



SEMC ANNUAL  
MEETING 2021  
PRELIMINARY  
PROGRAM

#SEMC2021



SOUTHEASTERN  
MUSEUMS  
CONFERENCE





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ANNUAL MEETING  
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**SERA = Southeastern Registrars Association**  
**NAME = National Association of Museum Exhibition**  
**CurCom = Curators Committee of the American Alliance  
of Museums (SE Region)**  
**EdCom = Educators Committee of the American Alliance  
of Museums (SE Region)**

**SUNDAY  
OCT. 24**

**1:00 PM – 4:30 PM  
REGISTRATION**

**||||| Chattanooga Convention Center**

**1:00 PM – 4:00 PM**

**PRE-CONFERENCE WORKSHOP:  
2020 LEADERSHIP INSTITUTE WORKSHOP  
(2020 INSTITUTE COHORT ONLY)**

**||||| Chattanooga Convention Center, Meeting Room 21**

**1:00 PM – 3:00 PM**

**PRE-CONFERENCE OFF-SITE TOUR: CHATTANOOGA'S  
RIVERFRONT: WHOSE STORY IS IT TO TELL?**

**||||| Meet in Marriott Lobby at 12:45 for transportation**

Join this tour of Chattanooga's riverfront with a special focus on "The Passage," a collaborative and inclusive public art project by Cherokee artists, Team Gadugi, and the "Ed Johnson Memorial", a public art project memorializing the 1906 lynching of Ed Johnson on the Walnut Street Bridge and recognizing the U.S. Supreme Court case that established federal oversight of state-level civil rights issues. "The Passage," one of the nation's largest public installations of Southern Native American art, is a living tribute to the resiliency and vibrancy of the Cherokee culture – and those of other tribes removed from this region during the Trail of Tears. The Ed Johnson Memorial promotes racial healing and reconciliation through the acknowledgment of his lynching and honors the courageous work of his attorneys and one of the forgotten first steps in the long battle for civil rights in America. The riverfront tour will be guided by project team members exploring how to reconcile ownership of public spaces while giving voice to hidden stories through public art and placemaking. **(Pre-registration required, max 25)**

**1:00 PM – 4:00 PM**

**PRE-CONFERENCE OFF-SITE TOUR: ROCK CITY (1400  
PATTEN ROAD, LOOKOUT MOUNTAIN, GA 30750)**

**||||| Meet in Marriott Lobby at 12:45 for transportation**

Visit Rock City Gardens and stroll through a 4,100-foot Enchanted Trail where you'll encounter incredible rock formations, magical caves, and breathtaking views. Walk at your leisure and experience the gardens at your own pace. You'll be amazed at the spectacular seven states view from Lover's Leap, and see the world in a whole new way from Rainbow Hall. **(Pre-registration required, max 25, \$25)**

**5:00 PM – 6:30 PM**

**PRE-CONFERENCE EVENT: BESSIE SMITH CULTURAL  
CENTER (200 E. MLK BOULEVARD)**

**||||| Meet bus outside Marriott's lobby; bus departs at 5:00 pm**

**MONDAY  
OCT. 25**

**All sessions will be held at the Chattanooga Convention Center  
(One Carter Plaza) unless otherwise noted.**

**MUSEUM DIRECTOR/TRUSTEE LEADERSHIP FORUM**

Join us for the 2021 Museum Director/Trustee Leadership Forum on Monday, October 25, 2021, in Chattanooga, TN. In partnership with the Museum Trustee Association (MTA), the SEMC 2021 Annual Conference will offer a Leadership track of programs that explore issues that matter to museum leaders. SEMC Director/Trustee Day opens Monday morning with an opportunity to watch a virtual track of sessions followed by the Director/Trustee Luncheon at the Chattanooga Convention Center. The afternoon sessions will offer additional opportunities to attend programs in the Leadership Track. The day will culminate Monday evening with a private reception for Museum Directors and Trustees at the Hunter Museum of Art. The luncheon and session offerings will be an opportunity to network and learn from your colleagues and other trustees. Share ideas and vision with fellow museum leaders.



[Single Day registration](#) (\$100) for Directors and Museum Trustees includes the Trustee-Director Luncheon, sessions, and private reception. **(2021 Museum Leadership Forum Lead Sponsor: Conserv)**

**7:30 AM - 11:30 AM**

### HHMAG HANDS-ON HELP PROJECT

iiii Meet in Marriott lobby to carpool, location TBC

Please join us for our annual HHMAG Hands-On Help session! Our site(s) will be announced as soon as possible. Previous Hands-On Help work has included painting, cataloging, cleaning, weeding, decorating for holidays, and more! **(Sponsor: HHMAG) (Pre-registration required)**

**8:00 AM - 5:00 PM**

### REGISTRATION

iiii Chattanooga Convention Center (One Carter Plaza)

**8:30 AM - 11:00 AM**

### SEMC COUNCIL MEETING

iiii Meeting Room 2

**9:00 AM - 11:15 AM**

### ON-SITE WORKSHOP: CONDITION REPORTING FOR COLLECTIONS AND LOANS

iiii Meeting Rooms 7/8

Moderator/Presenter: David Goist, Conservator of Paintings, Goist Art Services, LLC, Raleigh, NC


Presenters: Kesha Talbert, Conservator of Paper, Freer Gallery, Contract Conservator, Washington, DC, Carolyn Grosch, Curator of Collections and Exhibitions, Western Carolina University, Cullowhee, NC

Condition Reports are a key element of Collections Records. Accurate condition evaluation is important at the time of acquisition or as an artifact is loaned or borrowed. Condition reports can become a critical tool should damage be claimed either from poor handling, bad environment, accident, or vandalism. Two experienced conservators will review the agents of deterioration with advice as to whether the effects of age or inherent vice constitute the need for professional conservation care. The workshop will focus on paintings and works on paper. The instructors will review the various media used to create works of art and will offer advice on media identification. The instructors will have available several paintings and works on paper for attendees to do hands-on examination. Attendees are asked to bring their preferred magnification tool and several pairs of cotton gloves. Attendees may also bring examples of unknown media or state of preservation. The workshop is designed for individuals whose responsibility is the creation of accurate condition reports. Registrars, curators, and students are the target audience. **(Sponsor: SERA)**

**10:00 AM - 11:15 AM**

### CONCURRENT VIRTUAL SESSIONS

#### Building Climate Dialogue and Resilience Through Online Communities

 Watch Party — Meeting Room 16


Moderator/Presenter: Julia Kumari Drapkin, Founder and CEO, ISeeChange, Louisiana

Presenters: Samantha Harrington, Community Manager, ISeeChange, Louisiana, Max Cawley, Associate Program Manager of Learning Philosophy and Evaluation, Museum of Life and Science, Durham, NC

Museums house our collective change histories with exhibits and in-person programs, however, digital tools present opportunities to link our collective experiences in real-time. In this session, attendees will

learn how to use digital tools like ISeeChange to engage communities with climate science and inform local planning efforts.

#### Writing Outside of the Lines: Collaboration and Online Instruction in Higher Learning during COVID-19


 Watch Party — Meeting Room 17

Moderator/Presenter: Katy Malone, Curator of Academic Programs, McClung Museum of Natural History and Culture, Knoxville, TN

Presenters: Holland Prior, Assistant Director of Composition, Department of English, University of Tennessee-Knoxville

Last year, when higher learning went online, academic museums did too. At the University of Tennessee, an exciting collaboration was formed between the McClung Museum and First-Year Composition Program. Learn how, with no budget, museum expertise transformed a standard primary-source writing assignment into an asynchronous module for the campus-wide English 102 curriculum.

#### Responsive Collecting: Pandemic, Black Lives Matter, and Beyond


 Watch Party — Meeting Room 18

Moderator/Presenter: Erica Hague, Collections Manager, Atlanta History Center, Atlanta, GA

Presenters: Kara Deadmon, Museum Curator, North Carolina State Capitol Division of State Historic Sites and Properties, NC Dept. of Natural and Cultural Resources, Vann Evans, Audio-Visual Materials Archivist, State Archives of North Carolina

This roundtable discussion will focus on responsive collecting efforts over the past year. Please submit questions in advance (ehague@atlantahistorycenter.com) or during the panel for the entire group to discuss. Let's talk about how the future of collecting might look, and the challenges that we might face. **(Leadership Track) (Sponsor: SERA)**

#### A Recipe for Major Gifts Success


 Watch Party — Meeting Room 19

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

Presenters: Stacy Palado, Director of External Relations, McClung Museum of Natural History and Culture, Knoxville, TN, Lori Calvert, Director of Development, Knoxville Museum of Art, Knoxville, TN, David Moore, Director Emeritus, Historic Oakland Cemetery Foundation

Museums need to amplify their fundraising programs beyond simply membership and annual giving and connect with donors in a meaningful way, allowing them to grow and transform their organizations for the future! From sponsorships to endowments, major gifts feed our capacities to achieve transformational change. A successful major gifts program requires many ingredients, from knowing how to invite guests to the table to understanding your organization's "secret sauce." Join chefs David Moore, Director Emeritus of the Historic Oakland Foundation; Linda McNay, Consultant with Our Fundraising Search; Stacy Palado, Director of External Relations at McClung Museum of Natural History and Culture, University of Tennessee; and Lori Calvert, Director of Development at the Knoxville Museum of Art to learn the recipe for a successful Major Gifts Program for your museum. **(Leadership Track)**

#### State Museum Associations Roundtable

 Watch Party — Meeting Room 20

Moderator: Scott Warren, Past President, North Carolina Museums Council, Pineville, NC

Join representatives from the various state museum associations throughout the southeast to meet, network, and discuss what each state's organization is doing. Small groups and facilitated discussion exercises



will lead the attendees through some of the common issues that all state associations face and share ways that others have solved these problems.

**11:30 AM – 12:00 NOON**

**SEMC PROGRAM COMMITTEE MEETING**

Meeting Room 2

**11:30 AM – 1:00 PM**

**JIMI ALUMNI LUNCHEON**

Meeting Room 6

**(Pre-registration required, \$25)**

**11:30 AM – 1:00 PM**

**DIRECTOR/TRUSTEE LUNCHEON & LEADERSHIP FORUM  
(TOPIC TBC)**

Meeting Room 5

**(Museum Leadership Track)**

**(Lead Sponsor: Conserv; additional sponsorship provided by: Museum Trustee Association; OTJ Architects; Case Antiques; Odyssey by History IT)**

**(Pre-registration required, \$40)**

**1:00 PM – 5:30 PM**

**RESOURCE EXPO OPEN**

Exhibit Hall C

**1:00 PM – 2:15 PM**

**CONCURRENT ON-SITE SESSIONS**

**Museums' Social Media and the Black Lives Matter Movement**

Meeting Rooms 7/8

*Moderator/Presenter: Eileen Tomczuck, PhD Candidate, Urban Studies, Tulane University, New Orleans, LA*

*Presenters: Eileen Tomczuck, PhD Candidate, Urban Studies, Tulane University, New Orleans, LA*

In summer 2020, millions of people demonstrated in support of the Black Lives Matter movement. This guided roundtable discussion will cover museums' social media responses to the Black Lives Matter movement; the intended purpose and actual impact of such messaging; and whether and how museums should publicly respond to other national issues of social justice. Through thoughtful discussion, participants will be encouraged to review their own institution's actions and messaging related to racial equity.

**Controversial Objects and Monuments: What's Next?**

Meeting Rooms 9/10

*Moderator/Presenter: Ashleigh Oatts, Education Coordinator, Watson-Brown Foundation/ T.R.R. Cobb House, Athens, GA*

*Presenters: Dr. W. Todd Groce, Executive Director, Georgia Historical Society, Savannah, GA, Calvin Chappelle, Site Director, Alabama Historical Commission, Montgomery, AL*

To continue the conversation from the fall 2020 virtual series, panelists return to discuss the growing movement to remove controversial monuments from public spaces. We will discuss these controversial objects and the decisions behind removal and/or reinterpretation, and what we as museum professionals can do to help with community responses. Attendees will be given plenty of time to ask questions. **(Leadership Track)**

**Communicating History with the American Public:**

**New Research and Recommendations**

Meeting Room 16

*Moderator/Presenter: Ashley Bouknight-Claybrooks, Senior Manager, Professional Development, American Association of State and Local History, Nashville, TN*

*Presenters: Jessica VanLanduyt, Vice President of Guest Experiences, Atlanta History Center, Atlanta, GA, Nicole A Moore, Director of Education, National Center for Civil and Human Rights, Atlanta, GA, Jorge Zamanillo, Executive Director, History Miami, Miami, FL*

How do museums communicate about history with their audiences and stakeholders? This roundtable session will discuss the insights and recommendations from AASLH's "Framing History" project, a multi-year effort to research how the public thinks about history and develop new strategies to help museum professionals communicate about history more effectively—from community engagement, exhibits, fundraising, advocacy, and more. This panel will provide an advance preview of the project's findings and recommendations, with commentary and discussion from panelists about their implications and potential impact across the field. **(Leadership Track) (Sponsors: EdCom, TimeLooper, Inc.)**

**Beyond the School Tour: Serving Our Communities**

Meeting Room 17

*Moderator/Presenter: Christine Bepalec, Manager of School and Teacher Programs, Hunter Museum of American Art, Chattanooga, TN*

*Presenters: Kim Kuta Dring, Director of Education, Cummer Museum of Art and Gardens, Jacksonville, FL, Kaci Norman, Assistant Curator of Youth and Family Programs, Montgomery Museum of Fine Arts, Montgomery, AL, Callen Steinmann, Curator of Education, Georgia Museum of Art, Athens, GA, Athena Buxton, Education Coordinator, Hunter Museum of American Art, Chattanooga, TN*

Increasingly, museums have developed partnerships with community-based organizations that engage students in ways beyond what can be accomplished during a school tour. This panel will be a space to discuss and share ideas, strategies, and lessons learned by museums across the southeast that have built sustained and beneficial partnerships with community members in the greatest of need. Discussion topics will include support for emotional wellness, creating community-informed programs, and supporting students by engaging the whole family. **(Sponsor: EdCom)**

**The Truck Stops Here: A Museum Shipping Primer**

Meeting Room 18

*Moderator/Presenter: Kali Mason, Curator, Perot Services, Dallas, TX*

*Presenters: India Crawford, Senior Director, Transport Consultants International, Tampa, Florida, Brian Garrett, Regional Manager, Bonsai Fine Art, Atlanta, GA, Tricia Miller, Head Registrar, Georgia Museum of Art, University of Georgia, Athens, GA, Jonathan Schwartz, CEO, Atelier 4, Charlotte, NC*

What does it take to ship museum objects? What are the steps you need to take to prepare and keep organized? Come hear from seasoned shippers and museum registrars as they give their advice on how to best tackle the shipping process. **(Sponsor: SERA)**

**Form 990: Deep Dive for Arts and Culture**

Meeting Room 19

*Moderator/Presenter: Nicole Davis, Tax Manager, Smith and Howard PC, Atlanta, GA*

Discussion of the importance of Form 990 and reporting, including common errors and struggles seen in the arts and culture sector of non-profits. We will also include 990 reporting for COVID-19 stimulus funds.





**Handling Hard History****iiii** Meeting Room 20

Moderator/Presenter: Camille Hunt, Senior Museum Registrar, North Carolina Museum of History, Raleigh, NC

Presenters: Vincent Barazza, Digital Preservation Librarian, Xavier University of Louisiana, New Orleans, LA, Fielding Freed, Director of Historic House Museums, Historic Columbia Foundation, Columbia, SC, David Serxner, Independent Historian and Researcher, Raleigh, NC, Dr. Sharlene Sinegal-DeCuir, Associate Professor of History, Xavier University of Louisiana, New Orleans, LA

We usually separate ourselves from the objects we handle, preserve, and interpret. We make sure the objects are properly stored and exhibited and that the stories we share are authentic. Sometimes the separation fails, and things get overwhelming. We are confronted with the harsh history of some of these objects. Hear a variety of perspectives and engage in thoughtful discussion about how we are personally affected and how to cope. **(Sponsor: SERA)**

**2:15 PM – 2:45 PM****ICED TEA & COOKIE BREAK IN RESOURCE EXPO****iiii** Exhibit Hall C**(Sponsor: ERCO Lighting)****2:30 PM – 4:00 PM****OFF-SITE SESSION: SEMC EXHIBIT REVIEW:****Bessie Smith Cultural Center****iiii** Meet in the Marriott Lobby at 2:15 for transportation.

Moderator/Presenter: Michael Scott, Director of Historic Resources, Jekyll Island Authority, Mosaic/Jekyll Island Museum, Jekyll Island, GA

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

Join in a discussion about the museum exhibit field with representatives from museum education, curation, exhibit design, and others while visiting one of the local museum's exhibits 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. A general discussion on the role of each field and how they all fit into and shape the exhibit's process will follow. **(Pre-registration required, Max 25)**

**2:45 PM – 4:00 PM****CONCURRENT ON-SITE SESSIONS****Volunteer Reset: Reimagine and Re-Engage****iiii** Meeting Room 2

Moderator/Presenter: Tracy Kennan, Curator of Education, New Orleans Museum of Art, New Orleans, LA

Presenters: Marcy Breffle, Education Manager, Historic Oakland Foundation, Atlanta, GA, Jennifer Reid, Director of Volunteer and Visitor Services, The Bremen Museum, Atlanta, GA, Terri Clark, Volunteer/Intern Coordinator, Chattanooga Zoo, Chattanooga, TN

In 2020, many institutions suspended or reimaged their volunteer programs. Whether planning Zoom happy hours or making the volunteer work virtual, we all implemented creative solutions - both big and small. What is the state of your volunteer program now? What are your immediate goals for re-engaging volunteers? How would you like your program to look in five years? Come to this facilitated discussion ready to address these questions and we will work together to brainstorm and share possible solutions.

**Ask an Expert! Speed Mentor Networking****iiii** Meeting Rooms 7/8

Moderator: Elise LeCompte, Registrar and Assistant Department Chair, Florida Museum of Natural History, Gainesville, FL

This mentoring session will provide an opportunity for conference attendees to interface with different established professionals in the museum field. Participants can opt to ask general questions about career development or seek the advice of an expert on a specific topic, project, and/or challenge. **(Pre-registration required, Max 20)**

**Resume Tips & Tricks: Writing for the Job You Want****iiii** Meeting Room 9

Moderator/Presenter: Katie Ericson, Senior Manager of School and Volunteer Support Programs, Michael C. Carlos Museum, Emory University, Atlanta, GA

Presenters: Scott Warren, Site Manager, President James K. Polk Historic Site, Pineville, NC, Kali Mason, Curator, Perot Services, Dallas, TX, Joshua Whitfield, Museum Specialist, Museum of Aviation, Robins AFB, Warner Robins, GA, Virginia Howell, Director, Robert C. Williams Museum of Papermaking, Georgia Tech, Atlanta, GA

With an influx of individuals in search of work, museum candidate pools are more competitive than ever. So how can you make sure your resume stands out? Hear from representatives from federal, state, private, and academic museums for tips and tricks on how to tailor your resume and navigate the application process to help you land the job you want.

**Doing More With Less: Environmental Monitoring During and After the Pandemic****iiii** Meeting Room 10

Moderator/Presenter: Austin Senseman, CEO, Conserv, Birmingham, AL

The pandemic made it difficult to care for the objects in our collections. With staff reductions and not being physically on-site, environmental monitoring became particularly difficult. Museums that invested in modern, remote monitoring equipment weathered the pandemic better and set themselves up for success in our new post-pandemic world. Come learn how Conserv is supporting museum efforts to maintain and improve collections care in a world where we're all trying to do more with less. **(Commercial Session)**

**Is Your Museum Surviving or Thriving?****iiii** Meeting Room 16

Moderator/Presenter: Mattie Codling, Director of Collections and Exhibitions, Walter Anderson Museum of Art, Ocean Springs, MS

Presenters: Jackie Spainhour, Museum Director, Hunter House Victorian Museum, Norfolk, VA

As Museum professionals we all want our organizations to succeed. We would love our institutions to be healthy and vital fixtures in the community but that is not always the case. In this panel discussion, you will hear from two museum professionals who have seen their organizations go from just surviving to thriving throughout their employment. These case studies will provide insight into the issues most museums will face over their lifetimes. Additionally, attendees will come away with applicable tips and techniques to boost their museums' relevance and creative capital.

**Where Did I Put That? Inventory 101****iiii** Meeting Room 17

Moderator/Presenter: Kaitlyn Hof-Mahoney, Curator of Collections, Matheson History Museum, Gainesville, FL

Presenters: Emily Lozon, Curator of Collections, International Museum of the Horse, Lexington, KY, Michelle Lopez, Collections Manager/Registrar, National Civil Rights Museum, Memphis, TN

In this session, collections professionals from a variety of institution sizes and disciplines will discuss their inventory procedures. This panel will discuss some of the reasons inventories are needed, why they are an essential part of collections stewardship, and how inventory procedures can be adapted to fit institutional needs. **(Sponsor: SERA)**

#### How Small Museums Can Be Cultural Change Makers

📍 Meeting Room 18

Moderator/Presenter: Sandra Kidd, Senior Partner, Alexander Haas, Atlanta, GA  
Presenters: India Crawford, Senior Director, Transport Consultants International, Tampa, Florida, Brian Garrett, Regional Manager, Bonsai What process. **(Sponsor: SERA)**

#### Prioritizing Museum Accessibility: Empathy, Honesty, Patience, and Persistence

📍 Meeting Room 19

Moderator/Presenter: Scott Cryer, Architect, HGA, Washington, DC  
Presenters: Tammi Edwards, Director of Special Projects, Tennessee State Museum, Nashville, TN, Dr. Jennifer Fortuna, Assistant Professor, Occupational Science, and Therapy Department, Grand Valley State University, Allendale MI, Samantha Andrews, Experiential Learning Director, Frist Art Museum, Nashville, TN

Enhanced accessibility is an important challenge for museums today. Our panel will present tools and best practices while sharing case studies at institutions that are taking action and creatively tapping resources to prioritize this issue. Our museum representatives will stress the importance of having the right folks at the table, taking an honest and critical look at your facilities and operations, and the value of sustained patience and persistence throughout the process. **(Leadership Track)(Sponsor: NAME)**

#### Equity & Inclusion Action Team 2021 Planning Session

📍 Meeting Room 20

📶 Hybrid/virtual attendees can Zoom in to participate

Join the Equity and Inclusion Action Team! We are dedicated to promoting inclusivity in museums, becoming advocates for diversity in our field, and creating safe spaces for visitors. We will provide updates on current team initiatives, continue our discussion and implementation from 2020, and network with other action-oriented colleagues. Our goal is to develop long-term equity initiatives and resources for the SEMC region.

#### 4:00 PM – 4:30 PM

#### SEMC FIRST TIMERS WELCOME & ORIENTATION

📍 Meeting Rooms 7/8

Gather for a warm SEMC welcome and orientation to professional development opportunities and networking meet-ups.

#### 4:00 PM – 4:30 PM

#### EQUITY AND INCLUSION ACTION TEAM MEET-UP

📍 Meeting Room 20

Following the “Equity and Inclusion Action Team” session, join the team for an informal breakout gathering to continue building our connections.

#### 4:00 PM – 5:30 PM

#### RESOURCE EXPO GRAND OPENING RECEPTION

📍 Exhibit Hall C

Meet SEMC’s Industry Partners at the Grand Opening Reception and kick off the conference on a festive note with a free cocktail. Celebrate a return to in-person gatherings with and network with the Resource Expo exhibitors to learn about new products and services. **(Grand Opening Reception Sponsors: Our Fundraising Search; 10-31, Inc.; Exhibit Concepts)**

#### 5:00 PM – 6:00 PM

#### EMERGING MUSEUM PROFESSIONALS MEET-UP

📍 Location TBC

Network and meet new friends!

#### 5:00 PM – 6:00 PM

#### MID-CAREER NETWORKING MEET-UP

📍 Location TBC

#### 5:30 PM – 6:30 PM

#### NAME NETWORKING MEET-UP

📍 Location TBC

#### 6:00 PM – 7:00 PM

#### DIRECTORS AND TRUSTEES RECEPTION:

#### HUNTER MUSEUM OF AMERICAN ART (10 Bluff View Avenue)

Followed by evening event.

📍 Meet in the Marriott Lobby for transportation (bus departs at 5:45 pm)

#### 6:30 PM – 8:00 PM

#### AN ARTFUL EVENING:

#### HUNTER MUSEUM OF AMERICAN ART (10 Bluff View Avenue)

📍 Meet in the Marriott Lobby for transportation

(first bus departs at 6:15 pm)

# TUESDAY OCT. 26

#### 7:30 AM – 9:00 AM

#### CHATTANOOGA DOWNTOWN HISTORY WALK

📍 Meet in front of the Read House Hotel (107 W. MLK Blvd.)

Beginning at the historic Read House Hotel, this 60–90 minute walking tour will explore the city center of downtown Chattanooga. In the course of this tour, we will discuss the architecture, railroad heritage, Cherokee history, Civil War experience, African-American history, and manufacturing heritage of the “Dynamo of Dixie.” Your guide, Maury Nicely, is a local attorney and Chattanooga historian. He is the author of the Chattanooga Walking Tour & Historic Guide (2005), the East Tennessee Walking Tour & Historic Guide (2011), and Hoffa in Tennessee, a book-length account of the 1964 Chattanooga trial of Teamster president Jimmy Hoffa (2019). **(Pre-registration required, 25 person limit, \$25)**

#### 7:30 AM – 9:00 AM

#### CHATTANOOGA BIKE TOUR (via Outdoor Chattanooga)

📍 Meet at the entrance of the Marriott

See Chattanooga by bike! This leisurely paced, guided ride will take you to sites throughout the city including the arts district, Walnut Street Bridge, North Shore, and Main Street. Bikes, helmets, and a guide provided by Outdoor Chattanooga. **(Pre-registration required, 12 person limit, \$25)**

#### 7:30 AM – 9:00 AM

#### CHATTANOOGA FUN RUN

📍 Meet in the Marriott lobby before the run.

Meet your fellow runners to explore Chattanooga. Join us for as much of a 5K route as you would like. The run will last approximately one hour. **(Pre-registration required, \$25, includes t-shirt)**



8:00 AM – 5:00 PM

**REGISTRATION**

iiii Chattanooga Convention Center (One Carter Plaza)

9:00 AM – 5:30 PM

**RESOURCE EXPO OPEN**

iiii Exhibit Hall C

9:00 AM – 10:15 AM

**CONCURRENT VIRTUAL SESSIONS** 📶**SEMC 2021 Technology Competition Showcase**

📶 Watch Party — Meeting Room 16

Co-chairs: Scott Warren, *Historic Site Manager II, President James K. Polk State Historic Site, Pineville, NC*; Scotty Almany, *Digital Media, Programming and Exhibit Logistics Manager, Birthplace of Country Music Museum, Bristol, VA*; Alexander Brooks, *Education Manager, Gaston County Museum of Art and History, Dallas, NC*

SEMC's seventh 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. Award winners will present their projects. **(Sponsor: TimeLooper, Inc.)**

**Pandemic Programs: Creating Digital Education Resources**

📶 Watch Party — Meeting Room 17

Moderator/Presenter: Andrea Miskewicz, *Education Manager, Museum of History and Holocaust Education, Kennesaw, GA*

Presenters: Tyler Crafton-Karnes, *Education Program Coordinator and Accessibility Specialist, Museum of History and Holocaust Education, Kennesaw, GA*; Isabel Mann, *Museum Educator and Digital Specialist, Museum of History and Holocaust Education, Kennesaw, GA*; Brittany Sealey, *Museum Educator and Digital Specialist, Museum of History and Holocaust Education, Kennesaw, GA*

This session will showcase three virtual programs and the digital platforms used to facilitate these programs including Pear Deck, Weebly, and Adobe Spark. Following a short introduction, session participants will choose from one of the three breakout sessions. Each breakout session will allow participants to engage with a virtual program and learn more about the digital platform used to create the program. **(Sponsors: EdCom, TimeLooper, Inc.)**

**Cloud-based Condition Reporting**

📶 Watch Party — Meeting Room 18

Moderator/Presenter: Valarie Kincaid, *Principal, Museum and Collector Resource, Fort Lauderdale, FL*

Presenters: Kali Mason, *Curator, Perot Family Collections, Dallas, TX*; Eric Kahan, *President, Collector Systems, New York, NY*; Annika Erikson, *CEO and Founder, Articheck*,

Condition reporting can be a labor-intensive, albeit necessary, registration activity. Historically, museums have used pencil, paper, and maybe a camera. New resources and apps are now available for conducting and standardizing condition reporting. Panelists will discuss stand-alone subscription-based apps and cloud-based collections management databases that have integrated condition reporting. **(Sponsor: SERA, TimeLooper, Inc.)**

**The Deaccessioning Pivot:****Ethics and Research Strategies During & Beyond COVID-19**

📶 Watch Party — Meeting Room 19

Moderator/Presenter: Matthew Davis, *Director of Museums, Georgia College, Milledgeville, GA*

Presenters: Dr. Pamela White (AMM), *JD, Director of Graduate Museum studies at Western Illinois University-Quad Cities, Moline, IL*; Dr. Preston McLane, *JD, Director and Curator of the Museum of Fine Arts, Florida State University, Tallahassee, FL*; Ellen Endslow, *Director of Collections/Curator, Chester County History Center, West Chester, PA*

Aligned with the themes of SEMC Chattanooga, this session will address new debates about deaccessioning museum collections during drastic change. Museum curators and collections specialists are asked to consider deaccessions due to budget reductions, building new collections to include objects from marginalized communities, artists, histories, and overall decolonizing efforts. New approaches, ethical concerns, and next steps will be featured during this panel and discussion. **(Leadership Track) (Sponsor: SERA)**

**Can You Help Us?****Connecting with Advocates through Remote Projects**

📶 Watch Party — Meeting Room 20

Moderator/Presenter: Rebecca Bush, *Curator of History/Exhibitions Manager, The Columbus Museum, Columbus, GA*

Presenters: Virginia Howell, *Director, Robert C. Williams Museum of Paper-making, Atlanta, GA*; Tina Smith, *Museum Educator, Museum of Anthropology at Wake Forest University, Winston-Salem, NC*

Connecting to community members with diverse skill sets helps museums build relationships with student interns and adult volunteers. Hear how three museums of varying sizes and disciplines created remote or hybrid interdisciplinary projects. Finish with a brainstorming session about how your organization can work with advocates in new ways.

**HHMAG Business Meeting**

iiii Meeting Room 7/8

📶 Hybrid/virtual attendees can Zoom in to participate

Moderator/Presenter: Ashleigh Oatts, *T.R.R. Cobb House/ Watson-Brown Foundation, Athens, GA*

Historic house professionals are often Jacks and Jills of all trades but rarely have the opportunity to discuss issues about their sites with other professionals. Participants will have an opportunity to share problems of their sites and can discuss potential solutions. The HHMAG Business Meeting will open this session, and moderators will lead the discussion from there. **(Sponsor: HHMAG)**

10:00 AM – 10:30 AM

**COFFEE BREAK IN RESOURCE EXPO**

iiii Exhibit Hall C

**(Sponsor: William G. Pomeroy Foundation)**



10:30 AM – 11:45 AM

**CONCURRENT ON-SITE SESSIONS****Effective Communication for Museum Professionals**

iiii Meeting Room 7/8

Moderator/Presenter: Steven Blashfield, Principal and Director of the Cultural Studio, Glavé & Holmes Architecture, Richmond, VA

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

Do you find yourself frustrated when your ED doesn't consult you on a decision about your department? Does your staff nod their heads in team meetings, and then go off and do things their way? Does your Board interject themselves into decisions without telling you? As we look at our world today few people would disagree that good communication is suffering. In museums, because people often have multiple job responsibilities it becomes even more critical to communicate as lines of responsibility are often blurred. It is important to recognize that leadership in communication can happen at every level and this session will cover not only how to effectively communicate as a leader, but also how to effectively communicate with your leaders.

**Collections Mishaps Redux**

iiii Meeting Room 9

Moderator/Presenter: Jonathan Schwartz, CEO, Atelier 4, Charlotte, NC  
Presenters: Tricia Miller, Head Registrar, Georgia Museum of Art, University of Georgia, Athens, GA, Aimee Brooks, Collections Manager, The Columbus Museum, Columbus, GA, Eric Fischer, Senior Vice President, WTW Fine Art, Willis Towers Watson Northeast, Bethesda, MD

It was cringe-inducing, it was heart-breaking ... but let's do it again! This session is a follow-up to 2020's When Things Go South[east]: Stories of Collections Mishaps. Once again, a panel of two collections professionals and a fine art insurance professional, plus fine art shipping professional acting as the emcee, will come together to present stories of collections mishaps that have been gathered ahead of the conference and offer advice on how to best manage the crisis. A poll will be taken at the end to choose the best story and a prize will go to the winner. **(Sponsor: SERA)**

**How to Specify Exhibit Display Cases for your Museum or Exhibition**

iiii Meeting Room 10

Moderator/Presenter: William Stender, President, 10-31, Inc.

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

**To Podcast or Not to Podcast**

iiii Meeting Room 16

Moderator/Presenter: Scott Williams, President and CEO, Discovery Park of America, Union City, TN

Today's museum professionals are looking for unique ways to implement their missions, broaden their outreach, create new avenues of funding and make more potential guests aware of their museums. Podcasting may offer an effective tool they can include in their communication plan to meet those objectives and more. In May 2019, Discovery Park of America launched a weekly podcast, "Reelfoot Forward: A West Tennessee Podcast." In this presentation, Scott Williams, president and CEO of the 100,000-square-foot museum and 50-acre heritage park in Union

City, Tennessee, and host of the podcast will share lessons learned and the results after producing more than 100 episodes. Attendees will gain knowledge and information that will allow them to evaluate if a podcast would align with their own organization's communication strategies. If they decide to produce one of their own, this session will provide helpful tips and tricks to make their podcast a success. **(Sponsor: TimeLooper, Inc.)**

**The Horrors, the Humors, and the Completely Improbables**

iiii Meeting Room 17

Moderator/Presenter: Amelia Gallo, Programs and Membership Manager, Thomasville History Center, Thomasville, GA

Presenters: Ashleigh Oatts, Education Coordinator, Watson-Brown Foundation/T.R.R. Cobb House, Athens, GA

So you want to work in a small museum (or you want to know what it's like to work in a small museum)? Join us for a series of fun (and true) anecdotes about all the wild and wacky things that go on behind the scenes. Bring your craziest small museum story to share and commiserate over our most unusual "other duties as assigned!"

**Exhibit to Action**

iiii Meeting Room 18

Moderator/Presenter: Eileen Tomczuck, PhD Candidate, Urban Studies, Tulane University, New Orleans, LA

Presenters: Marissa Petrou, Ph.D., Director, Guilbeau Center for Public History; Assistant Professor, University of Louisiana at Lafayette

How can museums motivate visitors to social justice action? Grounded in original audience research and examples from the field, this session will teach museum professionals how to inspire visitors to action through creative engagement. Attendees will learn about effective strategies for influencing visitors' social justice behaviors and will have the opportunity to develop new ideas for encouraging action at their institutions.

**Strategic Planning: Creating a New Foundation for the Future**

iiii Meeting Room 19

Moderator/Presenter: David M. Paule, Senior Consultant, Our Fundraising Search, Atlanta, GA

Presenters: Matthew S. Davis, Director of Historic Museums, Georgia College, Milledgeville, GA

Strategic planning is important for a museum in normal years. Coming out of the multitude of crises associated with the pandemic makes it essential. Now is the best possible time to take a fresh approach to plan for your future. The Georgia College House Museums (GCHM) recently completed a new strategic plan. Despite being in the middle of a shutdown, a pandemic, and the panoply of other issues and challenges that 2020 brought, GCHM was able to complete the new plan in a fast, effective manner by using a unique, expedited planning process provided by Our Fundraising Search. In this session, we'll tell you how we did it.

**Donor Database Nightmares — And Some Solutions Management Systems**

iiii Meeting Room 20

Moderator/Presenter: Mary Walker, Principal, Leaf Spring Consulting, Knoxville, TN

Presenters: Rachel Katz, Development Manager, High Museum of Art, Atlanta, GA

You KNOW that info is in there, but how do you get it out? Your CRM is too unwieldy, too complicated, and customer service is not being helpful today. Two experienced development executives talk about some of the often-comical issues surrounding donor database management. And, they will discuss how data-entry control and understanding your hierarchical structure can help you tame the database beast.





12:00 NOON - 1:30 PM

**PROFESSIONAL NETWORK LUNCHEONS****Curator's Luncheon (CurCom)**

iiii Meeting Room 4

Presenter: Stacey Swigart, Chair, American Alliance of Museums Curators Committee (CurCom)

Join your colleagues for lunch and informal conversations about curatorial issues, deaccessioning, network with peers, and meet your Regional AAM CurCom representatives. **(CurCom members or those interested in CurCom, pre-registration required, \$25)**

**Museum Educators Committee (EdCom) Luncheon & Program: What's Next? Rebuilding, Strengthening & Serving Our Communities**

iiii Meeting Room 5

Presenter: Nisa Floyd, Art Education Consultant, Atlanta, GA

Join your fellow museum educators for lunch and discussion! In the wake of closures, cancellations, a global pandemic, and a national reckoning with systemic racism, how can we best meet the needs of our visitors and communities? Learn how Atlanta Contemporary approached these challenges, and join in on the discussion about challenges and opportunities: rebuilding and strengthening communities during and after closures, proactively addressing collective trauma as part of the museum experience, dismantling racism within the museum, and brainstorming ways to create more meaningful connections and partnerships. **(EdCom members or those interested in EdCom, pre-registration required, \$25)**

**Southeastern Registrars Association (SERA) Luncheon/Business Meeting**

iiii Meeting Room 6

The annual business meeting/luncheon for the Southeastern Registrars Association. Come hear updates from the board, welcome new board members, and find out more about what is going on with SERA. This is also a great opportunity to network with your colleagues. **(SERA members only, pre-registration required, \$25)**

1:45 PM - 4:15 PM

**OFF-SITE WORKSHOP:****Museums and Social Justice: Institution-Wide Projects**

iiii Meet in the Marriott Lobby at 1:30 for transportation to the Hunter Museum of American Art (10 Bluff View Avenue)

Moderator/Presenter: Adera Causey, Curator of Education, Hunter Museum of American Art, Chattanooga, TN

Presenters: Nandini Makrandi, Chief Curator, Hunter Museum of American Art, Chattanooga, TN, Rachel White, Curator of Education, Birmingham Museum of Art, Birmingham, AL, Jennifer Jankauskas, Curator of Art, Montgomery Museum of Art, Montgomery, AL, Laura Bocquin, Community Arts and Engagement Coordinator, Montgomery Museum of Art, Montgomery, AL

While the protests of 2020 brought racial and socioeconomic issues to the national forefront, many museums had long been centralizing the voice of historically marginalized communities and partnering with community activists to ignite change. The Hunter Museum of American Art, The Birmingham Museum of Art, and the Montgomery Museum of Fine Arts have all been committed to this work for decades through exhibitions, public programs, and community partnerships. This workshop will share how each institution has built community trust and became a center for dialogue and action around social and racial justice. This will be a space for participants to develop their visions for museum activism in their community. **(Pre-Registration Required, Max 50 participants)**

1:45 PM - 3:00 PM

**CONCURRENT ON-SITE SESSIONS****Creating an Accessible Future: An Interactive Roundtable**

iiii Meeting Room 7

Moderator/Presenter: Katy Menne, Curator of Education, North Carolina Maritime Museum at Southport, Southport, NC

Presenters: Danielle Garcia, Museum Educator, Cummer Museum of Art and Gardens, Jacksonville, FL

Learn how to meet the moment for visitors of all abilities in-person and digitally with compassion through roundtable discussions and activities that explore sensory deprivation. What programmatic, structural, or budgetary changes would you make at your institution to create a more inclusive experience for your patrons? Increasing our awareness of the needs that our physical and neuro-diverse communities have will make our spaces all the more welcoming for all people. Join us! Sensory bags, bins, and easy how-to guides will also be available for you to learn more about and explore.

**From Collections to Collective Impact: Empowering Students to Use Artifacts in Their Learning Journey**

iiii Meeting Room 8

Moderator/Presenter: Andrew Feinberg, Principal, TimeLooper, Inc., New York, NY

Join this session to learn how to open up collections in 3D artifact / augmented reality format to allow students access so students can organize/make sense of the collections to curate their digital schooling portfolios. **(Commercial Session)**

**EMP Roundtable IV: Picking Up The Pieces**

iiii Meeting Rooms 9/10

Moderator/Presenter: Joshua Whitfield, Museum Specialist, Museum of Aviation, Warner Robins, GA

Presenters: Felicia Ingram, Manager of Interpretation, Accessibility and Diversity, North Carolina Museum of Art, Raleigh, NC, Rachel Bragg, Senior Planner, DeKalb County Planning and Sustainability, Atlanta, GA, Lacey Wilson, Site Manager, Charlotte Hawkins Brown Museum at Historic Palmer Memorial Institute, North Carolina Division of State Historic Sites, Gibsonville, NC, Patrice Green, Research and Instruction Librarian, University of Georgia Special Collections Libraries, Athens, GA

The Emerging Museum Professional Roundtable returns! Join a group of talented professionals from across the employment spectrum to discuss strategies for being an EMP during (and after) a time of plague. We will discuss strategies for how to get a job, what jobs are being prioritized now, which skills you need to develop, and how to practice self-care in response to COVID as a widespread and deeply traumatic event. An open discussion will address concerns and challenges in a safe space for honest conversation among peers.

**Understanding Fine Art Insurance: Who Does What?**

iiii Meeting Room 16

Moderator/Presenter: Kimberly Terbush, Registrar, Weatherspoon Art Museum, University of North Carolina at Greensboro

Presenters: Casey J. Wigglesworth, Assistant Vice President, Huntington T. Block Insurance Agency, Inc., Washington, DC, Erin Bast, Senior Underwriter, Huntington T. Block Insurance Agency, Inc., Washington, DC, Amy Murphy Kuhnert, Founder and Principal, Murphy Kuhnert Art Consulting, Washington, DC, Eric S. Fischer, Senior Vice President, WTW Fine Art, Willis Towers Watson Northeast, Inc., Bethesda, MD

Fine Arts Insurance is something that most collection managers and registrars deal with every day. They send off requests for Certificate of



Insurance and sign loan agreements, but do they know what is covered and who is ultimately responsible? This session will cover the importance of condition reports with photographs, policy exclusions, artwork values and recovery amounts, transit insurance, indemnity and seizure laws, and other related topics. **(Sponsor: SERA)**

### Working with Wikidata: Making Collections Accessible

iiii Meeting Room 17

Moderator/Presenter: Kali Mason, Curator, Perot Services, Dallas, TX  
 Presenter: Steven Baskauf, Ph.D., Data Science and Data Curation Specialist, Vanderbilt University, Nashville, TN

In 2020 Vanderbilt University Fine Arts Gallery began uploading their collections data to Wikidata. Wikidata allows for your collection data to be easily accessible and findable, more so than hosting a database on your institution's website. Join Dr. Steve Baskauf, Data Science and Data Curation Specialist and the former VU Fine Arts Gallery registrar, Kali Mason, as they discuss the process and how your museum can utilize Wikidata to make your collection more visible. **(Sponsors: SERA, TimeLooper, Inc.)**

### Crafting Effective Content Marketing Strategies

iiii Meeting Room 19

Moderator/Presenter: Tricia Miller, Head Registrar, Georgia Museum of Art, University of Georgia, Athens, GA

Presenters: Christy Sinksen, Associate Registrar, Georgia Museum of Art, University of Georgia, Athens, GA, Elise V. LeCompte, Registrar and Coordinator of Museum Health and Safety, Florida Museum of Natural History, Gainesville, FL, Matthew S. Davis, Director of Historic Museums, Georgia College, Milledgeville, GA

This session will take a fresh look at the AAM General Facility Report (GFR) and how museum professionals use it. We'll start with an introduction to the form and why it is important to have one. Then, as a roundtable discussion, we'll consider its use from three perspectives: 1. When you are looking at another institution's report because they have made a loan request. 2. When you are filling out the form or updating it because your institution wants to request a loan. 3. Other uses for the GFR and what to do if you don't have one. Attendees are encouraged to bring their GFRs and ask questions. **(Sponsor: SERA)**

### Collections Care and Management for Novices

iiii Meeting Room 20

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

Presenters: Mary Hauser, Registrar and Associate Director, Gregg Museum of Art and Design, North Carolina State University, Raleigh, NC, Alyssa Magnone, Collections Manager, Aiken County Historical Museum, Aiken, SC

Do you work in a small museum where you've been assigned to take care of the collections without any background? Are you new to collection management? Then this session is for you. Three experienced collections professionals will share methods that they use to teach collections care and management to interns, volunteers, and the general public. Attendees with professional expertise will leave with ideas about how to train non-collections professionals in their local or regional communities. **(Sponsor: SERA)**

3:00 - 3:30 PM

### ICE TEA & COOKIES BREAK IN RESOURCE EXPO


iiii Exhibit Hall C

**(Sponsor: ERCO Lighting)**

3:30 PM - 4:45 PM

### CONCURRENT VIRTUAL SESSIONS


#### Evaluation of NMAAHC's Interpretation Program: Ethical Interpretation for the 21st Century: An Information Session

 Watch Party — Meeting Room 16

Moderator/Presenter: Jennifer Zazo-Brown, Museum Program Specialist, Smithsonian's National Museum of African American History & Culture, Washington, DC

#### SEMC Programs 2022-2023:

##### Leadership Institute and Jekyll Island Management Institute


 Watch Party — Meeting Room 17

Presenters: Alumni and Faculty of the SEMC Leadership Institute and Jekyll Island Management Institute.

The SEMC Leadership Institute is a five-day leadership training course that will be held in Charlotte, North Carolina April 24-29, 2022. Several Leadership Institute faculty and graduates from the inaugural cohort will provide an overview of the program, its impact and plans for 2022. Alumni of the Jekyll Island Management Institute will also give an update on the current evaluation process and relaunch of this program in January 2023.

#### Climate Change and Collections Care:

##### New Tools for Risk Management

 Watch Party — Meeting Room 18


Moderator/Presenter: Blair Wunderlich, Fine Art Broker, DeWitt Stern Group, Inc. New York, NY

Presenters: Sierra Polisar, Collection Manager, Newcomb Art Museum of Tulane University, New Orleans, LA, Amy Hahn, National Loss Control Practice, Risk Strategies Company, Westminster, MA

In 2020, the Gulf Coast recorded five named storms in the short span of three months. Storm events pose a significant risk for damaging collections. As these disasters become more frequent, the cost of insurance becomes equally problematic. Museum facilities and operational plans need to adapt to extreme weather to protect art and outdoor sculpture collections. This session will focus on flood and storm risks and their specific impact on museum collections. In the process, the discussion will review firsthand accounts of claims and lessons learned. The session will provide participants with tools to measure their exposure to loss and practical ways to protect priceless valuables from extreme weather. **(Sponsor: SERA)**

#### Stuck in the Middle With You:

##### Strategies for Middle Management

 Watch Party — Meeting Room 19

Moderator/Presenter: Tricia Miller, Head Registrar, Georgia Museum of Art, University of Georgia, Athens, GA

Presenters: Ainsley Powell, Curator of Collections, Historic Resources and Museum Program, City of Raleigh, NC, Christa McCay, Collections Manager, Marietta Museum of History, Marietta, GA, Tina H. Smith, Museum Educator, Museum of Anthropology, Wake Forest University, Winston-Salem, NC

This session will provide an opportunity for attendees to connect with others in the field who are making a career in middle management. The panelist will spark discussion among the attendees in the areas of leadership as a middle manager, forging a career path and transitions to new positions or new locations, and success stories in middle management.





**Shifting Voices in Permanent Collection Galleries**

📶 Watch Party — Meeting Room 20

Moderator/Presenter: Natalie Mault Mead, Associate Curator, Hunter Museum of American Art, Chattanooga, TN

Presenters: Dr. Katelyn Crawford, The William Cary Hulsey Curator of American Art, Birmingham Museum of Art, Birmingham, AL, Ashley Holland, Associate Curator, Crystal Bridges Museum of American Art, Bentonville, AR, Dr. Johanna Minich, Assistant Curator of Native American Art, Virginia Museum of Fine Arts, Richmond, VA, Holly Wilson, Visual Artist

How can museums bring inclusive representation into gallery spaces? Join curators and artists for this session on DEAI in acquisitions and permanent collection galleries, followed by an open dialogue on important issues facing museums in the Southeast. Explore creative ways museums have reinterpreted collections, allowing for more comprehensive narratives.

**4:30 PM – 5:30 PM**

**RESOURCE EXPO CLOSING PARTY**

🏢 Exhibit Hall C

**5:30 PM – 6:30 PM**

**COUNCIL LEGACY RECEPTION**

**Read House Historic Hotel** (107 W. MLK Boulevard)

🏢 Meet in Marriott Lobby

Celebrate the SEMC Legacy Society, a planned giving program, and thank donors to the Past Presidents Circle and William T. and Sylvia F. Alderson Endowment Fund. Transportation to the evening event will follow. **(Council invitation only)**

**6:00 PM – 8:00 PM**

**EVENING EVENT at the Aquarium Plaza**

🏢 Meet in Marriott Lobby for transportation (first bus departs at 5:45 pm)

**Tennessee Aquarium** (1 Broad Street)

**National Medal of Honor Heritage Center** (201 Market Street)

**8:30 PM – 10:00 PM**

**SERA REGISTRARS RESPITE**

**High Rail at The Chattanooga** (1201 Broad Street) **TBC**

🏢 Meet in Marriott Lobby at 8:15 to walk to The Chattanooga

Come join your fellow registrars and collections managers for a night of networking and fun at the rooftop of the nearby Chattanooga Hotel. **(Contributing Sponsors: SERA members, pre-registration required)**

# WEDNESDAY

# OCT. 27

**8:00 AM – 12:00 NOON**

**REGISTRATION**

🏢 Chattanooga Convention Center (One Carter Plaza)

**9:00 AM – 10:15 AM**

**GENERAL SESSION: SEMC ANNUAL BUSINESS****MEETING AND KEYNOTE ADDRESS — LIVE STREAMED**

🏢 📶 Meeting Room 3

After a warm welcome to Chattanooga and a brief business meeting, join your colleagues for the keynote address. **(Sponsor: Conserv)**

**10:30 AM – 11:45 AM**

**CONCURRENT ON-SITE SESSIONS****Ethical Speed Dating**

🏢 Meeting Room 7

Moderator/Presenter: Matthew S. Davis, Director of Historic Museums, Georgia College, Milledgeville, GA

Presenters: Elise V. LeCompte, Registrar and Coordinator of Museum Health and Safety, Florida Museum of Natural History, Gainesville, FL, Ashleigh Oatts, Education Coordinator, T.R.R. Cobb House, Athens, GA, Alan Robison, Director, Anniston Museum and Gardens, Anniston, AL, Rachel Gibson, Vice President of Operations, Belle Meade Plantation, Nashville, TN

Ethical considerations within the museum are increasingly at the forefront of museum operations, both within and outside the institution. As professionals face these issues, limited support or understanding of ethical issues can hamper the ability of staff to resolve situations or provide needed information to superiors or concerned stakeholders. This session will provide participants a chance to meet with seasoned museum professionals representing administration, collections, and educational departments to discuss issues facing them or their institutions. Through this peer mentoring, our goal is to aid participants in developing strategies to assist them in resolving ethical issues. As this is a speed dating process, participation will be limited and pre-registration will be required. **(Pre-registration Required, Max 20)**

**Speak Up and Speak Out: Museum Advocacy**

🏢 Meeting Room 8

Moderator/Presenter: Scott Warren, Site Manager, President James K. Polk State Historic Site, Pineville, NC

Presenters: Ember Farber, Director of Advocacy, American Alliance of Museums, Washington, DC, Michelle Schulte, Independent Museum Professional/Consultant, Pensacola, FL, Peter Koch, Education Association, Mountain Heritage Center at Western Carolina University, Cullowhee, NC

Advocacy can take on many forms and exists at many different levels. From advocating with your local municipality to making the rounds on Capitol Hill, advocacy is vitally important to the museum field. In this session, we will hear from advocates that have spoken with national leaders and local governments, seasoned professionals, and first-timers. Join us as we discuss strategies for advocating and how you can best advocate for the field.

**Communities Engaged:****Energizing Programming with Local Artists**

🏢 Meeting Room 9

Moderator/Presenter: Laura Bocquin, Community Arts and Engagement Coordinator, Montgomery Museum of Fine Arts, Montgomery, AL

Presenters: Chase Quinn, Curator of Education and Programs, Gibbes Museum of Art, Charleston, SC, Sage Kincaid, Associate Curator of Education, Georgia Museum of Art, Athens, GA, McKenzie Drake, Assistant Curator of Public Programs and Community Engagement, Mississippi Museum of Art, Jackson, MS

A dynamic panel explores how programs anchored in partnerships with local artists can attract and welcome new, diverse audiences and sustain participation by amplifying an array of voices from across the community.

**Collection Storage Design**

🏢 Meeting Room 10

Moderator/Presenter: Cassandra Erb, Independent Curator, Ph.D. Candidate in Leadership and Change, Antioch University

Presenters: Owen Ever, Performing Artist, Goat in the Road Productions, New Orleans, LA, Kimberly McKinnis, Director, For All Handkind Artist Collective, New Orleans, LA

Partnerships between institutions, artists, scholars, community groups, and a vast array of other entities are vital to the cultural sector. Using many

voices across our industry we will explore the nature of partnerships and partnership practices. We will look at what has changed and what hasn't, how are relationships growing both together and further apart, and could there be a new vision for the future of partnerships within the arts and cultural communities at large. **(Sponsor: SERA)**

### Partnerships Past, Present, and Future

iiii Meeting Room 16

Moderator/Presenter: Cassandra Erb, Independent Curator, Ph.D. Candidate in Leadership and Change, Antioch University

Presenters: Owen Ever, Performing Artist, Goat in the Road Productions, New Orleans, LA, Kimberly McKinnis, Director, For All Handkind Artist Collective, New Orleans, LA

Partnerships between institutions, artists, scholars, community groups, and a vast array of other entities are vital to the cultural sector. Using many voices across our industry we will explore the nature of partnerships and partnership practices. We will look at what has changed and what hasn't, how are relationships growing both together and further apart, and could there be a new vision for the future of partnerships within the arts and cultural communities at large." **(Sponsor: EdCom)**

### Ask Me Anything: Fundraising Edition!

iiii Meeting Room 17

Moderator/Presenter: Rachel Katz, Development Manager, High Museum of Art, Atlanta, GA

Presenters: George Bassi, Director, Lauren Rogers Museum of Art, Laurel, MS  
Are you new to development and struggling with an issue, but don't know who to ask? Are you a seasoned fundraiser and have a question that you're embarrassed about because you think you should already know the answer? ASK US ANYTHING! George and Rachel are prepared to answer all questions about donors, budgets, membership, and proposals. Any question you have, we have an answer. To submit a question please visit [www.t.ly/AMAFundraising](http://www.t.ly/AMAFundraising) or email [rachel.katz@high.org](mailto:rachel.katz@high.org).

### Adapting Collections Care in a Global Pandemic

iiii Meeting Room 18

Moderator/Presenter: Anastasia Matijkiw, Program Manager and Preservation Specialist Conservation Center for Art and Historic Artifacts, Philadelphia, PA

Presenters: Laura Hartz-Stanton, Executive Director, Conservation Center for Art and Historic Artifacts, Philadelphia, PA, Carole King, Historic Properties Curator, Landmarks Foundation of Montgomery, AL, Collier Neeley, Executive Director, Landmarks Foundation of Montgomery, AL

While having optimal collections care program might be desired, there are often barriers that prevent us from achieving the "best" — often related to time, money, and staffing. In the past year, these barriers have been compounded by a global pandemic. This facilitated discussion will focus on lessons learned when it comes to adapting collections care goals and activities when physical distance from our institutions and a rapidly changing environment creates new challenges and uncertainty. **(Sponsor: SERA)**

### We Need to Talk: Approaching Controversial / Difficult Topics

iiii Meeting Room 19

Moderator/Presenter: Melissa Swindell, Executive Director, Georgia Writers Museum, Eatonton, GA

Presenters: Kathy Dixon, Exhibits Manager, Emory University Libraries, Atlanta, GA; David Allison, Curator Emeritus, National Museum of American History, Smithsonian Institution, Washington, DC

Museums are often the center of controversy. Some issues are front and center, like climate change, others are long-standing concerns of

Confederate monuments. These conversations are often nuanced and multi-sided, and as museums, we need to talk about it. But how do you start this conversation? Who should be involved? Through this Town Hall, we want to know how your organization is discussing difficult and/or controversial topics? And we'll share some ideas that we've gathered along the way.

### Lessons Learned: Takeaways from Virtual Education

iiii Meeting Room 20

Presenters: Rachel Myers, Deputy Director, Two Mississippi Museums, Jackson, MS, Dulcie Hause, Assistant Director of Education, Cummer Museum of Art and Gardens, Jacksonville, FL

It's no secret that 2020 was a game-changer for education. Museums of all kinds were quick to respond, pulling together various forms of virtual field trips and distance learning offerings — in and out of the galleries/grounds, live and pre-recorded. In this session, we'll reflect on the successes and pitfalls of these endeavors and discuss how these new projects might impact the landscape of school offerings in a post-COVID world. **(Sponsor: EdCom)**

12:00 NOON - 1:30 PM

### ANNUAL AWARDS LUNCHEON

iiii Meeting Rooms 4,5,6

Gather for lunch and visit with friends during this networking opportunity. The luncheon will end with an Awards Presentation recognizing professional excellence in our institutions and among our colleagues. **(Pre-registration required, \$30)**

1:45 PM - 4:00 PM

### OFF-SITE TOURS

#### SERA Registrars Behind-the-Scenes Tour (Location TBC)

iiii Meet in Marriott lobby at 1:45 for transportation

Join your fellow collections professionals for a behind-the-scenes look at one of the collection storage facilities at a Chattanooga museum. Attendees will spend time touring storage and learning how staff utilizes the space and storage equipment. **(Sponsor: SERA) (Pre-registration required, Max 25)**

#### Chattanooga Southside

iiii Meet in Marriott lobby at 1:45 pm for transportation

Join the former Director of Chattanooga's Public Art Program for a guided tour of Chattanooga's Southside focused on outdoor murals and other public art that has transformed the area. Once the urban center of the city, the Southside fell into disrepair in the mid-20th Century. Successful revitalization strategies included building new housing, opening a magnet elementary school, and recruiting creatives to the area. Today, the area's abandoned warehouses and old buildings have been transformed and now house restaurants, shops, and art galleries. The eclectic mix of art, entertainment, and cuisine in the Southside has helped make the area a favorite haunt for locals and a must-see place for visitors. **(Pre-registration required, Max 25)**

#### Sculpture Fields

iiii Meet in Marriott lobby at 1:45 pm for transportation

Spend the afternoon at Sculpture Fields, the largest sculpture park in the Southeast located on a 33-acre park. The repurposed former brownfield is the beautiful setting for over 40 large-scale sculptures from sculptors from all over the world and features over 1.5 miles of walking trails interweaving the sculptures. **(Pre-registration required, Max 25)**





**Ruby Falls** (1720 South Scenic Hwy Chattanooga, TN)

Meet in Marriott lobby at 1:45 pm for transportation

Breathtaking Ruby Falls was accidentally discovered by Leo Lambert in 1928 on an unexpected journey deep within Lookout Mountain in Chattanooga, TN. Leo named the falls after his wife, Ruby, and opened the iconic Chattanooga attraction to the public in 1929. Today, Ruby Falls welcomes guests from around the world to enjoy underground cave adventures, spectacular views of the Cumberland Plateau, and soaring zip lines. **(Pre-registration required, Max 25, \$25)**

2:00 PM – 3:15 PM

**CONCURRENT VIRTUAL SESSIONS** 📶**Students Work in Museums (SWIM) Session**

Co-Moderators: Pam Meister, Director, Mountain Heritage Center, Western Carolina University, Cullowhee, NC; Patricia Hobbs, Associate Director/Curator of Art & History, University Collections of Art & History, Washington & Lee University, Lexington, VA

University students throughout our region are engaged in important and challenging work in Southeastern museums. They conduct object-based research, produce exhibits, do oral history interviews, create content for websites, and develop public programs. This session showcases student projects.

**Managing the Afterlife of a Collection**

Watch Party — Meeting Room 17

Moderator/Presenter: Casey Wooster, Governor's House Library Collections Assistant, University of Florida George A. Smathers Libraries, Gainesville, Florida

Presenters: Madeline Sweeney, Registrar, Vero Beach Museum of Art, Vero Beach, Florida, Stephanie Hebert, M.A., Independent Collections Manager (formerly Lasell Fashion Collection), Boston, MA, Laura Nemmers, Museum Collections Consultant, Gainesville, Florida, Laura Marion, Governor's House Library Collections Manager, University of Florida George A. Smathers Libraries, Gainesville, Florida

So what happens after the doors close permanently? This virtual town hall will explore collections management leading up to, during, and after institutional closures. The participants and attendees will share and discuss the realities of juggling collections, expectations, and mental wellness in navigating the aftermath and legacy of institutions. **(Sponsor: SERA)**

**Moving Forward with NAGPRA:****Repatriation and Building Relationships**

Watch Party — Meeting Room 18

Moderator/Presenter: Ellen Lofaro, Director of Repatriation, University of Tennessee, Knoxville, TN

Presenters: Deanna Byrd, NAGPRA Liaison, Historic Preservation Department, Choctaw Nation of Oklahoma, Durant, OK, Raelynn A. Butler, Manager, Historic and Cultural Preservation Department, Muscogee (Creek) Nation, Okmulgee, OK, Celise Chilcote-Fricker, Assistant Professor of Anthropology and NAGPRA Coordinator, William S. Webb Museum of Anthropology, University of Kentucky, Lexington, KY, Megan Cook, Director of Archaeology Collections, Mississippi Department of Archives and History, Jackson, MS

This roundtable will address the Native American Graves Protection and Repatriation Act (NAGPRA). Presenters will invite questions and shared experiences from the audience, focusing on the basics of repatriation, consultation, and building positive relationships with Tribal Partners through the NAGPRA process. **(Sponsor: SERA)**

**Shifting Culture: Giving Voice to Marginalized Groups through Qualitative Research**

Watch Party — Meeting Room 19

Moderator/Presenter: Ann Rowson Love, Ph.D., Pearl Tyner Associate Professor, Director, Museum Education and Visitor Centered Curation Liaison to The Ringling, Department of Education, Florida State University, Tallahassee, FL

Presenters: Deborah Randolph; Alistair Hudson; Sofia Natalia Gonzáles Ayala and Claudia Marcela Venlandia Pirazán; Pete Hoffecker Mejia; Brooke Wessel

**Stolen Memories: Reclaiming our Artifacts and Images**

Watch Party — Meeting Room 20

Moderator/Presenter: Asali Devan Ecclesiastes, Chief Equity Officer, Ashé Cultural Arts Center, New Orleans, LA

Presenters: Leona Tate, Executive Director, Leona Tate Foundation for Change, New Orleans, LA, Kara T. Oridge, Executive Director, Amistad Research Center, Tulane University, New Orleans, LA

Stolen Memories will expand the dialogue around artifact repatriation through a discussion between leaders of small community-based cultural organizations, museums, archives, and intellectual property lawyers. Panelists will explore this question: What impact does the theft of our ancestral artifacts and the ownership of our photographic images have on our ability to tell our own stories? **(Sponsor: SERA)**

3:00 PM – 4:00 PM

**COUNCIL WRAP MEETING**

Meeting Room 7/8

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