



**NEWS RELEASE**  
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## **Waco to host Texas Association of Museums Conference**

**WACO** – On March 22-25, 2022, Waco and its museum community will be on display to leaders of cultural institutions throughout Texas as the destination for the Texas Association of Museums (TAM) 2022 Annual Meeting, “Growing Together: Tackling the Challenges of Today and Tomorrow.” The conference’s daytime programming will be hosted at Baylor University’s Mayborn Museum and the Dr Pepper Museum.

TAM is comprised of a network of 1,000+ museum leaders, institutions and industry professionals. The conference, the largest gathering of museum professional in Texas, includes workshops, tours, and interactive sessions crafted for museum administrators, trustees, collections managers, educators, exhibition designers and external relations staff. This will be the first in-person annual meeting for TAM in two years, though conference planners are providing an innovative hybrid approach for those that cannot travel. Some attendees will be watching keynotes live while others will experience them virtually either off-site or in another part of the museum.

“We are thrilled to have the Texas Association of Museums join us in Waco” said Charles Walter, Director of the Mayborn Museum and TAM Treasurer. “We are excited to share all our community has to offer.”

Plenary sessions that feature national and international thought leaders are also part of the program, including *The Value of Museums* author, John Falk, *The Inclusive Museum Leader* authors Cinnamon Catlin-Legutko and Chris Taylor, and Chief Market Experience Officer for IMPACTS Experience, Colleen Dilenschneider. Waco’s very own Fiona Bond will also be featured as a keynote speaker as the Executive Director of Creative Waco and newly appointed President of Texans for the Arts.

Additionally, attendees will get to tour some of Waco’s vibrant museums and cultural attractions, including the Cameron Park Zoo, Waco Mammoth National Monument, Texas Sports Hall of Fame, Texas Ranger Hall of Fame and Museum, Art Center Waco, Dr Pepper Museum and Baylor University’s Mayborn Museum.

“We look forward to returning to Waco after nearly 20 years,” said Alex Freeman, the TAM executive director. “During that time, Waco has become a tourist destination in the state. I am excited to share this vibrant community with our colleagues. Located in the heart of Texas, the location is convenient for the annual meeting.”

Visit [texasmuseums.org](http://texasmuseums.org) to find out more about the annual meeting, register to attend and explore the schedule of events.

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### **About the Texas Association of Museums (TAM)**

TAM is a nonprofit organization established for educational purposes to provide a network among museums, improve the level of professionalism within the museum community, encourage the use and enjoyment of museums by all Texans, serve as an information clearinghouse for and about museums, and serve as a liaison between museums and museums-related agencies and organizations. [www.TexasMuseums.org](http://www.TexasMuseums.org)

### **About Baylor University’s Mayborn Museum Complex**

The Mayborn Museum Complex celebrates the natural science and cultural history of Central Texas. This 143,000-square-foot building on the Baylor University campus sparkles with numerous vibrant exhibits and compelling hands-on activities for the whole family to enjoy over and over again. For more information, contact the Mayborn Museum at (254)710-1110 or visit <http://www.MaybornMuseum.com>.

### **About Baylor University**

Baylor University is a private Christian University and a nationally ranked research institution. The University provides a vibrant campus community for more than 19,000 students by blending interdisciplinary research with an international reputation for educational excellence and a faculty commitment to teaching and scholarship. Chartered in 1845 by the Republic of Texas through the efforts of Baptist pioneers, Baylor is the oldest continually operating University in Texas. Located in Waco, Baylor welcomes students from all 50 states and more than 90 countries to study a broad range of degrees among its 12 nationally recognized academic divisions.

