

# MUSEUMS



the  
**COMMUNITY**



Join the conversation.

**2013 Annual Conference**  
**October 9 - 11, 2013**  
**Bay City, MI**



.....WELCOME.....  
**WELCOME TO BAY CITY!**

The Bay County Historical Society and our community partners are very pleased to host the 2013 Michigan Museums Association annual conference in beautiful Bay City. Just like MMA has a diverse membership, Bay City has many different things to offer including award winning venues dedicated to history, science, art and live music; a diverse pallet of local produce and cuisine; a vibrant and walkable downtown filled with antiques, boutiques, specialty shops; and abounding in historic architecture, maritime flair and a “small-town America” feeling. Our conference events were planned to give you a sampling of what Bay City has to offer, from the conference hotel’s location on the historic riverfront, diverse and relevant sessions that talk about the broader sense of “community,” to receptions in the Historic State Theatre, Historical Museum of Bay County and Delta College Planetarium, all within walking distance of Bay City’s historic downtown. We hope that you will find that this conference lives up to Bay City’s motto, “Bay City...A Beautiful View of Life.”

Cordially,

Corrine Bloomfield  
*Bay County Historical Society*

Ron Bloomfield  
*Director, Bay County Historical Society*

Welcome to the 2013 Michigan Museums Association Annual Conference in beautiful Bay City! The members of the local organizing committee have worked tirelessly to create an atmosphere of engagement and community that showcases all that this area has to offer, while the programs committee has put together a fabulous slate of sessions to inspire and educate you.

Please take the opportunity to build relationships and socialize with your fellow professionals from all around this great state and help the Michigan Museums Association keep the conversation going.

Claire Johnston  
*Vice President for Programs*

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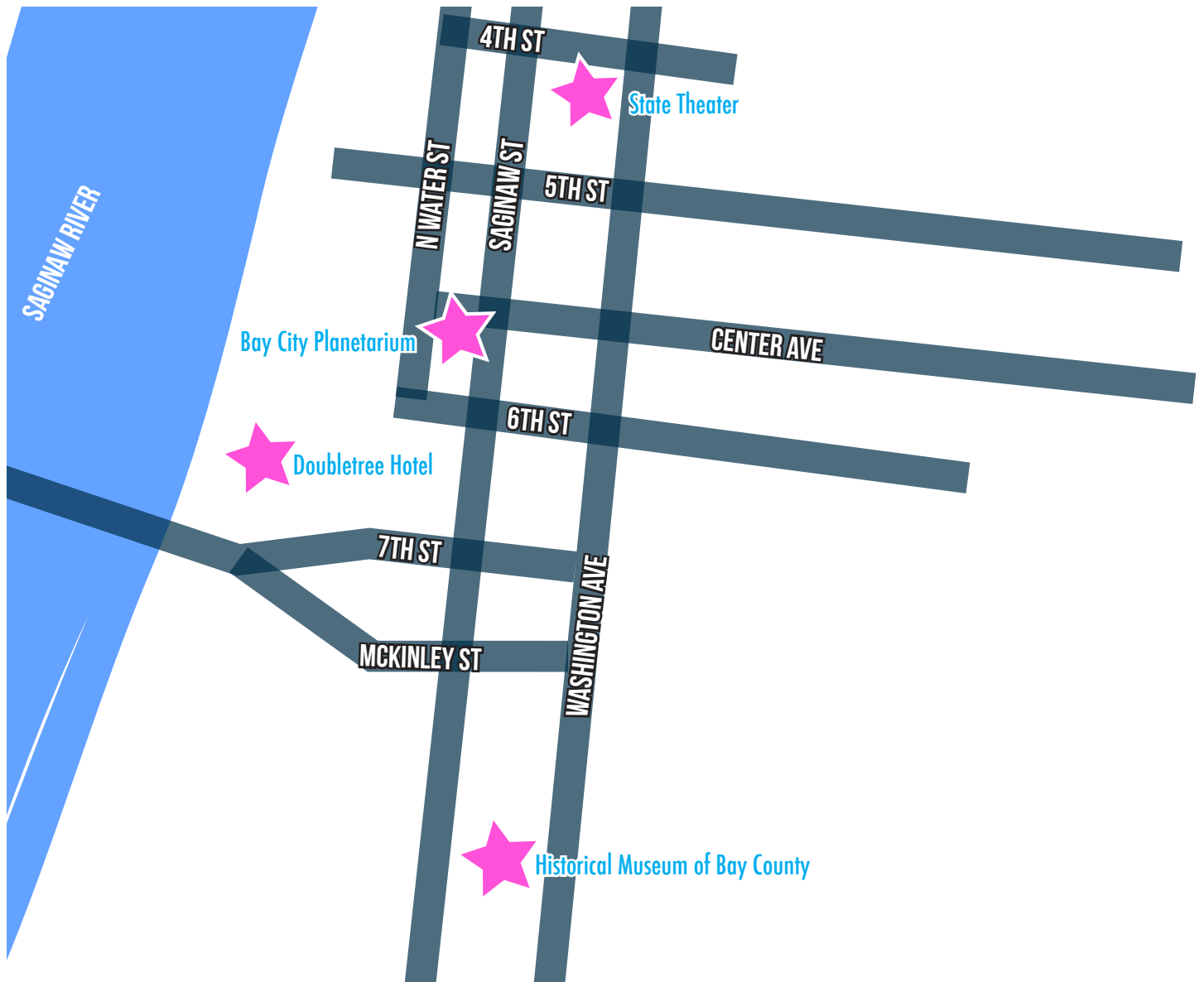
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This activity is supported in part by an award from the MICHIGAN COUNCIL FOR ARTS AND CULTURAL AFFAIRS  
and the NATIONAL ENDOWMENT FOR THE ARTS.

## MAP - BAY CITY, MI



## HELPFUL ADDRESSES

**THE STATE THEATER** - 913 Washington Ave, Bay City, MI

**BAY CITY PLANETARIUM** - 100 Center Ave, Bay City, MI

**HISTORICAL MUSEUM OF BAY COUNTY** - 321 Washington Ave, Bay City, MI

**DOUBLETREE HOTEL** - 1 Wenonah Park Pl, Bay City, MI

## CONFERENCE CENTRAL



Visit the Grand Foyer to find the registration desk, refreshments, vendors (Thursday), the silent auction and detailed map of conference events.

Everything you need, all in one place.

### Conference Central Hours:

Wednesday, October 9	3-6 pm
Thursday, October 10	8am-6pm (Vendors, this day only)
Friday, October 11	8am-noon (Silent Auction closes at 10:45am)

### SILENT AUCTION

Visit the silent auction in the Davidson room on Thursday and the Foyer on Friday. The proceeds from this popular event support MMA's central office. This means that you can shop and ensure MMA's success all at the same time. The silent auction closes at 10:45 on Friday and items can be paid for and collected after 12:00.

With an emphasis on face-to-face collaboration, the Michigan Museums Association shares expertise and resources to promote standards and practices that make the Michigan museum community thrive. MMA has been supporting the work of Michigan museums for nearly 60 years. Our members include the institutions, professionals and volunteers of the Michigan museum community who believe that strong museums help us better understand ourselves and our world. Every type of museum is represented and welcomed, including art, history, science, military and maritime, and youth museums, as well as aquariums, zoos, botanical gardens, arboretums, historic sites, and science and technology centers.



Join the conversation.

## CONFERENCE AT A GLANCE



### Wednesday, October 9

1:00-3:00	Board Meeting (Wheeler)
3:00-6:00	Registration Open (Foyer)
6:00-9:00	Reception (State Theatre)

### Thursday, October 10

8:00-6:00	Conference Central Open (Foyer) Silent Auction (Davidson)
8:00-9:00	Continental Breakfast (Foyer)
9:00-9:15	Opening Remarks (Ballroom)
9:15-10:30	Concurrent Sessions I The Heidelberg Project at 25+: Leveraging the Power of the Polka Dot (Salon A) Engaging a Community of Docents: Leading vs. Managing a Docent Program (Salon B) Collection Objects and Hands-On Exhibits / Interactions (Wheeler)
10:30-11:00	Break (Foyer)
11:00-12:15	Concurrent Sessions II Pure Michigan and You (Wheeler) The Meaningful Object (Salon A) Exhibitionist Tendencies: Community Engagement Through Exhibition Programming and Partnership (Salon B)
12:15-12:30	Break (Foyer)
12:30-1:30	Lunch and Keynote (Salon A&B)
1:30-1:45	Break (Foyer)
1:45-3:00	Concurrent Sessions III Getting Involved: Advocacy and Networking with Elected Officials (Salon B) Widening the Audience...Engaging the Non-Traditional Museum Community (Wheeler) Collections, Education, and Community: A Case Study for Creating a Museum Studies Degree (Salon B)
3:00-3:30	Break (Foyer)
3:30-4:45	Museum Cafe (Salon A&B)
5:00	Committee Meetings (Salon A&B)
6:00-9:00	Reception (Historical Museum of Bay County) Dinner and Planetarium Show (Delta College Planetarium and Learning Center) Quest for Excellence Awards
9:00	Pub Crawl (Meet in Hotel Lobby)

### Friday, October 11

8:00-9:00	Continental Breakfast and Silent Auction (Foyer)
9:00-10:15	Concurrent Sessions IV Tips for Museum Job Seekers (Salon A) MAP Your Way to Excellence (Wheeler) Social Media for Museums - Double Session (Salon B)
10:15-10:45	Break (Foyer)
10:45-12:00	Concurrent Sessions V Student Papers (Wheeler) Reduce and Reuse: Deaccessioning Museum Collections (Salon A) Social Media for Museums - Double Session (Salon B)
12:00-12:15	Break (Foyer)
12:15-1:30	Lunch/ Business Meeting (Salon A&B)
2:00-5:00	Post-conference Workshop: Working with Your Board (Historical Museum of Bay County)



## Reception

Enjoy an evening at the historic State Theatre in downtown Bay City. The theatre was originally constructed in 1908 and was the site of live entertainment. Saved by the wrecking ball in 2000 the theatre has since been restored to its 1930s look and grandeur. Our evening will include a discussion on historic restoration from theatre Director Mike Bacigalupo, a short documentary on the history of theatres in Bay City as well as refreshments and live entertainment from Jeff Yantz and Friends. Bay City recording artist Jeff Yantz is a Michigan born Indie Singer-Songwriter with an Americana, Folk, Pop, Midwestern sound. He is known for his straight forward style, honest vocals, harmonica wailings and his occasional cutting humor in some of his songs and on stage. His work ranges from folk pop to gritty rock to gospel-like and back again, with a penchant to create songs that are sad and funny at the same time. From his early work with One Trick Ponies in the mid-1990s to his recent venture, Jeff Yantz and the No Name String Band, Jeff has also shared the stage with many local and regional artists. Wednesday evening's performance will feature numbers from Jeff's solo work as well as classics and favorite songs from many genres.





**Keynote - 12:30  
(Salon A & B)**

John Hiner is former executive editor of The Flint Journal, Saginaw News and Bay City Times, and before that editor of The Bay City Times. Hiner is now vice president of content for Mlive Media Group and will discuss how engaging the community has changed for the newspaper industry.

**Reception and Dinner - 6:00-9:00  
(Historical Museum of Bay County and Delta College Planetarium and Learning Center)**

Thursday evening's activities will celebrate Bay County's unique agricultural, historic and cultural offerings.

The evening's fellowship with colleagues will begin when you join us at the Historical Museum of Bay County for *Spirits, Soup Shots, and Starters*. Enjoy locally crafted tastes including micro-brewed beer and Michigan Wines. The Bay County Historical Society and the Historical Museum of Bay County are housed within a former National Guard Armory which was constructed in 1910.

Enjoy a meal honoring Bay County's local fall harvest. Our unique dinner venue was once the site of the Fraser House, and later the internationally known Wenona Hotel and is now the site of the Delta College Planetarium and Learning Center. After dinner and awards we invite everyone to watch *Mysteries of the Great Lakes* on the new Digital 360 system. Located near the heart of Bay City's once notorious "Hell's Half Mile," attendees will experience part of Bay City's historic downtown atmosphere.

**Quest for Excellence Awards - 6:00-9:00 (Delta College Planetarium and Learning Center)**

The Michigan Museums Association's Quest for Excellence Awards honors and acknowledges accomplishments and achievements in museums throughout the state over the past year.

The Awards to be Presented this Year

- **Peninsulas Prize**  
This prize honors long and distinguished service by an individual to a single institution.
- **Unsung Hero**  
We all know these colleagues. They have jobs behind the scenes that are un-glamorous but essential to the museum's operations.
- **Best New Experience**  
MMA works hard to share tools that help our state's museums to develop visitor-focused experiences that inspire "aha!" moments. This category includes exhibitions, activities or special events.
- **Best New Publication** (two categories)  
Show us your creativity! Each year our museums and organizations create pamphlets, brochures, catalogues, books and other media to publicize our experiences, tell us which ones you are most proud of! There will be two awards for this category - one for museums with an operating budget of over \$500,000 and one for under \$500,000.
- **Most Thought Provoking Session at the Annual Conference!** (to be voted on at the Conference)  
This award will be voted on during the conference and presented at the annual meeting  
Winners will be acknowledged during our annual conference, held this year on Thursday, October 9-11th in Bay City. The 2013 Quest for Excellence Awards have been generously sponsored by Henry Matthews and Timothy Chester.

**Pub Crawl - 9:00 (Meet in Hotel Lobby)**

Visit some of Bay City's finest social establishments with colleagues and friends.

FRIDAY, OCTOBER 11

The annual meeting of the Michigan Museums Association will take place during lunch. The meeting will include reports on the status of the organization as well as the election of new and renewing members of the Board of Directors. The location for the 2014 conference will also be announced at this time.

## MICHIGAN MUSEUMS ASSOCIATION

2013 Annual Business Meeting, Bay City  
Friday, October 11, 2013, 12:30-1:30 p.m.

### AGENDA

CALL TO ORDER	Bryk
APPROVAL OF 2012 MINUTES	
REPORTS	
President	Bryk
Treasurer	Bloomfield
VP for Membership	Fijol
VP for Programs	Johnston
Director	Brisson
ELECTIONS	
Report of the Nominating Committee	Kroupa
ANNOUNCEMENTS	
Appreciation to Outgoing Board Members	Bryk
Winner of the "Most Thought Provoking Session"	Bahls
INVITATION TO 2014 ANNUAL MEETING September 28-30	Brisson
ADJOURN	Bryk



Join the conversation.

## HERE'S WHAT'S HAPPENING WITH THE MICHIGAN MUSEUMS ASSOCIATION



### **MMA had a great 2012-13 fiscal year. Highlights include:**

- Hiring a new Executive Director
- Moving the MMA office to a central geographic location within the state
- Balancing the budget and operating in the "black"
- Hosting Meet and Eat networking lunches in Paradise, Mount Pleasant and Grand Rapids
- Leading ABCS of Collections Management workshops in Saulte Ste Marie, Mount Pleasant, and Eastpointe.
- Bringing exhibit evaluation expert Beverly Serrell to Michigan for an extremely popular workshop in Kalamazoo.
- Socializing and Networking at a delightful Spring Gathering at Troy Historic Village.
- Coming together for a fabulous conference in Muskegon
- Experimenting with an online book group to read *The Charismatic Organization*.

All of the above took place in addition to regular meetings of the Board of Directors and committees, as well as the day to day operation of the organization to serve our members and the Michigan museums community.

Our 2013-14 fiscal year is well underway and we are looking forward to more great things including two or three ABCs of Collections Management workshops, two or three Visitor Experiences Academy workshops, and at least three Meet and Eat lunches to be held at member organizations throughout the state. There will also be another chance to connect and socialize in a beautiful setting at our Spring Gathering and plans are already well underway for the 2014 conference (Dates and location will be announced at the Annual Meeting. You are really going to want to be there!)

Watch the MMA Review, [MichiganMuseums.org](http://MichiganMuseums.org) and our Facebook and Twitter accounts for dates and details for all of these great events and other opportunities to join the conversation.

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9:15-10:30 Concurrent Sessions I

Third, the importance of accountability and infrastructure to administer the program, thereby professionalizing your docent program. Fourth, effectively using docent committees, creating a program by docents, for docents. Fifth, how to set up landscapes of learning, developing a reciprocal learning environment for you and the docents. Using this five-point framework, you will have the tools necessary to effectively create a culture of care to lead your docent corps and engage your community.

## THURSDAY, OCTOBER 10, CONTINUED

11:00-12:15 Concurrent Sessions II

### THE MEANINGFUL OBJECT

(Salon A)

*Joseph Hines, Principal,*

*Project Arts & Ideas*

*William McElhone, Director,*

*Kalamazoo Valley Museum*

*Dr. Michael Nassaney, Professor of Anthropology,*

*Western Michigan University*

*Michael Zimmerman, Tribal Historic Preservation Officer,*

*Pokagon Band of Potawatomi*

“Material culture” is a term that is used in museums, archaeology, history, even design, and can be a guide to our interaction with objects and what they express. Material culture can be defined as “something that is made by, used by, and expressive of humans.”

In this presentation, various perspectives on expressive material culture will be offered by panel members: a museum director may consider the insights of art and technology and how collection objects can be meaningfully displayed in exhibits; an archaeologist may consider practical functions of objects and social relations; a Native American specialist may consider cultural resources, meanings and contexts for objects.

The audience for this presentation will discover techniques for analyzing objects and ways to create an interpretive “voice” for objects, and audience members will find new meanings in their own museum collections.

The presentation will include materials from the Fort St. Joseph Archaeological Project in Niles, Michigan as the focus for the three perspectives on what material culture can express.

### EXHIBITIONIST TENDENCIES: COMMUNITY ENGAGEMENT THROUGH EXHIBITION PROGRAMMING AND PARTNERSHIP

(Salon B)

*Art Martin, Collections Manager/Associate Curator, Muskegon Museum of Art*

*Ellen Sprouls, University Arts Program Specialist,*

*Charter Schools Office, Grand Valley State University*

A varied and focused exhibition program provides the opportunity for outreach to both new and existing audiences. Program development can engage new partners, strengthen ties in the community, and raise the standing

of the organizing institution. For over the past decade, the Muskegon Museum of Art has utilized an exhibition and programming philosophy that centers on community involvement at every stage. This effort has been rewarded by increased attendance and membership, national attention, new community partners, a 400+ page publication on the history of the Museum, and most recently, the success of the largest fundraising drive in the history of Muskegon.

This session will outline some of the most effective exhibitions and programming held by the Museum in the past decade, and then explore the development strategies used to bring them about. Topics include recruiting community leaders and businesses during development, partnering with outside experts, incorporating local collections, balancing education and accessibility in the schedule, tapping local creative artists, and designing programming to expand exhibition reach. The session will also include insight from Ellen Sprouls of Grand Valley State University on her collaboration with the MMA and on the importance of finding the right person in the University setting to coordinate available persons and resources. Ideas for adapting these strategies to various institutions will be discussed.

The session will conclude with a Q&A segment and further discussion on tailoring the presented strategies to meet the needs of participating institutions.

### PURE MICHIGAN AND YOU

(Wheeler)

*Ken Yarsevich, Travel Michigan*

This session will give you information on how your institution can take advantage of the successful Pure Michigan brand campaign. Learn how this powerful, award-winning Michigan brand came to be, the objective, success and next steps for the Pure Michigan brand. Discover the multiple Pure Michigan avenues available to help you spread the word on what is happening at your institution: Pure Michigan web site ([michigan.org](http://michigan.org)), eNewsletter program, PR and social media avenues. It's time to tap into the Pure Michigan brand.



## THURSDAY, OCTOBER 10, CONTINUED

1:45-3:00 Concurrent Sessions III

### **COLLECTIONS, EDUCATION, AND COMMUNITY: A CASE STUDY FOR CREATING A MUSEUM STUDIES DEGREE**

(Salon A)

*Nathan Kemler, Collections Manager, Art Gallery, Grand Valley State University*

*Carrie Weis, Director, Rankin Art Gallery,*

*Ferris State University*

*Dr. Kimn Carlton Smith, Professor of History,*

*Ferris State University*

*Dr. Rachel Foulk, Assistant Professor of Art History,*

*Ferris State University*

Ferris State University is the home for over seventy-thousand objects, housed in three separate museums. The FSU collections became the impetus for developing a specialized Minor in Museum Studies. Through inter-departmental collaboration, as well as with support from organizations outside of the university, Ferris was able to develop a minor beneficial to our students, our museums, and ultimately our collections.

In this session Carrie Weis, Gallery Director at Ferris State University will provide a case study of the process along with co-presenters, Dr. Kimn Carlton Smith, Professor of History and Dr. Rachel Foulk, Assistant Professor of Art History, who will provide participants with examples of how FSU is maximizing the use and exposure of its collections, developing partnerships, and broadening job markets for its graduates.

### **WIDENING THE AUDIENCE...ENGAGING THE NON-TRADITIONAL MUSEUM COMMUNITY**

(Wheeler)

*Ron Bloomfield, Director of Operations and*

*Chief Historian,*

*Bay County Historical Society*

*Corrine Bloomfield, Curator of Exhibits and Education, Bay County Historical Society*

*Kevin Henson, Map-n-Tour, Virtual Trails*

Learn about two new projects at the Bay County Historical Society that seek to engage the non-traditional museum patron community through Virtual tours and Sensory-based educational learning. One project, a virtual tour of Bay City's Center Avenue Historic District, was a 2011 pilot partnership with a local start-up digital tour company, that sought to engage another segment of museum "visitors" who do not even need to physically visit the Museum (or even our community) to experience the wonderful history and architecture of one of Michigan's preeminent collections of architecture and the

stories from the archives of the Bay County Historical Society that are attached to these local historic sites. The trial tour was a success and is currently in the process of being expanded to include other interests around Bay County including other historic districts, cemeteries and maritime history. Also learn about a second project at the Historical Museum of Bay County that seeks to engage an underserved segment of our public, those students with Sensory issues who may learn by different means than those "traditional" students. A three-year project is currently underway to tie sensory learning to the study of local history and educational programming within the Historical Museum of Bay County.

### **GETTING INVOLVED: ADVOCACY AND NETWORKING WITH ELECTED OFFICIALS**

(Salon B)

*Andy Johnston, Vice President, Government & Corporate Affairs, Grand Rapids Area Chamber of Commerce*

It is important in a democracy that citizens help keep their elected officials informed and it is essential for dynamic growth and development. In order to be true representatives of the people, elected officials need to know the thinking of their constituents on those issues upon which decisions will be made, and the facts on which such thinking and conclusions are based. In this session, learn about methods and tips you can use to educate your elected officials.

## FRIDAY, OCTOBER 11

9:00-10:15 Concurrent Sessions IV

### **MAP YOUR WAY TO EXCELLENCE**

(Wheeler)

*Melissa Ford, Archivist,*

*Marshall M. Fredericks Sculpture Museum*

The Museum Assessment Program (MAP) is an affordable way for small to mid-size museums of all disciplines to strengthen operations, plan for the future and meet national standards. Learn how peers have used the process to improve operations and collections stewardship, develop a clearer understanding of the museum's audience and their needs, and prepare for Accreditation. Attendees will gain an understanding of the four types of assessments offered through the program as well as their common outcomes. This session will cover the application process, completing the self-study, the site visit and implementing the recommendations of your peer reviewer.

## FRIDAY, OCTOBER 11, CONTINUED

10:45-12:00 Concurrent Sessions V

### **SOCIAL MEDIA FOR MUSEUMS** | Double Session (Salon B)

*Monty Dobson, Inaugural Scholar: School of Public Service and Global Citizenship,  
Central Michigan University  
Dan Bracken, Producer/Director,  
WCMU Public Television  
Kelsey Schnell, Public Relations & Marketing Officer,  
Mackinac State Historic Parks*

In the 21st century people are looking for meaningful ways to interact with each other and the institutions they value. Museums are looking for new ways to engage their communities and social media offers a powerful set of tools to do just that!

The key to successful social media strategies is communication and that is why it matters to museums.

From facebook to twitter and pinterest to tumblr, interacting with your audience in the digital age can be daunting. This workshop session is designed to introduce you to the tools and methods needed to meaningfully engage your audience in the digital age. Workshop coordinators will guide participants through the basics of setting up and managing a social media presence for your museum or project.

We will also cover the basics of live webstreaming and using Youtube to promote your museum. The session will also be livecast on Youtube so we can interact with participants in Michigan and around the world. We will take questions from the session Twitter feed, and encourage participants to respond with the answers.

### **TIPS FOR MUSEUM JOB SEEKERS**

(Salon A)

*Emily Fijol, Assistant Director, Michigan Women's Historical Center & Hall of Fame  
Jeremy Dimick, Curator of Collections, Sloan Longway  
Tracy Wasko, Manager of Recruitment, The Henry Ford*

Finding a job in a museum can be difficult, whether you are a recent graduate, a working professional relocating, or seeking to advance your career. This session will highlight the experiences of museum professionals at different points in their careers and the strategies they used to secure the museum positions that they wanted. Session participants will also benefit from the perspective of a museum recruiter sharing ideas to help you stand out in a large applicant pool and mistakes to avoid. All topics

will be covered, from networking and finding positions, to applying and making a positive impression during an interview.

### **STUDENT PAPERS**

(Wheeler)

*Session Chair: Dan Kroupa, Director of Museum Studies and Special Projects, University of Detroit Mercy  
(Wheeler)*

Graduate students will present their research on a wide range of museum-related topics. Student presenters are selected by a committee of museum/public history professionals. The serious commitment to excellence embodied in the scholarly work presented in this session provides encouragement and assurance to the museum community that the future of museums will be in good hands.

*Red Coats & Pork Eaters: Interpreting the Foodways of Single Men in the Great Lakes, 1750-1800*

*Claire E. Herhold,  
Western Michigan University*

*Gals With Gumption: A Walking Tour of Women's Lives in Ypsilanti*

*Meghan Hayward, Kimberly Long, Melanie Parker,  
Elizabeth Searls, Amanda Wetzels,  
Eastern Michigan University*

*Ownership and Sustainability: Engaging the Community in the Hamtramck Historical Museum*

*Justin Meyer, Ana M. Silva, Marisa Szpytman,  
University of Michigan,*

### **REDUCE AND REUSE: DEACCESSIONING MUSEUM COLLECTIONS**

(Salon A)

*Nancy Bryk, Assistant Professor, Historic Preservation,  
Eastern Michigan University*

Deaccessioning collections and use of funds is a controversial and current topic of conversation in the national museum community. In this session, the deaccession process will be discussed, as well as disposal issues and use of funds, with case studies presented to help guide conversation. Participants will be invited to think critically and discuss openly the issues inherent in the deaccession process.



## SPECIAL THANKS

This conference would not be possible without the generosity of the sponsors, the dedication and creativity of the committees, and the involvement of the board of directors and staff.

Thank you to all.

### SPONSORS

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- **Randy Van Antwerp,**  
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*Bay County*  
**HISTORICAL SOCIETY**



321 Washington Avenue  
Bay City, MI 48708  
(989) 892-5738  
(989) 892-5741 fax  
[www.baycountysociety.org](http://www.baycountysociety.org)

 [facebook.com/baycountysociety](https://www.facebook.com/baycountysociety)

**Office Hours**  
Mon - Thurs 10-4

**Event Hours**  
Mon-Fri 12-4pm Sat 10am-4pm  
Ballfield Farm and Rosemary Jones Farm  
Wed, Wed, Wed, Thurs, Thurs, Thurs

# ***HISTORIC CHARLTON PARK***



- Historic Village ○ Education Programs ○ Special Events ○  
○ Beach & Boat Launch ○ Recreation Area ○

## **UPCOMING SPECIAL EVENTS:**

### ***All Hallows Eve – October 26, 2013***

This family-oriented event includes hay rides, a costume contest, trick-or-treating through the Historic Village and other delicious treats.

### ***Of Christmas Past – December 14-15, 2013***

Come out and enjoy the sights, sounds, tastes, and activities of Christmastime in the late 1800's.

## **HOURS OF OPERATION:**

*Through Labor Day*

*Monday - Sunday 8 a.m. - 9 p.m.*

*Labor Day through Memorial Day*

*Monday - Friday: 8 a.m. - 5 p.m.*

*Free Admission  
(excludes Special Events)*



*Village, Museum & Recreation Area*

*2545 S. Charlton Park Rd. Hastings, MI 49058*

*269-945-3775*

*[www.charltonpark.org](http://www.charltonpark.org)*







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# GREAT LAKES SHIPWRECK MUSEUM AT WHITEFISH POINT



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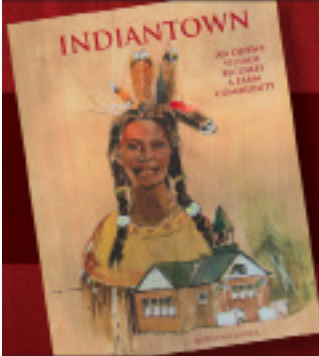
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