



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>Opening Session:</b> The Future of Leadership in Museums
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 Session 1	<ul style="list-style-type: none"> <li>Reconstructing Historic House Narratives</li> <li>Considering Today Through the Eyes of Our Ancestors</li> <li>In Defense of Exclusion: Because You Cannot Show Everything</li> <li>Body Of Evidence: Why and How to Weave Costume and Textiles Into Your Exhibits</li> <li>Transforming the Hermitage: Levering Unique Assets, Engaging Audiences, and Increasing Funding While Preserving Charm</li> <li>From The Ground Up - It's Easier Than You Think To Build The Things You Need At Your Museum</li> </ul>
2:30 pm - 3:30 pm	Exhibit Hall Sneak Peek NEH Presentation
3:30 pm - 4:45 pm Session 2	<ul style="list-style-type: none"> <li>AI for History Research</li> <li>Curating a Cell Block</li> <li>Civic Museums Unite: Building Civics Muscles in Advance of 2026</li> <li>Reading Between The Lines: A Library History In Black And White</li> <li>Building Experiences, Building Community: Incorporating Community Engagement in Exhibit Planning and Design</li> <li>Creating Christiansburg Institute Digital Archives</li> </ul>
5:00 pm - 6:00 pm	Student Poster Session Presentations
5:00 pm - 6:30 pm	Welcome Reception/Silent Auction in Exhibit Hall
6:30 pm - 7:30 pm	New River Art & Fiber and Coffee Cauldron \$
6:30 pm - 9:00 pm	Wine Lab Educational Tasting \$

## MONDAY, MARCH 17

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 with Dr. Ashley Spivey
10:00 am - 6:30 pm	Exhibit Hall Open/Silent Auction
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	Coffee Break
11:00 am - 12:15 pm Session 3	<ul style="list-style-type: none"> <li>How Roanoke Illuminated a History That Was Hidden in Plain Site</li> <li>Bringing Anna Hyatt Huntington to Life: How Theatrical Narratives Enhance Patron's Museum Experiences</li> <li>Build a Culture of Philanthropy (and Increase Unrestricted Giving by 5x!!!) Through Creating Visitor and Donor Journeys</li> <li>Interdisciplinary Collaborations for Audience Building</li> <li>Curating Your Box of Chaos: Digitizing Collections of SWVA Community History</li> <li>Asking, Listening, Doing: Using Museum Visitor Data for Making Change</li> </ul>
12:30 pm - 2:15 pm	Awards Luncheon \$
2:30 pm - 3:45 pm Session 4	<ul style="list-style-type: none"> <li>Art and Artifacts in Archival Collections</li> <li>Breaking Into Buses, Legally: Growing Your Tour Group Business</li> <li>Civility in the Workplace: Creating a Culture of Respect in Your Institution Using Bystander Intervention</li> <li>Addressing Employee Engagement and Wellness in Museums</li> <li>Secrets of the Ledger: Using Volunteers and Creativity to Unlock the Hidden Stories in an Everyday Artifact</li> <li>What Once Was: Teaching Plantation History Through Virtual Reality</li> </ul>

4:00 pm – 5:00 pm	Affinity Group Meet-ups
6:30 pm - 9:00 pm	Evening Event: Evening at the Moss Arts Center \$

**TUESDAY, MARCH 18**

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