



2020 ANNUAL CONFERENCE

# FAIRFAX

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**Plan Now to Join Us at #VAM2020!**

**The largest annual gathering of museums professionals from Virginia & Washington, DC**

**Westfields Marriott  
Washington Dulles**

14750 Conference Center Drive  
Chantilly, Virginia 20151

Contact the conference hotel to make your reservations and secure the reduced room block rate of \$139 for the length of the conference.

**Reserve your room now!**

Be sure to sign up for Marriott Bonvoy, if you're not a member already, and receive free wifi in your room and throughout the hotel's public areas.

**VAM 2020 Annual Conference  
Fairfax, Virginia**

March 7-10, 2020

**Full Conference Registration:**

\$395 Non-member

\$325 Member

\$290 Multiple Museum Staff/Volunteers

\*Museum members receive discounted registration when sending 3+ representatives to the conference

\$265 Speaker or Student Members

\$200 Benefactor or Conference Committee Members

**Single Day Registration:**

\$255 Member or Non-Member

\$155 Speakers

\$155 Guest pass

Visit [VAMUSEUMS.ORG](http://VAMUSEUMS.ORG) for complete conference details and to register

Use Early Bird promo code EB2020 by February 14 to take \$50 off registration

Register online, over the phone, or by printable form

Conference and optional tickets can be ordered separately & invoiced

Cover Images:

National Museum of the United States Army  
Loudoun Heritage Farm Museum  
Workhouse Arts Center  
Steven F. Udvar-Hazy Center

Photographs provided courtesy of the venues

# #VAM2020

## Making Museums Essential

While museums will likely always face concerns such as caring for their collections, securing funding, and creating awareness of their organizations, 21st century skills are increasingly taking center stage. Attributes such as critical thinking, creativity, collaboration, and communication should be applied now more than ever, whether to improve internal operations or external outreach. Breaking down barriers to be more inclusive, equitable and diverse are monikers of the modern museum.

As the latest national data indicates, museums are considered the most trustworthy entities in the nation. More than newspapers, non-governmental organizations, state agencies, and the Federal government. An honor no doubt, but a heavy responsibility nonetheless. So as we near the end of the second decade of the new millennium, how can museums support the needs of their communities and strive for positive transformative change? Or is that our role?

We encourage you to get involved in the conversation at the 2020 Annual Conference of the Virginia Association of Museums as we come together, hundreds strong from across the Commonwealth and Washington, DC. Join us for four days of quality professional development training, engaging dialogues, fun events, and fellowship as we visit Fairfax County, an area of diverse attractions, rich dining and shopping experiences, and near our nation's capital.



Loudoun Heritage Farm Museum  
Site of our Scholarship Fundraiser



Smithsonian's Udvar-Hazy Center  
Offering special tours on Tuesday



Ben Lomond Historic Site  
Location of the 2020 Historic Sites Forum

# Thank You Sponsors!

## **Strategic Partner**

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*Join this stellar list and help VAM in presenting quality training and networking to the largest gathering of museum professionals in Virginia by becoming a sponsor of the 2020 Annual Conference.*

*Or take part in Monday's all-day Exhibit Hall.*

*Booths are selling quickly, so contact VAM now!*

*Contact Dan Goldstein, membership & development coordinator,  
to talk more about how we can craft an experience to meet your needs.*

*dgoldstein@vamuseums.org • 804.358.3170*

## Conference Tracks

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

The education tracks are also designed to assist students in the Certificate in Museum Management program with obtaining credit in their core curriculum credits. See each session's description for details as some qualify for more than one track.

### Tracks:

- Collections Management
- Education and Outreach
- Exhibitions
- External Relations
- Internal Affairs

### Sessions:

Conference sessions vary in style to provide differing experiences and learning styles.

- Conversation Starter: inspired topics for dialogue and engagement
- Focus: Highlight projects and case studies
- Learning Lab: Offers hands-on training
- Panel: Multiple speakers presenting on the same or related topics

# Schedule

ALL ACTIVITIES HELD AT THE WESTFIELDS MARRIOTT WASHINGTON DULLES UNLESS NOTED

Key: \$ Fee Required / R Free but Registration is Required

## SATURDAY, MARCH 7, 2020

### Off-Site Tours & Experiences

- 10:00am - 3:00pm Historic Sites Forum:  
Ben Lomond Historic Site \$
- 1:00pm - 4:00pm Collections Tour of National  
Museum of the Marine Corps R
- 5:30pm - 7:30pm Down on the Farm Fun-draiser:  
Loudoun Heritage Farm Museum \$

## SUNDAY, MARCH 8, 2020

- 9:00am - 5:00pm Registration
- 10:00am - 11:00am VAM Board of Directors Meeting
- 11:00am - 1:00pm Welcome Brunch & Awards R
- 1:30pm - 3:00pm Concurrent Sessions
- 1:30pm - 5:00pm Leadership Forum: 25 Years of  
Leadership Lessons with  
Glavé & Holmes Architecture \$
- 3:30pm - 5:00pm Concurrent Sessions
- 6:30pm - 8:30pm Evening at the New National  
Museum of the US Army \$
- 10:00pm - til Hospitality Suite

## MONDAY, MARCH 9, 2020

- 8:00am - 5:00pm Registration
- 8:30am - 10:00am General Session:  
Museums & Global Virginia
- 9:00am Exhibit Hall Opens
- 10:00am - 11:00am Coffee Break in the Exhibit Hall
- 11:00am - 12:30pm Concurrent Sessions
- 12:30pm - 2:30pm Lunch in the Exhibit Hall R
- 3:00pm - 4:30pm Concurrent Sessions
- 4:30pm - 6:30pm Reception in the Exhibit Hall
- 6:30pm - 7:00pm Load Buses for Evening Event
- 7:00pm - 9:30pm An Evening of History & the Arts  
at the Workhouse Arts Center \$

## TUESDAY, MARCH 10, 2020

- 9:00am - 10:30am Keynote & Conversation with  
Dr. Ellen Stofan, John & Adrien Mars  
Director, Smithsonian  
National Air and Space Museum
- 11:00am - 12:30pm Concurrent Sessions
- 1:00pm - til Off-Site Tours & Experiences R

# Saturday Off-Site Events

**10:00AM – 3:00PM**

## **HISTORIC SITES FORUM**

**Data, Gangrene and Guests:**

### **Reimagining the Visitor Experience**

Location: Ben Lomond Historic Site  
10321 Sudley Manor Dr,  
Manassas, VA 20109



*Ticket: \$25 Includes boxed lunch.*

*Transportation on your own. Meet at the Pat White Center at Ben Lomond for meeting and lunch, followed by special tour of the Ben Lomond Historic Site.*

Historic sites continually seek new ways to engage visitors and use limited resources wisely. Hear how diverse sites from across Northern Virginia are engaging visitors and creating a more authentic historic experience using the five senses – touch, sight, sound, taste, and smell. Meet up with your historic sites colleagues and take part in a fascinating tour and lively conversation on using customer-driven data to create interactive experiences from self-guided tours to virtual reality experiences on a budget.

Presenters:

*Paige Gibbons Backus*, Site Manager, Prince William County Historic Preservation Division; *Michele Longo*, Assistant Director, Gadsby's Tavern Museum; *Kevin Pawlak*, Site Manager, Prince William County Historic Preservation Division; *J.J. Ruscella*, Executive Director, Shenandoah Center for Immersive Learning; *Liz Williams*, Director, Gadsby's Tavern Museum

**1:00PM – 4:00PM**

## **COLLECTIONS TOUR OF THE NATIONAL MUSEUM OF THE MARINE CORPS**

Location: Museum Storage Facility  
17001 Interstate Dr Dumfries, VA 22026  
*Ticket: Free but registration required*

Join the staff of the National Museum of the Marine Corps for a special behind-the-scenes tour of their new Museum Storage Facility in Dumfries. See artifacts not currently on display and enjoy informal tours and demonstrations with curatorial, restorations, and exhibits staff. Learn about the museum's massive move and rehousing project plus topics such as in-house macro-artifact restoration, exhibit mount fabrication, the combat art collection, and more.

**5:30PM – 7:30PM**

## **DOWN ON THE FARM FUN-DRAISER**

Location: Loudoun Heritage Farm Museum  
*Ticket Donation: \$50 Includes food and drink.*



*Transportation on your own.*  
Experience Loudoun County's agricultural bounty, past and present at VAM's annual scholarship reception. Enjoy regional BBQ, sides and beverages from

local breweries and wineries, meet local farmers in the community with stories to tell about their impact on the community, and explore the museum's hands-on collection and activities. We promise you'll feel like a kid again down on the farm with selfie stations, fun conversation, and local giveaways!

**Sponsored by Visit Loudoun**

# Conference Program

Sunday, March 8

**9:00AM - 5:00PM**  
**REGISTRATION OPEN**

**10:00AM - 11:00AM**  
**VAM BOARD OF DIRECTORS MEETING**

**11:00AM - 1:00PM**  
**WELCOME BRUNCH & AWARDS**

*Ticket: Free but registration required*

Meet up with friends for inspiring conversation, and help us celebrate the 2020 graduates of the Virginia Certificate in Museum Management, plus the winner of VAM's inaugural Museum Innovation Award and recipients of the Museum Educator Award and Ann Brownson Award for outstanding service to the museum community.

**1:30PM - 5:00PM**  
**LEADERSHIP FORUM**  
**25 Years of Leadership Lessons with Glavé & Holmes Architecture**

*Ticket: \$30, includes wine and cheese reception*

Whether you've been to one VAM Leadership Forum or twenty, this is the one you don't want to miss. Since 1995, VAM's conference leadership program has brought insights to and from the leaders of Virginia's museums. On this anniversary, we will reminisce and revisit "Twenty-Five Leadership Lessons" from two and a half decades of conference programs. Bring your memories, your insights, and expect a few cameos!

**Sponsored by Glavé & Holmes Architecture**

**1:30PM - 3:00PM**  
**CONCURRENT SESSIONS**

**Partnering with Local Schools in Project-Based Learning: The Exhibit Design Institute**

Type of Session: Focus

Track: Education and Outreach

Over the past school year, The George Washington Foundation partnered with local educators on a project-based learning experiment that incorporated resources from multiple departments to provide an expert learning experience. The students learned skills such as collaboration, research, and concept and design to create a hands-on exhibit for the museum. Learn how your organization can also develop partnerships and educational programming that sparks passion for museums, history and culture, and provides transferable skills for the future.

Presenters:

*Zac Cunningham*, Manager of Educational Programs, The George Washington Foundation; *Elizabeth Hosier*, Manager of Interpretation and Visitor Services, The George Washington Foundation; *Michelle Midkiff and/or Bill Evans*, 4th Grade Teacher, Fredericksburg Academy

**Division & Reunification:  
Re-Imagining Arlington House**

Type of Session: Focus

Track: Collections Management OR Exhibitions

This session will explore the museum's efforts to evolve and expand the historic site interpretation and exhibitions at Arlington House, the Robert E. Lee Memorial, a National Park Service unit administered by the George Washington Memorial Parkway, through the lens of multiple historical and modern perspectives. Our goal with this effort was to create an audience centered experience that focuses on facilitating dialogue on challenging and controversial social topics. We will also discuss our community outreach and engagement efforts as a part of this expansion of our interpretation of the site's varied history. The level of training for this session would be geared towards more advanced attendee who is familiar

with the exhibit development and planning process and has some experience with historic site interpretation. Attendees will walk away with a clear understanding of site interpretive themes, the exhibit development process and core interpretive concepts focused on developing an audience centered experience.

Presenters:

*Dr. Mark Benbow*, Associate Professor of American History, Marymount University; *Susan Chumley*, Park Ranger, National Park Service; *Kimberly Robinson*, Curator, Arlington House, National Park Service

### **Essential Exhibit Practices for Paper-Based and Photographic Collections**

Type of Session: Learning Lab

Track: Collections Management

Rare books, documents, and photographs present unique challenges for the museums that display them. Photographs fade in light, and book bindings warp and weaken when improperly supported, yet exhibiting these materials can be a vital part of telling important stories and present opportunities for collection care advocacy. This workshop will help you understand the risks of exhibition for these materials so that you can develop policies and guidelines to mitigate those risks. Selection for exhibition will be covered as well, along with space considerations, safe handling, and display methods. At the end of the presentation, participants will break up into small groups to design their own hypothetical exhibits using the lessons they've learned.

Presenter:

*Sean Ferguson*, Preservation Specialist, Northeast Document Conservation Center

### **Creating an Equitable Visitor Experience: How Museums Foster & Respond to Change**

Type of Session: Focus

Track: Education and Outreach OR External Relations

This presentation will focus on how museums are adapting to and/or helping to foster new social consciousness around important issues and remaining relevant to the new or newly aware audiences and visitors that come with that transformation. The presenters will address visitor services, community outreach, volunteer manage-

ment, and presenting difficult topics. Takeaways will include increased knowledge of how museums respond to and foster new and more equitable understandings of culture, history, and art; enhanced capacity to see their own employer/museum/work through that lens; and greater motivation to apply these ideas in practice.

Presenters:

*Susan Goodwin*, Adjunct Professor, Virginia Commonwealth University; *Jody Green*, Administrative and Project Coordinator to the Director, Virginia Museum of Fine Arts; *Andrew Schoeneman*, Chair & Assistant Professor of Nonprofit Studies, School of Professional and Continuing Studies, University of Richmond

### **The Challenges & Essentials of Living History at Virginia Museums in 2020 and Beyond**

Type of Session: Panel

Track: Education and Outreach

The session will take a look at the role that living history offers to today's audiences and school groups. It will present a discussion from representatives of several sites of various typologies and sizes that feature living history, of which possible formulas or elements lead to success; and perhaps a candid glance into what formula or elements may not work or at least makes a greater challenge in achieving a program's goals. We encourage other museum representatives to come and contribute and share their own experiences on the topic.

Presenters:

*Todd Balance*, Executive Director, St. Luke's Historic Church; *Misti Furr*, Educator and Historical Interpreter, Frontier Culture Museum; *Kendrick Gibbs*, Education and Programs Specialist, Historic Hanover Tavern; *John Pagano*, Historical Interpretation Supervisor, Henricus Historical Park; *Jill Pesesky*, Curator of Education, Agecroft Hall and Garden

### **New Discoveries in the Museum Field: Student Research Session**

Type of Session: Panel

VAM is proud to showcase research and museum-based projects being accomplished by today's up-and-coming leaders in the museum field at this annual session. Through a competitive review process, three presentations will be



selected to share their latest work, and will receive scholarships to the 2020 Annual Conference. \*See VAM's website for more information.

Applications open through January 17, 2020

**3:30PM – 5:00PM**

### **CONCURRENT SESSIONS**

#### ***Connecting the Dots in Jewish History: An Unlikely Partnership***

Type of Session: Focus

Track: Education and Outreach

Agecroft Hall and Gardens was afforded the opportunity to partner with the Virginia Holocaust Museum to further enrich its research and outreach. In this unique collaboration, the two museums developed a new tour that discusses difficult history, dispels stereotypes and myths, and relates content to current events in our country and around the world. By linking resources, the museums have expanded audiences and created new services for members. Through this case study, learn how your institution can create unique partnerships and programming to advance your mission, expand reach and interpretation, and broach difficult topics.

Presenters:

*Megan Ferenczy* Director of Education Virginia Holocaust Museum; *Tracy Herman*, Tour Guide/Researcher, Agecroft Hall & Gardens; *Katie Reynolds*, Manager of Tour Services, Agecroft Hall & Gardens

#### ***The Public Face of Deaccessioning***

Type of Session: Panel

Track: Collections Management OR External Affairs

Museums often have to navigate media coverage while in the process of a deaccessioning project - how do you keep media informed, and ensure that the narrative remains positive and accurate? Hear from museums who have undergone deaccessioning projects and about their media relations efforts. You will learn the best way to approach media inquiries, and how to share accurate information without getting too "in the weeds" about museum policy and best practices.

Presenters:

*Jamie Bosket*, Director, Virginia Museum of History and Culture; additional speakers tba

#### ***Creating a Sensory Friendly Program***

Type of Session: Focus

Track: Education and Outreach

Guests on the autism spectrum often experience unique barriers to visiting a museum or historic site. At Mount Vernon, staff identified a need to create programming to help families engage with the site, which began the journey to make the estate more inclusive of neurodiverse guests. Presenters will discuss what autism is and why museums should serve guests on the spectrum. In addition to an overview, there will also be a discussion of the program's development process and how it is implemented, which involves continually working with stakeholders from an autism advocate and a special education teacher. There will allow time for questions and answers, as well as sharing of resources to help other museums who may be interested in starting their own program.

Presenters:

*Rebekah Berton*, Outreach Coordinator, George Washington's Mount Vernon; *Kiersten Friend*, Youth Programs Coordinator, George Washington's Mount Vernon; *Rose Sutton*, Advocate, Consultant and Parent

#### ***Maximizing Your Mission: How to Help Your Organization Reach its Potential Through Resourceful Fundraising Methods***

Type of Session: Panel

Track: External Relations

Regardless of your organization's size, fundraising is a necessary means for supporting your mission. It takes time, effort and creative thinking to build a fundraising program that uplifts - rather than detracts from - your mission-driven work. Attendees will learn tips and tricks for three methods of advancing your organization's mission: engaging volunteers, networking with businesses and civic groups, and social media. These free and low-cost methods also have the added benefit of community-building! This session will benefit those new to development as well as those with experience under their belt.

Presenters:

*Juliana Grassia*, Director of Visitor Services & Community Engagement, Menokin Foundation; *Rebecca Guest*, Development Coordinator, Virginia Zoo; *Dalton Olson*, Staff Archaeologist and Development Assistant, Fairfield Foundation

## **Reforming Visitor Services for the 21st Century**

Type of Session: Panel

Track: Internal Affairs

Visitor Services is an often overlooked and under-served department. It can have high turnover and feel like a dead-end to many who were hoping it was a first step into the museum world. But many museums have rethought and re-imagined how they utilize, invest in, and grow their visitor services departments and staff. In this session you will hear from three museums and how they have changed the way Visitor Services function in their organizations and will demonstrate how you can do the same at your museum.

Presenters:

*C. Andrew Coulomb*, Director of Operations, Virginia Museum of Contemporary Art; *Colleen Higginbotham*, Deputy Director of Visitor Experience, Chrysler Museum of Art

## **In It For the Long Run? How to Stay Enthusiastic About Working in Museums Throughout Your Career and Beyond**

Type of Session: Panel

Join four retired and “wish-I-could-be-a-retiree” museum professionals to discuss how you can remain engaged and passionate about the museum field over the course of your career and beyond. Learn how to weather challenges and burnout without years of therapy, how to say “no” in a positive way, and what to do now to prepare for the road ahead, whether you are new to the field, mid-career, or starting to look at retirement. A template for a personal vision plan will be provided to start developing your long-term goals. Resources for retirement plans will also be provided.

Presenters:

*Michael Henry*, Former Manager, Colvin Run Mill Historic Site; *Lee Langston-Harrison*, Director, Reedville Fishermen’s Museum; *Jeanne Niccolls*, Museum Collections Consultant; *John Verrill*, Executive Director, Early American Industries Association

## **6:30PM – 8:30PM**

### **EVENING AT THE NEW NATIONAL MUSEUM OF THE US ARMY**

*Ticket: \$40, includes appetizers, 1 drink ticket, and bus transportation. Buses will load between 5:30PM – 6:00PM.*

Be one of the first to experience the new National Museum of the United States Army, which is scheduled to open in June 2020. Enjoy a sneak peek of the first and only museum to tell the 240-year history of the U.S. Army in its entirety. Explore interactive opportunities by testing your G-STEM related soldier skills in the Experiential Learning Center or take a seat in the Army Theater for a multi-dimensional immersive experience to introduce you to America’s Army. The Fighting for the Nations Galleries, Army and Society Gallery, and the Medal of Honor Experience will also be on view.

## **HOSPITALITY SUITE**

10:00pm til

**Sponsored by Cinebar Productions**

# Monday, March 9

**8:00AM – 5:00PM**

**REGISTRATION OPEN**

**8:30AM – 10:00AM**

**GENERAL SESSION:  
MUSEUMS & GLOBAL VIRGINIA**

Virginia and its communities have changed dramatically



in recent years with the arrival of new immigrants and refugees from all parts of the world. Many of these “new Virginians” bring with them cultural and expressive traditions - music, dance, ceremonies, culinary and textile arts – that they are eager to share. Through performances, installations, interpretive

exhibits, and similar programs, museums and historic sites can celebrate and explore these diverse cultural traditions in ways that bring the community together, creating new opportunities for understanding and engagement while advancing their own visibility in the process. Join Virginia Humanities’ Virginia Folklife Program and guest artists for an inspirational event exploring the immigrant and refugee experience through cultural programming. We’ll discuss challenges and opportunities and provide concrete examples of how this can be done at various scales from intimate performances and ceremonies to larger festivals.

Presenters:

*David Bearinger*, Director of Grants & Community Programs, Virginia Humanities; *Jon Lohman*, Director, Virginia Folklife Program, Virginia Humanities; Guest artists to be announced

**9:00AM - 6:30PM**  
**EXHIBIT HALL OPEN**

**10:00AM – 11:00AM**  
**COFFEE BREAK IN THE EXHIBIT HALL**

Enjoy your morning coffee while roaming the exhibit hall and bidding on items in the silent auction. Over 30 exhibitors specializing in a range of services for museums large and small will be on hand for this day-long exhibitor showcase.

**11:00AM – 12:30PM**  
**CONCURRENT SESSIONS**

***Interpreting Women at Historic House Museums***

Type of Session: Focus

Track: Education and Outreach

Although women are a crucial part of our heritage, historic sites often portray them as pleasant homemakers or radical feminists. Is this an accurate representation? No. Historians use many tools in interpreting history, and the tools used by present-day historians give the impression that men make history. However, by using a different set of tools to interpret women, a new narrative arises where women are just as active as men, participating in all facets of society and redefining history as we know it. In this presentation, beginner and advanced attendees will learn the tools to successfully interpret women at your museum.

Presenter:

*Mary van Balgooy*, Vice President, Engaging Places, LLC

***Native American Artifacts in Virginia's Museums***

Type of Session: Panel

Track: Collections Management OR Exhibitions

Native American artifacts present unique concerns for Virginia's museums. Museums that receive federal funding (or that are part of larger entities receiving such funding)

must comply with The Native American Graves Protection and Repatriation Act, or NAGPRA. NAGPRA has a narrow focus, however, even for museums or artifacts outside the scope of NAGPRA; museums may receive requests from tribes for repatriation or to treat certain artifacts in particular ways. Developing responsible policies for responding to both NAGPRA and non-NAGPRA inquiries, requests and claims can strengthen a museum's relationships with tribes and improve a museum's reputation.

Presenters:

*Dr. Jennifer A. Morris*, Associate, Cultural Heritage Partners; *Marion Werkheiser*, Cultural Heritage Attorney, Cultural Heritage Partners

***Into the Classroom! Making Museum Education Essential in Public School Curriculum***

Type of Session: Focus

Track: Education and Outreach

How can museum educators create essential and authentic K-12 education programming and promote deeper learning? Morven Park was faced with this question, but asking big questions allowed the historic site to re-evaluate the way they engaged and interacted with local public-school students. This was the start of the Morven Park Center for Civic Impact (MPCCI). In this hands-on session, attendees will use this case study to examine ways in which they can support the needs of their education community, reach new audiences, and promote the skills of critical thinking, creativity, collaboration, and communication! Attendees will walk away with a step-by-step plan to forge meaningful relationships with teachers and school administrators, a new understanding of 21st century skill-based programming, and the opportunity to brainstorm ways for their museums to become essential to their education community.

Presenters:

*Alecia Bryner*, Education Programs Coordinator, Morven Park's Center for Civic Impact; *Malorie Matos*, Museum Educator, Morven Park's Center for Civic Impact; *Gwyneth Mac Murtrie*, Director of Education, Morven Park's Center for Civic Impact

### **Museums & Millennials: Debunking Myths and Creating Strategies for Successful Engagement**

Type of Session: Focus

Track: External Relations

Is your museum struggling to entice and engage a millennial audience? Uncover why millennials choose to patronize certain museums, what events they like to attend, and how museums can engage this coveted generation long after the events have ended. This discussion will provide practical takeaways and examples of successful programs, as well as share four areas to focus on when marketing to millennials: affordability, uniqueness, relevance, and accessibility (AURA). Takeaway worksheets will be offered for museum professionals to self-evaluate their programming.

Presenters:

*Emily Kilgore*, Director of Education and Engagement, Woodrow Wilson Presidential Library and Museum; *Jennifer Lucy*, Marketing and Design Manager, Hermitage Museum and Gardens; *Jackie Spainhour*, Director, Hunter House Victorian Museum

### **More Than a Souvenir: Museum Stores as Part of the Mission**

Type of Session: Panel

Track: Internal Affairs

Museum shops are often an overlooked resource for the continuation of the story presented in or near the museum exhibit space. These stores should play a vital role in supporting the institution's educational mission. As a panel, museum store managers will share their experience in developing mission and exhibit-based merchandise, collaborating with curators and outside partners, utilizing digital platforms, and other strategies for making these stores a successful part of the overall museum experience. This session will cover these topics, encourage discussion, and provide ample time for questions and answers. Utilizing merchandise to enhance storytelling, this session promises to have something for everyone: from volunteers to museum directors.

Presenters:

*Jessica Bowers*, Lee Chapel and Museum Shop Co-Manager, Washington and Lee University; *Natalie Carey*, Museum Store Manager/Supervisor of Visitor Services, Stonewall Jackson House; *Glen J. Carpenter*, Visitor Relations Associ-

ate, George C. Marshall Museum & Library; *Byron Faidley*, Lee Chapel and Museum Shop Co-Manager/Collections Assistant, Special Collections and Archives, Washington and Lee University; *Cassie Ivey*, Program Coordinator, Washington and Lee University

### **Museums as Community - Community as Museum**

Type of Session: Panel

Track: External Relations

Many museums represent topics and hold collections from distant lands, thus providing unique opportunities to experience all the world has to offer. Other museums represent the places on which they are built, and it is these "place-based" museums that connect visitors to the wonders that exist just beyond the museum walls. And here lies the potential for a fascinating synergy to occur, one where the museum and community become extensions of each other. This session will focus on the impacts, challenges and benefits of integrating place-based museums into their communities. Attendees will also learn about the variety of ways they can reflect their communities, how communities can reflect their museum, and how this reciprocity can build into a powerful symbiosis.

Presenters:

*Michael Burns*, Design Director & Partner, Quatrefoil Associates; *Karen Daly*, Executive Director, Dumbarton House; *Charles L Grant*, Executive Director & Director of Operations, Henricus Foundation, Henricus Historical Park; *Joe Keiper*, Executive Director, Virginia Museum of Natural History; *Nancy Proctor*, PhD, Director, The Peale Center for Baltimore History and Architecture

### **12:30PM – 2:30PM LUNCH IN THE EXHIBIT HALL**

*Ticket: Free but registration is required*

Enjoy food stations and great conversation with our exhibitors, plus get in your bids on incredible auction items. More than thirty exhibitors offering services for museums large and small will be on hand for this day-long exhibitor showcase.

**3:00PM – 4:30PM**  
**CONCURRENT SESSIONS**

***Confronting a Legacy***

Type of Session: Conversation Starter  
Track: Education and Outreach

Since the 19th century, historic sites have collectively supported a version of American history focused on idolizing wealthy white males as heroes within an American mythology. Today, sites are working to provide a more inclusive and truthful history. To do this in a meaningful way we, as a profession, need to acknowledge this legacy and the role we have played in supporting a white supremacist history. In this conversation starter, hear from historians and descendants of the enslaved who are engaged in confronting this legacy and working to change the national narrative. Attendees are encouraged to join the conversation by asking questions and sharing their experiences and challenges. Through discussion and activities, attendees will leave with practical advice for reaching out to descendants of underrepresented communities, prioritizing research at underfunded organizations, and creating talking points for leadership and the public.

Moderator:

*Jana Shafagoj*, Director of Preservation & History, Morven Park

Presenters:

*Kevin Grigsby*, Author, historian & descendant of Sophia & Jacob Howard who were enslaved at Oatlands; *Lori Kimball*, Executive Director, Loudoun Heritage Farm Museum; *Maddy McCoy*, Founder, Slavery Inventory Database; *Peighton Young*, Historian and Project Consultant, Preservation Virginia

***Contemporary Art in the History Museum***

Type of Session: Focus  
Track: Collections Management OR Exhibitions

Focusing on the core study of the exhibition, “Forgotten Soldier: African Americans in the Revolutionary War,” at the American Revolution Museum at Yorktown, this session will highlight how the museum incorporated contemporary art—by internationally recognized contemporary artist, and 2018 MacArthur Fellow, Titus Kaphar—into design and programming in order to attract a new audience and donors, increase engagement, and expand the way staff thinks about exhibitions and program development.

Come and discuss the big question: “Does contemporary art have a place in the history museum?”

Presenters:

*Jeffrey Allison*, Manager, Statewide Programs and Exhibitions, and Paul Mellon Collection Educator, Virginia Museum of Fine Arts; *Peter Armstrong*, Senior Director of Museum Operations and Education, Jamestown-Yorktown Foundation; *Bill Smith*, Director of Partnerships, Williamsburg Contemporary Arts Center

***Focusing Your Interpretive Message: What Do You Want to Say?***

Type of Session: Learning Lab  
Track: Education and Outreach

This is an interactive session for anyone who creates, presents, or edits public content or programs. Participants will engage with fellow audience members and learn three essential questions for any kind of successful interaction (education programs, tours, living history, lectures, and presentations). In this session, we will find out how to better connect with our audience by finding out “What do we want to say?” and “Why should the audience care?” We’ll use hands-on artifacts to practice building a relevant message that is both engaging and informative. By the end of the session participants will take away a step-by-step guide to improving their interpretive interactions.

Presenter:

*Jaie Pizzetti*, Outreach Education Supervisor, Jamestown-Yorktown Foundation

***The Northern Virginia Civil War Graffiti Trail: Using a Common theme for Collaboration***

Type of Session: Focus  
Track: External Relations

Creating a collaboration with our neighbors - whether by a trail, program or symposium - can be mutually beneficial for the sites and widen your reach in the community. In this session, learn about how the sites of the Northern Virginia Civil War Graffiti Trail created a collaborative trail to work together to conduct programming and share resources, and how such a collaboration can help the similar historic sites in your area.

Moderator:

*Tracy Gillespie*, Sites Manager, NOVA Parks

Presenters:

*Paige Gibbons Backus*, Historic Sites Manager, Prince William County Historic Preservation Division; *Mary Helen Dellinger*, Curator, Liberia and Manassas Museum; *Andrea Loewenwarter*, Historic Resources Specialist, Historic Blenheim and Civil War Interpretive Center, City of Fairfax

### **Strategic Thinking About Strategic Planning**

Type of Session: Focus

Track: Internal Affairs

Participants will engage in a focused discussion about approaches to strategic planning for museums and cultural organizations. From when to consider strategic planning to engaging key stakeholders, to leveraging a final plan to drive investment, John Sarvay from the Richmond-based consulting firm Floricane will deconstruct typical approaches to strategic planning. During this interactive session, participants will work their way through the nine utterly essential questions every organization should answer before starting strategic planning. The session will also explore ways to build an organization's strategic muscle to make strategic thinking an everyday practice, and part of your organizational DNA.

Presenters:

*Anne Darron*, Executive Director, Washington Heritage Museums; *John Sarvay*, Principal Consultant, Floricane

### **SOLs & Storytelling: The Role of Museums in Project-Based Learning**

Type of Session: Learning Lab

Track: Education and Outreach

When museum educators look at developing field trip programs and resources to support educators, one of the first places we look is the Virginia Department of Education Standards of Learning; however, our collections and the stories they tell often extend beyond the SOLs. How can museums help educators bridge the gap and shed light on stories beyond the bullet points? In recognition of the 2020 Women's Suffrage Centennial, this program will analyze the K-12 Social Studies standards and demonstrate the role Virginia History Day can play in supplementing under-represented areas in SOL frameworks. Through conversation and hands-on activities, attendees

will receive helpful tips to connect your resources to the classroom and forming relationships with lifelong history lovers through project-based learning!

Presenters:

*Sam Florer*, Virginia History Day Coordinator, Virginia Museum of History and Culture; *Rachel Murphy-Weast*, Digital Outreach Educator, Virginia Museum of History and Culture

### **4:30PM – 6:30PM**

#### **CLOSING EXHIBIT HALL RECEPTION**

Visit with more than thirty unique exhibitors and place your final bids in the silent auction on an assortment of gifts and getaways while enjoying appetizers and an open bar as we close out the annual Exhibit Hall.

### **7:00PM – 9:30PM**

#### **AN EVENING OF HISTORY & THE ARTS AT THE WORKHOUSE ARTS CENTER**

*Ticket: \$45 Includes food, beverages and transportation.*

*Buses will board between 6:30pm-7:00pm from the hotel.*



Join us for an evening at the Workhouse Arts Center in Lorton to experience how this once active prison has been transformed into a community resource celebrating the arts.

Tour art galleries and studios highlighting local artists and enjoy live performances and demonstrations. Get an exclusive sneak peek at the new Lucy Burn Suffrage Museum, highlighting the role of the Lorton Workhouse Prison in the suffrage rights movement during the 100th Anniversary year of the 19th Amendment.

## **Tuesday, March 10**

### **9:00AM - 1:00PM**

#### **SILENT AUCTION CHECKOUT**

Find out if you had the winning bid and take home your silent auction goodies.

**9:00AM – 10:30AM**  
**CONFERENCE KEYNOTE**  
**FEATURING DR. ELLEN STOFAN**



The museum field is often referred to as a pink collar profession, with a notable percentage of female staff. Ironically, few major museums feature women in leadership roles, but the glass ceiling is slowly

breaking across the sector. Dr. Ellen Stofan is exemplifying that role as the John and Adrienne Mars Director of the Smithsonian's National Air and Space Museum - the first woman to hold this title - as well as helping to make museums essential. We're honored to announce that Dr. Stofan will lead our annual keynote at the 2020 conference with an engaging conversation with attendees.

Dr. Ellen Stofan joined the Smithsonian Institution with more than 25 years of experience in space administration and planetary science. Dr. Stofan was previously Chief Scientist at NASA, serving as the principal advisor to the administrator on science programs and strategic planning. She held senior scientist positions at NASA's Jet Propulsion Laboratory, including work on missions exploring Venus, Earth, Mars, and Saturn. She served as chief scientist for the New Millennium Program, and principle investigator on the proposed Titan Mars Explorer.

**11:00am – 12:30pm**  
**CONCURRENT SESSIONS**

**Elevating Your "Essentialness" by Eradicating Embarrassing Experiences**

Type of Session: Focus  
Track: Internal Affairs

Join us for this interactive session on how you can minimize some of the risks that pose a threat to your institution being able to continue serving your community. During this session we will review some of the more common injuries sustained by museum patrons (and how you might avoid them), incidents that have diverted museum staff efforts away from serving their community and some of the risks museums face that (if not properly addressed) could negatively impact your museum's future. We will also learn the importance of establishing accountabilities

within your museum and how to better manage key risks that could prevent you from "remaining essential."

Presenter:  
*Michael Harding*, Senior Loss Control Specialist, Markel

***Interpreting Firearms in Museum Collections***

Type of Session: Focus  
Track: Collections Management OR Exhibitions

Firearms have had a profound impact on American culture, both positive and negative. Because they are such lightning rods, many museums shy away from interpreting them as anything more than decoration or wall-hangers. This session is geared toward any attendee who wants to gain a better understanding of how to best display the firearms in their collection so that they become part of a larger discussion and not just a trigger point for visitors, including suggestions on writing label text and display copy. All applicable local, state, and federal laws will be strictly followed.

Presenters:  
*Col. Keith Gibson*, Director, VMI Museum System;  
*Logan Metesh*, Arms Historian and Museum Consultant, High Caliber History LLC

***Unique Ways to Make Your Museum Stand Out***

Type of Session: Panel  
Track: Education and Outreach

Museums of the 21st century have a responsibility to engage the public through critical thinking and creativity in order for guests to connect what they see to what they feel. One way to do this is through programming that steps outside the conventional box and pulls in the community to participate in meaningful ways, whether through new disciplines, perspectives, specialized conferences, or changing the atmosphere entirely for a special event. This session will offer examples and tips on how to create, plan, and execute new, distinctive programming that will enhance interpretation and storytelling, specialized tours, youth involvement, and after-hours events. We will delve into how your museum get out of your comfort zone and engages both your staff/volunteers and your community.

Presenters:  
*Felicia Abrams*, Acting Education Manager, Jamestown-Yorktown Foundation; *Jamie Helmick*, Volunteer Services Manager, Jamestown-Yorktown Foundation; *Kelly Lelegren*, Edu-

cation Specialist, Jamestown-Yorktown Foundation;  
*Kaia Moseley*, Ships' Site Supervisor, Jamestown-Yorktown Foundation

***The Legal Pitfalls of Social Media***

Type of Session: Conversation Starter

Track: External Relations

Social media has become a critical part of modern messaging, but what happens when your Facebook post or tweet gets “trolled”? Or something gets posted that is simply inaccurate? What recourse do you have to fall back on? Join us as we talk about some of the important legal issues tied to our ever-increasing online presence.

Presenter:

*Justin Thatch*, Attorney, Wright, Constable & Skeen LLP

***Facing Change: Advancing Board Diversity and Inclusion***

Type of Session: Focus

Track: Internal Affairs

Come hear from the American Alliance of Museums about their initiative to improve diversity and inclusion on museum boards across the country. Learn what AAM’s 2018 survey revealed, and what steps they have begun to take to help boards of all sizes and disciplines work toward a more equitable representation of their community.

Presenters:

*Laura Lott*, President and CEO, American Alliance of Museums; *Andrew Plumley*, Director of Inclusion, American Alliance of Museums

***The Role of Museums in Inclusion and Combating the Idea of “Us” vs “Them”***

Type of Session: Learning Lab

Track: Education and Outreach

The purpose of this session is to discuss the role of museums in equity and inclusion. Led by staff from the Moton Museum participants will be encouraged to lean into potential discomfort and reflect upon practices of respective sites. Topics will include the danger of othering, equity, inclusion, privilege, preconceived notions, saliency, intersectionality, difficult questions, and personal values. Through discussion of these topics the facilitator will model skills, practices, and

activities to broach these topics in museums. The guiding focus of this session comes from the quote, “Those who are intentionally inclusive avoid being unintentionally exclusive.” This session may be uncomfortable to some, but through the discomfort comes growth.

Presenter:

*Cainan Townsend*, Director of Education, Robert Russa Moton Museum

**12:30PM  
CONFERENCE ADJOURNS**



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**VIRGINIA**  
ASSOCIATION  
of MUSEUMS

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# Tuesday Off-Site Events

**1:00PM – 2:00PM**

## **BEHIND-THE-SCENES TOUR OF BLAIR, INC**

Reserve space in advance by visiting the Blair, Inc. booth in the Exhibitor Hall

Stop by on your way out of town! Tour Blair's full-service fabrication and graphics facility and learn first-hand how custom exhibits are produced. Light refreshments provided.

**1:00PM – 3:00PM**

## **BEHIND-THE-SCENES TOUR OF CAPITOL MUSEUM SERVICES**

Stop by Capitol Museum Services after the conference for a behind-the-scenes tour of one of the leading exhibition fabrication firms in the Northern Virginia area. See the production rooms and meet the staff that brings your exhibit ideas to life.

**1:00PM – 3:00PM**

## **SULLY HISTORIC SITE OUTBUILDING TOURS: THE FORGOTTEN ROAD**

*Ticket: Free but registration required. Limited tickets available.*

Join the staff of Sully for this tour of the support buildings including the slave quarter, kitchen, laundry, smoke house and dairy. Talk with interpreters to learn about Sully's late 18th century enslaved community, and enjoy samples of corn pone and beaten biscuits.

**1:30PM – 3:00PM**

## **BEHIND-THE-SCENES TOUR OF THE UDVAR-HAZY CENTER**

*Ticket: Free but registration is required. Limited tickets available. Museum admission is free parking is \$15.*

If getting a behind-the-scenes look at the Smithsonian National Air and Space Museum is on your bucket list, then this tour is for you! See the Emil Buehler Conservation Lab, Museum Archive and The Mary Baker Engen Restoration Hanger at Steven F. Udvar-Hazy Center in Chantilly following the conference. You'll meet conservation specialists and archivists to learn



about the museum's analytical capabilities to determine treatment, environmental controls and preservation methods, plus get a tour of artifacts undergoing treatment.

**1:30PM – 3:00PM**

## **DOCENT LED TOUR OF THE UDVAR-HAZY CENTER**

*Ticket: Free but registration required.*

*Museum admission is free but parking is \$15.*

If you've never been to Steven F. Udvar-Hazy Center, or haven't had a guided tour, you must! The docent corps is a true Smithsonian treasure. Some have first-hand knowledge of the artifacts in the collection; all have a passion to share the museum's stories. "Washingtonian Magazine" has noted that the docent-led tour of the Udvar-Hazy Center is one of the best things to do in the DC area. Find out why.

**1:30PM – 4:00PM**

## **SCAVENGER HUNT AT THE UDVAR-HAZY CENTER**

*Available on a walk-up basis from 1:30pm – 4:00pm.*

*Museum admission is free but parking is \$15.*

Challenge your conference buddies with an app-based scavenger hunt. Developed by the Udvar-Hazy's Education Department and powered by Goosechase, players are assigned a series of challenges to complete while they explore the Museum. Members of the museum's education team will be on hand to answer any questions about the program.

**2:00PM – 3:00PM**

## **LIBERIA HOUSE BASEMENT TO ATTIC TOUR**

*Ticket: Free but registration required. Limited tickets available*

Join the staff of the Manassas Museum System for a private tour of Liberia House, the 1825 home of the Weir Family. Learn how the Weirs lived, and hear the Civil War history of this home. Visitors will get to see the discovered names of Civil War soldiers on the walls, signed by men who were stationed there in 1861 and 1862 and featured in the Northern Virginia Civil War Graffiti Trail.

# Accessibility Policy

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

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 8 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 are able to 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 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

VAM will provide a private room when requested 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.



