



**TAM 2021 VIRTUAL**

**Roots and Reckoning:  
Museums Respond and Redefine**

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**Texas Association of Museums  
2021 Annual Meeting**

**APRIL 12-16, 2021**



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NATIONAL MUSEUM OF THE PACIFIC WAR



# WELCOME!

## to the 2021 TAM Annual Meeting

The Texas Association of Museums and our local hosts from the San Antonio community envisioned spring 2021 as a time of renewal, when we could meet safely in smaller groups like patches of wildflowers across the landscape. We are truly saddened to not be in San Antonio for the 2021 Annual Meeting but hope a virtual offering will provide greater access to timely topics during a time when convening in-person still has its challenges. Therefore, we are committed to highlighting the richness of the region in hopes of enticing attendees to come back to San Antonio when we return in-person for TAM 2023. We're sure you will be pleased.

Over the next few days, we offer relevant, engaging and inspiring sessions such as "Texas, The West, and America," "Teaching Beyond the Museum," and "Elevating Thought Leadership Through Media Relations," as well as the targeted workshop "The Legacy of Racial Injustice: Concretizing Restorative Truth-Telling Through Narrative Sites," and award ceremonies celebrating our leaders in the field. Additionally, you will be treated to a series of self-paced, digital showcases arranged by our Local Host Committee that explore and celebrate the breadth of all the region has to offer.

This year, we hope to foster greater networking and engagement by presenting timely, relevant discussions through our TAM Talks. This new conference format allows space in our program for peers to convene in more focused online conversations that are brought to life by your active participation. Topics include statewide and nationwide initiatives, current challenges within the field, and more. Additionally, we will be soliciting your take-aways in our virtual white board. Add your "sticky notes" throughout the week and we will close out your conference experience by recapping your reflections.

In the spirit of our theme, Roots and Reckoning: Museums Respond and Redefine, we have invited keynotes to address the changing roles and identities of museums. We start with Secretary Lonnie Bunch from the Smithsonian Institution sitting down with Local Host Committee Chair Marise McDermott of the Witte Museum for an interview on Texas and national museum matters; Christy Coleman from the Jamestown-Yorktown Foundation will then share strategies, outcomes and missteps in the field when tackling JEDI (Justice, Equity, Diversity and Inclusion) work in museums; and then Laura Huerta Migus from the Association of Children's Museums will present "Systemic Solutions to Systemic Problems: Unlocking Barriers to Equity in Museum Practice." You won't want to miss these thought leaders who are documenting and charting our futures.

Thank you for being a part of this important conversation and helping to underscore that at TAM, LIFELONG LEARNING WITH LIFELONG FRIENDS continues now and can happen anywhere.

See you in Whova!



Warmest regards,

**Alex Freeman**

*Executive Director*

*Texas Association of Museums*

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# #TAM2021



### MISSION STATEMENT

The Texas Association of Museums strengthens the Texas museum community through collaborations, connections, professional development and advocacy.

### VISION STATEMENT

TAM serves our museum community by nurturing and training museum leaders, developing and celebrating the field and voicing the public worth of museums.



# Baylor University

COLLEGE OF ARTS & SCIENCES  
Department of Museum Studies

## JOIN THE NEXT GENERATION OF MUSEUM **LEADERS!**

Baylor University Department of Museum Studies combines academic and professional training for students preparing to be the next generation of museum leaders through a graduate degree or undergraduate minor.

Learn about the history and philosophy of different types of museums, about the different skills that are needed in museum administration, museum education, collections management and care, archival management, and exhibit design, as well as courses on material culture, decorative arts, historic preservation, and museum ethics.

### **Experiential Learning**

Located within the Mayborn Museum Complex which surrounds students with many academic and career opportunities. This multidisciplinary museum serves as a living laboratory where students apply their classroom learning by participating in all aspects of the museum's daily operations.

Learn more at

[www.baylor.edu/museum\\_studies](http://www.baylor.edu/museum_studies)



# WELCOME TO VIRTUAL SAN ANTONIO!



“As Chair of the TAM San Antonio Local Host Committee, I welcome you to virtual San Antonio.”

**W**e will open the program with a presentation on the San Antonio Cultural Story, which will provide the cultural characteristics of the City, including a history of artists from its founding 300 years ago, bountiful museums and cultural centers, musical diversity and culinary innovations. Please join us to become immersed, if only virtually, with the San Antonio cultural character. San Antonio is a city of authenticity, dynamic confluence and cultural fusion. The leaders of cultural spaces in San Antonio are among the most creative and innovative in the country.

With that stated, those leaders served on the San Antonio Local Host Committee that crafted the theme for the 2021 Texas Association of Museums meeting, *Roots and Reckoning: Museums Respond and Redefine*, a title that emerged last fall as we all grappled with the highest infection rates of the COVID-19 pandemic. Today, the title is even more profound as we recover from the prolonged pandemic. We are so pleased at the outstanding TAM conference programs that will provide illumination on how museums can respond and redefine in recovery.

We thank our San Antonio partners and sponsors, Visit San Antonio, the City of San Antonio and Bexar County, for stepping up early to support the 2021 TAM conference.

We look forward to gathering with you virtually this year. We also look forward to greeting you in person in two years at the 2023 TAM Annual Meeting in San Antonio.

*Sincerely,*

**Marise McDermott**

President and CEO

Witte Museum

Chair, TAM 2021 San Antonio Local Host Committee

# WHAT YOU NEED TO KNOW

**Thank you for attending TAM 2021 Virtual!** We are thrilled to welcome you to this year's conference, hosted on Whova, a virtual conference platform that brings together all the functions and perks of a traditional conference, but in a virtual space. Plus, it integrates well with Zoom, which many of us are already familiar, so it's nice to have a partial "comfort zone" with the conference platform before you even step inside the application. This is particularly helpful for our speakers who will be in Zoom for their session while attendees watch and engage in Whova!

In advance of the conference, everyone should have received an email from TAM providing access to Whova, as well as this digital conference program and **Whova Attendee Guide**. Conference registration provides access to all conference events for the full duration of the event. Plus, the Whova platform will be available to attendees prior to the conference launch AND for three (3) months after the conference wraps. We encourage you to visit often to get the most out of the content and experience!

### Review the Whova Attendee Guide for step-by-step instructions and details on:

- How to access Whova and set up your profile
- Viewing the conference agenda and customizing your conference schedule – that's right! You can pick out the sessions and activities you want to attend and plan your unique conference experience in advance!
- Accessing session content - as an attendee, everything will be accessed through Whova!
- How to engage and network within the platform and sessions
- Exploring the San Antonio Cultural Showcase, as well as exhibitor booths and sponsor pages
- And more!

Download the Whova app on your phone and use it as a supplement when accessing Whova through your desktop. Having the Whova app on your mobile device also provides you with greater flexibility for an enhanced conference experience! Everything you can do on your desktop, you can do on the Whova mobile app.

### There's plenty to see and do as part of the conference experience in the Whova app! Here are a few ideas:

- In the app menu on the left, use the Attendees section to find and message your fellow attendees.
- Check out the "SA Showcase" for a sampling of San Antonio's cultural scene – many local museums and cultural organizations have posted photos, videos and other information to provide some regional flavor.
- Don't forget to visit our Sponsors and Exhibitors either – view product videos and help us recognize these amazing TAM supporters.
- Check the Messages tab for news from TAM and contacts from your fellow attendees – you'll also receive an email when a new message is delivered.
- Leave brief, informal feedback on sessions, keynote speakers, evening events and more using the "sticky note" feature in the Google Jamboard (an interactive digital whiteboard.) Access the Jamboard for each session via the link in the session description on Whova, or leave your comments in the session chat and organizers will transfer them to the Jamboard for you.

## We Want to Jam(board) with You!

**Thank You**

for spending time with us at TAM 2021 Virtual this week.

To increase the engagement and capture your thoughts during our concurrent sessions, plenaries, and networking time, we will be actively adding virtual sticky notes to our interactive whiteboards called **Jamboard**.

Although a session monitor will take notes and collect ideas generated at the conference, **we encourage you to add your own sticky notes and check out what others have written.**

**On Friday from 3:30 pm to 4 pm,**  
Local Host Chair Marise McDermott and TAM Executive Director Alex Freeman will close out the week with an exercise that synthesizes your reflections in Jamboard and concludes our collective conference experience.

*We hope to see you there!*

# NAVIGATING THE CONFERENCE



## Networking!

If you've come for networking, visiting with old friends or making new ones, we have you covered there as well. Several designated networking sessions will be taking place throughout the agenda, where you can meet a few people at a time by taking a seat at randomized digital "tables" for quick video chats. Tables will automatically shuffle every 5 minutes, so you can chat with several people in a brief period of time – and Whova will keep track of who you have met so you can message them directly afterward.

## Evaluations

We want to hear from you! Please complete the session evaluation for each session you attend and at the end of the conference, please complete the conference evaluation. We value your feedback and use it to inform future planning. Please be candid and share the good, the bad and the ugly!

## Prizes!

Check out the Leaderboard section of the Whova platform to learn how to earn points. There will be prizes given to attendees with the most points at the end of the conference! Plus, participate in our San Antonio trivia contest on Wednesday and Thursday for more chances to win! (See box below for more details.)

## Questions

If you have any questions, refer to the Whova "Attendee How To" guide, or ask the organizers in the "Ask the Organizers" post on the discussion board.

If you need to talk to a real person, or have a question that is not Whova-related (registration, speaker or sponsor questions, etc.) you can reach out to the conference team directly:

- Attendees can contact Emmy Laursen at 817-332-1177 or [admin@texasmuseums.org](mailto:admin@texasmuseums.org)
- Speakers and sponsors can contact TAM's meeting planner, Monica Rhodes, at [monica@manifest-creative.com](mailto:monica@manifest-creative.com) or 979-285-8512 (cell)

**We look forward to experiencing the TAM 2021 Virtual conference with you on Whova!**

**CHECK OUT**

**OUR SAN ANTONIO CULTURAL SHOWCASE IN WHOVA FOR A CHANCE TO WIN!**

**Wednesday and Thursday, April 14 & 15**  
are our San Antonio  
**VIRTUAL EXPLORATION DAYS!**

Hop into Whova, immerse yourself in our host city's cultural offerings, brush up on your San Antonio knowledge and participate in our trivia contest for a chance to win some great prizes. Watch your email for details on how to participate!

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photo credit: Rose Baca

## TAM PROFESSIONAL DEVELOPMENT CERTIFICATE PROGRAM INFORMATION

The TAM Professional Development Certificate Program provides an incentive for Texas museum professionals to build their expertise by attending a series of educational programs in one of six areas of focus. Certificates reward participants' dedication to improve their skills and knowledge of museum practice. Program participants will earn a TAM Professional Development Certificate for completion of a workshop and four annual meeting sessions relating to one focus area. Eligible sessions in the six focus areas will be noted in the program schedule: (A) Administration; (R) External Relations; (Ex) Exhibitions; (C) Collections; (E) Education; and (L) Leadership Management. Please note that workshops presented throughout the year by TAM and TAM Affinity Groups count towards the certificate. It is not necessary to attend a workshop in conjunction with Annual Meeting. Cost to participate is \$50 per certificate. Participants must be current TAM individual members.

**Please complete this form online at [www.texasmuseums.org/Professional\\_Development](http://www.texasmuseums.org/Professional_Development).  
Your certificate will be mailed to you following the TAM Annual Meeting.**

The same session or workshop may not be credited towards more than one certificate.  
Please check the focus area attended.

- Administration (A)
- External Relations (R)
- Exhibitions (Ex)
- Collections (C)
- Education (E)
- Leadership Management (L)
- Masters Certificate (Completed three Professional Development Certificates)

I, \_\_\_\_\_  
*please print name clearly*

certify that I have attended the TAM Annual Business Meeting, 1 workshop and 4 sessions in the above checked Core Curriculum Elements.

**Museum / Organization** \_\_\_\_\_

**Mailing Address** \_\_\_\_\_

\_\_\_\_\_

# IN MEMORIAM

TAM pays tribute to the following Texas museum professionals and supporters who recently passed away. We are grateful for their support of our field and their contributions to the arts and cultural community.



## Richard Huff (September 11, 1942 - April 16, 2020)

Richard Huff worked in cultural organizations at the local, state and national levels. He gained a national reputation for his work as Director of the Cultural Activities Center in Temple, Texas. As Director of the Dallas City Arts Program for seven years, he played a key role in the creation of the Dallas Arts District and in 1995 became the Executive Director of the Irving Arts Center. He also served on the boards of the National Assembly of State Arts Agencies, Texans for the Arts and Mid-America Arts Alliance.



## Jodi Larson (August 22, 1976 - June 16, 2020)

In her career as an historian, interpreter and museum professional, Jodi brought history and culture to life for museum visitors around the world. Via her co-founded consultancy Museums Unbound, Jodi served museums throughout the country as well as internationally on initiatives for the U.S. Department of State. Jodi was active in the Southeast Texas Museum Association (SETMA) and TAM communities and was instrumental in hosting the Museums Free-For-All event every summer. She was a powerful advocate for accessibility, producing educational programming for everyone regardless of age, education or disability.



## Dr. Richard Brettell (1949 - July 24, 2020)

Dr. Richard R. Brettell served as Director of the Dallas Museum of Art from April 1988 to December 1992. A brilliant and passionate scholar, curator, professor and writer, he inspired countless colleagues, students and citizens during the more than three decades he lived and worked in Dallas. From 2014 to 2019, Brettell served as the Founding Director of UTD's Edith O'Donnell Institute of Art History (EODIAH), a center for innovative research and graduate education in art history, which includes a groundbreaking, ongoing partnership with the Dallas Museum of Art which he spearheaded.



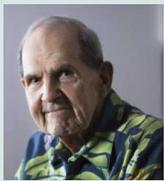
## Larry Spasic (May 19, 1951 – December 6, 2020)

Larry Spasic's contribution to history education and preservation is noteworthy. He began his career of education in 1978. His love for educating and his gift of speaking continued as he began working as the Curator of Education in 1989 for the San Jacinto Monument Museum. In 2006, Larry was appointed as President of the San Jacinto Museum of History where he enjoyed working with the public. TAM worked with him directly in 2018-2019 as part of the TAM initiative, Finding Alternative Futures.



## Willard George "Bill" Rosene (December 31, 1927 - January 25, 2021)

Bill and his wife Effie Rosene pursued their idea to create an organization to showcase not only the historical achievements and heritage of Americans of Czech descent but also offer and present the European culture of past and contemporary Czechs and Slovaks. Czech Center Museum Houston was incorporated on March 8, 1996, as a non-profit educational and cultural organization, made up entirely of volunteers. They recently participated in TAM's Finding Alternative Futures program and they both will be dearly missed.



## Clint Willour (1941 - February 4, 2021)

Clint Willour—gallerist, curator, collector, friend, and mentor to generations of artists and other members of a diverse and international arts community—died February 4, 2021. Clint served as curator for 25 years at the Galveston Arts Center (GAC) a nonprofit, non-collecting art space located in the port city. For many exhibitions he partnered with the Texas' other regional museums and nonprofits, meaning that his shows traveled and had extended lives in El Paso, Corpus Christi, Beaumont, San Antonio and other cities.



## Arthur Wolff (June 18, 1953 - February 14, 2021)

Arthur Wolff was an anthropologist by training and served in many cultural positions in the West including Director of the Nevada State Museum and Historical Society in Las Vegas from 1988-1992. In 2004 Art created WOLF Consulting based on his years of experience and service and served as a member of many national, regional, and local museum associations, including the Texas Association of Museums. Art received the Mountain-Plains Museum Association's highest honor, the Hugo G Rodeck Award for Excellence in Museums, in 2012.



# ACKNOWLEDGEMENTS

## TAM 2021 LOCAL HOST COMMITTEE

Thank you to our San Antonio  
Local Host Committee members for their leadership:

**Marise McDermott**  
Committee Chair, Witte Museum

**Jeff Arndt**  
VIA Metropolitan Transit

**Rich Aste**  
McNay Art Museum

**Christina Balli**  
Guadalupe Cultural Arts Center

**Bonnie Baskin**  
Science Mill

**Darrell Beauchamp**  
The Museum of Western Art

**Kim Biffle**  
Witte Museum

**Lynn Bobbit**  
Brackenridge Park Conservancy

**Betty Bueche**  
Bexar Heritage and Parks Department

**Sabina Carr**  
Botanical Garden

**Melissa L. Castellon**  
McNay Art Museum

**Michael Duchemin**  
Briscoe Western Art Museum

**Michelle Everidge**  
Witte Museum

**Elizabeth Fauerso**  
Pearl

**Doren Fein**  
Las Casas Foundation

**Alex Freeman**  
Texas Association of Museums

**Roger Garcia**  
Witte Museum

**Elyse Gonzales**  
Ruby City

**Doug King**  
San Antonio Museum of Science and Technology

**Curtis Koleber**  
VIA Metropolitan Transit

**Jane Lewis**  
Villa Finale

**Rachel Mauldin**  
Briscoe Western Art Museum

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**Michelle Moon**  
Visit San Antonio

**William Moore**  
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**Tim Morrow**  
San Antonio Zoo

**Deborah Omowale Jarmon**  
San Antonio African American Community Archive

**Paula Owen**  
Southwest School of Art

**Cassandra Partker-Nowicki**  
Carver Community Cultural Center

**Debbie Racca-Sittre**  
City of San Antonio, Department of Arts & Culture

**Riley Robinson**  
Artpace San Antonio

**Graciela Sanchez**  
Esperanza Center for Peace and Justice

**Emily Sano**  
San Antonio Museum of Art

**Shanon Shea Miller**  
City of San Antonio, Office of Historic Preservation

**Colleen Swain**  
City of San Antonio, World Heritage Office

**Dona Walston**  
San Antonio Art League & Museum

# SUPPORTERS

Thank you to the support of our underwriters and sponsors for making TAM 2021 possible.

## UNDERWRITERS



CITY OF SAN ANTONIO  
DEPARTMENT OF  
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[www.artdisplay.com](http://www.artdisplay.com)

## Bexar County

Bexar Heritage and Parks Department focuses on a community-driven approach and a set of programs that identifies unique natural, cultural and historical heritage and values of Bexar County, Texas. The mission is to develop tools to conserve and be good stewards of these resources and maximize the economic benefits of them. Cultural Heritage is always at the heart of our programming.



The Bexar Heritage Center exhibits are designed to engage the visitor with glimpses of Bexar County's historic treasures and contemporary cultural amenities by being both photogenic portals as well as multilayered, dramatic representations that create an immersive, in-depth, exciting, one-of-a kind orientation to Bexar County and its ascendance to a world class destination and place to live. We hope you will be able to stop by and learn more about Bexar County.

[www.bexar.org/1224/Bexar-Heritage-Parks](http://www.bexar.org/1224/Bexar-Heritage-Parks)



[SANANTONIO.GOV/ARTS](http://SANANTONIO.GOV/ARTS)

## City of San Antonio Department of Arts & Culture

Art can be a language through which a community expresses itself. Art can be a medium to bring people closer together. Art can serve as an instrument to channel difficult conversations. Art can educate a city on its past, present and future. At the City of San Antonio Department of Arts & Culture, we strive to enrich the quality of life of San Antonio residents and visitors by leading and investing in San Antonio's arts and culture. We hope to inspire the public to participate in the arts, whether it is through cultural events, public art, music, film or creating their own art.

[www.getcreativesanantonio.com](http://www.getcreativesanantonio.com)



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<https://eliteonlinepublishing.com>



## Exhibit Concepts

Since its establishment in 1978, Exhibit Concepts, Inc. has cultivated an outstanding reputation for designing, producing, installing and maintaining exhibit of the highest quality for interpretive facilities, museums and visitor centers throughout the United States. Exhibit Concepts, Inc. is a certified Women's Business Enterprise (WBE).

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Higginbotham is a single source solution for insurance, financial and HR services to thousands of businesses and individuals. We're one of the nation's 25 largest independent brokers of business insurance, employee benefits, retirement plans, life insurance, executive compensation home and auto insurance. But our work doesn't stop after we secure coverage for our clients on day one. We deliver comprehensive risk management and employee benefit services year-round – what we call Day Two Services®. Our breadth ensures that clients of every size and scope have competitive options without engaging multiple service providers.

[www.higginbotham.net](http://www.higginbotham.net)



## MuseWork

MuseWork is a full-service exhibit planning and design firm. Our team of talented, creative professionals provide our clients with personalized attention and a full range of museum services, including interpretive planning, turn-key exhibits, short films, interactive media and web-deployed projects. Most importantly, MuseWork brings a heart-felt commitment to the important role interpretation plays in connecting the public to critical natural and cultural resources. We are passionate about this work and it shows.

<https://museworkexhibits.com>



## The Portal to Texas History

The Portal to Texas History is a free digital repository for cultural heritage and historic materials from across the state of Texas. There are over eight million pages of full text searchable newspapers, more than 400 thousand photographs, news scripts, maps and so much more! Come explore the stories, large and small, that have helped make Texas the Lone Star State.

<https://texashistory.unt.edu>



## Rediscovery Software

Re:discovery Software is the leading independent American provider of professional grade feature rich collection management systems. Proficio and Proficio Elements are popular and proven with 30 years of experience and a team of museum professionals behind the scenes. Continued advancements include a Proficio Cloud version, Proficio Mobile and Proficio for the Web

[www.rediscoverysoftware.com](http://www.rediscoverysoftware.com)



## Riggs Ward Design

Riggs Ward is a multi-disciplinary firm located in the capital city of Richmond, Virginia. We inspire visitor engagement in museums and cultural centers through experiential exhibit design, interactive media, innovative graphic design, and strategic master plans.

<http://riggsward.com>



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[www.vaultfas.com](http://www.vaultfas.com)



## Visit San Antonio

Be adventurous. And, visit San Antonio. A city rich in history, bursting with culture, and booming with modern attractions, San Antonio invites visitors to discover what's old and explore what's new. From our spectacular parks and green spaces, to festive seasonal events, to local shopping, dining and drinking. We have it all. And, we're eager to host you.

[www.visitsanantonio.com](http://www.visitsanantonio.com)



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[WWW.REDISCOVERYSOFTWARE.COM](http://WWW.REDISCOVERYSOFTWARE.COM)

## EVENT CODE OF CONDUCT



*All attendees, speakers, exhibitors, sponsors, and volunteers at our face-to-face and virtual events such as TAM Workshops and the TAM Annual Meeting are required to adhere to the following code of conduct. Organizers will enforce this code throughout the event. We expect cooperation from all participants to help ensure a safe environment for everybody.*

Our events are dedicated to providing a harassment-free experience for everyone, regardless of gender, gender identity and expression, age, sexual orientation, disability, physical appearance, body size, race, ethnicity, religious preferences, or technology choices. We do not tolerate harassment of conference participants in any form. Sexual language and imagery are not appropriate for any event venue, including talks, workshops, parties, Twitter, and other online media. Event participants violating these rules may be warned, sanctioned, or expelled from the event without a refund at the discretion of the event organizers.

Harassment includes offensive verbal comments related to gender, gender identity and expression, age, sexual orientation, disability, physical appearance, body size, race, ethnicity, religion, technology choices, sexual images in public spaces, deliberate intimidation, stalking, following, harassing photography or recording, sustained disruption of talks or other events, inappropriate physical contact, and unwelcome sexual attention.

Participants asked to stop any harassing behavior are expected to comply immediately.

Sponsors and exhibitors are also subject to the anti-harassment policy. In particular, sponsors and exhibitors should not use sexualized images, activities, or other material. Booth staff (including volunteers) should not use sexualized clothing/uniforms/costumes or otherwise create a sexualized environment.

If a participant engages in harassing behavior, the event organizers will take any action they deem appropriate, including warning or sanctioning the offender or expulsion from the conference with no refund.

We also expect all participants to conduct themselves with integrity, respect, honesty, and credibility; approach all events and interactions in accordance with the highest ethical standards of professionalism and personal conduct; and avoid all activities that will cause damage to or discredit your organization, TAM, or yourself.

If you are being harassed, notice that someone else is being harassed, or have any other related concerns, please contact a member of the TAM Staff or Councilors immediately. You may also send a report to [admin@texasmuseums.org](mailto:admin@texasmuseums.org).

Event staff will be happy to assist those experiencing harassment to feel safe for the duration of the conference. We value your attendance.

We expect participants to follow these rules at all TAM events whether in person or virtual.

*Adapted from the Association of Registrars and Collections Specialists' code of conduct and the Association of Science and Technology Centers (ASTC) code of conduct.*

# #TAM2021

# SCHEDULE

## AT A GLANCE

### LEGEND



### DAY 1 | MONDAY • APRIL 12, 2021

8:00 - 9:00 am CDT	CONFERENCE PLATFORM FAMILIARIZATION
8:30 - 9:00 am CDT	<b>KICK OFF NETWORKING</b> <i>Sponsored by Exhibit Concepts, Higginbotham, Siebler Historic Preservation &amp; Restoration</i>
9:00 - 10:30 am CDT	<b>PLENARY SESSION</b> <b>Special Presentation: <i>Sharing San Antonio's Cultural Story With the World</i></b> <b>Keynote: Conversation with Secretary of the Smithsonian, Lonnie G. Bunch III</b> <i>Presented by Visit San Antonio and the Witte Museum</i>
10:30 - 11:30 am CDT	<b>CONCURRENT SESSIONS</b>
 	<b>Now That's Innovative!</b> <i>Sponsored by Exhibit Concepts</i>
 	<b>Only Through Talking and Listening Will People Understand</b> <i>Sponsored by Riggs Ward</i>
	<b>Pandemic and Economic Uncertainty: Finding a Viable Path Forward</b> <i>Sponsored by Tour-Mate</i>
	<b>Elevating Thought Leadership Through Media Relations</b> <i>Sponsored by Tour-Mate</i>
11:30 am - 12:30 pm CDT	<b>PLENARY SESSION</b> <b>KEYNOTE ADDRESS: <i>Strategies, Outcomes and Missteps in the Field When Tackling JEDI (Justice, Equity, Diversity &amp; Inclusion) Work in Museums</i></b> <b>Featuring Keynote Christy Coleman, Executive Director, Jamestown-Yorktown Foundation</b> <i>Presented by the San Antonio Museum of Art</i>
12:30 - 1:30 pm CDT	<b>BREAK / TAM TALK: IDEA - Inclusion, Diversity, Equity and Access: Conversation &amp; Reflections</b>
1:30 - 2:30 pm CDT	<b>CONCURRENT SESSIONS</b>
	<b>Creating and Monetizing a Digital Strategy</b> <i>Sponsored by Tripology</i>
	<b>Best of Times / Worst of Times</b> <i>Sponsored by Higginbotham</i>
	<b>Recalculating, Recalculating...Using the Museum Assessment Program as Your Museum's GPS on the Road to Excellence</b> <i>Sponsored by Re:discovery Software</i>
2:30 - 3:00 pm CDT	<b>NETWORKING</b> <i>Sponsored by Exhibit Concepts, Higginbotham, Siebler Historic Preservation &amp; Restoration</i>
3:00 - 4:00 pm CDT	<b>TAM TALKS</b>
3:00 - 5:00 pm CDT	<b>WORKSHOP</b> <b>THE LEGACY OF RACIAL INJUSTICE: CONCRETIZING RESTORATIVE TRUTH-TELLING THROUGH NARRATIVE SITES</b> <b>Members-Only Workshop with Kiara Boone, Equal Justice Initiative</b> <i>Presented by the San Antonio Museum of Art</i>
6:00 - 7:30 pm CDT	<b>EVENING EVENT: VIRTUAL ART BITES WITH MAITE: SAN ANTONIO'S FIESTA CHILI QUEENS COOKING DEMO</b> <i>Presented by the San Antonio Museum of Art</i>

MONDAY, APRIL 12: 2021 SCHEDULE AT A GLANCE

## DAY 2 | TUESDAY • APRIL 13, 2021

8:00 - 9:00 am CDT	MEMBERS-ONLY COFFEE RECEPTION AND TOWN HALL WITH TAM COUNCIL PRESIDENT AND TAM EXECUTIVE DIRECTOR
9:00 - 10:00 am CDT	PLENARY SESSION KEYNOTE ADDRESS: <i>Systemic Solutions to Systemic Problems: Unlocking Barriers to Equity in Museum Practice</i> Featuring Laura Huerta Migus, Executive Director, Association of Children's Museums
10:00 - 11:00 am CDT	CONCURRENT SESSIONS
	Helping Hands: Utilizing Volunteers in Museum Collections and Exhibits Sponsored by Tour-Mate
	Collaboration in the Time of COVID: Creating a Collaborative Regional Network
	Reckoning with Very Real Conversations Sponsored by MuseWork
11:00 am - 12:00 pm CDT	CONCURRENT SESSIONS
	Teaching Beyond the Museum: Engaging Classroom Outreach Programs Sponsored by Tripology
	Texas, The West, and America Sponsored by Siebler Historic Preservation & Restoration
	Flash Sessions Presented by Exhibit Concepts, Re:discovery Software and Elite Online Publishing
	<b>FLASH SESSIONS</b>
12:00 - 12:30 pm CDT	NETWORKING / BREAK Sponsored by Exhibit Concepts, Higginbotham, Siebler Historic Preservation & Restoration
12:30 - 1:30 pm CDT	PLENARY SESSION KEYNOTE ADDRESS: <i>Sebastián in San Antonio: How to Pull Off a City-Wide Public Art Exhibition of 50+ Years   20+ Sites   100+ Works</i> Featuring Sebastián, Sculptor, Mexico City, Mexico Presented by the City of San Antonio Department of Arts and Culture
1:30 - 2:30 pm CDT	CONCURRENT SESSIONS
	Mountmaking! Sponsored by Art Display Essentials, a 10-31 Company
	Mindfulness in the Museum
	Breaking Down Barriers: Making Museums Essential to Learning
2:30 - 3:00 pm CDT	NETWORKING / BREAK Sponsored by Exhibit Concepts, Higginbotham, Siebler Historic Preservation & Restoration
3:00 - 4:00 pm CDT	CONCURRENT SESSIONS
	Construction Nightmares: Successfully Navigating Construction and Exhibit Builds
	Maverick Plaza: Utilizing San Antonio's History and Cultural Identity to Expand Opportunities
	Half-Session Combo! One time slot – two great presentations!
	1. Working Digitally
	2. Innovative K-12 Teacher Professional Development that Keeps Them Coming Back
	<b>1/2 SESSIONS</b>
4:00 - 5:00 pm CDT	TAM TALKS
6:00 - 7:00 pm CDT	EVENING EVENT: ODE TO JUNETEENTH: GALLERY THEATER AT THE WITTE MUSEUM Presented by the Witte Museum Sponsored by Exhibit Concepts; MuseWork; Siebler Historic Preservation & Restoration; Art Display Essentials, a 10-31 Company

TUESDAY, APRIL 13: 2021 SCHEDULE AT A GLANCE

## DAYS 3 & 4 | WEDNESDAY & THURSDAY • APRIL 14-15, 2021

ON DEMAND | SAN ANTONIO CULTURAL SHOWCASE

## DAY 5 | FRIDAY • APRIL 16, 2021

8:00 - 9:00 am CDT	COFFEE RECEPTIONS: AFFINITY GROUPS; SETMA; ALUMNI; FINDING ALTERNATIVE FUTURES; CMC MEETING
1:30 - 3:00 pm CDT	ANNUAL BUSINESS MEETING AND AWARDS CEREMONY
3:00 - 3:30 pm CDT	CLOSING REFLECTIONS WITH TAM EXECUTIVE DIRECTOR AND LOCAL HOST COMMITTEE CHAIR

# SCHEDULE

## GENERAL INFORMATION

All conference happenings will take place in the Whova online conference platform unless otherwise noted. All featured times are listed as Central Daylight Time.

Eligible sessions for the Professional Development Certificate in the six focus areas are labeled as follows:



(A) - Administration



(C) - Collections



(E) - Education



(Ex) - Exhibitions



(R) - External Relations



(L) - Leadership Management

Descriptions, speakers and times are subject to change. TAM reserves the right to cancel or change any sessions or event.

## DAY 1

## MONDAY, APRIL 12

**8:00 - 9:00 am**

### Conference Platform Familiarization

Welcome to TAM 2021 Virtual! Pop in early and take time to familiarize yourself with the Whova conference platform. Create your profile, then check out the menu and functions, search and message fellow attendees, browse sponsor and exhibitor listings, review the agenda and build your schedule. Plus, we hope you will take some time to visit our local host section for a taste of San Antonio. Since we weren't able to meet in person in San Antonio this year, we encourage you to take some time to explore the cultural offerings provided by our San Antonio museum friends!

**8:30 - 9:00 am**

### Kick Off Networking

If one of the things you are most looking forward to at TAM 2021 Virtual conference is seeing some of your TAM friends, then you'll want hop into this networking session to kick off your conference experience! In the spirit of the "hallway conversations" that organically occur during in-person events, attendees will be placed at various "tables" in the virtual reception area and randomly shuffled from table to table every few minutes. It's a great way to reconnect with your colleagues and make some new, lasting connections!

*Sponsored by Exhibit Concepts, Higginbotham, Siebler Historic Preservation & Restoration*

**9:00 - 10:30 am**

### Plenary Session, Featuring Keynote Secretary of the Smithsonian, Lonnie G. Bunch III

Welcome to the opening plenary session of TAM's virtual conference! To start, TAM Executive Director, Alex Freeman, will come to the "stage," along with TAM Council President Margaret Koch, Director of the Bullock Texas State History Museum, as they welcome attendees, highlight conference features and share helpful hints on how to navigate this digital experience and make the most of this year's conference. After opening remarks, TAM 2021 San Antonio Local Host Committee Chair Marise McDermott, President and CEO of the Witte Museum, Mimi Quintanilla, Principal of Quintanilla Schmidt Consulting, and Andrés Muñoz, CTA, Vice President of Marketing, Communications & Tourism for Visit San Antonio, will present "Sharing San Antonio's Cultural Story with the World," as a special tribute to our host city, followed by an exciting Keynote Conversation with Lonnie G. Bunch III, Secretary of the Smithsonian Institution.

#### Sharing San Antonio's Cultural Story With the World

*Presented by Visit San Antonio and the Witte Museum*

Join 2021 Local Host Committee Chair Marise McDermott from the Witte Museum, Mimi Quintanilla, Principal of Quintanilla Schmidt Consulting and Andrés Muñoz, CTA, Vice President of Marketing, Communications & Tourism for Visit San Antonio, as they walk us through their experiences with "The San Antonio Cultural Story: A Dynamic Confluence." This special project, which highlights cultural assets and multifaceted experiences with potential visitors, was launched with the intent of developing a multi-media narrative to attract cultural visitors from throughout Texas, the United States and the world. Presenters will share firsthand accounts how they worked to accomplish this, in collaboration with Visit San Antonio and 30 cultural leaders, who, over the span of 18 months, weighed in on the Cultural Story. The result was a beautifully rendered, dynamically narrated and undeniably impactful Cultural Story, where chief among the cultural assets displayed are San Antonio museums.

## Keynote: Conversation with Lonnie Bunch, Secretary of the Smithsonian Institution

What does it mean for museums to respond and redefine after the past year of social justice movements and COVID-19 pandemic? Listen in to a conversation between Secretary of the Smithsonian Institution, Lonnie G. Bunch, III and Marise McDermott, President and CEO of the Witte Museum as they discuss the founding of the National Museum of African American History and Culture and the future of the Smithsonian Institution. This conversation features questions gathered from the Texas museum community regarding collecting strategies, community engagement, and equity in the museum field. Secretary Bunch's thoughts on museums today will set the stage for a week of redefinition and action after the most challenging year museums have faced.



### ABOUT LONNIE G. BUNCH III

Lonnie G. Bunch III is the 14th Secretary of the Smithsonian. He assumed his position June 16, 2019. As Secretary, he oversees 19 museums, 21 libraries, the National Zoo, numerous research centers, and several education units and centers. Previously, Bunch was the director of the Smithsonian's National Museum of African American History and Culture. When he started as director in July 2005, he had one staff member, no collections, no funding and no site for a museum. Driven by optimism, determination and a commitment to build "a place that would make America better," Bunch transformed a vision into a bold reality. The museum has welcomed more than 6 million visitors since it opened in September 2016 and compiled a collection of 40,000 objects that are housed in the first "green building" on the National Mall. Occupying a prominent location next to the

Washington Monument, the nearly 400,000-square-foot National Museum of African American History and Culture is the nation's largest and most comprehensive cultural destination devoted exclusively to exploring, documenting and showcasing the African American story and its impact on American and world history.

Before his appointment as director of the museum, Bunch served as the president of the Chicago Historical Society (2001–2005). There, he led a successful capital campaign to transform the Historical Society in celebration of its 150th anniversary, managed an institutional reorganization, initiated an unprecedented outreach initiative to diverse communities and launched a much-lauded exhibition and program on teenage life titled "Teen Chicago." A widely published author, Bunch has written on topics ranging from the black military experience, the American presidency and all-black towns in the American West to diversity in museum management and the impact of funding and politics on American museums. His most recent book, *A Fool's Errand: Creating the National Museum of African American History and Culture in the Age of Bush, Obama, and Trump*, which chronicles the making of the museum that would become one of the most popular destinations in Washington.

Bunch has worked at the Smithsonian in the past, holding several positions at its National Museum of American History from 1989 through 2000. As the museum's associate director for curatorial affairs for six years (1994–2000), he oversaw the curatorial and collections management staff and led the team that developed a major permanent exhibition on the American presidency. He also developed "Smithsonian's America" for the American Festival Japan 1994; this exhibition, which was presented in Japan, explored the history, culture and diversity of the United States. Bunch served as the curator of history and program manager for the California African American Museum in Los Angeles from 1983 to 1989. While there, he organized several award-winning exhibitions, including "The Black Olympians, 1904–1950" and "Black Angelenos: The Afro-American in Los Angeles, 1850–1950." He also produced several historical documentaries for public television.

Born in Belleville, New Jersey, Bunch has held numerous teaching positions at universities across the country, including American University in Washington, D.C., the University of Massachusetts in Dartmouth and George Washington University in Washington, D.C. In service to the historical and cultural community, Bunch has served on the advisory boards of the American Association of Museums and the American Association for State and Local History. In 2005, Bunch was named one of the 100 most influential museum professionals of the 20th century by the American Association of Museums. Among his many awards, he was appointed by President George W. Bush to the Committee for the Preservation of the White House in 2002 and reappointed by President Barack Obama in 2010. In 2019, he was awarded the Freedom Medal, one of the Four Freedom Awards from the Roosevelt Institute, for his contribution to American culture as a historian and storyteller; the W.E.B. Du Bois Medal from the Hutchins Center at Harvard University; and the National Equal Justice Award from the NAACP's Legal Defense Fund. Bunch received his undergraduate and graduate degrees from the American University in Washington, D.C.



### ABOUT MARISE MCDERMOTT

Marise McDermott has more than 30 years of experience in cultural arts, most recently as President and CEO of the Witte Museum since 2004. McDermott has ushered in a new era of growth for the Witte Museum. Under her leadership, the Witte Museum successfully completed a \$100 million award-winning transformation called the "New Witte" in 2017. McDermott serves as a Commissioner on the Accreditation Commission for the American Alliance of Museums and as Director on the Visit San Antonio Board of Directors, among other boards. McDermott has served as TriChair of the Alamo Advisory Committee, Founding Chair of Luminaria, Chair of the San Antonio Convention and Visitors Bureau, among other community leadership roles.



### ABOUT MIMI QUINTANILLA

Mimi Quintanilla, Principal of Quintanilla Schmidt Consulting, is an accomplished museum professional with experience in long range planning, community engagement, public programming and project evaluation. Mimi is recognized as a mentor and leader in the field of museums and community collaborations. She has served as a board member of the American Alliance of Museums, the Latino Network Professional Interest Committee, the Smithsonian Council, the National Museum of American History Latino Initiatives Advisory Committee, the National Council for History Education, the Texas Association of Museums, and the Association of Science and Technology Centers Diversity and Equity Committee.



### ABOUT ANDRÉS MUÑOZ, CTA

Andrés Muñoz is the Vice President, Marketing & Communications for Visit San Antonio, the sales and marketing organization promoting San Antonio as a premier tourism and meetings destination. Muñoz started with the organization in February 2012. He brings more than 30 years of diverse experience in the marketing and communications field, previously serving for three years as the SACVB Group Account Director at Bromley Communications. His award-winning experience includes marketing efforts for McDonald's, Colgate, Visa and Sony. Global creative agency DDB Worldwide brought him from his native Colombia to the U.S. to lead the McDonald's US Hispanic advertising efforts, a critical assignment for one of the largest brands in the world. Muñoz is married and has two children. Hospitality is a leading industry in San Antonio, which attracts 34 million visitors a year. 1 in every 8 residents is employed in the industry, which has an overall annual economic impact of \$13.4 billion.

10:30 - 11:30 am

## Concurrent Sessions

**Now That's Innovative!**

Join three museum professionals as they present the innovative ideas they have implemented at their museum related to exhibits and programs. Learn about the challenges each faced when considering nontraditional ideas in a museum setting and find out the lessons learned from both success and/or failure of these ideas.

**Presenting Chair:**

**Charlie Walter**, Director, Mayborn Museum Complex, Baylor University, Waco

**Presenters:**

**Rachel Moore**, Education Experience Manager, Dr Pepper Museum & Free Enterprise Institute, Waco

**Meredith Doby**, Vice President of Exhibits, The Doseum, San Antonio

**Mike Spiewak**, Vice President of Exhibitions, Perot Museum of Nature and Science, Dallas

*Sponsored by Exhibit Concepts*

**Only Through Talking and Listening Will People Understand**

Hate is part of Texas history. However, extremism should be avoided when discussing monuments or historic sites in the 21st century. The more people discuss what happened in the past, the more they will understand what happened, as well as how society responds in the present day. The more voices that are included, the more likely it is solutions can be found for our communities. This session will provide participants with examples of how museums can be safe locations for discussing recent controversial topics and how communities can work together toward a common goal of making their historic sites matter.

**Presenting Chair:**

**Cynthia Evans**, Site Manager, French Legation State Historic Site, Texas Historical Commission, Austin

**Presenters:**

**Mark Wolfe**, Executive Director, Texas Historical Commission, Austin

**Bob Ward**, Chair, Travis County Historical Commission, Austin

*Sponsored by Riggs Ward*

**Pandemic and Economic Uncertainty: Finding a Viable Path Forward**

The COVID-19 pandemic and the economic hardships that accompany it have left the museum community searching for financially viable paths forward. Using three "Process Documents" developed for the FINDING ALTERNATIVE FUTURES project as guidelines, panelists will discuss ways to consider major change as an organizational survival skill.

**Presenting Chair:**

**Ruth Ann Rugg**, Director of Special Projects, Texas Association of Museums

**Presenters:**

**Brian Crockett**, President, Two-Headed Goat, Albuquerque, NM

**Amy Rogers**, Executive Director, 1940 Air Terminal Museum, Houston

*Sponsored by Tour-Mate*

**Elevating Thought Leadership Through Media Relations**

The realm of media relations is rapidly changing, which means it is more important now than ever to build trust with your audiences. This session offers solutions for increasing transparency, accessibility and inclusion through museum communications. Speakers will share strategies for making the most of a tight budget through creative and mutually beneficial media partnerships. Opportunities to improve audience responsiveness and elevate thought leadership will be explored as museums innovate post-COVID-19.

**Presenting Chair:**

**Stacey Ingram Kaleh**, Director of Communications, Texas Council for Developmental Disabilities, Austin

**Presenters:**

**Desmond Bertrand-Pitts**, Chief Executive Officer, Center for African American Military History, Houston

*Sponsored by Tour-Mate*

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# DAY 1 | MONDAY, APRIL 12

11:30 am - 12:30 pm

## Plenary Session

**Keynote Speaker: Christy Coleman, Executive Director, Jamestown-Yorktown Foundation**

*Presented by the San Antonio Museum of Art*

**Keynote Address: Strategies, Outcomes and Missteps in the Field When Tackling JEDI (Justice, Equity, Diversity & Inclusion) Work in Museums**

Christy Coleman shares strategies, outcomes and missteps in the field when tackling JEDI (Justice, Equity, Diversity and Inclusion) work in museums.



### ABOUT CHRISTY S. COLEMAN

With a career spanning over 30 years, Christy S. Coleman has served as the Chief Executive Officer of some of the nation's most prominent museums. She's a tireless advocate for the power of museums, narrative correction, diversity and inclusiveness. Ms. Coleman is an innovator and leader in the museum field having held leadership roles at the Colonial Williamsburg Foundation, the Charles H. Wright Museum of African American History, the American Civil War Museum and now the Executive Director of the Jamestown-Yorktown Foundation.

She's written numerous articles, is an accomplished screenwriter, public speaker and has appeared on several national news and history programs. Most recently, she served as Historical Consultant for the film *Harriet* and Showtime's *Good Lord Bird* miniseries. She's also been a featured public historian for several documentaries, most recently the acclaimed miniseries *Grant*.

Ms. Coleman is the recipient of numerous awards including Honorary Doctorates from The College of William and Mary, Virginia Commonwealth University and the University of the South for her decades of impact. In 2018, *Time Magazine* named her one of the 31 People Changing the South and in 2019, *Worth Magazine* named her one of 29 Women Changing the World.

*This presentation has been underwritten by the San Antonio Museum of Art with generous support from the Louis A. and Frances B. Wagner lecture fund.*

12:30 - 1:30 pm

## Break / TAM Talk: IDEA

While taking a break during this time is certainly an option, we hope you'll stick around to participate in the first TAM Talk session of the conference! Access these interactive and engaging dialogue experiences in the Community section of Whova, under the Meet-Up feature.

### TAM Talk: IDEA - Inclusion, Diversity, Equity and Access: Conversation & Reflections

This special TAM Talk follows the plenary session featuring keynote speaker Christy Coleman and deep dives into the topic of IDEA and the themes covered earlier in the day. Facilitators Jake Mangum, TAM Council Member, and Dr. Kheli Willetts, IDEA Committee Chair, will guide attendees through this discussion as they reflect on the keynote address and its relationship to the field through the IDEA lens. A breakout room will be provided for attendees interested in this facilitated topic-based conversation.

#### Facilitators:

**Jacob Mangum**, Project Development Librarian, University of North Texas, Denton

**Dr. Kheli Willetts**, Director of Professional Development, Mid America Arts Alliance, Kansas City, MO

1:30 - 2:30 pm

## Concurrent Sessions



### Creating and Monetizing a Digital Strategy

The importance of "Digital" has been profoundly stated as museums have strived to engage audiences and work remotely during the closures. But we need to do more. With informed strategic planning, innovative thinking and thoughtful investment, museums must more effectively leverage digital and the technologies that enable it, to create greater sustainability, relevance and resilience, a greater impact to a larger, more diverse audience and yes, revenue from digital activities.

#### Presenting Chair:

**Nik Honeysett**, CEO, Balboa Park Online Collaborative, San Diego, CA

*Sponsored by Tripology*

## Concurrent Sessions *continued*



### Best of Times / Worst of Times

The session will give participants the opportunity to learn from five (5) long-term museum professionals, each with 20+ years of experience in the museum field. Speakers will reflect on their career and delve into times when something went really well in their career and times when something did not go well and perhaps even failed.

#### Presenting Chair:

**Charlie Walter**, Director, Mayborn Museum Complex, Baylor University, Waco

#### Presenters:

**Daniel Carey-Whalen**, Director, Centennial Museum & Chihuahuan Desert Gardens, El Paso

**Margaret Koch**, Director, Bullock Texas State History Museum, Austin

**Cliff Vanderpool**, Director of Development and Communications, Amon Carter Museum of American Art, Fort Worth

**Howard Taylor**, Director, San Angelo Museum of Fine Art, San Angelo

*Sponsored by Higginbotham*



### Recalculating, Recalculating...Using the Museum Assessment Program as Your Museum's GPS on the Road to Excellence

Does your museum need budget-friendly recommendations to improve its community engagement, address challenges with collections, strengthen its educational activities, align operations overall, or hone its governance for greater leadership potential? The MAP program is celebrating 40 years of working with more than 5,000 museums who have strategically leveraged the dynamic combination of self-assessment activities, a Peer Reviewer site visit and a final assessment report with prioritized recommendations. Two Texas MAP museums will share stories and insights from their participation in the program while pivoting their way through a pandemic. Hear all about the positive outcomes for these museums and find out how to apply to this IMLS-funded program.

#### Presenting Chair:

**Susan Zwerling**, Museum Assessment Program Officer, American Alliance of Museums, Arlington, VA

#### Presenters:

**Jeryl Hoover**, Executive Director, Gillespie County Historical Society, Fredericksburg

**Sue Prudhomme**, Executive Director of Cultural Affairs, Victoria College

**Brianne Roth**, Museum Assessment Program Officer, American Alliance of Museums, Arlington, VA

*Sponsored by Re:discovery Software*

**2:30 - 3:00 pm**

## Networking

In the spirit of the "hallway conversations" that organically occur during in-person events, we encourage you to join us for this networking session where attendees will be placed at various "tables" in the virtual reception area and randomly shuffled from table to table every few minutes. It's a great way to reconnect with your colleagues and make some new, lasting connections!

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3:00 - 4:00 pm

## TAM Talks

Choose your own adventure! Jump in to a facilitated, informal, topic-based conversation of your choice with your friends and colleagues centered around timely and relevant issues in the museum field. Access these interactive and engaging dialogue experiences in the Community section of Whova, under the Meet-Up feature. Please note - TAM Talks are safe spaces for live, open dialogue and will therefore not be recorded.

### TAM Talk: Institute of Museum and Library Services 2022 Funding Opportunities

This TAM talk provides participants with an overview of museum funding opportunities offered by the Institute of Museum and Library Services (IMLS). As the nation's primary source of federal funding for museums, IMLS administers six grant opportunities and two assessment programs that are available to Texas museums through the agency's Office of Museum Services. An IMLS staff member will briefly share detailed information about each program and tips for preparing a more competitive application for the next museum grant application deadline on November 15, 2021, and then allow plenty of time for questions and discussion.

#### Facilitator:

**Helen Wechsler**, Supervisory Grants Management Specialist, Institute of Museum and Library Services, Washington, D.C.

### TAM Talk: Finding Your Heading: Navigating Your Career During Difficult Times

*Presented by Museum Emerging Leaders of Texas*

This TAM talk will initiate the dialogue on navigating leadership and your career during difficult times, from global pandemics, political turmoil and social uprisings to economic crises, extreme weather disasters and beyond. Attendees can commiserate, share stories of resilience and learn from others' experiences and perspectives.

#### Facilitator:

**Madeleine Calcote**, Executive Director, Museum of North Texas History, Wichita Falls

**Alysha Richardson**, Site Manager, Sam Bell Maxey House SHS, Texas Historical Commission, Paris

**Kayte Ricketts**, Education Coordinator, Bell County Museum, Belton

### TAM Talk: Museum Voice: Addressing Race, Injustices and Hate

This TAM Talk will initiate discussion on subject matter that can often be uncomfortable and risky but is also very necessary to have. How can we as cultural institutions take a stand and use our platforms to influence change in an unjust world while also creating true impact and continuing the dialogue and advocacy for years to come. It is our duty as museum leaders to create a culture of diversity, anti-hate and anti-racism by using our respective institutions, our art, our history to educate our audiences. The foundation of America is deeply rooted in oppression of and racism towards African Americans, and in the past year it has become more public. Plus, now there is a rise in the attack on Asian lives. Now is the time for museums to collectively stand in solidarity for those communities on the front lines. What is next? How do we hold institutions accountable?

#### Facilitator:

**Desmond Bertrand-Pitts**, Chief Executive Officer, Center for African American Military History, Houston

### TAM Talk: Sourcing Ethically and Sustainably for Retail

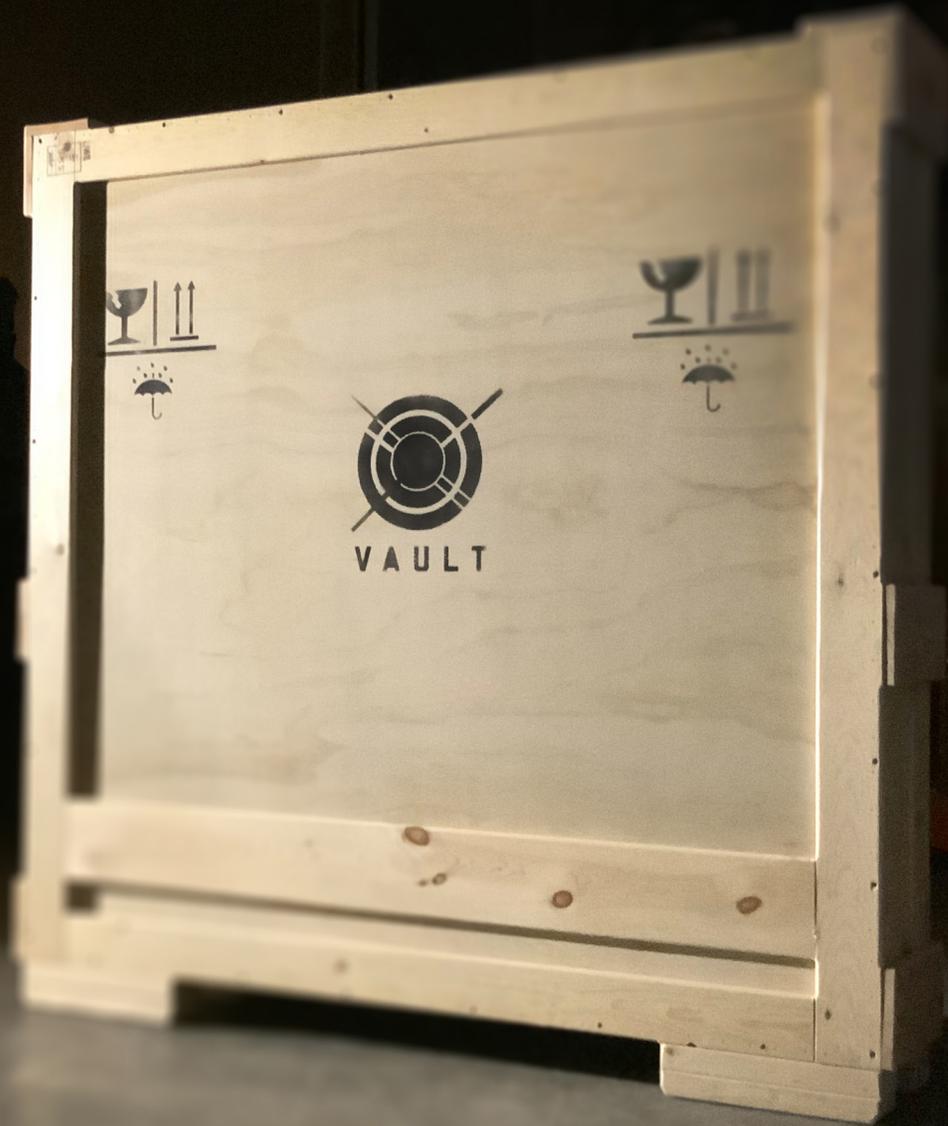
Often overlooked is the role of the retail operation at museums and other non-profit institutions. In addition to furthering the institution's mission and revenue generation, non-profit retail professionals must also balance a responsible and ethical buying approach that is responsive to an ever-changing retail climate amongst market volatility, political uprisings, global crises, as well as an increasingly discerning audience. During this session, non-retailers and retail professionals alike will deep dive into perspectives on gift shop/non-retail departmental collaboration best practices, the considerations behind a buying approach, why the ubiquitous exhibition catalogue MUST be rethought, and other things retail managers need their museum colleagues to know!

#### Facilitator:

**Caitlin Brown-Clancy**, Gift Shop Manager, San Antonio Museum of Art

# #TAM2021

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**3:00 - 5:00 pm**

## Workshop

### **The Legacy of Racial Injustice: Concretizing Restorative Truth-Telling Through Narrative Sites Members-Only Workshop with Kiara Boone, Equal Justice Initiative**

*Presented by the San Antonio Museum of Art*

For more than 30 years, EJI has been dedicated to ending mass incarceration and excessive punishment in the United States, to challenging racial and economic injustice, and to protecting basic human rights for the most vulnerable people in American society. This work has provided a first-hand view of the many ways our nation's current era of mass incarceration is deeply rooted in America's history of racial injustice and inspired EJI to launch a project documenting and memorializing the eras of enslavement, racial terror lynching and segregation.

EJI believes we need a new era of truth and justice that starts with confronting our history of racial injustice. In this session, participants will have the opportunity to dive deep into EJI's public education resources, community projects and cultural sites in Montgomery, Alabama.

EJI's Community Remembrance Project (CRP) is intended to empower communities to change the physical landscape to honestly reflect our history. EJI is using the power of place to inspire people to visit Montgomery and to learn and reflect about this history and the contemporary connections in the Legacy Museum and the National Memorial for Peace and Justice.

*Pre-registration required, limited availability, members-only event*



#### **ABOUT KIARA BOONE**

As the deputy director of community education at the Equal Justice Initiative in Montgomery, Alabama, Kiara Boone works with EJI's racial justice projects which are aimed at changing the narrative about America's history of racial injustice through educational reports, videos, short films, local community efforts and two new cultural spaces - The Legacy Museum and The National Memorial for Peace and Justice. With EJI's Community Remembrance Project, Kiara helps to support community members across the country to memorialize documented victims of racial violence and foster meaningful dialogue about race and justice today. Prior to EJI, Kiara worked for the Jessie Ball duPont Fund in Jacksonville, FL where she helped to launch youth employment systems and community development programs in the panhandle of Florida. Kiara earned a degree in Political Science from Davidson College in 2011 and a Nonprofit Management Executive Certificate from Georgetown University in 2012. Raised in Mississippi, she has lived her entire life in the Deep South. Kiara believes in the importance of truth-telling to move our communities towards healing and justice.

*This presentation has been underwritten by the San Antonio Museum of Art with generous support from the Louis A. and Frances B. Wagner lecture fund.*

**6:00 - 7:30 pm**

## Evening Event

### **Virtual Art Bites with Maite: San Antonio's Fiesta Chili Queens Cooking Demo**

*Presented by the San Antonio Museum of Art*

Step into your kitchen and prepare to be wowed! Our friends at the San Antonio Museum of Art have arranged for well-known educator, writer and cook, Maite Gomez-Rejón, the founder of ArtBites, to lead TAM attendees on a historical culinary adventure from the comfort of your own home! Starting with a craft cocktail, then moving on to the makings of a beloved San Antonio "Chili Queens" recipe (Chile con Carne), attendees will learn the history behind these "secret kitchen sisters" while Maite and those following along fill the kitchen with the aromas of the traditional Mexican open-air food stands of yesteryear. While you won't have time to finish the full meal with Maite, the demo provides you with enough time to get the dish underway and then see it through to completion after the event concludes. Then, share and enjoy your art history creation! (recipes and list of ingredients are available on page 40 so you can have everything prepped and ready in advance).



#### **ABOUT MAITE GOMEZ-REJÓN**

For over a decade Maite Gomez-Rejón has been exploring the nexus of art and culinary history through lectures, cooking classes and tastings presented at museums across the country and through essays and articles on culinary history in various publications.

Maite is an educator, writer and cook. She has worked in the Education Departments of the Metropolitan Museum of Art, the Museum of Modern Art, the Los Angeles County Museum of Art and the J. Paul Getty Museum, has taught art history at the college level and has worked as a private chef and caterer.

A native of South Texas, Maite earned a BFA from the University of Texas at Austin, an MFA from the School of the Art Institute of Chicago and a Grande Diplome from the French Culinary Institute in New York City. She worked in restaurant kitchens in France and Mexico before combining her two passions of art and food in 2007 when she founded ArtBites to weave art and culinary history through cooking classes, lectures, tastings and stories. [www.ArtBites.net](http://www.ArtBites.net)

Maite lives in Los Angeles with her husband and their rescue dog.

*This presentation has been underwritten by the San Antonio Museum of Art with generous support from the Louis A. and Frances B. Wagner lecture fund.*

# DAY 2

TUESDAY, APRIL 13

8:00 - 9:00 am

## Members-Only Coffee Reception and Town Hall with TAM Council President and TAM Executive Director

All TAM members who registered for the conference (by March 31) will receive a complimentary coffee mug to use during our inaugural TAM Town Hall Meeting led by TAM President Margaret Koch. This Q&A session will gather input from members to help TAM's leadership shape the organization's future.

9:00 - 10:00 am

## Plenary Session (plus an exciting announcement about TAM 2022!)

### Keynote Speaker: Laura Huerta Migus, Executive Director, Association of Children's Museums

#### Keynote Address: Systemic Solutions to Systemic Problems: Unlocking Barriers to Equity in Museum Practice

Nearly thirty years ago, a clarion call was made for museums to aggressively pursue equity in every part of practice – from public-facing content to internal operations. However progress has been slow, despite seemingly constant attention and will in the field. Why are we here? Why aren't we "there" yet? One of the answers lies in the field's reliance on individualistic approaches – staff champions, exemplar programs and exhibits, etc. – to address generational systemic dynamics. This presentation will explore museums and the field as interdependent systems, identifying the codified and historical structures that must be reconsidered and redesigned in order for museums to become spaces of equity in purpose and practice.



#### ABOUT LAURA HUERTA MIGUS

Laura Huerta Migus is the Executive Director of the Association of Children's Museums (ACM) in Arlington, Virginia, the world's largest professional society promoting and advocating on behalf of children's museums and children's museum professionals. Throughout her career, Laura has been devoted to the growth and education of children, particularly those from underserved and under-resourced communities. Under her leadership, ACM pursues innovative and effective partnerships to leverage the power of children's museums worldwide. In 2018, Laura was named as an Ascend Fellow of the Aspen Institute, and in 2016 she was recognized as a Champion of Change for Summer Opportunity by the White House. She is a noted speaker and author on topics of equity and audience-focused museum practice for institutions including the Board of Science Education of the National Academies of Sciences, the U.S. Play Coalition, and various university texts. Previously, she served as the Director of Professional Development and Equity Initiatives at the Association of Science-Technology Centers, Inc. and also held positions at the National Multicultural Institute and the National Association for Bilingual Education. She earned a B.A. in Spanish from Texas A&M University and an M.S. in Organization Development and Leadership from Saint Joseph's University.

# #TAM2021

## OUTGOING TAM COUNCIL MEMBERS

TAM wishes to thank the following outgoing Council members for their service and dedication:

**Luis David Contreras II**, Visual Arts Educator, Vanguard Academy, Edinburg (2014-2021)

**Coleman Hampton**, Executive Director, Bell County Museum, Belton (2019-2021)

**Rena Lawrence**, Historic Site Supervisor, Log Cabin Village / Van Zandt Cottage, Ft. Worth (2019-2021)

**Michael "Mikey" Sproat**, Curator of Collections, Sam Houston Memorial Museum, Huntsville (2011-2021)

**Evan Windham**, Senior Digital Producer, Bullock Texas State History Museum, Austin (2019-2021)

10:00 - 11:00 am

## Concurrent Sessions



### Helping Hands: Utilizing Volunteers in Museum Collections and Exhibits

While it is common practice for museums to use volunteers in frontline and docent roles, volunteers can also be an invaluable resource to assist staff with other projects, especially when staff size is small. A team of well-trained volunteers able to assist with collections and exhibits can be an invaluable resource for museums. In this session, attendees will learn how institutions can prepare to have volunteers assist in these specialized roles. Speakers will introduce ideas for volunteer recruitment, training and management, present ideas for volunteer projects and cover the benefits and challenges of allowing volunteers hands-on access to museum collections. The session will include examples from three (3) museums from across the state with various sized volunteer programs.

#### Presenting Chair:

**Mikaela Young**, Curator of Exhibits & Collections, Bell County Museum, Belton

#### Presenters:

**Raquel Coleman**, Curator, Battleship TEXAS State Historic Site, LaPorte

**Elizabeth Qualia**, Dallas

Sponsored by Tour-Mate



### Collaboration in the Time of COVID: Creating a Collaborative Regional Network

In March 2020, when the pandemic shut everything down, museums looked to their education and marketing departments to survive. Fortunately, those departments found creative new ways to continue their institutional missions and programs through simple and existing technologies, leading to a stream of digital programs and initiatives that "became" the museum. The Joint Online Learning Initiative is one such success. Through the cooperative efforts of seven (7) museums in the North Central, West and Panhandle areas of Texas, educational content was created, cross-marketed and pushed out online daily throughout the pandemic. Museum professionals collaborated to produce content with little or no technology available and limited or no funds, all the while working almost entirely from their own homes. Perhaps the most important take away from these efforts was the realization that the shift to digital content creation was long overdue and necessary for the future. This initiative led staffs to overcome a lot of obstacles that were, prior to the pandemic, prevented by a variety of factors and ultimately leading to many new practices that are now commonplace – a definite silver lining to the pandemic and shutdown.

#### Presenting Chair:

**Rebecca Bridges**, Programming and Interpretation, The Grace Museum, Abilene

#### Presenters:

**Erin Whitmore**, Education Director, Old Jail Art Center, Albany

**Trish Dressen**, Executive Director, National Center for Children's Illustrated Literature, Abilene

**Stephanie Price**, Associate Director of Marketing, Cultural Foundation of the Texas Panhandle, Canyon

**Rebekah Coleman**, Curator of Education, San Angelo Museum of Fine Arts, San Angelo



### Reckoning with Very Real Conversations

How do museums engage and address uncomfortable subjects like slavery, race and white supremacy? In what ways can we engage visitors without alienating some or offending others? What types of programming add depth to these conversations? While this subject has been moving through museum circles for decades, the importance of making the past relevant to the present in order to create a healthier future is greater than ever. Museum staffs are in the unique position of being able to use their collections to address harmful stereotypes and perceptions and to start conversations that help make our institutions and communities stronger and better informed. In this session, presenters will 1) identify and address the issues and excuses museums use in attempts to avoid conflict; 2) explore sites that have started these conversations using interactive, in-person and online experiences; and 3) emphasize how to utilize artifacts, research and methods of interpretation to engage visitors of all ages and communities in truthful dialogue that can lead to positive, anti-racist behavior. Attendees may be asked to fill out an anonymous short survey prior to the start of the session.

#### Presenting Chair:

**Margaret Koch**, Director, Bullock Texas State History Museum, Austin

#### Presenters:

**Keffrelyn Brown, PhD**, Professor and Distinguished University Teaching Professor of Cultural Studies in Education in the Department of Curriculum and Instruction at the University of Texas, Austin

**Daina Ramey Berry, PhD**, Professor of History, University of Texas, Austin

**Rachel E. Winston, MSIS, CA**, Activist, Curator, and Archivist, LILAS Benson Latin American Studies and Collections, University of Texas, Austin

Sponsored by MuseWork

# San Antonio's Public Art Scene Blooms



*"Bloom"* by San Antonio  
Artist Leticia Huerta



CITY OF SAN ANTONIO  
DEPARTMENT OF  
ARTS & CULTURE

Learn more at our  
April 13, 2021 session  
or at [SanAntonio.gov/Arts](https://SanAntonio.gov/Arts)

11:00 am - 12:00 pm

## Concurrent Sessions



### Teaching Beyond the Museum: Engaging Classroom Outreach Programs

While museums educate the public through exhibits and special events, they must also be accessible for teachers! Engaging classroom outreach programs create fun, informal learning environments for students of all ages who are otherwise unable to visit the museum. Panelists will discuss and examine the different outreach programs available at their institutions for classroom educators. Learn how to create new outreach programs or modify current programming to meet teacher needs and how to best market these programs to teachers in your area!

#### Presenting Chair:

**Kayte Ricketts**, Education Coordinator, Bell County Museum, Belton

#### Presenters:

**Melissa Rowland**, Education Director, Museum of the Southwest, Midland

**Kaitlin Lloyd-Leva**, Head of School Programs, Bullock Texas State History Museum, Austin

**Kate McCloud**, Assistant Director, Holocaust Memorial Museum of San Antonio

*Sponsored by Tripology*



### Texas, The West, and America

This panel session will include firsthand examples from the Bullock Texas State History Museum, Briscoe Western Art Museum and Amon Carter Museum of American Art showing how mission and vision statements directed toward Western art and history are manifested in collections policies, collections development plans, interpretive agendas, permanent exhibitions and educational programs of small, medium and large-sized Texas museums.

#### Presenting Chair:

**Michael Duchemin**, President & CEO, Briscoe Western Art Museum, San Antonio

#### Presenters:

**Andrew Walker**, Executive Director, Amon Carter Museum of American Art, Fort Worth

**Margaret Koch**, Director, Bullock Texas State History Museum, Austin

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## Concurrent Sessions *continued*

### FLASH SESSIONS

#### Flash Sessions

These 10-minute educational mini-sessions are led by our sponsors and provide a brief overview or introduction to a topic(s) related to the sponsors business / product and how it directly impacts and benefits museums. Flash sessions are NOT sales pitches or advertisements, but rather educational, engaging and enlightening experiences. Following the flash sessions, attendees can engage with the sponsor representatives for questions and a deeper dive into their services and successes. Thank you for making time to attend these flash sessions and supporting our sponsors!

#### **The Real Secret to Writing, Publishing and Profiting from Books in Your Museum**

**Elite Online Publishing** | Presented by *Melanie Johnson, CEO and Author, Elite Online Publishing*

This flash session has tons of information on the easiest and fastest ways to write a book and expert publishing tips. You'll learn how to get sponsors for your book projects and how to use books to increase funding and profits for your museum.

#### **Benefits of Interpretive Plans and Designs for Fundraising**

**Exhibit Concepts, Inc.** | Presented by *Aaron Scarlata and Steven Lowery, Account Executives, Exhibit Concepts, Inc.*

The journey through the design phases has three distinct and important stops. An interpretive phase, where we define the "why" for a project. A conceptual phase, where we dream up the experiences to make that "why" happen. And a Final Design phase, where we define all the details necessary to bring that vision to life. We will explore how the documents created during this journey can be used to successfully fundraise.

#### **Putting Museum and Archival Content on the Web - Best Practices for Online Digital Collections**

**Re:discovery Software** | Presented by *Mark Freeman, Digital Technology Specialist, Re:discovery Software*

This session will include best practices for producing content, the supporting information needed relating to the content you will share, promoting the content to the public and usage of the shared content by others.

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# DAY 2 | TUESDAY, APRIL 13

**12:00 - 12:30 pm**

## **Networking / Break**

Use this time to grab some lunch, refill your water, get up to stretch, check your email or stick around for some networking! In the spirit of the “hallway conversations” that organically occur during in-person events, join us at one of the “tables” in the virtual reception area and enjoy mixing and mingling with a random shuffle of colleagues. It’s a fun way to reconnect with fellow museum professionals and make some new, lasting connections!

*Sponsored by Exhibit Concepts, Higginbotham, Siebler Historic Preservation & Restoration*

**12:30 - 1:30 pm**

## **Plenary Session Featuring Sebastián, Sculptor, Mexico City, Mexico**

*Presented by the City of San Antonio Department of Arts and Culture*

**Keynote address: Sebastián in San Antonio: How to Pull off a City-Wide Public Art Exhibition of 50+ Years | 20+ Sites | 100+ Works**

### **Keynote Speakers:**

**Sebastián (Enrique Carbajal González)**, Artist, Mexico City, Mexico

**Debbie Racca-Sittre**, Director, City of San Antonio Department of Arts & Culture

**Veronica Rippel**, Public Art Programs Manager, City of San Antonio Department of Arts & Culture

This plenary session takes a deep dive into the comprehensive analysis of the 2019-2020 public art retrospective of Mexican sculptor Sebastián. Attendees will gain an understanding of the complexities of realizing a multi-faceted city-wide public art exhibition, organized by a small city department with limited resources. From the perspective of both the artist and key representatives from the City of San Antonio’s Arts and Cultural Department, this presentation follows the project’s process across four key phases: planning, implementation, marketing and reflection. From development to execution, this large-scale program employed various methodologies to secure numerous partnerships and venues, procure loan agreements and obtain insurance. With equity at the center of the City’s work, artworks were placed in all ten City Council districts across San Antonio—making the exhibition free and accessible to all. Speakers will address the management and oversight of a retrospective featuring an international artist, including international shipping procedures and preparation of the artworks for temporary installation and display. Marketing and outreach, including self-publishing a catalog and coordination of promotional events will also be addressed. Presenters will close with a critical analysis reflecting on local and global perspectives, public response, and measurable project outcomes. Sebastián in San Antonio: 50+ Years/ 20+ Sites/ 100+ Works enhanced the City of San Antonio’s relationship with a notable artist, formed numerous public and private partnerships, earned recognition, and resulted in a major donation and sales. Discover how this complex public art retrospective offered an opportunity to program temporary art in the City unlike any other project before it and has provided the groundwork for similar opportunities in the future.



### **ABOUT SEBASTIÁN**

Sebastián (Enrique Carbajal) was born November 16, 1947, in Santa Rosalía de Camargo, Chihuahua, in northern Mexico. He adopted the pseudonym Sebastián inspired by Botticelli’s painting of Saint Sebastian. The artist is best known for his more than 200 monumental steel and concrete sculptures, usually found in urban settings around the world. His practice references geometric concepts at the core of his work. Among some of his best-known monumental sculptures are Cabeza de Caballo (Mexico), Tsuru (Japan), Phoenix Arch (Japan), El Torreón del Porvenir for the city of Torreón’s 100th anniversary, and Los Arcos del Milenio in Guadalajara for the nation’s 200th anniversary of its independence and marking the transition into the 21st-Century. Creator of the Torch of Friendship (2002), the 65-foot tall sculpture that sits about two blocks from the historic Alamo, in the City of San Antonio, Texas. The iconic red sculpture celebrates the friendship between Mexico, United States, and Canada, and is emblematic of the City. Sebastian’s work has been presented in more than 190 solo exhibitions primarily in Mexico, Germany, Belgium, Brazil, Colombia, Spain, the Netherlands, Sweden, Norway, Ireland, England, Portugal, Italy, Denmark, Canada, Finland, the United States, France, Japan, Switzerland, and Venezuela. For over 25 years, he served as professor and researcher at the Universidad Nacional Autónoma de México. Sebastián is the recipient of seven honorary doctorates, notably from the New York City University College, Universidad Autónoma de La Laguna (2003), Universidad Autónoma de Chihuahua (2004), City College of New York, Universidad Autónoma de Colima, and Universidad Autónoma Metropolitana (2011). Sebastian was inducted into the Royal Academy of Art at The Hague, a member of the Academia Nacional de las Artes, the Salón de la Plástica Mexicana, and the Legión de Honor Nacional de México. He is also recipient of the Jerusalem Award of the State of Israel and the Medal of the City of Paris, France. His art career has also led him to work with various organizations such as the Worlds Arts Forum Council (Geneva) and the Artists Council in Defense of the Lascaux Caves (France), and the International Sculpture Council. Sebastian lives in Mexico City. He believes the future of art lies in science and technology as well as art beyond Earth.

# DAY 2 | TUESDAY, APRIL 13



## ABOUT DEBBIE RACCA-SITTRE

Debbie Racca-Sittre was appointed Director of the Department of Arts & Culture in January 2017. She previously served as Interim Director of the department since April 2016. As interim director, she oversaw the department's day-to-day operations, as well as the planning and execution of strategic initiatives related to arts and culture in San Antonio through the department's main divisions –Marketing, Film & Music, Arts Funding Leadership, Cultural Events and Exhibits, and Public Art. In this role, Ms. Racca-Sittre has led the effort to create the Cul-TÚ-Art Cultural Plan which is a coordinated planning document that is comprised of multiple focus areas including: Film, Centro de Artes Gallery, Public Art, Arts Agency Grants, Music, Cultural Districts, Performing Arts and Individual Artists. Ms. Racca-Sittre is particularly proud of the department's focus on Cultural Equity in all activities and actions, including the adoption of a Cultural Equity Statement for the Department and the San Antonio Arts Commission as well as implementation of equity in grantmaking and Public Art Commissions. Ms. Racca-Sittre has 19 years of experience with the City of San Antonio. Prior to joining the Department of Arts & Culture, she served as assistant director for the City's Public Works Department. During her time at the City, she has managed more than 800 contracts and a \$1.7 billion capital budget. Ms. Racca-Sittre negotiated numerous high-profile contracts including a design-build construction contract for the expansion of the Henry B. Gonzalez Convention Center valued at \$325 million. She also negotiated and managed contracts for the capital expansion of the Witte Museum, San Antonio Museum of Art and The DoSeum; the renovation of the Guadalupe Theater/Progreso building and Lerma's building. She also led the City of San Antonio United Way Charitable Campaign for two consecutive years, raising more than \$1 million each year. Ms. Racca-Sittre holds a Bachelor of Arts degree, a Master of Science degree, and a Master of Public Administration degree all from Angelo State University. She is a native of the San Antonio area, is married and has three children.



## ABOUT VERONICA RIPPEL

Veronica Rippel, a native of Mexico City, earned her Master in Business Administration with a focus on Finance from Texas A&M Corpus Christi and Bachelor of Science majoring in Industrial Engineering from the Tecnológico de Estudios Superiores de Monterrey in Mexico City. Additionally, Veronica is a Licensed Professional Project Manager from the Project Management Institute (PMI). As an engineer, Veronica has extensive program and project management experience with large- to mid-size capital projects. Veronica has managed large project management and engineering discipline teams working on a portfolio of over \$500 million dollars. Complimenting her project management expertise, Veronica has extensive construction management experience on projects across all engineering disciplines. Her current contributions to the City of San Antonio as Public Art Programs Manager includes managing a team of Public Art Project Managers, controlling project budgets, scopes and schedules; and providing strategic guidance and technical overview to the Public Art Project Managers. Veronica's strategic planning capabilities and multilingual skillset have been a key asset for her negotiations with international artists like Sebastian and Pedro Reyes, leveraging the City of San Antonio to a position that has resulted in significant donations of art and major purchasing discounts in art acquisitions for the city.

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**1:30 - 2:30 pm**

## Concurrent Sessions



### **Mountmaking!**

This session will provide an introductory overview of the process of mountmaking for both collections and exhibitions. Speakers will cover the purpose of mountmaking, materials, best practices and real world examples, plus lots of tips and tricks for beginners. Participants will gain the knowledge to begin working with archival supplies and start making mounts for a variety of object types. This presentation will be geared toward emerging professionals, students, interns or any collections and exhibitions staff looking to learn the basics. It is also good for those in other departments looking for cross-departmental skills and understanding.

#### **Presenting Chair:**

**Jesse Dutton-Kenny**, Sales Consultant, Axiell Archives, Libraries, and Museums, Oakland, CA

#### **Presenters:**

**Ashley Muggli**, Anthropology Assistant Collections Manager, University of Colorado Museum of Natural History, Boulder, CO

**Dominique Alhambra**, Anthropology Collections Manager and NAGPRA Coordinator, Denver Museum of Nature & Science, CO

*Sponsored by Art Display Essentials, a 10-31 Company*



### **Mindfulness in the Museum**

Learn strategies for mindfulness and introspection - focused on works of art - that can be used in a variety of museum settings to help manage stress and encourage a sense of belonging.

#### **Presenting Chair:**

**Christine Gwillim**, Education and Public Programs Coordinator, Landmarks the public art program, University of Texas, Austin

#### **Presenters:**

**Siobhan McCusker**, Museum Educator for University Audiences, Blanton Museum of Art, University of Texas, Austin



### **Breaking Down Barriers: Making Museums Essential to Learning**

Education has changed drastically over the years, but the COVID-19 pandemic has changed the ways education is delivered and consumed even more. One thing that has not changed is the need to learn from experts in the field. Museums foster authentic learning experiences and provide exciting resources, but how can institutions reach learners beyond their own walls? Virtual learning can break down the barriers of time, distance and expense for audiences. Several museums have partnered with Connect2Texas, a network of Texas-based educational content providers, for video-conferencing. Learn about all aspects of virtual learning - from staff, time and program development and materials to technology, cost and support. Explore how museum colleagues use virtual learning to facilitate art, history and science content, engage a variety of audiences and cultivate relationships. This session will present ideas and solutions for all, whether your institution is in the planning stages for distance learning or needing support with established programs.

#### **Presenting Chair:**

**Lori Hamm-Neckar**, Distance Learning Specialist, ESC Region 11 / Connect2Texas, White Settlement

#### **Presenters:**

**Erin Whitmore**, Education Director, Old Jail Art Center, Albany

**Trinity Thornton**, Outreach Educator, Don Harrington Discovery Center, Amarillo

**Bryan Degner**, Education Outreach Coordinator, National Museum of the Pacific War, Fredericksburg

**Dr. David Shields**, Director of Education and Programs, National Museum of the Pacific War, Fredericksburg

**2:30 - 3:00 pm**

## Networking / Break

Use this time to grab a snack, refill your water, get up to stretch, check your email or stick around for some networking! In the spirit of the "hallway conversations" that organically occur during in-person events, join us at one of the "tables" in the virtual reception area and enjoy mixing and mingling with a random shuffle of colleagues. It's a fun way to reconnect with fellow museum professionals and make some new, lasting connections!

*Sponsored by Exhibit Concepts, Higginbotham, Siebler Historic Preservation & Restoration*

## 3:00 - 4:00 pm Concurrent Sessions



### Construction Nightmares: Successfully Navigating Construction and Exhibit Builds

What are the keys to a successful museum construction and exhibit build project? What particular project management challenges do museum professionals need to be alert to when working within a parent organization? How do you advocate for museum standards and needs on a construction team? What are the key elements to a successful exhibit design for small museums? This session will explore three (3) real-world examples from museum professionals who were part of larger planning teams. Speakers will address how to navigate exhibit and construction design within a parent organization, planning and renovating existing space to become museum spaces, the importance of a clearly defined target audience for museum and exhibit projects and the different challenges faced depending on when you are brought onto a museum construction project team.

#### Presenting Chair:

**Elizabeth Neucere**, Gallery Curator, Jane Nelson Institute for Women's Leadership, Texas Woman's University, Denton

#### Presenters:

**Jennifer Landry**, Director of Museums, Irving Archives and Museum

**Mikaela Young**, Curator of Exhibits & Collections, Bell County Museum, Belton



### Maverick Plaza: Utilizing San Antonio's History and Cultural Identity to Expand Opportunities

Through a public-private partnership, the City of San Antonio is developing three new restaurants that celebrate the City's culinary history in historic La Villita's Maverick Plaza. In this panel discussion, hear from project partners about how this project celebrates San Antonio's history and cultural identity, the new opportunities created for the La Villita area, residents and visitors, and how project leaders are leveraging the City's UNESCO Creative City of Gastronomy designation.

#### Presenting Chair:

**Rhea Roberts**, Special Projects Manager, City of San Antonio

#### Presenters:

**Lewis S. Fisher**, Architect Emeritas, Founder, Fisher Heck Architects, San Antonio

**Johnny Hernandez**, Chef, Grupo La Gloria, San Antonio

**Colleen Swain**, Director, World Heritage Office, UNESCO Focal Point, City of San Antonio

## Half-Session Combo! One time slot – two great presentations!

1/2 SESSIONS



### 1. Working Digitally

In this half-hour presentation, speakers will explore the Blanton Museum of Art's efforts to create cross-departmental projects during pandemic shutdowns and encourage attendees to implement these strategies in on-going efforts at their organizations to create richer collections information for both staff and the public.

#### Presenting Chair:

**Shelby Lakins**, Associate Registrar, Blanton Museum of Art, University of Texas, Austin

#### Presenters:

**Samantha Bull**, Security Supervisor, Blanton Museum of Art, University of Texas, Austin



### 2. Innovative K-12 Teacher Professional Development that Keeps Them Coming Back

This 30-minute session will help museum professionals learn how to grow relationships and partnerships with school districts and K-12 classroom teachers. Presenters will explore the characteristics of engaging programming that, when offered to K-12 classroom teachers, cultivates continual learning relationships and encourages multiple visits and information sharing.

#### Presenting Chair:

**Rachel Moore**, Education Experience Manager, Dr Pepper Museum & Free Enterprise Institute, Waco

#### Presenters:

**Carrie Avery**, Teacher / School Programs Manager, San Antonio Museum of Art

**Sheila Mehta**, Social Studies Educator, Round Rock High School

# DAY 2 | TUESDAY, APRIL 13

4:00 - 5:00 pm

## TAM Talks

Choose your own adventure! Jump into a facilitated, informal, topic-based conversation of your choice with your friends and colleagues centered around timely and relevant issues in the museum field. Access these interactive and engaging dialogue experiences in the Community section of Whova, our conference platform, under the Meet-Up feature. Please note - TAM Talks are safe spaces for live, open dialogue and will therefore not be recorded.

### TAM Talk: Unifying to Highlight the Work of Women Artists

This TAM Talk will initiate the dialog on a statewide effort for museums to simultaneously exhibit women artists from their permanent collections. Historically, museums have collected and displayed art produced by men. Analysis shows that women make up less than 13% of collections held by major U.S. art museums. Counting and quantifying will not solve discrimination, but statistics are useful for understanding the scope of the problem. Join us to discuss how we can make an impactful statement by uniting in our efforts to highlight the work we hold in our collections by women artists.

#### Facilitators:

**Sara Morgan**, Director, Art Museum of South Texas, Corpus Christi  
**Emily Wilkinson**, Director for Public Art, Texas Tech University

### TAM Talk: Science/Children's Museums Trends and Challenges

Join this TAM Talk where you'll get extra time to connect with keynote speaker Laura Huerta Migus as she engages with TAM Councilor Charlie Walter in a discussion about what led her to work with museums, the challenges of museum closures, research trends, and more. This session will be in meeting mode, so have your cameras on and your questions ready!

#### Facilitators:

**Laura Huerta Migus**, Executive Director, Association of Children's Museums  
**Charlie Walter**, Director, Mayborn Museum Complex, Baylor University

### TAM Talk: America's 250th Anniversary

As states across the nation begin preparations leading up to America's 250th anniversary in 2026, a joint resolution creating a dedicated Texas commission is working its way through the 87th Texas Legislature. Join TAM President, Margaret Koch as she facilitates discussion on the importance of Texans commemorating this national milestone with community and cultural leaders.

#### Facilitators:

**Margaret Koch**, Director, Bullock Texas State History Museum, Austin  
**John R. Dichtl**, President & CEO, American Association for State and Local History  
**Lynn Forney Young**, America 250! National Committee member; past-President General, Daughters of the American Revolution  
**Luis David Contreras II**, Visual Arts Educator, Vanguard Academy; past Cultural Arts Director, City of San Benito  
**Dr. Kheli Willetts**, Director of Professional Development, Mid America Arts Alliance, Kansas City, MO  
**Nan Blessingame**, Program Educator, Great Promise for American Indians, Austin

### TAM Talk: Small Museum Roundtable

Small museums are scattered all over the state and serve so many communities. However, they often face unique difficulties ranging from improper collection storage to a small staff, as well as a multitude of other challenges. This TAM Talk is hosted by professionals from small museums, who will share their experiences, answer questions and encourage discussion with participants.

#### Facilitators:

**Madeleine Calcote**, Executive Director, Museum of North Texas History, Wichita Falls  
**Alysha Richardson**, Site Manager, Sam Bell Maxey House SHS, Texas Historical Commission, Paris  
**Nadine McKown**, Site Director, Wichita County Heritage Society, Wichita Falls  
**Erin Shields**, Executive Director, Bosque Museum, Clifton  
**Mikaela Young**, Curator of Exhibits & Collections, Bell County Museum, Belton  
**Danelle Houck**, Acting Executive Director, The Williamson Museum, Georgetown

### TAM Talk: Working with Docents During the Pandemic

Docents are among museums' most dedicated and passionate stakeholders, generously donating their time to facilitate guided tours and other museum activities essential to our institutions' educational missions. Last March, when Texas museums began close their doors in response to the COVID-19 pandemic, many of these volunteer opportunities dried up and museums had to modify or adopt new strategies to keep docents safe, but also engaged. Join us to discuss how docent programs have adapted to the realities of virtual events and social distancing; we'll share what has worked, what hasn't, and what lasting impacts this episode may have on the work docents do.

#### Facilitator:

**Tripp Cardiff**, Docent Programs Manager, San Antonio Museum of Art

# DAY 2 | TUESDAY, APRIL 13

6:00 - 7:00 pm

## Evening Event

### Ode to Juneteenth: Gallery Theater at the Witte Museum Presented by the Witte Museum

Join Emancipation Jones on a guided tour of more than a century of history, from Emancipation to the present, to understand and celebrate Juneteenth. Through preaching, doo wop, hip hop and representations of African American life in Texas, Emancipation Jones tells the story of freedom from slavery in the United States. Ode to Juneteenth begins with Union Army Major General Gordon Granger's reading of General Order No. 3 on June 19, 1865, which spread the news of freedom to Texas nearly two-and-a-half years after President Abraham Lincoln issued the Emancipation Proclamation.

Written by nationally renowned playwright Eugene Lee, Ode to Juneteenth debuted at the Witte Museum as part of San Antonio's 2018 Tricentennial celebration and is now regularly performed as a part of the Witte's Gallery Theater programming. Gallery Theater at the Witte Museum immerses visitors in the stories of Texas through authentically-costumed performances every day in the museum galleries. Experience this moving performance by Witte Museum InterActor Jeremy Bilbo as Emancipation Jones and celebrate a Joyous Juneteenth!

Following the performance, attendees are encouraged to stick around in the Zoom room on Whova for informal, impromptu socializing and networking with friends and colleagues!

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# DAYS 3/4

WEDNESDAY & THURSDAY  
APRIL 14 & 15

## San Antonio Cultural Showcase

Take some time these days to explore the cultural offerings of our friends in San Antonio. These self-guided virtual tours and other resources are available on-demand in our Whova conference platform for you to explore at your leisure.

### The following museums are featured:

- The Alamo
- Briscoe Western Art Museum
- City of San Antonio's Department of Arts & Culture
- The DoSeum
- San Antonio Museum of Art
- Southwest School of Art
- Witte Museum



# #TAM2021

2021 SCHEDULE: WEDNESDAY & THURSDAY, APRIL 14 & 15



## Art Display ESSENTIALS

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# DAY 5 | FRIDAY, APRIL 16

**8:00 - 9:00 am**

## Coffee Receptions

Access these gatherings in the community section of Whova, our conference platform, under the Meet-Up feature.

### Affinity Groups

Everyone welcome! Join us for a BYOC (bring your own coffee!) gathering to learn more about TAM affinity groups and how to get more involved. If you are already an active affinity group participant, come by to see your friends and colleagues, celebrate your successes and make some new connections!

### Collection Managers Committee (CMC) Meeting

This active affinity group will hold their meeting over coffee during this time slot, then join the general Affinity Group Coffee Reception, if they conclude their business in time.

### Southeast Texas Museum Association (SETMA)

One of TAM's Regional Associations, SETMA welcomes all museum professionals from the Southeast Texas region to join them for a quick business meeting and morning social. Feel free to bring your own caffeine!

### TAM Alumni & Patrons *(by invitation only)*

**Hosted by: Charlie Walter**, Director, Mayborn Museum Complex, Baylor University, Waco

### Finding Alternative Futures *(by invitation only)*

**Hosted by: Ruth Ann Rugg**, Director of Special Projects, Texas Association of Museums

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**1:30 - 3:00 pm**

## Annual Business Meeting and Awards Ceremony

Close out TAM 2021 Virtual with the TAM Annual Business Meeting and Awards Ceremony, recognizing the best in the field! TAM Council will handle business matters with members and then recognize museum industry leaders.

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**3:00 - 3:30 pm**

## Closing Reflections with TAM Executive Director and Local Host Committee Chair

Throughout the conference, we invite our attendees to contribute their reflections and insights regarding the sessions and topics featured at the event via an interactive white board system. On Friday, join TAM 2021 Local Host Committee Chair Marise McDermott and TAM Executive Director Alex Freeman as they close out the conference with a highlight of attendees' experiences and perspectives.



# Cooking with ArtBites | The San Antonio Chili Queens

Presented by San Antonio Museum of Art



Maite Gomez-Rejón is the founder of ArtBites. She has dedicated her career to exploring the nexus of art and culinary history through lectures, cooking classes, and tastings presented in museums across the country and through videos on her YouTube channel – ArtBites: Cooking Art History. Maite has a BFA from the University of Texas at Austin, an MFA from the School of the Art Institute of Chicago and a Grande Diplome from the French Culinary Institute in New York City. She has been a guest on the *Today Show*, featured in *Food & Wine*, and interviewed on KCRW's *Good Food* and NPR's *Splendid Table*. She is also a contributor to *Life & Thyme*, *Eaten Magazine*, *Gastro Obscura* and other publications. Her essay, "Mexico's Early Cookbooks," appears in the *Oxford Research Encyclopedia of Latin American History*.

Please have all of your equipment handy, ingredients measured and chopped, and chiles rehydrated in advance of class.

Maite will demo half of the Chili Queen-Style Chile con Carne recipe.

## SHOPPING LIST

### Pantry:

- salt
- olive oil
- ground cumin
- ground coriander
- ground allspice
- garlic powder
- dried Mexican oregano
- 2 bay leaves
- 4 dried ancho chiles
- 4 dried guajillo chiles
- 2 dried chipotle chile
- 2 chiles de arbol
- 2 cups beef or chicken broth
- 1 28-ounce can tomato sauce
- 1 12-ounce bottle of dark beer, or water

### Produce:

- 2 yellow onions
- 4 garlic cloves
- 4 limes

### Dairy:

- grated cheddar cheese

### Protein:

- 1 ½ pounds boneless beef chuck
- 1 ½ pounds pork shoulder

### For the Cocktail:

- salt
- tajin
- blanco tequila
- orange liqueur  
(Triple Sec, Grand Marnier  
or Cointreau)
- agave or simple syrup

## CLASSIC MARGARITA

Makes 1 Cocktail

### For rimming glass:

- ¼ cup kosher salt
- 1 tablespoon Tajín
- 1 wedge lime

### For the margarita:

- 2 ounces blanco tequila
- ½ ounce orange liqueur
- ¾ ounce lime juice
- ¼ ounce agave or simple syrup \*

1. Spread salt and Tajín on a small plate and mix to combine. Rub lime wedge around the rim of a glass and dip into the salt to lightly coat. Set aside.
2. Fill a cocktail shaker halfway with ice. Add all of the ingredients. Cover and shake until mixed and chilled, about 30 seconds.
3. Fill the prepared glass with ice and strain the margarita into it.

\* If using simple syrup, please prepare in advance. Combine ½ cup sugar and ½ cup water in a small saucepan. Bring to a simmer until sugar dissolves completely. Remove from heat and let cool completely before using.

### Equipment needed:

Cutting board, knife, jigger, small plate, cocktail shaker





## CHILI QUEEN-STYLE CHILE CON CARNE

Serves 6 to 8

### For the spice blend:

- 1 teaspoon cumin
- 1 teaspoon coriander
- 1 teaspoon allspice
- 1 teaspoon garlic powder
- 1 tablespoon dried Mexican oregano

### For the chili sauce:

- 4 dried ancho chiles, stems and seeds removed
- 4 dried guajillo chiles, stems and seeds removed
- 2 dried chipotle chile, stems and seeds removed (add more for a spicy chili)
- 2 chiles de arbol, stems and seeds removed (add more for a spicy chili)
- 2 cups beef or chicken broth
- 1 28-ounce can tomato sauce
- salt
- 2 tablespoons olive oil
- 1 ½ pounds boneless beef chuck, cut into ¼-inch cubes
- 1 ½ pounds pork shoulder, cut into ¼-inch cubes
- 2 yellow onions, chopped
- 4 garlic cloves, minced
- 2 bay leaves
- salt
- 1 12-ounce bottle of dark beer, or water

### For the garnishes:

- grated cheddar cheese
- minced onion



1. Mix the ground spices together in a small bowl and set aside.
2. Stem and seed the chiles. Put in a bowl and cover with boiling water. Allow to sit for 30 minutes until soft and pliable.
3. Remove the hydrated chiles from the water and place in a blender. Add the broth, tomato sauce, and generous pinch of salt and blend until smooth.
4. Heat oil in a large pot or Dutch oven. Salt the meat and, working in small batches, sear the meat on all sides. Transfer to a bowl.
5. Add the chopped onion and garlic to the Dutch oven and sauté until translucent and they begin to caramelize. Add the reserved spice blend and salt to taste.
6. Add ½ cup beer and scrape up the brown bits. Let reduce completely then add the chile sauce and bay leaves. Bring to a simmer and let it reduce slightly. Taste and adjust seasoning.
7. Return the meat to the pan. Bring to a simmer. Lower heat to low, cover, and simmer for 1 ½ hours, stirring frequently and adding more beer if needed.
8. Serve as is, as the Chili Queens would, or garnish with onion and grated cheddar cheese.

### Equipment needed:

Measuring spoons, cutting board, knife, tongs, bowls, blender, Dutch oven or large skillet, stirring spoon, cheese grater

## 2021 ANNUAL MEETING PROGRAM COMMITTEE

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Program Committee members serve a two-year term.

**TAM  
2022  
ANNUAL  
MEETING**

**Call for  
Session Proposals  
and Program  
Committee  
Members!**

Got an idea for next  
year's conference?  
**SUBMIT A PROPOSAL!**

Want to help plan the  
sessions at the 2022 conference?  
**APPLY FOR THE  
PROGRAM COMMITTEE!**

**Deadline for proposals and  
committee applications:  
June 3, 2021**

### SESSION PROPOSALS

Successful sessions at the TAM 2022 Annual Meeting in Waco will open discussions, raise new ideas, debate issues and spark imagination. Proposals require a working title, description of content or issues to be addressed, a suggested target audience (newcomers, trustees, museum administrators, etc.), and style of session. You may suggest speakers, but it is not required. (Don't let a good idea go because you don't know whom to suggest as a speaker!) Share your idea with TAM for Waco 2022!

### PROGRAM COMMITTEE

We need you! TAM members in good standing are eligible to serve on the Program Committee. Members of this volunteer committee review proposals, contribute additional ideas and ensure balanced content for the annual meeting sessions. Committee members meet twice as a group during the summer months and work independently in between. Those who wish to serve must be available to participate in person in June and August in Austin. (exact dates and locations TBD).

**Applicants will be selected based on the following criteria:**

balance of discipline or interest areas • balance of institution size  
balance of geographic representation • balance of experience

**To apply for the Program Committee,  
click here: <http://tiny.cc/2022Program>**

**To submit a session proposal or session idea,  
click here: <http://tiny.cc/TAM2022submit>**



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Scurry County Museum  
Sherman Museum, The  
Silsbee Ice House Museum and Cultural Center  
Sixth Floor Museum at Dealey Plaza, The  
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# #TAM2021



**GROWING TOGETHER**  
TACKLING THE CHALLENGES OF TODAY & TOMORROW

**2022**

**TEXAS ASSOCIATION OF MUSEMS**  
**ANNUAL MEETING**  
**WACO, TX**

**Brought to you by the Museum Association of Waco:**  
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Red Men Museum & Library • Lee Lockwood Library & Museum • Scriptorium Biblical Heritage Museum • Temple Railroad and Heritage Museum • The Texas Collection  
Texas Heritage Museum at Hill College Texas Ranger Hall of Fame and Museum • Texas Sports Hall of Fame • Waco Mammoth National Monument  
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