



VIRGINIA  
ASSOCIATION  
of MUSEUMS

# 2025 ANNUAL CONFERENCE

BLACKSBURG, VA MARCH 15-18, 2025

## SATURDAY, MARCH 15

1:00 pm - 5:00 pm	Co-Creation Workshop with Monuments Across Appalachian Virginia \$
5:00 pm - 6:30 pm	Open House at the Montgomery Museum of Art and History FREE
6:30 pm - 8:30 pm	Conference Kickoff: Trivia Night at Iron Tree Brewing FREE

## SUNDAY, MARCH 16

9:00 am - 5:00 pm	VMFA Art Mobile Open
9:00 am - 6:00 pm	Registration Open
11:00 am - 12:15 pm	<b>Assembly Hall</b> <b>Opening Session: The Future of Leadership in Museums</b>
12:15 pm - 12:45 pm	<b>First Time Attendee Meet-Up</b> Location: VAM booth in Exhibit Hall
1:00 pm - 4:30 pm	<b>CEO/Directors Forum</b>
1:00 pm - 2:15 pm Session 1	<b>Duck Pond</b> Reconstructing Historic House Narratives
	<b>Solitude</b> Considering Today Through the Eyes of Our Ancestors
	<b>Smithfield</b> In Defense of Exclusion: Because You Cannot Show Everything
	<b>Drillfield</b> Body Of Evidence: Why and How to Weave Costume and Textiles Into Your Exhibits
	<b>Latham Ballroom</b> Transforming the Hermitage: Levering Unique Assets, Engaging Audiences, and Increasing Funding While Preserving Charm
	<b>Assembly Hall</b> From The Ground Up - It's Easier Than You Think To Build The Things You Need At Your Museum
2:30 pm - 3:30 pm	<b>Exhibit Hall Sneak Peek</b> <b>NEH Presentation</b> Location: Latham Ballroom
3:30 pm - 4:45 pm Session 2	<b>Latham Ballroom</b> AI for History Research
	<b>Duck Pond</b> Curating a Cell Block
	<b>Assembly Hall</b> Civic Museums Unite: Building Civics Muscles in Advance of 2026
	<b>Drillfield</b> Reading Between The Lines: A Library History In Black And White
	<b>Solitude</b> Building Experiences, Building Community: Incorporating Community Engagement in Exhibit Planning and Design
	<b>Smithfield</b> Creating Christiansburg Institute Digital Archives
5:00 pm - 6:00 pm	<b>Student Poster Session Presentations</b> Location: Latham Ballroom
5:00 pm - 6:30 pm	<b>Welcome Reception/Silent Auction in Exhibit Hall</b> Location: Latham Ballroom
6:30 pm - 7:30 pm	<b>New River Art &amp; Fiber and Coffee Cauldron \$</b>
6:30 pm - 9:00 pm	<b>Wine Lab Educational Tasting \$</b>

## MONDAY, MARCH 17

7:00 am - 7:45 am	<b>Monday Morning Yoga at the Inn at Virginia Tech \$</b>
8:00 am - 5:00 pm	Registration Open
9:00 am - 10:00 am	<b>Keynote Presentation with Dr. Ashley Spivey</b> Location: Latham Ballroom
10:00 am - 6:30 pm	<b>Exhibit Hall Open/Silent Auction</b>
10:00 am - 10:30 am	Annual Meeting
10:30 am - 5:00 pm	VMFA Art Mobile LVA "On the Go" Van
10:30 am - 11:00 am	<b>Coffee Break</b> Location: Latham Foyer
11:00 am - 12:15 pm Session 3	<b>Latham Ballroom</b> How Roanoke Illuminated a History That Was Hidden in Plain Site
	<b>Assembly Hall</b> Bringing Anna Hyatt Huntington to Life: How Theatrical Narratives Enhance Patron's Museum Experiences
	<b>Smithfield</b> Build a Culture of Philanthropy (and Increase Unrestricted Giving by 5x!!!) Through Creating Visitor and Donor Journeys
	<b>Drillfield</b> Interdisciplinary Collaborations for Audience Building
	<b>Duck Pond</b> Curating Your Box of Chaos: Digitizing Collections of SWVA Community History
	<b>Solitude</b> Asking, Listening, Doing: Using Museum Visitor Data for Making Change
12:30 pm - 2:15 pm	<b>Awards Luncheon \$</b> Location: Latham Ballroom

2:30 pm – 3:45 pm Session 4	<b>Smithfield</b>	Art and Artifacts in Archival Collections
	<b>Drillfield</b>	Breaking Into Buses, Legally: Growing Your Tour Group Business
	<b>Solitude</b>	Civility in the Workplace: Creating a Culture of Respect in Your Institution Using Bystander Intervention
	<b>Assembly Hall</b>	Addressing Employee Engagement and Wellness in Museums
	<b>Duck Pond</b>	Secrets of the Ledger: Using Volunteers and Creativity to Unlock the Hidden Stories in an Everyday Artifact
	<b>Latham Ballroom</b>	What Once Was: Teaching Plantation History Through Virtual Reality
4:00 pm – 5:00 pm	<b>Affinity Group Meet-ups</b>	
6:30 pm - 8:00 pm	<b>Evening Event: Evening at the Moss Arts Center \$</b>	

**TUESDAY, MARCH 18**

8:30 am – 10:30 am	<b>Registration Open</b>	
8:30 am – 12:00 pm	<b>Silent Auction pick-up</b>	
9:00 am – 10:30 am	<b>Town Hall Session: Visions for America at 250: Making the Case for Belonging</b> Location: Latham Ballroom	
11:00 am – 12:15 pm Session 5	<b>Latham Ballroom</b>	From the Academy to the Community: A New Beginning for the Pamunkey Indian Museum and Cultural Center
	<b>Drillfield</b>	Commemorating Lafayette's Tour: Revolutionary Ideals and the Limits of Freedom
	<b>Assembly Hall</b>	Who you Gonna Call? Myth Busters!
	<b>Smithfield</b>	The Birthplace of Country Music Museum: Utilizing Education, Programming, and Exhibits to Connect the Past, Present, and Future
	<b>Solitude</b>	Experiential Learning: Teaching with Museum, Archives, and Community Conversations
1:00 pm - 4:00 pm	<b>Duck Pond</b>	Technological Advances and Traditional Curation: The Melding of Time-Honored and Modern Methods to Advance Collections-Based Work
	<b>Post Conference Tours/Activities</b> VAM Field Trip - <b>Kentland Farm &amp; Wake Forest \$</b>	