



TAM 2022 Waco - March 22 - 25, 2022

WEDNESDAY, MARCH 23, 2022

11:00 AM - 12:00 PM

Making Change through Dialogues with Indigenous Communities

Daniel Carey-Whalen - Centennial Museum and Chihuahuan Desert Gardens

Examine a case study discussing the creation of an Indigenous Advisory Panel, as well as the process, dialogues, and ongoing conversations about a mural at the Centennial Museum.

Museum Work: Developing New Earned Income Strategies

Michelle Everidge - Witte Museum | Chris Dyer - Dr Pepper Museum & Free Enterprise Institute

Some innovative ways Texas museums have shifted their business models as a result of the pandemic and, in so doing, strengthened their community-based missions and visions.

THURSDAY, MARCH 24, 2022

9:00 AM - 10:15 AM

Keynote Address: "Calling all Guardians of Culture! You Have Superpowers – and the Universe Needs You"

Fiona Bond - Executive Director - Creative Waco and President of Texans for the Arts

Civilization is a mess, divided, confused and needing help. If only there were some superheroes around who could help us learn from the past, evaluate evidence, bring people together and inspire us to unite around shared principles, ancient knowledge, curiosity, beauty and hope. Could the cultural sector offer a positive path through messy and uncertain times? If so, what are the obstacles and opportunities, and how should we combine forces?



10:30 AM - 11:30 AM

Digitizing Untold Stories

Joy Summar-Smith - Dr Pepper Museum & Free Enterprise Institute | Eric Ames - Baylor University | Stephen Sloan - Baylor University

Examine the current collections at Baylor's Institute for Oral History and the Black Gospel Music Project.

FRIDAY, MARCH 25, 2022

9:30 AM - 10:30 AM

Exhibit Upgrades on a Budget

Audrey Ladd - Texas Ranger Hall of Fame and Museum | Shelly Crittendon - Texas Ranger Hall of Fame and Museum | Rachel Smith - Rogers Historical Museum

From identifying priorities and resources to creating more inclusive exhibit content, see how to upgrade exhibits on a shoestring budget.

11:00 AM - 12:00 PM

Turning Lemons into Lemonade: Making the Most of Collections Conundrums

Rebecca Ingram - Brazos Valley Museum of Natural History | Olivia Moore - East Texas Oil Museum | Stephanie Klemm - Star of the Republic Museum

Explore case studies of Texas museums that found the silver lining in challenging collections conundrums.