



You are
HERE:
mapping the future

SMALL MUSEUM ASSOCIATION

conference

program

SUNDAY, FEBRUARY 18 - TUESDAY, FEBRUARY 20
COLLEGE PARK, MARYLAND

THE MISSION OF THE SMALL MUSEUM ASSOCIATION IS TO DEVELOP AND MAINTAIN A PEER NETWORK AMONG PEOPLE WHO WORK FOR SMALL MUSEUMS, GIVING THEM OPPORTUNITIES TO LEARN, SHARE KNOWLEDGE AND SUPPORT ONE ANOTHER, SO THAT THEY, IN TURN, CAN BETTER SERVE THEIR INSTITUTIONS, COMMUNITIES AND PROFESSION.



Alli Schell · 2017 conference chair

Every year we come together at this conference to see new and familiar faces, to share in lively discussions and ideas, and to celebrate what makes small museums unique. This year our conference theme is “You Are Here: Mapping the Future.” Thinking about the future can be daunting, especially for small museums where you are often only concerned with what is going to happen tomorrow. I hope that the thoughtfully submitted and selected conference sessions, resource hallway vendors and conversations with your peers will help to ease some of the anxieties about “mapping the future” and instead prepare you and your institution for success.

After being involved in the conference committee in various roles for the past few years, it has been so thrilling to have a hand in taking this conference to the next level. All of this though would not be possible without the help of our volunteers and supporters. To our attendees, thank you for taking time out of your busy schedules and making the journey with us once again to a new location!

“A sailor without a destination cannot hope for a favorable wind.” Let’s make a collective goal this year to chart our museum’s course and plan for the future!

Rod Cofield · SMA president

Welcome to the Small Museum Association’s Annual Conference. As usual the conference committee has put together a great slate of offerings for you to enjoy. Please thank them when you see them.

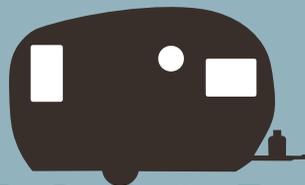
As you can see from my picture, I’m holding my son. He was born this past April and I couldn’t be happier.

I chose this picture because it ties into this year’s theme: “Mapping the Future,” for he is a future museum visitor (and maybe volunteer or staff). I believe that we sometimes get lost in the minutiae of making certain our respective museums can stay open next year. Or we get wrapped up in meeting a project deadline. Or we are thinking about that visitor who gave us a bad review and we don’t know why.

Those are necessary things to think about. But for museums, our purpose is to endure through many generations. This is a hard thing to accomplish. Very few businesses do this (and they are not truly expected to last for generations anyway). But museums are asked to think about the long term. We are expected to keep precious artifacts around for decades at a time. We are meant to be a place where parents take their children while telling stories of visiting us as children themselves.

So, during this conference take the time to think long-term. Don’t let the challenges get you down. Recognize that you are supporting organizations that are meant to last for decades. Think about the next generation of your family and what you want them to learn. Let that inspire you.

I hope you enjoy the conference.



welcome



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management



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conference rooms

Foyer A/B

Salon A

Salon B

Salon E

Salon F

Salon G

Wayne
Curry

Jim
Henson

12-5PM

Registration

1-2:30PM

Inclusivity
with
Audiences

Core
Documents

3-4:30PM

Museum Ed
Programs

Visitor
Engagement

5:30-
7:30PM

Reception
@
Maryland
Milestones

7:30PM

Eat &
Engage
Franklins
Brewery

9-10:30PM

Battle Decks

sunday

7:15-9:15AM

Registration

Breakfast

Breakfast

8:15-9:15AM

Keynote

Keynote

9:30-
10:30AM

Collection
Policies

Board
Relationships

Escape
Boring
Tours

Museums of
Future

Resume
Review

monday

10:30-11AM

Coffee

Coffee

schedule at a
giance

management



programming/
education



emerging
professional



conference rooms

Foyer A/B Salon A Salon B Salon E Salon F Salon G Wayne Curry Jim Henson

	Foyer A/B	Salon A	Salon B	Salon E	Salon F	Salon G	Wayne Curry	Jim Henson	
monday	11AM-12:30PM			Grant Mapping	Exhibits	Cultural Storytelling	Preservation Planning	e-Portfolios	
	12:30-1:30PM		Lunch	Lunch					
	1:30-2PM			Keynote Speaker	Members are Donors	Visitor Evaluation	Deaf Art & Culture	Home-schooling	
	2:15-3:15PM			Money & Mission	Museum Leadership	Visitor Experience	Movement & Play	Budgeting Goals	
	3:15-3:45PM		Snack	Snack	Virginia	Maryland	NJ/NY	Delaware	Pennsylvania
	3:45-4:15PM				STEM Education	Funding Sources	Internships	LGBTQ	Historical Society 2.0
	5:30-9PM		Banquet						
tuesday	7:15-9:15AM	Registration	Breakfast	Breakfast					
	8:15-9AM		Plenary	Plenary					
	9:30-10:30AM				Raise Revenue	DE Abandoned Culture	Re-interpretation	Absent Narratives	Workplace Discrimination
	10:45-11:45AM				Absent Narratives	Social Media	Strategic Plan	MLS Grant	Volunteer Programs



12:00-5:00PM | Registration

The registration table is located in the Foyer A/B. Look for the SMA banner!

1:00-2:30PM | 90-Minute Workshops

Inclusivity: Engaging New and Diverse Audiences | Wayne Curry Meeting Room

Mary Amen, Holly Burnham, Amanda Elliott, Samantha Ferris, Edna Graham, Mary Jurkiewicz, Kristin Montaperto, Susan Proctor, Ann Wass
Get your creative mind buzzing with ideas as the Historical Resources Team, Maryland's Prince George's County Department of Parks and Recreation, lead hands-on activities inspiring you to expand your museum's reach and relevance. Successful programs, from hands-on S.T.E.A.M., to festivals, to the immigrant experience will be shared.

Core Documents Workshop | Jim Henson Meeting Room

Allison Titman, Danyelle Rickard

We will provide attendees with training, tools, and resources to help their museums develop or improve their core documents. We will review the basics of all five core documents—mission, code of ethics, collections management policy, disaster preparedness/emergency response plan, and strategic institutional plan—and then let attendees vote for one document into which to dive more deeply. Attendees will leave with a workbook and other resources they can take back to their museum to continue working on their documents.

3:00-4:30PM | 90 minute workshops

Who Makes a Program? Changing the Hierarchy in Museum Education Programs | Wayne Curry Meeting Room

Alan Beyersdorf, Michael Madeja, Alex Richmond, and Alexandra Rospond

This workshop will be broken into two parts. The first part will be a workshop based on how groups can shift leadership dynamics and how those groups can then come up with creative solutions to program planning. The second part will provide a case-study, via the American Philosophical Society Museum's Second Saturday programs, on the successes (and failures) of sharing program development with floor staff.

More Than Just Looking: Creative Visitor Engagement with Collections | Jim Henson Meeting Room

Katherine C. Grier, Nicole Belolan

This workshop will focus on prototyping some (inexpensive) new ways to get visitors engaged with your collections. We'll focus on visitor-generated cataloging; alternative labels created by audience members; and other experimental strategies for waking up your Sleeping-Beauty collections.

5:30-7:30PM | Wine & Cheese Reception | Maryland Milestones Heritage Center

Join us for a special reception at Maryland Milestones Heritage Center (Pyramid Atlantic Art Center at 4318 Gallatin Street, Hyattsville). The reception will be ASL interpreted.

7:30PM | Eat & Engage Dinner (transportation & cost are attendees' responsibility)

Make new friends or reunite with old ones during the Eat & Engage dinner! Space will be set aside at Franklins Restaurant and Brewery. Attendees are responsible for their own dinner bill and transportation (carpooling is encouraged).

9:00-10:30PM | Battle Decks! | Jim Henson Meeting Room

Make new friends in this PowerPoint parody game by showcasing your small museum-honed improvisational interpretation and public speaking skills! Participants will receive a randomly selected topic 30 seconds before giving a 5-minute presentation using a never-before-seen slide deck. Hilarity ensues & the audience votes for a winner at the end. Volunteer speakers, please sign up at the registration desk.



7:15AM-4:00PM | Registration

The registration table is located in Salon A/B. Look for the SMA banner!

7:15-9:15AM | Breakfast | Salon A/B

8:15-9:15AM | Keynote Address | Salon A/B

Taylor Stoermer, Author and Public Historian, "The History Doctor"

"The Mouse that Roared: How Small Museums Triumph in 2018." The keynote address will be ASL interpreted.

9:30-10:30AM | 60-Minute Sessions

You Are...Where? Resume Review & Career Planning | Jim Henson Meeting Room



Allison Titman and John Orr

Need help mapping your future in the museum field? Join us for advice on resumes, cover letters, and career planning. Bring your resume for review by a panel of mid-career and experienced museum professionals.

Museums of the Future Ask Better Questions | Wayne Curry Meeting Room



Andrea Jones

Thought-provoking questions lie at the heart of all human curiosity. Now that knowable answers can be found at the touch of a button, museums who remain relevant will need to hone the craft of asking better, more compelling questions. This session will focus on ways to frame content (exhibits, programs, digital) using essential questions – not themes or theses – which will help visitors to learn more about themselves and leave them wanting to know more.

Collection Policies other than the Collection Management Policy | Salon E



Elizabeth L. Maurer, Elizabeth Lay, Laurie Baty, and Cara Seitchek

A panel discussion about policies your small museum should have in place beyond the 5 required for AAM accreditation. Panelists will discuss housekeeping policies, interpretive plans, collection plans, and Significance 2.0

All Aboard! 10 Simple, Effective Steps for Building Board Relationships That Will Move Your Museum Forward | Salon F



Amy Walton

How important is your board for the success of your museum? In a word, EXTREMELY! This session will focus on 10 simple but very effective steps for creating fruitful relationships with your board members, relationships that will move your museum forward!

Escape Boring Tours! | Salon G



Mike Connolly and Alli Schell

Learn how the Chadds Ford Historical Society designed an innovative escape room program to teach people about the Battle of Brandywine and Revolutionary War spy techniques while experiencing their historic Chads House in an exciting new way. We'll discuss mission alignment, planning and design, marketing, staffing and pricing to help you create your own escape room program!

10:30-11:00AM | Coffee Break in the Foyer | Foyer A/B

11:00AM-12:30PM | 90-minute workshops

Preservation Planning for Cultural Institutions | Wayne Curry Meeting Room



Samantha Forsko

Preservation planning for cultural institutions can be a complex and overwhelming endeavor. In this workshop, participants will learn about the components of a preservation plan, discuss the building of a planning team, methods of assessing need, be introduced to various prioritization tools, and develop strategies for implementation of the plan. The presenter will provide participants with the information, tools, and guidance to help them understand the importance of and to develop a useful and effective preservation plan and provide a hands on opportunity to practice prioritization of needs and map out a preservation plan for the sample institution.

**Shaping Your Brand: e-Portfolios as a Means of Communication | Jim Henson Meeting Room** *Robert Forloney, Erika Goergen, Mary Alexander, Kevin MacDonald, Tracy Jentzsch, and Kelli Coles*

Creating and maintaining an e-portfolio (which can include everything from videos, podcasts, portfolios of photographs, articles or blog posts, reports, exhibit scripts and other materials) allows you to capture, organize and share your best work from internships, courses, volunteer work or employment in an easy-to-access setting. Learn how a number of academic programs are using e-portfolios both as a way of assessing student progress as well as training them how to utilize tools that are increasing important in our field. Following the session, individuals wishing to create an e-portfolio will be able to consult with faculty and students from several museum studies programs at a table in the Exhibit Hall.

Grant Mapping at Small Museums | Salon E *Maddie Mow and Kirsten Straus*

This interactive workshop will show you how to make a better map of the grant-awarding terrain. Collect, identify, and analyze trends in grant awards and use that information to create exhibition plans, develop new public programs, craft strategic plans, reevaluate mission statements, and more. Participants will grant map for a sample museum, learn how this data was used at the Clackamas County Historical Society, and discuss how this process can be used at your institution. Please bring your own laptops.

Champagne Exhibits on a Beer Budget: Professional Exhibits are Not Out of Small Museums' Reach | Salon F  *Carol Greene, Shawn Gladden and Shawn Herne*

This hands-on workshop walks participants through the steps of planning, designing and installing quality exhibits with limited resources. Participants will be introduced to a step-by-step process that includes developing a budget, making use of existing resources, acquiring and preparing graphics, adding technology and maximizing volunteers' skills.

Place-Based Cultural Storytelling: The Good, the Bad and the Ugly! | Salon G *Heather Shelton & Selwyn Ramp*

A hands-on training that dives into the nuts and bolts of cultural storytelling using creative peacemaking theory and combining it with 21st century technology and place-based education in- and especially around your museum. This workshop will not just provide practical tips and tricks, but also incorporate some of the lessons learned from #BeHereMainSt – A digital cultural storytelling project which MuseWeb Foundation piloted in partnership with the Smithsonian Museum on Main Street team.

12:30-1:30PM | Lunch | Salon A/B

Eat with old friends, make new ones, or join a discussion table to talk over the designated topic with colleagues interested in the same subject.

1:30-2:00PM | 30-minute Discussions**Keynote Follow-Up Discussion | Salon E***Dr. Taylor Stoermer*

This session will be a continuation of Keynote Taylor Stoermer's presentation, "The Mouse that Roared: How Small Museums Triumph in 2018."

What did you think?: Improving evaluations and visitor feedback | Salon G  *Kathleen Lugarich*

The session will focus on restructuring visitor evaluations for better feedback. We will discuss paper versus electronic methods, feedback from adults and students, and using the results to increase the efficacy of the programs. Evaluations will be from a variety of programs including guided tours, general admission, and overnight education programs.

#membersaredonors they just don't know it yet | Salon F *Amanda Rawson and Elizabeth Wilson*

Listen to San Jose Museum of Quilts & Textiles development team discuss their experience working through the museum's donor and membership data base. Learn how a small staff museum can use painless tools to create a structured yet flexible strategy that engages grant management, donors and membership. Hard tools will be provided to guide you through the structure SJMQT has used.

Preserving Deaf Art and Culture in Museums | Wayne Curry Meeting Room  *Amelia Dall and Tabitha Jacques*

The problem of the preservation of Deaf Artworks has been an issue within the Deaf community for years, decades even, because of the lack of funding and support. There is no nationally recognized museum that, is not an affiliate with any university or deaf school, houses Deaf Artists' works permanently.



2:15-3:15PM | 60-Minute Sessions

Game ON: Museum Education through Movement & Play | Wayne Curry Meeting Room

Jose Marcos Salaverria

“Corn-hole Cannonball!” a teaching tool game based on the British Bombardment of Lewes, DE in 1813. Four focus elements exist to effectively teach through play. In a hands-on workshop, identify these elements within your own individual historic site/museum to create your own unique learning through play approach.

Strategic Goal Based Budgeting | Jim Henson Meeting Room

Cynthia R. Bergvall

When we take the time to assess our current level of resources in conjunction with our strategic goals, we are more likely to reach our goals. Our resources are not only financial, but time and people. In this practical session we will look at how we can coordinate our strategy with our financials.

Where’s the Line? Negotiating the Space between Making Money and Mission-Based Programs | Salon E

Lauren Maloy

When creating public programs for non-profits, there is a constant struggle to increase audience and make money while simultaneously adhering to mission. So where is the line? Using the programs at Historic Congressional Cemetery as a case study, this presentation will discuss one non-profit’s journey to make a mark in programming, recounting successes and failures along the way. While this session will suggest best practices, we also want to know where you think the line is – if there is one at all for small non-profits and museums competing for the public’s attention.

Off the Grid: Challenges in Museum Leadership | Salon F

Mark Thompson, Rod Cofield and Lindsey Baker

Sometimes being a Museum Director means facing challenges that do not have a set course of action. Museum leadership is often tasked with making decisions that balance a variety of factors to determine the way forward. Take a peek into the work life of Executive Directors by learning from our mistakes (and successes). Attendees will engage with the Executive Directors of three very different types of museums about the challenges and successes they’ve found along the way. We’ll also play a game of “what would you do?” when faced with some of our most interesting experiences at the head of our organizations.

“We’ll Figure It Out”: Creating a Visitor Experience from Scratch | Salon G

Kyle Cantarera and Dorothy Leventry

We’ll travel the path that a four-year-old Visitor Experience Department is navigating to bring remarkable experiences to a rapidly growing visitor population. Topics discussed will include brand repositioning, strategic planning, change management, business operations development, public programming, interpretive planning, evaluation, staff expansion and training, and interdepartmental collaboration. We’ll share the lessons we’ve learned along the way, our ongoing challenges, how we’re measuring our success, and what’s next for us as we continue to figure it out.

3:15-3:45PM | Refreshment Break and State Meetings | Salon A/B

*During this time, we will also hold State Meetings in assigned rooms. Please view the Schedule at a Glance page for room assignments.

3:45-4:15PM | 30-minute Discussions

LGBTQ* in Museums Coffee Talk | Wayne Curry Meeting Room

Meg Hutchins

Bring your questions and points of discussion to join colleagues in a conversation about being LGBTQ* and telling LGBTQ* stories. This is a facilitated session that provides space and time for museum professionals to talk about this topic, bounce ideas around the rooms, and gain valuable feedback.

Unconventional Funding Sources For Large Museum Projects | Salon F

Ronald Marvin, Jr.

Most museums have large scale projects they need to complete but do not have the funds set aside for them in the annual budget. Learn how the Wyandot County Historical Society recently completed several major exhibit, storage, and renovation projects at the sites they manage without breaking the bank through an unusual variety of public and private partnerships which provided the resources and manpower to accomplish the projects.

**STEM Education and Career Pathways | Salon E** *William P. Roulett and Amy Landsman*

By framing the work of the fire service as a STEM career and leveraging its exhibits, the Fire Museum of Maryland has established several STEM programs. The practical examples of STEM solutions applied to solve the problems of the fire service create an immersive and inspiring experience for students. These programs have attracted grantors and partners interested in connecting students with STEM-related education and career options.

Internships: The Next Step in Becoming a Professional | Salon G  *Aimee Tillyer*

Professional experience is required in all types of job descriptions. Internships are how most up-and-coming professionals gain real-life experiences in their future careers. Small museums need to develop more practical internships for all departments of museum professions.

Historical Society 2.0 | Jim Henson Meeting Room *Mary Alexander*

What is a Historical Society in the 21st century? What can/should it be?

5:30-9:00PM | Annual Banquet | Salon A/B

This year music will be provided by The Dapper DJ's. Additional activities include awards, raffle, and silent auction announcements. The banquet will be ASL interpreted.

7:15AM-10:45PM | Registration

The registration table is located in the Foyer A/B. Look for the SMA banner!

7:15-9:15AM | Breakfast | Salon A/B**8:15-9:15AM | Plenary Address | Salon A/B***Dr. Dennis Montagna of the National Park Service's Monument Research & Preservation Program*

"Some Assembly Required: Preserving the Documents that tell Narberth's Stories"

Narberth Borough occupies a half square mile of real estate a few miles west of Philadelphia. Carved from farmland at the end of the 19th Century, the borough developed during the first half of the 20th and is home to about 4300 people. Since 2014, a loosely-knit organization called the Friends of Narberth History has begun to digitize and make accessible to the public the historical photographs, maps, newspapers and other sundry documents that provide the raw material needed to piece together a better understanding of this working class town on the Main Line.

The plenary address will be ASL interpreted.

9:30-10:30AM | 60-Minute Sessions**Raise Your Exposure, Raise Your Revenue | Salon E** *Jovan Rogers and Lindsey Baker*

Learn about shifting the focus from your expenses/revenue to being exposure driven. How can a few programs that are not "cost effective" beget an increase in venue participation in other areas? Hear the struggles and success of programming with the sole purpose of experiencing the benefits later with Jovan Rogers and Lindsey Baker.

The Delaware Abandoned Cultural Property Initiative | Salon F *Tess Frydman, Sara McNamara, Kate Lenart and Sharon F. Hess*

Until 2018, Delaware was one of only four states that did not have a law regarding Abandoned Cultural Property. In this session, the University of Delaware students behind the new law will discuss their work in researching and preparing a policy brief to present before the State Legislature and their work in advocating for a museum-friendly bill.

**"Absent Narratives, Local Perspectives – A case study from Museum on Main Street and its collaborators." | Wayne Curry Meeting Room** *Carol Harsh, Robbie Davis, Selwyn Ramp, Theresa Worden and Nina Johnson-Wright*

How can hosting a Smithsonian exhibition lead to change? Using Summer Hall's experience with hosting a Museum on Main Street Exhibition as a case study, Presenters will introduce a variety of tools and resources for community museums to collect and present absent narratives. These cultural stories, combined with other local perspectives, function as a catalyst for building partnerships and fostering mutual understanding that can transform communities.

Lessons from the Workplace: Women in the Museum | Jim Henson Meeting Room *Anne Ackerson and Joan Baldwin*

Women have worked and volunteered in museums for more than 125 years, yet persistent biases keep gendered stereotypes in place. Most museum women face low salaries, constricted access to top jobs, and many forms of harassment. This session sheds light on the extent of gender inequity in American museums and encourages participants to identify changes small museums and heritage organizations can make to level the playing field in their workplaces and boardrooms.

Ch-ch-changes: Evaluations as a Catalyst for Reinterpretation | Salon G *Stephanie Boyle*

The traditional decorative arts tour is attracting less visitors to historic house museums; shifting the model to include a more diverse story and tour options can increase attendance, revenue, and visitor engagement. Using Dumbarton House as a case study participants will learn how formative and summative surveys were used, including onsite interviews, staff observations, and on-line surveys as a catalyst to change the way the museum was interpreted to the public. Participants will explore evaluation techniques and practical implementation methods to create inexpensive ways to pilot guided and self-guided tours.

10:45-11:45PM | 60-Minute Sessions**Small But Mighty: IMLS Grant Opportunities without the Burden of Cost Share | Wayne Curry Meeting Room** *Mark Feil*

Did you know that the IMLS Museums for America program and the Museums Empowered special initiative have a \$25,000 funding level that doesn't allow a cost share? Numerous small and mid-sized museums have already had success with this funding option. Hear from IMLS Program Staff about the benefits of these types of grants, which can include activities such as planning, professional development, collections digitization, exhibition design and fabrication, and community programming.

Developing and Growing Hands-on Volunteer Programs | Jim Henson Meeting Room *John P. McCarthy, RPA*

Among John McCarthy's dues at Delaware State Parks was resuscitating the Time Traveler volunteer program, now in its third year of operation. John will share from the failures and successes of his experience with the Time Travelers program and encourage attendees to contribute their ideas toward beginning to define best practices for developing and maintaining hand-on volunteer programs. Among the topics discussed will be: the nature of modern volunteerism, program goals and objectives, branding, buy-in and partnering, media and communication, training, recognition and rewards, and ethics and program responsiveness/evaluation.

The Door's Always Open: Helping Museums to Better Serve Local Communities | Salon E *Stefanie Basalik, Brittany Wedd and Anna Cueto*

Small museums rely heavily on community support for visitation and crucial funding. But is your museum doing all it can to support and grow those community partnerships? Get ideas, tips, and tricks from two museums who have undertaken big changes to better serve the local community - without sacrificing their missions.

Goals before Tools: Charting Your Social Media Course | Salon F *Hillary Mohaupt and Rebecca Ortenberg*

For small museums with limited staff, social media can be overwhelming. What platforms should you be on? When should you post? Where are you going to get all of this content? How can you move beyond just announcing programs and events, and really engage with visitors? In this session we will discuss CHF's collaborative approach to social media strategy, including how to set goals, choose the right tools, build a unique and appropriate voice, and encourage staff and volunteers to work together to chart a social media course for future online success.

Charting the Course: From Strategic Plan to Action Plan | Salon G *Elizabeth Vibber, MS*

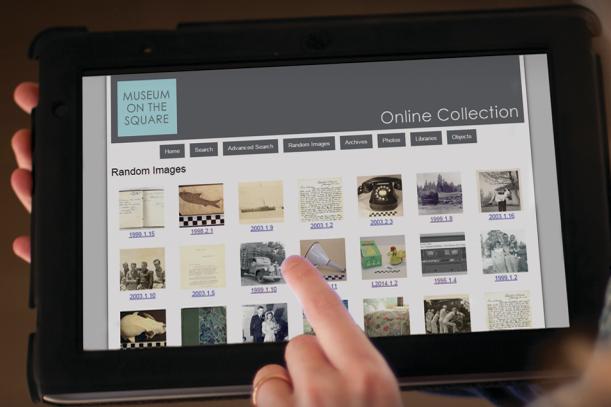
Articulating and visualizing an organization's strategy is some of the most important work a board will do. Often boards of directors take the step of creating a strategic plan that collects dust on the shelf. A key element of a successful organizational strategy is the action that follows.

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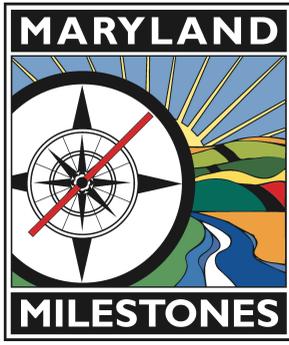


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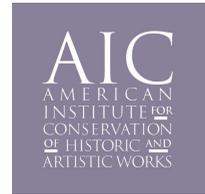
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Contact:

Theresa Worden
Program Coordinator

Grants & Museum on Main Street

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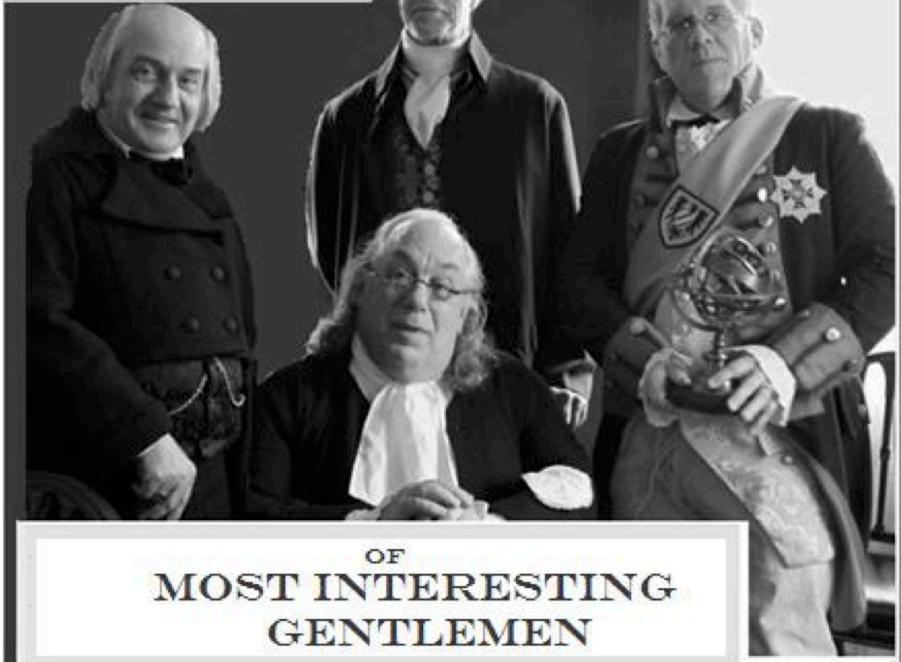
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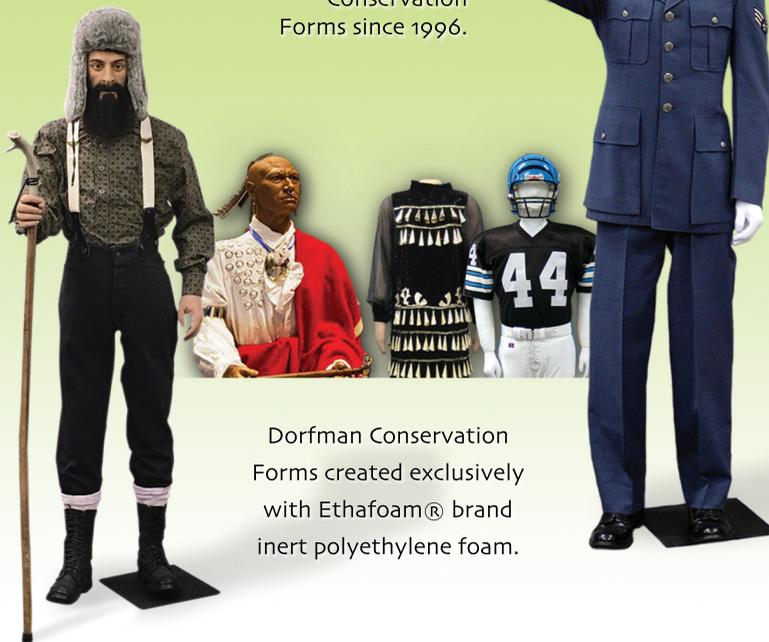
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Taylor Stoermer

The Mouse That Roared: How Small Museums Triumph in 2018

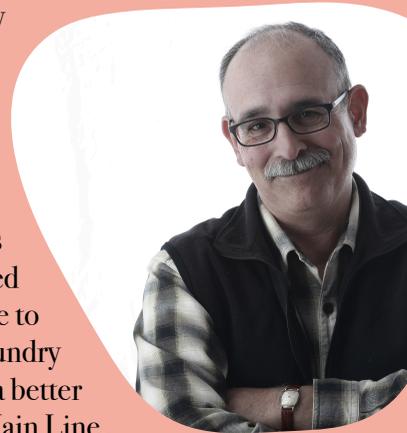
Taylor Stoermer teaches Public History at Johns Hopkins University as part of the Museum Studies program. Prior to joining the Hopkins faculty, Taylor was Instructor of Public History at Harvard University and Chief Historian of Colonial Williamsburg. He earned his PhD in History from the University of Virginia and an MA in History from Johns Hopkins. Taylor is the author of “Colonial Williamsburg: The Official Guide” (2015) and “Public History: A Field Guide” (forthcoming). He is also an adviser to Disney, C-SPAN, Plimoth Plantation and other institutions on public history practice and content.

Dr. Dennis Montagna

Some Assembly Required: Preserving the Documents that tell Narberth's Stories

Dr. Dennis Montagna is a Historian who directs the National Park Service's Monument Research & Preservation Program. Based at the Park Service's Philadelphia Region Office, the program provides comprehensive assistance in the interpretation and care of historic cemeteries, outdoor sculpture and public monuments to managers of National Park sites and to other constituents nationwide. He holds BA degrees in Studio Art and Art History from Florida State University, a Master's degree in Art History from the University of Wisconsin-Madison, and a Ph.D from the University of Delaware.

Narberth Borough occupies a half square mile of real estate a few miles west of Philadelphia. Carved from farmland at the end of the 19th Century, the borough developed during the first half of the 20th and is home to about 4300 people. Since 2014, a loosely-knit organization called the Friends of Narberth History has begun to digitize and make accessible to the public the historical photographs, maps, newspapers and other sundry documents that provide the raw material needed to piece together a better understanding of this working class town on the Main Line.



keynote & plenary

speakers

Anne W. Ackerson is the co-author with Joan Baldwin of *Women in the Museum: Lessons from the Field*, which examines how today's women address gender inequity in museums across America. A former small museum director, director of the Museum Association of New York, and executive director of the Council of State Archivists, Ackerson is a co-founder of the Gender Equity in Museums Movement (GEMM) and writes about nonprofit leadership, management and governance issues at her blog, *Leading by Design*.

Mary Alexander is a long-time SMA participant with more than 40 years experience working in and for history museums (large and small). Mary currently is the Co-Director of, and teaches for, the University of Maryland's Museum Scholarship and Material Culture Certificate Program.

Lindsey Baker has been the Executive Director of the Laurel Historical Society since 2008 and is now the Executive Director at Patapsco Valley Heritage Area. She is mom to a Great Dane mix Stella, and a daughter Adriana, who attended her first SMA Conference at age 5 months.

Joan H. Baldwin holds an AB from Kenyon College, and an MA from Case Western Reserve University. She has been a museum director, program analyst for the New York State Council on the Arts, and Program Director for the Museum Association of the State of New York. She is currently the Curator of Special Collections at The Hotchkiss School (CT). In June 2017, Baldwin and Anne Ackerson, published *Women in the Museum: Lessons from the Field*. Baldwin is a co-founder of the Gender Equity in Museums Movement (www.genderequitymuseums.com).

Stephanie Basalik is the Executive Director of the Washington County Historical Society, an organization devoted to preserving and promoting the history and heritage of Washington County, Maryland. She has her Master's in History from James Madison University, and is currently working on her PhD in American Studies.

Laurie Baty distinguished career includes Director of the Drug Enforcement Administration Museum, Chief of the Museum Services Branch at the US Department of the Interior; Program Officer for the National Historical Publications and Records Commission at the National Archives; and Archivist for the Smithsonian National Museum of American History.

Nicole Belolan has been working in the mid-Atlantic's museums for over ten years, particularly in the areas of collections management and public programming and interpretation. Belolan holds the position of Postdoctoral Fellow-in-Residence and Program Coordinator at the Consortium for the History of Science, Technology and Medicine in Philadelphia, where she works on public and scholarly programming.

Cindy Bergvall is a Director with the accounting firm of Bee, Bergvall & Company. Her goal is for people to see the power of their numbers to advance their organizations.

Alan Beyersdorf is a Museum Manager and Guide at the American Philosophical Society. Before starting at the APS, Alan was part of the visitor services team at the Barnes Foundation, and holds an MFA in Creative Writing from Rosemont College.

Stephanie Boyle is the Education Manager at Dumbarton House in D.C. where she takes the lead on youth programs, museum interpretation, visitor services, and volunteer management. A graduate of the Cultural Sustainability MA program at Goucher College, she is passionate about adapting museums to remain relevant in the 21st century.

Dr. Ann Buermann Wass, History/Museum Specialist with Riversdale House Museum, coordinates programs, exhibits, and special events. She has a PhD in costume and textile history from the University of Maryland.

Holly Burnham, Historian/Museum Educator at Montpelier Historic Site, has worked in the field for over twenty years. Her main interest is to make history fun and relevant to all audiences. She holds an MA in Museum Education, George Washington University.

Kyle Cantarero has been striving to improve guest experiences for more than a decade with stops that include the Delaware Museum of Natural History, Hagley Museum and Library, Longwood Gardens, and Mt. Cuba Center. He is also a committee member of the Visitor Experience Group, which provides professional development for arts and cultural institutions in the areas of visitor services, audience engagement, and visitor experience.

Rod Cofield has been Executive Director at Historic London Town and Gardens since 2013. Before that, he was London Town's Director of Public Programs. He started his museum work at Historic St. Mary's City.

Kelli Coles is currently a second year graduate student pursuing her Master of Arts degree in American History and the Museum Studies certificate at University of Delaware, where her research includes historic interiors and material culture of the African diaspora, girlhood studies, museum education and interpretive design. She is currently working on a project centering two schoolgirl embroideries made by young Black girls in the late eighteenth and the mid-nineteenth centuries in Philadelphia.

Mike Connolly is the executive director of the Chadds Ford Historical Society and is the mastermind behind their first historically-immersive escape room.

Anna Cueto is the Curator of the Washington County Historical Society and oversees the operations of its headquarters, the Miller House Museum. She has her Master's in Library and Information Science with a specialization in Archives and Records Management from the University of Pittsburgh.

about our session

speakers

Amelia Doll obtained a Master of Arts from Texas State University in Anthropology and Archaeology and is passionate with the preservation of deaf culture. She aims to create inclusion within the museum field regarding accessibility programs.

Robbie Davis is Museum on Main Street's (MoMS) Project Director at the Smithsonian Institution Travelling Exhibition Service (SITES). Robbie is dedicated to providing access and opportunity for small museums to share their local culture and history with a broad audience both through traditional and digital media.

Amanda Elliott, Education/Outreach Manager at College Park Aviation Museum, has worked in various small museums- Annapolis Maritime Museum, Montgomery County Historical Society. She holds an MA in Historic Preservation from the Savannah College of Art and Design.

Samantha Ferris, the Education Coordinator at Riversdale House Museum, organizes social media for several historic sites. She holds a BA in art history from the University of Maryland.

Robert Forloney has worked in the field for more than twenty years as an educator, administrator and consultant as well as teaching museum studies courses for Goucher College and Johns Hopkins University. He attempts to make objects, images, and ideas accessible to diverse audiences through facilitating conversations as well as utilizing experiential learning techniques, and strives to ensure that communities are empowered by the cultural institutions that attempt to share their stories.

Samantha Forsko, in her role as Preservation Specialist at the Conservation Center for Art & Historic Artifacts, works with institutions and their collections, conducting on-site preservation needs and risk assessments and assisting with preservation planning. She also develops and presents educational programs and provides technical information to libraries, archives, museums, historic sites, and other cultural institutions.

Tess Frydman is currently a second-year fellow in the Winterthur Program in American Material Culture. She is a native of Lawrence, Kansas and graduated from Smith College with a degree in American studies and a minor in museum studies.

Shawn Gladden is the Executive Director of the Howard County Historical Society. He is a 13-year museum professional, having also worked at the Maryland Historical Society, Fell's Point Maritime Museum, the Society for the Preservation of Fell's Point and Federal Hill, and the Baltimore Museum of Industry.

Erika Goergen is a recent graduate of Goucher College's MA in Cultural Sustainability program, where she focused her capstone project, "American Beer: Community Tradition and Culture" on exhibition content development. Erika was formerly the Collections Manager at the Heurich House Museum in Washington, DC and enjoys connecting people with collections to tell bigger stories.

Edna Graham, Assistant Educator at Montpelier Historic Site, trained as an architectural draftsman, receiving recognition in a national design competition. For the last 30 years she has developed and implemented programs for school children in religious, scouting, and museum settings.

Carol Greene is with First Floor Graphics, which has served small businesses and nonprofits succeed in the Mid-Atlantic with high quality large-format printing and design since 2007. Carol's leadership combines 20 years of field expertise with hands-on customer support, as she is directly involved in everything from initial inspiration to the final installation.

Katherine C. (Kasey) Grier is professor of history and director of the Museum Studies Program at the University of Delaware. She is an expert on the material culture of domestic life in the United States and the interpretation of collections for museum audiences.

Amy Guess serves as the Program Coordinator and Curator at CANDLES Holocaust Museum and Education Center in Terre Haute, Indiana, in addition to teaching at the university level. Amy's areas of expertise include historical research, Holocaust art restitution, program development, exhibition design, grant writing, lecturing and sewing historical costumes.

Mary Haley-Amen, Director of Marietta Historic House Museum and Seabrook School, also manages the Patuxent Rural Life Museums, the Natural and Historic Resources Division Library and Collections Management Section.

Carol Harsh has been the Director of Museum on Main Street (MoMS) at the Smithsonian Institution Travelling Exhibition Service (SITES) since 1994. Continually looking to see where the Smithsonian can provide added value to small museums, Carol is committed to building partnerships within the humanities and capacity development for small museums.

Shawn Herwe is the Executive Director of the Babe Ruth Birthplace & Museum. He has spent over 20 years developing and administering museum exhibits and programs that are exciting and engaging, believing that the best visitor experiences come from museum elements that provoke thought and conversation.

Sharon F. Hess was the library registrar for the York County History Center until 2016 and worked in registration at the Winterthur Museum in northern Delaware. She is completing her final year at the University of Delaware as an MA student of History and Museum Studies.

Meg Hutchins is the Program Coordinator for the University of Delaware's Museum Studies Program.

Tabitha Jacques is the director of the Joseph F. and Helen C. Dyer Arts Center at National Technical Institute for the Deaf at Rochester Institute of Technology and holds a Master of Arts in Art History and Museum Studies from Georgetown University.

Tracy Jentzsch is currently the Program Coordinator of the Interdisciplinary Humanities Research Center at the University of Delaware and former, long-time Program Coordinator for the Museum Studies Program, from which she received a certificate in 2007. She is also the photography, social media and computer maven for SWAT, and looks very fetching wearing a dust mask.

Nina Johnson-Wright is an educator, Mental Health and Human Services Professional and pastors two churches. After serving on the Board of Directors for 18 months, she resigned to take the half-time position as Executive Director of Sumner Hall.

Andrea Jones is a freelance educational experience designer working across mediums to help museums create more meaningful and memorable experiences for visitors. She facilitates longer versions of this workshop for museums across the country.

Mary Jurkiewicz, Senior Historian/Museum Manager of the Montpelier Historic Site, has over 30 years of experience in the field. She holds an MAT from the George Washington University Museum Education Program.

Amy Landsman is the Rentals, Membership, and Media Relations Director at the Fire Museum of Maryland. She previously worked in journalism and is a graduate of the American University.

Elizabeth Loy is the collections manager and curator for the Montgomery County Historical Society. She has degrees in decorative arts and leads Smithsonian workshops.

Kate Lenart graduated from the University of Delaware in 2017 with an MA in History and a Certificate in Museum Studies. She is a Contract Archivist working on the Armstrong Archives Project through LancasterHistory.org, and she also serves as a Collections Consultant at the Delaware Academy of Medicine/Delaware Public Health Association.

Dorothy Leventry is the Director of Visitor Experience and Facilities at Mt. Cuba Center, where she has been facilitating the transition from private estate to public garden since 2013. In this role, Dorothy is currently involved in a Landscape and Facilities Master Planning process, leading an Interpretive Planning process, and about to embark upon building Mt. Cuba's first membership program.

Kathleen Lugarich is the Education Manager for the Fort Pitt Museum in Pittsburgh, Pennsylvania. She holds degrees in history and public history and has ten years' experience in the field of museum education.

Michael Madejo is the Museum Education Coordinator at the American Philosophical Society. Prior to joining the Museum team in 2015, Mike filled education and visitor services roles at a variety of institutions such as Ford's Theatre, the National Air and Space Museum, and the Philadelphia Zoo.

Lauren Maloy is the Program Director at Historic Congressional Cemetery in Washington, DC. She has a Bachelor's degree in History and Anthropology from the College of William and Mary and a Master's degree in Museum Studies from George Washington University.

Ronald Marvin, Jr. is a graduate of the University of Nebraska Museum Studies program. Ronald has worked for museums across South Dakota, Nebraska, Pennsylvania, Maryland, and Ohio. After returning to his native Ohio in 2010, he began working for the Wyandot County Historical Society where he also serves as the liaison for the Ohio History Connection's Indian Mill.

Liz Maurer is a museum professional who specializes in developing and evaluating new museum education projects. She is currently the Director of Program for National Women's History Museum, an incubating museum incubating in Alexandria, VA.

John McCarthy is an historical archaeologist and architectural historian with nearly 40 years of professional experience in cultural resources management and historic preservation work, primarily as a consultant. He has worked with students and volunteers extensively and strongly believes that volunteer labor must not be regarded as "free" labor.

Kevin McDonald is a Masters student in Applied Anthropology at the University of Maryland, College Park, where he studies the intersection of museum scholarship and environmental anthropology. Kevin also works at the David C. Driskell Center for the Study of the Visual Arts and Culture of African Americans and the African Diaspora.

Sara McNamara is a current graduate student at the University of Delaware and Lois F. McNeil Fellow in the Winterthur Program in American Material Culture. She is also completing the Museum Studies Certificate and looks forward to professionally joining the museum and cultural heritage field after graduating in May.

Hillary Mohaupt is the Science History Institute's social media editor.

Dr. Dennis Montagna is a Historian who directs the National Park Service's Monument Research & Preservation Program. Based at the Park Service's Philadelphia Region Office, the program provides comprehensive assistance in the interpretation and care of historic cemeteries, outdoor sculpture and public monuments to managers of National Park sites and to other constituents nationwide. He holds BA degrees in Studio Art and Art History from Florida State University, a Master's degree in Art History from the University of Wisconsin-Madison, and a PhD from the University of Delaware.

Dr. Kristin Montaperto is the Chief Archaeologist and Program Manager for the Prince George's County Department of Parks and Recreation. With twenty years of experience, including cultural resource management, her primary interest is in outreach and education to increase the public's understanding of archaeology.

Maddie Mott is from Portland, Oregon and has worked in development at both the Oregon Museum of Science and Industry and the Clackamas County Historical Society. She is currently a graduate student at Brown University studying Public Humanities.

John Orr has worked in the cultural community of Philadelphia since 1997, with stops at the Franklin Institute, Academy of Natural Sciences, Masonic Library & Museum of Pennsylvania, Fleisher Art Memorial, and the Chemical Heritage Foundation. He currently serves as the Executive Director of Art-Reach and as a board member of the Museum Council of Greater Philadelphia.

Rebecca Ortenberg is a program associate at the Science History Institute, where she works with research fellows and staff scholars to share their research with the general public through public programming, writing, and, of course, social media.

Susan Proctor, Programs Manager at Surratt House Museum for 11 years, has had many years in the field with the Genesee Country Village & Museum in Mumfordsville, NY and the National Colonial Farm in Accokeek, MD. She holds a BA in Historic Preservation from Maryland Washington University.

Selwyn Ramp is the assistant project director for Smithsonian's Museum on Main Street (MOMS). Selwyn is passionate to re-imagine cultural heritage in the context of creative storytelling using 21st century tools, and helping the sector implement ground-breaking theory, technology and practice to push the field into the foreground of sustainability and innovation.

Sarah Rauscher is the Education Coordinator at Historic Ships in Baltimore in Baltimore, Maryland. She studied historic preservation and has ten years' experience in the field of museum education.

Amanda Rawson has worked at the San Jose Museum of Quilts & Textiles since 2015. Amanda is passionate about city arts engagement and encourages people to be a part of the arts and culture scene in San Jose.

Alex Richmond joined the American Philosophical Society in 2014 and is currently one of its Museum Managers. In conjunction with his work at the APS, Alex is also a Pennsylvania certified teacher and has done work in the School District of Philadelphia and its surrounding school districts.

Danyelle Rickard is a Program Officer for the Museum Assessment Program (MAP), which is run by the American Alliance of Museums through a cooperative agreement with IMLS and the Vice-Chair of the Registrar's Committee of the Mid-Atlantic Association of Museums. She has her BA in History and her MA in Museum Studies and had worked in museum collections for 13 years prior to joining the AAM staff.

Jovan Rogers, Facility Director of the Prince George's Ballroom with the M-NCPPC, Arts and Cultural Heritage Division, has been aiding in the operation, programming, and preservation of historic facilities for 5 years. Jovan has developed programming that supports the community and provides an outlet for dynamic conversations on often overlooked topics.

Alexandra Rospond is the Museum Education Assistant at the APS. Ali has also worked as an educator at the Independence Seaport Museum, and holds an MA in Museum Education from the University of the Arts.

William Roulett has been Education Director at the Fire Museum since 2015. He previously worked at the Camden County Historical Society and currently serves in the Army Reserves.

Jose Marcos Salaverria, as the Director of Education with the Lewes Historical Society began his career as a living history character and interpretive guide in 2006. He holds to the belief that education through interesting interaction with the public, of all ages, is the key to a site's success.

Alli Schell is the Program and Development Manager at the Chadds Ford Historical Society and was previously the Director of the Milton Historical Society. Besides giving her boss and co-presenter, Mike Connolly, a hard time all the time, she enjoys presenting history in new and engaging ways.

Cara Seitchek is a development officer for the Smithsonian Institution. A former collections manager for a decorative arts museum, she currently serves as the board chair for the collections committee at the Montgomery County Historical Society.

Heather Shelton is a digital curator with the MuseWeb Foundation. Heather has been all over the museum landscape—from collections management to education to script editing and mobile marketing. For 12 years, Heather was at the forefront of social media and digital at the Smithsonian Institution Traveling Exhibition Service. She resides in Richmond, Virginia.

Dr. Taylor Stoermer teaches Public History at Johns Hopkins University as part of the Museum Studies program. Prior to joining the Hopkins faculty, Taylor was Instructor of Public History at Harvard University and Chief Historian of Colonial Williamsburg. He earned his PhD in History from the University of Virginia and an MA in History from Johns Hopkins. Taylor is the author of "Colonial Williamsburg: The Official Guide" (2015) and "Public History: A Field Guide" (forthcoming). He is also an adviser to Disney, C-SPAN, Plimoth Plantation and other institutions on public history practice and content.

Kristen Strauss has worked for the Hallie Ford Museum of Art, Oregon State Parks and Recreation- Heritage Division, Clackamas County Historical Society, Willamette Heritage Center, the City of Salem Historic Preservation Department, and is currently the Rose Tucker Editorial Fellow at the Oregon Historical Society. She is a graduate student at Portland State University studying historic cemeteries and Public History.

Mark Thompson is Executive Director of Jefferson Patterson Park and Museum in St. Leonard, MD. He received his BA from Dickinson College, his JD from the Washington College of Law at American University, and his MA in History and Certificate in Museum Studies from the University of Delaware.

Aimee Tillyer is a Museum Professions Graduate Student at Seton Hall University with a concentration in Museum Management and has a BA in History from Monmouth University.

Allison Titman is an Accreditation Program Officer at the American Alliance of Museums and the Vice President of the Small Museum Association. She has an MA in Museum Studies, a BA in Women's Studies, and a background working at small historic house museums.

Liz Vibber brings more than 25 years of consulting experience working with organizations of all sizes to advance their mission and vision through the strategic planning process.

Amy Walton is a Virginia Beach-based nonprofit development professional and coach. She is a firm believer in the power of museum boards and staff working together to create awareness and to raise funding to move museums forward.

Brittany Wedd is the Director of Operations of Discovery Station at Hagerstown. Her work focuses on cultivating an environment that stimulates curiosity for discovery, exploration, and further investigation through exhibits and programs that focus on STEAM principles.

Elizabeth Wilson is a museum professional who recently joined the SMA Board of Directors. Elizabeth has worked in a variety of small museums across the country, and enjoys adding new skills to her "museum tool belt."

Theresa Worden is the program coordinator for Grants and Museum on Main Street program at Maryland Humanities. Her true passion is helping small institutions become visitor-centered, community-minded, sustainable organizations that are essential to their local landscape.



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THE SMALL MUSEUM ASSOCIATION IS PLEASED TO AWARD ITS **LISA MASON-CHANEY** AND **LESLEY VAN DER LEE** SCHOLARSHIPS TO THE INDIVIDUALS LISTED BELOW. IN ADDITION, FOR THIS YEAR'S CONFERENCE, SMA WAS PLEASED TO PARTNER WITH THE **MARYLAND MUSEUMS ASSOCIATION** AND **UNITED STATES FEDERATION OF FRIENDS OF MUSEUMS** TO OFFER ADDITIONAL SCHOLARSHIPS. WE CONGRATULATE ALL OF THE WINNERS!

Lesley van der Lee **scholarships from the SMA**

Kelsey Brow, King Manor Museum
Trenda Byrd, Tubman African American Museum
Kyle Dalton, Historic London Town and Gardens
Kaitlyn Dykes, Zwaanendael Museum
Nia Redmond, East Baltimore Historical Library/National Gentrification Museum
Janice Rollo, Merchants and Drovers Tavern Museum
Kirsten Straus, Portland State University

Lisa Mason-Chaney **scholarships**

Cassandra Cavness, The National Center for the Study of Civil Rights and African-American Culture

Maryland Museums Association

Erika Goergen, Goucher College
Rachel Rabinowitz, Historic London Town and Gardens

Prince George's County History Consortium

Kevin McDonald, University of Maryland, College Park

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Patricia Dreame Wilson, Morattico Waterfront Museum

THANKS ALSO TO THE DELAWARE MUSEUM ASSOCIATION AND THE MARYLAND HUMANITIES COUNCIL FOR AWARDING SCHOLARSHIPS.

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Elizabeth Wilson, Membership and Grant Manager, San Jose Museum of Quilts and Textiles, San Jose, CA

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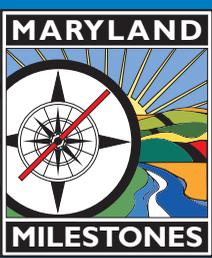
scholarship & award coordinator: Robert Forloney, Program Developer & Cultural Institution Consultant

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