

Learn, Connect, Inspire

2010 Annual Conference
October 5-7 • Kalamazoo



Michigan Museums Association

Conference Program



Top and bottom photos, courtesy of Downtown Kalamazoo, Inc.; middle photo
Discover Kalamazoo



From the Program Chair ...

It is my pleasure on behalf of the Michigan Museums Association to welcome you to the 2010 Annual Conference in Kalamazoo. This is a great city, and we hope you will take the time to explore its great museums, restaurants and shops.

We hear a lot of doom and gloom in Michigan these days. However, it is the feeling of the MMA Board that instead of dwelling simply on our obstacles that we need to be proactive in making our institutions more successful and appealing to our potential audiences. In the end, if we can create quality visitor experiences, the most important part of our jobs will have been accomplished. With this in mind, this year's Annual Conference will be driven by three key ideas: **Learn, Connect, Inspire**. Our intention has been to provide a conference with sessions and opportunities for professional development not only geared toward those beginning their museum careers but also the most jaded museum professional. Just as important, we've tried to create fun, interesting and creative ways for attendees to connect together socially and professionally at the conference. Lastly, we feel that this conference should strive to inspire each of us and remind ourselves of why we love the museum field and the State of Michigan as well.

I want to thank our Planning Committee for all the great work they've done in putting together this ambitious conference, in particular Susan Steele, our Executive Director, and Lorraine Austin, who coordinated the local arrangements. In addition, thanks to all the presenters who are being so generous in sharing their talents, experiences and time so that we all can learn, connect and inspire.

We hope you have a great time and a great experience at the conference and Kalamazoo.

Daniel Truckey
V.P. of Programs
Michigan Museum Association

From the Executive Director ...

For all the work that our Annual Conference involves, the opportunity to meet museum folks from all around the state remains one of the best parts of my job.

This year, we've got a great slate of sessions, some dynamic speakers and a thriving cultural community in Kalamazoo.



MMA has been providing learning and networking opportunities to Michigan's museum community for nearly 60 years. In these challenging times, the role of MMA is more important than ever: maintaining a strong presence and source of information for those who work in museums, zoos, historic houses, science centers, botanical gardens, art museums, etc.

I hope you can join us in Kalamazoo this year for an opportunity to learn, connect and inspire.

Susan M. Steele
Executive Director



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July, 2010

Dear MMA Conference Participants:

Welcome to the City of Kalamazoo!

On behalf of the City of Kalamazoo, I extend a warm welcome to the Michigan Museums Association members. We are honored to be your host for your Annual Conference. Kalamazoo is the City of the Kalamazoo Promise (www.kalamazoopromise.com), the City of Promise, and a Jewel of Michigan.

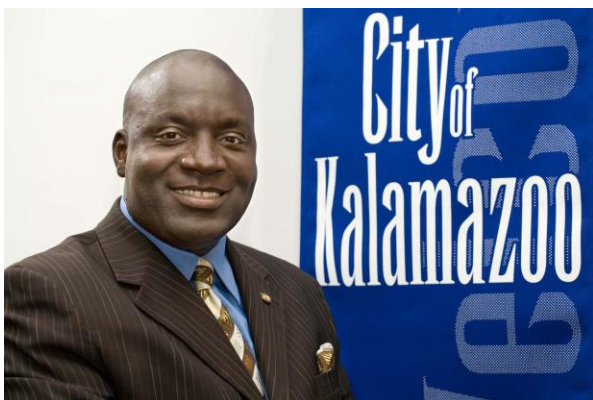
Because Kalamazoo has such a thriving cultural community with many museums and attractions, we are thrilled to have you come to experience all we have to offer. You will find Kalamazoo to be warm and friendly. The heart of the vibrant downtown area is filled with unique restaurants, retail stores, art galleries, coffee shops, pubs, and micro-breweries. The Kalamazoo Valley Museum, the Kalamazoo Institute of Arts, and the Kalamazoo Public Library are within easy walking distance of the downtown district.

Also nearby is the outdoor Arcadia Festival Site, the location for many special entertainment events throughout the warm spring, summer and fall months. For sports enthusiasts, nearby Mayors' Riverfront Park is home to the Kalamazoo Kings baseball team, and adjacent to the park and available to walkers and joggers is the Kalamazoo River Valley Trailway, which borders the Kalamazoo River. Other area Trailway attractions include the Celery Flats scenic walking/biking trail, and the Kal-Haven Trail which connects the Kalamazoo area to the Lake Michigan community of South Haven where there are beautiful public beaches.

We are confident that you will have an enjoyable and rewarding experience, and encourage you to check our City's website at www.kalamazoo-city.org and explore the links to the many educational, recreational and leisure activities in our area.

Again, welcome to Kalamazoo and best wishes for a successful conference!

Once you Discover Kalamazoo, you'll be back. We promise!



Supporting the journey,

Bobby J. Hopewell
Mayor

2010 Annual Conference Planning Committee

Dan Truckey,*
Vice President of Programs for MMA
Director/Curator, Beaumier Heritage Center, Northern Michigan University

Jim Bridenstine*, Director, Kalamazoo Institute of Arts

Lorraine Austin*, Communications and New Media Coordinator, Discover Kalamazoo

Katherine Cederholm, Curator of Education, Mackinac State Historic Parks

Lisa Craig Brisson*, Independent Museum/History Educator

Diana Bolander, Curator of Education, Dennon Museum Center, Northern Michigan College

Gene Jenneman*, Director, Dennon Museum Center, Northern Michigan College

Jeff Taylor, Director, American Museum of Magic

Nheena Ittner, Director, Upper Peninsula Children's Museum

*Denotes MMA Board Member

Quest for Excellence Awards

We will be announcing the winners of this year's Quest for Excellence Graphic Design awards during dinner on Wednesday, October 6. Get a sneak peek at all the entries during dinner on Tuesday, October 5.

The President's Award winner will also be recognized at the dinner on Wednesday.

We are especially grateful to Emily Mitchell of Nielsen Design Group for her expertise and experience in reviewing and selecting the Quest for Excellence Graphic Design winners.



Conference At A Glance

Tuesday, October 5

<u>Time</u>	<u>Event</u>
11:00 a.m. to 1:00 p.m.	MMA Board Meeting Kalamazoo Institute of Arts
3:00 p.m. to 4:30 p.m.	Registration Silent Auction Begins Radisson – Great Lakes I
5:00 p.m. to 6:30 p.m.	Reception Kalamazoo Valley Museum
6:30 p.m. to 9:00 p.m.	Dinner and Presentation Chef Eric Villegas Kalamazoo Institute of Arts

Wednesday, October 6

<u>Time</u>	<u>Event</u>
8:00 a.m. to 8:30 a.m.	Continental Breakfast and Registration Radisson – Great Lakes I
8:30 a.m. to 9:45 a.m.	Conference Sessions Radisson
10:00 a.m. to 11:15 a.m.	Conference Sessions Radisson
11:30 a.m. to 1:30 p.m.	Lunch and Presentation Dr. David Gallo Radisson – The Meadows
1:45 p.m. to 3:00 p.m.	Conference Sessions Radisson
3:15 p.m. to 4:30 p.m.	Conference Sessions Radisson

5:30 p.m. to 6:00 p.m.	Buses to Air Zoo
6:15 p.m. to 8:30 p.m.	Dinner and Quest for Excellence Awards Air Zoo
9:00 p.m.	Return to Radisson Pub crawl through Kalamazoo

Thursday, October 7

<u>Time</u>	<u>Event</u>
8:00 a.m. to 8:30 a.m.	Continental Breakfast and Registration Radisson – Great Lakes I
8:30 a.m. to 9:45 a.m.	Conference Sessions Radisson
10:00 a.m. to 11:15 a.m.	Conference Sessions Radisson
11:15 a.m. to Noon	Hotel check-out/Silent Auction ends
Noon to 1:30 p.m.	Annual Meeting and Luncheon Radisson – Great Lakes IV and V
2:00 p.m. to 4:00 p.m.	Special Sessions

Exhibit Hall – Hours and Exhibitors

Take a few minutes in between sessions to check out the vendor hall (Great Lakes III).

Hours:

Wednesday 8:00 a.m. to 5:30 p.m.

Thursday 8:00 a.m. to 2:00 p.m.

Exhibitors:

NOLA Light Works

Consort Display Group

Museum Explorer

W.E. Upjohn Center for the Study of Geographical Change

Detailed Schedule

Tuesday, October 5

MMA Board Meeting

11:00 a.m. to 1:00 p.m.

MMA will hold its regular board meeting at the Kalamazoo Institute of Arts.

Registration/Check In

3:00 p.m. to 4:30 p.m.

Check in to the hotel and pick up your registration materials.

Radisson – Great Lakes I

Reception

Sponsored by Discover Kalamazoo

Kalamazoo Valley Museum

5:00 p.m. to 6:30 p.m.

We'll take a quick walk to the Kalamazoo Valley Museum, then enjoy a reception with light hors d'oeuvres and special after-hour access! Then we'll hop on a tour bus to head over to the Kalamazoo Institute of Arts.

Dinner and Presentation by Chef Eric Villegas

Sponsored by The Irving S. Gilmore Foundation

Kalamazoo Institute of Arts

6:30 to 9:30 p.m.

Award winning chef-restaurateur, cookbook author and television personality Eric Villegas has done more than any other culinarian to introduce the country to the regional and local foods of his beloved Michigan and the Great Lakes.



From 1987 to 2007, Chef Villegas owned and operated two of mid-Michigan's most unique award-winning regional restaurants, Restaurant Villegas and Dusty's Wine Bar, where working closely with local farmers and ranchers he developed his now highly recognized contemporary Midwestern style.

Since debuting on Michigan public television in 2001, Villegas has been tirelessly seeking out the artisan growers, farmers and ranchers who continuously produce top quality foods for the American table. *Fork in the Road with Eric Villegas* also brings recipes, cooking tips and culinary history based on the Great Lakes food scene.

A frequent contributor to "Morning Edition" with Scott Pohl on WKAR Public Radio, and "The Big Show" with Micheal Patrick Shiels on WJIM, the chef keeps his culinary calendar full shooting new episodes of *Fork*

cooking demonstrations, book signings and public appearances throughout the Great Lakes State and the rest of the country.

While he oversees many projects, each is infused with his culinary passion all the while reminding everyone watching, reading or listening to “think global but to buy and eat local!”

Wednesday, October 6



Photo courtesy Downtown Kalamazoo Inc.

Registration and Continental Breakfast

8:00 a.m. to 8:30 a.m.

Hospitality Suite and Silent Auction

Radisson – Great Lakes I

Enjoy a light breakfast and mingle with colleagues as you get ready for two days of thought-provoking sessions. The Hospitality Suite will be open throughout the day with fresh beverage service. At the same time, browse our fabulous collection of items in the Silent Auction.

8:30 a.m. SESSIONS

Rabbits, Hats...and Thinking Strategically: Why a Working Board of Directors Might Be Just the Magic Your Museum Needs

Radisson – Great Lakes II

Museums can often benefit by comparing the needs of their institution with the composition of their boards of directors, which aren't always aligned to maximum benefit. Members of the staff and board of the American Museum of Magic will discuss the multiple benefits that have come from developing a working board model that ensures the expertise needed to address the most pressing needs of the museum.

Presenters: Bradley L. Taylor, Associate Director, Museum Studies Program, University of Michigan; Deborah Deacon Odette, Grants Writer, Arab American National Museum; Jeff Taylor, Director, American Museum of Magic; Nancy Villa Bryk, Director of Education and Public Programs, Ann Arbor Hands-On Museum; Tim Chester, Principal, Timothy J. Chester & Associates, LLC

Controversial Exhibit Topics and Community Involvement: RACE: Are We So Different?

Radisson – Great Lakes IV

RACE: Are We So Different? is a national touring exhibit that is making its second visit to Michigan, now in Kalamazoo. Its focus is on the fallacy and history of the idea of race, and its impact on society. Find out how this community anticipated, planned for and is participating in programming for and around the exhibit.



Photo courtesy of American Anthropological Association and Science Museum of Minnesota

Presenters: Elspeth Inglis, Assistant Director, Kalamazoo Valley Museum; Zarinah El-Amin Naeem, Coordinator, RACE Exhibit Initiative of Southwest Michigan; Donna Odom, Southwest Michigan Black Heritage Society; Kristina Wirtz, Associate Professor, Linguistic and Cultural Anthropology, Western Michigan University

Take It Outside! The Purpose and Planning of Outdoor Exhibits
Radisson – Great Lakes V

Landscapes, historic sites, natural habitats and landmarks speak to visitors through outdoor interpretive exhibits. Plans for outdoor exhibits should consider their unique interaction with subject matter and visitors, as well as practical factors like placement and durability. Panel members will share their experience of planning and designing outdoor exhibits and will review the results in their communities.

Presenters: Joseph Hines, Project Arts & Ideas; Dennis Swartout, Director, Tri-Cities Historical Museum, Grand Haven; Brian Yopp, Director of Operations, MotorCities National Heritage Area, Detroit; Karen Marzonie, Landscape Manager, Henry Ford Estate—Fair Lane, Dearborn

10:00 a.m. SESSIONS

Picturing America in Museums: A Partnership Between the Michigan Humanities Council and Michigan Art Museums
Radisson – Great Lakes II

This panel discussion addresses the Michigan Humanities Council’s Picturing America in Museum Programs, which brought students to art museums in Michigan to learn about United States history through the visual arts using admission and transportation scholarships. The details of the program, why it was successful, and what we can do as museum employees to help ensure that programs like this are offered through the Michigan Humanities Council and other organizations will be explored.

Presenters: Diana Bolander, Curator of Education and Interpretation, Dennon Museum Center; Gregory Parker, Program Officer, Michigan Humanities Council; Michelle Stempien, Curator of Education, Kalamazoo Institute of Arts; Cathy Mott, Muskegon Museum of Art

We’re On Facebook! Now What?
Radisson – Great Lakes IV

Many institutions are using social media, but few do much more than post announcements. Social media is about conversing with patrons and the community, cultivating potential donors, and building relationships with like-minded institutions. In this session, participants will discover how to manage and analyze their institution’s Internet presence. There will also be discussion on guidelines, sustainability and fundraising.

Presenters: Elizabeth Barker, Kalamazoo Valley Museum; Josh Nowicki, The Holocaust Memorial Center Zekelman Family Campus

Taking the Plunge

Radisson – Great Lakes V

Do you have a great exhibit idea for your institution, but aren't sure how to design or build it? Have you ever wondered what it would be like to work with an exhibit design company? Using their latest permanent exhibit installation as a case study, learn how a midsize museum partnered with an exhibit design company for the first time, and how they picked up the pieces when the company unexpectedly closed.

Presenters: Mindy Conley, Curator of Exhibits, John McGarry, Executive Director, and Melissa Horton, Curator of Education – Lakeshore Museum Center; John Metcalf, Good Design Group

Lunch and Presentation with Dr. David Gallo ***Sponsored by Tim Chester of Timothy J. Chester & Associates, LLC, and Daryl Fischer of Musynergy Consulting***

Radisson – The Meadows

11:30 a.m. to 1:30 p.m.

Dr. David Gallo is Director of Special Projects at the Woods Hole Oceanographic Institution. He received a Bachelor of Science and Master of Science degree in geological science from the State University of New York at Albany and a Ph.D. in oceanography from the University of Rhode Island.

In 1987 he was invited by Dr. Robert Ballard (discoverer of the wreck of *RMS Titanic*) to join his team at the Woods Hole Oceanographic Institution as the Assistant Director of the Center for Marine Exploration. In his present role, David works closely with scientists and engineers at the forefront of global exploration and discovery. He has participated in numerous expeditions to the Atlantic, Pacific and Indian Oceans, and to the Mediterranean Sea.

He was one of the first oceanographers to use a combination of submarines and robots to map the undersea world. He was a participant during an exploration of *RMS Titanic* and the German battleship *Bismarck* using the Russian MIR submarines and a participant in a recent expedition to find the lost WWII submarine *USS Grunion*. In addition to ocean exploration, he is currently interested in understanding the relationship between humanity and the sea. He was closely involved in the formulation and development of the Liquid Jungle Laboratory of Panama, a venture designed to better understand the interaction between human activity, tropical forests and coastal marine habitats.



1:45 p.m. SESSIONS

Collaboration Networks for Museums

Radisson – Great Lakes II

Learn how museums and other nonprofit agencies have collaborated through networks to work more efficiently and better serve their communities.

Presenters: Dan Truckey, Director, Beaumier Heritage Center, Northern Michigan University; Stef Staley, Northwest Lower Michigan Historical Network; Bobbe Luce, ONEPlace at KPL

Thinking Routines: Methods to Deeply Engage Students Through Art

Radisson – Great Lakes IV

Learning is a product of thinking. In the museum setting, students are challenged to think in different ways from the classroom setting. Thinking Routines are tools that support specific thinking moves such as making connections, describing what's there, building explanation and reasoning with evidence. This session presents numerous Thinking Routines and their purposes and applications. Attendees will actively participate to find ways to use Thinking Routines in the museum setting.

Presenters: Kara L. Brown, Curator of Education, Saginaw Art Museum

NOTE: Roundtables will share space in Great Lakes V

Roundtable 1

Curatorial Confessions

Modern curators are faced with enormous challenges and often curatorial nightmares that few people can empathize with. "Artifacts" dropped off on the doorstep, ceilings collapsing, and dissatisfied genealogists are just a few workplace hazards we face. Join fellow curators to learn the solutions to their worst curatorial conundrums faced in 2010.

Facilitators: Alexander Gates, Curator, North Berrien Historical Museum; Christina Hirn Arseneau, The Heritage Museum and Cultural Center

Roundtable 2

Collections Roundtable

Join fellow collections staff to share your stories and what you've learned.

Facilitator: Angela Riedel, Collections Manager, Central Michigan University

3:15 p.m. SESSIONS

Connecting to Visitors Through Food *Radisson – Great Lakes II*

James Beard once said “Food is our common ground, a universal experience.” In a society that is increasingly diverse and sometimes polarized, food and its consumption is one of the few things we all have in common. Living history museums have long used food preparation as an interpretive demonstration, but other museums and individuals have tapped into the use of food as a way to engage visitors and tell stories as well. This session will focus on different types of programs using food and how they meet other goals.



Photo courtesy Discover Kalamazoo

Presenters: Lisa Craig Brisson, Independent Consultant; Susan Odom, Leelanau Historical Society and Museum

Museum Perils: Is Your Institution at Risk? *Radisson – Great Lakes IV*

One aspect of operating a successful museum is to have an effective, responsive and affordable risk management strategy in place in the event something catastrophic happens. This educational seminar will offer the participant an understanding of how insurance companies underwrite the exposures and risks inherent with museums. This session will focus on property, premises, auto, fine arts, workers' compensation exposures of cultural institutions and steps necessary to construct a sound risk management program. The session will also highlight ways in which museums can positively impact their operation and reduce unnecessary expenses and exposures to loss.

Presenter: Peter Dewan, Lyman and Sheets Insurance Agency

You Want To Do What With How Much? (Roundtable) *Radisson – Great Lakes V*

Join staff from the Kingman Museum as they discuss renovations, reinterpreting collections and installing new exhibits with virtually no money.

Facilitators: Sara Ann Briggs, Jennifer Sellers -- Kingman Museum

Quest for Excellence Awards Dinner
Air Zoo
6:15 p.m. to 8:30 p.m.

Buses will leave from the Radisson at 5:30 p.m. to take us to the Air Zoo. There, we'll enjoy dinner and a cash bar amidst a stunning background of aircraft of all kinds while we congratulate this year's Quest for Excellence Award winners and the President's Award winner.



Photo courtesy of the Air Zoo

Buses will take us back to the hotel at 8:30 p.m.

Pub Crawl through Kalamazoo
9:00 p.m. to ??

Check out a few night spots in Kalamazoo that are all within walking distance of the hotel.

Thursday, October 7

Registration and Continental Breakfast

8:00 a.m. to 8:30 a.m.

Hospitality Suite and Silent Auction

Radisson – Great Lakes I

Enjoy a light breakfast as you prepare for the final sessions of the conference. The Hospitality Suite will be open throughout the day with fresh beverage service. Our Silent Auction wraps up at 11:30 a.m. so be sure to pay for and pick up the items you've won!

8:30 a.m. SESSIONS

StEPs to Success for History Museums and Organizations

Radisson – Great Lakes II

The American Association for State and Local History has a new program to help small history museums and historical societies. The Standards and Excellence Program for History Organizations provides a roadmap for self-assessment and planning and was created especially for smaller organizations. This session will provide more details about the program and resources involved and include sharing of experiences from colleagues who have worked with StEPs.

Presenters: Lisa Craig Brisson, Independent Consultant

Movies in Michigan

Radisson – Great Lakes IV

Two years ago, Michigan passed one of the most generous tax incentive programs in the country for film and TV production: a refundable tax credit of up to 42%. While Michigan continues to see a healthy and continuous stream of film production, there is still so much to accomplish before we can truly be an indigenous area for film and TV projects – this is what we work toward through various state, county and city efforts. One way to keep the momentum going is through dialogue. This session is a roundtable discussion which aims to keep interested entities “in the know” – from incentives to locations to technical and crew needs, it is an opportunity to openly discuss the needs of the Michigan film industry and how Michigan museums can take an active, leading role and get involved!

Presenters: Mike Mosallam, Wayne County Film Initiative; Erica Hill, City of Detroit; Ken Droz, Michigan Film Office

Millennials and Museums

Radisson – Great Lakes V

Millennials are shaking up the marketing world. They live in a fast-paced, socially connected world, and make different choices when it comes to how and where they spend their time. Museums potentially offer the “status update worthy” experiences that Gen Y craves. This session will focus on what Millennials are looking for in a museum experience and how you can connect with them, online and in person.

Presenter: Carol Phillips, President, Brand Amplitude, LLC

10:00 a.m. SESSIONS

Interactive Spaces and the Art Museum Visitor: Re-envisioning and Reconnecting

Radisson – Great Lakes II

In the 1990s, high-tech interactive galleries were all the rage in art museums. With technology now so readily available, the visitor’s interactions with these spaces have changed dramatically. After 12 years, the Kalamazoo Institute of Arts has redesigned their ARTworks Interactive Gallery. Kalamazoo Institute of Arts Museum Education staff will discuss what they learned and how they applied these lessons to create an efficient, informative and lively space for these rapidly changing and financially challenging times.

Presenters: Susan Eckhardt, Director of Museum Education; Michelle Stempien, Curator of Education; Greg Waskowsky, Curator of Special Programs – Kalamazoo Institute of Art

Michigan Cultural Data Project

Radisson – Great Lakes IV

The Michigan Cultural Data Project (www.miculturaldata.org) is a powerful online management tool that helps arts and cultural organizations improve their financial management and services. After completing the online form annually, you can generate instant annual reports, view programmatic and financial trends, benchmark your performance against other organizations and use the data as part of your application to participating

foundations. This session will provide you with all the information you need to get started with the CDP.

Presenters: Jenny Snyder, Senior Associate, Cultural Data Project Michigan; Jennifer Hill, Director of Special Projects, ArtServe Michigan

The Good, The Bad and the Best: The Do's and Don'ts For Your Volunteer Program
Radisson – Great Lakes V

Learn from a panel of volunteer experts from the Air Zoo, the Kalamazoo Nature Center and the Kalamazoo Valley Museum on how to connect with your volunteers and inspire them with secrets of recruiting, retaining and rewarding good volunteer talent.

Presenters: Tamra Stafford, Air Zoo; Annette Hoppenworth, Kalamazoo Valley Museum; Rose Norwood, Kalamazoo Nature Center



Photo courtesy of Discover Kalamazoo

Hotel Check-out/Silent Auction Ends

11:30 a.m. to Noon

Take time to check out of the hotel before our lunch and annual meeting. And don't forget that the Silent Auction ends at 11:30 a.m. Pay for and pick up your items in the Hospitality Suite.

Lunch and Michigan Museums Association Annual Meeting
Radisson – Great Lakes IV and V

Noon to 1:30 p.m.

Join your colleagues as we attend to official MMA business, including the election of new board members. We hope you'll take the time to exercise your MMA vote. And we'll do a brainstorming session; what do you want to see from MMA? Let us know in this open forum.

SPECIAL SESSIONS – 2:00 p.m. to 4:00 p.m.

Visitor Experience Workshop

Radisson -- Great Lakes II

A museum visitor's experience does not begin at the entrance to an exhibit or the beginning of a public program and it does not end when he or she walks out the door. The time a person spends at a cultural institution is just one phase of how he or she engages with and processes what that institution has to offer. The MMA Visitor Experiences Academy is a new professional development workshop intended to help museum professionals, board members and volunteers look at the entire process of how visitors experience their institution. In this abridged version of the workshop, participants will come away with resources and

tools to apply to their own institution and improve the experiences of visitors there. Included will be a look at the plethora of research about how visitors experience museums, activities to better understand the engagement of audiences and methods for better understanding visitor experiences at your museum.

Presenters: Lisa Craig Brisson

Collections Management Software Review

Radisson -- Great Lakes IV

There are a number of ways to manage your collection using software. This session will provide an overview of what's available and what you need to consider when choosing collections management software.

Presenter: Angela Riedel, Collections Manager, Central Michigan University

High Performing Boards in Today's Economy

Radisson -- Great Lakes V

You can create the board you always wanted! Learn what high-performing boards focus on today and how you and a strong board chair can re-energize your board. You will walk away with practical tools and suggestions to get the most from your board including how to focus them on fund development, board roles v. staff roles, and how to develop committees that lift up and empower the board. This will be a fun and lively workshop you will not want to miss!

Presenter: Diana Kern, NEW (Nonprofit Enterprise at Work)

Conference Attendee List
(As of September 24, 2010)

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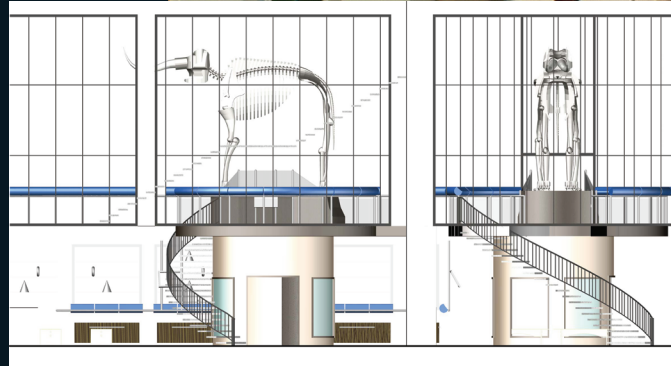
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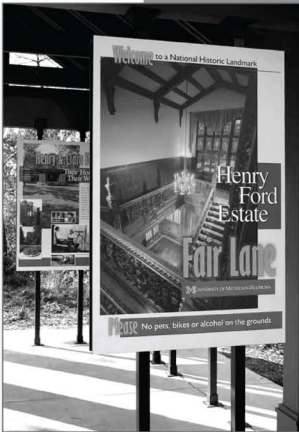


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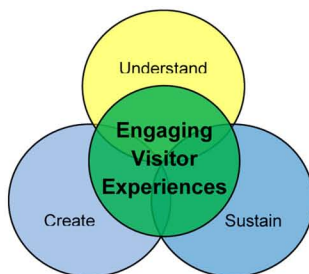
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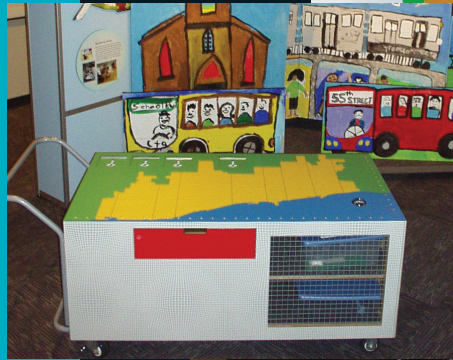
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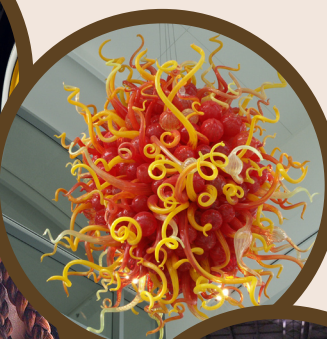


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