

SCHEDULE AT A GLANCE

START & END TIMES	EVENT	SESSION	LOCATION
SUNDAY, APRIL 19, 2026			
10:00 AM - 4:00 PM	Relic Wranglers at the Weslaco Museum		
6:00 PM - 9:00 PM	Opening Reception at Museum of South Texas History		
MONDAY, APRIL 20, 2026			
8:00 AM - 4:00 PM	Conference Registration		
8:00 AM - 9:00 AM	Breakfast with Exhibitors		Exhibit Hall A
8:30 AM - 8:45 AM	Opening Remarks		Exhibit Hall A
8:45 AM - 9:30 AM	Breakfast Keynote	A Conversation with the Future Elizabeth Merritt The American Alliance of Museums	Exhibit Hall A
9:30 AM - 9:45 AM	Break		
9:45 AM - 10:45 AM	Concurrent Sessions	Collaborating with Texas Tribes	Meeting Room 101 AB
		Funding Loss: Facing the Challenges with Creative Alternatives	Meeting Room 102 A
		Destination RGV - Rural Tourism, Culture, and Nature as Economic Powerhouse	Meeting Room 103 CD
		From Community to Gallery: Co-Curating LGBTQ+ History with Badge of Pride	Meeting Room 102 BC
10:45 AM - 11:00 AM	Break		
11:00 AM - 12:00 PM	Concurrent Sessions	Career Transitions and Challenges: Looking Back/Moving Forward	Meeting Room 101 AB
		The MELT & HSHAG Crossover Episode	Meeting Room 101 C
		Community Museums and University Partnerships	Meeting Room 102 A
		Community, Culture and Collaboration in Action in Brownsville	Meeting Room 102 BC
12:00 PM - 12:15 PM	Lunch Buffet		Exhibit Hall A
12:15 PM - 1:00 PM	Keynote	Serving the Whole Community: A New Role for Museums Adam Rozan Smithsonian's National Museum of American History	Exhibit Hall A
1:00 PM - 1:15 PM	Break		
1:15 PM - 2:15 PM	Concurrent Sessions	Evolving Museums: Navigating Societal Shifts for a Resilient Future with the TAM Executive Leaders Affinity Group	Meeting Room 101 AB
		Public Programs That Wow: Engaging Audiences Where They Are	Meeting Room 103 CD
		Measuring What Matters: Using COVES Data to Build Social Connectedness and Empathy in Museum Visitors	Meeting Room 102 BC
2:15 PM - 2:30 PM	Break		
2:30 PM - 3:30 PM	Concurrent Sessions	Museum Hot Seat featuring Adam Rozan	Meeting Room 101 AB
		From Moonshots to Milestones: Building Creative Foundations with Workflows and Kanban	Meeting Room 103 CD
		Big Impact, Small Budget: Creating In-House Exhibits with Limited Resources	Meeting Room 102 A
2:30 PM - 3:00 PM	Burst Sessions	Expanding Museum Outreach Through Sustainable Offsite Engagement	Meeting Room 102 BC
3:00 PM - 3:30 PM		Salt of the Earth: Honoring the Hidden Backbone of Our Museums	Meeting Room 102 BC
3:30 PM - 4:30 PM	Open Houses	Museum Advocacy Open House	Meeting Room 101 C
3:30 PM - 5:00 PM		Affinity Group Information Stations	Exhibit Hall A
		Exhibitor Reception	Exhibit Hall A
5:00 PM - 6:00 PM	Directors & CEOs Reception (Invite Only) at the International Museum of Art & Science, co-hosted by the McAllen Heritage Center		
6:00 PM - 8:00 PM	Evening Event at International Museum of Art & Science (IMAS)™		

SCHEDULE AT A GLANCE

START & END TIMES	EVENT	SESSION	LOCATION
TUESDAY, APRIL 21, 2026			
8:00 AM - 3:00 PM	Registration		
8:00 AM - 9:00 AM	Breakfast with Exhibitors		Exhibit Hall A
8:30 AM - 10:00 AM	TAM Annual Business Meeting and Awards		Exhibit Hall A
10:00 AM - 10:30 AM	Networking Break	Award Winners Join Us on Stage for Pictures	Exhibit Hall A
10:30 AM - 11:30 AM	Concurrent Sessions	Finding Your Balance: Navigating Earned vs Contributed Revenue	Meeting Room 101 AB
		Ancient Landscapes of South Texas: Public Heritage Tourism & Community Engagement	Meeting Room 102 A
		Small Town, 956	Meeting Room 103 CD
		Arsenic, Pharmaceuticals, and Mold, Oh My!: Hazards in Collections	Meeting Room 102 BC
11:30 AM - 11:45 AM	Networking & Exhibitor Break		
11:45 AM - 12:00 PM	Lunch Buffet		Exhibit Hall A
12:00 PM - 12:45 PM	Lunch Keynote	Ponte Trucha: Crafting a Narrative for La Frontera from La Frontera Josue Ramirez Trucha	Exhibit Hall A
12:45 PM - 1:00 PM	Break		
1:00 PM - 2:00 PM	Concurrent Sessions	Small Tools, Big Access: DIY Exhibits and Mobile Apps in Practice	Meeting Room 102 A
		Stronger Together: From Policy to Practice in Collection Management	Meeting Room 102 BC
		Beyond Exhibits: Creating a Trusted Space for Advocacy and Community Engagement	Meeting Room 101 AB
		Invitation to Relax, Recharge, and Refocus with the IDEA Affinity Group	Meeting Room 103 CD
2:00 PM - 2:15 PM	Break		
2:15 PM - 3:15 PM	Concurrent Sessions	Too Many Options! Reflections on Collections Management Systems with the Collections Managers Committee Affinity Group	Meeting Room 101 AB
		ConnectTEENing with Your Community: Building Mutually Beneficial Teen Volunteer Programs	Meeting Room 103 CD
		Interpretive Planning at Small & Medium Sized Historic House Museums	Meeting Room 102 A
2:15 PM - 2:45 PM	Burst Sessions	History in the Shadows: Incorporating Dark Tourism at Historic Sites	Meeting Room 102 BC
2:45 PM - 3:15 PM		Markers, Plaques, and Landmarks: How Historic Designations are Helping Save the Rio Grande Valley's Cultural Heritage	Meeting Room 102 BC
3:30 PM - 4:30 PM	Academic Showcase & Museum Activations		Exhibit Hall B
5:00 PM - 6:00 PM	Travel to Brownsville		
6:00 PM - 8:30 PM	Evening Event - Discover Brownsville		
8:30 PM - 9:30 PM	Travel Back to McAllen		

WEDNESDAY, APRIL 22, 2026			
	Self Guided Tour	Tour the RGV using TAM's guide of the cultural institutions in the region, see program for more information	

