

# Texas Association of Museums 2024 Annual Meeting



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## Welcome to the TAM 2024 Annual Meeting

Welcome to the Texas Association of Museums 2024 Annual Conference in Lubbock! We are thrilled to gather the TAM community in Lubbock, a City that has seen remarkable growth and fostered a thriving arts and cultural scene. Our conference coincides with the conclusion of the revered Lubbock Arts Festival, a perennial highlight recognized as the Best in Texas for three consecutive years. What better way to launch our gathering than on the heels of such a celebrated event?

Lubbock holds a special place in the annals of TAM history. Our conference theme, “Expanding Horizons: Illuminating our Cultural Tapestry,” pays homage to this journey, drawing inspiration from the city’s legendary sunsets and the collaborative spirit that defines its cultural landscape.

We extend our overwhelming gratitude to our host institutions: The Museum of Texas Tech University, the National Ranching Heritage Center, Science Spectrum, LHUCA, and the Silent Wings Museum. Their gracious hospitality provides the perfect backdrop for our collective endeavors, fostering collaboration and camaraderie.

On behalf of TAM, we extend a warm welcome to Lubbock! Let’s collaborate and grow together here at TAM 2024.

Cheers,  
*Brittany Petrilli*

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.

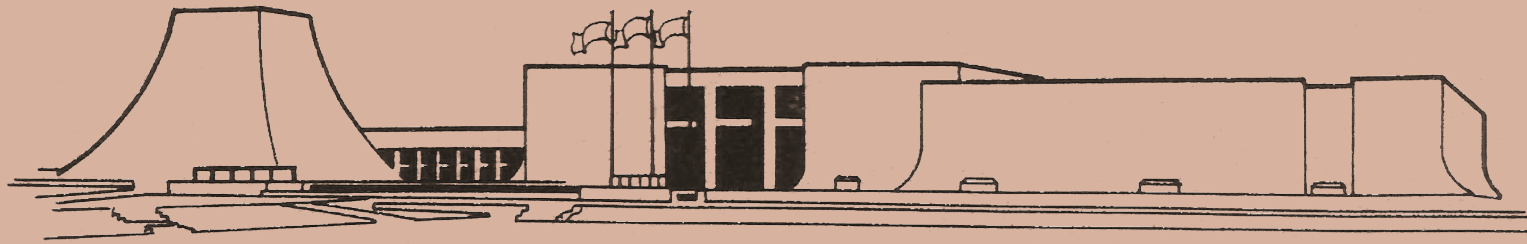


We advocate for the important role of museums.



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





**9M+** / **6** **COLLECTIONS**  
**OBJECTS**

In the last 95 years, the Museum of Texas Tech University has established itself as a leader in preservation and education for the Southern High Plains. We are committed to serving the community through six collecting divisions and a range of exhibitions and public programs. Objects in the Museum's collections totaled more than 9.5 million. Each one tells a story about the region, the people and creatures who have lived here over the centuries.

The Museum is a non-profit institution with free admission and complimentary parking.

# MUSEUM

OF TEXAS TECH UNIVERSITY

**Our facilities include:**

- Artist Printmaker/Photographer Research Collection
- Gift Shop
- Helen DeVitt Jones Auditorium and Sculpture Court
- Lubbock Lake Landmark
- Moody Planetarium
- Natural Science Research Laboratory
- Orbit Cafe




**ANTHROPOLOGY**    **ART**    **CLOTHING & TEXTILES**    **HISTORY**    **NATURAL SCIENCES**    **PALEONTOLOGY**

**HERITAGE AND MUSEUM SCIENCES**  
**MASTER OF ARTS**

The Museum's collections and facilities become your classroom when you join Heritage and Museum Sciences (Master of Arts). This interdisciplinary program enables graduate students to study and work in an immersive museum and/or heritage environment while developing a track in Heritage or Museum Science that is unique to their long-term career goals. Our graduates are employed in museums and related institutions across the U.S. and around the world.





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**YEARS**  
**OF HIGHER EDUCATION**

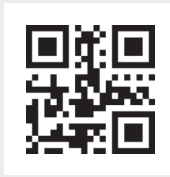
 **MUSEUM**  
OF TEXAS TECH UNIVERSITY  
3301 4th Street  
Lubbock, TX 79409

**806.742.2490**

Closed Mondays and Texas Tech holidays  
Tue-Sat: 10 am-5 pm  
Sun: 1 pm-5 pm

**MUSEUM.TTU.EDU**

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-  @museumofttu
-  @museumofttu
-  @MuseumofTexasTechUniversity



**NATIONAL RANCHING HERITAGE CENTER**  
AT TEXAS TECH UNIVERSITY



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Explore the world of Hank the Cowdog and learn what it takes to be a modern-day rancher!

**Open 10 a.m. - 5 p.m. Monday through Saturday & 1 - 5 p.m. Sunday**

*Wheelchair and stroller accessible*

**3121 4th Street | Lubbock, Texas | (806) 742-0498 | ranchingheritage.org**



# Schedule At A Glance

Time	Event/Session	Location
------	---------------	----------

*Sunday, April 14, 2024*

Science Spectrum	10:00-3:00 PM	Pre-Conference Workshop: Evaluative Thinking	Science Spectrum
	1:00-8:00 PM	Registration	Science Spectrum
	6:00-8:00 PM	Opening Reception at Science Spectrum	Science Spectrum

*Monday, April 15, 2024*

Museum of Texas Tech University and National Ranching Heritage Center	8:00-4:00PM	Registration	MoTTU - Sculpture Court
	8:00-9:00 AM	Breakfast with Exhibitors	MoTTU - Gallery 6 and Main Gallery
	9:00-10:00 AM	Opening Remarks	MoTTU - Sculpture Court
	10:00-10:30AM	Refreshment Break	MoTTU - Gallery 6 and Main Gallery
	10:30-11:30 AM	Concurrent Sessions A-1: Dial "D" For Disaster	MoTTU - Kline Room
		Concurrent Sessions A-2: A Cotton Tale: How Two Local Museums Collaborated To Find A New Home For A 150-Year-Old Cotton Gin	NRHC - Anderson Room
		Concurrent Sessions A-3: MELT (Museum Emerging Leaders of Texas) Roundtable - Resumes & Feedback	MoTTU - Sculpture Court
	11:30-11:45 AM	Networking Break	
	11:45-12:45 PM	Lunch and Keynote	MoTTU - Sculpture Court
	12:45-1:00 PM	Networking Break	
	1:00-2:00 PM	Concurrent Sessions B-1: Building Diverse Audiences	NRHC - Anderson Room
		Concurrent Sessions B-2: Ask the Funders	MoTTU - Kline Room
		Concurrent Sessions B-3: M&M (Marketing/PR & Media) Roundtable	MoTTU - Sculpture Court
	2:00-2:30 PM	Refreshment Break	MoTTU - Gallery 6 and Main Gallery
	2:30-3:30 PM	Concurrent Sessions C-1: TAMEL (TAM Executive Leaders) Directors & CEOs Roundtable	NRHC - Anderson Room
		Concurrent Sessions C-2: A Platform for Refugee Voices: Community Building through Cultural Exhibit Design	MoTTU - Sculpture Court
Concurrent Sessions C-3: Museum of Texas Tech University Basement & NSRL Tours		MoTTU - Main Gallery	
3:30-4:30 PM	Exhibitor Reception	MoTTU - Gallery 6 and Main Gallery	
5:30-6:30 PM	Directors and CEOs Reception ***Invite Only***	TTUHSC University Center Lobby	
6:00-9:00 PM	Evening Event at LHUCA	LHUCA	

Time	Event/Session	Location
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*Tuesday, April 16, 2024*

Museum of Texas Tech University and National Ranching Heritage Center	8:00-3:00 PM	Registration	MoTTU - Sculpture Court
	8:00-9:00 AM	Breakfast with Exhibitors	MoTTU - Gallery 6 and Main Gallery
	8:15-9:00 AM	TAM Annual Business Meeting	MoTTU - Sculpture Court
	9:15-10:00 AM	TAM Awards Ceremony	MoTTU - Sculpture Court
	10:00-10:30 AM	Refreshment Break	MoTTU - Gallery 6 and Main Gallery
	10:30-11:30 AM	Concurrent Sessions D-1: The Art of Social Engagement: Co-creating with Communities through Institutional Collaborations	NRHC - Anderson Room
		Concurrent Sessions D-2: Transforming the Vault: Insights and Challenges for Collections Inventory and Renovation	MoTTU - Kline Room
		Concurrent Sessions D-3: TAMEC (TAM Educators Committee) Roundtable	MoTTU - Sculpture Court
	11:30 - 11:45 AM	Networking Break	
	11:45-12:45 PM	Lunch and Keynote	MoTTU - Sculpture Court
	12:45-1:45 PM	Museum Activation Spotlight	Breezeway Between NRHC & MoTTU
	1:45-2:00 PM	Networking Break	
	2:00-3:00 PM	Concurrent Sessions E-1: #ASKEQUITY with IDEA (Inclusivity, Diversity, Equity & Access) Affinity Group	NRHC - Anderson Room
		Concurrent Sessions E-2: Heritage on Tour: Expand Your Audience through Traveling Exhibitions	MoTTU - Kline Room
		Concurrent Sessions E-3: CMC (Collections Managers Committee) Roundtable	MoTTU - Sculpture Court
	3:00-4:30 PM	Tour: Hank The Cowdog & The National Ranching Heritage Center	NRHC Front Desk
	3:15-5:30 PM	Museum Association of Waco (MAW) Meeting	MoTTU - Memorial Room
	3:15-5:30 PM	Southeast Texas Museum Association (SETMA) Meeting	NRHC - Board Room
	3:15-5:45 PM	Workshop: Preserving the Past, Ensuring the Future: Exploring the Relevancy and Sustainability of Historic Sites and Houses	NRHC - Anderson Room
	3:15-5:45 PM	Workshop: Inexpensive Garment Mounts or How to Alter What You Have For Displaying Historic Costumes	MoTTU - Classroom 5
3:30-5:30 PM	Workshop: Navigating the Digital Frontier: Trends and Strategies for Digital Engagement	MoTTU - Kline Room	
3:30-5:30 PM	Workshop: Narrative Development: Finding Story within Collections	MoTTU - Green Room	
3:30-5:30 PM	TAM Academic Project Showcase Competition	NRHC - McCombs Main Gallery	
4:00-5:30 PM	Tour: TTUS Public Art Collection	Registration Desk in Sculpture Court	
4:30-6:30 PM	Heritage & Museum Sciences Alumni Reception & Open House	MoTTU - Second Floor	
6:00 - 9:00 PM	Evening Event at Silent Wings	Silent Wings	



CONTINUED FROM PREVIOUS PAGE >>

Time	Event/Session	Location	
<i>Wednesday, April 17, 2024</i>			
Museum of Texas Tech University and National Ranching Heritage Center	8:00-11:30 AM	Registration	NRHC - McCombs Main Gallery
	8:00-9:00 AM	Breakfast	NRHC - McCombs Main Gallery
	9:00-10:00 AM	Concurrent Sessions F-1: Rising: The Story of the Texas Centennial Hall of Negro Life	NRHC - Anderson Room
		Concurrent Sessions F-2: HSHAG (Historic Sites & Houses Affinity Group) Roundtable	MoTTU - McCombs Main Gallery
		Concurrent Sessions F-3: Art Affinity Group Discussion: Connecting Community through Art Walks	MoTTU - Kline Room
	10:00-10:30 AM	Refreshment Break	
	10:30-11:30 AM	Concurrent Sessions G-1: From Foundation to Center: Revitalizing Historic Flower Hill for a Modern Community	NRHC - McCombs Main Gallery
		Concurrent Sessions G-2: Merging College Readiness with a Cultural Institution	NRHC - Anderson Room
		Concurrent Sessions G-3: Beyond Object-Based Interpretation: Utilizing Digital Media in Indigenous Exhibits	MoTTU - Kline Room
	11:30-11:45 AM	Networking Break	
11:45-12:45 PM	Lunch and Keynote	NRHC - McCombs Main Gallery	
12:45-1:00 PM	Concluding Remarks	NRHC - McCombs Main Gallery	

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



## TAM 2024 Online Program and Schedule

Register online to view and customize your own TAM 2024 schedule. Smart phone and tablet friendly - be sure to enable cookies.



**Baylor University**  
COLLEGE OF ARTS & SCIENCES  
Department of Museum Studies

### JOIN THE NEXT GENERATION OF MUSEUM LEADERS!

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)

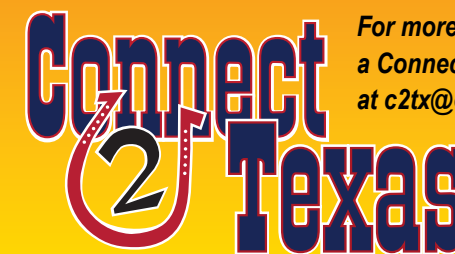


## Connecting Museums to Students Around the World

*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.

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# TAM 2024 Host Venues

Many thanks to these Lubbock venues for hosting TAM 2024!  
Thank you for your support!

## HOST HOTEL



**Overton Hotel and Conference Center**  
2322 Mac Davis Ln, Lubbock, TX 79401

## HOST MUSEUMS



**Museum of Texas Tech University**  
3301 4th St, Lubbock, TX 79415  
<https://www.depts.ttu.edu/museumttu/>



**National Ranching Heritage Center**  
3301 4th St, Lubbock, TX 79415  
<https://www.depts.ttu.edu/museumttu/>  
<https://ranchingheritage.org/>



**Science Spectrum & Omni Theater**  
2579 S Loop 289 #250, Lubbock, TX 79423  
<https://sciencespectrum.org/>



**LHUCA**  
3511 Ave K Lubbock, TX 79401  
<https://lhuca.org/>



**SILENT WINGS MUSEUM**  
LUBBOCK, TEXAS

**Silent Wings Museum**  
6202 N I 27, Lubbock, Texas 79403  
<https://ci.lubbock.tx.us/departments/silent-wings-museum>





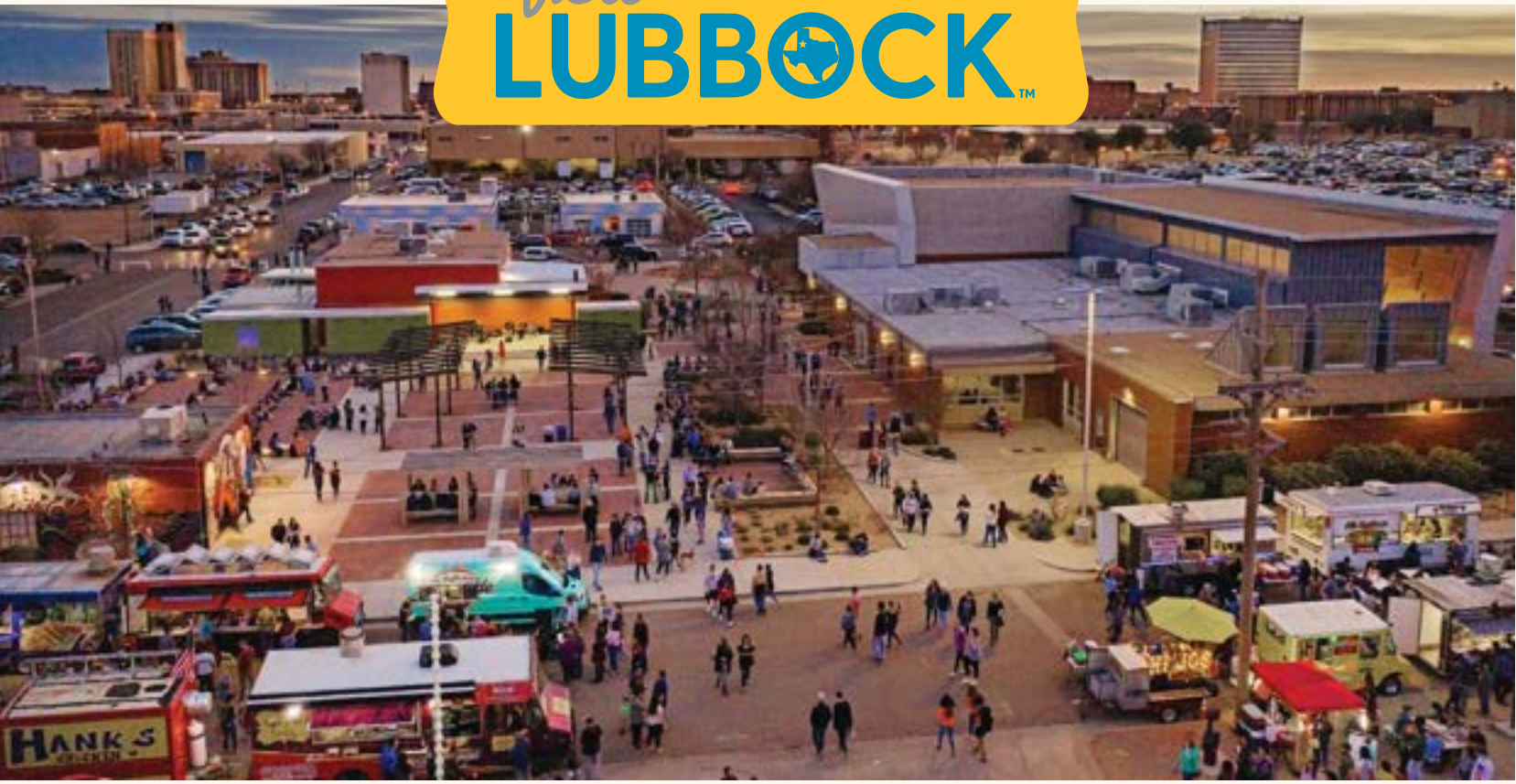
# Welcome to Lubbock!

Home to a vibrant culture, rich history and a thriving culinary scene, Hub City is the crossroads of culture in West Texas!

From tributes to rock 'n' roll legend Buddy Holly to First Friday Art Trails in the designated cultural arts district and wine tastings across the region that grows 85% of Texas wine grapes, there's no shortage of things to do during your stay in Lubbock.

Luckily, transportation in the Hub City couldn't be easier. No matter how you get around, Lubbock boasts an average commute time of 20 minutes from any point in the city, making sure you are on time for every item on your itinerary from conference activities to after-hour attractions.

Visit Lubbock is thrilled to extend a warm West Texas welcome to the Texas Association of Museums. We hope your time here is filled with engaging discussions, memorable experiences and the legendary hospitality that defines our community. Enjoy your stay and let Lubbock's charm leave a lasting impression.



*Visit*  
**LUBBOCK**<sup>TM</sup>  
MUSEUMS & ART VENUES

**A to Z: 26 Dishes to Taste in Lubbock**  
A culinary journey across Lubbock awaits! From award-winning restaurants to cozy corners tucked away from the hustle and bustle of the city, these local favorites will give you a taste of Lubbock's diverse culinary scene.

Map locations include: LUBBOCK LAKE LANDMARK, MUSEUM OF TEXAS TECH UNIVERSITY, INTERNATIONAL CULTURAL CENTER, NATIONAL RANCHING HERITAGE CENTER, LUBBOCK MEMORIAL CIVIC CENTER, THE BUDDY HOLLY HALL OF PERFORMING ARTS & SCIENCES, LHUCA, EAST LUBBOCK ART HOUSE, FIBERMAX CENTER FOR DISCOVERY, AMERICAN WINDMILL MUSEUM, CAVIEL MUSEUM OF AFRICAN AMERICAN HISTORY, BUDDY HOLLY CENTER, SCIENCE SPECTRUM, and SILENT WINGS MUSEUM.



Proud exhibition design and multimedia collaborator on the National Ranching Heritage Center's Ranch Life Learning Center.

Go, Hank!



Image Credit: Mark Umstot Photography



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[www.catalogit.app/tam](http://www.catalogit.app/tam)



**10th Lubbock lights: angela strehli** | apr 18, 2024  
the first lady of texas blues

Please bring your TAM pass to the Allen Theatre for free admission.

7:00 PM | TTU'S ALLEN THEATRE

Lubbock-born & raised blues singer and composer Angela Strehli is an avid student of the blues and a blues historian. In addition to her own performing career she was devoted to helping manage the legendary Antone's club and record label. She produced her own records and also recorded with Stevie Ray Vaughan, Marcia Ball, Lou Ann Barton, and in more recent years Elvin Bishop, Tommy Castro, Joe Louis Walker, just to name a few.


*"Ace of Blues confirms the Lubbock native hasn't lost her touch...the music here serves as satisfying comfort food for blues lovers and clearly attests to the fact that Angela Strehli can still deliver the goods...C.O.D."*  
- The Austin Chronicle



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# Parking & Transportation

## Conference Hotel

**OVERTON HOTEL** located at 2322 Mac Davis Lane, Lubbock, TX 79401

- The Overton Hotel surface parking lot is free of charge on a first-come, first-served basis.

## Sunday, April 14, 2024 - Conference Registration and Evening Event

### SCIENCE SPECTRUM

located at 2579 S Loop 289 Ste #250, Lubbock, TX 79423 (between Indiana and University Avenues on the South Loop 289)

- Transportation will be provided from the Overton Hotel via rotating Citibus shuttles. This service is scheduled: Sunday, April 14 from 9:30am to 8:30pm
- Guests who choose to drive themselves may park in the parking lot accessed from the eastbound Loop 289 frontage road.

## Monday, April 15 & Tuesday, April 16, 2024 - Conference Sessions and Workshops

**MUSEUM OF TEXAS TECH UNIVERSITY (MoTTU)** located at 3301 4th Street, Lubbock, TX 79415

**NATIONAL RANCHING HERITAGE CENTER (NRHC)** located at 3121 4th Street, Lubbock, TX 79415

- Transportation will be provided from the Overton Hotel to the Museum of Texas Tech University via rotating Citibus shuttle on the west edge of the Museum's West Parking Lot. This service is scheduled: Monday, April 15 from 7:30am to 5:00pm | Tuesday, April 16 from 7:30am to 6:00pm
- MoTTU and NRHC are located next to each other with a quick three-minute walk between them. Each has its own parking lots.
- Guests who choose to drive themselves may park for free in the Museum's West Parking Lot, next to the Museum's west entrance to the Helen DeVitt Jones Wing where conference registration will take place. The parking lot can be accessed from 4th Street on the north via the Museum's main driveway entrance and 5th Street, or from the west at the intersection of 7th Street and Indiana Avenue. Additional parking is available in the Museum's North Parking Lot or at the NRHC (east down 5th Street). Please see map for labeled parking areas.

## Monday, April 15, 2024 - Evening Event

### LOUISE HOPKINS UNDERWOOD CENTER FOR THE ARTS (LHUCA)

located at 511 Avenue K, Lubbock, TX 79401

- Transportation will be provided from the Overton Hotel via rotating Citibus shuttles. This service is scheduled: Monday, April 15 from 5:45pm to 9:30pm
- Guests who choose to drive themselves may park in the parking lot along Avenue K or the Civic Center parking lot on the southwest corner of Avenue K and Mac Davis.

## Tuesday, April 16, 2024 - Evening Event

**SILENT WINGS MUSEUM** located at 6202 N Interstate 27 Lubbock, TX 79403

- Transportation will be provided from the Overton Hotel and MoTTU via rotating Citibus shuttles. This service is scheduled: Overton Hotel: Tuesday, April 16 from 5:45pm to 9:30pm | MoTTU: Tuesday, April 16 from 5:45pm to 6:45pm
- Guests who choose to drive themselves may park in the museum's parking lot. Take IH 27 north to Exit 9. Turn right to enter the driveway; look for the silver "G-Wings" on the tower.

## Wednesday, April 17, 2024 - Conference Sessions

### NATIONAL RANCHING HERITAGE CENTER (NRHC)

located at 3121 4th Street, Lubbock, TX 79415

- Transportation will be provided from the Overton Hotel to the National Ranching Heritage Center via rotating Citibus shuttle at the drop-off point. This service is scheduled: Wednesday, April 16 from 7:30am to 1:30pm
- Guests who choose to drive themselves may park for free in the NRHC's main parking lot, accessed from 4th Street on the north via the NRHC's main driveway entrance; look for the herd of cattle statues. Additional parking is available next door in the Museum of Texas Tech University's North Parking Lot.
- The West Entrance to the Museum of Texas Tech University will be closed Wednesday; regular access is available via the sidewalk from the NRHC and the Museum's North Entrance.

THANK YOU TO  
CITIBUS LUBBOCK  
FOR PROVIDING  
TRANSPORTATION  
FOR THE  
CONFERENCE!



*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.

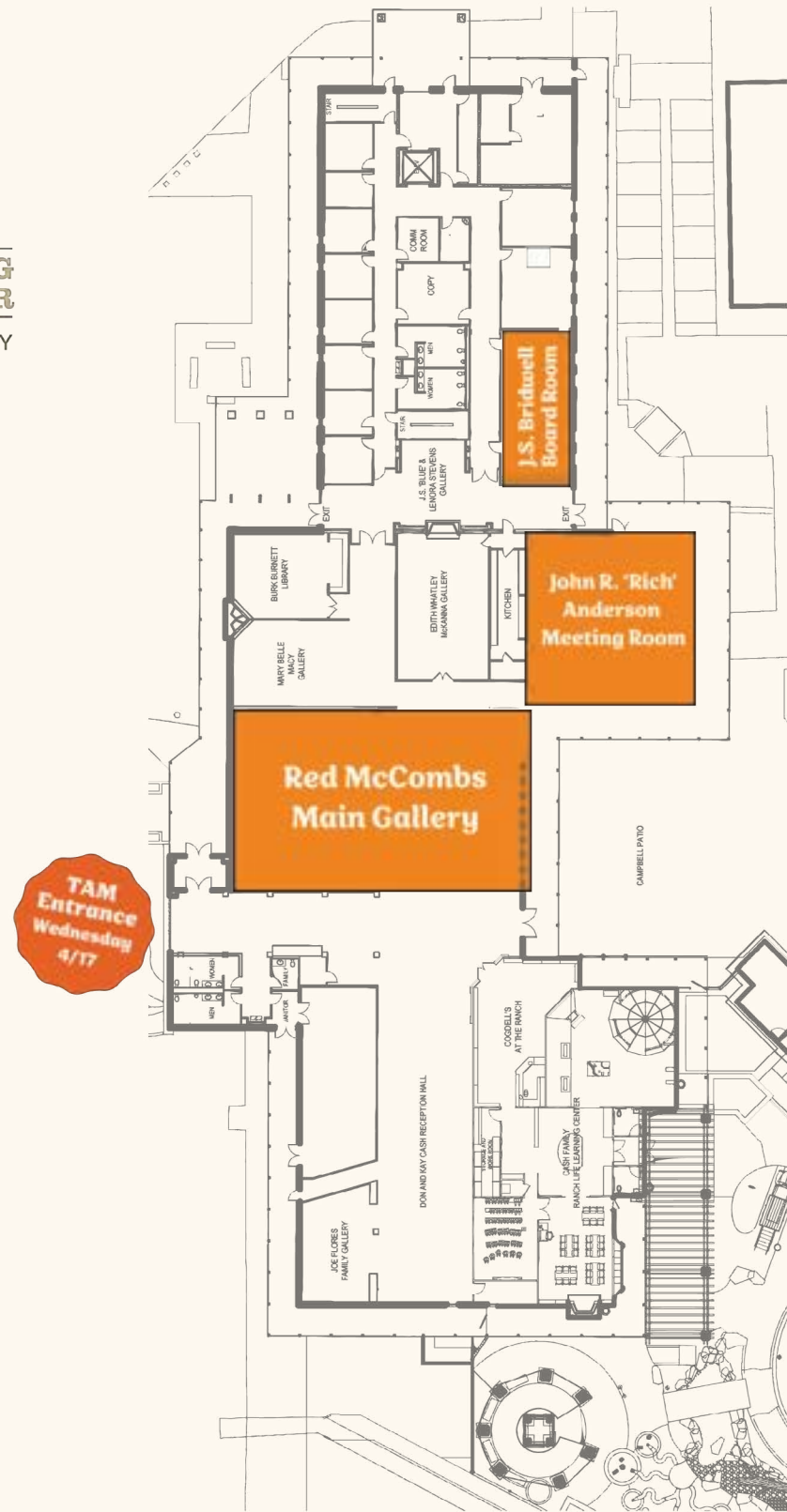
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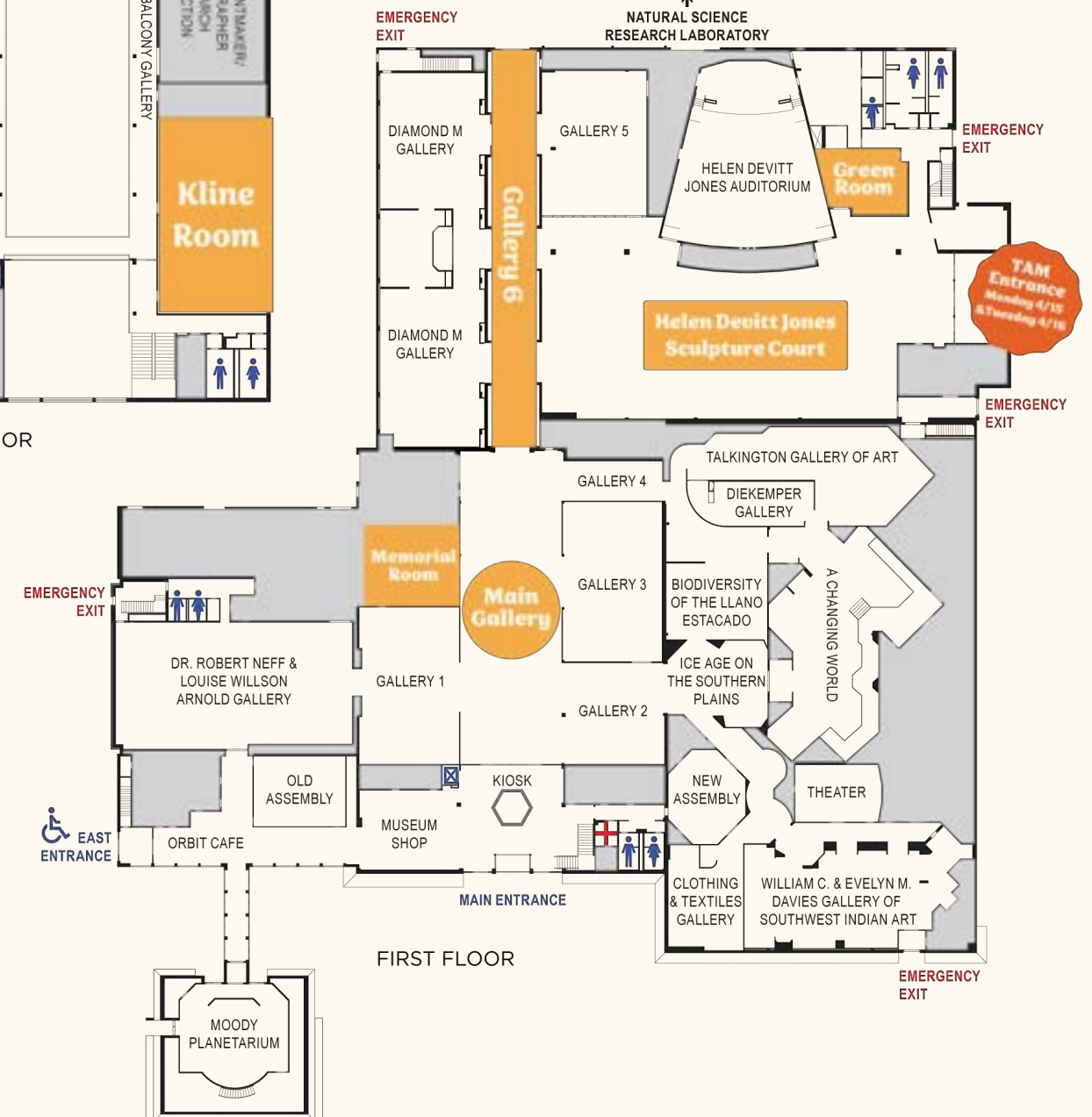




**NATIONAL RANCHING  
HERITAGE CENTER**  
AT TEXAS TECH UNIVERSITY



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**SPECIAL PRE-CONFERENCE EVENT!**

**SUNDAY, APRIL 14 | NOON-5PM**  
**LUBBOCK MEMORIAL CIVIC CENTER**

*Show your TAM badge to be admitted free of charge!*

Experience the award-winning Lubbock Arts Festival, featuring the special theme "Colorama," captivating visual art exhibits, engaging performance stages, demonstrating artists, dedicated children's art area, and exceptional ambiance.

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



# Science-Spectrum & OMNI Theater Welcomes TAM to Lubbock!

Whether you're 5 or 95, discoveries await you at the Science Spectrum Museum and OMNI Theater! Home to the Lubbock Children's Museum, the OMNI Theater, and Lubbock's only public aquarium, the Science Spectrum is a unique nonprofit museum located in West Texas. With over 250 hands-on science exhibits and live science shows, it's the perfect place for the explorer in all of us!



## Local Host Committee

**Chair: Jacquie Bober - Buddy Holly Center/Silent Wings Museum**  
**VP of Programs: Emily Wilkinson - TTUS Public Art Program**  
 Aaron Pan - Museum of Texas Tech University  
 Allison Kendrick - Texas Plains Trail Region  
 Amy Mondt - TTU Vietnam Center and Archive  
 Amy Zientek - Visit Lubbock  
 Arthur Flache - Terry County Heritage Museum  
 Brianna Parum - Visit Lubbock  
 Brooke Witcher - City of Lubbock  
 Cameron Saffell - Museum of Texas Tech University  
 Carolina Arellanos - TTU International Cultural Center  
 Chad Plunket - Charles Adams Studio Project  
 Danielle East - East Lubbock Art House  
 Dóri Bosnyák - TTU Presidential Lecture and Performance Series  
 Elizabeth Grigsby - Lubbock Arts Alliance  
 Jessica Meason - Museum of Texas Tech University

Jim Bret Campbell - National Ranching Heritage Center  
 Johana Stravlo - Museum of Texas Tech University Association  
 Lacey Hoelting - FiberMax Center for Discovery  
 Laura Offutt - American Windmill Museum  
 Lindsey Maestri - LHUCA  
 Lisa Grinstead - Visit Lubbock  
 Lynn Whitfield - TTU SW Collection/Special Collections Library  
 Mardi Birkelbach - FiberMax Center for Discovery  
 Melissa Key - Buddy Holly Hall for Performing Arts & Sciences  
 Robert Tidwell - National Ranching Heritage Center  
 Sandra Harris - American Windmill Museum  
 Sandy Henry - Science Spectrum  
 Shirley Green - Caviel Museum of African American History  
 Stacy Keith - Lubbock Cultural Arts Foundation  
 Susan Rowe - Lubbock Lake Landmark  
 Taylor Ernst - LHUCA

## Annual Meeting Program Committee

**Chair: Emily Wilkinson - TTUS Public Art Program**  
 Emily Clark - Baylor University's Department of Museum Studies  
 Kayte Ricketts - Bell County Museum  
 Viola Luo - Brazos Valley Museum of Natural History  
 Michelle Tovar, Ed.D. - Buffalo Soldiers National Museum  
 Evan Lopez - Centennial Museum & Chihuahuan Gardens  
 Karen Stevenson - Corpus Christi Museum of Science & History  
 Kheli Willetts - Dira Professional Development  
 Kathleen Fitzpatrick - DLR Group  
 Rachael Nadeau Johnson - Dr Pepper Museum  
 Nora Rose - El Paso Museum of History  
 Wade Dillon - Freeport Historical Museum  
 Jessica Hanshaw - Bullock Texas State History Museum  
 Autumn Lennartz - Humanities Texas  
 Steve Baird - Klein Historical Foundation

Trey Crumpton - Mayborn Museum-Baylor University  
 Kali Mason - Perot Family Collections  
 Melissa Prycer - Prycer Consulting  
 Alysha Richardson - Temple Railroad & Heritage Museum  
 Mia Rook - Texas Historical Commission  
 Inez Wolins - Texas Historical Commission  
 Rebecca Bridges - The Center for Contemporary Arts  
 Lindsey Maestri - LHUCA  
 Kendal Smith Lake - The Modern Art Museum of Fort Worth  
 Erin Whitmore - The Old Jail Art Center  
 Rebecca Gonzalez - University of Texas- San Antonio  
 Liz López - UTSA Institute of Texan Cultures  
 Mary Adams - W. K. Gordon Center  
 Kaitlyn Holyfield - Waco Mammoth National Monument

## CATS & DOGS The Exhibition

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How much do we really know about the animal companions that share our daily lives? Produced by Imagine Exhibitions, Cats & Dogs The Exhibition, is the first large-scale traveling exhibition dedicated to these animals. The exhibition reviews almost everything we know scientifically, sociologically, and culturally about both canines & felines.



Exhibit sponsored locally by: **Helen Jones Foundation**

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## “Free Admission” for TAM attendees

As part of our commitment to promoting the arts and culture of Lubbock, TAM is pleased to announce that the following participating institutions will offer conference attendees free admission throughout the week of the conference (April 13 - April 19). 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:

American Windmill Museum  
 Buddy Holly Center  
 Caviel Museum of African American History  
 Charles Adams Studio Project  
 East Lubbock Art House  
 FiberMax Center for Discovery  
 LHUCA  
 Lubbock Lake Landmark

Museum of Texas Tech University  
 National Ranching Heritage Center  
 Science Spectrum  
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 Terry County Heritage Museum  
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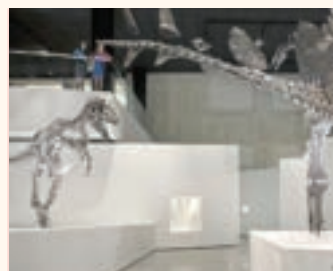
The Witte Museum




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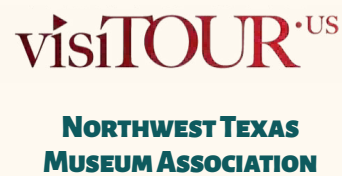
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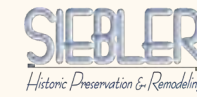


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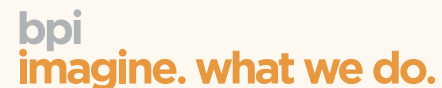
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**Heather Bloom**



**TAM EDUCATORS COMMITTEE (TAMEC) SCHOLARSHIP**  
**Madelyn Fritz**



**HISTORIC SITES & HOUSES AFFINITY GROUP (HSHAG) SCHOLARSHIP**  
**Theresa Gilmore**



**LGBTQ+ SCHOLARSHIP**  
**Renea Dauntes**



**MUSEUM EMERGING LEADERS OF TEXAS (MELT) SCHOLARSHIP**  
**Mary Orms**



**SAGE SCHOLARSHIP**  
**Sara Taylor**



**GLENDA MORGAN SCHOLARSHIP**  
**kYmberly Keeton**



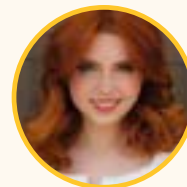
**CIVIC LUBBOCK SCHOLARSHIP**  
**Stephanie Schilling**



**SOUTHEAST TEXAS MUSEUM ASSOCIATION SCHOLARSHIP**  
**Karli Stansbury**



**TAM SCHOLARSHIP**  
**Helen L. Howell-Graves**



**MUSEUM ASSOCIATION OF WACO SCHOLARSHIP**  
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Science  
Spectrum  
Today!

## Day 1 | Sunday, April 14

1:00-8:00 PM | Science Spectrum | Registration

10:00-3:00 PM | Science Spectrum | Pre-Conference Workshop  
Evaluative Thinking SPONSORED BY THE TEXAS HISTORICAL COMMISSION



Inez Wolins | Texas Historical Commission

Laureen Trainer | Trainer Evaluation

Evaluative thinking is a cognitive and analytical process that involves systematically assessing, analyzing, and reflecting on information, data, or experiences to make informed judgments, decisions, or improvements. What does that even mean???

It means being curious and asking why and then why again. It means being open about knowing what you don't know. It means uncovering and questioning your assumptions. It means actively seeking the voices of those outside of your institution. Then it means finding some answers! By talking, listening, adapting, and iterating. By going into the community and inviting the community in. Evaluative thinking means using that information to inform the design, story, and goals of your programs and exhibitions. And then wondering if you met your outcomes. And how your work impacted your visitors and community.

Evaluative thinking means all of that and then it means starting all over again with your next musing.

This workshop asks attendees to consider what questions you have about your programs, exhibitions, and institutions. What do you want to uncover? What do think you already know? What questions do you still have? Where can you go to find that information? And most importantly, what do you do with it when you get it?

6:00-8:00 PM | Opening Reception at Science Spectrum

Celebrate the opening night of TAM 2024, and welcome to Lubbock! We are kicking off the week at the Science Spectrum and Omni Theater with an immersive experience where science comes to life in exciting and innovative ways. Delight in tasty refreshments, interactive exhibits, and hands-on activities that ignite curiosity and spark imagination. Join us as we explore Lubbock's premier hands-on science and children's museum with fellow museum professionals from across the state!



# Day 2 | Monday, April 15

8:00-4:00 PM | MoTTU - Sculpture Court | **Registration**



8:00-9:00 AM | MoTTU - Gallery 6 and Main Gallery  
**Breakfast with Exhibitors**

9:00-10:00 AM | MoTTU - Sculpture Court | **Opening Remarks**

10:00-10:30 AM | MoTTU - Gallery 6 and Main Gallery  
**Refreshment Break**

10:00-11:30 AM | MoTTU - Kline Room | **Concurrent Session**  
**Dial "D" For Disaster**



Danielle Brissette | Magoffin Home, Texas Historical Commission

Laura Pate | TxCera

Mikey Sproat | Sam Houston Memorial Museum

Is your Emergency Plan flexible when it comes to all possible disasters? What happens when Storm Uri breaks your pipes at the newly renovated 1936 Texas Centennial Hall of State building and crushes your soul? What happens when a maniacal stranger breaks into the Historic Magoffin Home damaging art, breaking glass, and burning objects?

Colleagues from Texas Collections Emergency Resource Alliance (TX-CERA), museums, and other cultural institutions will take the mystery out of emergency plans and offer real life examples and practical advice. These examples will offer insight into what went right and what went wrong, including evidence from experts in sleuthing and security, conservation, and cultural crime.

# Day 2 | Monday, April 15

10:00-11:30 AM | NRHC - Anderson Room | **Concurrent Session**  
**A Cotton Tale: How Two Local Museums Collaborated to Find a New Home for a 150-Year-Old Cotton Gin**



Lacey Hoelting | FiberMax Center for Discovery

Jim Bret Campbell | National Ranching Heritage Center

The National Ranching Heritage Center and the FiberMax Center for Discovery both tell the story of agriculture, but what do you do when a large artifact is taking up valuable space and doesn't match your mission? Is there another institution that would benefit from adding the piece to their collection? Join two directors as they discuss how they collaborated on a unique project that benefited

both museums, and learn a little history on the Goodman Cotton Gin originally built in Tyler, Texas, in 1875.

10:00-11:30 AM | MoTTU - Sculpture Court | **Concurrent Session**  
**MELT (Museum Emerging Leaders of Texas) Roundtable - Resumes & Feedback**



Jennifer Landry | Irving Archives and Museum

Kayte Ricketts | Bell County Museum

Madeleine Calcote-Garcia | Fort Bend History Association

Rachael A. Nadeau Johnson | Dr Pepper Museum

Your resume and cover letter are the first impression you make on any hiring professional, and it is important that they are effective! It is always best to keep your resume up-to-date and well-formatted, along with ensuring that your cover letter is well-written and specific to the position you are hoping to gain. Join us for this roundtable discussion where a group of hiring professionals will provide tips on how to best present yourself through cover letters, resumes, and CVs. Then, get a chance to sit down with these professionals for one-on-one feedback

on your personal resume or CV. Learn valuable information that is applicable specifically to you through these intimate conversations with hiring professionals who can offer insight into how to make a lasting impression. These skills are transferable to all career decisions at a variety of levels. Bring several printed copies of your resume or CV for review. MELT membership not required to join this session; all are welcome!



# Day 2 | Monday, April 15

11:30-11:45 AM | **Networking Break**

11:45-12:45 PM | **MoTTU - Sculpture Court | Lunch and Keynote**



**Tricia Edwards, Deputy Director | Smithsonian Affiliations**

At the Smithsonian, we're working every day to understand, explore, and solve some of the biggest challenges facing our world. And while we might be the world's largest museum, education, and research complex, we know we can't do this work on our own. That's where you come in. We are stronger when we work together, sharing content, resources, and expertise, and learning from and with one another. Come hear about how you can leverage the Smithsonian's resources for your community and how the Smithsonian benefits from your collaboration.

12:45-1:00 PM | **Networking Break**

1:00-2:00 PM | **NRHC - Anderson Room | Concurrent Session Building Diverse Audiences**



**Kheli Willetts | Dira Professional Development**

Audience engagement strategies that actively consider factors such as culture, language, age, ability, family and economic status are more inclined to attract and retain new and diverse audiences. For some, making these changes can be challenging and at times overwhelming, often leaving staff unsure where or how to start. In this interactive workshop we will discuss how audience diversity is traditionally/generally defined, reflect on how your institution's level of diversity, discuss strategies to diversify your audiences including how and where to begin.

# Day 2 | Monday, April 15

1:00-2:00 PM | **MoTTU - Kline Room | Concurrent Session Ask the Funders**



**Heather Hocker | The CH Foundation**



**Keralee Clay | Amarillo Area Foundation**

With perspectives from local foundation representatives, this session will address the current climate for museums seeking funding from local foundations. While local foundations often support museums and other cultural organizations, how do you find the right match for your museum? How do museums and local foundations articulate their expectations for support and the benefit each receives? Discussion will answer questions such as how to establish and maintain a relationship with a local foundation and how to make the ask. Constructive examples of local foundation support for museums will also be presented. In addition, the session will allow time for Q&A.

1:00-2:00 PM | **MoTTU - Sculpture Court | Concurrent Session M&M (Marketing/PR & Media) Roundtable**



**Kate Betz | Story + Reason**



**Alexis De Leon | Art Museum of South Texas**

The M&M affinity group invites you for conversation and questions about all things marketing for museums. Whether you're a seasoned pro or new to the field, join us for roundtable discussions of issues from branding to setting campaign goals and budgets to content creation. M&M membership not required to join this session; all are welcome!

2:00-2:30 PM | **MoTTU - Gallery 6 and Main Gallery Refreshment Break**



## Day 2 | Monday, April 15

**2:30-3:30 PM | NRHC - Anderson Room | Concurrent Session**  
**TAMEL (TAM Executive Leaders) Directors & CEOs Roundtable**



**Karen Stevenson | Corpus Christi Museum of Science and History**

Join fellow museum directors for discussion topics including:

How's your Bottom Line with Charlie Walter & Daniel Carey-Whalen | Lonely at the Top with Rebecca Bridges & Jennifer Landry | Leading the Way with Chris Dyer | Reinvention and Reconnecting with Karen Stevenson & Kyndall Howard

This session is only open to Executive Directors and CEOs.

**2:30-3:30 PM | MoTTU - Sculpture Court | Concurrent Session**  
**A Platform for Refugee Voices: Community Building through Cultural Exhibit Design**



**Ryan Pennington, Ph.D. | Refugee Language Project**

**Wendy Taylor | Don Harrington Discovery Center**

**Malalay Ahmadi | Discovery Center**

Learn about Don Harrington Discovery Center's journey building the IMLS-

funded cultural exhibit "Beyond: Unity in Community" in Amarillo. Starting in 2021, DHDC began work with Refugee Language Project and local refugee communities to build a cultural exhibit featuring two different refugee communities to date: Myanmar (Karen) and Afghanistan. We will discuss community engagement strategies, share what we learned along the way, and engage in an interactive conversation about the importance of community building in museum work. Come curious and bring your strategies and questions to share!

## Day 2 | Monday, April 15

**2:30-3:30 PM | MoTTU - Main Gallery | Museum of Texas Tech University Basement & NSRL Tours**

With perspectives from local foundation representatives, this session will address the current climate for museums seeking funding from local foundations. While local foundations often support museums and other cultural organizations, how do you find the right match for your museum? How do museums and local foundations articulate their expectations for support and the benefit each receives?

**3:30-4:30 PM | MoTTU - Gallery 6 and Main Gallery Exhibitor Reception**

Join us for an exciting event featuring networking opportunities with industry peers, and the latest services and solutions from our exhibitors. Make sure to visit each of the exhibitors for a chance to win a free registration to TAM's 50th Anniversary Conference in 2025.

**5:30-6:30 PM | TTUHSC University Center Lobby Directors and CEOs Reception \*\*\*Invite Only\*\*\***

This exclusive event invites TAM leaders to Lubbock from all corners of the Lonestar State to network and reconnect in the innovative and interactive atmosphere that is the Texas Tech University Health Sciences Center Lobby. Join Texas museum leaders for engaging and insightful conversations as well as to foster meaningful community connections.

**6:00-9:00 PM | Evening Event at LHUCA**

Celebrate the arts in the heart of Lubbock! Engage in an immersive experience at LHUCA and CASP where art, music, and community converge under one roof. You'll experience the best the South Plains has to offer including visual, performing, film, and literary arts while enjoying an evening of light bites and beverages. Don't miss the chance to get to know the artistic side of Lubbock!



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## Day 3 | Tuesday, April 16

8:00-3:00 PM | MoTTU - Sculpture Court | **Registration**

MoTTU  
& NRHC  
Today!

8:00-9:00 AM | MoTTU - Gallery 6 and Main Gallery  
**Breakfast with Exhibitors**

8:15-9:00 AM | MoTTU - Sculpture Court | **TAM Annual Business Meeting**

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 and direction for 2024. Everyone welcome!

9:15-10:00 AM | MoTTU - Sculpture Court | **TAM Awards**

Celebrate the best of Texas with us! This is a chance to recognize museum industry award winners for their incredible work. Featured winners include the TAM President's Award, 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 | MoTTU - Gallery 6 and Main Gallery  
**Refreshment Break**



## Day 3 | Tuesday, April 16

**10:30-11:30 AM | NRHC - Anderson Room | Concurrent Session**  
**The Art of Social Engagement: Co-creating with Communities through Institutional Collaborations**



**Gina Otvos | South Texas College**

**Melissa Terry | South Texas College**

In March 2023, South Texas College received a grant from Humanities Texas for a talk by founding Guerrilla Girl (Käthe Kollwitz). The “Uproar! The Art of Social Engagement” workshop turned exhibition was held at the International Museum of Art and

Science. Community members created artistic campaigns for social change on surrounding walls and facilitated a discussion about public art, social responsibility, and community building. The resultant exhibition remained displayed in the main gallery, and museum visitors were invited to add to the conversation. The presentation aims to showcase the role of the museum and college in promoting community conversations and elevating local voices.

**10:30-11:30 AM | MoTTU - Kline Room | Concurrent Session**  
**Transforming the Vault: Insights and Challenges for Collections Inventory and Renovation**



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

**Robert Tidwell | National Ranching Heritage Center**

**Samuel Rieta | Mayborn Museum**

**Zach Loflin | Dr Pepper Museum**

Two museums with diverse collections ranging from artwork to cultural collections, and everything in between, will go in-depth on their experiences with inventory and renovation. The Dr Pepper Museum completed an inventory of a collection on repository and is in the process of a NEH grant-funded renovation of their collections storage. The National Ranching Heritage Center relocated its collection when separating from another museum and rehoused its Quanah Parker Collection during a renovation.

Through these case studies, attendees will learn practical tips and

tools for project management, streamlining inventories, maximizing efficiency, handling collections renovations, working with grants, and processing previously unmanaged or mismanaged collections.

## Day 3 | Tuesday, April 16

**10:30-11:30 AM | MoTTU - Sculpture Court | Concurrent Session**  
**TAMEC (TAM Educators Committee) Roundtable**

**Erin Whitmore | 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! TAMEC membership not required to join this session; all are welcome. Participants at this year’s Educator Roundtable will spend 10 minutes or less in small-group discussion of each of the following:

- Safe and inexpensive gallery activities.
- How to develop a memory-care program for senior adults?
- What type of programs are homeschool co-ops searching for?
- Sensory sensitivity programs—idea-share(steal).
- Scouting badge partnerships—where to begin and is it worth the work?

**11:30-11:45 AM | Networking Break**

**11:45-12:45 PM | MoTTU - Sculpture Court | Lunch and Keynote**



**Kaitlyn Armendariz, Impact Manager | Meow Wolf**

While it’s not uncommon to find purpose-driven businesses, it’s rare to find an organization with impact so deeply rooted into its very fabric since the beginning. Since the early days of art-making in warehouse spaces and dumpster diving for trash to create beautiful expressive maximalist creations, we believe in bringing people together in community and generosity.

Meow Wolf strives to make a positive difference – by transforming participants through mind-bending, imaginative experiences. By hiring artists and supporting creatives. By building spaces where everyone feels like they belong. By treading lightly on our planet. By operating with integrity.

Join us for a conversation with Meow Wolf Impact Manager, Kaitlyn Armendáriz as she looks at the ways in which Meow Wolf approaches Impact in Texas and how the organization grounds itself in the communities it operates in with a focus on adaptability and resilience.



## Day 3 | Tuesday, April 16

### 12:45-1:45 PM | Breezeway Between NRHC & TTU Museum Activation Spotlight

TAM is excited to offer educational activities highlighting Lubbock's local institutions. Venture outside to the breezeway between the National Ranching Heritage Center and the Museum of Texas Tech University for hands-on engagement experiences.

### 1:45-2:00 PM | Networking Break

### 2:00-3:00 PM | NRHC - Anderson Room | Concurrent Session #ASKEQUNITY with IDEA (Inclusivity, Diversity, Equity & Access) Affinity Group



Kheli Willetts | Dira Professional Development

Michelle Tovar, Ed.D. | Buffalo Soldiers National Museum

Shae Nawoj | Log Cabin Village

Bryan K. Hotchkins, PhD | Texas Tech University

Join us for the TAM IDEA (Inclusion, Diversity, Equity, Access) Affinity Group roundtable! Featuring a panel of museum and education professionals, this is a safe space to find answers to your IDEA questions. Questions can be submitted in advance and if time permits from the floor. IDEA Affinity Group membership not required to join this session. All are welcome!

## Day 3 | Tuesday, April 16

### 2:00-3:00 PM | MoTTU - Kline Room | Concurrent Session Heritage on Tour: Expand Your Audience through Traveling Exhibitions



Autumn Lennartz | Humanities Texas

Mallory Laurel | Texas Historical Commission

Many museums and cultural institutions are interested in developing high-quality, compact, and affordable traveling exhibitions from their own collections and archives. Exhibitions of this scale allow an organization to reach a broader audience

within Texas communities while raising awareness of the organization itself and its unique resources. This session, presented by Autumn Lennartz of the Humanities Texas traveling exhibition program and Mallory Laurel of the Texas Historical Commission Heritage Tourism program, will offer practical guidance for developing accessible traveling exhibitions.

The session is intended for museum representatives who are looking to establish, revitalize, or strengthen a traveling exhibition program. The presenters will discuss pros and cons of various display types, considerations for packing and shipping, and best practices for promotion, programming, and community engagement. Further, the session will examine the benefits of developing exhibitions that can accommodate non-traditional venues, such as libraries and schools, and how venues can utilize exhibitions to enhance their existing programs. Finally, the presenters will feature stories of individuals and institutions that have created traveling exhibitions and address common questions and problems that arise during production.

### 2:00-3:00 PM | MoTTU - Sculpture Court | Concurrent Session CMC (Collections Managers Committee) Roundtable



Wade Dillon | Freeport Historical Museum

CMC (Collections Managers Committee) Roundtable will be a group sharing, scenario driven session focusing on Accession-Deaccession 101, Environmental Monitoring in Historic Homes, and Responding to Natural Disasters. With the roundtable session lasting one hour, each topic will last 20 minutes each before rotating to the next station. Members are welcome to remain at stations that are most relevant to their interests. CMC membership not required to join this session. All are welcome!



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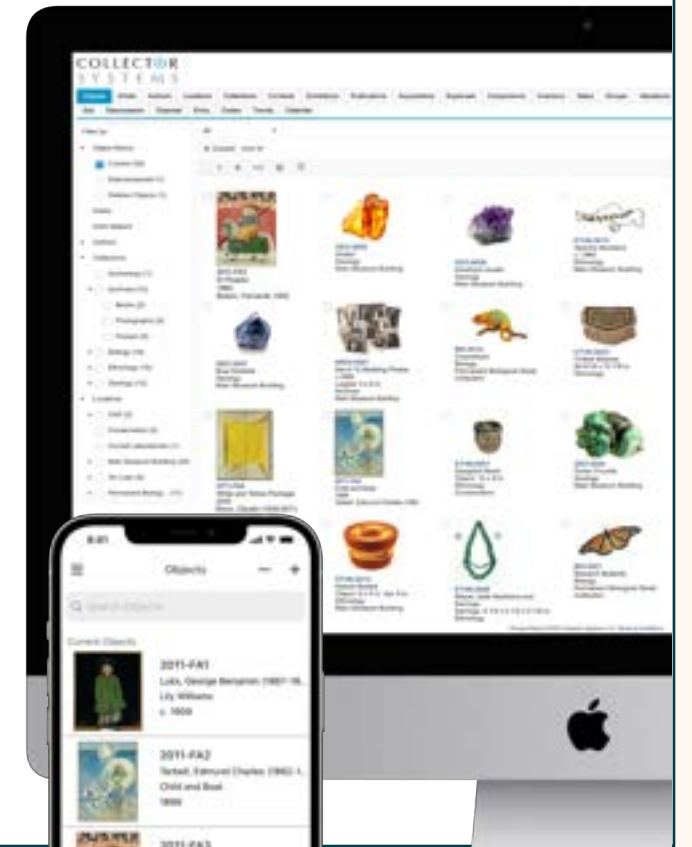
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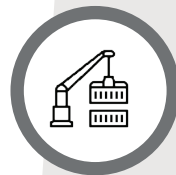
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Workshops and tours must be purchased separately,  
please see a TAM volunteer for assistance.

## Day 3 | Tuesday, April 16

3:00-4:00 PM | NRHC Front Desk | **Tour**

**Hank The Cowdog & The National Ranching Heritage Center**



**Jim Bret Campbell** | National Ranching Heritage Center

**Julie Hodges** | National Ranching Heritage Center

Join us on an exclusive tour at the National Ranching Heritage Center! Explore a project born in our education department, featuring a collaboration with children's book author John R. Erickson of the Hank the Cowdog series. Discover the impact on

education, partnerships, and the creation of the Cash Family Ranch Life Learning Center—an \$8 million exhibit aimed at expanding public knowledge about ranching. Don't miss this firsthand look and engaging discussion.

3:15-5:30 PM | **MoTTU - Memorial Room**

**Museum Association of Waco (MAW) 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 2024 conference. Head to the Memorial Room in the Museum of Texas Tech University to meet and greet with fellow museum professionals, share insights, and discuss upcoming MAW news and topics.

3:15-5:30 PM | **NRHC - Board Room**

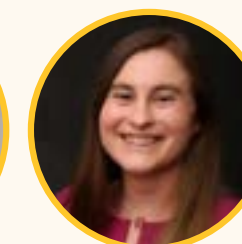
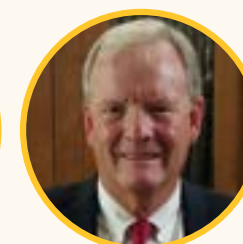
**Southeast Texas Museum Association (SETMA) Meeting**

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.

## Day 3 | Tuesday, April 16

3:15-5:45 PM | NRHC - Anderson Room | **Workshop**

**Preserving the Past, Ensuring the Future: Exploring the Relevancy and Sustainability of Historic Site and Houses**



**Erik Swanson** | Historic Waco

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

**Shae Nawoj** | Log Cabin Village

**Gary N. Smith** | The Summerlee Foundation

**Rowena Dasch** | Neill-Cochran House Museum

How are historic sites and houses maintaining or growing their relevancy and sustainability? Using Gary Smith's Summerlee Report as a catalyst, the first portion of this workshop will look at Log Cabin Village, Neill-Cochran House Museum, Dr Pepper Museum, and Historic Waco to see what efforts they are making towards their relevancy and sustainability in their communities and beyond. The second part of this workshop will open the discussion of relevancy and sustainability to attendees. Through case studies and group discussions, attendees will come away with practical takeaways to bring back to their historic sites and houses.

3:15-5:45 PM | **MoTTU - Classroom 5** | **Workshop**

**Inexpensive Garment Mounts or How to Alter What You Have For Displaying Historic Costumes** **SPONSORED BY SIEBLER, INC.**



**Melanie Sanford** | Conserving Threads

Displaying historic costumes is a great way to tell a story as well as showcase material culture from a collection, but these three dimensional objects can be tricky to display. This workshop will be a mixture of lecture and hands-on experience. In the first hour, both store-bought and museum grade display forms will be discussed.

Explanations of best practices and both temporary and permanent altering suggestions for display mounts will also be discussed. The final portion will offer attendees the option to play with Fosshape, a museum grade fabric for making temporary display mounts. Attendees will leave with an example of an outer display shell that can be placed upon a store-bought or museum grade display form for dressing historic garments. Attendees will have the option to bring a display mount from their own collection to build off of or use one of the display forms made available through the workshop.



## Day 3 | Tuesday, April 16

**3:30-5:30 PM | MoTTU - Kline Room | Workshop**  
**Navigating the Digital Frontier: Trends and Strategies for Digital Engagement** SPONSORED BY VISITOUR.US



**Danielle Brissette** | Magoffin Home, Texas Historical Commission

**Lea Hart** | W. K. Gordon Museum & Research Center

**Adyson Brady** | Don Harrington Discovery Center

Join three experts from diverse museum backgrounds as they guide participants through the essentials of online engagement using analytics, crafting versatile content tailored to various topics, audiences, and goals, and harnessing project management skills and systems to streamline planning, campaign implementation, and media utilization, making the process efficient and stress-free.

Part 1: Social Media Essentials: Leveraging your analytics and understanding impact.

Part 2: Filing the Void: Creating your social media calendar & content.

Part 3: Managing the Work: Take the stress out of online engagement using project management skills and systems.

## Day 3 | Tuesday, April 16

**3:30-5:30 PM | MoTTU - Green Room | Workshop**  
**Narrative Development: Finding Story within Collections**



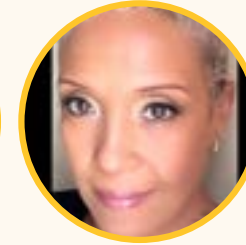
**J. Maisie Duncan** | National Mounted Warrior Museum

**Kayte Ricketts** | Bell County Museum

**Mikaela Young** | Bell County Museum

**Sherry E. McDowney** | National Mounted Warrior Museum

Everyone loves a good story. Story is foundational in how we process the world and internalize information. It helps us relate, empathize, and learn. So how can museums harness the power of storytelling techniques to help our visitors do just that? Where do we start? And what does that look like for different departments and museum functions?



Join staff from the Bell County and National Mounted Warrior Museums to discuss how they work with narrative concepts, challenges they have faced, and how each department approaches creating cohesive themes and through-lines. This participatory workshop will provide practical and actionable take-aways that explore theme, storytelling techniques, and the relationship between narrative and education to fuel your museum's interpretation goals.

**3:30-5:30 PM | NRHC - McCombs Main Gallery**  
**TAM Academic Project Showcase Competition**

The 2024 TAM Academic Showcase features exceptional projects from students at both the undergraduate and graduate levels. Their work spans the fields of exhibitions, collections, technology, evaluation, and more. Stop by and see what these emerging museum leaders have been working on!

**Special Event!**

**4:00-5:30 PM | Registration Desk | Tour**  
**TTUS Public Art Collection**



All aboard the Art Cart to see one of the nation's top 10 outdoor art museums, an experience that will leave you wondering if you're still in Lubbock. Executive Director of Public Art Emily Wilkinson will be your tour guide as you explore one of the largest public art collections of any university. These site-specific artworks were commissioned specifically for the Texas Tech University System, so this is the only place in the world you'll be able to see many of these pieces. You'll hear behind the scenes information about why each piece was chosen, as well as interesting facts about the artists, materials, conservation, and installations.



# Day 3 | Tuesday, April 16

## 4:30-6:00 PM | MoTTU - Second Floor Heritage & Museum Sciences Alumni Reception & Open House

Heritage & Museum Sciences invites all past graduates and current students to a reception to help mark the 50th anniversary of the establishment of Heritage & Museum Sciences this year!

We also welcome all attendees of the Texas Association of Museums conference to come see our newest classroom and office facilities. These new spaces bring together all our faculty members and staff in a single area and give us cutting edge training areas so that Heritage & Museum Sciences continues to be one of the leading education and training programs for emerging heritage and museum professionals in this country.

Reception will take place on the second floor of the Museum of Texas Tech University just inside the new main entrance to the Heritage & Museum Sciences Wing.

## 6:00-9:00 PM | Silent Wings | Evening Event

Join us for an unforgettable evening at Silent Wings Museum in Lubbock, Texas! Delve into the courageous stories of World War II glider pilots with fellow history buffs, and savor refreshments while wandering through captivating exhibits. Don't miss this unique opportunity to experience history come to life under the stars at Silent Wings Museum.



## BE INSPIRED IN THE LBK

Venture out and experience Lubbock's thriving cultural scene during your visit. With more live music venues per capita and the first designated cultural arts district in Texas, visitors find creative ventures around every turn.

Scan the QR code for more ways to experience the Hub City.

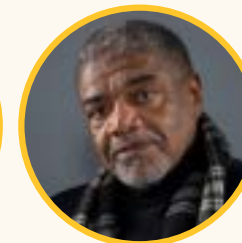


# Day 4 | Wednesday, April 17

## 8:00-11:30 AM | NRHC | Registration

## 8:00-9:00 AM | NRHC | Breakfast

## 9:00-10:00 AM | NRHC - Anderson Room | Concurrent Session Rising: the Story of the Texas Centennial Hall of Negro Life



**King Hollis** | Southroad Pictures  
**Lindell Singleton** | Southroad Pictures  
**Lynn Rushton Reed** | City of Dallas, Office of Arts and Culture

RISING: The Hall of Negro Life tells the story of unflinching courage by Black men and women who challenged the Jim Crow, Depression era South to create space for their story at the 1936 Texas Centennial—and altered the direction of Civil Rights in the United States.

Premiering on PBS, "RISING", is an intimate portrait of a time in America where sustainable change demanded devastatingly courageous acts.

The 26 minute film and the subsequent Q&A offer a robust discussion environment as the power of visual storytelling injects excitement and pathos into seemingly forgotten threads of history.

## 9:00-10:00 AM | NRHC - McCombs Main Gallery | Concurrent Session HSHAG (Historic Sites & Houses Affinity Group) Roundtable



**Steve Baird** | Wunderlich Farm  
**Alysha Richardson** | Railroad & Heritage Museum

Members of HSHAG understand that working and operating a historic site or house can be challenging. Join us as we tackle topics covering online exhibits, rotating exhibits within historic houses, challenges in deaccessioning items, working with dysfunctional boards, reinvigorating volunteer groups, and more! HSHAG membership not required to join; all are welcome.





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## Day 4 | Wednesday, April 17

**9:00-10:00 AM | MoTTU - Kline Room | Concurrent Session**  
**Art Affinity Group Discussion: Connecting Community through Art Walks**



Lindsey Maestri | LHUCA

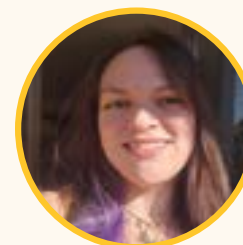
Rebecca Bridges | Center for Contemporary Arts

Chad Plunket | Charles Adams Studio Project (CASP)

Explore how First Fridays, Second Saturdays, and Third Thursdays can build community, increase and diversify audiences, and lead to unexpected collaborations in this Q&A lead by experienced Art Walk (or Crawl, Hop, Trail) organizers. Art Affinity Group membership not required to join; all are welcome!

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

**10:30-11:30 AM | NRHC - McCombs Main Gallery | Concurrent Session**  
**From Foundation to Center: Revitalizing Historic Flower Hill for a Modern Community**



Michelle Stewart | Flower Hill Center

Natalie George | Flower Hill Center

Flower Hill, a Historic twelve room house on 1.38 acres in central west Austin, is on a journey from family home to House Museum and Community Center. Flower Hill Foundation was created in 2016 after the last living heir passed. Now, 2 years from our 150th anniversary, we made the choice to transition to a public non-profit. Join us as we look at what it means to be a 150 year old start up. Explore the strategic shifts and creative programming concepts that propelled this evolution. Learn from our journey as we discuss challenges, successes, and the vision for a dynamic community hub. Discover how Flower Hill is embracing change to enhance its relevance and impact in preserving heritage while enriching community connections.



## Day 4 | Wednesday, April 17

10:30-11:30 AM | NRHC - Anderson Room | **Concurrent Session**  
Merging College Readiness with a Cultural Institution



Pamela Morales de Hendricks |  
Museum of South Texas History

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

Jonathon Vasquez | GEAR UP

The Museum of South Texas History and

Vanguard Academy, a local charter school in South Texas, partnered in 2022 to host the first-ever Vanguard Family Day. This four-year partnership is supported by a GearUp grant awarded to Vanguard Academy. School officials decided to refocus their college readiness strategies and use the Museum of South Texas History, a historical and cultural institution, as a backdrop to bridge college readiness between parents and their children who may become first-generation college students.

In a small sampling in 2022, many families were impressed that Vanguard Academy and the museum were able to provide free admission to Vanguard families. Many families felt a stronger connection with the charter school, and also realized that learning about their own past, or where they live now, connects to self-discovery and their place in the world. Many children in South Texas leave to attend universities or colleges outside the area and face challenges in adjusting to a new culture—since many never had the opportunity to learn about themselves at school. But, a history museum provides a safe space to learn about who they are and why they are the way they are.

## Day 4 | Wednesday, April 17

10:30-11:30 AM | MoTTU - Kline Room | **Concurrent Session**  
Beyond Object-Based Interpretation: Utilizing Digital Media in  
Indigenous Exhibits **SPONSORED BY IDEUM**



Angie Glasker | Bullock Texas State  
History Museum

Mel Tamporello | Bullock Texas State  
History Museum

Ricardo Quezada | Ysleta del  
Sur Pueblo

The Bullock Texas State History

Museum recently collaborated with the Ysleta del Sur Pueblo on two digital media projects for the Museum's core history exhibitions — adding Southern Tigua to an existing Native languages and landscapes video and creating a short documentary about the Tribe's deep ties to Texas. In this session, Curator Angie Glasker and Head of Web and Digital Media Mel Tamporello from the Bullock Museum and Ysleta del Sur Pueblo's Director of Cultural Preservation Rick Quezada will discuss their experiences working on these projects from both sides of the table. They will delve into the unique opportunities and challenges of collaborative projects with external stakeholders from Native Nations, emphasizing the importance of cultural awareness and sensitivity in producing media initiatives that honor Tribal traditions and narratives and ensure the end result benefits both the institution and the Native Nation. Quezada will also pull from his experiences working on projects for his Pueblo's Cultural Center as well as with other cultural institutions. The session will also explore why digital media is a useful tool to provide accessible history, connect with marginalized communities, and provide a platform for people to tell their histories and stories in their own voices. Attendees will leave this session with practical strategies for developing mutually beneficial licensing agreements and interpretive content, establishing relationships with Tribal representatives, creating inclusive project plans and goals, maintaining open communication, fostering ongoing relationships beyond project completion, and implementing the final piece in your institution.

11:30-11:45 AM | **Networking Break**



# Day 4 | Wednesday, April 17

11:45-12:45 PM | NRHC - McCombs Main Gallery | **Lunch and Keynote**



**James Watkins | Ceramic Artist, Professor, Author and Texas State Visual Artist 3D | JCW Clayworks**

With photographs, James will discuss how ancestral memories and memories of travels, teaching, and how experimenting is essential to his creative process. He will share how the Southwest environment has influenced and inspired the forms and surfaces of his vessels.

12:45-1:00PM | NRHC - McCombs Main Gallery | **Closing Remarks**

# 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!



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**VP for Development:** Michelle Everidge - Chief of Strategic Initiatives, Witte Museum | San Antonio  
**VP for Programs:** Emily Wilkinson - Executive Director of Public Art, Texas Tech University System | Lubbock  
**VP for Special Programs:** Rebecca Bridges - Executive Director, The Center for Contemporary Arts | Abilene  
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**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

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**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  
**Angela Pfeiffer** - Regional Collections Manager, Texas Historical Commission | West Columbia  
**Ricardo Quezada** - Director of Cultural Preservation, YDSP Cultural Center | El Paso  
**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

## Outgoing Council Members

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



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

**John Handley** - Associate Director of Exhibits, Illinois State Museum | Springfield



## In Memoriam: Nadine McKown

The TAM community mourns the passing of Nadine McKown, a beloved member of the Texas museum community. McKown was the Executive Director of the Museum of North Texas History and formerly served as the Site Director for the Kell House Museum in Wichita Falls. Active in several Affinity Groups through her time at TAM—including Historic Sites and Houses, Museum Emerging Leaders of Texas, and Inclusivity, Diversity, Equity, and Access—she was awarded the 2022 Museum Emerging Leaders of Texas Affinity Group Scholarship. Her contributions, commitment, and leadership within the Texas museum community will be remembered with deep appreciation and lasting respect. We honor her legacy and are committed to carrying on her important work.



### A Comprehensive Museum Services Company

We are visual, three-dimensional storytellers who combine comprehensive research and development with creative, engaging and technology driven exhibits. From concept development, new technologies, video, graphics, printing, lighting, fabrication, and installation, MMD Services is your storytelling partner.

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# Thank You

**TAM would like to thank and acknowledge the following members and supporters:**

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Buddy Holly Center  
Buffalo Soldiers National Museum  
Bush Family Home State Historic Site  
Caddo Mounds State Historic Site  
Carson County Square House Museum  
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Centennial Museum and Chihuahuan Desert Gardens  
Chambers House Museum  
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Chappell Hill Historical Society  
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Citadelle Art Foundation  
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City of San Antonio, World Heritage Office  
Clay County 1890 Jail Museum  
Collingsworth County Museum  
Columbia Historical Museum  
Corpus Christi Museum of Science and History  
Costumes of the Americas Museum  
Council for the Indigenous and Tejano Community (CITC)

Crosby County Pioneer Memorial Museum  
CVAD Galleries  
Dallas Historical Society  
Dallas Museum of Art  
Depot Museum  
Discovery Science Place  
Don Harrington Discovery Center  
Dr Pepper Museum  
East Texas Oil Museum at Kilgore College  
Eisenhower Birthplace State Historic Site  
El Paso Museum of Archaeology  
El Paso Museum of History  
Eternal Gandhi Museum Houston  
Fannin Battleground State Historic Site  
Fanthorp Inn State Historic Site  
Farmers Branch Historical Park  
Farmersville Heritage Museum  
Federal Reserve Bank of Dallas  
FiberMax Center for Discovery  
Fire Museum of Texas  
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Fort McKavett State Historic Site  
Fort Stockton Historical Society  
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Franklin County Historical Association  
Freedom Museum USA  
Freeport Historical Museum  
French Legation State Historic Site  
Frisco Heritage Center & Museum  
Frontier Texas!  
Frontier Times Museum  
Frontiers of Flight Museum  
Fulton Mansion State Historic Site  
Gaines County Museum, Seminole Division  
Galveston Arts Center  
Galveston County Museum  
Garza County Historical Museum  
Gelman Stained Glass Museum  
George HW Bush Presidential Library and Museum  
George W. Bush Presidential Library  
Gillespie County Historical Society and Pioneer Museum  
Girl Scouts of San Jacinto Council  
Goodnight Ranch State Historic Site  
Grapevine Convention & Visitors Bureau  
Gregg County Historical Museum  
Guadalupe Cultural Arts Center  
Gulf Coast Archive and Museum  
Heart of Texas Public Safety Historical Center  
Heart of the Hills Heritage Center  
Heritage Farmstead Museum  
Heritage Museum of Big Spring  
Heritage Museum of Montgomery County  
Historic Alonso Building  
Historic Brownsville Museum  
Historic Waco Foundation  
Holocaust Museum Houston

Houston Fire Museum  
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La Nube  
La Vernia Heritage Museum  
Lake Jackson Historical Association  
Landmark Inn State Historic Site  
Laureles Ranch House Museum  
Layland Museum  
LBJ Museum of San Marcos  
Lee County Museum  
Lehnis Railroad Museum  
Levi Jordan Plantation State Historic Site  
Lipantitlan State Historic Site  
Log Cabin Village  
Lonestar Flight Museum  
Longview Museum of Fine Arts  
Louise Hopkins Underwood Center for the Arts  
Lubbock Arts Alliance  
Magoffin Home State Historic Site  
Mansfield Historical Museum  
Market Square  
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Mills County Historical Museum  
Mission Dolores State Historic Site  
Mission Historical Museum  
Modern Art Museum of Fort Worth  
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Museum of East Texas  
Museum of Fine Arts Houston

Museum of North Texas History  
Museum of South Texas History  
Museum of Texas Tech University  
Museum of the American Railroad  
Museum of the Big Bend  
Museum of the Coastal Bend  
Museum of the Southwest  
Musick Alumni Center and Museum, University of Mary Hardin-Baylor  
National Center for Children's Illustrated Literature  
National Cowgirl Museum and Hall of Fame  
National Medal of Honor Museum Foundation  
National Museum of the Pacific War  
National Ranching Heritage Center  
National WASP WWII Museum  
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San Antonio Museum of Art  
San Felipe de Austin State Historic Site  
San Jacinto Museum and Battlefield Association  
Science Spectrum  
Scurry County Museum  
Sid Richardson Museum  
Silent Wings Museum  
Silsbee Ice House Museum and Cultural Center  
Sixth Floor Museum at Dealey Plaza  
South Texas College  
Space Center Houston  
Spellman Museum of Forney History  
Spindletop-Gladys City Boomtown Museum  
Spur/Dickens County Museum

Stanzel Model Aircraft Museum  
Star of the Republic Museum  
Starr Family Home State Historic Site  
Stillman House Museum  
Stone Fort Museum  
Sue S. Bancroft Women's Leadership Hall  
Taft Blackland Museum  
Taylor Museum of Waco and McLennan County History  
Temple Children's Museum  
Temple Railroad & Heritage Museum  
Texas Association of Museums  
Texas City Museum  
Texas Cotton Gin Museum  
Texas Forestry Museum  
Texas General Land Office  
Texas Heritage Museum, Hill College  
Texas Historical Commission  
Texas Historical Commission, Historic Sites Division  
Texas Historical Commission, Museum Services/History Programs  
Texas Maritime Museum  
Texas Military Forces Museum  
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  
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Texas Through Time  
Texas Tropical Trail Region  
Texas Vertebrate Paleontology Collections  
Texas Wendish Heritage Society & Museum  
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Victoria Regional Museum Association/The Nave Museum  
Villa Finale Museum and Gardens  
W.K. Gordon Center  
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  
Witte Museum  
XIT Museum  
YDSP Cultural Center

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## BUSINESS PLUS

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Austin is proud to host the Texas Association of Museums 50th Anniversary conference in 2025.

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## Session Proposal Submissions For 2025 Austin

Join us at TAM 2025 in Austin, TX for our 50th Anniversary! Were you inspired with session ideas for TAM 2025? 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 2025 conference in Austin.

Submit your proposal by July 10, 2024 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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# The Arts Community

Civic Lubbock, Inc. is a 501(c)3 non-profit organization established in 1956. Our mission is to foster and promote cultural, educational, and entertainment activities that include visual and performing arts. How do we do that? With revenue generated from concessions sales in the Lubbock Memorial Civic Center and Moonlight Musicals Amphitheatre, along with the operation of Select-A-Seat, Civic Lubbock provides grant funding for many events and organizations that apply.

**Ongoing projects Civic Lubbock supports include:**

- Annual "Lubbock Music NOW" album
- West Texas Walk of Fame inductions
- Public art acquisition on city-owned property
- Lubbock's Storm Drain Art Project
- Summer Showcase Concert Series at the Buddy Holly Center
- Lubbock Moonlight Musicals
- Lubbock Arts Festival

More information: [civiclubbock.org](http://civiclubbock.org)

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