



**MARCH 22-25, 2022**  
**WACO, TX**





# 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 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.

### Experiential Learning

Located within the Mayborn Museum Complex which surrounds students with many academic and career opportunities. This multidisciplinary museum serves as a living laboratory where students apply their classroom learning by participating in all aspects of the museum's daily operations.

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



# WELCOME

## to the 2022 TAM Annual Meeting

**W**aco is a city that embodies the theme for this year's conference, "Growing Together, Tackling the Challenges of Today and Tomorrow." This dynamic city along the Brazos River is experiencing tremendous growth and is a community on the move. After spending time in Waco you will not only see traces of the past in the form of bustling train tracks and interstate roadway, but also hear the rumblings of rockets that are shaping our tomorrow.

We are very pleased to be back in person after two years navigating the virtual conference space. We've learned a lot since our last gathering in El Paso and are offering a hybrid experience that benefits those who join us in person and those connecting with us online.

A highlight of this year's conference is the gracious museum community who is not only welcoming us into their spaces via evening events and tours, but hosting us in their educational spaces for daytime programming as well. Shout out to the Mayborn Museum and Dr Pepper Museum for showcasing the speakers and sessions that will bring our theme to life.

Over the next few days, we offer timely, engaging and inspiring sessions such as "Leading for Success and Happiness," "Making Your Museum Energy Efficient Step-by-Step" and "What is the COVID Pandemic Teaching Us? Using Creativity to Face Changes in Museum Education during the Pandemic," as well as targeted workshops such as "Strategic Vision and the Evidence of Success," and award ceremonies celebrating our leaders and the important publications and projects that inspire the field. Our world class keynote speakers will explore the changing nature of museum work and explore how we can work together to design our futures. Additionally, you will be treated to a series of dynamic, diverse events arranged by our Local Host Committee that explore the breadth of all the region has to offer, from the brand new Art Center Waco to the venerable Texas Ranger Hall of Fame and Museum. There is something for all museum types and disciplines at this year's gathering.

Thank you for being a part of this important conversation. We can't wait to reconnect with you in Waco or via our mobile app - Whova! Welcome!



Warmest regards,

**Alex Freeman**

*Executive Director*

*Texas Association of Museums*

# #TAM2022

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### MISSION STATEMENT

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

### VISION STATEMENT

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





The Host Committee of the Museum Association of Waco  
**Welcomes You To Waco**  
For the TAM 2022 Convention



MARCH 22-25, 2022 · WACO, TX





# On behalf of the City of Waco,

I am pleased to welcome you to our continuously growing city. We are glad that you traveled to Waco for the Texas Association of Museum's 2022 Annual Meeting.

It is my hope that you will have a wonderful time and visit some of the various attractions, restaurants and shopping that Waco has to offer. The area around downtown and the Silo District continues to grow and thrive, with new shops and restaurants opening each week.

Waco offers many options for entertainment and fun. While you're here, be sure to check out some of Waco's most interesting attractions: Maybom Museum, Waco Mammoth National Monument, Cameron Park and Cameron Park Zoo, Texas Ranger Hall of Fame & Museum, Dr Pepper Museum, Texas Sports Hall of Fame, as well as all our other great attractions. Our downtown is one of the most walkable in the state, with shopping, restaurants and entertainment just steps away from the Waco Convention Center. Again, we are pleased to have you as our guests, and wish you and your group a wonderful and memorable time in Waco!

Sincerely,



**Dillon Meek**  
Mayor  
City of Waco



## TAM 2022 HOST VENUES

*Many thanks to these Waco  
venues for hosting TAM 2022!  
Thank you for your support!*

### HOST HOTELS

#### **Courtyard by Marriott Waco**

101 Washington Avenue  
Waco, TX 76701  
254.752.8686  
[www.marriott.com/hotels/travel/  
wcocy-courtyard-waco/](http://www.marriott.com/hotels/travel/wcocy-courtyard-waco/)

#### **Hilton Waco**

113 S. University Parks Dr.  
Waco, TX 76701  
254.754.8484  
[www.hilton.com/en/hotels/  
actwhhf-hilton-waco](http://www.hilton.com/en/hotels/actwhhf-hilton-waco)

### HOST MUSEUMS & VENUES

#### **Cameron Park Zoo**

1701 North 4th Street  
Waco, TX 76707  
254.750.8400  
[www.cameronparkzoo.com](http://www.cameronparkzoo.com)

#### **Waco Mammoth National Monument**

6220 Steinbeck Bend Drive  
Waco, TX 76708  
254.7507946  
[www.nps.gov/waco/index.htm](http://www.nps.gov/waco/index.htm)

#### **Mayborn Museum at Baylor University**

1300 South University Parks Drive  
Waco, TX 76706  
254.710.1110  
[www.baylor.edu/mayborn](http://www.baylor.edu/mayborn)

#### **Texas Ranger Hall of Fame and Museum**

100 Texas Ranger Trail  
Waco, TX 76706  
254.750.8631  
[www.texasranger.org](http://www.texasranger.org)

#### **Texas Sports Hall of Fame**

1108 South University Parks Drive  
Waco, TX 76706  
254.756.1633  
[www.tshof.org](http://www.tshof.org)

#### **Dr Pepper Museum**

300 South 5th Street  
Waco, TX 76701  
254.757.1024  
<https://drpeppermuseum.com>

#### **Art Center Waco**

701 South 8th Street  
Waco, TX 76703  
254.752.4371  
[www.artcenterwaco.org](http://www.artcenterwaco.org)

#### **Baylor Club McLane Stadium at Baylor University**

1001 S. Martin Luther King Jr. Blvd  
Waco, TX 76704  
254.710.8080  
[www.clubcorp.com/clubs/  
baylor-club](http://www.clubcorp.com/clubs/baylor-club)

#### **Baylor University – Moody Memorial Library**

1312 South 3rd Street  
Waco, TX 76798  
254.710.6702  
[www.baylor.edu/library/  
index.php?id=970210](http://www.baylor.edu/library/index.php?id=970210)

#### **Baylor University – Armstrong Browning Library**

710 Speight Avenue  
Waco, TX 76706  
254.710.3566  
[www.baylor.edu/library/  
index.php?id=973825](http://www.baylor.edu/library/index.php?id=973825)



# Welcome to Waco!



**N**amed after the area's early inhabitants, the Huaco Tribe, Waco was founded in 1849 and incorporated as a city in 1856. By the 1870s, Waco had transformed into a hub of commerce for the state of Texas with the arrival of several railroad lines and the construction of the Waco Suspension Bridge, which still stands today. For years, the bridge served as a Chisholm Trail crossing, and at the time of its completion, it was the longest single-span suspension bridge west of the Mississippi. The bridge was built with cable supplied by the John Roebling Co., who built the Brooklyn Bridge in New York City.

Today, Waco is future-focused with its growing economic development outpacing many Texas cities in the creation of manufacturing jobs. Waco is also rapidly becoming a "space city." SpaceX has become a vital part of the industrial and social fabric of central Texas with a rocket development and test facility in McGregor, located just outside of Waco. Plans are in place for SpaceX to add a \$150 million state-of-the-art rocket production facility to its location in McGregor.

A showcase for nature, art and culture, the city boasts one of the biggest and best municipal parks in Texas, Cameron Park. Its looming cliffs, tall tree canopies and flowing rivers envelope mountain bikers, hikers and nature enthusiasts in the heart of Waco. Our cultural and historic district extends from Austin Avenue across the Brazos River to Elm Avenue and the vibrant community of East Waco. Locals and tourists alike enjoy shopping downtown where you'll find Magnolia Market, antique stores and wonderful local finds on both sides of the river.

Waco has a large museum community with something for everyone! Peppers from around the world flock to the Historic Home of Dr Pepper. Texas Ranger fans pay homage at the Texas Ranger Hall of Fame and Museum while every fan of the Southwest Conference and Big 12 must see the Texas Sports Hall of Fame. Waco's unique heritage of "where the South meets the West" is preserved at the Historic Waco Foundation. Cameron Park Zoo offers fifty-two acres of lush landscaping for visitors as they wander exhibits that showcase habitats representing the Brazos River and the world. The vibrant art community has been anchored by Creative Waco's public art projects and the new downtown space for Art Center Waco. Members of fraternal orders have the Grand Masonic Lodge, the Redman Museum and Library and the Lee Lockwood Library and Museum.

Waco is also home to one of the world's most unique paleontological sites - the Waco Mammoth National Monument. The 100-plus acre stretch of wooded parkland along the Bosque River provides a glimpse into the lives of a nursery herd of Columbian mammoths. Nature paths lead visitors past honey locust trees that were here during the ice age and a Texas Live Oak tree that is as old as the U.S. Constitution.

In 1886, Baylor University relocated to the city from Independence, Texas, merging with Waco University. Today, Baylor is a Tier 1/ Research 1 institution within the Big 12 Conference. The university boasts a number of unique and renowned institutions including the Mayborn Museum, Armstrong Browning Library and Museum, the Martin Museum of Art, the Black Gospel Archive & Listening Center, the Texas Collection and more.

**We hope you will take time to explore all that Waco has to offer!**



# EXPLORE DOWNTOWN WACO



On September 7, 2016, Texas Commission on the Arts unanimously voted to designate Waco a "State of Texas Cultural District." Waco's Cultural District contains museums, art galleries, public art, performance venues and restaurants and bars serving locally produced food, wine, beer—even award-winning whisky. There are numerous stores selling locally designed and manufactured art, crafts, home furnishings, clothing and jewelry. Cultural attractions include a thriving riverside farmer's market, diverse festivals, live music, exhibitions, poetry readings and events for the whole family.



Waco Convention & Visitors Bureau | PO Box 2570 - Waco, TX 76702-2570 | [wacoheartofatexas.com](http://wacoheartofatexas.com) | [wacocv.com](http://wacocv.com)  
 For more information visit our Tourist Information Center located at 106 Texas Ranger Trail (next to the Texas Ranger Museum) or call 800-922-4386. To book a convention or for more info, call 800-321-9226. Updated 2021. Send changes or corrections to [susanm@wacocv.gov](mailto:susanm@wacocv.gov)





# PARKING AND TRANSPORTATION

*After two years of virtual experiences, we are excited to be back in person at TAM 2022! You've probably noticed many things have changed since the last time we gathered for a "live" conference, including the format of the TAM Annual Meeting. The biggest change - daytime programming is being held inside local museums rather than a hotel or convention center. While we hope you find this new element as exciting as we do, we want to ensure you are aware of some of important logistical details.*

## ■ DAYTIME PROGRAMMING

Transportation is provided to most conference activities, unless otherwise noted in the program. Both host hotels – the Hilton Waco and the Courtyard by Marriott Waco (which are across the street from one another and within walking distance) – will have shuttles to/from conference events. The program descriptions for each event element will share details about bus loading times and departure information.

On Wednesday, March 23 and Thursday, March 24, when the conference daytime programming is at the Mayborn Museum, those who wish to drive their own cars will have ample parking options available. Please see page 10 for a map of parking lots around the Mayborn Museum. If you get there early enough, you may be able to snag a spot directly in front of the museum. However, if that lot is full, have no fear! There are two overflow parking lots identified on the map. We suggest you start with the lot at Baylor University McLane Stadium, as that parking lot connects to the Mayborn campus by a beautiful bridge over the tranquil Brazos River and is an easy 5-10 minute walk with serene views.

On Friday, March 25, the last day of the conference, when the daytime programming is at the Dr Pepper Museum, we encourage attendees to take the event shuttles to and from the Dr Pepper Museum, as there is little to no parking downtown near the museum. For those who prefer to walk, the museum is about a 10-minute walk from the downtown hotels (see map page 7).

## ■ EVENING EVENTS

If you have tickets to the evening events, you must take the event shuttles to each of the evening events, as there is no parking available to TAM attendees at any of the evening event host venues. Buses will depart from the host hotels. Read the descriptions for each evening event for more details and departure times. Locals who aren't staying at host hotels are encouraged to park their cars at one of the host hotels and take the TAM evening event shuttles.

## ■ INVITE ONLY RECEPTIONS

On Wednesday, March 23, the Directors & CEO Reception at the Baylor Club at Baylor University's McLane Stadium is within walking distance from the Mayborn Museum, so we encourage those who enjoy walking to do so. See the map on page 10 to help navigate your way to the President's Suite entrance. Shuttles will also be available from the Mayborn. After the reception, shuttles will take guests back to the host hotels, where they can catch a shuttle to the evening event at the Texas Sports Hall of Fame. There is parking at the stadium for reception attendees if needed.

Those attending the VIP & Award Winners Reception at Art Center Waco on Thursday, March 24, must take the bus from the host hotels, as there is no parking available on-site for TAM attendees during the event. After the reception, attendees should plan on staying for the evening event that begins at Art Center Waco immediately after the reception. Later, buses will transport guests to the Dr Pepper Museum for the remainder of the evening event.

## ■ GAME NIGHTS

Game nights are held at the Hilton Waco in the Skyline Room on the 11th floor. If you are staying at the Courtyard, the Hilton is a short walk on the opposite side of the Waco Convention Center. Or, you can drive your own car and park in the free parking lot at the Hilton. The Skyline Room has limited space, so pre-registration is required at the registration booth.

## ■ TOURS & WORKSHOPS

For those attending the pre-conference workshop on Tuesday, no transportation will be provided to this workshop. You must be able to get yourself to the Texas Ranger Hall of Fame and Museum on Tuesday morning. You can come by the Courtyard by Marriott Waco after the workshop to check in and get your badge. The registration booth will be open late especially for this reason.






If you are attending any of the tours or workshops on Thursday afternoon, please refer to the program descriptions for each event (beginning on page 56) in regard to parking and/or transportation arrangements for each event. Some tours and workshops will have transportation provided and some will not. For those events not taking place at the Mayborn where transportation is not provided, there will be carpool sign-up sheets available at the registration desk – you are encouraged to ride with fellow attendees to maximize the available parking space and minimize the chance of missing your tour or workshop due to parking issues. If you would like to volunteer to drive a carpool vehicle to any of these events, please speak to the TAM staff at the registration desk.

For those attending the Paranormal Tour at the Dr Pepper Museum on Thursday night, buses will be available after the tour from the Dr Pepper Museum to return participants to the host hotels.

## ■ QUESTIONS

If you have any questions about these details, please visit the registration booth.

If you have questions about things to do in Waco – visit the Waco Hospitality Table next to the registration booth at the Mayborn Museum on Wednesday and Thursday to pick up materials from our local destinations and attraction!



A new feature of the 2022 TAM Annual Meeting in Waco will be the use of different colored lanyards for attendees. You should have received a lanyard at the registration desk when you picked up your badge and other conference materials. Your lanyard is an important tool for ticketed and invitation only events.

While at the Mayborn Museum, blue and yellow lanyard holders will view the plenary sessions and keynote presentations live in the Mayborn Theater. Purple lanyard holders will enjoy the speakers and presentations via live stream from either the Mezzanine Meeting Hall on the 2nd floor or the Community Room on the 1st floor.

Blue lanyard lunches are available at the food and beverage station behind the Theater (near the Community Room). Yellow and purple lanyard lunches are available at any of the food and beverages stations throughout the museum (all are located near a breakout session room). If you requested special accommodations due to dietary restrictions, please pick up your special lunch at the food and beverage station behind the Theater (special ticket required - you should have received in your registration packet).

All guests must access the evening events by bus. Event tickets will be collected as you board the bus and tickets will not be accepted at the door of event venues.

If you have questions about this process, or which ticket level you purchased, please see the TAM staff at the registration desk.





## FINDING THE MAYBORN MUSEUM





Art Engages.  
Culture Enriches.  
History Educates.  
Science Amazes.  
Nature Inspires.

Page Delivers  
Architecture  
Engineering  
Branding & Graphics  
Donor Recognition  
Master Planning

So that you can engage,  
enrich, educate, amaze,  
inspire, and more.



Page/

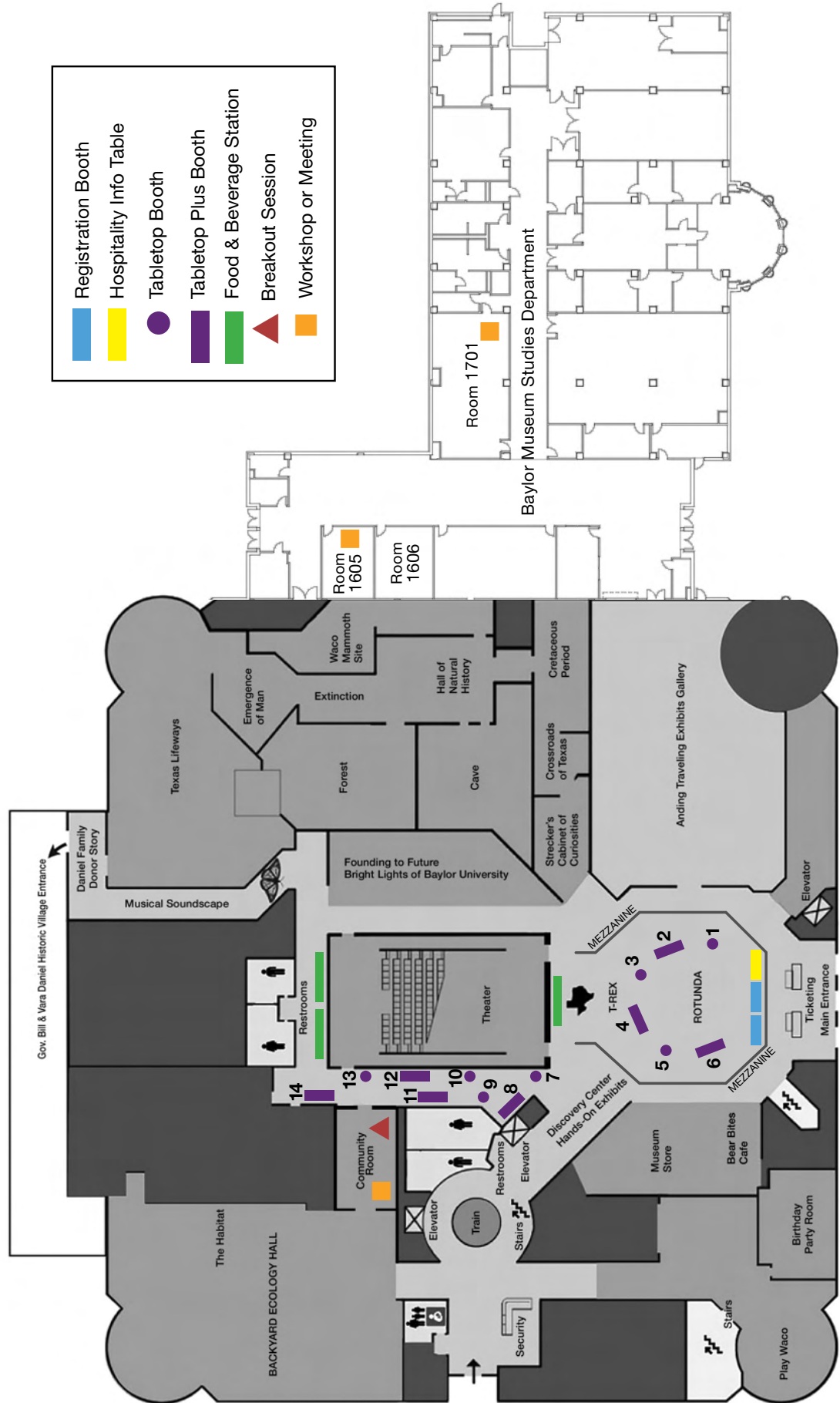
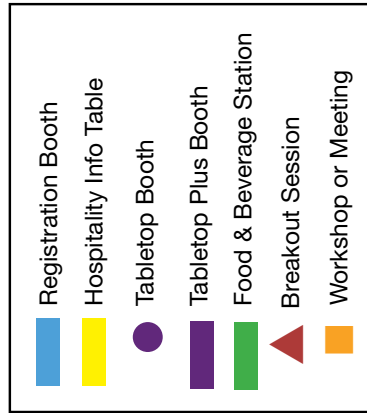
Learn more  
[pagethink.com](http://pagethink.com)





## First Floor

The Mezzanine Overlooks the Rotunda  
(See map for the Mezzanine on the next page.)

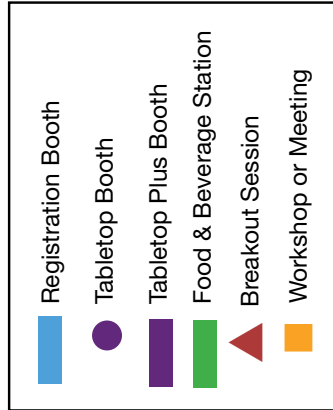






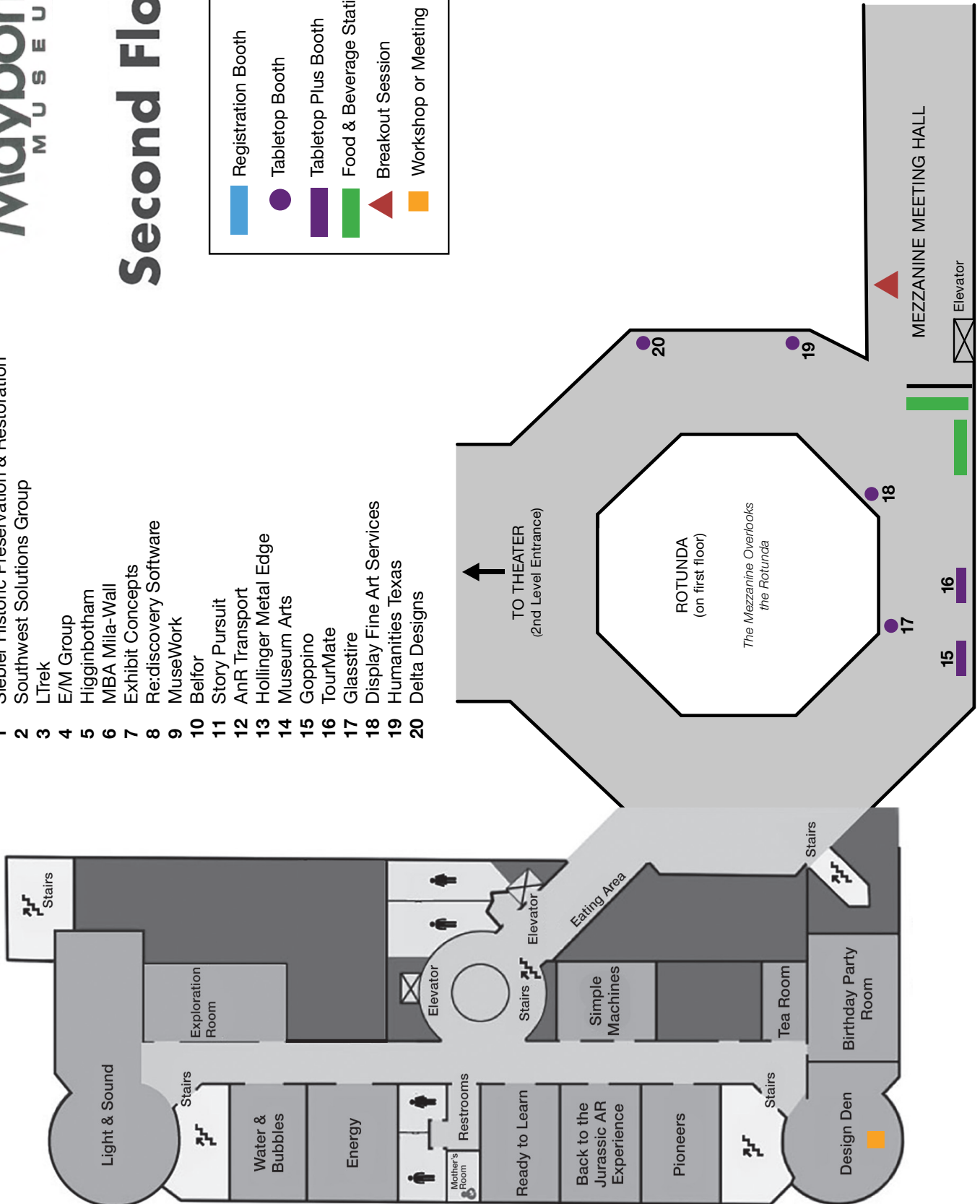
## Mayborn MUSEUM

### Second Floor



#### BOOTHS

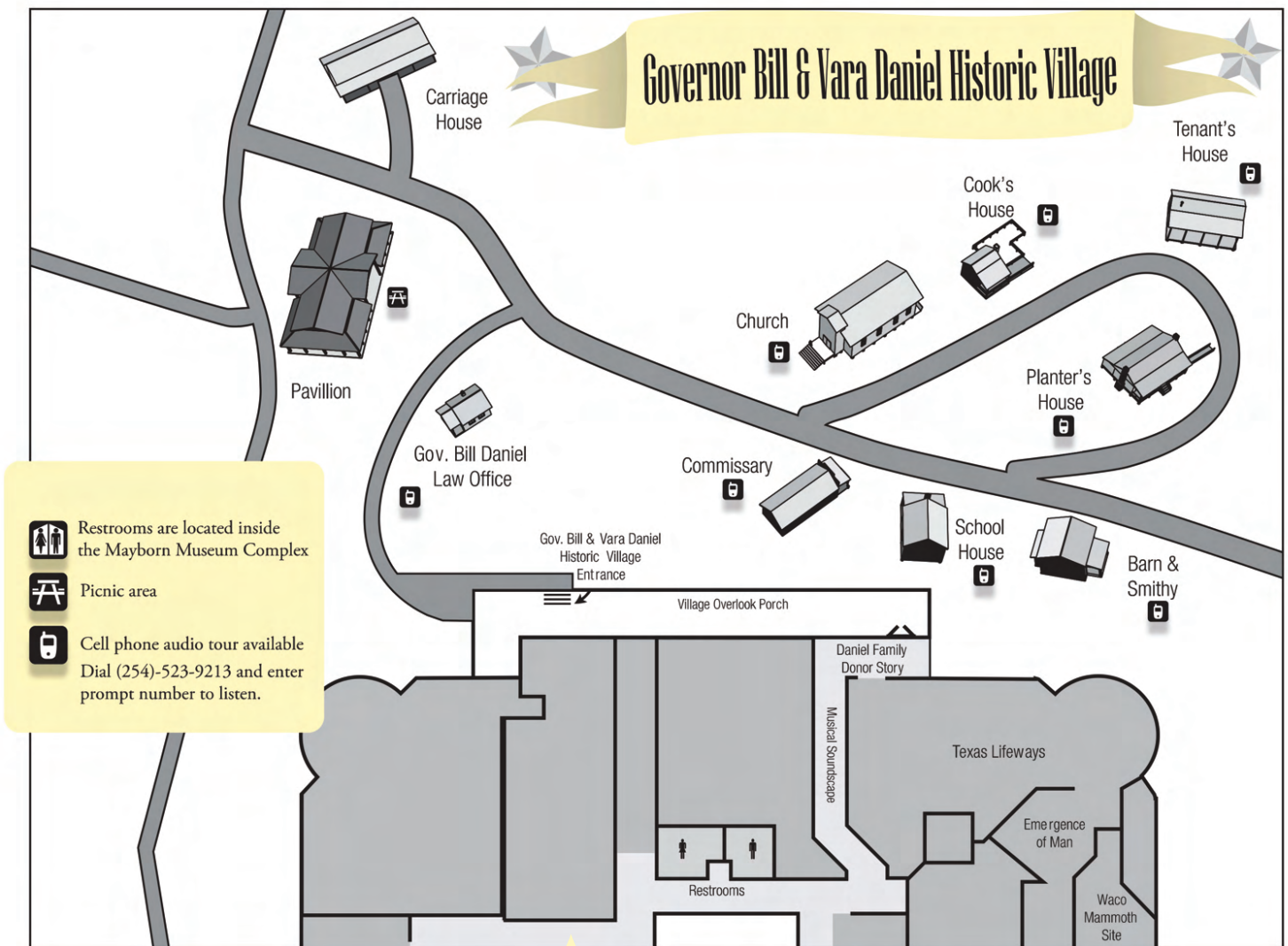
- 1 Siebler Historic Preservation & Restoration
- 2 Southwest Solutions Group
- 3 LTrek
- 4 E/M Group
- 5 Higginbotham
- 6 MBA Mila-Wall
- 7 Exhibit Concepts
- 8 Re:discovery Software
- 9 MuseWork
- 10 Belfor
- 11 Story Pursuit
- 12 AnR Transport
- 13 Hollinger Metal Edge
- 14 Museum Arts
- 15 Goppino
- 16 TourMate
- 17 Glasstire
- 18 Display Fine Art Services
- 19 Humanities Texas
- 20 Delta Designs







# MAYBORN MUSEUM HISTORIC VILLAGE



## WANT FREE DRINK TICKETS TO THE EVENING EVENT ON WEDNESDAY, MARCH 23?

Come to the Exhibitor Reception,  
visit the booths and turn in your passport!

**IT'S THAT EASY!**



# EXHIBITOR RECEPTION PASSPORT

Wednesday, March 23, 2022  
4:30-6:00pm

Mayborn Historic Village

Visit all our exhibitors and get your passport signed at each booth -  
then redeem completed passport for your drink tickets for tonight's evening  
event at Texas Sports Hall of Fame and Texas Ranger Hall of Fame and Museum.






DR PEPPER MUSEUM



**East Wing Building**

**Courtyard**

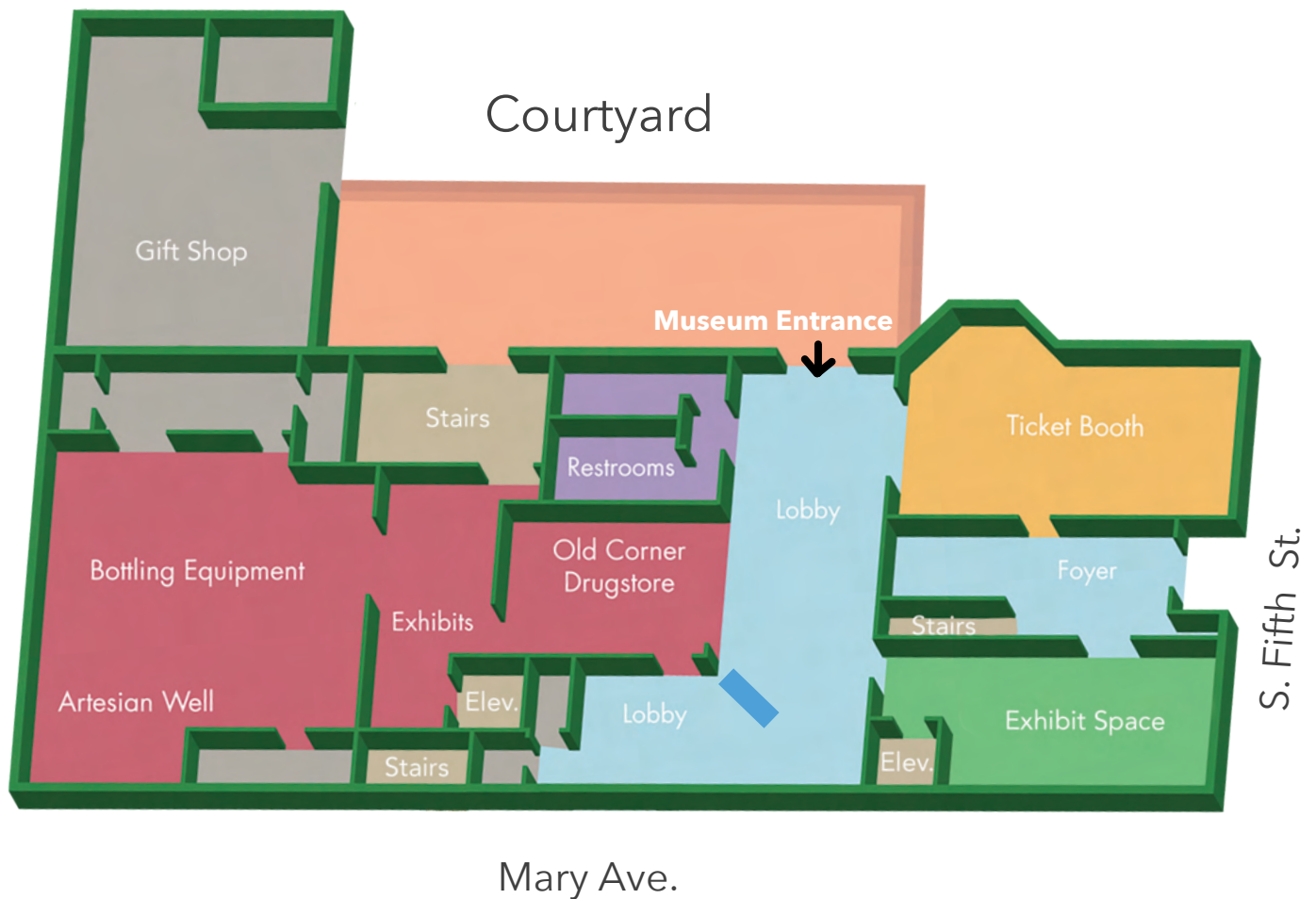
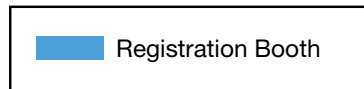
*S. Fifth St.*



**AMBC Building**



## AMBC Building First Floor



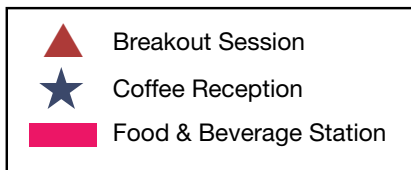




## AMBC Building Second Floor

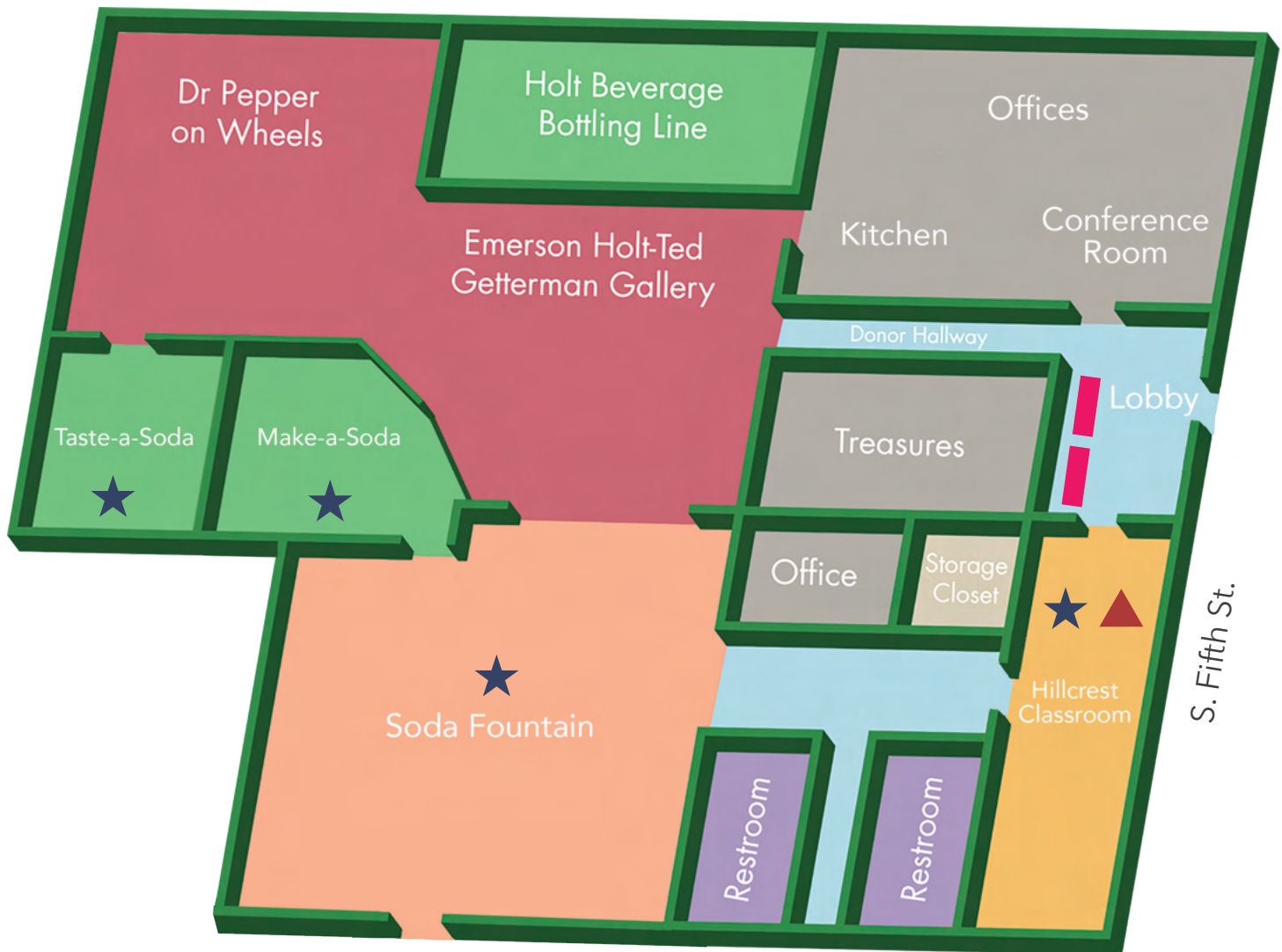
- ▲ Breakout Session
- ★ Coffee Reception
- Food & Beverage Station
- Coffee Reception  
Food & Beverage Station  
(until 9am only)
- Exhibitor Table





## East Wing Building

Jackson Ave.



Courtyard





## TAM PROFESSIONAL DEVELOPMENT CERTIFICATE PROGRAM INFORMATION

The TAM Professional Development Certificate Program provides an incentive for Texas museum professionals to build their expertise by attending a series of educational programs in one of five areas of focus. Certificates reward participants' dedication to improve their skills and knowledge of museum practice. Program participants will earn a TAM Professional Development Certificate for completion of a workshop and four annual meeting sessions relating to one focus area. Eligible sessions in five focus areas will be noted in the program schedule: (A) Administration and Trustee; (C) Collections Management; (E) Education / Outreach; (Ex) External Affairs (L) Leadership Management. Please note that workshops presented throughout the year by TAM and TAM Affinity Groups count towards the certificate. It is not necessary to attend a workshop in conjunction with Annual Meeting. Cost to participate is \$50 per certificate. Participants must be current TAM individual members.

**Please complete this form and submit to the registration desk. Your certificate will be mailed to you following the TAM Annual Meeting. This form can also be completed online at [www.texasmuseums.org/Professional\\_Development](http://www.texasmuseums.org/Professional_Development).**

The same session or workshop may not be credited towards more than one certificate.  
Please check the focus area attended.

- ☐ Administration and Trustee (A)
- ☐ Collections Management (C)
- ☐ Education / Outreach (E)
- ☐ External Affairs (Ex)
- ☐ Leadership Management (L)
- ☐ Masters Certificate (Completed three Professional Development Certificates)

I, \_\_\_\_\_  
*please print name clearly*

certify that I have attended the TAM Annual Business Meeting, 1 workshop and 4 sessions in the above checked Core Curriculum Elements.

**Museum / Organization** \_\_\_\_\_

**Mailing Address** \_\_\_\_\_

\_\_\_\_\_



# Restored WWII Nazi era boxcar

Dallas Holocaust & Human Rights Museum

Photo by Fred R. Hight



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# ACKNOWLEDGEMENTS

## TAM 2022 LOCAL HOST COMMITTEE

Thank you to our Waco Local Host Committee members for their leadership!

**Joy Summar-Smith**  
Committee Co-Chair  
Dr Pepper Museum

**Rebecca Tucker Nall**  
Committee Co-Chair  
Mayborn Museum  
Baylor University

**Eric Ames**  
Libraries  
Baylor University

**Jill Barrow**  
Historic Waco Foundation

**Jennifer Borderud**  
Armstrong Browning Library  
Baylor University

**Lesa Bush**  
Mayborn Museum  
Baylor University

**Jay Black**  
Texas Sports Hall of Fame

**Terri Cox**  
Cameron Park Zoo

**Trey Crumpton**  
Mayborn Museum  
Baylor University

**Sandi Cooper**  
School of Education  
Baylor University

**Rachel Deshong**  
Texas Collection  
Baylor University

**Amanda Dyer**  
Creative Waco

**Chris Dyer**  
Dr Pepper Museum

**Mary Beth Farrell**  
Dr Pepper Museum

**Kyle Gray**  
Mayborn Museum  
Baylor University

**Raegan King**  
Waco Mammoth National Monument

**Audrey Ladd**  
Texas Ranger Hall of Fame and Museum

**Kim McCray**  
Museum Studies Dept  
Baylor University

**Doug McDurham**  
Art Center Waco

**Susan Morton**  
Waco Convention & Visitors Bureau

**Rachael Nadeau Johnson**  
Dr Pepper Museum

**Charlie Walter**  
Mayborn Museum  
Baylor University



*TAM gratefully acknowledges the generous support from our  
UNDERWRITERS, SPONSORS and EXHIBITORS for the TAM 2022 Annual Meeting.*

## UNDERWRITERS

Art Center Waco  
Bell County Museum  
City of Waco  
Dr Pepper Museum  
Historic Waco Foundation  
Mayborn Museum at Baylor University  
McLennan County Historical Commission  
Museum Association of Waco  
Texas Ranger Hall of Fame and Museum  
Texas Sports Hall of Fame  
Waco Convention & Visitors Bureau  
Waco Mammoth National Monument

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## SILVER SPONSORS







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### ANNUAL BUSINESS MEETING & AWARDS LUNCH SPONSOR

# Page/

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#### LANYARD SPONSOR



#### BREAKFAST SPONSORS



#### REFRESHMENT SPONSORS



#### SCHOLARSHIP SPONSOR



RED RIVER VALLEY MUSEUM, BOND GALLERY | Vernon, Texas

## Join Aaron and Steven at the Exhibit Concepts booth to:

- **TAP** into over 50 years of combined Design and Build experience
- **DISCUSS** your project details and receive expert insight on the spot
- **LEARN** how Exhibit Concepts has helped clients overcome challenging subject matter by implementing unique and creative solutions

We look forward to connecting with you and welcome conversations surrounding partnership opportunities.



 **EXHIBIT  
CONCEPTS**  
www.exhibitconcepts.com

Aaron Scarlata | 937.535.0204 | AScarlata@exhibitconcepts.com  
Steven Lowry | 937.535.0261 | SLowry@exhibitconcepts.com



## The Projects Group

Owner's Representatives and Project Managers  
Museums, Performing Arts, and Cultural Centers



### Over 20 years and \$600M in museums, including:

- American Quarter Horse Museum
- Amon Carter Museum
- Botanical Research Institute of Texas
- Cattle Raisers Museum
- Ellen Noel Art Museum
- Fort Worth Museum of Science and History
- Fred Rouse Center
- Longview Museum of Fine Arts
- Museum of Fine Arts, Houston
- Museum of Living Art
- National Cowgirl Museum
- Rothko Chapel
- San Antonio Museum of Art
- Sid Richardson Museum
- Discovery Children's Museum
- The DoSeum

### Proud Sponsor of the Texas Association of Museums

Brandon Elms  
President  
[belms@tpgfw.com](mailto:belms@tpgfw.com)  
817-825-0750

John Stevenson  
Exec. Vice President  
[jstevenson@tpgfw.com](mailto:jstevenson@tpgfw.com)  
817-201-9919

Founded & Based in Fort Worth, Texas

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The Art of Case Design



**MuseWork**  
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**Proficio**  
Elements by Re:discovery

**SIEBLER**  
Historic Preservation & Restoration



# Congratulations TO OUR TAM 2022 SCHOLARSHIP WINNERS!

## **The Glenda Morgan Scholarship:**

Melissa Gonzalez, Jimmy Dean & Llano Estacado Museum, Plainview, TX

## **The Sandy Sage Scholarship:**

Matthew Davila, Bob Bullock Texas State History Museum, Austin, TX

## **TAM Student Scholarship:**

Dan Marshall Purvis III, Museum of East Texas, Lufkin, TX

## **LGBTQ+ Scholarship:**

Sarah Elizabeth Roselli, Man House Museum, Mansfield, TX

## **Crystalization Systems, Inc. Scholarship:**

Callie Lawson, Archer County Museum and Arts Center, Wichita Falls, TX

## **CMC Scholarship:**

Cecilia Abad, San Jacinto Museum and Battlefield, LaPorte, TX

## **TAMEC Scholarship:**

Dinora Harris, Michelson Museum of Art, Marshall, TX

## **MELT Scholarship:**

Nadine McKown, Wichita County Heritage Society/Kell House Museum, Wichita Falls, TX

## **Museum Association of Waco Scholarship:**

Christine Rothenbush, Texas Ranger Hall of Fame and Museum, Waco, TX



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### ANR Transport

ANR Transport is a full-service fine art company based in Houston, TX. We offer crating, packing, installations, de-installations, transportation (National shuttles in every major city every week) (Texas shuttles every week), and a brand-new state of the art climate-controlled storage facility (15,000 square foot).

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



### Belfor

BELFOR recognizes the importance of protecting and restoring history, culture and one-of-a-kind treasures. No other disaster recovery or property restoration contractor offers the specialized services museums require to ensure the ownership, authenticity and history of their collections; and our restoration work is done with the supervision and guidance of your team. Contact [Gina.Dolezal@us.BELFOR.com](mailto:Gina.Dolezal@us.BELFOR.com) 214-683-4242 or [Tammy.Kleine@us.BELFOR.com](mailto:Tammy.Kleine@us.BELFOR.com) 254-405-4833 for more information.

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



### Crystalizations Systems Inc.

Crystalizations Systems Inc.'s newest innovation, the secure and eminently maneuverable "Transporter" arrives fully assembled and will change how you move collections and exhibitions, room to room, gallery to gallery and location to location. CSI has manufactured storage solutions for leading museums, galleries and private collections for some 40 years. All CSI storage systems, including our well known Moving Painting Storage Systems, Moving Rolled Textile Storage Systems and PerfectFit Painting Storage kits, incorporate the masterful application of superior design, quality aluminum materials and aerospace engineering manufacturing techniques.

<http://csistorage.com>



### CultureConnect

CultureConnect is an award-winning technology company headquartered in New York, NY and, as of Fall 2020, a part of the Axiell Group ([axiell.com](http://axiell.com)), the global leader in technology solutions for museums, archives and libraries. CultureConnect delivers engaging and meaningful interactive digital experiences on mobile devices, online and in-gallery. We work with a wide variety of museum and heritage customers including the New-York Historical Society, Museum of Fine Arts, Houston, Marine Mammal Center, Thomas Jefferson's Monticello and many university and government organizations.

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



### Delta Designs

Delta Designs specializes in custom designs, professional manufacture and personal installation of quality museum storage equipment. Our products meet the highest standards of conservation practice for historical artifacts, art objects, textiles, scientific specimens and archival materials.

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



### Displays FAS

Displays Fine Art Services is a full-service art handling company, providing nationwide art transportation services, installation, fabrication and storage.

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



### DLR Group

DLR Group's Cultural + Performing Arts Studio specializes in projects that enrich communities and empower creative expression. Our portfolio includes 40+ museum and gallery projects of various scales, our projects encompass traditional object-based gallery spaces as well as experiential museums and interpretive centers involving interactive exhibits and immersive environments. We have completed site studies, programmed and designed museum projects of all levels of complexity from ground up new construction to adaptive re-use of historic structures.

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



### Exhibit Concepts

At Exhibit Concepts, we know what it takes to tell a story in an unforgettable way. It's rooted in a deep understanding and appreciation for the attendee's journey, with the belief that every touchpoint is considered an essential part of the overall experience. We obsess over the visitor's experience.

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



## Experiential Media Group (E/M Group)

Experiential Media Group (E/M Group) is the leading provider of premier museum-quality exhibitions throughout the world and the recognized leader in developing and displaying unique exhibitions for entertainment and education. Through full scale recreations, immersive environments, engaging content and one-of-a-kind objects and artifacts, our exhibitions provide visitors with unforgettable experiences to share with family and friends. Each exhibition experience invites visitors to participate, enjoy, cherish and to remember.

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



## Glasstire

Glasstire is the oldest online-only art magazine in the country. We are proud to have promoted the visual arts in Texas to a local, regional and national audience since our founding in 2001. Glasstire is the only publication in our state producing serious art criticism on a daily basis. We are the journal of record for the Texas visual art community, and our website includes articles, news reports, event and classified listings and more.

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



## Goppion

Goppion has been helping museums preserve, protect and display the cultural heritage of nations for over half a century. We are dedicated to the design, construction, assembly and installation of beautifully engineered display cases and complete installations. Our US office is in Boston, and our headquarters in Milan, Italy; but you'll find our display cases all over the world.

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

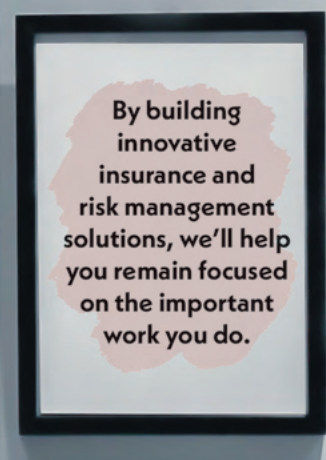
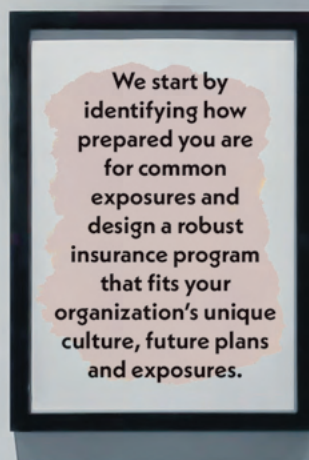


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### Humanities Texas

Humanities Texas advances education through programs that improve the quality of classroom teaching, support libraries and museums, and create opportunities for lifelong learning. These programs strengthen Texas communities by cultivating the knowledge and judgment that representative democracy demands of its citizens.

[www.humanitiestexas.org](http://www.humanitiestexas.org)



### Huntington T Block

For over 50 years, Huntington T. Block (HTB) has been the world's leading fine art insurance broker. We are also a premier provider of musical instrument insurance. Whether you are a museum director, manage a symphony orchestra, conserve art, or teach the violin, HTB can provide you with a comprehensive insurance solution at a premium you can afford—so you can focus on your next masterpiece.

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



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<http://barclay-insurance.com>



### LTrek

LTrek is a leadership transformation boutique in Waco, Texas, whose philosophy is "true leadership transformation is a journey, not an event." LTrek has empowered leaders world-wide with practical leadership skills. LTrek specializes in increasing trust and communication among teams to increase their overall effectiveness and impact over time. LTrek's signature leadership transformation system is called, Leadership Trek®, a virtual journey, in which teams work together to tackle one leadership skill at a time.

<https://ltrek.com>



### MBA

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



### Museum Arts

Museum Exhibit Design and Fabrication

<https://museumarts.net>



### MuseWork

At MuseWork, we believe the best exhibits do more than provide facts and figures; they create a contagious enthusiasm that inspires visitors of all ages to explore the world beyond the museum's walls. As a full-service exhibition development, design and production company, we create exhibits that are purposely playful — encouraging inquiry and engagement. Reach out to start a conversation about how we can bring your stories to life.

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



## Page

Page Southerland Page, Inc. (Page) is one of the most prolific and enduring architecture, engineering and consulting design practices with over 750 professionals offering diverse specialties. The Page portfolio consists largely of complex projects that benefit from our integrated disciplines and make a significant impact on the communities they serve. Through the force of our guiding principles, we live up to our promise of design that makes lives better.

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



## Re:discovery Software

Re:discovery Software is the leading independent American provider of professional grade feature rich collection management systems. Proficio and Proficio Elements are popular and proven with 30 years of experience and a team of museum professionals behind the scenes. Continued advancements include a Proficio Cloud version, Proficio Mobile and Proficio for the Web.

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



## The San Angelo Museum of Fine Arts - Howard Taylor

The San Angelo Museum of Fine Arts was founded in 1981 and resides in an internationally recognized building on the banks of the Concho River. The museum hosts art exhibits of all cultures and a vast range of programs and community engagement projects. The collections focus on contemporary ceramics, Spanish Colonial and Mexican religious art, American factory made glass and Texas art. SAMFA is the recipient of the National Museum Service Award from the IMLS.

[www.samfa.org](http://www.samfa.org)



## SETMA (Southeast Texas Museum Association)

SETMA, a non-profit organization, is a regional affinity group for the Texas Association of Museums. SETMA is a member based organization that strives to provide its' members with unique opportunities to network and learn helpful tools for museums.

## HELPING TO PROTECT AND RESTORE TREASURES AND HISTORY

BELFOR recognizes the importance of protecting and restoring history, culture and one-of-a-kind treasures. No other disaster recovery or property restoration contractor offers the specialized services that museums require to ensure the ownership, authenticity and history of their collections, and our restoration work is done with the supervision and guidance of your team.

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Siebler, Inc is an award-winning historic preservation and restoration firm experienced in working with museums, historic sites and local governments throughout Texas. We offer a full suite of professional restoration and planning services to stabilize, preserve and completely restore historic structures, sites and large artifacts using skilled craftspeople, artisans, authentic materials and historically informed techniques that meet the highest preservation standards.

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



### Southwest Solutions Group

Whether you are concerned about the deterioration of your collections from unnecessary exposure to light and dust, or harmful insects and rodents, we have the appropriate Museum Cabinets and Storage Solutions to properly protect your stored collections. Our wide range of museum cabinets and storage solutions include museum cabinets, art racks and moveable compact storage shelving. Safely and efficiently store your items, specimens, books, manuscripts, paintings, framed artwork, garments, textiles, or heavy, oversized items.

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



### Story Pursuit

Story Pursuit helps cultural sites by using creative storytelling techniques to create unique and engaging audio experiences that will be remembered by all audiences. We bring differing perspectives and voices and allow the visitor to be in control of the audio journey.

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



### Texas Brazos Trail

The Mission of the Texas Brazos Trail Region is to educate, engage and promote cultural and heritage tourism in the 18 county Texas Brazos Trail Region.

<https://texasbrazostrail.com>



### TourMate

Tour-Mate is one of North America's leading providers of audio and multimedia interpretive platforms. From hand held audio and multimedia to mobile applications to eco-friendly outdoor stationary platforms. Tour-Mate is your one stop shop for interpretive hardware and content creation services.

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



### The University of North Texas Libraries – The Portal to Texas History

The University of North Texas Libraries' Portal to Texas History is a digital repository for historic and cultural heritage materials from across the state of Texas. The over 1.75 million items hosted online have been provided by museums, libraries and other cultural heritage institutions for free use by researchers all across the globe.

<https://texashistory.unt.edu>

# #TAM2022



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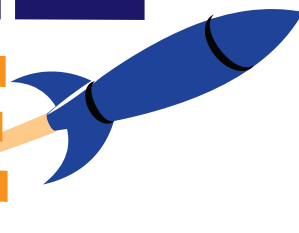
[www.connect2texas.net](http://www.connect2texas.net)

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# SCHEDULE AT A GLANCE



## LEGEND



(A) - Administration and Trustee



(C) - Collections Management



(E) - Education/Outreach



(Ex) - External Affairs



(L) - Leadership Management

## DAY 1 | TUESDAY • MARCH 22, 2022

9:00 am - 12:00 pm	TAM COUNCIL MEETING	Dr Pepper Museum, Conference Room, East Wing Building
9:00 am - 5:00 pm	PRE-CONFERENCE WORKSHOP	
	Telling Your Story for Value and Impact (pre-registration required)	Texas Ranger Hall of Fame and Museum - Education Center
11:00 am - 6:00 pm	REGISTRATION DESK OPEN	Courtyard by Marriott Waco Hotel - Lobby
1:00 - 5:00 pm	PRE-CONFERENCE TOURS: SELF-GUIDED (see list of museums offering free admission to TAM badge holders on page 39)	
6:00 - 9:00 pm	EVENING EVENT: CAMERON PARK ZOO & WACO MAMMOTH NATIONAL MONUMENT (transportation provided - buses load at 6pm at host hotels)	
8:00 - 10:00 pm	GAME NIGHT	Hilton Hotel - Skyline Room, 11th floor

## SESSION EVALUATIONS AND CONFERENCE SURVEY

We want to hear from you! Session evaluations and the overall conference survey for the 2022 Annual Meeting will be collected through the conference app, Whova. If you have not already downloaded the app (available for Apple and Android devices), please do so when you arrive in Waco. You will receive a notification on your mobile device reminding you to complete a session evaluation after each session block, and an email after the conference reminding you to complete the overall conference survey. We value your feedback and use it to inform planning for future conferences and programs. Please be candid and share the good, the bad and the ugly!



If you need assistance with the Whova app, please visit <https://bit.ly/3pPmcji> or ask conference staff at the registration desk.

## DAY 2 | WEDNESDAY • MARCH 23, 2022

7:30 am - 6:00 pm	REGISTRATION DESK OPEN	Mayborn Museum - Rotunda, 1st floor
7:30 am - 6:00 pm	EXHIBIT BOOTHS OPEN	Mayborn Museum
7:30 - 8:30 am	TAM SHUTTLES RUN FROM HOST HOTELS TO MAYBORN MUSEUM	
7:30 - 8:30 am	COFFEE & BREAKFAST <i>Sponsored by Howard Taylor</i>	Mayborn Museum
8:30 - 9:30 am	OPENING PLENARY SESSION: LOCAL HOST COMMITTEE WELCOME AND SPECIAL GUEST LAUREN DREYER, SPACEX <i>(this keynote will not be recorded or streamed)</i>	Mayborn Museum
9:30 - 9:45 am	REFRESHMENT BREAK <i>Sponsored by Texas Brazos Trail and The John Barclay Agency</i>	Mayborn Museum
9:45 - 10:45 am	CONCURRENT SESSIONS	
	Leading for Success and Happiness <i>Sponsored by Mayborn Museum</i>	Mayborn Museum - Theater, 1st floor
	Transition to Leadership: An Introduction to Leadership for New or Emerging Leaders <i>Sponsored by Exhibit Concepts</i>	Mayborn Museum - Community Room, 1st floor
	Waco Mammoth National Monument: Can a NEW Model of Park Management Become the NORM? Assessing Sustainability of Partnerships	Mayborn Museum - Mezzanine Meeting Hall, 2nd floor
10:45 - 11:00 am	BREAK	Mayborn Museum
11:00 am - 12:00 pm	CONCURRENT SESSIONS	
	Museum Work: Developing New Earned Income Strategies	Mayborn Museum - Theater, 1st floor
	Making Change Through Dialogues with Indigenous Communities	Mayborn Museum - Community Room, 1st floor
	Common Ground: A Crash Course in Co-creation...or, How I Learned to Relax and Love the Process <i>Sponsored by Exhibit Concepts</i>	Mayborn Museum - Mezzanine Meeting Hall, 2nd floor
11:15 am - 12:15 pm	TRANSPORTATION BREAK Shuttles run between Mayborn Museum and host hotels	
12:00 - 12:15 pm	BREAK - PICK UP BOX LUNCH	Mayborn Museum
12:15 - 1:45 pm	PLENARY LUNCH SESSION: KEYNOTE ADDRESS BY JOHN FALK <i>The Value of Museums: Enhancing Societal Well-Being</i>	Mayborn Museum
1:45 - 2:00 pm	BREAK	Mayborn Museum
2:00 - 3:00 pm	CONCURRENT SESSIONS	
	Making Your Museum Energy Efficient, Step-by-Step <i>Sponsored by The Projects Group</i>	Mayborn Museum - Theater, 1st floor
	A Museum's Journey Through Organizational Assessment and Development	Mayborn Museum - Community Room, 1st floor
	Digital Transformation: Thriving After Crisis	Mayborn Museum - Mezzanine Meeting Hall, 2nd floor
3:00 - 3:30 pm	REFRESHMENT BREAK <i>Sponsored by Texas Brazos Trail and The John Barclay Agency</i>	Mayborn Museum
3:30 - 4:30 pm	PLENARY SESSION: VIRTUAL KEYNOTE ADDRESS BY CINNAMON CATLIN-LEGUTKO AND CHRIS TAYLOR <i>Inclusive Museum Leadership</i>	Mayborn Museum
4:30 - 6:00 pm	EXHIBITOR RECEPTION - ALL ARE INVITED!	Historic Village at Mayborn Museum
5:30 - 6:30 pm	DIRECTORS AND CEO RECEPTION ***By Invitation Only*** <i>(transportation provided from Mayborn Museum - buses load at 5:15pm. Walking map, page 10, for those who'd like to walk)</i>	Baylor Club, President's Suite, McLane Stadium, 5th floor
6:00 - 6:30 pm	TRANSPORTATION BREAK BUSES RETURN FROM MAYBORN TO HOST HOTELS <i>(all departures for evening event are from host hotels)</i>	
7:00 - 9:00 pm	EVENING EVENT: THE TEXAS SPORTS HALL OF FAME & TEXAS RANGER HALL OF FAME AND MUSEUM <i>(transportation provided - buses load at host hotels at 6:30 pm)</i>	
8:00 - 10:00 pm	GAME NIGHT <i>(pre-registration required)</i>	Hilton Waco - Skyline Room, 11th floor

# DAY 3 | THURSDAY • MARCH 24, 2022

7:30 - 8:30 am	TAM SHUTTLES RUN FROM HOST HOTELS TO MAYBORN MUSEUM	
8:00 am - 3:00 pm	EXHIBIT BOOTHS OPEN	Mayborn Museum
8:00 am - 5:00 pm	REGISTRATION DESK OPEN	Mayborn Museum - Rotunda, 1st floor
8:00 - 9:00 am	COFFEE & BREAKFAST <i>Sponsored by Huntington T. Block</i>	Mayborn Museum
9:00 - 10:15 am	PLENARY SESSION: KEYNOTE ADDRESS BY FIONA BOND <i>Calling All Guardians of Culture! You Have Superpowers - and the Universe Needs You</i>	Mayborn Museum
10:15 - 10:30 am	REFRESHMENT BREAK <i>Sponsored by Displays Fine Art Services and ANR Transport</i>	Mayborn Museum
10:30 - 11:30 am	CONCURRENT SESSIONS	
	New TEKS? Now What? Learning How to Utilize and Implement the New Museum Education TEKS	Mayborn Museum - Theater, 1st floor
	Digitizing Untold Stories	Mayborn Museum - Community Room, 1st floor
	TAM TALK with Fiona Bond	Mayborn Museum - Mezzanine Meeting Hall, 2nd floor
11:30 - 11:45 am	BREAK - PICK UP BOX LUNCH	Mayborn Museum
11:45 am - 1:15 pm	TAM ANNUAL BUSINESS MEETING AND AWARDS LUNCH <i>Sponsored by Page</i>	Mayborn Museum
1:15 - 1:30 pm	BREAK	Mayborn Museum
1:30 - 2:30 pm	CONCURRENT SESSIONS	
	Building Trust While Stewarding Tribal Histories	Mayborn Museum - Theater, 1st floor
	From the Ground to the Grade School: Bringing Columbian Mammoth Fossils to Students Across Texas, the United States and the World	Mayborn Museum - Community Room, 1st floor
	TAM TALK with John Falk	Mayborn Museum - Mezzanine Meeting Hall, 2nd floor
2:30 - 3:00 pm	"GRAB & GO" REFRESHMENT BREAK <i>Sponsored by Displays Fine Art Services and ANR Transport</i>	
2:30 - 3:00 pm	TRANSPORTATION BREAK BUSES FROM MAYBORN MUSEUM TO HOST HOTELS	Mayborn Museum
3:00 - 5:00 pm	TOURS: VARIOUS OFF-SITE LOCATIONS	
	Where the 19th and 21st Centuries Meet: Exploring the Baylor Libraries' Armstrong Browning Library and Riley Digitization Center <i>Transportation provided from Mayborn Museum</i>	
	Stroll Through Historic Downtown Waco <i>Tour will meet in the lobby of Courtyard by Marriott Waco</i>	
	Waco Sculpture Zoo: Walking Tour of a Riverside Art Trail <i>Transportation provided from Courtyard by Marriott Waco</i>	
	From Downtown Decline to Cultural District: Touring Waco's Revitalized Downtown Venues	Self-guided - see map on page 7
3:00 - 5:00 pm	WORKSHOPS	
	Strategic Vision and the Evidence of Success	Mayborn Museum, Baylor Museum Studies Dept., Lecture Hall 1701
	Co-Creation Bootcamp + Design Lab: Community Co-Creation for Impact, Change and Leadership	Mayborn Museum, Community Room, 1st floor
	Your Hunt, Your History: Leveraging Digital Tools to Engage the Community with Local History <i>Transportation provided from Mayborn Museum</i>	Baylor University - Moody Library, Room 104
	Make, Break, Sweep: Using Roadkill Couches and Dusty VCRs to Make High-Impact, Low Budget Experiences	Mayborn Museum - Design Den in Discovery Center, 2nd floor
3:00 - 5:00 pm	STATEWIDE INFORMAL DIGITAL LEARNING NETWORK MEETING ***By Invitation Only***	Mayborn Museum, Baylor Museum Studies Department, Classroom 1605
4:30 pm	TAM SHUTTLE FROM HOST HOTELS TO ART CENTER WACO for VIP/Award Winner Reception Attendees Only	
5:00 - 6:00 pm	VIP AND AWARD WINNER RECEPTION ***By Invitation Only***	Art Center Waco
5:00 - 6:30 pm	BREAK	
6:30 pm - 9:00 pm	EVENING EVENT: ART CENTER WACO AND DR PEPPER MUSEUM <i>(transportation provided from host hotels; buses load at 6pm)</i>	
9:00 - 10:00 pm	EXCLUSIVE PARANORMAL TOUR: DR PEPPER MUSEUM **Advance Ticket Required** <i>(transportation provided after tour back to host hotels)</i>	



# DAY 4 | FRIDAY • MARCH 25, 2022

7:30 - 9:00 am	TAM SHUTTLES TO DR PEPPER MUSEUM	
7:30 am - 2:30 pm	REGISTRATION DESK OPEN	Dr Pepper Museum, AMBC Building, 1st floor
8:00 am - 1:30 pm	EXHIBIT BOOTHS OPEN	Dr Pepper Museum, AMBC Building, 3rd floor
8:00 - 9:00 am	COFFEE RECEPTIONS <i>Sponsored by SETMA and UNT Libraries Portal to Texas History</i>	
	TAM Alumni and Executive Leaders (TAMEL) ***By Invitation Only***	Dr Pepper Museum - Auditorium, 3rd Floor, AMBC Building
	Historic Sites & Houses Affinity Group (HSHAG)	Dr Pepper Museum - W.W. "Foots" Clements Exhibit, 3rd Floor, AMBC Building
	Museum Emerging Leaders of Texas (MELT)	Dr Pepper Museum - Soda Fountain, East Wing Building
	TAM Educators Committee (TAMEC)	Dr Pepper Museum - Taste-A-Soda Liquid Lab, East Wing Building
	Collection Managers Committee (CMC)	Dr Pepper Museum - Make-A-Soda Liquid Lab, East Wing Building
	Southeast Texas Museum Association (SETMA)	Dr Pepper Museum - Hillcrest Classroom, East Wing Building
	Inclusion, Diversity, Equity and Accessibility (IDEA)	Dr Pepper Museum - Beaker to Bottle Exhibit, 2nd Floor, AMBC Building
9:00 - 9:30 am	COFFEE & CONTINENTAL BREAKFAST <i>Sponsored by DLR Group</i>	Dr Pepper Museum
9:30 - 10:30 am	CONCURRENT SESSIONS	
	 What is the COVID Pandemic Teaching Us? Using Creativity to Face Changes in Museum Education during the Pandemic	Dr Pepper Museum - Auditorium, 3rd Floor, AMBC Building
	  Challenges and Solutions from Academic Institutions	Dr Pepper Museum - Beaker to Bottle Exhibit, 2nd Floor, AMBC Building
	  Exhibit Upgrades on a Budget	Dr Pepper Museum - Hillcrest Classroom, East Wing Building
10:30 - 11:00 am	BREAK	Dr Pepper Museum
11:00 am - 12:00 pm	CONCURRENT SESSIONS	
	  Turning Lemons into Lemonade: Making the Most of Collections Conundrums	Dr Pepper Museum - Auditorium, 3rd Floor, AMBC Building
	 Early Childhood Engagement in the Museum	Dr Pepper Museum - Beaker to Bottle Exhibit, 2nd Floor, AMBC Building
	   TAM TALK with Cinnamon Catlin-Legutko and Chris Taylor	Dr Pepper Museum - Hillcrest Classroom, East Wing Building
12:00 - 12:15 pm	BREAK - PICK UP BOX LUNCH	Dr Pepper Museum
12:15 - 1:30 pm	FINAL PLENARY SESSION: CLOSING REFLECTIONS LUNCH & VIRTUAL KEYNOTE ADDRESS BY COLLEEN DILENSCHNEIDER <i>The Research Is In! Members Support Your Mission - and Why That's Especially Important</i>	Dr Pepper Museum
1:30 pm	CONFERENCE ENDS	
1:30 - 2:00 pm	TRANSPORTATION TAM SHUTTLES RUN FROM DR PEPPER MUSEUM TO HOST HOTELS	
2:00 - 4:00 pm	POST-CONFERENCE TOURS: SELF-GUIDED <i>(see list of museums offering free admission to TAM badge holders on page 39)</i>	

# #TAM2022

# SCHEDULE

## GENERAL INFORMATION

Eligible sessions for the Professional Development Certificate in the five focus areas are labeled as follows:



(A) - Administration Management



(C) - Collections Management



(E) - Education/Outreach



(Ex) - External Affairs



(L) - Leadership Management

*Descriptions, speakers and times are subject to change. TAM reserves the right to cancel or change any sessions or events.*

## DAY 1

TUESDAY, MARCH 22

9:00 am - 12:00 pm

### TAM Council Meeting

Dr Pepper Museum, Conference Room, East Wing Building

9:00 am - 5:00 pm

### Pre-Conference Workshop

Texas Ranger Hall of Fame and Museum - Education Center



**Telling Your Story for Value and Impact**



**Led by Kate Betz & Evan Windham, Principals of Story & Reason**

*Pre-registration is required*

We believe museums are valuable, but do we take that concept too much for granted? How can one museum, especially a small one, tell their unique story to prove their individual value to funders, supporters and target audiences? In this day-long, intensive workshop, participants will learn basic principles of interpretation and audience development and how applying these principles systematically is critical to proving our value and impact as institutions. By the end of the day, through a combination of lecture, group discussion, role playing and individual work, participants will have crafted a draft of their institutional story, discussed how their story can help to set goals and make decisions, and selected a project to apply their story and strategy to in the future.



#### ABOUT KATE BETZ

As a principal for Story + Reason, Kate Betz brings nearly two decades of experience and passion for the museum field to every project. She is at her best when she is teaching, sharing, and listening--actively working with clients to understand their unique situation and find solutions. She believes that a willingness to do the work of planning and process leads to a clearer vision, greater execution, and better outcomes.

Prior to Story + Reason, Kate was at the Bullock Texas State History Museum for twelve years. Working in several positions during that time, Kate ultimately was the Deputy Director of Interpretation, leading the Museum's education, exhibitions, and web and digital media departments. In this role she oversaw and took an active role in the planning, development, and implementation of award-winning exhibitions and programs including the re-interpretation of major portions of the Museum's main Texas History Galleries from the earliest arrival of people to the place we now call Texas. Her work also included interpretive message alignment across all communication channels and managing ongoing evaluation efforts. Throughout her time at the Bullock Museum, Kate worked from a core desire to share relevant and meaningful experiences created through deep engagement with the complexities and contradictions of history.

Kate has worked in history museums, historic sites, and art museums of a variety of sizes and shapes in Texas, Connecticut and New York, managing programs, doing content research and development, and participating in planning efforts that all sought to create connections between people and their environment and asked what we can learn from our shared past.



## ABOUT EVAN WINDHAM

Evan Windham is driven to create meaningful experiences that inform, educate and inspire, and support others to do the same. As a principal for Story + Reason, she is particularly passionate about collaborative story development, deeply listening to not only hear but understand the multiple perspectives that come together to create a shared narrative. She believes that stories themselves are powerful, but also that the human connection found in the process of telling shared stories is equally powerful.

For over six years, Evan created award-winning digital, physical, and hybrid experiences at the Bullock Texas State History Museum. Her in-gallery work included the ideation and development of interactives and short films. In digital outreach, Evan improved the user experience of the Museum's website and created the Museum's podcast. In addition to these outward-facing projects, Evan's work included streamlining interpretive processes, long-term planning of digital projects, and strengthening user research and evaluation.

Prior to the Bullock Museum, Evan supported small businesses and nonprofits in rural Texas to strengthen local communities and worked in global agriculture in science communication and corporate initiative capacities.

*Transportation to this workshop is not provided. Attendees must get themselves to venue - the Texas Ranger Hall of Fame and Museum's Education Center, located at 100 Texas Ranger Trail, Waco, TX 76706. Parking is available on-site. A box lunch will be provided. After the workshop, attendees are encouraged to come by the Courtyard by Marriott Waco before 6 pm to pick up their registration materials.*

## 11:00 am - 6:00 pm

### Registration Desk Open

#### Courtyard by Marriott Waco - Lobby

Welcome to TAM 2022! Have your first stop in Waco be the Courtyard by Marriott Waco to get checked in, pick up your conference badge, program, tote bag and materials and start the process of planning out your next few days in Waco!

*You must check in on Tuesday, March 22 to get your badge and tickets before participating in any self-guided tours (for free general admission to area museums) or attending the Evening Event. Those attending the pre-conference workshop can check in after the workshop.*

## 1:00 - 5:00 pm

### Pre-Conference Self-Guided Tours

Several Waco area museums will extend free admission to conference attendees for pre- and post-conference self-guided tours. Your badge is your admission ticket and a list of participating museums is included in this conference program (see below), so be sure to check in for the conference at the TAM registration booth at the Courtyard by Marriott Waco, then go exploring! This is a great time to "create your own adventure" in Waco!



## Museum Association of Waco OFFERING FREE ADMISSION to TAM Attendees

Show your TAM badge at any of the featured Waco museums and cultural organizations from March 22-27 for free general admission.

- Armstrong Browning Library and Museum
- Art Center Waco
- Bell County Museum in Temple
- Bosque Museum in Clifton
- Cameron Park Zoo
- Dr Pepper Museum
- Historic Waco Foundation: Earle Napier-Kinnard, Hoffman House, East Terrace and McCulloch House
- Lake Waco Wetlands
- Martin Museum of Art
- Mayborn Museum at Baylor University
- Railroad and Heritage Museum in Temple
- Texas Ranger Hall of Fame and Museum
- Texas Sports Hall of Fame
- Waco Mammoth National Monument
- W.R. Poage Legislative Library at Baylor University



# DAY 1 | TUESDAY, MARCH 22

**6:00 – 9:00 pm**

## Evening Event

**Cameron Park Zoo & Waco Mammoth National Monument**

***Ticket Required***

Celebrate the opening night of TAM 2022! Just before dark, tour the AZA accredited Cameron Park Zoo. Enjoy food and drinks in the plaza while mingling with colleagues. Further into the zoo, event attendees can chat with expert zookeepers and participate in animal encounters, which are sure to be fun, inspiring and totally WILD! After dark, hop on the TAM shuttle and head to Waco Mammoth National Monument, the newest National Park Service unit in the state of Texas! Visit with Rangers and view the world-renowned fossil bed, conveniently located inside the climate-controlled Dig Shelter. Enjoy live music, delicious nosh and drinks on the plaza while you catch up with old friends and “dig up” a few new ones. Prepare to make opening night (pre)history at TAM 2022!

*Transportation will be provided from the host hotels to the evening event venues. Buses start loading at 5:30 pm. Event tickets will be collected on bus. To start, attendees will be dropped off at the Cameron Park Zoo. Later in the evening, buses depart from the Cameron Park Zoo to Waco Mammoth National Monument. At the end of the night, buses will depart from the Waco Mammoth National Monument back to the host hotels.*



**8:00 – 10:00 pm**

## Game Night

**Hilton Hotel - Skyline Room, 11th floor**

Game wizards Brittany Riley and Jake Mangum will lead a game night for attendees interested in some networking time after the evening event. Space is limited, so please sign up in advance to claim your spot! Check with the registration booth for availability and to sign-up.



## In Memorium

*TAM pays tribute to the Texas museum professionals and supporters who recently passed away. We are grateful for their support of our field and their contributions to the arts and cultural community.*



### Jeffrey Allan Harris (1957-2021)

Site Manager, Magoffin Home State Historic Site in El Paso. Jeff worked in museums for over 40 years as a volunteer and employee. He served as TAM Councilor-at-Large 2019-2020 and served on the board of the American Association of State and Local History (AASLH) and was a member of several history organizations. His life touched many people across the country as a teacher, mentor, colleague and friend.





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# DAY 2

WEDNESDAY, MARCH 23

**7:30 am - 6:00 pm**

## Registration Desk Open

Mayborn Museum - Rotunda, 1st floor

**7:30 am - 6:00 pm**

## Exhibit Booths Open

**7:30 - 8:30 am**

## TAM Shuttles to Mayborn Museum

For those who wish to take the TAM shuttles to and from the Mayborn Museum, buses will be available from the host hotels. Meet in the lobby and follow the signs.

**7:30 - 8:30 am**

## Coffee & Breakfast

Mayborn Museum - multiple locations

Kick off your morning by fueling up on some coffee and light breakfast before programming begins. Stop by one of the food & beverage stations located throughout the museum, near the breakout room locations.

*Sponsored by Howard Taylor, San Angelo Museum of Fine Arts*

**8:30 - 9:30 am**

## Opening Plenary Session

Mayborn Museum - multiple locations

Welcome to the opening session of TAM's 2022 annual conference! To start, we'll invite TAM's Executive Director, Alex Freeman, to the stage, along with Local Host Committee Co-Chairs Joy Summar-Smith from the Dr Pepper Museum and Rebecca Tucker Nall from the Mayborn Museum, plus a few other special guests, to welcome attendees, highlight conference features and share helpful hints on how to navigate this experience and make the most of this year's conference.

After opening remarks, we'll dive into a special presentation from our friends at The Mayborn Museum, featuring special guest speaker Lauren Dreyer from SpaceX!



### ABOUT LAUREN DREYER

Lauren Dreyer has worked at SpaceX since 2006. She oversees the global rollout of SpaceX's Starlink internet service into markets around the world. Prior to taking her current leadership role, Lauren was a Principal Operations Engineer at SpaceX and before that served in various individual and leadership capacities in Business Development, Compliance, Finance, and Human Resources. Lauren holds a Bachelor of Science in Mechanical Engineering from Baylor University and an MBA from Texas A&M University. She resides in McGregor, TX with her husband and two daughters.

**Please note:** Keynote remarks will not be recorded or streamed. Those with blue or yellow lanyards can watch the keynote live in the Theater. All purple lanyards can watch the keynote via live stream in the Community Room or Mezzanine Meeting Hall.

**9:30 - 9:45 am**

## Refreshment Break

Mayborn Museum - multiple locations

Take a quick break between sessions, network with colleagues and enjoy a quick snack.

*Sponsored by Texas Brazos Trail, The John Barclay Agency*



9:45 - 10:45 am

## Concurrent Sessions

**Leading for Success and Happiness**

Mayborn Museum - Theater, 1st floor

Leaders have been under inordinate amounts of stress in recent years. The stress of keeping our institutions alive and vital – along with the stress of life since 2020 - impacts our ability to lead. This session explores how you can lead a happier, more productive and more successful life. Learn how perspective can change your abilities, and how to shift it quickly. Hear key questions to ask for the best results and how curiosity helps us reach our full potential.

**Presenting Chair:****Charlie Walter**, Director, Mayborn Museum Complex, Baylor University, Waco**Presenter:****Barbara Leggett**, Founder, The Happiness Center of WNY, East Aurora, NY*Sponsored by Mayborn Museum***Transition to Leadership: An Introduction to Leadership for New or Emerging Museum Leaders**

Mayborn Museum - Community Room, 1st floor

Transitioning into a leadership role can be challenging. Museum professionals who thrived in previous roles may find a new management position different from what they expected. New managers must shift their mindset from that of an individual contributor to that of a leader. This session is a survey of leadership principles and practical leadership skills for new managers. Specifically, participants will learn the difference between management and leadership, how to motivate others, how to delegate effectively and how to approach conflict.

**Presenting Chair:****Rachel Woods**, President & CEO, Leadership Trek Corp. (LTrek), McGregor*Sponsored by Exhibit Concepts***Waco Mammoth National Monument: Can a NEW Model of Park Management Become the NORM?****Assessing Sustainability of Partnerships**

Mayborn Museum - Mezzanine Meeting Hall, 2nd floor

The culmination of over 30 years of community effort and investment led to the 2015 designation of the Waco Mammoth dig site as a National Monument. The site continues to be collaboratively operated by the City of Waco, Baylor University, the Waco Mammoth Foundation, and the National Park Service in what the U.S. Department of the Interior has dubbed "a new model of park management." Can this model survive changing leadership with its operational ideals intact? And, more importantly, can this model help you?

**Presenting Chair:****Trey Crumpton**, Exhibits Development Manager, Mayborn Museum Complex, Baylor University, Waco**Presenter:****Raegan King**, Site Manager, Waco Mammoth National Monument

#TAM2022

10:45 – 11:00 am

Break

11:00 am – 12:00 pm

## Concurrent Sessions

**Museum Work: Developing New Earned Income Strategies**

Mayborn Museum - Theater, 1st floor

The COVID-19 pandemic has required many businesses, including museums and nonprofits, to change their business strategies in the wake of forced closures, reduced funding and limits on gathering spaces. This program will share some of the innovative ways Texas museums have shifted their business models as a result of the pandemic and, in so doing, strengthened their community-based missions and visions.

**Presenting Chair:****Michelle Everidge**, Chief of Strategic Initiatives, Witte Museum, San Antonio**Presenter:****Chris Dyer**, President & CEO, Dr Pepper Museum, Waco**Making Change Through Dialogues with Indigenous Communities**

Mayborn Museum - Community Room, 1st floor

In December of 2010, the Centennial Museum in El Paso created an Indigenous Advisory Panel to advise the museum on what and how to talk about a mural in the main lobby called The Conquistadors. Created by a local artist, Salvador Lopez in 1946, this mural has been renovated several times, but has never had signage telling its story. After bringing local indigenous people to the museum to discuss the mural, it became apparent the mural made people uncomfortable. In March of 2021, the Panel brought in four indigenous artists to lead the group, museum staff and UTEP professors in a dialogue about history, representation, identity and the practical matter: What to do with this mural? This case study will talk about the process, the dialogues and the ongoing conversations.

**Presenting Chair:****Daniel Carey-Whalen**, Director, Centennial Museum and Chihuahuan Desert Gardens, El Paso**Common Ground: A Crash Course in Co-creation...or, How I Learned to Relax and Love the Process**

Mayborn Museum - Mezzanine Meeting Hall, 2nd floor

Often when museums approach a project, whether it's an exhibit, education program or outreach initiative, we consider community input to be one of many steps toward a goal, if we include it at all. During this session, attendees will walk through some techniques - practicing on each other - to find common ground on emotionally charged topics. Panelists will present some relevant examples from their own work, using techniques of charitable dialogue and evaluating their process through reflective models. Attendees will leave the session with solid skills to build better relationships and pave the way to improved project dynamics.

**Presenting Chair:****Trey Crumpton**, Exhibits Development Manager, Mayborn Museum Complex, Baylor University, Waco**Presenter:****Kellen Nixon**, Principal, Nixon & Co. Consulting Group, Houston*Sponsored by Exhibit Concepts*

11:15 am – 12:15 pm

## Transportation Break

TAM shuttles will run to and from the Mayborn Museum and host hotels for those who need to return to hotels in between sessions. You may miss the concurrent sessions, but we'll have you back in time for lunch!



## Adrienne Reid

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## DAY 2

WEDNESDAY, MARCH 23

12:00 - 12:15 pm

## Break

Mayborn Museum - multiple locations

During this break, please visit one of the nearby food and beverage stations to pick up a box lunch (for lap-style lunch) and then find a spot to watch the keynote presentation. Premium ticket holders with either yellow or blue lanyards watch live from Theater; all others (purple lanyards) may find a spot in one of the other breakout session spaces to view the live streaming presentation.

12:15 - 1:45 pm

## Plenary Lunch Session

Mayborn Museum - multiple locations

Keynote Speaker: John Falk, Executive Director, Institute for Learning Innovations

Keynote Address: "The Value of Museums: Enhancing Societal Well-Being"

The talk will focus on how museum professionals can better understand and explain the benefits of museum experiences. Knowingly or not, the business of museums has always been to support and enhance the public's personal, intellectual, social and physical well-being. Over the years, museums have excelled at this task, as evidenced by the almost indelible memories engendered by museum experiences. People report that museum experiences make them feel better about themselves, more informed, happier, healthier and more enriched - all outcomes directly related to enhanced well-being. Historically, benefits such as this were seen as vague and intangible, but Falk will describe how enhanced well-being, when properly conceptualized, can be defined and measured. The talk will conclude with suggestions for how these insights about well-being might be used as a strategy for helping museums better adapt to the rapidly changing and challenging times ahead.



## ABOUT JOHN FALK

Dr. John H. Falk is Executive Director of the Institute for Learning Innovation and Sea Grant Professor Emeritus of Free-Choice Learning at Oregon State University. He is internationally recognized as a leading expert on free-choice learning; the learning that occurs while visiting science centers, museums, zoos, aquariums or ecotourism sites, watching educational television or surfing the Internet for information. Dr. Falk has authored over 200 articles and chapters in the areas of learning, ecology and education, two dozen books and helped to create several nationally important out-of-school educational curricula. His most recent book is

*The Value of Museums: Enhancing Societal Well-Being* (2021, Rowman & Littlefield) which establishes a new way to define and

measure the value of cultural and educational experiences. His current research focuses on studying the reasons people engage in free-choice learning and the impacts that free-choice learning settings such as museums, national parks and science centers have on the publics that use them. He also has a keen interest in exploring new ways of thinking about, measuring and supporting science literacy and professional learning.

**Please note:** Keynotes will be live to premium ticket holders (blue or yellow lanyards) in the Theater. All others will watch the keynote via live stream from one of the breakout rooms in the museum. Box lunches (purple lanyards) will be available at food and beverage stations and will be enjoyed "lap style" while attendees view the presentation.

1:45 - 2:00 pm

## Break

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## OUTGOING TAM COUNCIL MEMBER

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

**Tracee Robertson**, Wichita Falls Museum of Art at Midwestern State University. Councilor-At-Large 2019-2022

2:00 – 3:00 pm

## Concurrent Sessions

### **Making Your Museum Energy Efficient Step-by-Step**

Mayborn Museum - Theater, 1st floor



This session will give attendees a better understanding of preferred museum buildings' operating systems as a first step to both develop a responsible plan for energy use and conservation and help collections care practices move closer to accreditation standards. Attendees will be able to follow the steps through a Request for Qualifications (RFQ) process, with a qualified building engineering firm to do a thorough examination of the museum's building and systems. This process then provides the information needed to develop a prioritized action plan for planned maintenance and scheduled equipment replacement. Attendees will also be able to plan for the short- and long-term activities necessary to reduce energy usage, improve the efficiency of HVAC systems and document the work completed to demonstrate progress and identify critical needs.

#### **Presenting Chair:**

**Ann Fortescue**, President & Executive Director, International Museum of Art & Science, McAllen

#### **Presenters:**

**Amelia Whitehead Rose**, Director of Collections and Exhibitions, International Museum of Art & Science, McAllen

**Sarah Sutton**, CEO, Environment & Culture Partners, (formerly known as Sustainable Museums), Tacoma, WA

*Sponsored by The Projects Group*



### **A Museum's Journey Through Organizational Assessment and Development**

Mayborn Museum - Community Room, 1st floor



This story traces five years of reflective change at the Mayborn Museum. Speakers will address organizational assessment, team culture, the importance of planned staff interactions (from daily huddles to annual retreats), a progression of professional development and improved operations through better communication and a project management tool called Smartsheet. After an overview, presenters will lead participants through a deep dive on the following topics:

1. Assessing your staff's perceptions of organizational effectiveness and job satisfaction;
2. Individual and organizational change through structured professional development, and
3. Utilizing Smartsheet as a tool to foster better project management and museum-wide communication.

Participants will leave this session with tools and strategies they can utilize in their own museums.

#### **Presenting Chair:**

**Charles Walter**, Director, Mayborn Museum Complex, Baylor University, Waco

#### **Presenters:**

**Lesla Bush**, Associate Director, Mayborn Museum Complex, Baylor University, Waco

**Rachel Woods**, President & CEO, Leadership Trek Corp. (LTrek), McGregor



### **Digital Transformation: Thriving After Crisis**

Mayborn Museum - Mezzanine Meeting Hall, 2nd floor



This presentation continues the 2020 TAM keynote address, "Where Do We Go From Here, From Crisis to Transformation." In the past two years, COVID-19 forced the museum sector through dramatic changes, including rapidly accelerating technology adoption and digital strategies. In this presentation, we will explore Digital Transformation, what we've learned in the last two years and how to thrive in the years ahead of us. We'll talk through shifting our mind-set from crisis management to transformational thinking, emphasizing how change management looks beyond the crisis stage. We'll focus on sustainable solutions for digital strategy, revenue models and how organizations can invest in innovation and how to mitigate (and embrace!) risk of the unknown. We'll draw from client experiences as well as models across industries - the private sector, entrepreneurship, technology and nonprofit - to provide a framework for moving forward.

#### **Presenting Chair:**

**Samantha Diamond**, Vice President of Digital Engagement, CultureConnect, Axiell Group, New York, NY

3:00 - 3:30 pm

**Refreshment Break****Mayborn Museum - multiple locations**

Take a short break between sessions, network with colleagues and enjoy a quick snack. Stop by one of the food & beverage stations located throughout the museum, near the breakout room locations.

Sponsored by Texas Brazos Trail, The John Barclay Agency

3:30 - 4:30 pm

**Plenary Session****Mayborn Museum - multiple locations****Virtual Keynote Speakers:**

**Cinnamon Catlin-Legutko, Museum Director, Illinois State Museum and  
Chris Taylor, Chief Inclusion Officer, Minnesota Historical Society**

**Virtual Keynote Address: "Inclusive Museum Leadership"**

In 2021, the American Alliance of Museums published *The Inclusive Museum Leader*, co-edited and co-written by Cinnamon Catlin-Legutko and Chris Taylor. Social justice as the role of museums has often been championed by front line staff and staff from younger generations. This book serves as a call to action for leaders to shift exclusive systems and practices at their museums, while modeling inclusive leadership to peers across the field. Cinnamon and Chris will offer practical insights about inclusive leadership and practical actions leaders can take immediately to shift their thinking and start moving their museums toward an inclusive future.

**ABOUT CINNAMON CATLIN-LEGUTKO**

After working in museums for 25 years, Cinnamon Catlin-Legutko joined the Illinois State Museum as Director in 2019. Previously she was the director of the General Lew Wallace Study & Museum (Indiana) where she led the organization to the National Medal for Museum Service in 2008. She then served as president and CEO of the Abbe Museum (Maine) where she co-led their decolonization initiative to ensure collaboration with Wabanaki people. Cinnamon has served on numerous national and local boards including AASLH and AAM; she is currently on the board of the Association of Midwest Museums. In 2016, she gave her first TEDx talk, *We Must Decolonize Our Museums*. She is the author and editor of numerous publications including *Museum Administration 2.0* (2016) and the *Small Museum Toolkit* (2012). Cinnamon's latest publication is *The Inclusive Museum Leader* (2021), a compilation of essays she co-edited with Chris Taylor, published by AAM.

**ABOUT CHRIS TAYLOR**

Chris Taylor is the Chief Inclusion Officer for the Minnesota Historical Society and the State of Minnesota, where he works with the Office of Governor Tim Walz and Lieutenant Governor Peggy Flanagan. In this role, Mr. Taylor provides structure and strategic direction for enterprise-wide inclusion and equity efforts. This includes developing a statewide vision and providing strategic direction, advice and consultation to State agency partners to advance the integration of inclusion and equity principles into state agency culture. Mr. Taylor supports agency leaders in change management and organization development strategies to advance systemic change in state government operations. Mr. Taylor is the chair of the One Minnesota Council on Inclusion and Equity, which seeks to advance equity and inclusion by eliminating disparities in the State of Minnesota and ensuring the voices of people most impacted by disparities are incorporated into the process of government. Taylor received his bachelor's degree from the University of St. Thomas and a master's degree from the Cooperstown Graduate Program for Museum Studies. He is currently working on a Doctorate of Education in the Organization Development and Change program at the University of St. Thomas.

*This virtual keynote presentation can be viewed from any of the breakout session locations throughout the museum. Please note - space is limited in each location, so once max capacity is reached, attendees will be redirected to other locations where space is still available.*

#TAM2022



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# DAY 2 | WEDNESDAY, MARCH 23

**4:30 - 6:00 pm**

## **Exhibitor Reception**

### **Historic Village at the Mayborn Museum**

Mosey on out to the Governor Bill and Vara Daniel Historic Village to explore life in the 1890s in a small, water-front community, enjoy refreshments and listen to bluegrass music. While you're there, visit with our TAM 2022 exhibitors during this special reception to thank them for supporting our museum industry and learn more about their services and products. You'll be rewarded for visiting all our partner tables! On page 15 of this printed program you'll find a "passport" to track your exhibitor booth visits. Have each booth rep sign your form, then stop by the TAM table to redeem your completed tracker for drink tickets to the evening event at the Texas Sports Hall of Fame and Texas Ranger Hall of Fame and Museum.



**5:30 - 6:30 pm**

## **Directors and CEO Reception**

### **Baylor Club, President's Suite, McLane Stadium, 5th floor**

**\*\*\*By Invitation 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 Baylor Club, on the top level of Baylor University's McLane Stadium, offers sweeping views of our beautiful host city you won't want to miss!

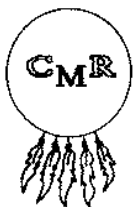
*We encourage you to walk to this event. It's a brief 5-10 min walk from the Mayborn Museum to McLane Stadium. See map on page 10 of this program to help find your way. For those who prefer to ride the shuttle, buses load and depart the Mayborn Museum at 5:15 pm.*



**6:00 - 6:30 pm**

## **Transportation Break**

At the conclusion of the Exhibitor Reception, TAM shuttles will run from the Mayborn Museum back to the host hotels, giving attendees an opportunity to drop off belongings in their hotel room and freshen up before the evening event. All evening event departures will run from the host hotels to evening event venues. Attendees are encouraged to take TAM transportation to evening events as host venues have very limited on-site parking. Locals may park at one of the host hotels and catch the shuttle to events.



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**7:00 - 9:00 pm**

## Evening Event

**Texas Sports Hall of Fame & Texas Ranger Hall of Fame and Museum**

### ***Ticket Required***

There's nothing more Texan than Rangers and sports, so dust off your cowboy boots and get ready to tailgate! Spend your evening touring both Halls of Fame in Waco, starting at the Texas Sports Hall of Fame and continuing at the Texas Ranger Hall of Fame and Museum. Attendees will partake in a light meal and will be able to redeem drink tickets secured from the exhibitor reception, or enjoy a cash bar. Doors open at 7 pm. Transportation will be provided between the hotels and museums, and from the Texas Sports Hall of Fame to the Texas Ranger Hall of Fame and Museum.

*Transportation will be provided to this evening event. Attendees are strongly encouraged to take TAM buses to this event, as parking at the museums is not available for TAM Attendees. Buses will load and leave from host hotels beginning at 6:30 pm. Event tickets will be collected on buses. At the end of the evening, buses will load and leave from the Texas Ranger Hall of Fame and Museum. Although the two sites are close by, walking between properties is not recommended.*



**8:00 - 10:00 pm**

## Game Night

**Hilton Waco - Skyline Room, 11th floor**

Game wizards Brittany Riley and Jake Mangum will lead a game night for attendees interested in some networking time after the evening event. Space is limited, so please sign up in advance to claim your spot! Check with the registration booth for availability.



# #TAM2022



# DAY 3 | THURSDAY, MARCH 24

**7:30 - 8:30 am**

## **TAM Shuttles to Mayborn Museum**

For those who wish to take the TAM shuttles to and from the Mayborn Museum, buses will be available from the host hotels.

**8:00 am - 3:00 pm**

## **Exhibit Booths Open**

**8:00 am - 5:00 pm**

## **Registration Desk Open**

Mayborn Museum - Rotunda, 1st floor

**8:00 - 9:00 am**

## **Coffee & Continental Breakfast**

Mayborn Museum - multiple locations

Kick off your morning by fueling up on some coffee and light breakfast before programming begins. Stop by one of the food & beverage stations located throughout the museum, near the break out room locations.

*Sponsored by Huntington T. Block*

**9:00 - 10:15 am**

## **Plenary Session**

Mayborn Museum - multiple locations

**Keynote Speaker: Fiona Bond, Executive Director, Creative Waco and President of Texans for the Arts**

**Keynote Address: "Calling all Guardians of Culture! You Have Superpowers – and the Universe Needs You"**

Civilization is a mess, divided, confused and needing help. If only there were some superheroes around who could help us learn from the past, evaluate evidence, bring people together and inspire us to unite around shared principles, ancient knowledge, curiosity, beauty and hope. Could the cultural sector offer a positive path through messy and uncertain times? If so, what are the obstacles and opportunities, and how should we combine forces?



### **ABOUT FIONA BOND**

Fiona Bond came to Waco from the UK, where she had over 15 years' senior management experience in the arts and cultural sectors and in the intersection of the arts with economic development, faith and human flourishing. She has directed cultural initiatives for Baylor, Durham, Cambridge and St Andrews Universities, Durham County Council, Durham Literature Festival, Lancaster Literature Festival, Kettle's Yard Gallery (Cambridge University's Modern Art Museum) and Dundee Contemporary Arts. She is author of 'The Arts in Your Church' (Piquant, 2001) and a number of festival, gallery and music guides. Fiona's core expertise is the intersection of the arts with economics, faith and well-being; in other words, she is passionate about creating well-rounded, vibrant communities in which all participants can thrive. She has a BA (hons) in Theology from Durham University (UK) and an MBA (hons) from The Hankamer School of Business at Baylor University. She juggles her role as Executive Director of Creative Waco with being parent to two active sons and plays bagpipes with her younger son for relaxation. In 2020, she was honored to be recognized as "Wacoan of the Year" by Wacoan Magazine and in November 2021, she was elected President and Chair of Texans For the Arts.

**Please note:** Those with blue or yellow lanyards can watch the keynote live in the Theater. All purple lanyards can watch the keynote via live stream in the Community Room or Mezzanine Meeting Hall.

**10:15 - 10:30 am**

## **Refreshment Break**

Mayborn Museum - multiple locations

Take a short break between sessions, network with colleagues and enjoy a quick snack. Stop by one of the food & beverage stations located throughout the museum, near the breakout room locations.

*Sponsored by Displays Fine Art Services, ANR Transport*



## SAN ANGELO MUSEUM OF FINE ARTS



The Texas Association of Museums is a vitally important organization that provides a forum for the sharing of knowledge and resources among its members and encourages communications and camaraderie in museums of all disciplines across the state.

It stands out as a model for museum associations across the globe.

The San Angelo Museum of Fine Arts is pleased to be a member and sponsor of the Texas Association Museums.

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# DAY 3 | THURSDAY, MARCH 24

**10:30 - 11:30 am**

## Concurrent Sessions



### **New TEKS? Now What? Learning How to Utilize and Implement the New Museum Education TEKS**

Mayborn Museum - Theater, 1st floor



Learn how you can play a vital role in helping students investigate and learn more about energy-related STEM careers. The new Texas science TEKS standards emphasize out-of-the-classroom learning through museums, libraries, professional organizations, private companies, online platforms and mentors employed in a science, technology, engineering and mathematics (STEM) field to investigate STEM careers. You are in the education field by virtue of your institutions; your museum and the new K-12 science TEKS standards can offer so much to our Texas students.

#### **Presenting Chair:**

**Kathy Shannon**, Executive Director, Permian Basin Petroleum Museum, Midland

#### **Presenter:**

**Heather Stover**, Don Harrington Discovery Center & Connect2Texas, Amarillo



### **Digitizing Untold Stories**

Mayborn Museum - Community Room, 1st floor



By examining current collections at Baylor's Institute for Oral History and the Black Gospel Music Project and the LBJ Library in Austin, museum staff can learn how these institutions worked to shine a light on untold stories within their communities and beyond. Staff from these institutions will reflect on the development and acquisition of these collections and showcase how the collections have been used to give voice to marginalized groups.

#### **Presenting Chair:**

**Joy Summar-Smith**, Associate Director, Dr Pepper Museum, Waco

#### **Presenters:**

**Stephen Sloan**, Associate Professor of History & Director of the Institute for Oral History, Baylor University, Waco

**Eric Ames**, Assistant Director for Marketing & Communications, Baylor University's Division of Libraries and ITS, Waco

**Sarah Cunningham**, Audio Preservationist Specialist, Lyndon Baines Johnson Presidential Library and Museum, National Archives, Austin

### **TAM TALK with Fiona Bond**

Mayborn Museum - Mezzanine Meeting Hall, 2nd floor

Fiona Bond's keynote address will be followed by a session to present cross-sector case studies and explore ideas that can be implemented across diverse organizations and communities.

**11:30 - 11:45 am**

## Break

### **Mayborn Museum - multiple locations**

During this break, please visit one of the nearby food and beverage stations to pick up a box lunch (for lap-style lunch) and then find a spot to watch the TAM Annual Business Meeting and Awards presentation. Premium ticket holders (blue and yellow lanyards) watch live from the Theater; all others (purple lanyards) may find a spot in one of the breakout session spaces to view the live streaming presentation.

**11:45 am - 1:15 pm**

## **TAM Annual Business Meeting and Awards Lunch**

### **Mayborn Museum - multiple locations**

Grab a lunch and enjoy "lap style" as TAM introduces its newest Council members and conducts its annual business meeting with members, covering matters such as voting on By-Laws revisions and reviewing the organization's top priorities. Then, we'll recognize and celebrate 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).

**Please note:** The event will be live to premium ticket holders (blue and yellow lanyards) in the Theater. All others (purple lanyards) will watch via live stream from one of the breakout rooms. Box lunches will be available at a food and beverage station and will be enjoyed "lap style" while attendees view the remarks and presentations.

Sponsored by Page



1:15 - 1:30 pm

Break

1:30 - 2:30 pm

### Concurrent Sessions



#### Building Trust While Stewarding Tribal Histories

Mayborn Museum - Theater, 1st floor



Connecting with and establishing relationships with American Indian tribal entities in a responsible and trustworthy way is a necessary part of collections management in the 21st century. This presentation, followed by Q and A discussion, creates a safe environment to hear and ask about the ways in which the state museum set about the task, the lessons learned and the long-standing impact and requirements museum staff and administration commit to for the long haul.

#### Presenting Chair:

**Margaret Koch**, Director, Bob Bullock Texas State History Museum, Austin

#### Presenter:

**Matthew Davila**, Museum Consultant, Standing Rock Sioux, Buda



#### From the Ground to the Grade School: Bringing Columbian Mammoth Fossils to Students

Across Texas, the United States, and the World



Mayborn Museum - Community Room, 1st floor

The first segment of this program will be dedicated to the current distance-learning program at the Waco Mammoth National Monument. The next portion will address the best practices Waco and the NPS have developed for all aspects of distance-learning programming. The remaining time will be dedicated to audience questions and explanations for program improvement.

#### Presenting Chair:

**Brycen Turnbull**, Lead Park Ranger, Waco Mammoth National Monument

#### Presenter:

**Dr. Lindsey Yann**, Paleontologist, Waco Mammoth National Monument

#### TAM TALK with John Falk

Mayborn Museum - Mezzanine Meeting Hall, 2nd floor

New at the TAM 2022 Annual Meeting are our TAM TALKs with Keynotes. In these more intimate sessions, speakers lead smaller discussions and highlight case studies that give you practical take aways which can be immediately applied at your institutions.

2:30 - 3:00 pm

### Refreshment Break

Mayborn Museum - multiple locations

This is a "grab-n-go" break - take some snacks with you as you head out of the Mayborn and catch the buses back to the hotels or to a tour or workshop. Or - stick around - there are great workshops happening at the Mayborn, too!

Sponsored by Displays Fine Art Services, ANR Transport

2:30 - 3:00 pm

### TAM Shuttles to Hotels

TAM shuttles will run from Mayborn Museum back to host hotels.

**3:00 – 5:00 pm**

## Tours

### Various locations

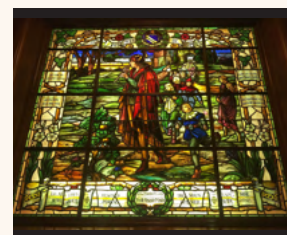
Grab a friend and explore Waco! You can strike out on your own (see map on page 7 if you go downtown) and visit various museums who are offering free admission to TAM badge holders (list is included in this program on page 39). Or, partake in one of the TAM 2022 tours we've prepared especially for attendees! One tour of your choice is included as part of some conference ticket packages; for others, tours may be purchased as an a la carte add-on. Check with the registration booth for availability.

**Please note:** With the exception of the "Waco Sculpture Zoo" tour and the Baylor Libraries tour, transportation will not be provided to these tours. Attendees will be expected to get themselves to the tour locations. However, carpool sign up forms will be available at the registration desk for those who wish to ride share!

### Where 19th and 21st Centuries Meet: Exploring the Baylor Libraries' Armstrong Browning Library and Riley Digitization Center

**Pre-registration required.**

This tour provides an opportunity to explore two world-class facilities within the Baylor University Libraries. The Riley Digitization Center houses state-of-the-art technology that a team of trained specialists uses to digitize and make accessible online the archival and libraries collections of the university. Home to the Black Gospel Music Restoration Project and a newly-opened Black Gospel Archive, the RDC tour will be headed by Darryl Stuhr, Director of Digitization and Digital Collection Preservation Services. The Armstrong Browning Library is a world-renowned home for the study of works by 19th century authors and poets Robert and Elizabeth Barrett Browning. The largest secular stained glass collection in the world is just the start of the beauty and treasures to be found on the tour, led by ABL director Jennifer Borderud.



Transportation is provided to this tour. Catch a shuttle from the Mayborn (not the hotel!) between 2:30 and 2:45 pm and be transported to a drop off location within walking distance to the tour sites. A volunteer will meet you at the drop off point to start the tour. Be sure to wear comfortable shoes. After the tour, a bus will take participants back to host hotels.

### Stroll Through Historic Downtown Waco

**Pre-registration required.**

Downtown Waco has much more to see than just the historic buildings. Join us as we walk through the downtown area and learn about who built the buildings and why, and all about the entertainment, gun fights, legal battles and tragic events that occurred within a 10-block area. **Tour will meet in the lobby of the Courtyard by Marriott Waco.** Be sure to wear comfortable shoes, as this tour will include a lot of walking.

### Waco Sculpture Zoo: Walking Tour of a Riverside Art Trail

**Pre-registration required.**

Join the staff of Creative Waco on a walking tour of the 28-piece Waco Sculpture Zoo. Learn about how local donors, the City of Waco and Creative Waco worked together to create this dynamic public art collection (which was dedicated in February 2020), which helped to activate Waco's beautiful Cameron Park.



Transportation is provided to this tour. Bus will load at Courtyard by Marriott Waco hotel for this tour at 2:45 pm and take attendees to Pecan Bottom in Cameron Park (off of N University Parks Dr.). From there, attendees will meet up with tour guides Amanda Dyer and Fiona Bond and walk alongside the beautiful Brazos River to view the public art sculptures. The tour will conclude near the host hotels, so attendees should expect to return to the hotel on foot. Please wear comfortable shoes for this tour.

### Self-guided Tour: From Downtown Decline to Cultural District: Touring Waco's Revitalized Downtown Venues

**See map on page 7 to help find your way.**

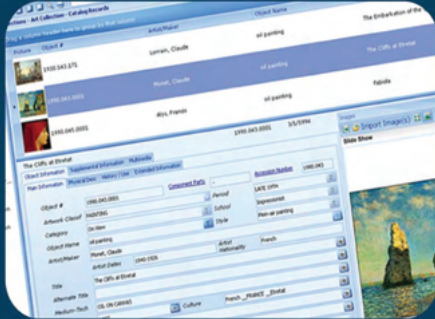
This self-guided opportunity invites exploration of the venues, shops, galleries and open spaces that make Waco's Downtown Cultural District a place that shouldn't be missed. Shop and view art at Cultivate7Twelve, explore the 7th Street Plaza pop-up space, tour Anthem Stories and experience everything in between.

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# DAY 3 | THURSDAY, MARCH 24

3:00 - 5:00 pm

## Workshops

### Various locations

If you are looking to work out your mental muscles, you won't want to miss the workshops we have planned. If you are seeking a professional development certificate, you can complete the requirements at the Annual Meeting, but you'll need to add a workshop in the same Pathway as the sessions you select. Available pathways include: (A) Administration & Trustee; (C) Collections Management; (E) Education / Outreach; (Ex) External Relations; and (L) Leadership Management. All workshops require pre-registration. Visit the registration booth for more info, fees and availability.

**Please note:** Transportation will be provided to one workshop (*Your Hunt, Your History: Leveraging Digital Tools to Engage the Community with Local History* at Moody Library on Baylor University campus). All other workshops are located at the Mayborn Museum. Upon completion of workshops at Mayborn, a bus will take attendees back to host hotels.



### Strategic Vision and the Evidence of Success

Mayborn Museum, Baylor Museum Studies Department, Lecture Hall 1701, 1st floor



Pre-registration required.

Museums across the country are recalibrating Strategic Plans that traditionally leaned on tactics and metrics, but today, these plans lean into community impact, healing and innovation. AAM, TAM and associations across the country acknowledge this shift in the field and are re-examining standards and expectations. Join Marise McDermott, President and CEO of the Witte Museum and AAM Accreditation Commissioner, to consider ways to develop Strategic Plans that demonstrate the quality of your museum's work and reflect your mission, vision and core values.

### Presenting Chair:

**Marise McDermott**, President & CEO, Witte Museum, San Antonio

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## Workshops *continued*



### **Co-creation Bootcamp + Design Lab: Community Co-Creation for Impact, Change and Leadership**

Mayborn Museum, Community Room, 1st floor



*Pre-registration required.*

Are you inspired to co-create with your community? Do you want your community in the driver's seat (or at least in the car) for the design of a new or current program, change initiative, exhibit or building? Are you hungry to create a lasting impact that betters your corner of the world? Are you saying yes but asking HOW? This Bootcamp + Design Lab will build your and your museum's muscles to co-create for impact and change with your community in ways that are deep, authentic and connective. Designed to be a unique combination of receiving and doing, this workshop explores the how, why and what of co-creation, but also gives you applicable new mindsets, practices, design prompts and ways of moving.

#### **Presenting Chair:**

**Holly Truitt**, Principal and Owner, Holly Truitt Consulting, Missoula, MT



### **Your Hunt, Your History: Leveraging Digital Tools to Engage the Community with Local History**

Baylor University, Moody Library, Room 104



*Pre-registration required.*

Have you ever wanted to engage your community in a fun and interactive way? Using the lessons learned from the recent Waco Founding Scavenger Hunt, this workshop will walk attendees through the process of conceptualizing, planning and executing a place-based history event. An outdoor activity is an accessible way to bring public history to people outside of traditional educational venues. During the COVID pandemic, people increasingly value remote and outdoor recreation where they can participate in a group event in a safe manner. A portion of the workshop will also address how to creatively leverage technology to facilitate event objectives and community involvement in local history. In a period when people wrestle with legacies and memories surrounding historic sites, local history events provide an avenue for thoughtful engagement and discussion.

#### **Presenting Chair:**

**Stephen Sloan**, Director, Institute for Oral History and Associate Professor, Department of History, Baylor University, Waco

#### **Presenters:**

**Regina Wenger**, Ph. D Candidate, Department of History, Baylor University, Waco

**Ella Hadacek**, M.A. Student, Department of History, Baylor University, Waco

*Transportation is provided to this workshop. Catch a shuttle from the Mayborn (not the hotel!) between 2:30 and 2:45 to the Moody Library. A volunteer will meet you at the drop off point to walk you to your workshop. Be sure to wear comfortable shoes, as this workshop will be "on the move" at times and may include a lot of walking! After the workshop, a bus will take attendees back to host hotels.*



### **Make, Break, Sweep: Using Roadkill Couches and Dusty VCRs to Make High-Impact, Low Budget Experiences**

Mayborn Museum, Design Den in Discovery Center, 2nd floor

*Pre-registration required.*

This Making and Tinkering workshop at the Mayborn Museum offers a limited number of Messy Makers a chance to learn how guests use unique tools, materials and ideas to turn obsolete and found materials into treasures during the Mayborns' weekly Tinker Tuesday program. This workshop will alternate between discussion and active practice to empower attendees with the knowledge, experience and confidence to facilitate activities back home. Participants will make messes in leather-working, circuit block investigations and plastic play, and everyone will leave with projects and materials for each topic. Tools, materials and band-aids will be provided. No experience necessary!

#### **Presenting Chair:**

**Emily Clark**, Museum Engagement Manager, Mayborn Museum Complex, Baylor University, Waco

#### **Presenters:**

**Alan Small**, STEM Programs Coordinator, Mayborn Museum Complex, Baylor University, Waco

**Joy Siler**, Graduate Apprentice, Mayborn Museum Complex, Baylor University, Waco

# DAY 3 | THURSDAY, MARCH 24

**3:00 - 5:00 pm**

## **Statewide Informal Digital Learning Network Meeting**

**Mayborn Museum, Baylor Museum Studies Department, Classroom 1605 \*\*\*By Invitation Only\*\*\***

TAM is partnering with the Texas Historical Commission (THC) to create a Statewide Informal Digital Learning Network. Representatives from the THC staff and Texas Heritage Trails leadership will meet to discuss the project which intends to accomplish the following:

1. Establish a statewide membership network connecting all 10 Texas Heritage Trails; 2. Present K-12 Virtual Program Workshop, online events and in-person regional convenings with THC staff and representatives from each Trail region; and 3. Create additional resources for more statewide self-directed learning. Attendees may catch the bus back to the host hotels after this meeting.

**5:00 - 6:00 pm**

## **VIP and Award Winner Reception**

**Art Center Waco \*\*\*By Invitation Only\*\*\***

Get to know our TAM award winners in a more intimate setting. The winners of the 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) along with VIPs are invited to a special reception on Thursday evening at the Art Center Waco. By Invitation Only. Advance RSVP required.

*Transportation will be provided to this event. Buses will start loading at the host hotels at 4:30 pm. Upon completion of this event, attendees are encouraged to stick around for the evening event, which begins at Art Center Waco, before heading over to the Dr Pepper Museum for the second part of the evening. Buses will take attendees from Art Center Waco to the Dr Pepper Museum.*

**5:00 - 6:30 pm**

## **Break**

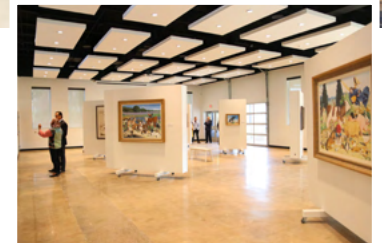
**6:30 - 9:00 pm**

## **Evening Event**

**Art Center Waco and Dr Pepper Museum**

Stroll through the artistic side of Waco at Art Center Waco's new location in Downtown Waco, near both the Silo District and the Cultural District. Then make your way to the Dr Pepper Museum, featuring two of the oldest buildings in downtown Waco. End the evening with good food, cold Dr Pepper floats and Make-A-Soda and Taste-A-Soda experiences. Downtown partners Balcones Distilling will be on site to serve up what pairs best with Dr Pepper!

*Transportation will be provided to this event. Buses will start loading at the host hotels at 6 pm. Buses will drop off at Art Center Waco first; later in the evening, buses will leave Art Center Waco and take attendees to the Dr Pepper Museum to conclude the night. At the end of the evening, buses will depart Dr Pepper Museum and return to host hotels. Attendees are encouraged to take the shuttles to this evening event, as there is little to no parking at the evening event host museums for personal vehicles.*



**9:00 - 10:00 pm**

## **Exclusive Paranormal Tour**

**Dr Pepper Museum \*\*\*Advance Ticket Required\*\*\***

Join us for an exclusive Paranormal Experience at the Dr Pepper Museum. During this tour you will get to see a different side of the Museum, one most guests never experience. For decades, paranormal investigators and Museum staff have experienced paranormal activity at the Museum such as floating orbs, shadow figures, voices, apparitions and overwhelming emotions. On this tour, expert Museum guides will lead you through both historic buildings, including the otherwise off-limits basement, to hear about the Museum's history and investigate its paranormal activity for yourself with specialized tools such as EMF readers.

**Please note:** Attendees who purchased a ticket to this event should also plan on attending the evening event, as paranormal tour participants will need to be available to start the tour immediately after the evening event ends. Tour will meet and gather in the museum's courtyard. Transportation will be provided to participants upon conclusion of the tour back to the host hotels.





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# DAY 4 | FRIDAY, MARCH 25

## 7:30 - 9:00 am

### TAM Shuttles to Dr Pepper Museum

For those who wish to take the TAM shuttles to and from the Dr Pepper Museum, buses will be available from the host hotels. Please note - there is little to no parking available at the museum for personal vehicles, so attendees are encouraged to either take the bus provided by TAM or walk (it's a 10 minute walk from hotels to museum).

## 7:30 am - 2:30 pm

### Registration Desk Open

Dr Pepper Museum - AMBC Building, 1st floor

## 8:00 am - 1:30 pm

### Exhibit Booths Open

## 8:00 - 9:00 am

### Coffee Receptions

#### Dr Pepper Museum - multiple locations

This time slot is reserved for different TAM groups and partners to host a coffee reception (and meeting, if they so choose) with their members.

#### TAM Alumni and Executive Leaders (TAMEL)

\*\*\*By Invitation Only\*\*\*

*Past and present Texas museum leaders are invited to discuss how to better keep these groups connected in order to tackle challenges together.*

Auditorium - 3rd Floor, AMBC Building

#### Historic Sites & Houses Affinity Group (HSHAG)

#### Museum Emerging Leaders of Texas (MELT)

#### TAM Educators Committee (TAMEC)

#### Collection Managers Committee (CMC)

#### Southeast Texas Museum Association (SETMA)

*One of TAM's Regional Associations, SETMA welcomes all museum professionals from the Southeast Texas region to join them for a quick business meeting and morning social.*

W.W. Fooths Clements Exhibit - 3rd Floor, AMBC Building

Soda Fountain - East Wing Building

Taste-A-Soda Liquid Lab - East Wing Building

Make-A-Soda Liquid Lab - East Wing Building

Hillcrest Classroom - East Wing Building

#### Inclusion, Diversity, Equity and Accessibility Committee (IDEA)

Beaker to Bottle Exhibit - 2nd Floor, AMBC Building

Sponsored by SETMA and UNT Libraries Portal to Texas History

## 9:00 - 9:30 am

### Coffee & Continental Breakfast

#### Dr Pepper Museum - multiple locations

Grab some coffee and light breakfast before breakout sessions start and network with your colleagues on the last day of the conference. Food & beverage stations are located near the break out sessions outside the auditorium of the AMBC Building, 3rd floor and outside of the Hillcrest Classroom in the East Wing Building.

Sponsored by DLR Group

9:30 - 10:30 am

## Concurrent Sessions



### What is the COVID Pandemic Teaching Us? Using Creativity to Face Changes in Museum Education during the Pandemic

Dr Pepper Museum - Auditorium - 3rd Floor, AMBC Building

Session attendees will have the opportunity to reflect and dialogue about the use of creativity to face challenges and changes during the pandemic. Using research gathered from local Waco museums as a basis for the discussion, attendees will have the opportunity to observe how the challenges of the pandemic have led to an increase in creativity from museum educators. Included in the discussion will be questions such as:

- What has changed in museum education during the pandemic?
- What challenges has your department faced during this time?
- Did your museum move to an online format during the pandemic?
- If so, which educational programs were successful and which were not in this format?
- What were the growing pains associated with the change to this format?
- What does partnership with schools look like in a pandemic?
- Are museum education partnerships with nursing homes possible during a pandemic?

Through discussions with each other, attendees will have the opportunity to brainstorm ideas for the future and hear about the experiences of others in the field.

#### Presenting Chair:

**Tricia Filippini**, Educational Psychology Ph.D. Student, Baylor University, Waco



### Challenges and Solutions from Academic Institutions

Dr Pepper Museum - Beaker to Bottle Exhibit - 2nd Floor, AMBC Building



Museums affiliated with academic institutions play a unique role in both cultural resources and academia. Connected to research and resources, university museums can be a catalyst for change in society, lead meaningful discussions about the past, present and future of their communities and preserve and make accessible the objects and artifacts of our cultures. Yet, are they that different from any other museum in your community? This panel presentation highlights some of the issues academic museums deal with and provides a window into the unique perspectives of these institutions, while highlighting the ways these museums tackle common issues facing the field. Attendees will have the opportunity to discuss ideas for the future and learn from the past experiences of their fellow museum educators.

#### Presenting Chair:

**Daniel Carey-Whalen**, Director, Centennial Museum and Chihuahuan Desert Gardens, El Paso

#### Presenters:

**Emily Wilkinson**, Director for Public Art, Texas Tech University System, Lubbock

**Jake Mangum**, Project Development Librarian, University of North Texas Libraries, Denton

**Tracee Robertson**, Director, Wichita Falls Museum of Art at Midwestern State University, Wichita Falls



### Exhibit Upgrades on a Budget

Dr Pepper Museum - Hillcrest Classroom - East Wing Building



Find out how the Texas Ranger Hall of Fame and Museum tackled long-overdue exhibit projects during the pandemic. From identifying priorities and available resources, to creating more inclusive exhibit content, they demonstrate it is possible to upgrade exhibits on a shoestring budget.

#### Presenting Chair:

**Shelly Crittendon**, Collections Manager, Texas Ranger Hall of Fame and Museum, Waco

#### Presenters:

**Audrey Ladd**, Education Programs Manager, Texas Ranger Hall of Fame and Museum, Waco

**Rachel Smith**, Assistant Director/Curator of Collections, Rogers Historical Museum, Rogers, AR



10:30 - 11:00 am

Break

11:00 am - 12:00 pm

## Concurrent Sessions

**Turning Lemons into Lemonade: Making the Most of Collections Conundrums**

Dr Pepper Museum - Auditorium - 3rd Floor, AMBC Building



A collections crisis or conundrum can occur in a museum collection of any size. Limited staff, murky or incomplete records and red tape can further complicate matters. This session explores three case studies of Texas museums that found the silver lining in a collections conundrum despite the challenges. From building partnerships and telling new stories, to solving old mysteries and better understanding your collections, a positive outcome can result from a daunting collections conundrum.

**Presenting Chair:****Rebecca Ingram**, Curator of Exhibits and Collections, Brazos Valley Museum of Natural History, Bryan**Presenters:****Stephanie Klemm**, Former Regional Collections Manager, Star of the Republic Museum, Washington, TX**Olivia Moore**, Director, East Texas Oil Museum, Kilgore**Early Childhood Engagement in the Museum**

Dr Pepper Museum - Beaker to Bottle Exhibit - 2nd Floor, AMBC Building

From exhibit spaces for ages 5 and under to programs geared for early childhood development, catering to a younger audience comes with its own set of challenges! Representatives from the Mayborn Museum, the Perot Museum of Nature and Science and the Bell County Museum will compare successful programs and exhibits for these audiences and discuss what works, what doesn't and how things have changed in the last year.

**Presenting Chair:****Emily MacDonald**, Museum Engagement Coordinator, Mayborn Museum, Baylor University, Waco**Presenters:****Emily Clark**, Museum Engagement Manager, Mayborn Museum, Baylor University, Waco**Katie Gagne**, Manager of Child and Family Learning, Perot Museum of Nature and Science, Dallas**Kayte Ricketts**, Education Coordinator, Bell County Museum, Belton**TAM TALK with Cinnamon Catlin-Legutko and Chris Taylor**

Dr Pepper Museum - Hillcrest Classroom - East Wing Building



New at the TAM 2022 Annual Meeting are our TAM TALKs with Keynotes. In these more intimate sessions, speakers lead smaller discussions and highlight case studies that give you practical takeaways which can be immediately applied at your institutions. **Please note:** The presenters will be leading this session via Zoom.

12:00 - 12:15 pm

Break

During this break, please visit one of the food and beverage stations to pick up a box lunch (for lap-style lunch) and then find a spot in any of the break out session spaces to watch the stream of the virtual keynote presentation.

**12:15 – 1:30 pm**

## **Closing Plenary Session**

**Dr Pepper Museum - multiple locations**

**Virtual Keynote Speaker: Colleen Dilenschneider, Chief Market Engagement Officer, IMPACTS Experience**

**Keynote Address: "The Research Is In! Members Support Your Mission – And Why That's Especially Important"**

The pandemic has majorly impacted membership engagement and renewals. But don't despair! Research reveals exciting trends for the future of museum membership programs – and they revolve around the organization's mission. Armed with data from what is believed to be the largest ongoing survey of potential museum visitors in the United States, Colleen will share research on the shifting perceptions and motivations of museum members in the United States, and specifically in the state of Texas, in light of the pandemic. How has the pandemic impacted public perceptions of trust in museums and what does this mean for membership programs? How are museum members in Texas thinking and behaving differently than general admission visitors? What does this mean for strengthening this community? Most excitingly, how are motivations for becoming a member changing in light of all this, well, change? While members were a critical audience prior to the pandemic, they are poised to play an increasingly important role in recovery and the successful financial futures of museums. The new key to cultivating and leveraging this audience? Your mission. Colleen will show you the math.



### **ABOUT COLLEEN DILENSCHNEIDER**

Colleen Dilenschneider is the Chief Market Engagement Officer for IMPACTS Experience, a global leader in predictive market intelligence and related technologies. Dilenschneider oversees multiple audience engagement initiatives on behalf of clients in the nonprofit and cultural sectors. She uses data to both identify and predict emerging market opportunities and help nonprofit organizations maintain their relevance and secure their long-term financial futures by building affinity with their onsite and virtual audiences. Colleen has worked with many of the most admired and successful clients in the nonprofit realm, including projects at the Smithsonian Institution, Colonial Williamsburg, Naples Botanical Garden, California Academy of Sciences, Carnegie Museums, Stanford University, Exploratorium, Monterey Bay Aquarium, United Nations Educational Scientific and Cultural Organization (UNESCO), San Diego Zoo and the National Park Service. She currently serves on the Board of Directors at the National Aquarium. Dilenschneider is also the author and publisher of the popular website "Know Your Own Bone," a data-informed, strategic resource for cultural organizations. Colleen has been a featured expert in sources ranging from NPR's Marketplace to The Wall Street Journal and The Washington Post, has been prominently featured in many national museum publications and is required reading for museum studies and professional development programs at entities ranging from Harvard and Cornell to the United Nations Institute for Training and Research.

***Please note:** Keynote will be live streamed to each of the breakout rooms within the museum. Box lunches are available at a food and beverage stations and enjoyed "lap style" while attendees view the presentation. Feel free to watch from the breakout room of your choice.*

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**1:30 pm**

## **Conference Ends**

Transportation will run from 1:30 - 2 pm to get attendees from the Dr Pepper Museum back to host hotels.

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**2:00 – 4:00 pm**

## **Post Conference Tours**

Several Waco area museums are extending free admission to conference attendees for post-conference self-guided tours. Your TAM badge is your entrance ticket! Find the list of participating museums in this conference program on page 39.

**Go and explore Waco! Have fun! See you next year!**

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# #TAM2022



## 2022 ANNUAL MEETING PROGRAM COMMITTEE

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Program Committee members serve a two-year term.

**TAM  
2023  
ANNUAL  
MEETING**

Call for  
Session Proposals  
and Program  
Committee  
Members!

Got an idea for next  
year's conference?  
**SUBMIT A PROPOSAL!**

Want to help plan the  
sessions at the 2023 conference?  
**APPLY FOR THE  
PROGRAM COMMITTEE!**

**Deadline for proposals and  
committee applications:  
May 6, 2022**

### SESSION PROPOSALS

Successful sessions at the TAM 2023 Annual Meeting in San Antonio will open discussions, raise new ideas, debate issues and spark imagination. This year, we will accept preliminary proposals that include title, abstract, a suggested target audience and pathways, and style of session. You do not have to include a detailed description or panel of speakers until you are invited to submit detailed submissions. Don't let a good idea go because you don't know whom to suggest as a speaker! Our Program Committee can help. Share your ideas with TAM for San Antonio today!

### PROGRAM COMMITTEE

We need you! TAM members in good standing are eligible to serve on the Program Committee. Members of this volunteer committee review proposals, contribute additional ideas and ensure balanced content for the annual meeting sessions. Committee Members are convened in three (3) virtual meetings throughout the summer months and work independently in between. Those who wish to serve must be available to serve a two year term, working on the TAM 2023 and 2024 events.

**Applicants will be selected based on the following criteria:**

balance of discipline or interest areas • balance of institution size

**To apply for the Program Committee,  
visit: <https://bit.ly/3BjSM17>**

**To submit a session proposal or session idea,  
visit: <https://bit.ly/33nTaiE>**





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*TAM would like to thank and acknowledge  
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Audie Murphy/American Cotton Museum  
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Briscoe Western Art Museum  
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Farmersville Heritage Museum  
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Scurry County Museum  
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The Silent Wings Museum  
Silsbee Ice House Museum and Cultural Center  
The Sixth Floor Museum at Dealey Plaza  
Spindletop-Gladys City Boomtown Museum  
Spur/Dickens County Museum  
Stanzel Model Aircraft Museum  
Sue S. Bancroft Women's Leadership Hall  
Sugar Land Heritage Foundation  
Texas A&M University-Commerce  
Texas City Museum  
Texas Cotton Gin Museum  
Texas Forestry Museum  
Texas Heritage Museum, Hill College  
Texas Historical Commission  
Texas Maritime Museum  
Texas Ranger Hall of Fame & Museum  
Texas State Cemetery  
Texas State Preservation Board - Capitol/Curatorial  
Texas State Preservation Board / Capitol Visitors Center

Texas Tech University System  
Texas Through Time  
The Health Museum  
The Woodlands Children's Museum  
The Wynne Home Arts and Visitor Center  
Tyler Museum of Art  
UMHB Musick Alumni Center and Museum  
United Daughters of the Confederacy Texas Confederate  
Museum Collection  
University of North Texas  
US Border Patrol Museum  
The Whiteside Museum of Natural History  
W.K. Gordon Center  
Waco Mammoth National Monument  
West of the Pecos Museum  
Whitehead Memorial Museum  
Wichita County Heritage Society/Kell House Museum  
Wichita Falls Museum of Art at MSU  
Wilbert M. Curtis Texas Prince Hall Library Museum  
The Williamson Museum  
Witte Museum  
YDSP Cultural Center

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## EVENT CODE OF CONDUCT

*All attendees, speakers, exhibitors, sponsors and volunteers at our face-to-face and virtual events such as TAM Workshops and the TAM Annual Meeting are required to adhere to the following code of conduct. Organizers will enforce this code throughout the event. We expect cooperation from all participants to help ensure a safe environment for everybody.*

Our events are dedicated to providing a harassment-free experience for everyone, regardless of gender, gender identity and expression, age, sexual orientation, disability, physical appearance, body size, race, ethnicity, religious preferences or technology choices. We do not tolerate harassment of conference participants in any form. Sexual language and imagery are not appropriate for any event venue, including talks, workshops, parties, Twitter and other online media. Event participants violating these rules may be warned, sanctioned or expelled from the event without a refund at the discretion of the event organizers.

Harassment includes offensive verbal comments related to gender, gender identity and expression, age, sexual orientation, disability, physical appearance, body size, race, ethnicity, religion, technology choices, sexual images in public spaces, deliberate intimidation, stalking, following, harassing photography or recording, sustained disruption of talks or other events, inappropriate physical contact and unwelcome sexual attention.

Participants asked to stop any harassing behavior are expected to comply immediately.

Sponsors and exhibitors are also subject to the anti-harassment policy. In particular, sponsors and exhibitors should not use sexualized images, activities or other material. Booth staff (including volunteers) should not use sexualized clothing/uniforms/costumes or otherwise create a sexualized environment.

If a participant engages in harassing behavior, the event organizers will take any action they deem appropriate, including warning or sanctioning the offender or expulsion from the conference with no refund.

We also expect all participants to conduct themselves with integrity, respect, honesty and credibility; approach all events and interactions in accordance with the highest ethical standards of professionalism and personal conduct; and avoid all activities that will cause damage to or discredit your organization, TAM or yourself.

If you are being harassed, notice that someone else is being harassed or have any other related concerns, please contact a member of the TAM Staff or Councilors immediately. You may also send a report to [admin@texasmuseums.org](mailto:admin@texasmuseums.org).

Event staff are happy to assist those experiencing harassment to feel safe for the duration of the conference. We value your attendance.

We expect participants to follow these rules at all TAM events whether in person or virtual.

*Adapted from the Association of Registrars and Collections Specialists' code of conduct and the Association of Science and Technology Centers (ASTC) code of conduct.*





# TAM 2022 COVID-19 INFORMATION

The Texas Association of Museums (TAM) continues to monitor policy and procedures during the COVID-19 pandemic. The safety and well-being of our museum community, including TAM 2022 Annual Meeting sponsors, attendees, speakers and exhibitors, is our top priority. We are collaborating with federal, state and local agencies, as well as our event venue hosts, to implement best practices aimed at managing the spread of the novel and complex virus.

### TAM's DUTY OF CARE

While participating in events held or sponsored by the Texas Association of Museums (TAM), consistent with CDC guidelines, participants are asked to follow the safety protocols that have been implemented by TAM and host venues and posted in buildings on museum and hotel properties. This includes practicing social distancing (remaining 6 feet away from others), avoiding physical contact with others, appropriate hand hygiene (washing frequently for more than 20 seconds) and wearing an N-95 or approved KN-95 face coverings (not cloth masks) (a KN-95 mask has been provided to each attendee). Because COVID-19 is extremely contagious and is spread mainly from person-to-person contact, TAM has put in place preventative measures to reduce the spread of COVID-19. However, TAM cannot guarantee that its participants, volunteers, partners, exhibitors, speakers, sponsors or others in attendance will not become infected with COVID-19 while at the TAM Annual Meeting.

Extra hand sanitizer stations will be available throughout the event. The cleaning crew will be disinfecting meeting spaces throughout the day (during attendee breaks). Much of the food served during the event will be individually packaged. Educational signage will be displayed throughout the event venues as a reminder of these practices, policies and recommendations.

Throughout the event, please self-monitor for signs and symptoms of COVID-19 (such as fever, cough, shortness of breath, nausea/vomiting) and discontinue participation immediately if you experience these symptoms. Please seek appropriate medical attention immediately and notify TAM at [admin@texas-museums.org](mailto:admin@texas-museums.org) as soon as possible, but no later than 14 days after participating or volunteering with TAM.

### Please do not attend if you:

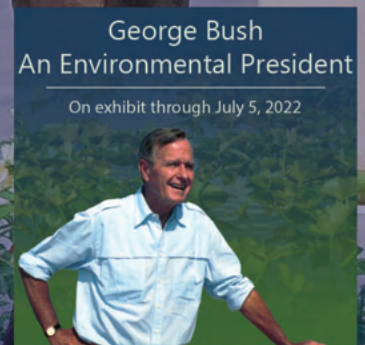
- Are experiencing or have exhibited any COVID-19 related symptoms within the past (14 days) as outlined by the federal and state Center for Disease Control and Prevention (CDC) such as fever, dry cough or shortness of breath.
- Have traveled internationally or to a highly impacted COVID-19 area within the United State during the last (14) days.
- Have been exposed to a confirmed or suspected case of COVID-19 or have been diagnosed with COVID-19 and are not yet cleared as non-contagious by state or local public health authorities or the health care team responsible for treatment.

Participants and volunteers agree to self-monitor for signs and symptoms of COVID-19 (symptoms typically include fever, cough, and shortness of breath) and, contact TAM at [admin@texas-museums.org](mailto:admin@texas-museums.org) if experiencing symptoms of COVID-19 within 14 days after participating or volunteering with TAM.

# #TAM2022



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