



2025 Annual Conference Blacksburg

Engage Develop Give Back



Moss Arts Center



The Inn at Virginia Tech



*The Montgomery
Museum of Art & History*



Blacksburg, VA



VIRGINIA
ASSOCIATION
of MUSEUMS

#VAM2025

Looking Back to the Future

For the past several years, many museums have been deeply involved in planning programs and events to observe the 250th birthday of the United States of America. While this is certainly an occasion to celebrate, this anniversary also forces us as a society to reckon with ongoing inequities and challenges within the U.S. which go back to its inception. As museums ask their audiences to look to the past to understand the present and shape a better future, perhaps now is a good moment in time for Virginia's museum community to take a pause and look back at its history.

Virginia is fortunate to have a rich and diverse museum community that preserves, protects, and interprets the Commonwealth's cultures, arts, sciences, lives, and histories. The quality of collections, programs, and exhibits in the Commonwealth is exceptional. Creative collaborations between museums and other organizations lead to innovative approaches that have the power to transform communities.

As museum professionals in Virginia, we are blessed with a strong network of supporters and a thriving cohort of talented peers who deeply care about their work and each other. Virginia is a good place for museums and museum professionals. Yet we all know how hard our work sometimes can be. Budget cuts, pandemic, or natural disasters are just a few factors that have impacted our work in the past. With more unknown challenges on the horizon, let's take a moment to look at the past and reflect how we, individually and collectively, can use the past to create a more resilient and diverse Virginia museum community.

Director's Welcome Message:

I am delighted to welcome you to the Town of Blacksburg, Virginia and the beautiful campus of Virginia Tech. We are very excited to bring VAM's annual conference to Southwest, Virginia! This is the first time the conference has ever taken place west of Roanoke, Virginia. By bringing the conference to Blacksburg, VAM is taking an active step to enhance resource accessibility while acknowledging our exceptionally diverse membership throughout the Commonwealth.

We also recognize the challenging times the Virginia museum community is currently experiencing due to uncertainties surrounding grant funding and belonging. These and other challenges have created confusion. We hope you will use this conference as a safe space and forum for open and honest dialogue with VAM and your museum peers. Take advantage of both curated and informal sessions that provide an opportunity to share your thoughts, feelings, and experiences while also learning resilience-building strategies as we further assess the evolving needs of our museum communities.

During these challenging times we encourage you to reach out with any questions or concerns that pertain to your organization or the field at large. Together, we will navigate these challenges, support one another, and ensure our museum community remains strong. Our strength is in our shared commitment to museums, history, and the people we serve. As we continue to navigate these uncertain times, our goal is to help build a resilient museum community across the Commonwealth that reflects our steadfast commitment to you and VAM's strategic vision and values.

Sincerely your Servant Leader,

Casey Jenkins
Executive Director
Virginia Association of Museums



Virginia Certificate in Museum Management

Education tracks are also designed to assist students in VAM's Virginia Certificate in Museum Management program with obtaining credit in their core curriculum credits or multi-day conference requirements. Read each session's description for details as some qualify for more than one track.

See the back of the program book for reporting form.



Read more about the Virginia Certificate in Museum Management

Double Your Impact! Help VAM Unlock a Matching Gift Courtesy of Riggs Ward

Help VAM unlock a challenge donation, generously provided by Riggs Ward. Your donation, small or large, will help VAM further its mission to advocate for the Virginia museum community through workforce development, networking, and thought leadership. We envision a collaborative network of passionate museum professionals serving as essential community anchors to enhance cultural awareness and community identity for all. Donate securely online now by scanning the QR code.



Riggs Ward supports the Virginia museum community.



Let's create
something
powerful
together.

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Virginia Tech College of Liberal Arts & Sciences supports the Virginia museum community.



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VMNH supports the Virginia museum community.



Virginia Museum of
NATURAL HISTORY
IN ASSOCIATION WITH THE SMITHSONIAN INSTITUTION

With over 10 million specimens in its collections and a team of world-renowned researchers, the museum conducts internationally, nationally, and statewide relevant research in the fields of archaeology, entomology, herpetology, and paleontology.



Schedule at a Glance

All activities are held at The Inn at Virginia Tech and Skelton Conference Center unless noted*

Key: \$ Fee Required - onsite registrations for Sun & Mon events are available until sold out

SATURDAY, MARCH 15, 2025

1:00 pm - 5:00 pm	Co-Creation Workshop with Monuments Across Appalachian Virginia
2:00 pm - 5:00 pm	Welcome Social and House Tours at Historic Smithfield
5:00 pm - 6:30 pm	Open House at the Montgomery Museum of Art and History
6:30 pm - 8:30 pm	Conference Kickoff: Trivia Night at Iron Tree Brewing

SUNDAY, MARCH 16, 2025

9:00 am - 5:00 pm	VMFA Art Mobile Open
9:00 am - 6:00 pm	Registration Open
11:00 am - 12:15 pm	Opening Session: The Future of Leadership in Museums
12:00 pm - 6:30 pm	Silent Auction/Exhibit Hall Open
12:15 pm - 12:45 pm	First Time Attendee Meet-Up
1:00 pm - 4:30 pm	CEO/Directors Forum
1:00 pm - 2:15 pm	Concurrent Sessions 1
2:30 pm - 3:30 pm	Student Poster Presentations
3:30 pm - 4:45 pm	Concurrent Sessions 2
5:00 pm - 6:30 pm	Welcome Reception/Student Poster Presentations in Exhibit Hall
6:30 pm - 7:30 pm	Evening Event: New River Art & Fiber \$
7:00 pm - 9:30 pm	Evening Event: Wine Lab Educational Tasting \$

MONDAY, MARCH 17, 2025

7:00 am - 7:45 am	Monday Morning Yoga at the Inn at Virginia Tech
8:00 am - 5:00 pm	Registration Open
9:00 am - 10:00 am	Keynote Presentation
10:00 am - 10:30 am	Annual Meeting
10:30 am - 5:00 pm	VMFA Art Mobile Open LVA "On the Go" Van
10:30 am - 11:00 am	Coffee Break
11:00 am - 6:30 pm	Exhibit Hall/Silent Auction Open
11:00 am - 12:15 pm	Concurrent Sessions 3
12:30 pm - 2:15 pm	Awards Luncheon \$
2:30 pm - 3:45 pm	Concurrent Sessions 4
4:00 pm - 5:00 pm	Managing Unpredictability Together
6:30 pm - 8:00 pm	Evening Event: Evening at the Moss Arts Center \$

TUESDAY, MARCH 18, 2025

8:00 am - 12:00 pm	Silent Auction Pick Up
8:30 am - 10:30 am	Registration Open
9:00 am - 10:30 am	Town Hall Session
11:00 am - 12:15 pm	Concurrent Sessions 5
1:30 pm - 4:00 pm	VAM Field Trip - Kentland Farm & Wake Forest \$

Conference Tracks

Follow the conference tracks to create a customized agenda for your conference experience and help focus your time on topics that matter most to you.

Collections/Exhibitions

Education/Outreach

External Affairs

Internal Affairs

Career/Personal Development

Types of Conference Sessions

Roundtable (75 minutes): Roundtables are typically half presentation about a topic, half discussion and feedback with the panelists and attendees.

Case Study (75 minutes): Facilitated conversation with panelists on a particular topic, often including discussion questions with participants.

Expert-Led Discussion (75 minutes): Facilitated discussion with an expert or panel on a particular subject.

Panel Presentation (75 minutes): Two or more presenters, sometimes with a moderator, on the discussion of a project or case related to the theme.

Workshop (3-4 hours): A half-day workshop is a more intensive and skills-based deep dive into a topic. It includes concrete, practical tools and lessons for a smaller group of attendees.

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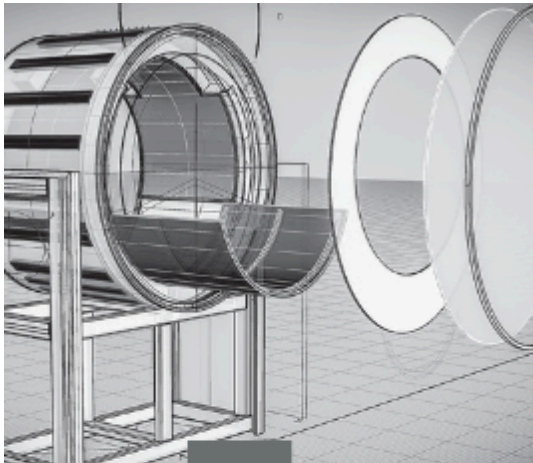
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Gropen supports the Virginia museum community.



Gropen's turn-key services offer a dynamic option to accommodate the needs of our clients at any phase of their project. The backgrounds of our Design team include Architectural, Industrial, and Graphic with a focus on experiential and museum quality. The Fabrication and Installation team are artisan craftsmen that understand the importance of precision and permanence.

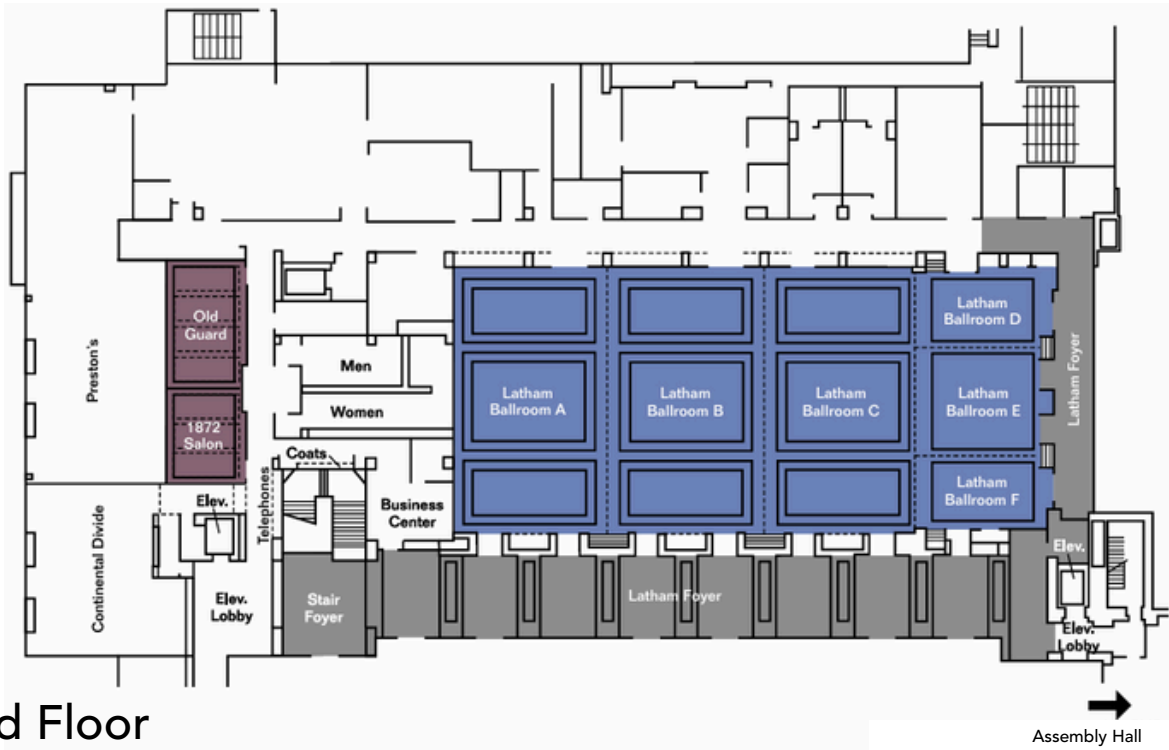


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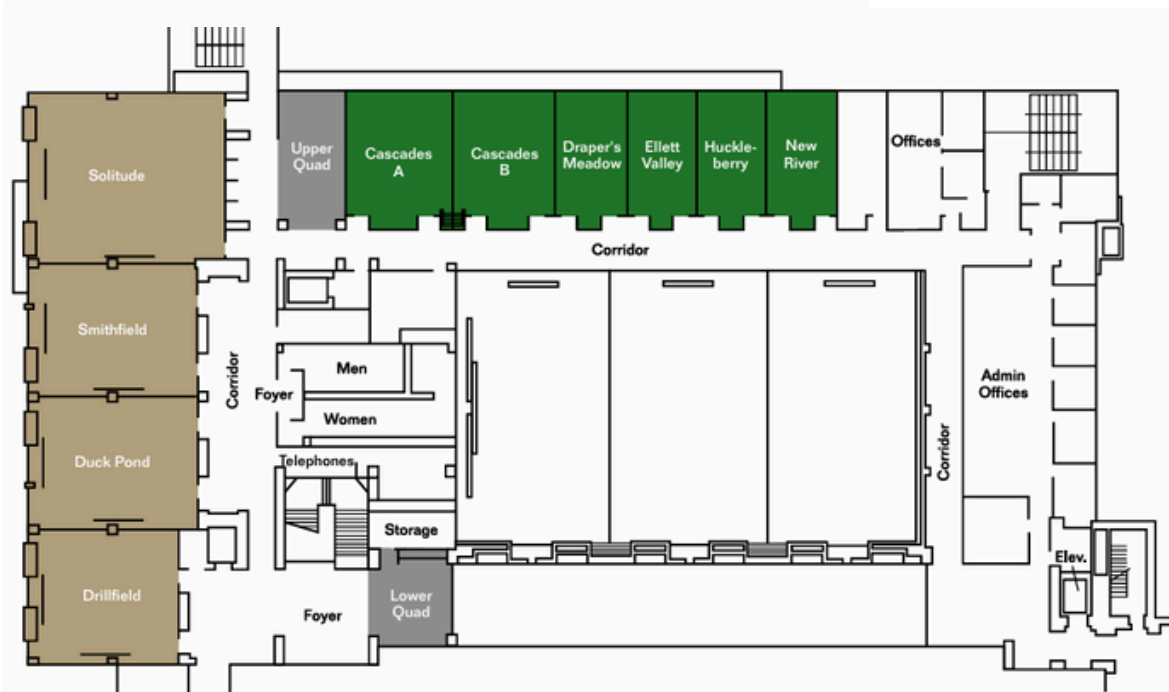


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1st Floor



2nd Floor



The Inn at Virginia Tech and Skelton Conference Center

Contact:
901 Prices Fork Rd,
Blacksburg, VA 24060

Tel: (540) 231-8000

The Moss Arts Center supports the Virginia museum community.

artscenter.vt.edu

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Bid on Items at the Silent Auction



With over 20 amazing items to choose from, this is your opportunity to snag an amazing experience item while supporting the Virginia Association of Museums. Get ready to place your bids – the auction is open at noon on Sunday, March 16 and ends at 6:30 pm on Monday, March 17.



Thank you to Glavé & Holmes for sponsorship of the conference and Leadership Program Support



Thank you to Gropen for sponsoring the evening events

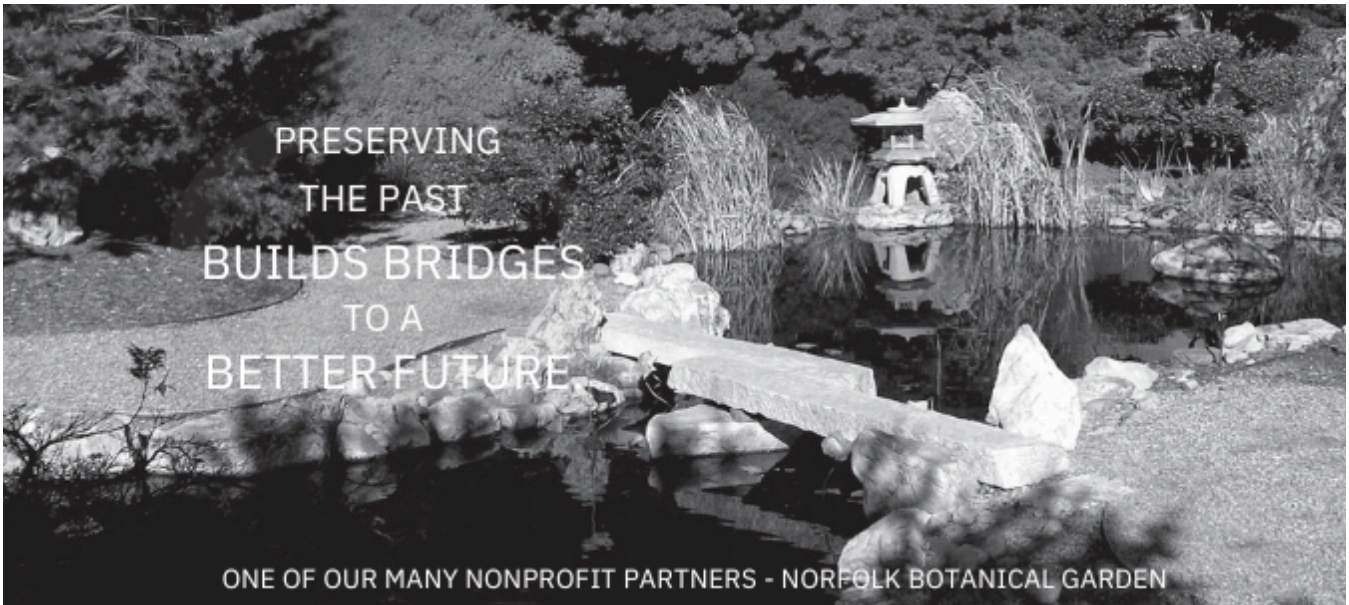


Thank you to Moss Arts Center at Virginia Tech for sponsoring their evening event



VIRGINIA
ASSOCIATION
of MUSEUMS

The Curtis Group supports the Virginia museum community.



We understand that every exhibit, artifact and story has the power to transform communities. As proud sponsors of VAM, we at The Curtis Group are here to help you secure the support you need to both preserve the past and shape a promising future. Let's make history together.



Virginia Humanities supports the Virginia museum community.

50 YEARS Virginia Humanities

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- Virginia Center for the Book
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- With Good Reason Radio
- Education & Community Initiatives

VirginiaHumanities.org

Art Sentry supports the Virginia museum community.



Benefits of the Art Sentry Collection Protection Tool:



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Contact: Carrie Heflin | 440-641-0824 | cheflin@asentry.com | www.artsentry.com

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- Historic Preservation
- Interpretive Planning
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www.studioammons.com

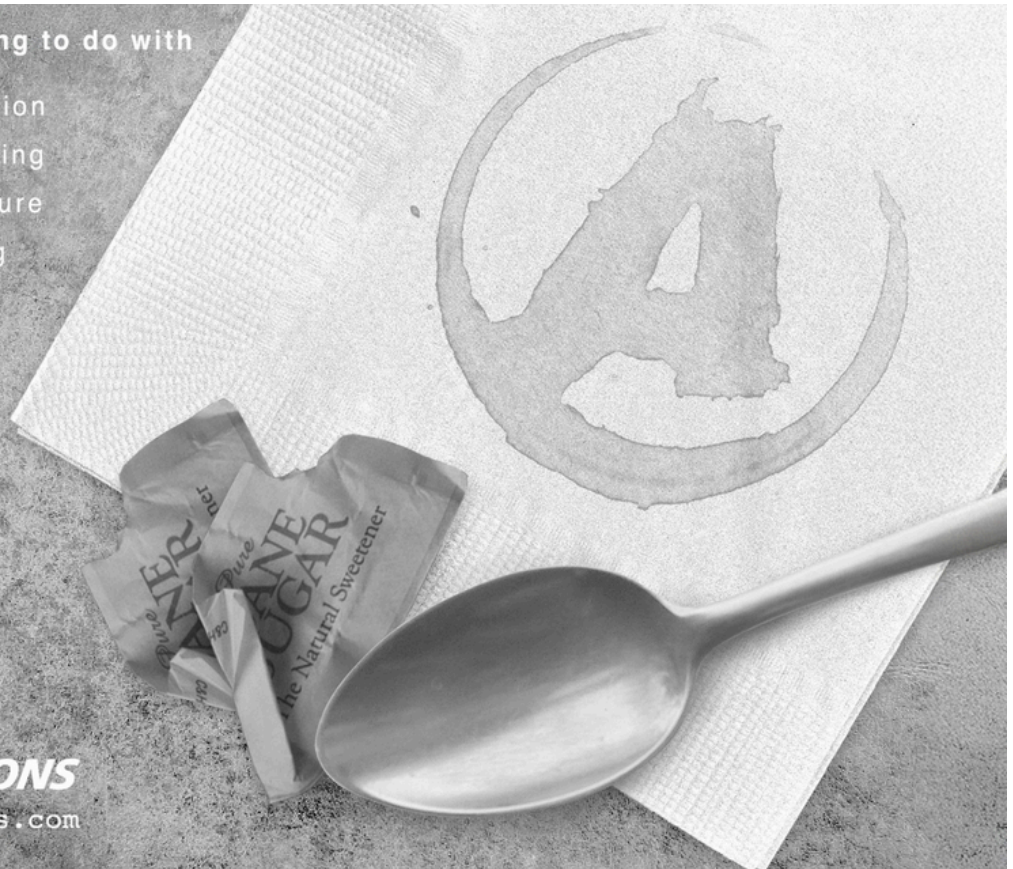
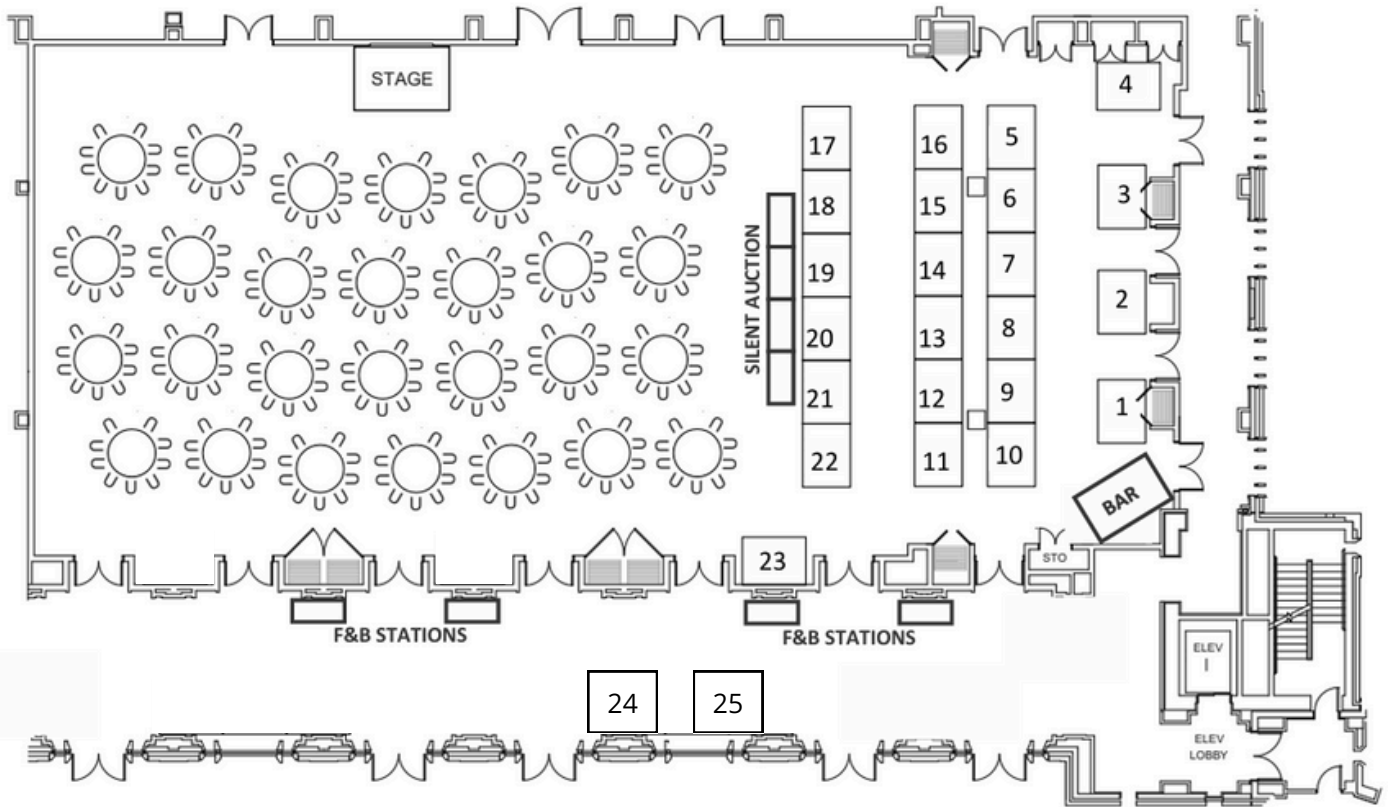


Exhibit Hall Directory

Thank you to our business colleagues for their support of the
Virginia Association of Museums!

The Exhibit Hall opens Sunday, March 16 at 12:00 PM



BOOTH # COMPANY

- | | |
|---|------------------------------------|
| 1 Virginia Museum of Natural History | 15 Patterson Pope |
| 2 Northeast Document Conservation Center | 16 Re: Discovery Software |
| 3 The Curtis Group | 17 Catalogt |
| 4 Innovative VR Experience | 18 Explus |
| 5 Riggs Ward | 19 Church Mutual Insurance |
| 6 Virginia Humanities | 20 Montgomery250/Montgomery Museum |
| 7 Marshall Craft & Associates (MCA) | 21 Newsome House Museum |
| 8 The Design Minds | 22 Frameless Technologies |
| 9 Art Sentry | 23 Gropen |
| 10 Hollinger Metal Edge | 24 Virginia Association of Museums |
| 11 Hampton250 Committee | 25 Downtown Blacksburg |
| 12 Virginia Tech College of Liberal Arts & Sciences | |
| 13 StudioAmmons | |
| 14 Glavé & Holmes | |

Exhibit Hall Directory

Virginia Museum of Natural History Booth # 1

As the state museum of natural history, the Virginia Museum of Natural History in Martinsville provides ground-breaking scientific research and collections, award-winning exhibits, and transformational educational programs for all ages. With its statewide outreach education and distance learning programs, online resources, and traveling exhibits and displays, the Virginia Museum of Natural History is truly A Museum Without Walls.

Contact: Zach Ryder, zachary.ryder@vmnh.virginia.gov

Address: 21 Starling Avenue, Martinsville, VA 24112

Website: www.vmnh.net

Facebook: www.facebook.com/VirginiaMuseum

Instagram: www.instagram.com/VirginiaMuseum

Northeast Document Conservation Center

Booth # 2

Established in 1973, the Northeast Document Conservation Center (NEDCC) is a non-profit dedicated to conserving book and paper collections, digital imaging, audio reformatting, and preservation training. NEDCC offers conservation treatment, assessments, and consultations, along with free preservation resources on nedcc.org, and a 24/7 collections emergency hotline at 1-855-245-8303.

Contact: Tahe Zalal, Outreach Conservator, tzalal@nedcc.org

Address: 100 Brickstone Square, Andover, MA 01810

Website: www.nedcc.org

Facebook: www.facebook.com/NEDCC

Instagram: www.instagram.com/nedccpreserve

LinkedIn: www.linkedin.com/company/1944833/admin

The Curtis Group Booth #3

For 35 years, The Curtis Group has been committed to promoting philanthropy and helping nonprofits plan for their future. Our team has consulted with more than 250 nonprofits in every sector and throughout the country, helping them raise over a billion dollars.

We've met the rigorous membership standards of The Giving Institute, the nation's research and thought leader on philanthropy.

Contact: Kaitlin Robb, Vice President, kaitlin@thecurtisgroup.com
757-496-2224

Address: 2512 Shepherds Lane, Virginia Beach, VA 23454

Website: www.curtisgroupconsultants.com

LinkedIn: www.linkedin.com/company/the-curtis-group

Innovative VR Experience Booth #4

Wilton House Museum, JMR Historical Consulting, and The Center for Immersive Learning at Shenandoah University partnered on an innovative virtual reality (VR) experience that uses new technology

to interpret the past. Visitors are now able to visit Wilton's original property in a 360° virtual setting in two phases—the c. 1785 and c. 1930—to learn about the buildings, people, and agriculture that defined Wilton's history before relocation.

Riggs Ward Booth #5

As an award-winning studio in Richmond, Virginia, Riggs Ward Design (RWD) has delivered exhibition and interactive design, planning, research, content development, and exhibit script writing for museums, visitor centers, and cultural institutions for 27 years. Our experienced team offers a comprehensive range of services, providing a single source for all design needs. RWD is dedicated to delivering high-quality creative products and services while honoring a deep commitment to the art of design.

Contact: Brent Ward, bward@riggsward.com

804-254-1740 ext 207

Address: 2315 W. Main Street, Richmond, VA 23220

Website: www.riggsward.com

Facebook: www.facebook.com/riggs.ward.design

Instagram: www.instagram.com/riggswarddesign

Virginia Humanities Booth #6

Virginia Humanities is the state humanities council, headquartered in Charlottesville at the University of Virginia. We aim to share the stories of all Virginians—or, better yet, find ways for people to share their own stories. We help Virginians to connect with their history and culture and, in doing that, we hope we'll all better understand one another.

Contact: info@VirginiaHumanities.org

Address: 946 Grady Ave. Ste. 100 Charlottesville, VA 22903

Website: www.virginiahumanities.org

Marshall Craft (MCA) Booth #7

We are a diverse group of innovative design and planning professionals committed to design excellence, client service, ingenuity, communication, collaboration, and integrity. We combine our talents to uncover opportunities and unique solutions for our cultural and civic work. Our mandate for every person on every project is simple: Do the Right Thing.

Contact: Utku Akbulut, AIA, NCARB, LEED AP

uakbulut@mca.design, 667-262-9676

Website: www.mca.design

The Design Minds Booth #8

The Design Minds provides content-based exhibit development and design, content development and scriptwriting, and interpretive planning to museums, visitor centers, corporations, and other public and private institutions. We root our work process in thoughtful design: seeking creative, meaningful solutions that maximize both client value and audience experience. Embracing and celebrating cultural differences produces superior products, and we strive to embed these principles in every aspect of our work with each client.

Main Contact: Lonny Schwartz, lonny@thedesigminds.com
703-547-8614

Address: 10364 Main Street, Fairfax, VA 22030

Website: www.thedesigminds.com

LinkedIn: www.linkedin.com/company/thedesigminds

Instagram: www.instagram.com/thedesigminds

Art Sentry Booth #9

Art Sentry's innovative technology solutions are tailored to meet your museum's unique security needs. Equip your team with our signature camera-based art museum security systems to:

- Protect your collections
- Multiply your security force
- Enhance the visitor experience
- Deliver critical operational insights

Contact: Carrie Heflin, chefflin@artsentry.com, 440-641-0824

Address: 6925 Engle Rd Ste C, Cleveland, OH 44130

Website: www.artsentry.com

Hollinger Metal Edge Booth #10

Hollinger Metal Edge has been the leading supplier of archival materials for government and institutional museums, historical societies, archives, libraries, universities, galleries and private collections since 1945.

Products include materials for storage, exhibition cases and accessories and tools/equipment for preservation and conservation. With our experienced management and staff, we are dedicated to quality, customer service and competitive prices. Come visit us in the exhibit hall!

Contact: Abby Shaw, abbyshaw@me.com, 215-990-5306

Address: 9401 Northeast Dr., Fredericksburg, VA 22408

Website: www.hollingermetaledge.com

Hampton250 CMTE Booth #11

Plan to attend Hampton commemorations of the American Revolution. The VA250 Independence Day Celebration will be held at Fort Monroe, July 4, 2025. Help reenact the Battle of Hampton, Virginia's first revolutionary battle, on October 24-26, 2025. On June 12-15, 2026, have a raucous time as Blackbeard Pirate Festival hosts tall ships on the downtown waterfront, and witness the Sail Virginia Parade of Sail featuring international military and character ships, plus a grand Juneteenth commemoration June 19 at Fort Monroe.

Contact: Mary Fugere, mary@hamptoncvb.com, 757-728-5327

Address: 22 Lincoln Street, Hampton, VA 23669

Website: www.visithampton.com/Hampton-VA-250

Facebook: www.facebook.com/visithamptonva

Instagram: www.instagram.com/visithamptonva

YouTube: www.youtube.com/user/visithamptonva

Virginia Tech College of Liberal Arts & Sciences Booth #12

The History Department at Virginia Tech is comprised of active researchers and award-winning faculty members. We offer small, highly engaged classes and numerous opportunities for students to get involved in their education and the department.

Contact: Dr. Jennifer Hart, Professor and Chair, jenniferhart@vt.edu

Address: 220 Stanger Street, 431 Major Williams Hall (0117)

Blacksburg, VA 24061

Website: www.liberalarts.vt.edu/history

Facebook: www.facebook.com/VTHistory

Instagram: www.instagram.com/vtdeptofhistory

X (Twitter): www.x.com/VT_History

StudioAmmons Booth #13

StudioAmmons is an architecture and museum design firm specializing in historic preservation, exhibits and graphic design, urban planning, and strategic planning/consulting for museums. StudioAmmons' award winning work includes the building restoration and the design, fabrication, and installation of the Robert Russa Moton Museum - Children of Courage exhibit, awarded the Preservation and Education award from Preservation Virginia, top exhibit design honors by the Southeast Museums Conference and the American Association for State and Local History.

Contact: Terry Ammons, terry@studioammons.com

Address: 42 Courthouse Hill Road, Warm Springs, Virginia 24484

Website: www.studioammons.com

Glavé & Holmes Architecture Booth #14

Glavé & Holmes Architecture is a nationally award-winning architecture, historic preservation and interior design firm. Based in Richmond, our firm specializes in research, planning and design for museums and historic sites throughout the Commonwealth.

Contact: Steven Blashfield, sblashfield@glaveandholmes.com

Address: 2101 East Main Street, Richmond, VA 23223

Website: www.glaveandholmes.com

Patterson Pope Booth #15

We take the complicated and make it simple. Your collections, your archives, your space – all simplified. If it's in your museum and you can touch it, we help you store and preserve it using less space and time than you ever thought possible. Simply, we solve problems that "stuff" creates.

Contact: Kirk Martin, kmartin@pattersonpoppe.com, 540-520-8767
Address: 115 Brand Ave, Salem, VA 24153
Website: www.pattersonpoppe.com

Re: Discovery Software Booth #16

Re:discovery Software, Inc. is the leading independent provider of professional grade, feature rich collections management software for art museums, archives, libraries, archaeological collections, historical museums, and historical societies, both nationally and globally. We are proud of our notable and diverse clientele, from art to science museums, and historic sites to archives, at nonprofits, universities, and government agencies on the state, federal and local level.

Contact: Samuel Wilkinson, swilkinson@rediscover.com
434-975-3256 x185

Address: 3040 Berkmar Drive, Suite B1, Charlottesville, VA 22901

Website: www.rediscoverysoftware.com

LinkedIn: www.linkedin.com/company/re-discovery-software-inc

Twitter: www.twitter.com/RediscoveryInc

Facebook: www.facebook.com/rediscoverysoftwareinc

CatalogIt Booth #17

CatalogIt is a powerful, secure, and modern collections management system for all types of collections. As a cost-effective, full-featured, and easy-to-use cloud-based CMS, CatalogIt reduces administrative costs and enables your organization's staff and volunteers to collaborate simultaneously on mobile and desktop devices. Seamlessly manage objects and workflows from any device, anywhere, anytime using our mobile and web-based apps. Easily publish your collections online to tell your stories and connect with your community and the world!

Contact: Dan Rael, dan@catalogit.app

Address: 9760 Stinchfield Woods Road, Pinckney, MI 48169

Website: www.catalogit.app

Facebook: www.facebook.com/catalogit

Instagram: www.instagram.com/catalogit

LinkedIn: www.linkedin.com/company/catalogit

YouTube: www.youtube.com/@catalogit4301

Explus Booth #18

EXPLUS produces permanent and traveling exhibits for museums and corporate clients. We have built museum exhibits designed by highly talented design firms across the United States, and the project sizes have ranged from single display cases to 40,000 square foot museum galleries. Our facility has a fully equipped fabrication shop staffed with experienced and talented artisans and craftsmen. Capabilities include: Project Management, Estimating, Detailing, Graphics Production, Cabinetmaking, Metalworking, Finishing, Scenic Production, Artifact Mountmaking, and Electro-Mechanical Interactive Production.

Contact: Steve Barnes, Account Executive
sbarnes@explusinc.com, (703) 260-0780 x 154

Address: 44156 Mercure Circle, Sterling, VA 20166
Website: www.explusinc.com

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Contact: Rick LeClair, regional representative

Main: 800-554-2642, Option 4, Ext. 6124

Montgomery250/Montgomery Museum #20

Montgomery County - home to two of the state's largest towns, Blacksburg and Christiansburg - is a high-tech community strategically located along the Interstate 81 corridor, with an anticipated passenger rail hub planned for the near future. 2026 marks the 250th anniversary of the United States as well as Montgomery County, Virginia. Learn about how the County is commemorating the celebration over the next year.

Newsome House Booth #21

This building is the restored 1899 residence of the African American Attorney J. Thomas Newsome and his wife Mary Winfield Newsome. They moved into the house after the birth of their only child Miss Maurice Ethelred Newsome. The family quickly began making changes to move the structure into an elegant Queen Anne structure that served as a hub for the then segregated Black community. Lawyer Newsome was recognized as one of the first black solicitors in Virginia.

Contact: Pat Taylor, pageonenn@gmail.com

Website: www.newportnewshistory.org/newsome-house-museum-cultural-center

Frameless Technologies Booth # 22

Frameless Technologies creates interactive exhibits, museum apps, virtual experiences, and virtual tours that include AR, VR, 3D artifact modeling, 360-degree photography, aerial maps, touchscreens, and "no touch" technology.

Contact: Michaela Gaaserud

mgaaserud@framelesstechnologies.com, 703-868-8564

Address: PO Box 9194, Reston, VA 20195

Website: www.framelesstechnologies.com

Gropen Booth # 23

Gropen's turn-key services support clients at any project stage—from conceptual design and shop drawings to project management, custom fabrication, and expert installation. Our skilled teams combine material expertise with a focus on quality to ensure successful completion. Our craftsmen prioritize precision and permanence. Our capabilities include: Design, Project Management, Metal Fabrication, Millwork, Stone Work, Large

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Contact: Sales Team, sales@gropen.com, 434-825-7485

Address: 1766 Scottsville Road, Charlottesville, VA 22902

Website: www.gropen.com

Instagram: @gropeninc

Facebook: www.facebook.com/gropeninc

Virginia Association of Museums Booth #24

VAM supports over 3,000 members, including individuals, businesses, and institutions ranging from historic houses to botanical gardens, aquariums and zoos, art museums and galleries, battlefields, military museums, historical societies, and more.

Contact: Casey Jenkins, Executive Director

cjenkins@vamuseums.org

Website: www.vamuseums.org

Downtown Blacksburg Booth #25

Downtown Blacksburg, Inc. (DBI) is a non-profit (501c6) association of merchants, property owners, and downtown advocates whose mission is to sustain a dynamic, vital, and diverse community through marketing, events, economic development, and leadership.

Website: www.downtownblacksburg.com

The Montgomery Museum of Art & History supports the Virginia museum community.

Montgomery Museum

OF ART & HISTORY

4 East Main Street, Christiansburg, VA, 24073



Our mission is to connect and engage the community through the arts and the preservation and interpretation of history.

- Art & History Exhibits
- Community Programming
- Library & Research

www.montgomerymuseum.org — 540-382-5644

Historic Smithfield supports the Virginia museum community.



The 2025 VAM conference is sponsored by Historic Smithfield

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1000 Merry Oak Way
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Glavé & Holmes Architecture supports the Virginia museum community.

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At Glavé & Holmes Architecture, we support Virginia's museums by creating exceptional environments that help to **elevate the human spirit**. Whether you are building for a new vision, refreshing an existing property, or planning for the future, our team of architects and interior designers continuously produce outstanding results to satisfy clients.



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Conference Program

SATURDAY, MARCH 15

1:00 pm - 5:00 pm Co-Creation Workshop with Monuments Across Appalachian Virginia \$

In this Co-Creation workshop, attendees will participate in community listening sessions using Story Circles, a technique developed by John O'Neal to build relationships. In small groups, attendees will share personal stories, identify common themes, and create an idea for a monument. This workshop is relevant for museum professionals at any career stage who are interested in learning how to creatively incorporate community stories into their work with exhibitions, displays, and public programs.

Location: Solitude, 705 West Campus Drive (off-site)

Type of Session: Workshop

Track: Education and Outreach; External Affairs; Collections and Exhibitions

Speakers: Lauren Trice (Monuments Across Appalachian Virginia), Kate Skelly (Virginia Tech)

2:00 pm - 5:00 pm Welcome Social and House Tours at Historic Smithfield

Explore one of America's oldest historic houses. Drop in anytime for guided tours and special programming about educational initiatives, community investment, and addressing food insecurities in the New River Valley. Light refreshments provided.

Location: Historic Smithfield, 1000 Smithfield Plantation Rd., Blacksburg, VA

5:00 pm - 6:30 pm Open House at the Montgomery Museum of Art & History

Join us for an Open House at the Montgomery Museum of Art & History. Take a self-guided tour of the museum, located in an old bank building in downtown Christiansburg, the county seat of Montgomery County, VA. Take in the history and local art that represents Montgomery County and the New River Valley. Light refreshments provided.

Location: 4 E Main St, Christiansburg, VA

6:30 pm - 8:30 pm CONFERENCE KICK-OFF: Trivia Night at Iron Tree Brewing

Head over to Iron Tree Brewing for trivia from 6:30-8:30 PM, where a local food truck will be serving up delicious bites to pair with your brews!

Location: 5 Roanoke St, Christiansburg, VA

SUNDAY, MARCH 16

9:00 am - 5:00 pm VMFA Art Mobile Open

9:00 am - 6:00 pm CONFERENCE REGISTRATION OPENS

11:00 am - 12:15 pm Opening Session: The Future of Leadership in Museums

Between the changing needs of community stakeholders, donors, and employees to the growing political divide in our country, museum leaders are facing more challenges than ever before.

Many of the most persistent issues facing museums, including pay equity, fulfilling DEAI initiatives, and more are best addressed at the leadership level. Despite this, leadership training in our field is woefully undervalued and many professionals find themselves in leadership positions without any formal (or even informal) training. Join a panel of museum leaders from throughout Virginia to learn how they came to leadership, the challenges and opportunities they see ahead in the field, and what skills they think future leaders need to begin to develop in order to successfully lead our industry to a brighter future.

Location: Assembly Hall

Type of Session: Expert-Led Discussion

Track: Career/Personal Development

Speakers: Tony Pierucci (Gunston Hall), Scott Stroh (Museum of the Shenandoah Valley), Casey Jenkins (VAM), Matthew Davis (Washington and Lee University), Robin von Seldeneck (Woodrow Wilson Presidential Library & Museum)

12:00 pm - 6:30 pm Silent Auction/Exhibit Hall Open

Scroll through all the offerings and place your bids! There's something for everyone in this year's auction. Thanks again to our generous supporters for donating items for our virtual auction!

12:15 pm - 12:45 pm First Time Attendee Meet-Up

Is this your first VAM Conference? Join seasoned veterans to learn how to make the most out of your VAM Conference experience!

Location: VAM booth #26 in Exhibit Hall

1:00 pm - 4:30 pm CEO/Directors Forum \$

Being the leader of a museum has always come with unique challenges. In the year 2025, however, we face challenges which we've never faced before. Join your colleagues for a candid, constructive, and pragmatic CEO-Directors forum. We will discuss fostering organizational resilience, share tips for persistence, give you clarity and courage around non-negotiables, and more. Bring your own issues to tackle in small group discussions. Finally, enjoy networking and deepening relationships among the leaders of the Virginia museum community. This year's CEO/Director's Forum will return to its roots, and will be exclusive to Museum Directors and CEO's responsible for leading your institution.

Location: Offsite

Speakers: Darren Macfee (Nonprofit Wizards)

1:00 pm - 2:15 pm CONCURRENT SESSIONS 1

Reconstructing Historic House Narratives

Changing the power dynamic of racial representation in museums can take time, budget, and research. For these four historic sites in Richmond—Maymont Mansion, Maggie L Walker National Historic Site, Edward V. Valentine Sculpture Studio, and the White House of the Confederacy—reconstructing their narratives over the last five years has

been both responsively fast and collaboratively slow. Aspects of each project were possible within existing resources, while others depended on external support, motivated community members, and financial contributions. By adopting a range of inventive display and interpretative strategies, these museums offer the foundations for more equitable future narratives.

Location: Duck Pond

Type of Session: Panel Presentation

Track: Collections/Exhibitions

Speakers: Sylvio Lynch III (Richmond City Council), Clare van Loenen (Sweet Briar College Historic Site), Kate Sunderlin (Valentine Museum), Joseph Rogers (Virginia Museum of History & Culture)

Considering Today Through the Eyes of Our Ancestors

By invoking our past, we can envision ourselves in the future. Join this session to hear from a panel of descendants of individuals who were enslaved on Rock Spring Plantation, now known as Reynolds Homestead. The panel members who collectively have backgrounds in law, education, and mental health will discuss the culture that was created at the plantation through relationships within the enslaved community as well as relationships with the enslavers' families and other free individuals. The experiences the enslaved had in their daily lives have reverberated through history, leading to today's social issues. Yet some of the decisions made on the plantation and throughout reconstruction, created a culture that fostered a greater sense of democracy, and conscious decisions that cleared a path for positive change.

Location: Solitude

Type of Session: Panel Presentation

Track: Education/Outreach

Speakers: Kimble Reynolds, Jr. (Reynolds Homestead), Leigh Ann Reynolds (Reynolds Homestead), Richard A. Reynolds (Reynolds Homestead), James Houchins (Reynolds Homestead)

In Defense of Exclusion: Because You Cannot Show Everything

In a world seeking to be more inclusive, museums are constantly faced with the difficult, yet necessary, process of identifying which topics, ideas, or items to exclude due to the lack of space, time, bandwidth, etc. Exclusion is a daily reality in the museum environment and can be difficult to manage. What takes priority? Who and what will be most impacted by what the museum chooses NOT to include? Using the Virginia War Memorial as a case study, this session will examine the tricky process of exclusion and how museum directors, curators, and educators can approach it.

Location: Smithfield

Type of Session: Panel Presentation

Track: Education/Outreach; External Affairs; Collections/Exhibitions

Speakers: Clay Mountcastle (VA War Memorial), James Triesler (VA War Memorial), Amanda Williams (MacArthur Memorial)

Body of Evidence: Why and How to Weave Costume and Textiles into your Exhibits

Do you have costumes and textiles in your collection but feel uncertain about how to use them safely and effectively? Let us

share why it's worth the effort, and how to make it happen on your budget. Leaders, collections, and education professionals will leave with practical advice on handling and evaluating your holdings, connecting them to the rest of your collection, and telling their fascinating stories. Using case studies at institutions small and large, we'll illustrate scalable solutions for our most fragile body of evidence. Handouts will summarize key takeaways and share vendors who can help make your ideas a reality.

Location: Drillfield

Type of Session: Expert Led Discussion

Track: Collections/Exhibitions

Speakers: Samantha Dorsey (Heirloom Consulting), Whitney Robertson (Heirloom Consulting), Elyse Werling (Preservation Virginia)

Transforming the Hermitage: Levering Unique Assets, Engaging Audiences, and Increasing Funding While Preserving Charm

The Hermitage Museum and Gardens engages over 100,000 people annually, but that hasn't always been the case. Learn how the HMG transformed from a "hidden gem" to a nationally recognized art museum and arboretum over the course of a decade. From engaging new audiences, enhancing partnerships and programs, to building a robust fundraising program, this session will cover all the elements to turn your perceived organizational weaknesses into your biggest institutional strengths.

Location: Latham Ballroom

Type of Session: Panel Presentation

Track: Education/Outreach; External Affairs

Speakers: Ashleigh Maggard (The Hermitage Museum and Garden), Melissa Ball (The Hermitage Museum and Garden), Carrie Spencer (The Hermitage Museum and Garden)

From the Ground Up - It's Easier than you Think to Build the Things you Need at your Museum

Has your museum or living history site struggled to reconstruct historic buildings? Finding contractors familiar with original construction methods can be difficult, and often quite costly. Henricus Historical Park employees built both a 17th century soldiers' cabin and goat house using period-correct methods for one and strategically-hidden modern construction for the other, and documented the projects. Join us as we walk you through the process of researching, designing, funding, and building two historic structures. Hear what went according to plan, and what issues arose during construction. Plus, there will be many pictures of goats helping us build their new house!

Location: Assembly Hall

Type of Session: Panel Presentation

Track: Internal Affairs; Career/Personal Development; Collections/Exhibitions

Speakers: Josh LeHuray (Henricus Historical Park), Dave Fournelle (Henricus Historical Park), Randall Benton (Henricus Historical Park)

2:30 pm – 3:30 pm Student Poster Presentations

Join the audience as undergraduate and graduate students present their latest museum-based projects. VAM's poster competition is an interactive way to connect recent students with experienced museum professionals. Students will be available for conversations during the evening reception.

Location: Latham Ballroom

3:30 pm – 4:45 pm CONCURRENT SESSIONS 2

Generative AI and History Research: A Librarian's Perspective

Artificial intelligence chatbots such as ChatGPT are disrupting online research with new strategies for finding and analyzing information. AI has the potential to automate elements of the research process, but it also poses serious challenges for researchers concerned about accuracy, privacy and information ethics. This presentation by reference librarian Becky Schneider gives insights from a librarian's perspective on the advantages and limitations of the technology powering current AI and offers guidance for making informed choices about using AI in historical research.

Location: Latham Ballroom

Type of Session: Panel Presentation

Track: Education/Outreach; Internal Affairs; Career/Personal Development

Speakers: Becky Schneider (Library of Virginia)

Curating a Cell Block

The Workhouse Arts Center is the former DC Prison site, and its Lucy Burns Museum tells the 91-year history of the prison. In 2023, we embarked on a journey to co-curate a new installation in our preserved cell block with a returned citizen who was once incarcerated there. The resulting installation is impactful and unique. Learn how we did it - including all the bumps in the road.

Location: Duck Pond

Type of Session: Case Study

Track: Education/Outreach; Collections/Exhibition

Speakers: Katie Crooks (Workhouse Arts Center), Jay Loy (Workhouse Arts Center), Karim Mowatt (Independent Filmmaker)

Civic Museums Unite: Building Civics Muscles in Advance of 2026

What does it mean to support civic education at your institution? The first thing people think about when we discuss civics is voting and the political process; however, civics is so much more than that and museums are primed to lead the discussion on civic responsibility. Join three institutions as they discuss their programming offerings for Civic Season and learn how you can become involved. Bring your own ideas, successes, and challenges to this roundtable discussion as we launch a Virginia cohort of Civic Season institutions.

Location: Assembly Hall

Type of Session: Roundtable

Track: Education/Outreach

Speakers: Felicia Abrams (Jamestown-Yorktown Foundation), Stephen Light (Monticello), Emily Kilgore (Woodrow Wilson Presidential Library & Museum)

Reading Between The Lines: A Library History In Black And White

How do you move forward when people only remember parts of your past? Established as the second public library in Virginia, Jones Memorial Library in Lynchburg served whites only for years. Yet JML was paradoxically also at the forefront of racial equity, launching a "colored" branch years before Richmond, Petersburg, Charlottesville, and Alexandria. Today, JML is a unique genealogy library, archive, and gallery. Panelists discuss the complex inheritance of legalized segregation, a legacy particularly fraught for libraries, and share how one institution is redressing this comprehensively across the board with all stakeholders.

Location: Drillfield

Type of Session: Panel Presentation

Track: Education/Outreach; External Affairs; Collections/Exhibitions

Speakers: Deborah Smith (Jones Memorial Library), Marjorie Freeman (Jones Memorial Library), Gerard Sherayko (Jones Memorial Library)

Building Experiences, Building Community: Incorporating Community Engagement in Exhibit Planning and Design

In this round table session, the presenters will explore how the core tenants of community engagement can be applied and implemented as a part of the exhibit planning and design process. Subject matter experts will share their experiences in community engagement, explore best practices and provide practical tips on how to create community-focused and led exhibit programming at your institutions. This session will be beneficial to mid-career museum professionals preparing to plan and develop new and immersive exhibits ahead of the America 250 commemorations.

Location: Solitude

Type of Session: Roundtable

Track: Education/Outreach; External Affairs; Collections/Exhibitions

Speakers: Kimberly Robinson (National Park Service), Kimberly Nelson (The PRD Group), Julie Fox (Brownsburg Museum), Dee Papit (Lone Wolf Marketing), Brian Thomson (BLT Design)

Creating Christiansburg Institute Digital Archives

Discover how digitization has transformed Christiansburg Institute, Inc.'s efforts to preserve and share its history, reintegrating the voices of Black Appalachians into Southwest Virginia's narrative. This session will illustrate how CI, Inc.'s partnerships and digitization projects, funded by national grants, have expanded access to its collections and empowered small museums to amplify diverse histories. Ideal for museum professionals at all career stages, attendees will learn to leverage digitization to overcome geographical barriers, foster

academic partnerships, and assert institutional authority while creating impactful cultural deliverables.

Location: Smithfield

Type of Session: Panel Presentation

Track: Education/Outreach; Internal Affairs; Collections/Exhibitions

Speakers: Christopher Sanchez (Christiansburg Institute), Jennifer Nehrt (Christiansburg Institute), Demiah Smith (Christiansburg Institute), Ashley Palazzo (Christiansburg Institute)

5:00 pm – 6:30 pm Welcome Reception/Silent Auction/Student Posters in Exhibit Hall

Location: Latham Ballroom

6:30 pm – 7:30 pm New River Art & Fiber: Build Your Own Terrarium \$

Craft your own mini felt succulent terrarium while you sip a delicious cappuccino or tea. Led by New River Art & Fiber, a downtown Blacksburg shop known for fostering creativity through high-quality art supplies and workshops.

7:00 pm - 9:30 pm Evening Event: Wine Lab Educational Tasting \$

Join us at Wine Lab for an evening of exploration and discovery! Experience a guided tasting of five unique wines, designed to enhance your knowledge and appreciation of each varietal. Afterward, you're invited to stay for dinner (NOT INCLUDED IN TICKET PRICE).

MONDAY, MARCH 17

7:00 am - 7:45 am Monday Morning Yoga at the Inn at Virginia Tech \$

Led by Sweetgrass Yoga, from 7:00-7:45 AM. Please bring your own mat for this experience. A portion of the proceeds supports VAM's Scholarship Fund, making this both a revitalizing and meaningful way to begin the conference day.

8:00 am – 5:00 pm REGISTRATION OPENS

9:00 am - 10:00 am Keynote Presentation with Dr. Ashley Spivey

In this keynote address, Dr. Spivey will walk the audience through the history and purpose for NAGPRA and will provide a review of the regulatory processes and summary of the updated regulations. Best practices will be discussed to provide guidance on how to approach compliance and relationship building with the Tribes whose ancestors and materials are represented in collections across the Commonwealth.

Location: Latham Ballroom

10:00 am - 10:30 am Annual Meeting

Location: Latham Ballroom

10:30 am – 5:00 pm VMFA Art MOBILE AND LVA "ON THE GO" VAN Open

10:30 am - 11:00 am Coffee Break

Location: Latham Foyer

11:00 am – 12:15 pm CONCURRENT SESSIONS 3

How Roanoke Illuminated a History That Was Hidden in Plain Site

This case study tracks the creation and debut of Hidden In Plain Site: Roanoke through the efforts of The City of Roanoke, key sponsors, the family of Henrietta Lacks, individual donors and volunteers, and the Harrison Museum of African American Culture (HMAAC). Now a newly designated nonprofit, the Hidden In Plain Site team will discuss how the process of creating the HiPS: VMFA and Roanoke experiences (web, mobile, video, and virtual reality (VR)) helped them take a look back at their own history and became a centerpiece of storytelling and cultural honesty for the history of the black experience.

Location: Latham Ballroom

Type of Session: Case Study

Track: Education/Outreach; Collections/Exhibitions

Speakers: J. Dontrese Brown (Hidden In Plain Site), Dean Browell (Hidden In Plain Site), Trish White-Boyd (City of Roanoke)

Bringing Anna Hyatt Huntington to Life: How Theatrical Narratives Enhance Patrons' Museum Experiences

Our roundtable session explores the collaborative process of creating "Anna: A Theatrical Monologue", a museum theatre performance to complement the Mary M. Torggler Fine Arts Center's exhibition of "A Grand Menagerie: The Sculpture of Anna Hyatt Huntington." This roundtable will explore the collaborative and creative process, the patrons' overwhelming response to the first-person narrative performance and the survey data revealing the powerful impact of this theatrical experience within a traditional museum exhibition setting.

Location: Assembly Hall

Type of Session: Roundtable

Track: Education/Outreach; External Affairs; Internal Affairs; Career/Personal Development; Collections/Exhibitions

Speakers: Holly Koons (Mary M. Torggler Fine Arts Center), Denise Gillman (Christopher Newport University), Cora Barr (Christopher Newport University)

Build a Culture of Philanthropy (and Increase Unrestricted Giving by 5x!!!) Through Creating Visitor and Donor Journeys

A culture of philanthropy doesn't have a recipe to it, right? Wrong!!! Based on the private sector's Customer Experience Map, a Donor Journey achieves organization-wide buy-in on your fundraising process. This validates what is working, helps identify new opportunities, and genuinely builds a culture of philanthropy by helping different departments – and volunteers – "see" their role in fundraising. In addition to reinforcing the staff's role in fundraising, it will help identify the unique

contributions that leadership volunteers can make. Come out and learn how this process helped Red Hill increase unrestricted revenue by 500% over 7 years!

Location: Smithfield

Type of Session: Case Study

Track: Education/Outreach; External Affairs

Speakers: Hope Marstin (Patrick Henry's Red Hill), Alan R. Hutson (Bow Tie Fundraising)

Interdisciplinary Collaborations for Audience Building

Building and diversifying audiences is a goal of all museums. Learn how museums in Southwest Virginia are taking an interdisciplinary approach to this common goal through a collaboration between art, history, music, and performance. In May 2025, William King Museum of Art will host a traveling exhibition, "Medieval to Metal" from the National Guitar Museum, showcasing the history of guitar design. WKMA will partner with the Birthplace of Country Music Museum and the Crooked Road: Virginia's Heritage Music Trail for the purpose of cross-marketing and partnership programming, all with the goal of region-wide audience building.

Location: Drillfield

Type of Session: Panel Presentation

Track: Education/Outreach; External Affairs

Speakers: Betsy White (William King Museum of Art), Anna Buchanan (William King Museum of Art), Rëne Rodgers (Birthplace of Country Music Museum), Kim Davis (Southwest Virginia Cultural Heritage Foundation), Tyler Hughes (The Crooked Road: Virginia's Heritage Music Trail)

Curating Your Box of Chaos: Digitizing Collections of SWVA Community History

Whether it's your grandmother's attic or the archival storage room of your favorite historical society, we've all encountered that "box of chaos" with documents, photos, and that one floppy disk no one can open. As time passes, though, the risk of losing material to degradation, obsolescence, and institutional memory increases. The Greater Southwest Virginia Digital Collective is a new community-owned, community-designed collaboration between regional cultural heritage organizations and Virginia Tech University Libraries to provide resources for organizing, digitizing, and preserving the SWVA historical record. Join our Roundtable to learn about GSDC, our resources, and ways to collaborate to preserve your box of chaos.

Location: Duck Pond

Type of Session: Roundtable

Track: Collections/Exhibitions

Speakers: Alex Kinnaman (Virginia Tech University Libraries), Jennifer Nehrt (Christiansburg Institute), Ann-Margaret Shortt (Montgomery-Floyd Regional Library), Sherri Huffman (Blue Ridge Heritage)

Asking, Listening, Doing: Using Museum Visitor Data for Making Change

Each fall, the American Alliance of Museums and Wilkening Consulting partner to gather visitor data from Virginia museums,

with the Annual Survey of Museum Goers. The data collected reveal statewide, regional, and museum-specific trends, giving insight into museum visitor desires, and values. In this moderated panel, participating Virginia museum leaders share their experiences with the Survey, including process, methodology, analysis, and the practical application of museum data for strategic planning, board education, community outreach, and more.

Location: Solitude

Type of Session: Case Study

Track: Education/Outreach; External Affairs

Speakers: Noël Harris (Wilkening Consulting), Colleen Higginbotham (Chrysler Museum of Art), Dorette Sobolewski (Frontier Culture Museum of Virginia)

12:30 pm - 2:15 pm Awards Luncheon \$

Location: Latham Ballroom

2:30 pm - 3:45 pm CONCURRENT SESSIONS 4

Art and Artifacts in Archival Collections

Join three archivists for a roundtable and audience-engaging conversation about the challenges, successes, and even occasional failures of working with art and artifacts in the often paper-based field of archives. We will talk about the kinds of art and artifacts we have, how we manage them, and the challenges they present in our spaces (literally and figuratively), focusing on materials related to architecture and design, university archives/history, and some of our major collecting areas. The second half of our session will include audience-driven discussions of working with non-dominant or atypical materials in different types of GLAMs.

Location: Smithfield

Type of Session: Roundtable

Track: External Affairs; Collections/Exhibitions

Speakers: Kira Dietz (Virginia Tech), Jade Snelling (Virginia Tech), Amelia Verkerk (Virginia Tech)

Breaking Into Buses, Legally: Growing Your Tour Group Business

Crack the code on group tours, not the bus' window! Discover how creating unforgettable experiences will have group tour operators clamoring at your door, learn insider secrets to market your museum's treasures, and gain a better understanding about the simple strategies you can use to create more group tour business. You will walk away from this session with the confidence and resources to start reaching out to prospective group tour clients with the right materials!

Location: Drillfield

Type of Session: Expert Led Discussion

Track: Education/Outreach; External Affairs

Speakers: Mike Stoupa (Prince William County Office of Tourism)

Civility in the Workplace: Creating a Culture of Respect in Your Institution Using Bystander Intervention

Creating a culture of belonging is a major priority for many museums and organizations. Harassment has no place in today's workplace. In the past, organizations have rolled out the same tired sexual harassment training to check a box without thinking about its effectiveness or impact. Bystander intervention training has emerged as one of the most effective ways of combating inappropriate workplace behavior. In this session, participants will learn the techniques of bystander intervention and leave with tools to bring back to their home museums to create a culture of respect. Start on the path to civility in the workplace today.

Location: Solitude

Type of Session: Case Study

Track: Internal Affairs

Speakers: Chas Ritinski (Jamestown-Yorktown Foundation), Coy Mozingo (Jamestown-Yorktown Foundation)

Tackling Employee Engagement and Wellness in Museums

In 2024 Gallup reported US employee engagement at an all-time low. Employees across sectors are struggling with work in a post-pandemic world. Museums are no exception and museum workers face different kinds of stressors: lower wages; greater interaction with the general public; and a relationship with the mission that can verge on toxic. Museum leaders must tackle these issues head-on. This session will feature leaders who are endeavoring to do just that, from instituting innovative wellness policies to expanding benefits. What has worked and what work still needs doing? This panel discussion will explore these topics and more.

Location: Assembly Hall

Type of Session: Panel Discussion

Track: Internal Affairs

Speakers: Karen L. Daly (Stratford Hall), Antone Pierucci (Gunston Hall), Rebecca Shulman (Museum Consultant), Becky Beaulieu (Taft Museum of Art, Cincinnati, OH)

Secrets of the Ledger: Using Volunteers and Creativity to Unlock the Hidden Stories in an Everyday Artifact

Are there secrets hidden in the ledger in your collection? Probably! Join us to learn how a deep dive into a single, ordinary, written document can reveal unexpectedly rich results. By focusing on a general store ledger from 1822-1825, a wealth of information about specific people, daily routines, wealth, luxury goods, food stuffs, and fashion emerged. Even more important were the hidden stories of the enslaved people and women who interacted with the store. How to use a cadre of staff, student interns, and volunteers to conduct this type of intensive research will be discussed. Come learn all the secrets!

Location: Duck Pond

Type of Session: Expert Led Discussion

Track: Collections/Exhibitions

Speakers: Becky Novy (Montgomery Museum of Art & History), Sherry Wyatt (Montgomery Museum of Art & History), Grace Atallah (Montgomery Museum of Art & History)

What Once Was: Teaching Plantation History Through Virtual Reality

Wilton House Museum and The Center for Immersive Learning at Shenandoah University partnered on an innovative virtual reality (VR) experience that uses new technology to interpret the past. Visitors are now able to visit Wilton's original property in a 360° virtual setting in two phases— c.1785 and c.1930—to learn about the buildings, people, and agriculture that defined Wilton's history before relocation. This panel will detail the project from historical, technological, and educational perspectives, as well as discuss the role of technology and virtual/augmented reality at historic sites and museums in the present and future.

Location: Latham Ballroom

Type of Session: Panel Presentation

Track: Education/Outreach

Speakers: Joseph Rizzo (JMR Historical Consulting), Savannah Gross (Wilton House Museum), Nathan Prestopnik (Shenandoah University), Tyler Dossat (Shenandoah University), Wes Brown (Shenandoah University)

4:00 pm – 5:00 pm Managing Unpredictability Together

During this power hour, join colleagues in brainstorming how best to tackle the unpredictability that museums and museum employees find themselves.

Location: Latham Ballroom

5:00 pm - 6:30 pm EXHIBIT HALL/SILENT AUCTION OPEN

Make sure you get your bids in on time. The silent auction closes at 6:30 pm.

6:30 pm - 8:00 pm Evening Event: Evening at the Moss Arts Center \$

Enjoy access to the center's vibrant exhibits, self-guided tours, and a selection of food and drinks (included in the ticket price). Charter bus will shuttle between the Inn at Virginia Tech and the Moss Arts Center at 6:15 pm.

TUESDAY, MARCH 18

8:00 am - 12:00 pm Silent Auction Pick-Up

8:30 am - 10:30 am REGISTRATION OPEN

9:00 am - 10:30 am Town Hall: Visions for America at 250: Making the Case for Belonging

In 2024, President Lincoln's Cottage held a convening aimed at centering belonging in the commemorations at museums and historic sites across the country for the Semiquincentennial of the United States. Museum and historic site practitioners, social scientists, and historians were asked to imagine how America's 250th might look if our field centered complex human emotions in our commemorations. This session will encourage a deeper approach to Semiquincentennial – focusing on reflection, mourning, joy, complexity, and compassion. Participants will be asked to think deeply about their role in fostering an America in

which each of us feels we belong.

Location: Latham Ballroom

Track: Education/Outreach

Speaker: Cameron Walpole (President Lincoln's Cottage)

11:00 am - 12:15 pm CONCURRENT SESSIONS 5

From the Academy to the Community: A New Beginning for the Pamunkey Indian Museum and Cultural Center

In response to discoveries made within its exhibition, The Pamunkey Indian Museum and Cultural Center closed to the public in August of 2023. This provided staff an opportunity to inventory its undocumented collection and bring its management up to industry best-practices. This case study will present efforts to establish inventory control over the collection, track down and reconcile legacy loans, engage the community, and ensure stewardship beyond the tenure of current staff. Panelists will look ahead, describing how this work has laid the foundation for future collaborative exhibition development and building repairs & improvements.

Location: Latham Ballroom

Type of Session: Case Study

Track: Collections/Exhibitions

Speakers: Andrew Foster (Pamunkey Indian Museum and Cultural Center), Rebecca Hill (Pamunkey Indian Museum and Cultural Center/Virginia Native Arts Alliance)

Commemorating Lafayette's Tour: Revolutionary Ideals and the Limits of Freedom

How do museums balance commemorating America's 250th while showcasing the contradictions embedded in American democracy? This panel discussion will focus on the Commemoration of the Marquis de Lafayette's 1824-1825 Grand Tour of the United States and how Virginia museums have interpreted Lafayette's life through exhibitions, community-based programs, and school partnerships. The Revolutionary Frenchman's life creates conversations on American memory, revolution, slavery, and those left out of early conceptions of American democracy.

Location: Drillfield

Type of Session: Panel Presentation

Track: Education/Outreach

Speakers: Dr. Gaila Sims (Fredericksburg Area Museum), Theresa Cramer (Fredericksburg Area Museum), Dr. Gordon Blaine Steffey (Stratford Hall), James "Jay" G. Harrison III (City of Fredericksburg Lafayette Commemoration), Sam McKelvey (Fredericksburg Area Museum)

Who You Gonna Call? Myth Busters!

We all tell little lies sometimes. But other falsehoods take on a life of their own and trickle down from one generation (or docent) to the next. How can museums tackle myths? Head on! Exhibits like the Valentine Museum's recent Sculpting History installation, programs like VMHC's Movie Mythbusting, and internal training at both institutions address the accuracy of historical interpretation and the need to stop misinformation in

its tracks. To prepare you for the future, we'll test your knowledge of Virginia's history myths and ensure you've got your facts straight!

Location: Assembly Hall

Type of Session: Case Study

Track: Education/Outreach; External Affairs; Career/Personal Development; Collections/Exhibitions

Speakers: Maggie Creech (Virginia Museum of History & Culture), Christina K. Vida (The Valentine Museum)

The Birthplace of Country Music Museum: Utilizing Education, Programming, and Exhibits to Connect the Past, Present, and Future

Through educational initiatives, public programming, and exhibits, the Birthplace of Country Music Museum (BCMM) makes country music history engaging and relevant to our community and visitors. Three areas of BCMM's work connect past, present, and future: K-12 lesson plans, Pick Along Summer Camp /JAM Kids, and the "I've Endured: Women in Old-Time Music" exhibit. By exploring these case studies -- including intersections with mentorship, creative construction, and questions of "belonging" -- we provide usable ideas for engaging with different audiences that help them understand the relevance of the past today and its impact on the generations that follow.

Location: Smithfield

Type of Session: Panel Presentation

Track: Education/Outreach; Collections/Exhibitions

Speakers: Dr. Rene Rodgers (Birthplace of Country Music Museum), David Winship (Educational Consultant), Scotty Almany (Taubman Museum of Art), Jessica Bouchard (Birthplace of Country Music Museum)

Experiential Learning: Teaching with Museum, Archives, and Community Conversations

Experiential learning is all the rage on college campuses, but what are the challenges and opportunities involved in collaborations among educational institutions, museums, and archives? Drawing from experiences with house, living history, transportation, and art museums, and speaking as university instructors, community ethnographers, and museum educators, roundtable participants will describe projects that include community service, art critique and creation, cooking and canning, and the "Eastern Shore Foodways, Community & Climate" oral history initiative. Audience members are invited to discuss the resources and understandings these multi-institution/multi-stakeholder projects require, the means and sites of critical feedback, strategies for engaging new audiences and fostering community wellness, and the ways that living collaborations differ from past-centered reenactments.

Location: Solitude

Track: Education/Outreach; External Affairs

Speakers: Victoria Ferguson (Solitude-Fraction Site Virginia Tech), Sarah Plummer (Virginia Tech), Katy Clune (Virginia Humanities), April Danner (Wilderness Road Regional Museum), Danille Elise Christensen (Virginia Tech)

Technological Advances and Traditional Curation: The Melding of Time-Honored and Modern Methods to Advance Collections-Based Work

Panelists will describe the movement of adopting new technologies and methodologies to complement traditional time-honored museum curatorial work. The use of imaging technology, satellite resources, modern genetic techniques, and innovative methodologies has allowed for the continued growth in understanding of world cultural and natural heritage while developing novel conservation and preservation efforts. The endeavor to modernize the legacy of traditional collections-based work has led to new knowledge and new efficiencies for generating fresh knowledge under sometimes difficult circumstances. The panelists have expertise in Virginia cultural and scientific disciplines while remaining global in their perspectives.

Location: Duck Pond

Type of Session: Panel Presentation

Track: Collections/Exhibitions

Speakers: Dr. Hayden Bassett (Virginia Museum of Natural History), Arianna Kuhn (Virginia Museum of Natural History), Dr. Jackson Means (Virginia Museum of Natural History), Dr. Isaac Overcast (California Academy of Science), Dr. Adam Pritchard (Virginia Museum of Natural History), Joe Keiper (Virginia Museum of Natural History)

1:30 pm - 4:00 pm POST CONFERENCE TOURS/ACTIVITIES

VAM Field Trip - Kentland Farm & Wake Forest \$

This field trip explores the significant role of geology in shaping both the natural landscape and human history of the New River Valley.

Prince William Historic Preservation supports the Virginia museum community.



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VIRGINIA CERTIFICATE IN MUSEUM MANAGEMENT

2025 Conference Reporting Form

NAME: _____ EMAIL: _____

Earn credit toward your certificate at the conference in one of the following ways. Please check one:

MULTI-DAY CONFERENCE requirement - attend 5 sessions, obtain a presenter signature for each session on reverse

CORE CURRICULUM requirement - attend 4 sessions, obtain a presenter signature for each session on reverse

**Attend four sessions within a core curriculum area (some areas offer more than one session during a time slot—choose one), and have this form signed by a presenter from each session. (Not all sessions will fit easily into a core category, so there are a couple of sessions not listed below.) *Please check the Core Curriculum Element you are completing:*

Education/Outreach:

- Asking, Listening, Doing: Using Museum Visitor Data for Making Change
- Breaking Into Buses, Legally: Growing Your Tour Group Business
- Bringing Anna Hyatt Huntington to Life: How Theatrical Narratives Enhance Patron's Museum Experiences
- Build a Culture of Philanthropy (and Increase Unrestricted Giving by 5x!!!) Through Creating Visitor and Donor Journeys
- Building Experiences, Building Community: Incorporating Community Engagement in Exhibit Planning and Design
- Civic Museums Unite: Building Civics Muscles in Advance of 2026
- Commemorating Lafayette's Tour: Revolutionary Ideals and the Limits of Freedom
- Considering Today Through the Eyes of Our Ancestors
- Creating Christiansburg Institute Digital Archives
- Curating a Cell Block
- Experiential Learning: Teaching with Museum, Archives, and Community Conversations
- How Roanoke Illuminated a History That Was Hidden in Plain Site
- In Defense of Exclusion: Because You Cannot Show Everything
- Interdisciplinary Collaborations for Audience Building
- Reading Between the Lines: A Library History in Black and White
- The Birthplace of Country Music Museum: Utilizing Education, Programming, and Exhibits to Connect the Past, Present, and Future
- Town Hall: Visions for America at 250: Making the Case for Belonging
- Transforming the Hermitage: Levering Unique Assets, Engaging Audiences, and Increasing Funding While Preserving Charm
- What Once Was: Teaching Plantation History Through Virtual Reality
- Who You Gonna Call? Myth Busters!

External Affairs:

- Asking, Listening, Doing: Using Museum Visitor Data for Making Change
- Art and Artifacts in Archival Collections
- Breaking Into Buses, Legally: Growing Your Tour Group Business
- Bringing Anna Hyatt Huntington to life: how theatrical narratives enhance patron's museum experiences
- Build a Culture of Philanthropy (and Increase Unrestricted Giving by 5x!!!) Through Creating Visitor and Donor Journeys
- Building Experiences, Building Community: Incorporating Community Engagement in Exhibit Planning and Design
- Experiential Learning: teaching with museum, archives, and community conversations
- In Defense of Exclusion: Because You Cannot Show Everything
- Interdisciplinary Collaborations for Audience Building
- Reading Between the Lines: A Library History in Black and White
- Transforming the Hermitage: Levering Unique Assets, Engaging Audiences, and Increasing Funding While Preserving Charm
- Who You Gonna Call? Myth Busters!

Internal Affairs:

- Addressing Employee Engagement and Wellness in Museums
- Bringing Anna Hyatt Huntington to Life: How Theatrical Narratives Enhance Patron's Museum Experiences
- Civility in the Workplace: Creating a Culture of Respect in Your Institution Using Bystander Intervention
- Creating Christiansburg Institute Digital Archives
- From the Ground Up - It's Easier Than You Think to Build The Things You Need at Your Museum

Collections/Exhibitions

- Art and Artifacts in Archival Collections
- Body of Evidence: Why and How to Weave Costume and Textiles Into Your Exhibits
- Building Experiences, Building Community: Incorporating Community Engagement in Exhibit Planning and Design
- Bringing Anna Hyatt Huntington to Life: How Theatrical Narratives Enhance Patron's Museum Experiences
- Creating Christiansburg Institute Digital Archives
- Curating a Cell Block
- Curating Your Box of Chaos: Digitizing Collections of SWVA Community History
- From the Academy to the Community: A New Beginning for the Pamunkey Indian Museum and Cultural Center
- From the Ground Up - It's Easier Than You Think to Build The Things You Need at Your Museum

Career/Personal Development

- Bringing Anna Hyatt Huntington to Life: How Theatrical Narratives Enhance Patron's Museum Experiences
- From the Ground Up - It's Easier Than You Think to Build The Things You Need at Your Museum
- Opening Session: The Future of Leadership in Museums
- Who You Gonna Call? Myth Busters!

- How Roankoe Illuminated a History That Was Hidden in Plain Site
- In Defense of Exclusion: Because You Cannot Show Everything
- Reading Between the Lines: a Library History in Black and White
- Reconstructing Historic House Narratives
- Secrets of the Ledger: Using Volunteers and Creativity to Unlock the Hidden Stories in an Everyday Artifact
- Technological Advances and Traditional Curation: The Melding of Time-Honored and Modern Methods to Advance Collections-Based Work
- The Birthplace of Country Music Museum: Utilizing Education, Programming, and Exhibits to Connect the Past, Present, and Future
- Who You Gonna Call? Myth Busters!

Session Signatures: Please have one speaker sign a line for each session you attend throughout the conference.

Session Title: _____

Speaker Signature: _____

Session Title: _____

Speaker Signature: _____

Session Title: _____

Speaker Signature: _____

Session Title: _____

Speaker Signature: _____

Session Title: _____

Speaker Signature: _____

ACCESSIBILITY POLICY

The Virginia Association of Museums is committed to making our meetings & events accessible to all.

It is the policy of VAM to hold meetings, conferences, and other professional events where barriers of any type do not exclude people from attending or participating. In all cases where you may need additional assistance or accommodation of any kind, whether listed below or not, please allow eight weeks prior to an event for notification so that we have time to make arrangements on your behalf.

CHEMICAL SENSITIVITY

All of VAM's events are smoke-free and as often as possible, held in smoke-free venues. In addition, VAM encourages meeting attendees to refrain from using excessive amounts of perfume, cologne, aftershave and other fragranced personal care products, as a courtesy to those attendees with chemical sensitivity or allergies.

HEARING IMPAIRMENT

VAM is committed to making sure that our attendees with a hearing impairment can benefit from our professional development events. Should you require a personal aide to help you navigate a VAM event, VAM will provide that aide with a complimentary registration so that they may attend with you at no cost (that aide will not, however, be able to receive certificate credit for their attendance). Depending on the content and flow of the event, VAM will ensure that reasonable accommodations are made, whether it is the provision of sign language interpreters, note-takers, or auxiliary listening devices.

MOBILITY CONSTRAINTS

Whenever possible, VAM's programming will be held in locations that are fully accessible for anyone with mobility constraints. On occasion, due to the specific nature of the topic, there may be an event that cannot be made completely accessible to those in wheelchairs. (i.e. garden preservation). If this is the case, this will be noted in the event description. When requested, VAM will ensure that adequate aisle space and cut-outs for wheelchair users will be present in meeting rooms and locations. Please note standard head tables (when used) include a podium and podium microphone. If you are presenting and require alternative arrangements please notify VAM staff.

NURSING MOTHERS

A private space will be made available when requested in advance for nursing mothers who attend VAM-sponsored events.

SERVICE ANIMALS

Service animals are welcome to attend any VAM programming; all of our programming occurs in venues operated by other entities, so if they impose any limitations on service animals, their policies override ours.

VISUAL IMPAIRMENT

Should you require a personal aide to help you navigate a VAM event, VAM will provide that aide with a complimentary registration so that they may attend with you at no cost (that aide will not, however, be able to receive certificate credit for their attendance). If you prefer that VAM provide you with an aide who can help you find your way to session rooms, we will make every attempt to match you with a volunteer for this purpose. VAM is also happy to provide you with large print handouts should you need them.

Workshops

Exciting professional development opportunities are on the horizon! As part of our commitment to supporting museum professionals at every stage of their careers, the VAM Workshop Series has some exciting opportunities coming in the months ahead. These workshops will dive into essential topics like object preservation, grant writing, and fostering a cohesive intergenerational workplace—critical skills for today’s museum professionals. Designed to align with our Certificate in Museum Management program, these sessions are open to everyone in the field, whether you’re a VAM member or not. Stay tuned for upcoming dates and details, and join us as we continue to strengthen and elevate Virginia’s museum community!

VAM 2026 Annual Conference: Little ‘r’ Revolutions: Museum Transformations for Everyone

Members of VAM’s 2026 program committee met in January to discuss a conference theme. The committee recognizes that the 2026 conference, held in the Semiquincentennial year, should acknowledge the moment: one that combines the power of commemoration and the legacies of memory, but to share, reflect, and imagine how museums are places of transformation. Revolutions are about change. What “revolutions” and (re)evolutions are happening in your museum, in your career, in your community, and in your field?

Revolutions are transformative. In an uncertain and sometimes volatile world, museums have witnessed dramatic and powerful transformations, each one a small “revolution” in its own right.

- How are you, your museum, community, and society part of the ongoing ‘revolutions’ and (re)evolutions, and how do these changes make us stronger together?
- What ‘revolutions’ are (re)evolutions are happening in you, your museum, your community, and society, and how are we shaping this transformation together?
- What ‘revolutions’ and (re)evolutions are unfolding and how can we ensure that these changes reflect and include all voices?
- How are we learning to build ecosystems of resilience for staff and how are we making our spaces welcoming for all?
- How are we reimagining work and museum labor?

The 250th moment offers a great opportunity to showcase the transformative power of “revolutions” in our future planning, our work cultures, in sharing authority and democratizing our institutions. We invite our colleagues to develop workshops, panels, posters, and roundtables that teach us all about the little ‘r’ revolutions that VAM members are leading and for all of us to reflect on the opportunities these changes offer for our field.

Keep an eye out our for the call for proposals!

NOTES

Myriad Consultants supports the Virginia museum community.



Who are our clients?

Our clients are **ambitious**, capable of **institutional change**, and **passionate** about their communities.

Their collections take many forms including archives, library materials, manuscripts, photography, art and architecture, digital records, audiovisual media, time-based media art, research data, textiles, and art objects.

If you find yourself at a tipping point, a growth opportunity, or a tough transition, we bring a supportive outside perspective, with the right experience you need.

Contact us for a consultation today.

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Join us next year in Williamsburg, VA

March 14, 2026 - March 17, 2026