

April 23 — 26, 2023



**Unfinished
Collectives**

Telling Full Stories

Texas Association of Museums 2023 Annual Meeting

FREE ADMISSION FOR ALL TAM ATTENDEES!



Where **Historic** Downtown Meets Real **History**.

Uncover a historic gem along the banks of the San Antonio River.

Experience the Briscoe Western Art Museum, located on the famous River Walk, just walking distance from the Alamo, the River Center mall and more.

Discover stories of the west through paintings, sculptures and historic artifacts and see why **The West Starts Here**.

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briscoemuseum.org

BRISCOE
WESTERN ART MUSEUM

Welcome to the TAM 2023 Annual Meeting

It is my great pleasure to welcome you to the Texas Association of Museums 2023 Annual Conference in San Antonio! We are thrilled to host our conference in this vibrant city that is known for its rich history, diverse cultures, and unparalleled hospitality. It is with this in mind that TAM 2023 takes place amidst the City's signature annual event—Fiesta—which celebrates San Antonio's rich cultural atmosphere and draws in crowds nationwide.

We are overwhelmingly grateful for our host museums—the Witte, the Briscoe Western Art Museum, the Alamo, and the San Antonio Botanical Garden—who have graciously welcomed us into their spaces for events and programming. The Witte, an institution that typically closes for only four days of the year, has closed its doors to visitors on the Monday and Tuesday of our conference to better accommodate TAM 2023 attendees and allow us free and full reign of their remarkable space. We are honored to have worked closely with these esteemed institutions to create an exceptional conference experience.

This year's conference theme, **Unfinished Collectives: Telling Full Stories**, explores the imperative for museums to reevaluate who makes up their collective of thought leaders and investigate what bigger narratives their exhibitions and collections can tell. Throughout the conference, we'll offer timely, engaging, and inspiring sessions, targeted workshops, and award ceremonies celebrating excellence in the field. Our renowned keynote speakers will explore the power of museum work, experiential learning, and advocacy for diverse perspectives. TAM 2023 San Antonio offers something for everyone, regardless of your museum type or discipline.

On behalf of the Texas Association of Museums, I welcome you to San Antonio. Thank you for being an important part of the conversation and the experience.

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.

The Story of Texas is Ever-Evolving

UTSA The University of Texas at San Antonio
Institute of Texan Cultures



First 50 years

The UTSA Institute of Texan Cultures is distinctive as having the only museum of its kind in the state entirely devoted to preserving the cultural history of Texans. Through its exhibits, programming, and festivals, the ITC has sought to define what it means to be Texan by giving voice to the experiences of people from across the globe who call Texas home.

Next 50 years and beyond

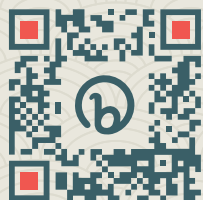
Through the ITC Centennial 2068 Initiative, the ITC is deepening and broadening its engagement with our communities as an exemplary cultural heritage institution—one that informs our future and inclusively tells the story of our past—and will continue to define for future generations what it means to be a Texan.

Learn more about ITC Centennial 2068

utsa.edu/itc-centennial

Visit ITC

texancultures.utsa.edu



SATURDAY

05•27

2023

10AM•5PM

UTSA Downtown Campus

501 W César E Chávez Blvd, San Antonio, TX 78207

AsianFestivalSA.org

Schedule at a Glance

TIME	EVENT/SESSION	LOCATION
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Sunday, April 23, 2023 — Briscoe Western Art Museum

1:00-8:00 PM	Registration	Briscoe Western Art Museum
12:00-4:00 PM	Pre-Conference Workshop: Digital Education Outreach & Networking in Texas Museums	La Corona - Hilton Palacio del Rio
1:30-3:30 PM	Pre-Conference Workshop: Considerations for Outdoor Sculpture - Installation & Maintenance	Clingmann Gallery - Briscoe Western Art Museum
5:00-6:00 PM	Directors & CEO Reception Sponsored by the University of Texas at San Antonio Institute of Texan Cultures	Jack Guenther Pavilion at the Briscoe Western Art Museum
6:00-8:00 PM	Opening Reception at the Briscoe Western Art Museum	Jack Guenther Pavilion at the Briscoe Western Art Museum

Monday, April 24, 2023 — Witte Museum

Administration/Leadership Day	8:00-4:00PM	Registration	Valero Great Hall
	8:00- 9:00 AM	Breakfast with Exhibitors Sponsored by The John A. Barclay Agency Inc.	Valero Great Hall
	9:00-10:00 AM	Opening Remarks	Mays Family Center
	10:00-10:30AM	Refreshment Break Sponsored by Texas Brazos Trail Region	Valero Great Hall
	10:30-11:30 AM	Lessons Learned: Making your Galleries Bi-lingual	Mays Family Center
		Surveying the Big Picture: DEAI, Museum Professionals, and Cultural Institutions	Memorial Auditorium
	11:30-11:45 AM	Networking Break	
	11:45 -12:45 PM	Lunch and Keynote Sponsored by the University of North Texas Libraries' Portal to Texas History Laura Lott <i>Museums Can Change the World</i>	Mays Family Center
	12:45-1:00 PM	Networking Break	
	1:00-1:30 PM	Vision 2068: Community Stakeholder Visioning for the Institute of Texan Cultures	Mays Family Center
1:00-2:00 PM	Collaborations between Museums and Indigenous Partners	People of the Pecos Overlook	

	TIME	EVENT/SESSION	LOCATION
Administration/Leadership Day	1:00-3:30 PM	Historic Sites and Houses Affinity Group (HSHAG) Consecutive Sessions 1:00 PM - Closed Doors, Open Hearts 2:30 PM - Small Museum Buzz Session	Memorial Auditorium
	1:30-2:00 PM	Experience the Wonder of the White Shaman Preserve of the Witte Museum	Mays Family Center
	2:00-2:30 PM	Refreshment Break Sponsored by ANR Transport LLC	
	2:30-3:30 PM	Sustaining Best Practices for Museum Buildings: Tips and Trips Sponsored by The Projects Group	Mays Family Center
		Telling a Story: Dorothy Hood and a Texas Collaboration	People of the Pecos Overlook
	3:30-4:00 PM	Exhibitor Reception Aguas & Atlatls	South Texas Heritage Center & Valero Great Hall
6:00-9:00 PM	Alamo Evening Event	Ralston Family Collections Center at The Alamo	

Tuesday, April 25, 2023 — Witte Museum

Programmatic: Education & Collections Day	8:00-3:00 PM	Registration	Valero Great Hall
	8:00-9:00 AM	Breakfast with Exhibitors Sponsored by Ruby City	Valero Great Hall
	9:00-10:00 AM	TAM Annual Business Meeting & Awards Ceremony	Mays Family Center
	10:00-10:30 AM	Refreshment Break Sponsored by Science North	Valero Great Hall
	10:30 -11:30 AM	Telling the Story of the Latino Experience at Centro de Artes Gallery Sponsored by the City of San Antonio Department of Arts and Culture	Mays Family Center
		Sustainable Teen Programs in Your Museum	People of the Pecos Overlook
		A Workflow Runs Through It: Case Study for a Grant-funded Collections Stewardship Project	Memorial Auditorium
	11:30-11:45 AM	Networking Break	
	11:45-12:45 PM	Lunch and Keynote Sponsored by the Southeast Texas Museum Association Kate Rogers <i>The Role of U.S. Historic Sites and Museums in Supporting Social Studies Instruction in K-12 Classrooms</i>	Mays Family Center
	12:45-1:45 PM	Museum Activation Spotlight	Riverside Picnic Park
	1:45-2:00 PM	Networking Break	
	2:00-2:30 PM	Improving Accessibility with XR Tech	Memorial Auditorium

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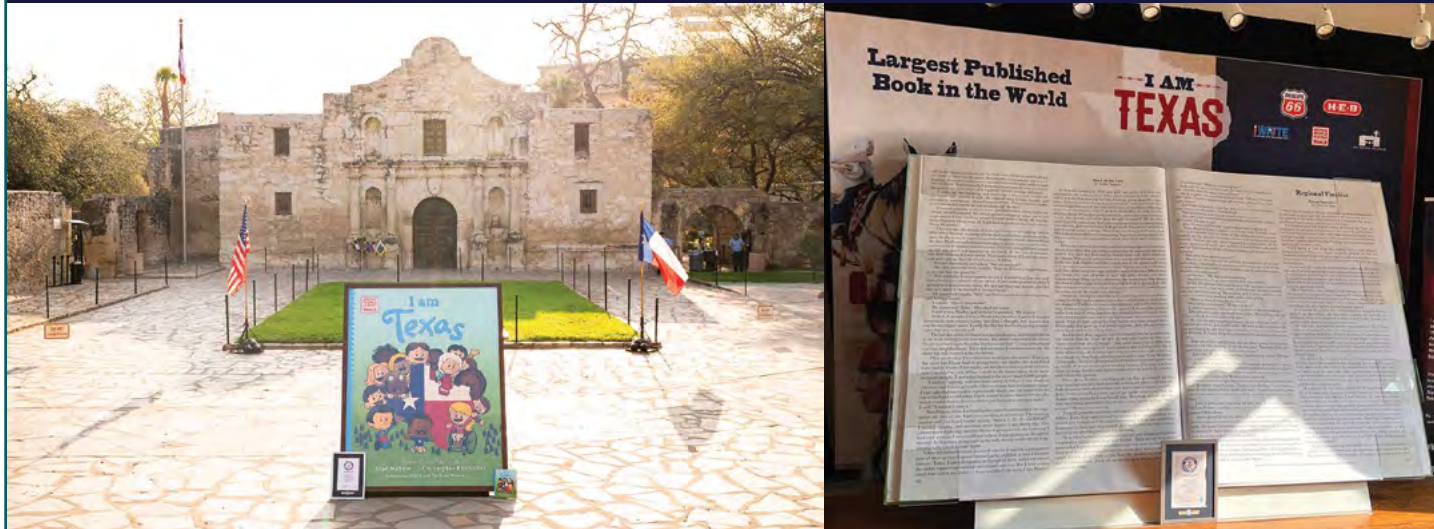
TIME	EVENT/SESSION	LOCATION
2:00-3:00 PM	From Rio Bravo to Soy Malintzin—Telling Fuller Stories of Mexican American History Through Museum and Dance Company Collaborations	Mays Family Center
2:00-3:00 PM	Feels Like Home: Partnering for Your Community	People of the Pecos Overlook
2:30-3:00 PM	Audio Tours Post Covid-19: Lessons Learned Based on Real Time Data	Memorial Auditorium
3:00-5:30 PM	San Antonio Missions Tour	Attendees meet outside Witte Museum
3:30-4:30 PM	Southeast Texas Museum Association (SETMA) Meeting	Witte Team Conference Room
	Museum Association of Waco (MAW) Meeting	Live Lab
3:30-5:30 PM	Workshop: Preserving History through Podcasting	Lifeways Lab
	Workshop: Compelling Artifacts, Timely Topic, Minimal Resources: Let's Do an Exhibit!	Memorial Auditorium
	Workshop: Are You What You Seem? Taking a Look at Brand and Identity	Rock Lab
	Workshop: How to Out Think the Box, An Approach to Mount Making	Mays Family Center
5:30-6:30 PM	Art Affinity Group Meeting	Rincon Alegre Lobby Bar - Hilton Palacio del Rio
	Museum Emerging Leaders of Texas (MELT) Affinity Group Meeting	La Reina - Hilton Palacio del Rio
	Collections Managers Committee (CMC) Affinity Group Meeting	La Corona - Hilton Palacio del Rio
	TAM Educators Committee (TAMEC) Affinity Group Meeting	La Duquesa - Hilton Palacio del Rio
6:30-8:30 PM	SAAACAM Black History Boat Tour	Attendees will meet at SAAACAM located at 218 S. Presa 78205 on the back patio
5:30-10:30 PM	Independent Evening Event: Fiesta San Antonio's NIOSA	For more information and to purchase tickets visit www.niosa.org

TIME	EVENT/SESSION	LOCATION	
Wednesday, April 26, 2023 — San Antonio Botanical Garden			
Specialty Day	8:00-11:30 AM	Registration	Outside The Betty Kelso Center
	8:00-9:00 AM	Breakfast Sponsored by The Lehnis Railroad Museum	Greehey Lawn & Covered Patio
	9:00-10:00 AM	Community Celebrations: How Does the Story Divide or Connect Your Community?	The Betty Kelso Center
		Museum Pláticas: Sharing Community Stories	H-E-B Discovery Center Classroom (A)
		So You Want to Work in a Museum	H-E-B Discovery Center Classroom (B)
	10:00-10:30 AM	Refreshment Break Sponsored by ANR Transport LLC	
	10:30-11:30AM	Graduation is Near, What's Next? Internships 101	H-E-B Discovery Center Classroom (B)
		Including Tribal Perspectives and Voices	The Betty Kelso Center
	11:30-11:45 AM	Networking Break	
	11:45-12:30 PM	Keynote Cheech Marin <i>Perspectives of a Chicano Art Advocate</i>	The Betty Kelso Center
12:30-1:30 PM	Box Lunches in the Garden	Greehey Lawn & Covered Patio	

Workshops and tours must be purchased separately, please see a TAM volunteer for assistance.

See the World's Largest Published Book While You're in Town at the Alamo!

On Display in the Crockett Building through 4/30/23



I Am Texas stands over 7-feet-tall and just broke the Guinness World Record for the largest published book in the world! Kids from over 80 school districts in Texas participated in the project by filling the book with 1,000 stories, poems, and pieces of artwork all about Texas. The book was published by The Bryan Museum and iWRITE.



The mission of The Bryan Museum is to bring the history of Texas and the American West to life.
1315 21st Street | Galveston | TX | 77550 | 409.632.768 | thebryanmuseum.org

To learn more about the book and follow its journey across Texas, go to IAMTX.org.

COMPELLING ARTIFACTS,
TIMELY TOPIC, MINIMAL RESOURCES:

LET'S DO AN EXHIBIT!

THE WITTE MUSEUM
TUESDAY, APRIL 25TH AT 3:30 PM

- PRESENTERS**
- Evelyn Montgomery PhD**
Old Red Museum
 - Whitney Stewart PhD**
University of Texas at Dallas
 - Melanie Sanford**
Conserving Threads
 - Kennedy Wallace**
Levi Jordan Plantation
State Historic Site
 - Evan Thompson**
Preservation Texas
 - Ron Siebler**
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TAM 2023 Host Venues

Many thanks to these San Antonio venues for hosting TAM 2023!
Thank you for your support!

HOST HOTEL

Hilton Palacio del Rio
200 S Alamo St, San Antonio, TX 78205

San Antonio Botanical Garden
555 Funston Pl, San Antonio, TX 78209
www.sabot.org

HOST MUSEUMS

The Alamo
300 Alamo Plaza, San Antonio, TX 78205
www.thealamo.org

Witte Museum
3801 Broadway, San Antonio, TX 78209
www.wittemuseum.org

Briscoe Western Art Museum
210 W Market St, San Antonio, TX 78205
www.briscoemuseum.org

Welcome to San Antonio!

Few destinations provide a sense of place like San Antonio. Here, the bell towers of Spanish colonial missions have greeted mornings for almost 300 years. Mexican, European and Western cultures blend into a unique personality.

Much of the city's unforgettable landscape has grown along the banks of the River Walk where stone paths run aside the San Antonio River connecting hotels, restaurants, shops and the Henry B. Gonzalez Convention Center in the downtown core. The 15-mile River Walk also links Spanish Colonial Missions (a UNESCO World Heritage site that includes the Alamo), museums, public art and the Pearl, a former brewery reborn into an eclectic mix of shops, restaurants, and entertainment.

Along Broadway Street, visitors will find many of San Antonio's significant cultural attractions including the San Antonio Museum of Art, The DoSeum, Brackenridge Park, Witte Museum, San Antonio Zoo, Japanese Tea Gardens, San Antonio Botanical Garden and the McNay Art Museum.

Known as the Culinary Capital of Texas, San Antonio is quickly becoming one of the most celebrated dining destinations in the country. Our restaurants' culinary traditions blend with new, homegrown talent from the Culinary Institute of America San Antonio. Boasting more than 4,000 restaurants throughout the city, including iconic restaurants as well as hidden gems, there's something to satiate every palate.

Plus, over 50 golf courses and theme parks like SeaWorld San Antonio and Six Flags Fiesta Texas make the city a wonderful place for fun!

We hope you enjoy San Antonio!



Go to www.VisitSanAntonio.com for more information.



MUSIC & GLIDERS

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FOR MORE INFO

City of Lubbock BUOXY HOLLY CENTER

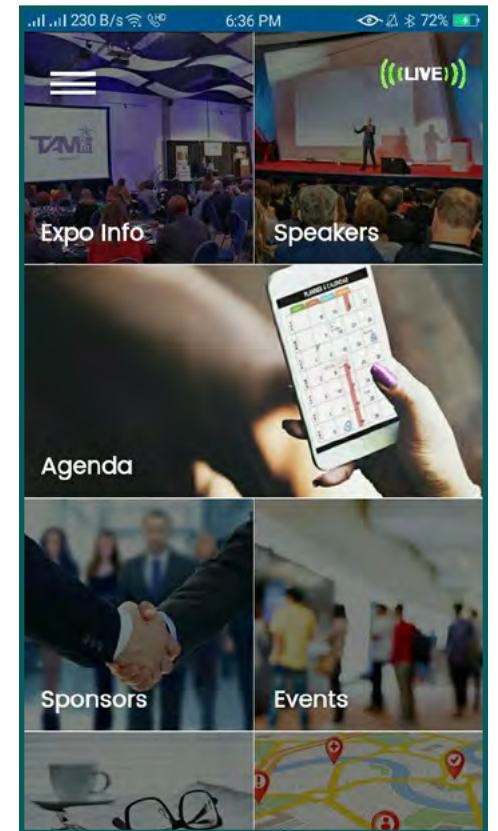


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THE **STORY OF TEXAS**.COM

The Bullock Museum, a division of the Texas State Preservation Board, is funded by Museum members, donors, and patrons, the Texas State History Museum Foundation, and the State of Texas. IMAX® is a registered trademark of IMAX Corporation.

Parking & Transportation

Conference Hotel

HILTON PALACIO DEL RIO located at 200 S Alamo St, San Antonio, TX 78205

- The Hilton Palacio del Rio is a valet parking hotel only, the rate is \$49/night
- If you valet, we recommend using the call-ahead option on your valet ticket to schedule each departure time.

Sunday, April 23, 2023 - Evening Event

BRISCOE WESTERN ART MUSEUM located at 210 W Market St, San Antonio, TX 78205

- Guests staying at the Hilton Palacio del Rio are encouraged to walk if able (5 minutes/.02 miles)
- Guests who choose to drive themselves may park, for a fee, in the Riverbend Parking Garage located across the street at 210 N Presa St, San Antonio, TX 78205
- Free parking is available all day on Sundays at city-owned garages, meters and parking lots.

Monday, April 24, 2023 - Evening Event

THE ALAMO located at 300 Alamo Plaza, San Antonio, TX 78205

- Guests staying at the Hilton Palacio del Rio are encouraged to walk if able (5 minutes/.03 mile).
- For guests who choose to drive themselves, there are many surface level parking lots available surrounding The Alamo. Due to the large influx in tourists visiting for Fiesta, we highly recommend using a rideshare service.

Monday, April 24 & Tuesday, April 25, 2023

WITTE MUSEUM located at 3801 Broadway, San Antonio, TX 78209

- Transportation will be provided from the Hilton Palacio del Rio Hotel via rotating motor coaches. This service is scheduled:
Monday, April 24 from 7:30 a.m. to 4:30 p.m | Tuesday, April 25 from 7:30 a.m. to 6:00 p.m.
- Guests who choose to drive themselves may park for free in the Brackenridge Park Parking Garage on Avenue B, just south of the Witte Museum. Take the Adventure Walk from the parking garage to the H-E-B Lantern Entrance located on Broadway.

Wednesday, April 26, 2023

SAN ANTONIO BOTANICAL GARDEN located at 555 Funston Pl, San Antonio, TX 78209

- Transportation will be provided from the Hilton Palacio del Rio Hotel via rotating motor coaches from 7:30 a.m. - 2:30 p.m.
- Guests who choose to drive themselves may enter the Botanical Garden through the main entrance located at the corner of N. New Braunfels Avenue and Funston Place and park in lots B and C nearest to The Betty Kelso Center. Enter The Betty Kelso Center via the staircase facing the parking lots.



EXPLORE
Polish Heritage

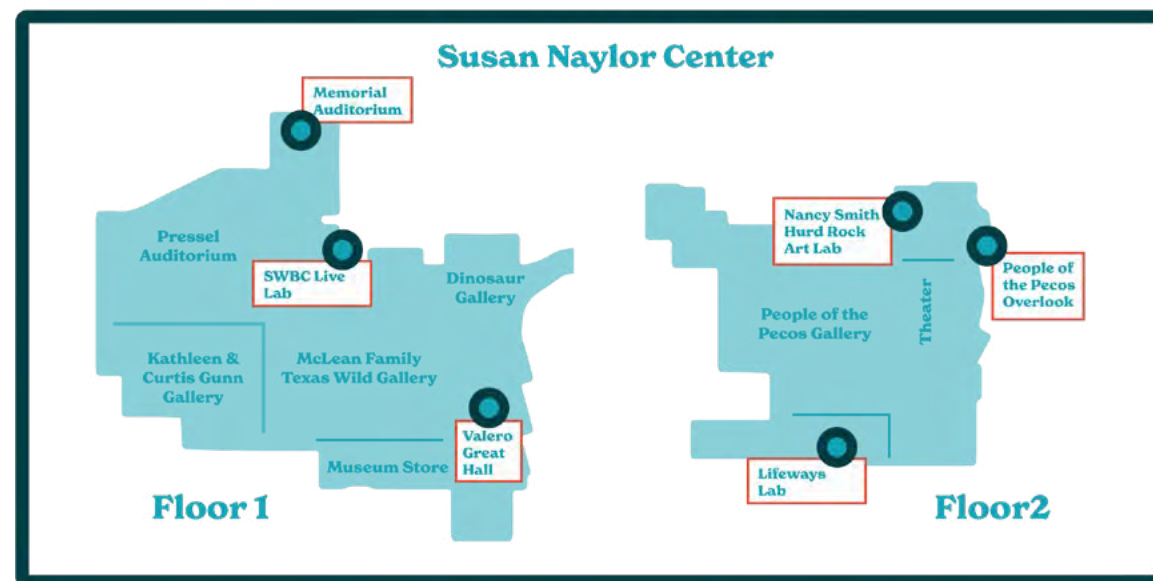
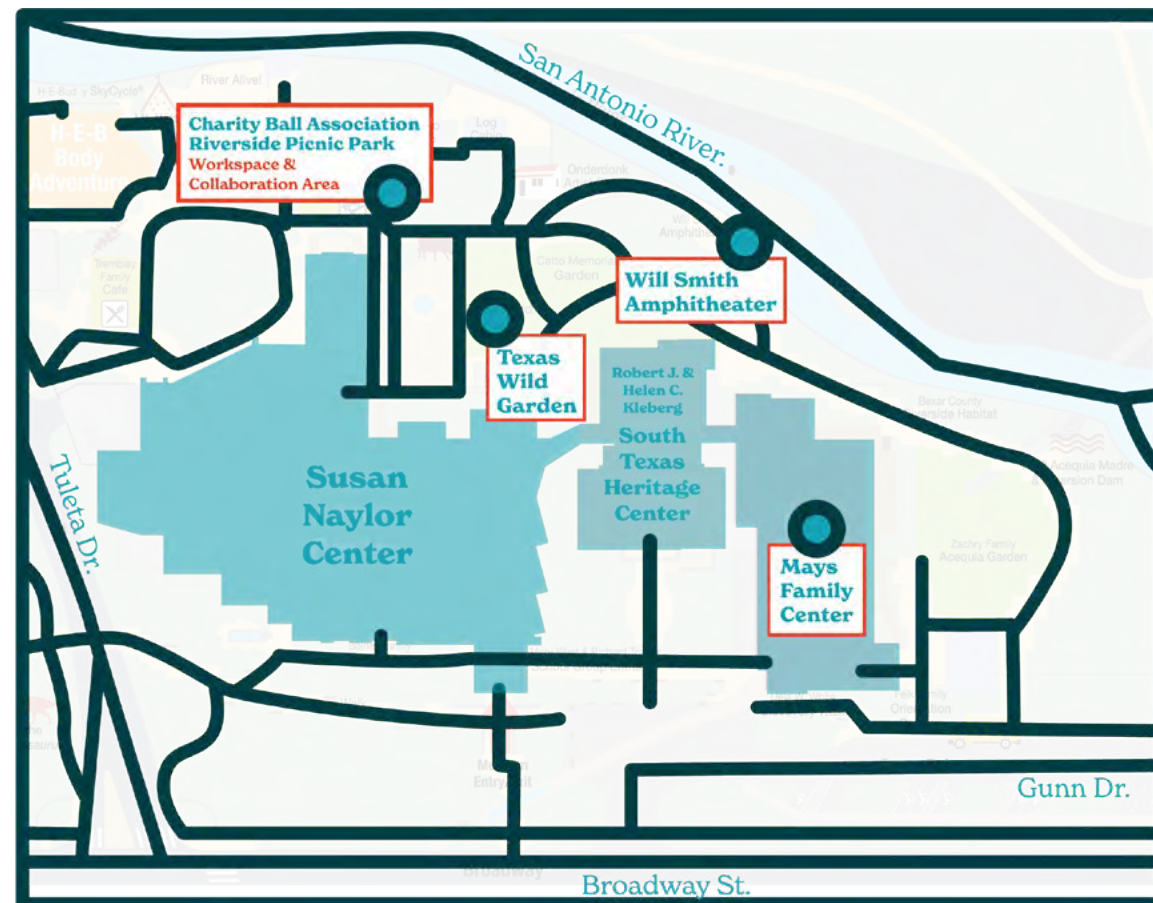
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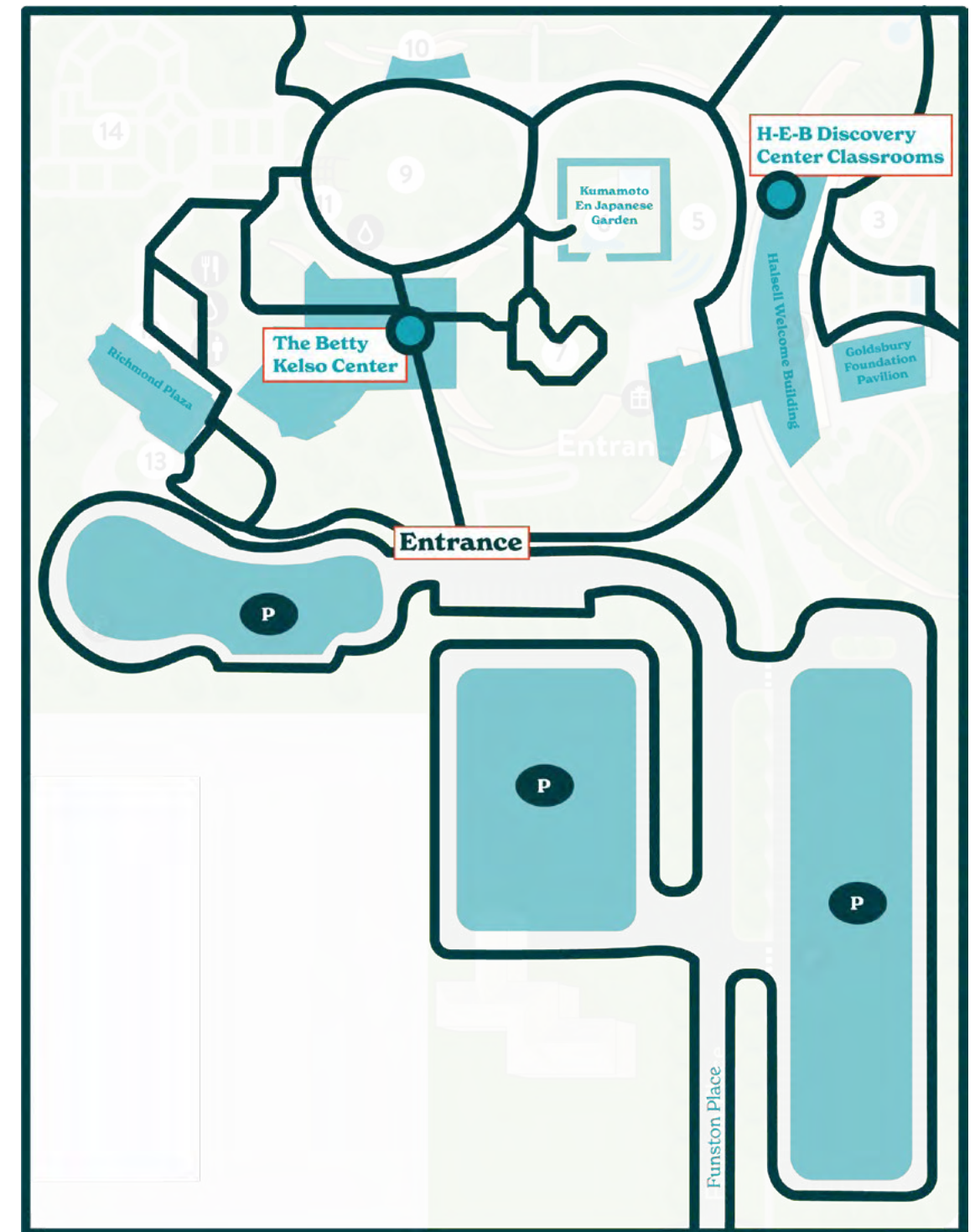
Polish Heritage Center
250-810-6611
10000 E. 14th St.
San Antonio, TX 78204
www.polishheritagecenter.org



The Witte Museum



San Antonio Botanical Garden Map



The giants are coming...



SAN ANTONIO
BOTANICAL GARDEN

IMAGINARY WORLDS

once upon a time

MAY 6, 2023 | SABOT.ORG | PRESENTED BY *Mays Family* FOUNDATION



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Local Host Committee

Chair: Michael Duchemin – Briscoe Western Art Museum

Rich Aste – McNay Art Museum

Christina Ballí – Guadalupe Cultural Arts Center

Darrell Beauchamp – The Museum of Western Art

Emily Bellew Neff – San Antonio Museum of Art

Grace Burciaga – Briscoe Western Art Museum

Valerie Burciaga – Briscoe Western Art Museum

Michelle Everidge – Witte Museum

Heather Fulton – San Antonio Museum of Art

Roger Garcia – Witte Museum

Elyse Gonzales – Ruby City

Jessica Hanshaw – Holocaust Memorial Museum of San Antonio

Elizabeth Jackson – Briscoe Western Art Museum

Krystal Jones – City of San Antonio Department of Arts & Culture

Daniel Margolies – The Guadalupe Cultural Arts Center

Rachel Mauldin – Briscoe Western Art Museum

Sheila Mayfield – The Alamo

Marise McDermott – Witte Museum

Stacey Norton – City of San Antonio Department of Arts & Culture

Robert Oliver – Chisholm Trail Heritage Museum

Deborah Omowale Jarmon – SAAACAM

Cassandra Parker-Nowicki – Carver Community Cultural Center

Amber Phifer – Briscoe Western Art Museum

Riley Robinson – Artpace San Antonio

Kate Rogers – The Alamo

Hope Roth – San Antonio Zoo

Lauren Santana – Visit San Antonio

Colleen Swain – City of San Antonio World Heritage Office

Annual Meeting Program Committee

Chair: Michelle Everidge – Chief of Strategic Initiatives, Witte Museum

Mary Adams – Director, W. K. Gordon Center

Ricky Armendariz – Professor/Artist, University of Texas San Antonio

Steve Baird – Director, Klein Historical Society

René Ballesteros – Community Engagement Officer, Museum of South Texas History

Rebecca Bridges – Executive Director, The Center for Contemporary Arts

Trey Crumpton – Visitor Experience Manager, Mayborn Museum

Kathleen Fitzpatrick – Principal, DLR Group

Rebecca Gonzalez – Graduate Student, University of Texas San Antonio

John Handley – Executive Director, Museum of East Texas

Jessica Hanshaw – Education & Curations Manager, Holocaust Memorial Museum of San Antonio

Rayanna Hoeft – Director of Educational Programming, McFaddin- Ward House

John Klingeman – Dean, College of Arts and Humanities, Angelo State University, Mayer Museum

Liz López – Curator, UTSA Institute of Texan Cultures

Emily MacDonald – Museum Engagement Coordinator, Mayborn Museum

Lindsey Maestri – Executive Director, The Louise Hopkins Underwood Center for the Arts

Leslie Ochoa – Vice President of Collections, Witte Museum

Alysha Richardson – Site Manager, Sam Bell Maxey State Historic Site

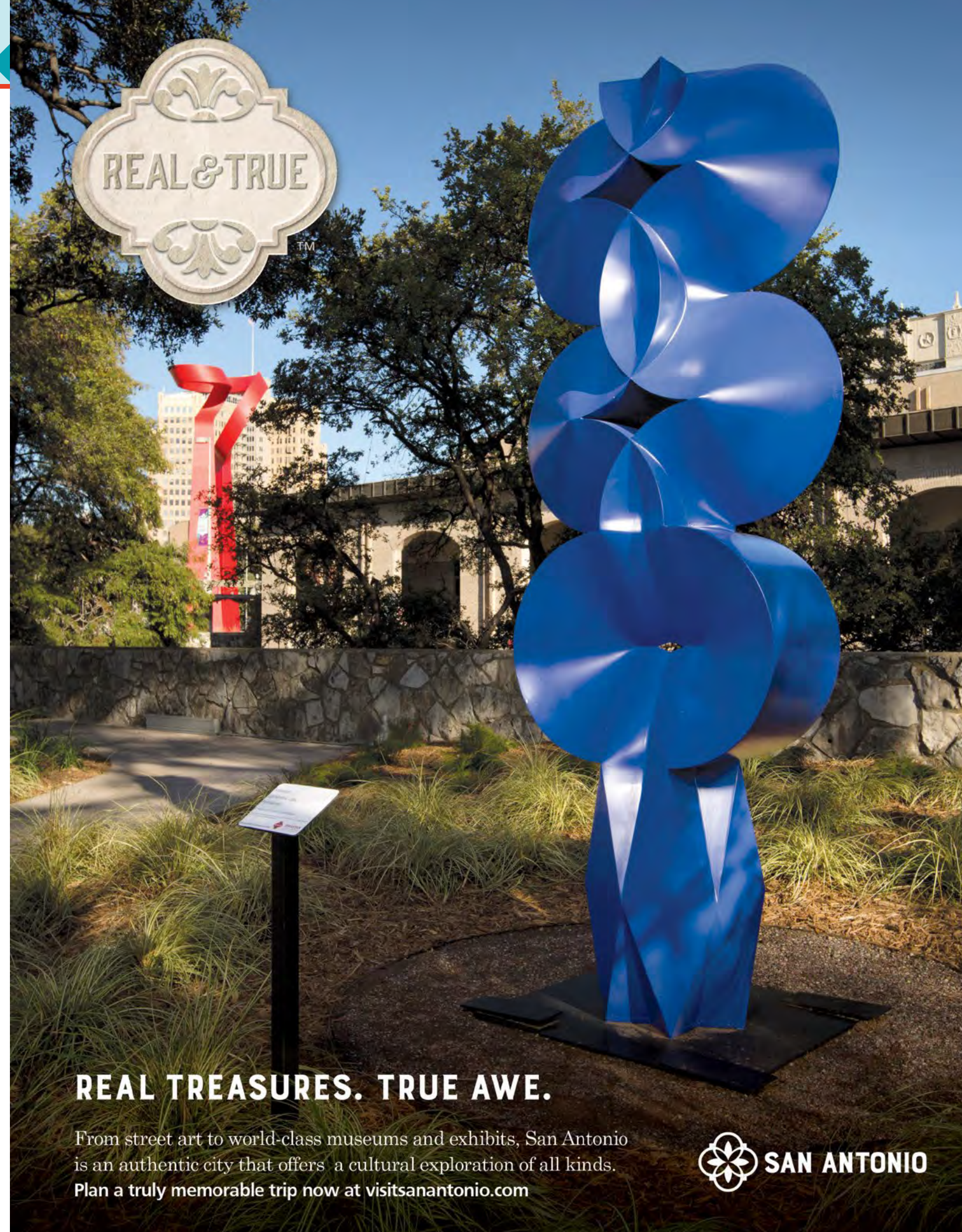
Jessica Sena – Assistant Curator/Registrar, Amarillo Museum of Art

Crystal Stanley – Museum & Visitor Center Director, Lehnis Railroad Museum & Visitor Center

Rebecca Tucker Nall – Assistant Director of Exhibits, Communication, and Visitor Services, Mayborn Museum

Emily Wilkinson – Director of Public Art, Texas Tech University System

Kheli Willetts – Principal & Founder, Dira Professional Development



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“Free Admission” for TAM attendees

As part of our commitment to promoting the arts and culture of San Antonio, TAM is pleased to announce that the following participating institutions will offer conference attendees free admission throughout the week of the conference (April 22 - April 28). 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:

Artpace San Antonio

San Antonio Botanical Garden

Briscoe Western Art Museum

Carver Community Cultural Center

Chisholm Trail Heritage Museum

Esperanza Center for Peace & Justice

Holocaust Memorial Museum of San Antonio

McNay Art Museum

The Alamo

Ruby City

San Antonio Museum of Science and Technology

San Antonio African American Community Archives Museum

San Antonio Art League & Museum

San Antonio Museum of Art

San Antonio Zoo

Science Mill

The DoSeum

The Guadalupe Cultural Arts Center

The Museum of Western Art

Villa Finale

Witte Museum

TAM Council Members

President: Ann Fortescue - President, International Museum of Art & Science | McAllen

VP for IDEA: Kheli Willetts - Principal, Dira Professional Development, LLC | Houston

VP for Development: Michelle Everidge - Chief of Strategic Initiatives, Witte Museum | San Antonio

VP for Programs: Emily Wilkinson - Director for Public Art, Texas Tech University System | Lubbock

VP for Special Programs: Rebecca Bridges - Executive Director, The Center for Contemporary Arts | Abilene

Treasurer: Desmond Bertrand-Pitts - CEO, Buffalo Soldiers National Museum | Houston

Secretary: Daniel Carey-Whalen - Director, Centennial Museum and Chihuahuan Desert Gardens | El Paso

Past President: Margaret Koch - Director, Bob Bullock Texas State History Museum | Austin

Councilors-At-Large:

Cynthia Evans - Archivist III Outreach and Exhibits Manager, Austin History Center | Austin

Carl Hamm - Partner, Alexander Haas | Tyler

John Handley - Executive Director, Museum of East Texas | Lufkin

M'Lou Hyttinen - President & CEO, Heritage Farmstead Museum | Plano

Kim Mahan - Executive Director, Amarillo Museum of Art | Amarillo

Aubrey Nielsen - Collections Manager, Brownsville Historical Association | Brownsville

Kendal Smith Lake - Director of Communications, The Modern Art Museum of Fort Worth | Fort Worth

Rebecca Tucker Nall - Assistant Director of Exhibitors, Communication, and Visitor Services, Mayborn Museum | Waco



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Learn more at www.baylor.edu/museum_studies

Outgoing Council Members

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

Chris Dyer - President & CEO, Dr Pepper Museum | Waco

Aminatta Kamara - Grant Writer, Lamar Institute of Technology | Beaumont

Jake Mangum - Project Development Librarian, UNT Libraries' Portal to Texas History | Denton

Charlie Walter - Director, Mayborn Museum | Waco



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BLACK COWBOYS AN AMERICAN STORY

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Explore the lives and work of the numerous Black men, women and children—enslaved and free—who labored on ranches and participated on cattle drives from before the Civil War through the turn of the twentieth century.

Discover artifacts, photographs, interactives and voices that illustrate the work and skills of Black cowboys, revealing a more diverse portrait of the American West.

FOR MORE INFORMATION

Beth Stricker
Chief Creative Officer
210.357.1870
BethStricker@WitteMuseum.org



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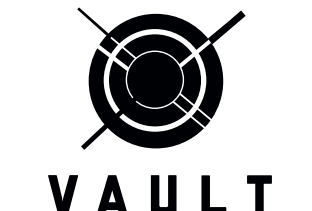
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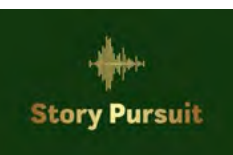
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Vicki Lunell



Historic Sites & Houses Affinity Group (HSHAG) Scholarship
Jan Masterson



The Sandy Sage Scholarship
Emily Edwards



Museum Emerging Leaders of Texas (MELT) Affinity Group Scholarship
Nadine McKown



Inclusivity, Diversity, Equity, and Accessibility (IDEA) Affinity Group Scholarship
Rudy Aleman



TAM Educators Committee (TAMEC) Scholarship
Evan Adolfo Lopez



Art Affinity Group Scholarship
Amanda Biles



LGBTQ+ Scholarship
Ren Lee



Collections Managers Committee (CMC) Affinity Group Scholarship
Fayelee Overman



CITY OF SAN ANTONIO ARTS & CULTURE
Adriana Gomez del Campo



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Southeast Texas Museums Association
A Regional Association of the Texas Association of Museums
Michelle Tovar



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Day 1 | Sunday, April 23

1:00-8:00 PM | **Briscoe Western Art Museum** | **Registration**

12:00-4:00 PM | **La Corona - Hilton Palacio del Rio**

Pre-Conference Workshop

Digital Education Outreach & Networking in Texas brought to TAM 2023 by the Summerlee Foundation



Rayanna Hoeft | *McFaddin-Ward House*

Crystal Stanley | *Lehnis Railroad Museum*

Ani Simmons | *The Art of Story Consulting*

Erin Whitmore | *The Old Jail Art Center*

Kayte Ricketts | *Bell County Museum*

Gina Otvos | *South Texas College*



Funded by the Summerlee Foundation and conducted in partnership with the Texas Historical Commission, this 4-hour pre-conference workshop is

perfect for museum professionals looking to enhance their educational programming with the latest digital concepts and methodologies. Led by TAM Fellows and digital education experts, the workshop covers the most effective digital strategies for engaging audiences, showcases best practices with hands-on exercises, and helps set the groundwork for a statewide network of educators in Texas. As a part of the Statewide Initiative for Digital Education, this workshop offers crucial takeaways for anyone looking to expand their outreach and networking capabilities.

Day 1 | Sunday, April 23

1:30-3:30 PM | Clingmann Gallery - Briscoe Western Art Museum
Pre-Conference Workshop
Considerations for Outdoor Sculpture - Installation & Maintenance



Rachel Mauldin | *Briscoe Western Art Museum*

Robert Boland | *Vault Fine Arts Services*

Emily Wilkinson | *Texas Tech University System*

This workshop is geared for museum preparators, registrars, curators, and facilities staff who are tasked with installing (or overseeing and arranging for installations) and maintaining outdoor sculpture. Whether your institution currently has outdoor sculpture on site or your institution is considering a gift or purchase, this workshop will address how to plan for installation and how to maintain and care for the artwork. Attendees will gain insight from an experienced rigger into the issues and challenges of installing outdoor sculpture. Additionally, attendees will hear from an objects conservator on how to preserve and protect their outdoor objects. The workshop will also offer a practicum for attendees to learn the basics in cleaning and waxing bronze outdoor sculpture on site at the Briscoe Western Art Museum. The Briscoe has over 25 medium to life-size sculptures in its sculpture garden. Attendees will have the opportunity to clean an object in situ, and learn when, and how often, bronzes should be waxed. These basic steps, with minimal supplies, will provide the necessary tools and knowledge for attendees to care for the works (or potential works) in their collections.

5:00-6:00 PM | Jack Guenther Pavilion at the Briscoe Western Art Museum | Directors and CEOs Reception *Invite Only*

Museum Leaders and current and past TAM Councilors from across the state can mix and mingle during this special VIP Invitation Only event. The winner of the President's Award will also be recognized during a special presentation. The Briscoe Western Art Museum is located on the San Antonio River Walk at 210 West Market Street. The museum will be open for viewing along with the elegant McNutt Sculpture Garden. We will provide an introduction to San Antonio that you will be talking about all week.

Day 1 | Sunday, April 23

6:00-8:00 PM | Jack Guenther Pavilion at the Briscoe Western Art Museum | Opening Reception at the Briscoe Western Art Museum

Celebrate the opening night of TAM 2023, and welcome to San Antonio, deep in the heart of Texas! There is no better place to celebrate our collective stories than along the banks of the San Antonio River Walk at the Briscoe Western Art Museum. Come, mix, and mingle with your fellow museum colleagues, friends, and new acquaintances. Enjoy the full flavor of San Antonio while perusing the stunning sculptures and artwork throughout the Briscoe Museum while enjoying mariachis, scrumptious appetizers, and margaritas! Add opening night to your story at TAM 2023, and do not miss this Fiesta!

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Celebrating **75** Years

Day 2 | Monday, April 24

8:00-4:00 PM | Valero Great Hall | **Registration**

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8:00-9:00 AM | Valero Great Hall | **Breakfast with Exhibitors**
Sponsored by The John A. Barclay Agency Inc.

9:00-10:00 AM | Mays Family Center | **Opening Remarks**
Introductions and welcome remarks from San Antonio
leadership and TAM governance to kick off the TAM
2023 conference!



Ann Fortesque | TAM President,
President & Executive Director of
the International Museum of Art
& Science

Marise McDermott | President &
CEO of the Witte Museum

Krystal Jones | Executive Director
COASA Department of Arts & Culture

10:00-10:30 AM | Valero Great Hall | **Refreshment Break**
Sponsored by Texas Brazos Trail Region

Day 2 | Monday, April 24

10:30-11:30 AM | Mays Family Center, Witte Museum
Concurrent Session
Lessons Learned: Making your Galleries Bi-lingual



Kathryn Siefker | Bullock Texas State History Museum

Angie Glasker | Bullock Texas State History Museum

Tony Beldock (she/hers) | Bullock Texas State History Museum

Gilberto Medina | Bullock Texas State History Museum

Josefa González Mariscal | Bullock Texas State History Museum

The decision to make your exhibits multilingual is an important change to consider, but it should be informed by the enormity of the task being undertaken. It isn't as simple as running your text through Google Translate and printing new labels. When the Bullock Museum decided to go bilingual in its galleries, it began a years-long process of redesign that touched everything from word counts and graphic label standards to case layouts. Some galleries needed simple facelifts while others required complete overhauls. Hear from members of the Bullock Museum's curatorial, design, and creative services teams as they share what they learned over the last five years of making every exhibit gallery in the museum bilingual.

10:30-11:30 AM | Memorial Auditorium | **Concurrent Session**
Surveying the Big Picture: DEAI, Museum Professionals, and Cultural Institutions



Rachael A. Nadeau Johnson | Dr
Pepper Museum

Julie Holcomb | Department of
Museum Studies at Baylor University

Kaleigh Reid | Mayborn Museum

Have you ever wondered who works in Texas museums? What led them to choose a museum career? What challenges have they faced? What are their concerns? These questions were at the heart of a survey of museum professionals conducted in 2022 by a group of

Day 2 | Monday, April 24

Baylor Museum Studies faculty and museum professionals. In this session, they share the results of their survey, including key takeaways and implications for DEAI initiatives. Small group discussions will guide the future impact of the survey.

11:45-12:45 PM | Mays Family Center | Lunch and Keynote Museums Can Change the World

Sponsored by University of North Texas Libraries' Portal to Texas History



Laura Lott | *President & CEO, American Alliance of Museums*

Museums have been put in a box for far too long – seen as nice places to visit but not as vital community infrastructure essential to a thriving society. During the height of the pandemic, museum professionals demonstrated their deep commitment to their communities, through donating protective gear to health care workers, stocking food banks

from their gardens, teaching remote classes, and helping to demystify and provide comfortable space to receive the COVID-19 vaccine. There are signs that the public perception of museums is changing – that there's increasing recognition of their social and community impact, greater understand that museums can help change the world. This is a pivotal moment. The choices we make now will set our field's course for decades.

1:00-1:30 PM | Mays Family Center | Burst Session Vision 2068: Community Stakeholder Visioning for the ITC



Carl Hamm | *Alexander Haas*
Kimberly Andrews Espy, Ph.D. | *The University of Texas at San Antonio*
Karl Miller-Lugo | *UTSA Institute of Texan Cultures*

The UTSA Institute of Texan Cultures is the only museum of its kind in the state entirely devoted to preserving the rich cultural history of Texas and Texans. In 2021, UTSA undertook an intensive visioning process involving dozens of community leaders and museum experts to reimagine how the ITC, its facility, and its programs can best engage the communities it serves over the long term. This candid panel discussion will offer an opportunity for museums across the state to learn from the process, challenges and outcomes of this major community-wide effort.

Day 2 | Monday, April 24

1:00-2:00 PM | People of the Pecos Overlook | Concurrent Session Collaborations between Museums and Indigenous Partners



Gabriela Truly | *Houston Museum of Natural Science*

Dirk Van Tuerenhout | *Houston Museum of Natural Science*

Linda A. Langley | *McNeese State University*

Kate McElvaney | *Houston Museum of Natural Science*

Wendi Schovanec | *Norman Public Schools*

HMNS opened the new Hall of the Americas September 2022 after extensive collaborative work with our Indigenous Advisory Group composed of artists, teachers and educators from Canada to Guatemala. This is a long-term relationship that extends beyond the preparations to open the new hall. Using live Zoom meetings and edits shared via TEAMS, the IAG provided advice on overarching themes; objects, narratives, images and digital media to be displayed, edits to all text panels and labels; and challenges to any and all concepts and ideas included in the Hall. The review iterative process has succeeded in bringing everyone involved into a true partnership, as well as ensuring that the Hall itself has the authentic Indigenous voice proclaiming the very important message: WE ARE STILL HERE.

We hope the attendees will learn the importance of each step that was needed to create a true, understanding and respectful partnership, and use the newly learned skills to form or strengthen relationships with Indigenous partners in their own communities. And to understand that it is an ever evolving relationship as together the newly formed collaborative group learns and develops language to communicate with deep honesty and trust.

Day 2 | Monday, April 24

1:00-2:00 PM | Memorial Auditorium Historic Sites & Houses Affinity Group (HSHAG) Session Closed Doors, Open Hearts



Alysha Richardson | Sam Bell Maxey House State Historic Site
Steve Baird | Klein Historical Foundation
Rayanna Hoeft | McFaddin-Ward House
Madeleine Calcote-Garcia | Fort Bend History Association

When it comes to connecting with local communities, museums, historic houses and sites often get stuck in a rut. While we mean well, we may find that our events and programs do not attract as many attendees as we would like. Even though sites have open hearts and a desire to serve their local communities, do these local communities often perceive our doors as closed? During this session, we will discuss the successes and failures of historic house museums and historic sites in our communities and how to improve visitation from our own cities and towns. Attendees should expect to learn strategies for making meaningful connections and leave with the knowledge of how to put those strategies into place. Attendees will also have the opportunity to share their own experiences and ideas on how we, as historic house museums and historic sites, can successfully engage with our local communities. During this session, the speakers will share their experiences of success and failure with the attendees. Following this session, attendees can break into groups to work on their organization's action plan in a collaborative environment.

1:30-2:00 PM | Mays Family Center | Burst Session Experience the Wonder of the White Shaman Preserve of the Witte Museum



Aimee Spana | Witte Museum
Harry Shafer, PhD | Witte Museum

The Witte Museum's White Shaman Preserve is one of 35 privately owned rock art sites in the Lower Pecos Canyonlands Archaeological District. The White Shaman composition, its meaning and the techniques used

Day 2 | Monday, April 24

to create it, have been the subject of intense scholarly research and several publications for generations of Texans. The mural illustrates the lifeways and belief systems of a hunter-gatherer society. Discover the White Shaman mural in a gallery tour at the Witte Museum and learn more about the People of the Pecos. Once you've seen the gallery, learn how the Witte Museum manages a site 200 miles from its main campus and the unique challenges that arise in preserving and interpreting one of the most significant rock art narratives in the world.

2:00-2:30 PM | Refreshment Break Sponsored by ANR Transport LLC

2:30-3:30 PM | Mays Family Center | Concurrent Session Sustaining Best Practices for Museum Buildings: Tips and Trips Sponsored by The Projects Group



Marise McDermott | Witte Museum
Desmond Bertrand-Pitts | Buffalo Soldiers National Museum
Executive Director
Brady Haynes | Witte Museum

Witte Museum Chief of Operations
Brady Haynes and Buffalo Soldiers

National Museum Executive Director Desmond Bertrand-Pitts will discuss planned and past building projects, and what pitfalls to avoid and what breakdowns to expect. For instance, how the lack of a water softening system in a building project severely deteriorated new boilers, HVAC equipment and plumbing features merely three years after a \$100 million project was completed. Or, how to navigate through the red tape involving state designated historical buildings and sites, preservation projects, and state funding. Witte Museum President and CEO Marise McDermott will moderate the conversation.

Day 2 | Monday, April 24

2:30-3:30 PM | People of the Pecos Overlook | Concurrent Session
Telling a Story: Dorothy Hood and a Texas Collaboration



Sara Morgan | *Art Museum of South Texas*

Deborah Fullerton | *Art Museum of South Texas*

Christian Kelleher | *University of Houston Libraries*

Erin Dorn | *McClain Gallery*

How do you tell the story of a larger-than-life Texas artist? The Art Museum of South Texas set out to do just that when, in 2000, they became the steward of over 1,700 works of art and pallets of historically significant archival material of and by the artist Dorothy Hood (1918-2000). The combination of strategic planning and serendipity brought three institutions together to flesh out the life and career of a 20th century artist. Working with the University of Houston Libraries Special Collections and McClain Gallery, the Art Museum of South Texas was aided in their efforts to honor, highlight, and preserve an important legacy.

Museums often attempt to tell the entire story within their galleries, but cross-institutional collaborations increase knowledge bases, audiences, resources, skill sets, and make it possible for a more vigorous exploration of the narrative.

This panel will help attendees identify potential partnerships and the benefits, challenges, and obstacles that come with collaboration.

2:30-3:30 PM | Memorial Auditorium | Historic Sites & Houses
Affinity Group (HSHAG) Session | Small Museum Buzz Session



Madeleine Calcote-Garcia | *Fort Bend History Association*

During this Buzz Session, there will be representatives from small museums all over the state to guide the discussions. We will encourage questions from the audience. This session will be very interactive. The panelists are there to discuss some of their successes, but we know that the hive mind can solve many problems. We look forward to listening to the audience and working together to make small museums better.

Day 2 | Monday, April 24

3:30-4:00 PM | South Texas Heritage Center & Valero Great Hall
Exhibitor Reception | Aguas & Atlatls

Join us for an exciting event featuring refreshing aguas frescas, networking opportunities with industry peers, and the latest services and solutions from our exhibitors. Plus, get ready for a unique demonstration by the Witte team showcasing the ancient tool of the Atlatl! Sip n' spear with aguas and atlatls at this exhibitor reception where attendees will have a chance to win a free registration ticket to TAM 2024 Lubbock. Don't miss out on this one-of-a-kind experience!

6:00-9:00 PM | Ralston Family Collections Center at The Alamo
Evening Event at The Alamo

Experience the Collector's Journey in the brand-new Ralston Family Collections Center, a state-of-the-art curatorial environment dedicated to preservation at the Alamo. Enjoy light bites and cocktails while immersing yourself in 10,000 square feet of new gallery space, displaying more than 500 artifacts from the Phil Collins Collection, Donald and Louise Yena Spanish Colonial Collection, and more – many on exhibit for the first time! Alamo Collections and Curatorial staff will be on hand to "talk shop" about the process of building a new museum, the importance of the collection, and the history and exciting future of this iconic site. It will be a night to Remember at the Alamo!

Day 3 | Tuesday, April 25

8:00-3:00 PM | Valero Great Hall | **Registration**

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8:00-9:00 AM | Valero Great Hall | **Breakfast with Exhibitors**

Sponsored by Ruby City

9:00-10:00 AM | Mays Family Center | **TAM Annual Business Meeting and Awards**

Join us as TAM introduces its newest Council members and conducts its annual business meeting with members, where we'll review the organization's top priorities before recognizing and celebrating museum industry award winners. Featured winners include the Jo Stewart Randel Outstanding Trustee Award, Jack Nokes Outstanding Service Award, Mitchell A. Wilder Publication Design Award Competition, and The Texas Association of Museums Media Innovation & Excellence Awards (TAMMIEs).

10:00-10:30 AM | Valero Great Hall | **Refreshment Break**

Sponsored by Science North

10:30-11:30 AM | Mays Family Center | **Concurrent Session
Telling the Story of the Latino Experience at Centro de Artes Gallery**

Sponsored by the City of San Antonio Department of Arts and Culture



Stephanie Torres | City of San Antonio

Rigoberto Luna | Presa House Gallery

Guillermina Zabala | University of Texas at San Antonio

A conversation about celebrating the Latino experience in San Antonio's largest gallery space dedicated to Latino arts and culture. Stephanie Torres, Sr. Exhibitions Analyst/City of San Antonio, will share the City's open call process for selecting exhibitions for the space and the institutional support, and guest curators Rigoberto Luna and Guillermina Zabala will speak about the curatorial process for their exhibitions at the gallery.

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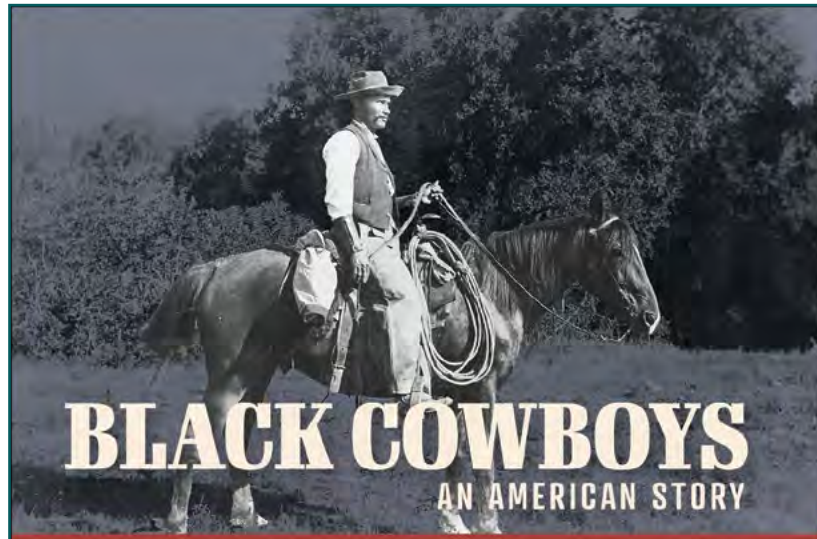


Bell County Museum

The Bell County Museum exists to engage and educate the community by collecting, preserving, and interpreting the prehistoric and historic heritage of Bell County.

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CHISHOLM TRAIL HERITAGE MUSEUM
MAY 5 – AUGUST 26, 2023

This powerful exhibition features artifacts, photographs and documents honoring the work and skills of Black cowboys. Get to know their story – and get to know the real American West.

Black Cowboys: An American Story was developed by the Witte Museum, San Antonio (WitteMuseum.org). The exhibition is presented by Bank of America and generously supported by the John L. Santikos Charitable Fund of the San Antonio Area Foundation, H-E-B and Ed Rachal Foundation.

George McJunkin photo: © Denver Museum of Nature and Science.



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Day 3 | Tuesday, April 25

10:30-11:30 AM | People of the Pecos Overlook | Concurrent Session
Sustainable Teen Programs in Your Museum



Emily MacDonald | Mayborn Museum

Have a Teen Program you want to grow or looking to start one? Join us for an interactive look at creating a program that is sustainable for your organization and engaging for Teens! We will look at a case study for how one museum changed their Teen program in 2021 and discuss incorporating teens in the planning process, marketing to teen audiences, and involvement with networks like Teen Science Café.

10:30-11:30 AM | Memorial Auditorium | Concurrent Session
A Workflow Runs Through It: Case Study for a Grant-funded
Collections Stewardship Project



Leslie Ochoa | Witte Museum
Dr. Michelle Everidge | Witte Museum
Dr. Thomas Adams | Witte Museum

The Witte Museum is completing a three year IMLS-grant funded project to rehouse its Paleontology and Geology Collections. Come learn about the grant application process, the project implementation, and lessons learned from those involved in the project. Using the Institute of Museum and Library Services Museums for All grant process as an example, the presenters will discuss what makes a grant application successful for funding (hint: project scope and documentation!). Securing funding itself is a big hurdle. How does one actually implement a project to rehouse an estimated 3,500 Paleontology and Geology specimens? What tools and resources are needed for a rehousing project such as this? While learning about the Witte's project methods, attendees will receive practical tips and tools to utilize for their own projects. Finally, the Witte project team will discuss lessons learned from the process, both good and bad, both pitfalls and positives, for others to consider in their own projects, including underestimating the actual number of specimens!



Visit us Today!

Bell County Museum

The Bell County Museum exists to engage and educate the community by collecting, preserving, and interpreting the prehistoric and historic heritage of Bell County.

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Day 3 | Tuesday, April 25

11:45 AM-12:45 PM | Mays Family Center | Lunch and Keynote
The Role of U.S. Historic Sites and Museums in Supporting Social Studies Instruction in K-12 Classrooms



Kate Rogers | *Executive Director of the Alamo Trust, Inc*

The role of museums and historic sites as institutions of informal learning has been interwoven with the delivery of social studies education since the National Council for the Social Studies and the United States Park Service were both formed in 1916. Places like George Washington's Mount Vernon, Gettysburg National Military Park and Thomas Jefferson's Monticello are integral to the preservation of our collective past and our common identity as a country. In the midst of a highly polarized political environment and the recovery from a global pandemic, social studies teachers in American classrooms are often on the front lines of the modern culture wars. In addition, state standards for the delivery of social studies education have been evolving to focus more on the development of cognitive practices and skills such as historical thinking and empathy and less on the rote memorization of specific dates and events. Teachers of history and social studies need support to effectively make this transition. Dr. Kate Rogers will discuss the findings from her qualitative study looking at professional development opportunities for teachers at the three national historic sites names above as well as the National World War II Museum in New Orleans. Through a series of interviews with museum professionals and participating teachers as well as focus groups and informal observations of week-long immersive experiences offered during the summer of 2022, the study sought to understand the theories and frameworks that inform the delivery of such experiences and the ways that teachers internalize and act on what they learn.

12:45-1:45 PM | Riverside Picnic Park | Museum Activation Spotlight

TAM is excited to offer educational activities highlighting San Antonio's local institutions. Join us by the river for hands-on engagement experiences.

Day 3 | Tuesday, April 25

1:00-3:00 PM | Mays Family Center | Concurrent Session
From Rio Bravo to Soy Malintzin—Telling Fuller Stories of Mexican American History Through Museum and Dance Company Collaborations



Belinda Menchaca | *The Guadalupe Cultural Arts Center*



Jeannette Chavez | *The Guadalupe Cultural Arts Center*

This presentation highlights creative collaborations between the Guadalupe Dance Company, the professional performing ensemble of the Guadalupe Cultural Arts Center in San Antonio, Texas, and local museums including the Witte Museum, the McNay Art Museum, and the San Antonio Museum of Art. We explore how the collaborative process unfolds in these innovative staged productions inspired by museum exhibitions, from initial creative ideas to team-led research to character creation. This presentation clarifies the benefits and challenges of collaborations between the visual arts and the performing arts and how it enhances the exhibition experience.

2:00-2:30 PM | Memorial Auditorium | Burst Session
Improving Accessibility with XR Tech



Russell Johnson | *AMP Creative*

A focus on enhanced accessibility for differently abled individuals has improved the museum going experience for countless people, and the spread of XR technology promises to create even more equitable opportunities. This talk explores how virtual and augmented reality in particular can enhance audience accessibility and engagement. A case study will be provided to show how VR tech was used to overcome a real-world accessibility issue at the Plano Interurban Railway Museum. Following that will be a breakdown of best practices for developing a successful VR engagement, and a discussion of important emerging technologies poised to make positive change in the accessibility space. Lastly, attendees will have the opportunity to engage in Q&A.

Day 3 | Tuesday, April 25

2:00-3:00 PM | People of the Pecos Overlook | Concurrent Session

Feels Like Home: Partnering for Your Community



Crystal Stanley | *Lehnis Railroad Museum and Visitor Center*

Kyndall Howard | *Brown County Museum Of History*

“Feels Like Home: Partnering for Your Community” shows how small museums can generate community involvement and enrich visitor experiences through partnerships with other small museums and local businesses. Attendees will gain a sense of community and learn how to develop educational programs that will better each entity. Attendees will also have the opportunity to hear examples of successful events that could be implemented at their own institutions.

2:30-3:00 PM | Memorial Auditorium | Burst Session **Audio Tours Post Covid-19: Lessons Learned Based on Real Time Data**



Jeff Danziger | *Guide-ID*

Matt Briney | *George Washington's Mount Vernon*

This session will address how audio tours have been affected as a result of the pandemic. We'll be drilling down into the data to better understand the user experience both before Covid-19, during the pandemic,

and now that we are emerging from it. We'll take a close look at George Washington's Mount Vernon to discuss the evolution of their audio guides including how they've crafted the experiences for their visitors to make sure they are intuitive and engaging. We'll also look at the pro's and con's of audio only tours vs multimedia tours, streaming mobile apps and native apps for delivering audio content.

3:00-5:30 PM | Attendees meet outside Witte Museum **San Antonio Missions Tour**

Join San Antonio Missions National Historical Park's, Chief of Interpretation and Education, PT Lathrop, for an immersive experience in the only national park in San Antonio. PT will join us on the bus as we make brief stops at Mission Concepcion and the historic Espada aqueduct. He will then take us on a short walking tour of Mission San Juan to see the historic landscape of acequias, labores, and a mission compound. San Antonio Mission National Historical is currently in the middle of a multi-year project of re-designing the museum space at Mission San Juan. Gain insights into the world of federal museum design and process and maybe inspire future content along the way!

Day 3 | Tuesday, April 25

3:30-4:30 PM | Witte Team Conference Room | SETMA Meeting **Southeast Texas Museum Association Meeting**

Attention members of the Southeast Texas Museum Association: utilize the designated space to meet and greet with fellow members, and engage in lively discussions about upcoming topics that are relevant to your community. This is the perfect opportunity to connect, share ideas, and stay informed about the latest developments in SETMA.

3:30-4:30 PM | Live Lab | MAW Meeting **Museum Association of Waco Meeting**

Calling all members of the Museum Association of Waco! Join fellow MAW members for a special networking event designed to connect you with other members of the MAW community attending the TAM 2023 conference. Head to the Live Lab in the Witte to meet and greet with fellow museum professionals, share insights, and discuss upcoming MAW news and topics..

3:30-5:30 PM | Lifeways Lab | Workshop **Preserving History through Podcasting**



Pamela Morales de Hendricks | *Museum of South Texas History*

José Peña | *Museum of South Texas History*

Digital media is consumed every day through visual and audio arts. How does an institution break through the noise? Highlighting a museum's collections is a great way to start building direct relationships with its audiences through digital platforms such as social media.

However, this can limit the scope of storytelling. Many artifacts and collections lack provenance or pedagogical ways to present history to those who do not have an academic background. It is important for museums or institutions with a mission to present history to collaborate with communities who are not exclusively mentioned in galleries or exhibits. To provide a practical case study, the Museum of South Texas History will share the ups and downs of producing a podcast. Its only purpose was to supplement the museum's galleries which lack many historical perspectives but now has become a way to merge modern storytelling and history. During this workshop, participants will also learn how to identify within their own institutions which stories to tell through podcasting, how to incorporate their own practices to producing a podcast and how to disseminate. Participants will also have the chance to learn about audio equipment and how to use it.

Day 3 | Tuesday, April 25

3:30-5:30 PM | Memorial Auditorium | Workshop
**Compelling Artifacts, Timely Topic, Minimal Resources:
Let's Do an Exhibit!**



Evelyn Montgomery | *Old Red Museum of Dallas County History and Culture*

Whitney Stewart | *University of Texas at Dallas*

Kennedy Wallace | *Levi Jordan Plantation State Historic Site*

Ron Siebler | *Siebler, Inc.*

Melanie Sanford | *Conserving Threads*

Evan Thompson | *Preservation Texas*

In this workshop, participants will engage in the planning process of a travelling exhibit targeted toward small museums. The exhibit is intended to both present intriguing content for each museum's visitors and to offer the host museum assistance to incorporate their own local content. It is also intended to demonstrate exhibit practices such as effective interpretation, conservation of exhibit artifacts, and creative solutions to the challenge of minimal funding.

The "compelling artifacts" of the title are two quilts found in an abandoned farmhouse. The "timely topic" is that of interpreting these material culture artifacts to sensitively present the lives and realities of the African American Texans who inhabited that farmhouse and the surrounding settlement of Hopewell. Hopewell is part of a large tract of rural land gifted to Preservation Texas by a descendant of the family that owned the central farm and its grand home. Preservation Texas is devoted to using the whole land for education about rural history, ranching and farming, and vernacular architecture, and giving equal attention to the lives of all the people who lived there.

The quilts were found in the childhood home of Clevan Jones, and made by his mother or grandmother. Their condition reflects the long and practical use served by these products of domestic artistry. Preservation Texas staff have visited Mr. Jones' current house, photographed the furnishings he brought from the old house, and interviewed him about his life in Hopewell. They will share the gathered history so that workshop participant can determine how to best interpret the information.

Day 3 | Tuesday, April 25

3:30-5:30 PM | Rock Lab | Workshop
Are You What You Seem? Taking a Look at Brand and Identity



Carla Fraser | *Page, Inc.*

Erin West | *Page, Inc.*

Molly Morton | *Page, Inc.*

Your organization has a brand – a promise of who you are, what you value, and how you will deliver. This story is told every day in dozens

of ways to various audiences. Your brand identity is the visual manifestation of that promise and is one of the most important ways you share your promise to others. This workshop offers participants the opportunity to look closely at their organization's brand identity and check it against their brand promise.

The session will kick off establishing context and a shared nomenclature. Using the basic building blocks of a brand identity we will analyze a sample identity to reinforce context and nomenclature. Participants will break into groups and will practice that analysis on their own organization and share that at their tables. After hearing from others in the group, each table will then select one organization to pursue further. As a team, you will write a design statement setting forth the goals for a new visual identity. Each table will summarize their report to the group. The session will conclude with a list of resources, materials and approaches available to assist anyone undertaking a brand refresh.



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Day 3 | Tuesday, April 25

3:30-5:30 PM | Mays Family Center | Workshop
How to Out Think the Box, An Approach to Mount Making



John Peel | *Bullock Texas State History Museum*

Redhawk Lucas | *Independent Contractor*

Josie Mayes | *Bullock Texas State History Museum*

Object Mount Making can seem very daunting considering the best work is often so unobtrusive as to be unnoticeable. We will talk about how to approach mount making from aesthetic and practical standpoints. We will discuss different materials including brass and acrylic and share live demos of technique if possible or video presentations if not. Attendees will leave with information that will help take some of the stress out of designing displays and a better understanding of the mount making process. Handouts will be provided with sources of common archival supply sources as well as mount making tools and supplies. This can be a lecture or easily done as a workshop with the opportunity for hands on learning.

5:30-6:30 PM | Hilton Palacio del Rio | Affinity Group Meetings

Art Affinity Group Meeting | *Rincon Allegre Lobby Bar*
Museum Emerging Leaders of Texas (MELT) Affinity Group Meeting | *La Reina*
Collections Managers Committee (CMC) Affinity Group Meeting | *La Corona*
TAM Educators Committee (TAMEC) Affinity Group Meeting | *La Duquesa*

6:30-8:30 PM | Attendees meet at SAAACAM SAAACAM Black History Boat Tour

Attendees will meet at SAAACAM located at 218 S. Presa 78205 on the back patio
Join the San Antonio African American Community Archives Museum (SAAACAM) on a breathtaking River Tour. The journey begins at the charming La Villita and takes us north through the scenic Museum Reach to the dazzling Pearl district. Along the way, it will explore the rich heritage and cultural significance of African Americans in San Antonio. We'll it will head back downtown, passing iconic landmarks such as the Alamo and Convention Center, before returning to La Villita. Don't miss this unique opportunity to discover the beauty and history of San Antonio's Riverwalk and uncover the legacy of African Americans in San Antonio.

5:30-10:30 PM | Independent Evening Event: Fiesta San Antonio's NIOSA

For more information and to purchase tickets visit www.niosa.org

Day 4 | Wednesday, April 26

8:00-11:30 AM | Outside The Betty Kelso Center | **Registration**

8:00-9:00 AM | Greehey Lawn & Covered Patio | **Breakfast**
Sponsored by Lehnis Railroad Museum

San Antonio Botanical Gardens today!

9:00-10:00 AM | The Betty Kelso Center | **Concurrent Session**
Community Celebrations: How Does the Story Divide or Connect Your Community?



Cary Clack | *Express News*

Marise McDermott | *Witte Museum*

Laura Hernandez-Ehrisman | *University of Texas at Austin*

Dr. Lilliana Saldaña | *University of Texas at San Antonio*

Texas is known for its vibrant community celebrations, but what role can a museum play in these events? What is the museum's role in providing a complete narrative to the celebration's organizers? This session will explore the ways museums can participate in community celebrations and their narratives. We'll also examine how celebrations can both include and divide communities. Join us for a lively discussion on the intersection of museums and community celebrations in Texas.



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Day 4 | Wednesday, April 26

9:00-10:00 AM | H-E-B Discovery Center Classroom (A)

Concurrent Session

Museum Pláticas: Sharing Community Stories



Francisco Guajardo, Ph.D. | *Museum of South Texas History*

Pamela Morales de Hendricks |

Museum of South Texas History

J.R. Shaw | *Galveston Unscripted*

By harnessing the power of digital

storytelling, the Museum of South Texas History and Galveston Unscripted are preserving the stories of their local communities for future generations. Through Museum Pláticas, a live-streamed talk show, viewers can gain insight into the region's unique history, learn about the accomplishments of local leaders, and gain a deeper understanding of life through the stories of those who lived it. The Museum of South Texas History and Galveston Unscripted produce podcasts that capture the area's history and provide a platform to share these stories with a broader audience. Through powerful visual imagery and engaging dialogue, the audience can gain an appreciation for their community's stories and develop a greater understanding of the power of digital storytelling.

9:00-10:00 AM | H-E-B Discovery Center Classroom (B)

Concurrent Session

So You Want to Work in a Museum



Leslie Ochoa | *Witte Museum*

Alexandria Leal | *Witte Museum*

Hannah Haney | *Witte Museum*

How do you land that internship or entry level position at a museum? In today's competitive world, how

does one make themselves stand out among all of the applicants? This session will offer museum studies students and emerging museum professionals with practical skills and applicable knowledge for any job application. Attendees will learn tips and tricks in three main areas: resume building, cover letter writing, and interviewing.

Day 4 | Wednesday, April 26

10:00-10:30 AM | **Refreshment Break**

Sponsored by ANR Transport LLC

10:30-11:30 AM | H-E-B Discovery Center Classroom (B)

Concurrent Session

Graduation is Near, What's Next? Internships 101



Kayte Ricketts | *Bell County Museum*

Emily Clark | *Mayborn Museum*

Nina Gregory | *Perot Museum of Nature and Science*

Mikaela Young | *Bell County Museum*

Susan Rowe | *Lubbock Lake Landmark/Museum of Texas Tech University*

Students are always looking for internship opportunities to graduate and move into their career field. How can your institution offer these opportunities while gaining the unparalleled help of a student intern? Hear from different museums that have developed great internship programs in affiliation with local universities that benefit both the institution and the students. For current students, learn how these programs will help you before and after you graduate and how to choose the program that is best for you!

Day 4 | Wednesday, April 26

10:30-11:30 AM | The Betty Kelso Center | **Concurrent Session**
Including Tribal Perspectives and Voices



Roya Dostzadah | *Story Pursuit*
Matthew Davila | *Standing Rock Sioux*

How To Respectfully Work With Indigenous Traditions and Cultural Practices

The relationship between Indigenous tribes and Museums has a troubling past causing a lot of mistrust. Federal laws have been enacted to help bridge this gap and open up communications, though a lot of tension still exists. With the many groups formed to consult and incorporate Indigenous objects and voices into exhibits, there is still a difference in the way objects are perceived by each side. The session will discuss what is considered a sacred or spiritual object by Indigenous people, what protocols need to be followed, and why. Smudging and blessing of objects and the staff handling them are crucial cultural practices for protection. Respectful showcasing of Indigenous objects is necessary, as they carry a connection to the deceased and reveal the stories behind the objects.

11:45 AM-12:30 PM | The Betty Kelso Center | **Keynote**
Cheech Marin | **Perspectives of a Chicano Art Advocate**



Cheech Marin | *Entertainer & Art Advocate, The Cheech Marin Center for Chicano Art, Culture & History*
Edward Hayes Jr. | *Exhibitions Senior Manager & Registrar, The McNay Art Museum*

In Cheech Marin's keynote address, Perspectives of a Chicano Art Advocate, Marin will discuss his personal patronage of Chicano art, featuring the works of many Texas-based artists. Joining him for this intimate conversation will be the McNay's Exhibitions Senior Manager, Edward Hayes Jr. This is a unique opportunity to glimpse Marin's perspective on Chicano art and its significance in the cultural landscape of Texas and beyond.

12:30-1:30 PM | **Greehey Lawn & Covered Patio**
Box Lunches in the Garden

Grab a boxed lunch to-go or enjoy it on the Greehey Lawn & Covered Patio while taking in the beautiful scenery of the botanical gardens and relaxing with fellow attendees at the conference's close.

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Annual Meeting Visionary Planning Survey

We are always striving to improve our TAM Annual Meeting, but we can't do it without your feedback! We're working to improve the quality of our programming in today's economy, and we want to know your interests and needs as a conference attendee.



Please conduct this short (2 minute) survey to help! Your responses will be anonymous. Your feedback is essential to ensure our conferences continue to improve and meet your needs.

So, if you want to have a say in the future of our programming, help shape the direction of our conferences, and have a chance to win a free year of membership, please take ~2 minutes to complete the survey. We appreciate your time and input!!

Interested In Becoming A TAM Councilor?

Are you passionate about advancing the museum field? Consider becoming a Councilor for the Texas Association of Museums (TAM). Our council is a community of museum professionals dedicated to promoting the field's best practices and policies in museum management.



As a Councilor, you'll have the opportunity to connect with other industry experts, share your knowledge and experiences, and contribute to shaping the future of the museum industry in Texas. If you're interested in becoming a Councilor, please stop by our registration table to speak with a current member of the TAM Council, learn more about TAM and TAM's leadership, and fill out our nomination form. We look forward to meeting you and hearing about your passion for Texas museums!

In Memoriam: Cinnamon Catlin-Legutko

It is with heavy hearts that we pay tribute to our esteemed keynote speaker from TAM 2022 Waco, Cinnamon Catlin-Legutko, who passed away in late January. As a leader in the museum field, Cinnamon's contributions to our industry were immeasurable, and her presence will be sorely missed.



Her passion for museums was contagious, and her vision for more equitable, inclusive, and community-centered institutions was inspiring. Catlin-Legutko was a tireless advocate for inclusive representation and visibility in museums, and her work paved the way for a more just and inclusive future for our industry.

Cinnamon Catlin-Legutko and Chris Taylors' keynote speech at TAM 2022 Waco was a powerful call to action for museum leaders to shift exclusive systems and practices at their museums, while modeling inclusive leadership to peers across the field. Her

wisdom and insight will continue to guide us in our work, and we are forever grateful for the impact she made on our industry and on the lives of those who knew her.

We honor her legacy and are committed to carrying on her important work.



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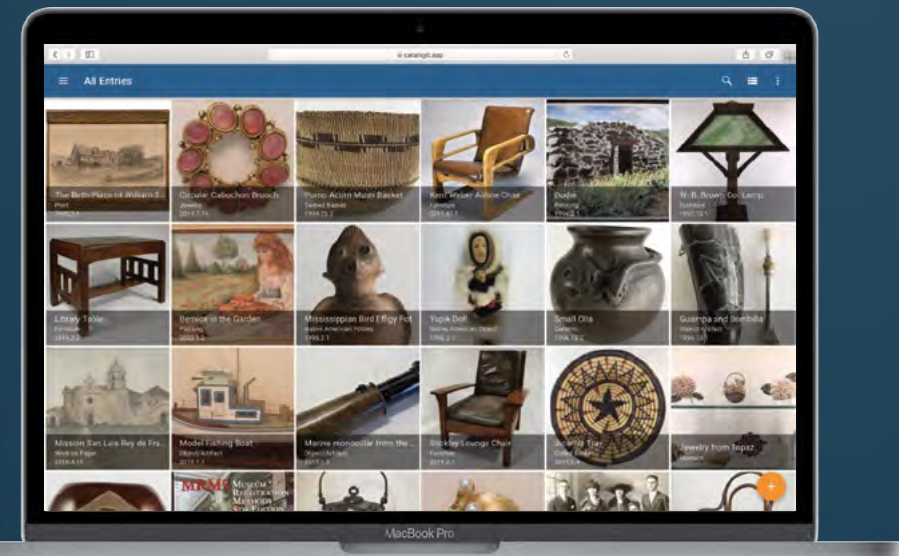
200 West Jones Avenue | samuseum.org

Caption: Wall painting with a seaside villa (detail), Stabiae, mid 1st century A.D., pigment on plaster, 11 13/16 x 19 11/16 in. (Parco Archeologico di Pompei, 62618); By permission of the Ministero della Cultura - Parco Archeologico di Pompei. Further reproduction prohibited.

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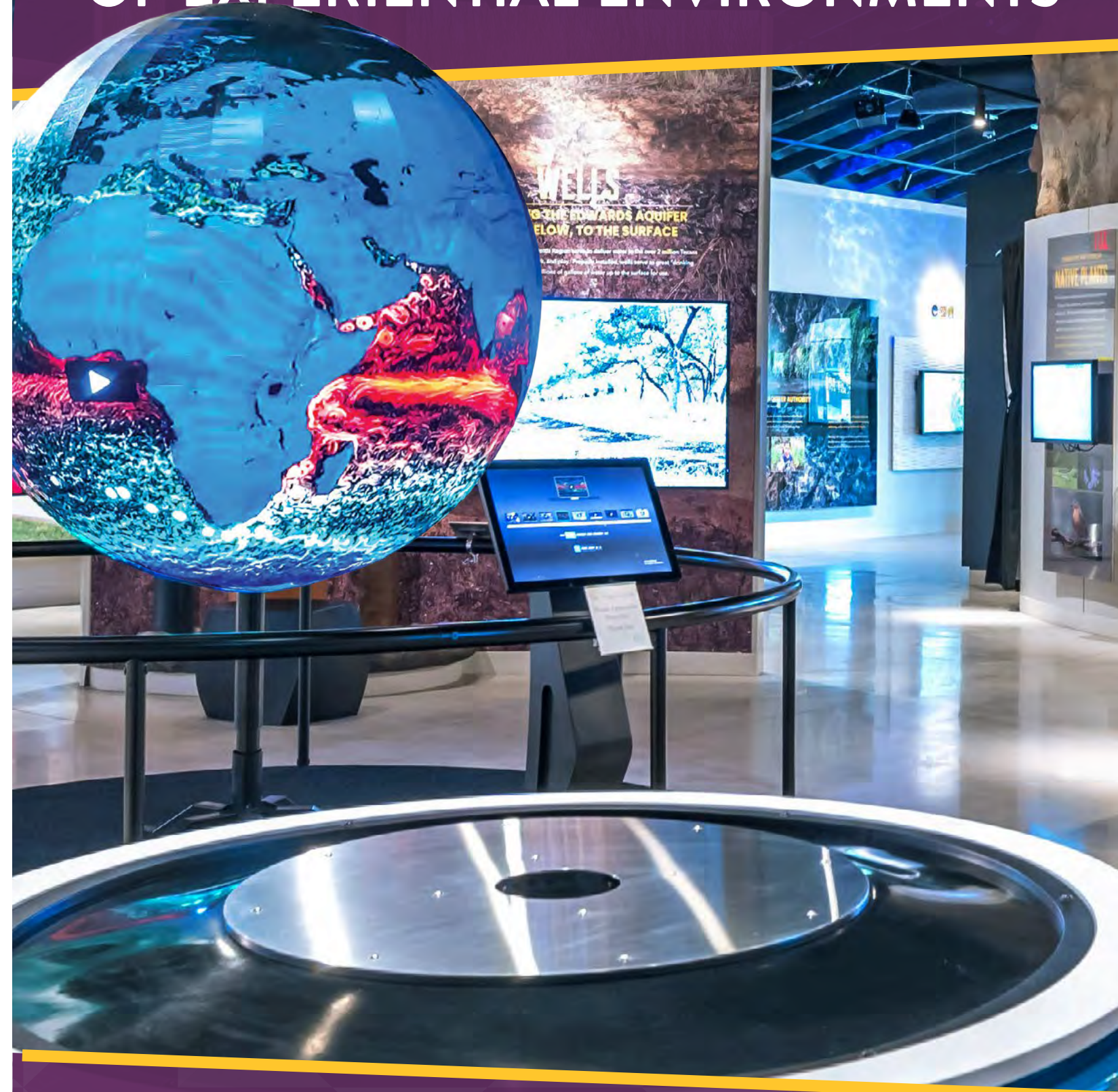
Hosting a session at TAM is a fantastic opportunity to showcase your research, network with fellow scholars, and contribute to the advancement of our field. Whether you're a seasoned presenter or a first-time proposer, we welcome and value your contributions.

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 2024 conference in Lubbock.

Submit your proposal by July 10, 2023 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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