

Texas Association of Museums

# 2025 ANNUAL MEETING

April 6-9, 2025



TAM 2025  
Austin

**BRIDGING**  
the past & future

the  
**west**  
starts  
**here**



[BRISCOEMUSEUM.ORG](http://BRISCOEMUSEUM.ORG)

# BRISCOE

WESTERN ART MUSEUM  
ON THE RIVER WALK

Billy Schenck, *Throwin' A Loop*, 2012, Oil on canvas, 32 x 38 1/8 in. (detail)  
Purchased with funds provided by the Jack and Valerie Guenther Foundation.

# WELCOME TO THE TAM 2025 ANNUAL MEETING

This year, we celebrate a major milestone—50 years of Texas Association of Museums conferences! It’s only fitting that we mark this occasion in our state’s capital, a city that embodies both Texas’ rich history and its dynamic future.

Austin’s iconic bridges serve as a perfect metaphor for our theme, Bridging the Past and Future. For over five decades, TAM conferences have been a vital connector—linking museum professionals across the state, fostering collaboration, and championing the role of museums in our communities. This conference is a time to honor our past achievements while looking ahead to the innovations that will shape our field.



Our gathering also coincides with the Texas legislative session, providing an opportune moment to consider how we can amplify the impact of museums at the state, local, and national levels. As we close our conference on Wednesday, we hope you’ll leave not only with new insights and connections but also with a renewed enthusiasm to advocate for your museum and the broader cultural sector.

We extend our deepest gratitude to our host institutions and partners in Austin for welcoming us to this vibrant city. On behalf of TAM, we are thrilled to celebrate, connect, and envision the future together at TAM 2025!

**Cheers,**

**Brittany Petrilli**  
**Executive Director, Texas Association of Museums**





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# TAM MISSION & VISION



## TAM Mission

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



## TAM Vision

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

## TAM Core Values



We educate our members as to best practices in the field.



We provide opportunities for our members to connect and learn from each other.



We empower our members to become leaders in the field.



We strengthen Texas Museums.



We recognize excellence.



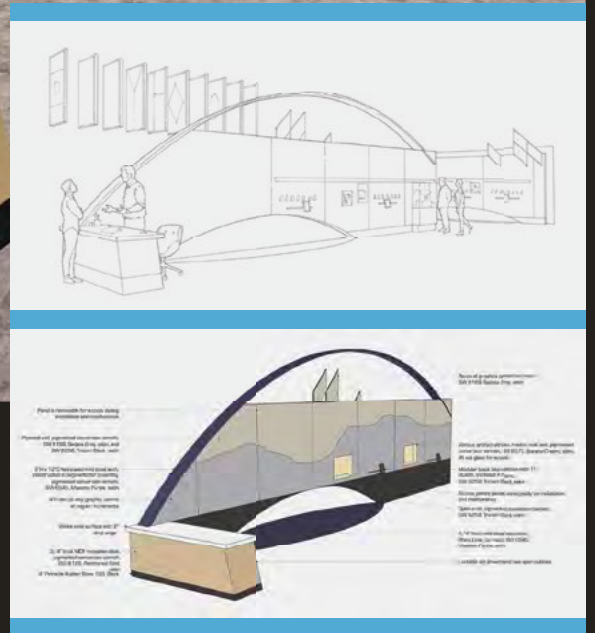
We advocate for the important role of museums.



We stand in solidarity against racism, white supremacy, marginalization, and oppression against communities of color.



# We bring your story to life.



## Professional Designers, Master Craftsmen, Exceptional Storytellers.

Our team specializes in exhibit design, fabrication, and installation. We combine exceptional talent, the latest technology, and broad industry knowledge to create exhibits that uniquely communicate our customer's messages. We are master storytellers, and your unique message drives our creative process. Your story will be communicated in ways that wow visitors, create a sense of anticipation and discovery, and make learning fun.



# Explore Texas' natural history!

[sciencemuseum.utexas.edu](http://sciencemuseum.utexas.edu)



Group Visits • Guided and Self-Guided Tours  
Field Trips • Educator Resources • Venue Rentals

On the UT Austin Campus  
2400 Trinity Street • Austin, Texas 78712  
Tuesday - Saturday  
10:00 am - 5:00 pm  
Sunday 1:00 pm - 5:00 pm



# SCHEDULE AT A GLANCE

All programming takes place at the AT&T Hotel and Conference Center unless otherwise noted.

START & END TIMES	EVENT	SESSION	LOCATION
<b>Sunday, April 6, 2025</b>			
5:30 PM – 6:00 PM	Conference Registration		LBJ Presidential Library
6:00 PM – 8:00 PM	<b>Opening Reception</b> Evening at the LBJ Presidential Library with special access to The Briscoe Center for American History		LBJ Presidential Library and The Briscoe Center for American History
<b>Monday, April 7, 2025</b>			
8:00 AM – 4:30 PM	Conference Registration		Zlotnik Pre-Function
8:00 AM – 9:00 AM	Breakfast with Exhibitors		Zlotnik Pre-Function
8:30 AM – 9:30 AM	<b>Opening Remarks and TAM 50th Anniversary Retrospective</b>		Salons 3 & 4
9:30 AM – 9:45 AM	Break		
9:45 AM – 10:45 AM	Concurrent Sessions	Roundtable with the Historic Sites and Houses Affinity Group (HSHAG)	Salons 3 & 4
		Educator Roundtable with the TAM Educators Committee (TAMEC) Affinity Group	Salons 3 & 4
		There's No "I" in Museum: Using Heritage Tourism to Teach Collaboration	Salon 2
		Inspired: Small Museums Share Impact of IMLS Inspire grants	Salon 5
		From the Magnificent to the Mundane	Salon 6
10:45 AM – 11:00 AM	Break		
11:00 AM – 12:00 PM	Concurrent Sessions	Museum Emerging Leaders of Texas (MELT) Roundtable with the MELT Affinity Group	Salons 3 & 4
		Creative Solutions for Museum Preservation by the Collections Managers Committee (CMC) Affinity Group	Salons 3 & 4
		STEM Lens on History and Culture	Salon 2
		Designing Community Spaces in Historic Buildings	Salon 5
		Listening, Learning, and Working: Five Years into an Alternative Future	Salon 6
12:00 PM – 12:15 PM	Lunch Buffet		Zlotnik Pre-Function
12:15 PM – 1:00 PM	Lunch and Keynote	Beyond the Numbers: Turning Data into Strategic Action in Museums	Salon 3 & 4
1:00 PM – 1:15 PM	Break		
1:15 PM – 2:15 PM	Concurrent Sessions	Making the Most of Your Earned Income - Let's Hear Your 2 Cents! with the TAM Executive Leader (TAMEL) Affinity Group	Salon 6
		Starting Conversations About Volunteer Best Practices	Salon 2
		Working Together: Raising the Profile of Black Austin History	Salons 3 & 4
		Collection Clues: Identifying Photographic Processes	Salon 5
2:15 PM – 2:30 PM	Break		
2:30 PM – 3:15 PM	Speed Networking		Salons 3 & 4
3:15 PM – 3:30 PM	Break		





START & END TIMES	EVENT	SESSION	LOCATION
3:30 PM – 4:00 PM	Concurrent Burst Sessions	Preparing For a Website Redesign: Where the Heck Do You Start?	Salons 3 & 4
		Be a Solution, Not Just a Resource: Meeting Schools and Communities Where They Are	Salon 2
		Bridging the Gap from Idea to Reality: How The Briscoe Center for American History Solved Exhibit Challenges Using Practical Solutions	Salon 5
		Small, but Mighty! Corporate Sponsorship Programs for Small Organizations	Salon 6
4:00 PM – 4:30 PM	Concurrent Burst Sessions	Small Spaces Big Ideas: Interpreting Sensitive Content Through the Eyes of Children	Salon 2
		Innovative Programming: Filling the Gap	Salon 5
		Demystifying Collections Insurance: How This Valuable Tool Can Help Safeguard Your Museum's Mission	Salon 6
		Texas and America's 250th Anniversary	Salons 3 & 4
4:30 PM – 5:30 PM	Exhibitor Reception		Zlotnik Pre-Function
5:00 PM – 6:00 PM	Evening Event **Invite Only**	Directors and CEOs Reception hosted by the Harry Ransom Center	Harry Ransom Center
5:00 PM – 8:00 PM	Evening Event 50th Birthday Bash at the Bullock Texas State History Museum & Capitol Mall		Bullock Museum and Capitol Mall Sites

## Tuesday, April 8, 2025

8:00 AM – 3:30 AM	Conference Registration		Zlotnik Pre-Function
8:00 AM – 9:00 AM	Breakfast with Exhibitors		Zlotnik Pre-Function
8:15 AM – 9:00 AM	TAM Annual Business Meeting		Salons 3 & 4
9:15 AM – 10:00 AM	TAM Awards Ceremony		Salons 3 & 4
10:00 AM – 10:30 AM	Networking Break	Award Winners Join Us on Stage for Pictures	
10:30 AM – 11:30 AM	Concurrent Sessions	Informed Decisions: Using Museum Visitor Data to Envision, Plan, and Make Change	Salons 3 & 4
		On the Road: Teacher Travel Professional Development	Salon 2
		Transformations: Physically and Intellectually Moving Museum Collections	Salon 5
		Museum Hot Seat: What's on Your Mind?	Salon 6
11:30 AM – 12:00 PM	Networking & Exhibitor Break		Zlotnik Pre-Function
12:00 PM – 12:15 PM	Lunch Buffet		Zlotnik Pre-Function
12:15 PM – 1:00 PM	Lunch and Keynote	Creative Aging Comes of Age - In Museums	Salons 3 & 4
1:00 PM – 1:15 PM	Break		
1:15 PM – 2:15 PM	Concurrent Sessions	Inclusive and Belonging Leadership: Building Stronger Teams and Organizations with the IDEA Affinity Group	Salons 3 & 4
		"The Color Inside" with the Art Affinity Group (AAG)	Meet in the AT&T Center lobby at 1:15 to travel as a group to the Landmark public art installation.
		"Not Another Furniture Tour!": Connect Historic House Museums with the 21st Century Community	Salon 2
		Most Expensive Mistakes Museum Administrators Make You Easily Can Avoid	Salon 5
		Bridging Art & Play: Creating Public Spaces for Community, Culture, and Collaboration	Salon 6



START & END TIMES	EVENT	SESSION	LOCATION
2:15 PM – 2:30 PM	Break		
2:30 PM – 3:30 PM	Concurrent Sessions	Rising from the Rubble: Community Building in the Wake of Disaster	Salon 2
		When Museums and Libraries Collide	Salons 3 & 4
		Who’s Got the Buckets: Bailing Yourself out of Situations You Weren’t Trained For	Salon 6
		Playing Detective: Maintaining Outdoor Public Art When Information is Lacking	Salon 5
3:30 PM – 5:30 PM	TAM Academic Project Showcase Competition		Bullock Museum Austin Room
3:30 PM – 5:30 PM	Austin Museum Activations		Bullock Museum Austin Room
5:30 PM – 7:30 PM	<b>Evening Event</b>	Fossils, Friends, and Fantastic Views: An Evening at the Texas Science and Natural History Museum and The Contemporary Austin - Jones Center	Texas Science and Natural History Museum
7:00 PM – 8:30 PM	<b>Evening Event</b>		The Contemporary Austin - Jones Center
<b>Wednesday, April 9, 2025</b>			
8:00 AM – 9:00 AM	Advocacy Breakfast & Panel	Building Bridges: Advocacy for Impact at the State Legislature	Salons 3 & 4
9:00 AM	TAM at the Texas State Capitol	Legislative Resolution & Empowered Advocacy	Texas State Capitol
9:15 AM – 12:15 PM	Workshops <i>Must be purchased separately</i>	Putting It All Together: Preparing for 2026 at Small History Organizations	Salon 1
		Full S.T.E.A.M Ahead: How to Foster the S.T.E.A.M. Mindset in Your Museum	Salon 2
		Innovative and Non-Traditional Strategies: Relaunching Your Museum for The Future	Salons 3 & 4
		Preserving Moving Images: Building Confidence with Archival Media Formats	Salon 5
		Don’t Just Prepare for the Last War: Informed Emergency Preparedness	Salon 6
10:00 AM – 11:30 AM	Tours <i>Must be purchased separately</i>	Landmarks Tour: Public Art at UT Austin	AT&T Hotel and Conference Center Lobby
10:00 AM – 11:30 AM		Briscoe Center for American History Tour History and Fate: The Goodwins and The 1960s	Briscoe Center for American History <i>Shuttle Available</i>
10:00 AM – 12:30 PM		Black Austin History Tour with Visit Austin	Downtown Austin <i>Shuttle pick up AT&amp;T Hotel and Conference Center</i>



# TAM 2025 DIGITAL PROGRAM AND SCHEDULE

Use the QR code to access the TAM digital program for the most up-to-date schedule.



100% Employee-Owned  
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**YOUR PARTNERS IN  
 OWNER'S REPRESENTATION / PROJECT MANAGEMENT**

Elevate your next cultural project with distinguished expertise of The Projects Group. As an employee-owned firm with an illustrious portfolio of iconic facilities across the US, our legacy is built on an unwavering commitment to excellence, and driven by a dynamic team boasting over 360 years of combined experience.

Engage The Projects Group to embark on a journey to create spaces that inspire, endure, and celebrate the cultural fabric of our communities. Your vision, our expertise— together, we will achieve extraordinary results.

**DON'T FORGET TO STOP BY OUR BOOTH ON  
 THE TRADE SHOW FLOOR TO LEARN MORE!**

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

**PASSIONATE ABOUT PARTNERSHIPS.**



**The Mexican American Museum of Texas**  
 Founded 2022, Dallas, Texas

**"To fully understand the history of Texas, one must include the stories and contributions of its diverse cultural groups."**  
 - Gus Hinojosa, President

**Our Mission**

The purpose of the TMAMT is to provide, permanently and on a visiting basis, a venue for exhibiting and interpreting Mexican American history, culture, and origins, from its earliest beginnings to the present.

The TMAMT's objective is to enrich current and future generations from a Mexican American perspective.

[info@tmamt.org](mailto:info@tmamt.org) [www.tmamt.org](http://www.tmamt.org)



**Exhibit "Life and Death on The Border 1910-1920"**  
 Displaying at the University of Dallas, May 5 - October 15, 2024"

**Founding Board of Directors**

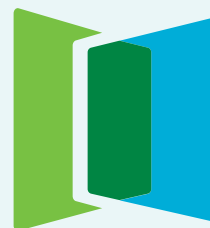
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Work**

EXHIBITION PLANNING & DESIGN

[museworkexhibits.com](http://museworkexhibits.com)

# TAM 2025 HOST VENUES

Many thanks to these Austin venues for hosting TAM 2025! Thank you for your support!

## HOST HOTEL & CONFERENCE CENTER

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The University of Texas at Austin  
AT&T Hotel and Conference Center

### AT&T Hotel and Conference Center

1900 University Ave  
Austin, TX 78705

## HOST MUSEUMS

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### Bullock Texas State History Museum

1800 Congress Ave., Austin, TX 78701  
[www.thestoryoftexas.com](http://www.thestoryoftexas.com)



### LBJ Presidential Library

2313 Red River St, Austin, TX 78705  
[www.lbjlibrary.org](http://www.lbjlibrary.org)



### Texas Science & Natural History Museum

2400 Trinity St, Austin, TX 78712  
[www.sciencemuseum.utexas.edu](http://www.sciencemuseum.utexas.edu)



### The Contemporary Austin - Jones Center

700 Congress Ave., Austin, TX 78701  
[www.thecontemporaryaustin.org](http://www.thecontemporaryaustin.org)





# HOST CITY WELCOME

## Happy 50th Anniversary, TAMsters, and Welcome to Austin!

On behalf of the local host committee, we're excited you've come to celebrate this milestone in our wonderful, weird, dynamic capital city. We're meeting in the heart of the northside cultural district, home to outstanding archives, historic sites, museums, libraries, and campus gardens.

The original human communities in this part of Texas are known to date back more than 16,000 years. It was here that the Tonkawa first encountered the Spanish, along with Numunuu (Comanche) and Lipan Apache peoples. In 1730, a mission was established in what is now Zilker Park before relocating to San Antonio. Fast-forward 100 years and "Waterloo" was incorporated, but then renamed for Stephen F. Austin. In an argument over where the Capitol of Texas would be in the years that followed, we may be the only site in the country to have been the place of an "Archive War." That just shows how long our preservation of the state's historical record has mattered. We are the place generations of Tejanos call home and the location of several Freedom Colonies, Clarksville being the oldest known west of the Mississippi River. We are the place where cultures and ethnicities converge to create an incredible mosaic truly representing the Lone Star State.

In between inspiring sessions, workshops, tours, and fun-filled evening events, we hope you take time to enjoy our world-class cultural venues, cuisine, and performance spaces, or just sit back and relax along the beautiful Capitol Mall. May your visit leave you with the feeling of time well-spent, and a desire to return soon to the "Music Capitol of the World".



# Austin Points of Interest

- AT&T Hotel & Conference Center
- LBJ Presidential Library
- The Briscoe Center for American History
- Harry Ransom Center
- Bullock Texas State History Museum & Capitol Mall Tour
- Texas Science & Natural History Museum
- The Contemporary Austin - Jones Center

Texas Science & Natural History Museum

LBJ Presidential Library

Harry Ransom Center

The Briscoe Center for American History

AT&T Hotel & Conference Center

Bullock Texas State History Museum & Capitol Mall Tour

The Contemporary Austin - Jones Center



# Shiner BOCK

## IT'S A TEXAS THING



From academic scholarships to disaster recovery to veteran health, Shiner supports Texas and the local organizations doing incredible things. Of course, we like to celebrate all this great work, too, and there's no better way to do that than with

**THE CRISP, REFRESHING TASTE OF A CRAFT-BREWED SHINER BOCK.**

©2025 Spoetzl Brewery, Shiner, Texas 77984. Beer. Please drink responsibly.

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



Baylor University

COLLEGE OF ARTS & SCIENCES  
Department of Museum Studies

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 major/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.

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

Baylor University

1300

# Mayborn MUSEUM

Sue and Frank Mayborn  
Natural Science & Cultural History Museum Complex





**BRISCOE CENTER**  
FOR AMERICAN HISTORY  
THE UNIVERSITY OF TEXAS AT AUSTIN

# Welcome TAM 2025

Now on display:

## History and Fate

The Goodwins and the 1960s



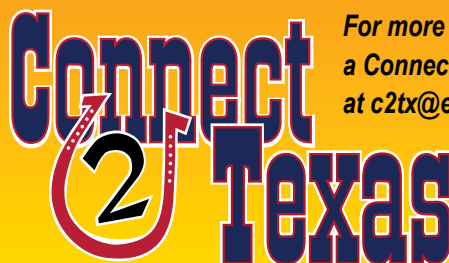
[briscoecenter.org](http://briscoecenter.org)

## Connecting Museums to Students Around the World

*Videoconferencing can break down barriers of time, distance, and expense by connecting people around the world in real time.*

Connect2Texas.net is the key destination for public/private/charter/home schools and even retirement communities to find educational content enhancement programs aligned to state and/or national standards. Submit registrations and “connect” for unique learning experiences.

- Established in 2005 for Texas-based providers only (celebrating 20 years of service)
- Reputable website, brand, and listserv
- Centralized management system designed to market your programs, take registrations, send email confirmations, and gather billing information
- Technical assistance available before, during, and after programs for your museum and the connecting schools
- Annual fee with various membership levels available



For more information about how to become a Connect2Texas provider, contact Lori Neckar at [c2tx@esc11.net](mailto:c2tx@esc11.net) or 817-740-7516.

Hosted by:



[www.Connect2Texas.net](http://www.Connect2Texas.net)

817-740-7516

[C2Tx@esc11.net](mailto:C2Tx@esc11.net)

# PARKING & TRANSPORTATION

## Sunday, April 06, 2025 – Conference Registration and Evening Opening Reception

**LBJ PRESIDENTIAL LIBRARY | 2313 Red River St., Austin, TX 78705**

- Transportation will be provided from the AT&T Hotel and Conference Center via rotating buses. This service is scheduled from 5:30 pm to 8:30 pm.
  - At the hotel, please meet the shuttle outside the west entrance of the AT&T Conference Center on Whitis Avenue between 20th Street and Martin Luther King Jr. Boulevard. The shuttle will pick up between the AT&T Conference Center and Rowling Hall.
- Guests who choose to drive themselves may park for free in lot #38 during the event. Located directly off Red River Street, look for brightly colored LBJ banners at the lot entrance. Parking is limited.

## Monday, April 07 - Wednesday, April 09, 2025 – Conference Hotel & Daytime Programming

**AT&T HOTEL AND CONFERENCE CENTER | 1900 University Ave, Austin, TX 78705**

- Parking is available in the attached Conference Center Garage. Guests may self-park or use the hotel's valet services at the University Avenue entrance. For current valet and parking fees please visit [www.meetattexas.com](http://www.meetattexas.com).

## Monday, April 07, 2025 – Evening Event

**BULLOCK MUSEUM AND CAPITOL MALL SITES | 1800 Congress Ave., Austin, TX 78701**

- Guests staying at the AT&T Conference Center are encouraged to walk if able (3 minutes/.2 miles). If you require mobility accommodation, please let TAM staff know.
- Guests who choose to drive themselves may park in the Bullock Museum Parking Garage, which is easily accessed via 18th Street, located on the south side of the Museum. Parking is free during the event, but limited.

## Tuesday, April 08, 2025 – Evening Events

Evening event begins at:

**TEXAS SCIENCE & NATURAL HISTORY MUSEUM | 2400 Trinity St, Austin, TX 78712**

- Transportation will be provided from the AT&T Hotel and Conference Center via rotating buses. This service is scheduled at TSNHM from 5:15 pm – 7:30 pm and will drop off at both the AT&T Hotel and Conference Center and The Contemporary Austin – Jones Center.
  - At the hotel, please meet the shuttle outside the west entrance of the AT&T Conference Center on Whitis Avenue between 20th Street and Martin Luther King Jr. Boulevard. The shuttle will pick up between the AT&T Conference Center and Rowling Hall.
- Guests who choose to drive themselves may park in the San Jacinto Parking Garage next to the museum. Please note that TSNHM does not manage the garage and parking availability; pricing for parking varies.



Evening Event concludes at:

**THE CONTEMPORARY AUSTIN - JONES CENTER | 700 Congress Ave., Austin, TX 78701**

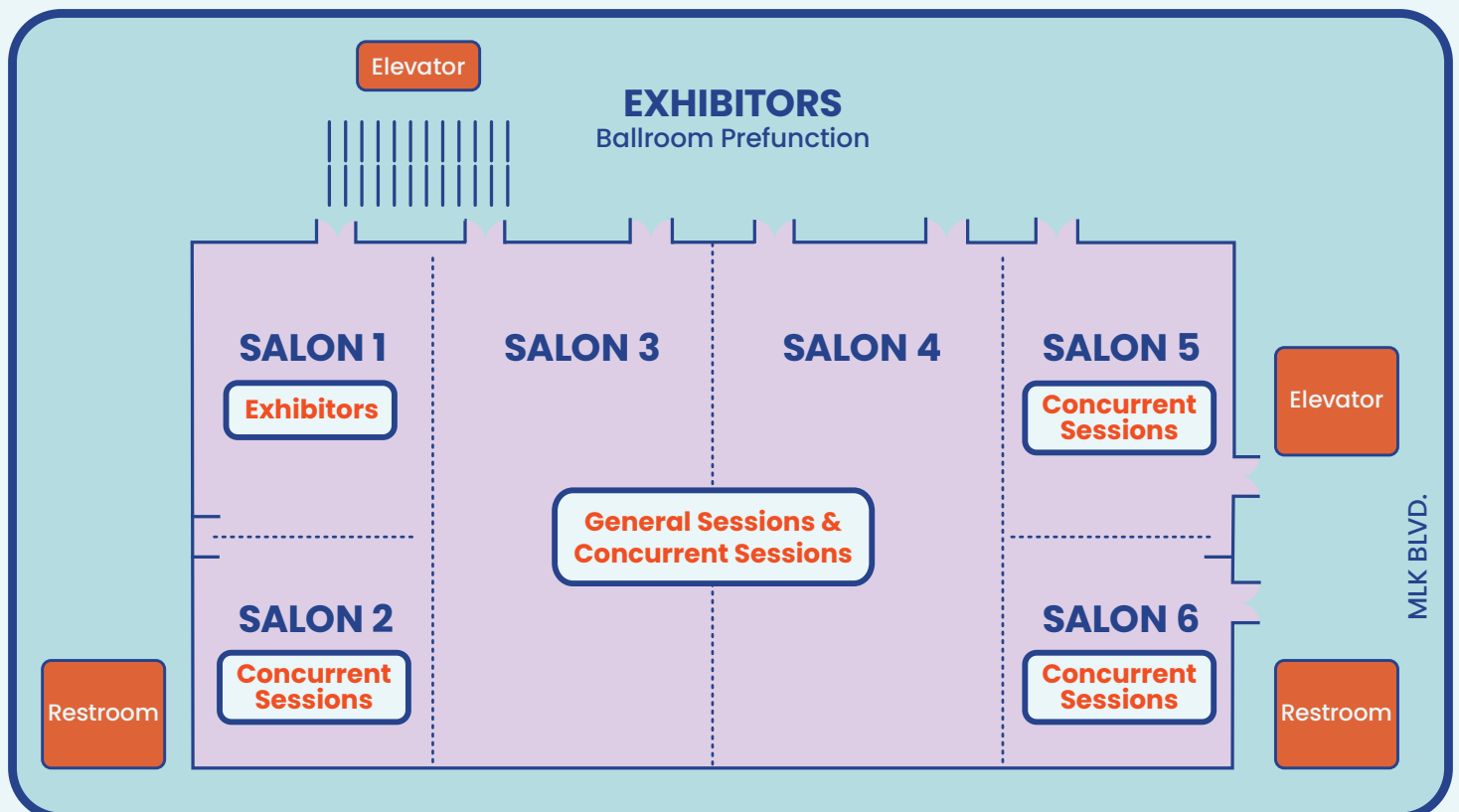
- Transportation will be provided from the AT&T Hotel and Conference Center and Texas Science and Natural History Museum via rotating buses. This service is scheduled at The Contemporary - Jones Center from 6:45 pm - 8:30 pm.
- For guests who choose to drive themselves, parking is available at paid street meters, as well as nearby commercial garages and lots.

## Wednesday, April 09, 2025 - TAM at the Texas State Capitol

**TEXAS CAPITOL | 1100 Congress Ave., Austin, TX 78701**

- TAMsters will walk as a group after the morning panel from AT&T Conference Center to the State Capitol (13 minutes/.6 miles). If you require mobility accommodation, please let TAM staff know.

# AT&T HOTEL AND CONFERENCE CENTER | ZILKER BALLROOM MAP



# LOCAL HOST COMMITTEE

**Chair: Margaret Koch, Bullock Texas State History Museum**

Dr. Emily Wilkinson, *Texas Tech University System, TAM VP of Programs*

Kate Betz, *Story + Reason, Program Co-Chair*

Laura Casey, *Texas Historical Commission, Museum Services*

Scott Chamness, *Texas Parks and Wildlife Department*

Alexa Clavijo, *The Thinkery*

Rowena Dasch, *Neill-Cochran House Museum*

Natalie George, *Flower Hill Center*

Sean Griffin, *Lady Bird Johnson Wildflower Center*

James Harkins, *General Land Office*

Emily Hermans, *Texas Historical Commission, Historic Sites*

Rayanna Hoeft, *Texas Historical Commission, Museum Services*

Kayla Jaenike, *The Thinkery*

Mary Margaret Kennedy, *French Legation State Historic Site*

Jessica Meason, *Flower Hill Center*

Monte Monreal, *Texas Science & Natural History Museum*

Azure Montoya, *The Thinkery*

Brandice Nelson, *The Blanton Museum of Art*

Abbri Ortiz, *Bullock Texas State History Museum*

Pamela Owen, *Texas Science & Natural History Museum*

Katie Robinson Edwards, *The Umlauf Sculpture Garden & Museum*

Shae Stanford, *Bullock Texas State History Museum*

Michele Stewart, *Flower Hill Center*

Jade Walker, *Elisabet Ney Museum*

Mike Ward, *Pioneer Farms*

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# ANNUAL MEETING PROGRAM COMMITTEE

**Co-Chair: Dr. Emily Wilkinson, Texas Tech University System**

**Co-Chair: Kate Betz, Story + Reason**

Steve Baird, *Klein Historical Foundation*

KayLyn Bean, *Mabee Regional Heritage Center*

Rebecca Bridges, *The Center for Contemporary Arts*

Emily Clark, *Department of Museum Studies, Baylor University*

Trey Crumpton, *Mayborn Museum-Baylor University*

Latricia Davis, *Dallas Holocaust and Human Rights Museum*

Kali Ellis, *San Jacinto Museum and Battlefield Association*

Kaitlyn Holyfield, *Waco Mammoth National Monument*

Helen Howell-Graves, *Taylor Museum of Waco and McLennan County History*

Lindsey Maestri, *LHUCA*

Kali Mercy, *Perot Family Collections*

Rachael Nadeau Johnson, *Dr Pepper Museum*

Melissa Prycer, *Prycer Consulting*

Alysha Richardson, *Temple Railroad & Heritage Museum*

Kayte Ricketts, *Bell County Museum*

Kate Ryther, *Houston Fire Museum*

Rachel Smith, *City of Austin*

Kendal Smith Lake, *The Modern Art Museum of Fort Worth*

Paula Summerly, *University of Texas Medical Branch at Galveston*

Michelle Tovar, *Buffalo Soldiers National Museum*

Amanda Vance, *Museum Professional*

Erin Whitmore, *The Old Jail Art Center*

Kheli Willetts, *Dira Professional Development*





IMAGES: (Left) Nina Fernandez/BFA.com; (Right) Madeline Caswell

# The Contemporary Austin

*Austin's only contemporary art museum*

*Visit our two locations*

**JONES CENTER**

700 Congress Ave.

**LAGUNA GLORIA**

3809 W. 35th St.

FREE admission for TAM attendees with promo code **TAM2025**



*Scan to plan  
your visit!*

# “FREE ADMISSION” FOR TAM ATTENDEES

As part of our commitment to promoting the arts and culture of Austin, TAM is pleased to announce that the following participating institutions will offer conference attendees free admission throughout the week of the conference (April 05 - April 11). To take advantage of this opportunity, simply show your conference badge at participating museums to receive free admission. We would like to thank our participating museums for their generosity and support of our conference.

## Participating Institutions:

- **Blanton Museum**
- **Bullock Texas State History Museum**
- **Flower Hill Center**
- **French Legation State Historic Site**
- **Harry Ransom Center**
- **Lady Bird Johnson Wildflower Center**
- **LBJ Presidential Library**
- **MexicArte**
- **Neill-Cochran House Museum**
- **Pioneer Farms**
- **Texas Science & Natural History Museum**
- **The Thinkery**
- **The Briscoe Center for American History**  
**Closed on weekends**
- **The Contemporary Austin - Jones Center**  
**Use code TAM2025 when registering online for advance tickets. Closed Mondays and Tuesdays**
- **The Contemporary Austin - Laguna Gloria**  
**Use code TAM2025 when registering online for advance tickets. Closed Mondays and Tuesdays**
- **UMLAUF Sculpture Garden + Museum**  
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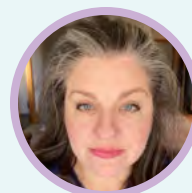
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*Interested in pursuing a scholarship for TAM 2026? Applications open Summer 2025, check [www.texasmuseums.org](http://www.texasmuseums.org) for more details.*



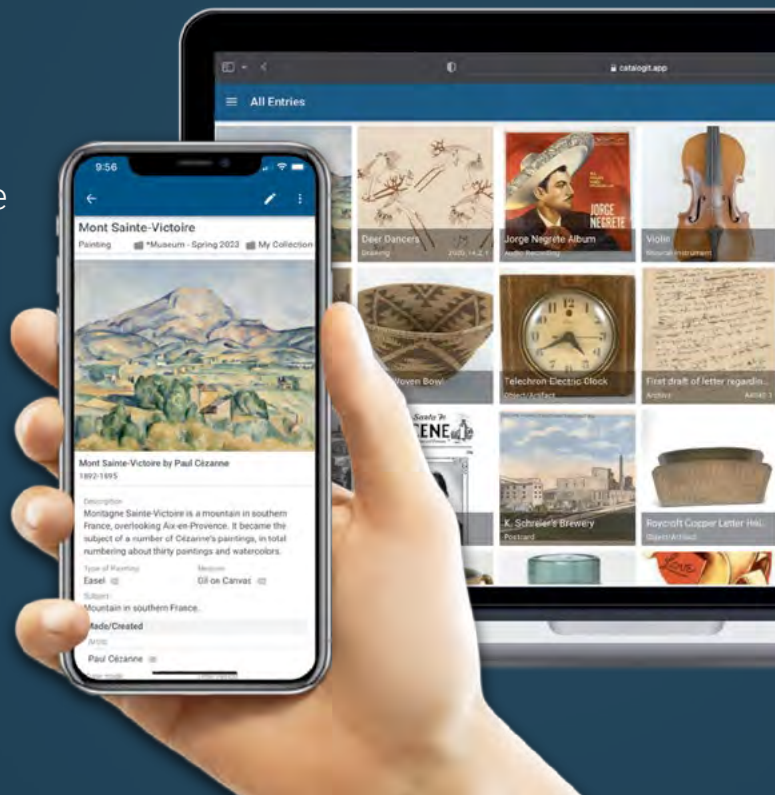
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# Day 1 – Sunday, April 06, 2025

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**5:30 PM – 6:00 PM | LBJ Presidential Library | Conference Registration**

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**6:00 PM – 8:00 PM | LBJ Presidential Library and The Briscoe Center for American History | Opening Reception**

## **Evening at the LBJ Presidential Library with special access to The Briscoe Center for American History**

The LBJ Presidential Library welcomes TAM to Austin with refreshments, hors d'oeuvres, and reunions with colleagues from across the state. Join us as we explore immersive exhibits examining the American experience, including special access to The Briscoe Center for American History and an exclusive archival look at pieces of TAM's 50 year history.



# Day 2 – Monday, April 07, 2025

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**8:00 AM – 4:30 PM | Zlotnik Pre-Function | Conference Registration**

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**8:00 AM – 9:00 AM | Zlotnik Pre-Function | Breakfast with Exhibitors**

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**8:30 AM – 9:30 AM | Salons 3 & 4**

## **Opening Remarks and TAM 50th Anniversary Retrospective**

Kick off the conference with opening remarks from TAM leadership, followed by a special retrospective celebrating 50 years of TAM conferences, highlighting key achievements and the vision for the future of Texas' dynamic museum sector.

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**9:30 AM – 9:45 AM | Break**

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**9:45 AM – 10:45 AM | Salons 3 & 4 | Concurrent Session**



### **Roundtable with the Historic Sites and Houses Affinity Group (HSHAG)**

**Alysha Richardson | Temple Railroad and Heritage Museum  
Steve Baird | Klein Historical Foundation**

Join the Historic Sites and Houses Affinity Group (HSHAG) for a dynamic roundtable session focused on the unique challenges and opportunities of preserving and operating historic sites and houses across Texas. This interactive discussion provides attendees a chance to ask questions and share ideas on topics such as preservation, maintenance, operations, and programming. Whether you're tackling structural concerns, engaging visitors, or developing innovative programs, this session offers a collaborative space to exchange insights, strategies, and solutions with fellow professionals dedicated to keeping Texas history alive.



**9:45 AM – 10:45 AM | Salons 3 & 4 | Concurrent Session**



**Educator Roundtable with the TAM Educators Committee (TAMEC) Affinity Group**

**Erin Whitmore | The Old Jail Art Center**

Museum educators: looking for an opportunity for ideas and advice in a more informal, one-on-one format? Join us for an idea exchange/ expert advice in a variety of Educator Interest Areas—Speed-date style! Participants at this year’s Educator Roundtable will spend 10 minutes or less in small-group discussion of each of the following: ideas for docent & volunteer corps recruitment, post-visit activities (inexpensive and meaningful extensions) idea-share(steal), successful teen programming, hosting classroom teacher in-services at your institution, and community ‘friend-raisers’ event/programs/collaborations.

**9:45 AM – 10:45 AM | Salon 2 | Concurrent Session**

**There’s No “I” in Museum: Using Heritage Tourism to Teach Collaboration**



**Jennifer Eckermann | Visit Brenham/City of Brenham**

**Mallory Laurel | Texas Historical Commission**

**Erin Shields | The Bosque Museum**

**Shelby Curtis | City of San Augustine**



This session highlights the Texas Historical Commission’s (THC) unique approach to implementing the Smithsonian’s Museum on Main Street (MoMS) program, a traveling exhibition program serving rural towns across America.

Exploring the program’s heritage tourism potential, the THC designed its MoMS training to advance interdisciplinary partnerships and emphasize the strategic alignment of storytelling, experience development, and promotion. This approach made room for different kinds of community

organizations and their unique skills. More importantly, it treated capacity-building, specifically in regard to the cultivation of robust heritage landscapes, as a community-wide or regional aim, not just an organizational one.

Attendees will hear from THC staff and past MoMS participants on successful partnerships, challenges, and lessons learned. Key takeaways include strategies for regional collaboration, understanding different organizational needs, and best practices for heritage tourism initiatives.



**9:45 AM – 10:45 AM | Salon 5 | Concurrent Session**



**Inspired: Small Museums Share Impact of IMLS Inspire grants**

**Caitlin Clay | Art Museum of Southeast Texas**

**Marcelo Ramirez Garcia-Rojas | International Museum of Art and Science**

**Melinda McPeck | Institute of Museum and Library Services**

**Michael Ables | Texas Maritime Museum**



The IMLS Inspire grant for small museums funds projects between \$5,000 and \$25,000 requiring no matching funds and those projects requesting funding between \$25,001 and \$75,000 do require a 1:1 match in two categories:

Lifelong Learning and Collections Access and Stewardship. These funds can be transformative for small museums enabling giant leaps forward, incremental change, and exploration of new initiatives that would otherwise be unattainable due to limited resources. Inspire grant recipients share their experiences and the impact these project-specific grant funds have made on their museums. Participants will gain insights on the Inspire grant process through peer-to-peer learning from these case studies.

---

**9:45 AM – 10:45 AM | Salon 6 | Concurrent Session**



**From the Magnificent to the Mundane**

**Paul Cato | Neill-Cochran House Museum**

**Daniel Carey-Whalen | Centennial**

**Museum and Chihuahuan Desert Gardens**

**Nikki Diller | Fort Worth Museum of Science and History**

This session explores mundane programs like DocuSign, practical programs like CatalogIt, and magnificent technology like the Omni Digital Dome. Come hear about three different institutions' experiences with very different technology. How can technology help your museum improve its operations or expand your visitor experiences?

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**10:45 AM – 11:00 AM | Break**

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**11:00 AM – 12:00 PM | Salons 3 & 4 | Concurrent Session**



**Museum Emerging Leaders of Texas (MELT)  
Roundtable with the MELT Affinity Group**

**Chris Dyer | Dr Pepper Museum**

**Coyote Balderrama Shook | Bullock Texas State  
History Museum**

**April Love | Mayborn Museum**

**Rachael A. Nadeau Johnson | Dr Pepper Museum**



Forms and policies are part of everyday life in museums and cultural institutions. These look different not only in different departments but also across different types

and sizes of institutions. Join the Museum Emerging Leaders of Texas (MELT) Affinity Group in a roundtable discussion and idea share for all departments: collections, exhibits, education, administration, and volunteer management. Please bring your own policies and forms for peer review and feedback.

---

**11:00 AM – 12:00 PM | Salons 3 & 4 | Concurrent Session**



**Creative Solutions for Museum Preservation  
by the Collections Managers Committee (CMC)  
Affinity Group**

**Aubrey Nielsen | Brownsville Historical Association**

**Cecilia Abad | Texas Historical Commission**

Join the Collections Managers Committee (CMC) Affinity Group to discuss creative solutions. Whether you are a seasoned professional or new to the field, come prepared to share your stories, challenges, and successes in collections while navigating budget constraints.

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**11:00 AM – 12:00 PM | Salon 2 | Concurrent Session**



**STEM Lens on History and Culture**

*Sponsored by MuseWork and Texas Science &  
Natural History Museum*

**Erin Frigo | Texas Historical Commission**

**Lauren Siegel | MathHappens Foundation**

**Morgan Oldham | The Alamo**

This panel will provide museum and cultural site education and interpretation staff with tools to create STEM and STEAM programming successfully. Panelists from the Texas Historical Commission describe, analyze and assess their STEM and STEAM programming with the intention of providing inspiration and support for participants who wish to incorporate STEM and STEAM concepts in educational programming. Panelists share images, stories, successes, and lessons from programs they created or helped to create at their historical and cultural sites. They offer a short, easy hands-on example for participants to experience the exploration of STEM and STEAM concepts in a historical and cultural setting.





**11:00 AM – 12:00 PM | Salon 5 | Concurrent Session**



**Designing Community Spaces in Historic Buildings**

**Roula Tsapalas | Quatrefoil Associates**

**Natalie George | Flower Hill Center**

**Angela Kennedy | Heart of the Hills Heritage Center**

**Nina Murrell | Flower Hill Center / Murrell Office for Development and Architecture, LLC**



How is your museum balancing the use of spaces to accommodate community gatherings, programs, and exhibits? Museum directors from Flower Hill Center in Austin and Heart of the Hills Heritage Center in Kerrville and Chief

Operating Officer/Partner at Quatrefoil Associates exhibit design firm will share ideas about designing flexible spaces at museums in historic buildings that balance the use of their unique and limited spaces to offer programs and exhibitions. Each unique perspective will provide insight into how small museums are taking different approaches to create vibrant hubs for their communities.

---

**11:00 AM – 12:00 PM | Salon 6 | Concurrent Session**



**Listening, Learning, and Working: Five Years into an Alternative Future**

**Craig Farrell | Gulf Coast Archive & Museum of GLBT History, Inc.**

**Joyce Gabiola | University of Houston**

**Dr. Brian Riedel | Center for the Study of Women, Gender, and Sexuality at Rice University**

Join longtime TAM member Craig Farrell as he shares the journey of the Gulf Coast Archive & Museum of GLBT History, Inc. (GCAM) and its evolution in preserving Houston's LGBTQ+ history. Dr. Brian Riedel of Rice University's Center for the Study of Women, Gender, and Sexuality will provide broader context on GCAM's impact within Houston's LGBTQ+ community, drawing from his research and involvement with other key organizations. Joyce Gabiola, LGBTQ+ History Research Librarian at the University of Houston, will discuss the transition of GCAM's collection to the university and how it is now being used for research.

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**12:00 PM – 12:15 PM | Zlotnik Pre-Function | Lunch Buffet**

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**12:15 PM – 1:00 PM | Salon 3 & 4 | Lunch and Keynote**



**Beyond the Numbers: Turning Data into Strategic Action in Museums**

**Dr. Jen Benoit-Bryan, Research Director | SMU DataArts**

This keynote address explores how to leverage data in the museum field to inform strategic change, foster equity and inclusion, and support advocacy efforts. Starting with grounding in recent trends in data across the sector, we'll discuss easy options for data collection around a range of topics, share available sources of data, and discuss how they can be activated. Case studies will be woven into the discussion to illustrate how museums of various types and sizes are leveraging research and data as helpful tools for their work.

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**1:00 PM – 1:15 PM | Break**

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**1:15 PM – 2:15 PM | Salon 6 | Concurrent Session**



**Making the Most of Your Earned Income – Let's Hear Your 2 Cents! with the TAM Executive Leader (TAMEL) Affinity Group**

**Liz Jackson | Briscoe Western Art Museum**

Explore innovative ways to maximize revenue while staying mission-driven with the TAM Executive Leaders (TAMEL) Affinity Group. Bring your ideas, challenges, and best practices—we want to hear your two cents!

*This session is only open to Executive Directors and CEOs.*

---

**1:15 PM – 2:15 PM | Salon 2 | Concurrent Session**



**Starting Conversations About Volunteer Best Practices**

**April Love | Mayborn Museum**

**Kaleigh Reid | Mayborn Museum**

Volunteers are an integral part of museums, yet volunteer issues are rarely discussed at conferences. Session attendees will examine real-world examples (including questions about firing a volunteer and grappling with federal labor regulations) and identify the best resources available to them. We will then facilitate a guided conversation in small groups to cross-pollinate ideas so that attendees can begin to outline volunteer best practices for their museums.



**1:15 PM – 2:15 PM | Salons 3 & 4 | Concurrent Session**



**Working Together: Raising the Profile of Black Austin History**

**Dr. Tara A. Dudley | NHCM**  
**Cathy Runnels | Carver Museum**  
**Dr. Rowena Dasch | Neill-Cochran House Museum**  
**A. Arro Smith, Ph.D. | Save Austin Cemeteries**  
**Michael Ward | Jourdan-Bachman Pioneer Farms**

This panel will acquaint participants with the historical meta narrative of Austin history, which has been narrow and often exclusionary, and then will share the ways the included sites are challenging that traditional narrative. Participants will walk away with tools and ideas to expand the narrative frameworks in their own communities.

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**1:15 PM – 2:15 PM | Salons 5 | Concurrent Session**



**Collection Clues: Identifying Photographic Processes**

**Alexandra Vanderhider Cuthbert | Texas Historical Commission**

Since the invention of photography, the methods used to take photographs have changed drastically. Identifying the processes used in photography can help date an image and determine vital information about the people, places, and events captured in the photograph. Additionally, identifying photographic processes will assist collections managers in preserving and caring for their photographic objects.

This presentation is a crash course that will provide the necessary tools for identifying photographic processes for research and preservation. Audience members will be guided through a brief history of photography and discover the unique characteristics of a few of the most common photographic techniques.

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**2:15 PM – 2:30 PM | Break**

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**2:30 PM – 3:15 PM | Salons 3 & 4 | Speed Networking**

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Bring your business cards and your badge for a chance to meet fellow TAM Annual Meeting attendees. Through rapid-fire facilitated conversations, share what you're doing, where you're from, what you're excited about, or what you want help with. Come ready to talk—the time goes quickly!



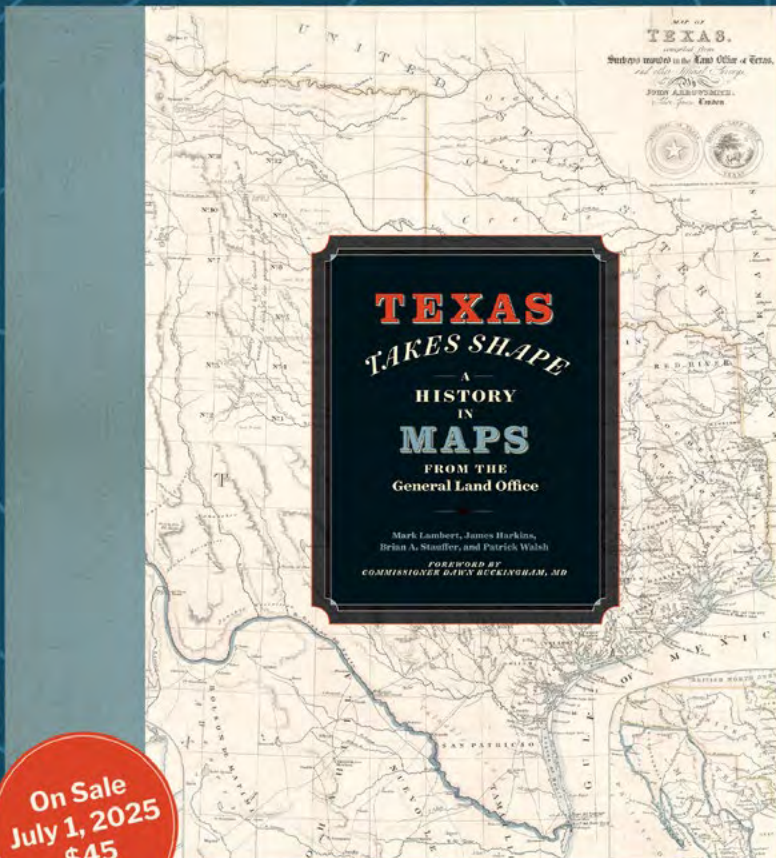
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**HRC** Harry Ransom Center  
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**3:30 PM – 4:00 PM | Salons 3 & 4 | Concurrent Burst Session**



**Preparing For a Website Redesign: Where the Heck Do You Start?**

**Mel Tamporello | Bullock Texas State History Museum**

**Emily Henne | Bullock Texas State History Museum**

In 2014, the Bullock Museum revamped its website with a custom CMS. As our strategy evolved and our CMS became unsustainable, we knew it was time for an overhaul. This session will share our journey of developing a content strategy and preparing for a website redesign. We'll discuss engaging staff through a strategic planning framework and surveys, leveraging data from Google Analytics, and navigating the challenges we faced along the way. Participants will gain practical skills and ideas to employ in their own website and content strategy projects.

---

**3:30 PM – 4:00 PM | Salon 2 | Concurrent Burst Session**



**Be a Solution, Not Just a Resource: Meeting Schools and Communities Where They Are**

**Wendy Taylor | Don Harrington Discovery Center**

Join the Discovery Center Collective to explore a community-driven approach to education and outreach. Learn how we expanded summer camps to low-income schools, brought museum experiences directly to students, and hosted inclusive events for neurodiverse individuals. Discover strategies for fostering inclusivity, building partnerships, and meeting evolving needs. Engage in group brainstorming to generate solutions for your community.

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**3:30 PM – 4:00 PM | Salon 6 | Concurrent Burst Session**



**Small, but Mighty! Corporate Sponsorship Programs for Small Organizations**

**Jacqui Schraad, CFRE, CNM, CFRM | Texas State History Museum Foundation**

Are you looking to launch or build your corporate sponsorship program, but not sure how to start? Get some practical ideas on how to identify, attract, and steward corporate donors. We'll also cover the bonus benefits that corporate partners can bring to your mission – including prospective board members, volunteers, in-kind services, and publicity. The discussion will be intended for implementation by organizations with few or no development staff.



**3:30 PM – 4:00 PM | Salon 5 | Concurrent Burst Session**



**Bridging the Gap from Idea to Reality: How the Briscoe Center for American History Solved Exhibit Challenges Using Practical Solutions**

*Sponsored by Museum Arts*

**Dr. Sarah Sonner | Briscoe Center for American History, UT Austin**

**Michelle Rossomando, AIA, RID | McKinney York Architects**

**Aaron Taylor, AIA | McKinney York Architects**

**Suzanne M. McGarraugh | Suzanne M. McGarraugh Exhibit Design Services**

Through stewardship, scholarship, and outreach, the Briscoe Center for American History cultivates historical knowledge and fosters exploration of our nation's past. As a small museum whose mission is to showcase historically significant collections, the Center utilizes rotating exhibits in a flexible gallery space to maximize its program, often with limited resources. This session will feature an open discussion between members of the Center's exhibits team focusing on the approaches, challenges, and lessons learned from successful installations. In the context of the Center's recent exhibits, the session will explore themes of practicality, resourcefulness, and collaboration to illuminate creative ways for small museums and archival institutions to display their unique collections to a wider audience.

---

**4:00 PM – 4:30 PM | Salon 2 | Concurrent Burst Session**



**Small Spaces Big Ideas: Interpreting Sensitive Content Through the Eyes of Children**

**Chris Frison | National Museum of the Pacific War - D|G Studios**

**Brad Parker | BPI**

**Nicole Huang | BPI**

**Aaron Scarlata | Exhibit Concepts, Inc.**

**David Shields | National Museum of the Pacific War**

This session explores the challenges and insights gained in developing an exhibition on children's experiences during World War II. From addressing sensitive topics in an age-appropriate way to overcoming space limitations while creating immersive environments, the exhibition's concept evolved—from placing children in the role of soldiers to examining how the war shaped their daily lives and families. Learn about the creative solutions and lessons learned throughout the process.



**4:00 PM – 4:30 PM | Salon 5 | Concurrent Burst Session**



**Innovative Programming: Filling the Gap**

**Shae Nawoj | Log Cabin Village**  
**Bethany Cuthbertson | Fort Worth Museum of Science and History**

**Rebecca Reed | Fort Worth Museum of Science and History**

Every museum has a gap in who they reach in their community and it can be overwhelming to come up with different ways to engage with your gap audiences. This session will look at ways the Log Cabin Village and the Fort Worth Museum of Science and History have developed programs with their gap communities in mind.

**4:00 PM – 4:30 PM | Salon 6 | Concurrent Burst Session**



**Demystifying Collections Insurance: How This Valuable Tool Can Help Safeguard Your Museum's Mission**

**Nonie Tompkins | Distinguished Fine Art and Collectibles**  
**Joy S. Simpson | Higginbotham**

Collections insurance plays a crucial role in safeguarding your museum's mission. In this informative session, we'll explore the ins and outs of collections insurance, demystifying its purpose, coverage, and valuation methods. Whether you're a curator, museum director, registrar, board member, or collector, understanding collections insurance is essential for protecting your irreplaceable collection. We'll share 7 key elements for protecting your collection. Join us as we unravel the complexities of collections insurance and empower you to make informed decisions for your museum collection.

**4:00 PM – 4:30 PM | Salons 3 & 4 | Concurrent Burst Session**



**Texas and America's 250th Anniversary**

*Sponsored by The Bullock Museum*

**Margaret Koch | Bullock Texas State History Museum**

Curious about the Semiquicentennial in 2026 (like how to pronounce it) and what you can do to participate? Join the presiding chair of the Texas America250 Commission for insight into this historic anniversary and learn how Texas is key to this national conversation. This 25-minute, fast-paced informational session will include time for questions and idea-sharing.





**4:30 PM – 5:30 PM | Zlotnik Pre-Function | Exhibitor Reception**

Join us for a lively evening of networking, featuring an Austin-inspired cocktail and the latest innovations from our exhibitors. Connect with industry peers, explore new services and solutions, and don't forget to visit each exhibitor for a chance to win a free registration to the TAM 2026 Annual Conference!

**5:00 PM – 6:00 PM | Harry Ransom Center | Evening Event \*\*Invite Only\*\***

**Directors and CEOs Reception hosted by the Harry Ransom Center**

Museum leaders and current and past TAM Councilors from across the state mix and mingle during this special VIP Invitation Only event. The Harry Ransom Center exhibitions will be open to VIP invitees during the reception.

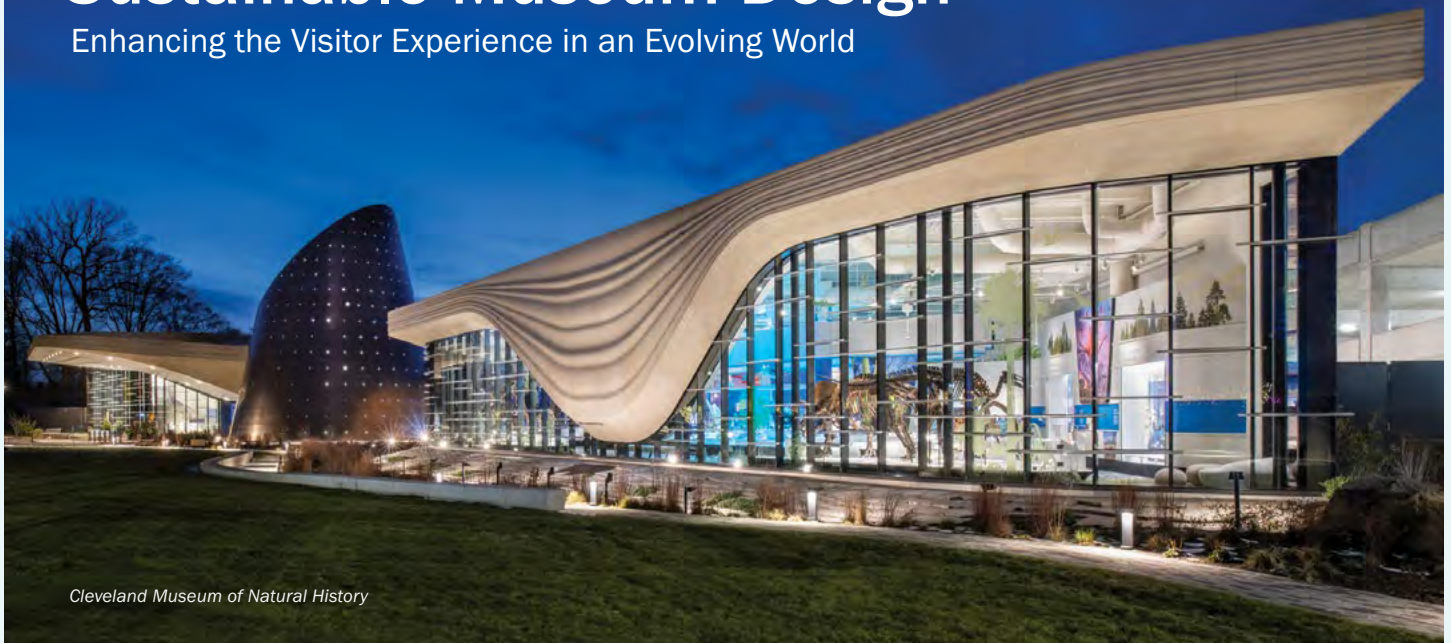
**5:00 PM – 8:00 PM | Bullock Museum and Capitol Mall Sites | Evening Event**

**50th Birthday Bash at the Bullock Texas State History Museum & Capitol Mall**

Join your Capitol Mall colleagues in celebrating TAM's 50th anniversary! Behind-the-scenes tours at the State Library and Archives, Capitol Grounds, The General Land Office, and historic Gethsemane Catholic Church, plus Great Promise for American Indians and special guest musical performances, whiskey tasting, 1970s throwback movie reels from the Texas Archive of the Moving Image, curators/archivists/educators meet-up, Tamster photo-ops, and delicious hors d'oeuvres await!!

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# Day 3 – Tuesday, April 08, 2025

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**8:00 AM – 3:30 PM | Zlotnik Pre-Function | Conference Registration**

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**8:00 AM – 9:00 AM | Zlotnik Pre-Function | Breakfast with Exhibitors**

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**8:15 AM – 9:00 AM | Salons 3 & 4 | TAM Annual Business Meeting**

Join us as TAM introduces its newest Council members and holds its annual business meeting, where members will review the organization's top priorities and direction for 2026 and beyond.

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**9:15 AM – 10:00 AM | Salons 3 & 4 | TAM Awards Ceremony**

Celebrate the best of Texas museums with us! This is a chance to recognize museum industry award winners for their incredible work. Featured winners include the Jo Stewart Randel Outstanding Trustee Award, Jack Nokes Outstanding Service Award, Mitchell A. Wilder Publication Design Award Competition, the Texas Association of Museums Media Innovation & Excellence Awards (TAMMIEs), and the inaugural Texas Association of Museums Advocacy Award.

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**10:00 AM – 10:30 AM | Networking Break**

*Award Winners Join Us on Stage for Pictures*

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**10:30 AM – 11:30 AM | Salons 3 & 4 | Concurrent Session**



**Informed Decisions: Using Museum Visitor Data to Envision, Plan, and Make Change**

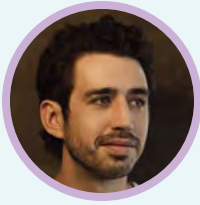
**Regina Faden | Fort Worth Museum of Science and History**

**Amanda Blake | Amon Carter Museum of American Art**  
**Noël Koehn | Wilkening Consulting**

Each fall, American Alliance of Museums and Wilkening Consulting partner to gather visitor data from Texas museums, with the Annual Survey of Museum Goers. The data collected reveal statewide, regional, and museum-specific trends, giving insight into museum visitor desires, and values. In this panel, participating Texas science, art, and history museum leaders share their experiences with the Survey, including process, methodology, analysis, and the practical application of museum data for strategic planning, board education, community outreach, and more.



**10:30 AM – 11:30 AM | Salon 2 | Concurrent Session**



**On the Road: Teacher Travel Professional Development**

**Rosemary Kriegel | The Alamo**

**Alexander Rivard | The Alamo**

**Heike Jenkins | Texas**

**Historical Commission**

In 2024, for the first time, the Alamo hosted multiple free travel professional development programs for teachers to Texas Revolution sites and Mexico City. Educators gained new perspectives and enthusiasm that invigorated their teaching practice, engaging students in the historical content more vividly. Participants will consider offsite teacher education and how it may strengthen their professional network, grow their teacher audience, and address permanent or temporary space constraints.

**10:30 AM – 11:30 AM | Salon 5 | Concurrent Session**



**Transformations: Physically and Intellectually Moving Museum Collections**

**Stephanie Allen-Givens | Crow Museum of Asian Art at the University of Texas at Dallas**

**Charles Camp | Crow Museum of Asian Art at the University of Texas at Dallas**



**Devorah Hale | Perot Museum of Nature and Science**

**Karen Morton | Perot Museum of Nature and Science**

Join the Collections staff of the Perot Museum of Nature and Science and the Crow Museum of Asian Art to learn about moving collections under two very different circumstances. One moved during a global pandemic, the other moved into a museum under construction.

**10:30 AM – 11:30 AM | Salon 6 | Concurrent Session**

**Museum Hot Seat: What's on Your Mind?**

What's on everyone's mind in the museum world? You tell us! In this interactive session, we're tackling the most pressing topics submitted anonymously by TAM members—no question is off-limits. A moderator will guide the discussion, diving into the challenges, trends, and hot topics that matter most to you. Whether you're here to listen, share insights, or get advice, come ready to talk and engage in a dynamic conversation shaped by your peers.



**11:30 AM – 12:00 PM | Zlotnik Pre-Function | Networking & Exhibitor Break**

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**12:00 PM – 12:15 PM | Zlotnik Pre-Function | Lunch Buffet**

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**12:15 PM – 1:00 PM | Salons 3 & 4 | Lunch and Keynote**



### **Creative Aging Comes of Age - In Museums**

**Teresa Bonner | Principal, Family Philanthropy Advisors**  
**Paul Coffey | Director, Glassell School of Art, Museum of Fine Arts Houston**

Teresa Bonner will give an overview of the Vitality Arts Project for Art Museums initiative that helped art museums strategically re-frame their relationships with older adults – to understand them as essential, competent, creative and contributing participants in the life of the museum – and to create Vitality Arts programs designed for them. Each museum developed art-making programs for older adults to address the growing awareness of ageism in our society and in recognition of the role that art museums can play in providing creative aging opportunities to the community. Paul Coffey will address how the Museum of Fine Arts, Houston and the Glassell School of Art achieved the ambitious goals of the Vitality Arts Project in collaboration with underserved communities of older adults in Houston, Texas. The project What I Know and When I Knew It is MFAH’s answer to Vitality Arts proposition.

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**1:15 PM – 2:15 PM | Salons 3 & 4 | Concurrent Session**



### **Inclusive and Belonging Leadership: Building Stronger Teams and Organizations with the Inclusivity, Diversity, Equity, and Accessibility (IDEA) Affinity Group**

**Tonya Veasey | Open Channels Group+**

Join IDEA (Inclusivity, Diversity, Equity, and Access) for a presentation from special guest speaker Tonya Veasey, President and CEO of Open

Channels Group+.



**1:15 PM – 2:15 PM** | The installation is a short 5-minute walk from the AT&T Center. Meet in the lobby at 1:15, and we will travel to the installation as a group. | **Concurrent Session**



**“The Color Inside” with the Art Affinity Group (AAG)**

**Catherine Whited | University of Texas at Austin, Landmarks**

The Art Affinity Group (AAG) roundtable exploring public art as an educational tool will take place at the “The Color Inside” by James Turrell on the University of Texas at Austin campus. This installation, a work in the Landmark public art collection, is a naked-eye observatory on top of the WCP building, where visitors view the sky through an oculus in the ceiling. Begin the session with a mediation in the space led by Landmark Education Coordinator, Catherine Whited. A roundtable conversation facilitated in part by Whited will follow.

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**1:15 PM – 2:15 PM** | **Salon 2** | **Concurrent Session**



**“Not Another Furniture Tour!”:  
Connect Historic House Museums  
with the 21st Century Community**

**Jamie A. Ross | Texas Historical Commission**

**Sara Nezamabadi | Texas Historical Commission**

Focusing on historic house museums with varying collections and visitor involvement, this talk looks at options for staff to encourage interest in their sites through programs and exhibits grounded in a reexamination of their objects. Based on current initiatives at art and history museums, we will discuss using collections as a starting place for dialogs that connect audiences with contemporary social and community interests. We hope to provide curators and interpreters with a new framework for looking at material culture by walking through examples using artifacts from the Texas Historical Commission’s Historic Sites.

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**1:15 PM – 2:15 PM** | **Salon 5** | **Concurrent Session**



**Most Expensive Mistakes Museum Administrators Make  
You Easily Can Avoid**

**Laura Fowler | Fowler Law Firm**

Want to make sure your institution follows both the letter and the spirit of laws related to collections and exhibitions? Laura Fowler, from Fowler Law Firm, will discuss how to turn “best intentions” into best practices in ownership, use, and promotion of art and artifacts, sharing what to do before, not after, you discover an issue.



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**1:15 PM – 2:15 PM | Salon 6 | Concurrent Session**



**Bridging Art & Play: Creating Public Spaces for Community, Culture, and Collaboration**

**Jenny Townzen | Kreische Brewery & Monument Hill SHS (Texas Historical Commission)**

**Gavin Miculka | Kreische Brewery & Monument Hill SHS (Texas Historical Commission)**  
**Trey Crumpton | Mayborn Museum**

When designing outdoor art that is meant for public interaction, what perspectives are important to consider? From playscapes to monumental bronze, how can we honor our heritage and serve our communities through the design process? This session explores two diverse projects—life-size mammoth sculptures at the Mayborn Museum and an outdoor children’s exhibit at Kreische Brewery & Monument Hill State Historic Sites, the interactivity and creativity involved, and what we didn’t realize we didn’t know!

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**2:15 PM – 2:30 PM | Break**

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**2:30 PM – 3:30 PM | Salon 2 | Concurrent Session**



**Rising from the Rubble: Community Building in the Wake of Disaster**

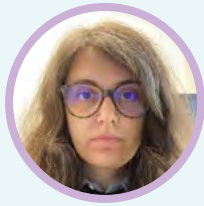
**Wendy Taylor | Don Harrington Discovery Center**

In Feb/March of 2024, the largest wildfire in Texas history ripped through the Panhandle. Feeling helpless, Discovery Center staff identified ways we could think and act outside the box to be a present and helpful member of our community. DCC staff will share strategies for connection and support, from opening their doors to the public to hosting Smokey Bear’s 80th Birthday with our neighboring wildlife rescue. This session will identify ways museums can connect in unique ways with other organizations to support communities during and after loss.





**2:30 PM – 3:30 PM | Salons 3 & 4 | Concurrent Session**



**When Museums and Libraries Collide**

**Kali Mercy | Perot Family Collections**  
**Rachel Lavenda | University of Pittsburgh Library System, Archives & Special Collections**

**Megan Massanelli | University of Pittsburgh**

On university and college campuses, exhibits in non-museum spaces are not uncommon. Libraries, in particular, are expected to have dedicated exhibit spaces to showcase their collections. While the core mission of academic libraries revolves around access and research, they are also home to rare materials that are only sometimes found in typical museums. These exhibit spaces enhance the library's mission by providing context and insight into the institution's unique holdings.

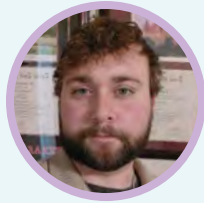
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**2:30 PM – 3:30 PM | Salon 6 | Concurrent Session**



**Who's Got the Buckets: Bailing Yourself out of Situations You Weren't Trained For**

**Alysha Richardson | Temple Railroad and Heritage Museum**  
**Emily Smith | Temple Children's Museum**  
**Veronica Amoe | City of Nacogdoches Historic Sites Division**  
**Logan Baird | Museum Professional**



Every museum leader faces challenges that feel overwhelming—burnout, imposter syndrome, unexpected disasters, and more. How do we navigate these situations, stay in control, and lead effectively when our degrees didn't prepare us for everything? In this session, we'll share strategies to prioritize problems, manage crises without

reaching burnout, and put difficult moments into perspective. Attendees will learn how to step back, maintain balance, and recognize their role as professionals equipped to handle tough situations with confidence. Join us to gain tools for managing yourself and your team through life's most difficult moments.



**2:30 PM – 3:30 PM | Salon 5 | Concurrent Session**



**Playing Detective: Maintaining Outdoor Public Art When Information is Lacking**

**Kirstin Cutts | City of San Antonio Department of Arts and Culture**

**Lindsay Hamm Havekost | Landmarks, the Public Art Program of the University of Texas at Austin**

In a perfect world, outdoor artworks would have detailed maintenance manuals full of instructions, photos and advice. In reality, many collections managers must don their detective hats to deduce the best means to maintain particular artworks.

In this session, public art professionals will highlight recent maintenance projects which required creative thinking in finding information, determining when to consult outside experts, executing the task, and archiving projects. Topics discussed will include: working with incomplete or inaccessible documentation; assessing and adapting to physical issues; and communication challenges. The presenters will also share multiple pathways to success that were found or forged from these instances, and how such experiences can lead to better records, strong networks of diverse specialists, and longer lifetimes for public artworks.

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**3:30 PM – 5:30 PM | Bullock Museum Austin Room**

**TAM Academic Project Showcase Competition**

See the future of Texas museum professionals on display at the Bullock Museum’s Austin room, where students will present their research contributions to the museum field before a state-wide audience of scholars and museum professionals. .



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**3:30 PM – 5:30 PM | Bullock Museum Austin Room**

**Austin Museum Activations**

TAM is excited to offer educational activities highlighting Austin’s local institutions. Join us across the street at the Bullock Museum’s Austin room for hands-on engagement experiences.



## Fossils, Friends, and Fantastic Views: An Evening at the Texas Science and Natural History Museum and The Contemporary Austin - Jones Center

### Evening Event

**5:30 PM – 7:30 PM**

Texas Science and Natural History Museum

**7:00 PM – 8:30 PM**

The Contemporary Austin – Jones Center

Travel across the city for a night of science AND art! Begin your evening with hors d'oeuvres and beverages at the Texas Science and Natural History Museum, generously underwritten by MuseWork.

Next, shuttle to The Contemporary Austin – Jones Center for sunset views, contemporary art, and rooftop refreshments.



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# Day 4 – Wednesday, April 09, 2025

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**8:00 AM – 9:00 AM | Salons 3 & 4 | Advocacy Breakfast & Panel**



## **Building Bridges: Advocacy for Impact at the State Legislature**

**Representative Vilma Luna | Government Affairs & Legislative Consulting**

**Chris Kiley | Texans for the Arts**

**Jenny Parry | Texas Cultural Trust**

**Aschelle Morgan | Dallas Museum of Art**



Join us for a timely panel discussion on the power of legislative advocacy in shaping the future of Texas museums. Learn how to effectively navigate policy-making from experienced experts, and come away with tools to secure vital support and resources for our cultural institutions.

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**9:00 AM | Texas State Capitol | TAM at the Texas State Capitol**

## **Legislative Resolution & Empowered Advocacy**

Join us at the Texas State Capitol to hear TAM's 50th Anniversary proclamation read. After, consider staying to visit your state representative at the Capitol for an opportunity to advocate for your museum and share the importance of cultural institutions in your community.

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**Workshops and tours must be purchased separately, please visit the TAM registration desk for assistance.**

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**9:15 AM – 12:15 PM | Salon 1 | Workshop**



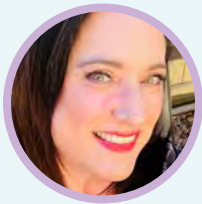
**Putting It All Together: Preparing for 2026 at Small History Organizations**

**Melissa Prycer | Prycer Consulting**

The U.S. 250th is an opportunity to share history that tells everyone's story and to strengthen the history field. AASLH has developed key resources to help practitioners both conceptually and concretely plan for this commemoration's transformative potential. Attend this workshop to learn more about the Making History at 250 field guide, our new handbook of low-resource programming ideas, and how to effectively apply these tools to your site or organization.

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**9:15 AM – 12:15 PM | Salon 2 | Workshop**



**Full S.T.E.A.M Ahead: How to Foster the S.T.E.A.M. Mindset in Your Museum**

**Kathleen Havens | Houston Museum of Natural Science**

**Nicole Temple | Houston Museum of Natural Science**

Everything is science! Everything is art! Explore how you can incorporate a S.T.E.A.M. mindset into your facility using cross-curricular, multi-modal approaches to help connect all learners to your core subject matter.

S.T.E.M. (Science, Technology, Engineering, and Math) has been a buzzword for some time and is often used to help justify field trips or get donors on board with an eye to workforce preparedness. Recently, an A for Art has been added to change the S.T.E.M. to S.T.E.A.M. but, rather than treating art as a science and vice versa, art is often used superficially to convey scientific concepts. Additionally, museums that do not deal directly with science or art as a core subject matter, may find it more difficult to make meaningful connections to S.T.E.A.M. in their programming and displays.

Looking at subject matter in a cross-curricular, multi-modal way is fundamental for making all learners feel successful, creating equitable pathways for discovery and creating meaningful connections to content.



**9:15 AM – 12:15 PM | Salons 3 & 4 | Workshop**



### **Innovative and Non-Traditional Strategies: Relaunching Your Museum for The Future**

**Abigail Erickson-Torres | Frontiers of Flight Museum**

In today's competitive environment, museums must continuously innovate and adapt their fundraising, hiring and social enterprise strategies to ensure sustainable growth and success. This workshop will explore cutting-edge approaches to expanding social enterprise/branding, fundraising operations and hiring practices, focusing on practical examples, audience participation, and diverse perspectives.

Attendees will learn how to effectively diversify their funding sources, leverage community partnerships, and implement best hiring practices and new technology-driven tools, implement board diversification strategies and new fundraising solutions and social enterprise opportunities.

Guest panelists include; Teresa Heidt, Neiman Marcus; Catharine Recht, Frontiers of Flight Museum; and Allison Allen, GTN Consulting.

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**9:15 AM – 12:15 PM | Salon 5 | Workshop**



### **Preserving Moving Images: Building Confidence with Archival Media Formats**

**Ari Negovschi Regalado | Texas Archive of the Moving Image**

Cultural workers face a challenging lack of hands-on educational opportunities to learn the basics of preserving archival audiovisual materials.

Our workshop addresses the growing need for media preservation skills among archivists, historians, curators, genealogists, and generally those who work with historic materials. In this 3 hour workshop, participants will learn how to identify common media formats, conduct preservation assessments, and digitize video formats. Attendees will become confident in their ability to identify and preserve analog film and video formats and gain the skills necessary to work with these materials when encountering them in the field. This workshop is hosted by Ari Negovschi Regalado, Technical Director of Texas Archive of the Moving Image.



9:15 AM – 12:15 PM | Salon 6 | Workshop



### **Don't Just Prepare for the Last War: Informed Emergency Preparedness**

**Ellen Cone Busch | Texas Historical Commission**

Emergency preparedness is as much about understanding the risks a museum faces and mitigating those risks as it is about gathering resources to recover from their impacts. Using risk assessment and after-action review tools, online resources, and active mitigation steps, museums can target their emergency preparedness efforts and resources effectively amid changing staff, climate, and demographics. THC historic sites speakers will present experiences with some of the most common emergencies with lessons learned, and basic long- and short-range preparedness steps. This will focus on medical emergencies, grassland fires, and severe weather events.

10:00 AM – 11:30 AM | AT&T Hotel and Conference Center Lobby | Tour



### **Landmarks Tour: Public Art at UT Austin**

**Catherine Whited | University of Texas at Austin, Landmarks**

Join a walking tour with Landmarks staff to see highlights from UT Austin's award-winning public art program. Comprised of 50 modern and contemporary works by some of the most admired artists of our time, the collection is one of the most distinguishing features of the main campus. On this tour, you will see installations by artists José Parlá, Raoul Hague, and others, and learn about Landmarks' process for selecting and funding new projects. Participants will be on foot for the entirety of the tour.



**10:00 AM – 11:30 AM | The Briscoe Center | Tour**



**Briscoe Center for American History Tour  
History and Fate: The Goodwins and The 1960s**

**Dr. Sarah Sonner | Briscoe Center for American History**

Join Dr. Sarah Sonner, Associate Director for Curation at the Briscoe Center for American History, for a private guided tour of *History and Fate: The Goodwins and the 1960s*, an exhibition that presents the events and pivotal figures of the decade through the papers of Doris Kearns Goodwin and Richard N. Goodwin. The exhibition traces the entwining stories of the Goodwins' relationship, their proximity to power, and reflections on a tumultuous era seen in its most intimate moments. On the tour, Dr. Sonner will also talk about working with archival materials and the role Dr. Goodwin played in the creation of the exhibition.

Please meet the shuttle outside the west entrance of the conference center on Whitis Avenue between 20th Street and Martin Luther King Jr. Boulevard. The shuttle will pick up between the AT&T Hotel and Conference Center and Rowling Hall.

**10:00 AM – 12:30 PM | The Briscoe Center | Tour**



**Black Austin History Tour with Visit Austin**

**Harrison Eppright | Visit Austin**

Join celebrated tour guide and native Austinite Harrison Eppright on an exploration of Black Austin history from the city's founding up through school desegregation in the 1970s. The tour will visit important sites of Black Austin history in Central Austin and then explore the East Side, where the Black community consolidated in the twentieth century.

*Optional: Pay your own way lunch at Hoover's after the tour. Further info will be sent to registrants.*

Please meet the shuttle outside the west entrance of the conference center on Whitis Avenue between 20th Street and Martin Luther King Jr. Boulevard. The shuttle will pick up between the AT&T Hotel and Conference Center and Rowling Hall.







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Forth Worth Museum of Science and History



National Medal of Honor Museum



Fort Bend Children's Discovery Center



Witte Museum



National Cowgirl Museum and Hall of Fame



Modern Art Museum of Fort Worth



Crystal Bridges Museum of American Art

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



**Margaret Koch** – Director,  
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Layland Museum  
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Millett's Opera House Museum  
Mills County Historical Museum  
Mission Dolores State Historic Site  
Mission Historical Museum  
Modern Art Museum of Fort Worth  
Moore County Historical Museum/  
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 San Antonio Museum of Art  
 San Benito Cultural Heritage Museum  
 San Felipe de Austin State Historic Site  
 San Jacinto Museum and  
 Battlefield Association  
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 The Sherman Museum  
 Sid Richardson Museum  
 Silent Wings Museum

Silsbee Ice House Museum and  
 Cultural Center  
 Sixth Floor Museum at Dealey Plaza  
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 Spindletop–Gladys City Boomtown Museum  
 Spur/Dickens County Museum  
 Stanzel Model Aircraft Museum  
 Star of the Republic Museum State  
 Historic Site  
 Starr Family Home State Historic Site  
 Stillman House Museum  
 Stone Fort Museum  
 Sue S. Bancroft Women’s Leadership Hall  
 Taft Blackland Museum  
 Tales N Trails Museum  
 TAMU Art Galleries – Forsyth & Stark  
 Taylor Museum of Waco and McLennan  
 County History  
 Temple Children’s Museum  
 Temple Railroad & Heritage Museum  
 Texas Association of Museums  
 Texas Brazos Trail Region  
 Texas City Museum  
 Texas Cotton Gin Museum  
 Texas Forest Trail Region  
 Texas Forts Trail Region  
 Texas General Land Office  
 Texas Heritage Museum, Hill College  
 Texas Hill Country Trail Region  
 Texas Historical Commission  
 Texas Independence Trail Region  
 Texas Lakes Trail Region  
 Texas Maritime Museum  
 Texas Military Forces Museum  
 Texas Mountain Trail Region  
 Texas Pecos Trail Region  
 Texas Plains Trail Region  
 Texas Quilt Museum  
 Texas Ranger Hall of Fame and Museum  
 Texas Science & Natural History Museum  
 Texas Sports Hall of Fame  
 Texas State Cemetery  
 Texas State Museum of Asian Cultures  
 Texas State Preservation Board –  
 Capitol/Curatorial  
 Texas State Preservation Board / Capitol  
 Visitors Center  
 Texas Tech University System  
 Texas Through Time  
 Texas Trail Regions  
 Texas Tropical Trail Region  
 Texas Vertebrate Paleontology Collections  
 Texas Wendish Heritage Society & Museum  
 The Bryan Museum  
 The Children’s Museum of Houston  
 The Dan Moody Museum  
 The George Ranch  
 The Health Museum  
 The Heritage Society of Houston  
 The Woodlands Children’s Museum  
 Tyler Museum of Art  
 Umlauf Sculpture Garden & Museum  
 United Daughters of the Confederacy Texas  
 Confederate Museum Collection  
 University of North Texas  
 USS Lexington Museum on the Bay  
 Varner–Hogg Plantation State Historic Site  
 The Nave Museum

Villa Finale Museum and Gardens  
 W.K. Gordon Center  
 Waco Convention Center and  
 Visitors Bureau  
 Waco Mammoth National Monument  
 Washington–on–the–Brazos State  
 Historic Site  
 West Bay Common School Children’s  
 Museum/League City Historical Society  
 West of the Pecos Museum  
 Wichita County Heritage Society/Kell House  
 Heritage Center  
 Wichita Falls Alliance for Arts and Culture  
 Wichita Falls Museum of Art at MSU  
 Wilbert M Curtis Texas Prince Hall  
 Library Museum  
 The Williamson Museum  
 Witte Museum  
 XIT Museum  
 YDSP Cultural Center

### BUSINESS PLUS

ANR Transport LLC  
 Art Sentry  
 BSM Museum  
 Catalogit  
 Distinguished Fine Art & Collectibles  
 Higginbotham  
 Humanities Texas  
 Kaser Design  
 Manifest Creative  
 Museum Arts  
 Museum Mavens  
 SAQA Global Exhibitions  
 Sarah Balinskas Art Services  
 Unified Fine Arts Services  
 Vault Fine Art Service LLC.

### BUSINESS

Bang! Creative  
 Collector Systems  
 Conserv Solutions, Inc.  
 ConsultEcon, Inc.  
 DLR Group  
 Dorfman Museum Figures, Inc  
 ERCO Lighting  
 Exhibit Concepts, Inc.  
 MathHappens Foundation  
 Melody Caban Consulting  
 MuseWork  
 Opt–In Experts  
 Prism Specialties Art of DFW  
 Prismic Public Relations  
 Prycer Consulting  
 Solid Light Inc.  
 Southwest Museum Services  
 Story + Reason  
 Suzanne M. McGarraugh  
 Texas Botanical Gardens &  
 Native American Interpretive Center, Inc.  
 Tour–Mate Systems Ltd.  
 U.S. Art Co Inc.



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## SESSION PROPOSAL SUBMISSIONS FOR 2026 – MCALLEN AND THE RIO GRANDE VALLEY

**Join us at TAM 2026 in McAllen and the Rio Grande Valley!**

Were you inspired with session ideas for TAM 2026? We encourage you to submit your proposal and share your expertise with the TAM community!

Hosting a session at TAM is a fantastic opportunity to showcase your research, network with fellow scholars, and contribute to the advancement of our field. Whether you're a seasoned presenter or a first-time proposer, we welcome and value your contributions.

Submitting a session proposal is easy and straightforward. You can propose a traditional panel discussion, a roundtable, a workshop, or a variety of other formats that suit your idea. Proposals can cover a range of topics, from theoretical perspectives to empirical studies, and interdisciplinary approaches.

So, if you have an idea that you think will spark discussion and learning, don't hesitate to submit your proposal. The TAM community is eager to hear from you, and we look forward to seeing you at the TAM 2026 conference in the Rio Grande Valley.

Submit your proposal by July 11, 2025 to be considered for inclusion in next year's conference program. We can't wait to see what you come up with!





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