and curatorial departments, attracting the next generation of donors and museum-goers. Measures that encourage alignment of these goals are the basis of this discussion. The objective of this session is to share new and creative solutions to the changing face of membership in the digital age.

Interpreting Local History With Engaging Experiences

■ City Terrace 4

Moderator/Presenter: Stephen Bitgood, Professor Emeritus of Psychology, Jacksonville State University, Palm Coast, FL.

Presenter: Hewitt J. Dupont, Antebellum Seminole War and Civil War reenactor, Flagler County Historical Society, Palm Coast, FL.

Local plantation history is discussed using three methods of engaging visitors: a visitor studies researcher-evaluator describes principles for designing engaging experiences using local history; an author/historian illustrates engaging story telling; and, a descendent of one of the plantation owners illustrates making personal connections with facts from his family history. **(Sponsor: EdCom)**

12:00 NOON – 1:30 PM

AFFINITY LUNCHEONS

Museum Educators Committee (EdCom)

■ River Terrace 2

For the EdCom program, Michelle Zupan, Hickory Hill/Watson-Brown Foundation, will be talking about “Teacher Workshops.” Museums are increasingly watching their school program numbers drop. How to counteract this? Be more useful and valuable to the schools. One way to get your name, face, and product out there is through Teacher Institutes. Museums are uniquely positioned to offer the professional development required by every public school district. We will discuss how any type and size museum can tap into this wellspring. **(EdCom members, pre-reg. required)**

Southeastern Registrars Association (SERA)

■ River Terrace 3

Here is your opportunity to meet with fellow SERA members and discuss possible sessions and workshops for next year. **(SERA members, pre-reg. required)**

Association of Academic Museums & Galleries (AAMG)

■ City Terrace 12

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

Curators’ Luncheon (CurCom)

■ City Terrace 11

Join your colleagues for lunch and informal conversations about curatorial issues, network with peers, and meet your Regional AAM CurCom representatives. **(CurCom members, pre-reg. required)**

1:45 – 3:30 PM

OFF-SITE TOURS

■ Meet at Hyatt’s lower lobby entrance on Newnan Street at 1:45 PM.

(Pre-registration required)

SERA Behind-the-Scenes Tour: Cummer Museum of Art & Gardens

■ Meet at Hyatt’s lower lobby entrance on Newnan Street (transportation provided to 829 Riverside Avenue).

The Cummer Museum’s collections include over 5,000 pieces of art spanning from 2100 B.C. through the 21st century. The Cummer Museum is pleased to present a behind-the-scenes tour of the Museum’s state of the art storage facility. The tour will include storage for paintings, works on paper and various 3-dimensional objects in the Museum’s Permanent Collection. Another stop on the tour will be the Museum’s loading dock, freight elevator and crate storage. The tour will conclude with a stop in the Museum’s institutional archives. **(Pre-reg. required, SERA members)**

EdCom Tour: MOSH’s Educational Center for Museum Educators

■ Meet at Hyatt’s lower lobby entrance on Newnan Street (transportation provided to 1025 Museum Circle).

Ed Tech Educators are invited to visit both the JEA Science Theater and the Bryan-Gooding Planetarium. MOSH education staffs have planned 30–40 minute show/presentation in each that showcases how we incorporate technology in educating our visiting school groups along with the everyday visitor. **(Pre-reg. required, EdCom members)**

CurCom Tour: MOCA’s Tour for Curators, Collection-Related

■ Meet at Hyatt’s lower lobby entrance on Newnan Street to walk to 333 North Laura Street.

I want it to levitate that’s not going to be a problem, is it? MOCA’s curatorial team will conduct a program focused around the unique challenges presented by contemporary installation based work. The program will be part in gallery tour, theater presentation and group discussion. It will focus around Project Atrium, MOCA Jacksonville’s bold series, which features site-specific and site-sensitive installations by emerging and mid-career artists. The unique placement, dimensions and scale of the Haskell Atrium Gallery provide a compelling challenge to the chosen artist —a call to reinvention and active collaboration with the architecture of the Museum on a monumental scale. **(Pre-reg. required, CurCom members)**

Federal Reserve Tour: Federal Reserve

Bank of Atlanta Jacksonville Branch

■ Meet at Hyatt’s lower lobby entrance on Newnan Street to walk to 800 Water Street.

Tour the Federal Reserve. Explore the onsite monetary museum with several examples of historical currency (including a \$100,000 bill), as well as artwork and exhibits relating to the Federal Reserve. Tours also include a trip to our cash services department, where attendees get to see millions of dollars being processed and shredded. Learn about counterfeiting and get the opportunity to touch two million dollars. Each tour begins with a short introduction to the Federal Reserve. **(Pre-reg. required)**

2:00 PM – 3:00 PM

COUNCIL MEETING

■ Boardroom 2

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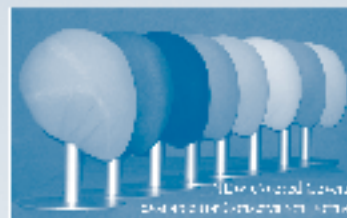
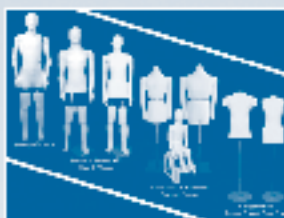
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