



# INNOVATE, ADAPT, AND SUCCEED

**CELEBRATING WHAT WORKS  
IN OUR MUSEUMS**

*Michigan Museums Association*  
*2012 Annual Conference*  
**Muskegon, Michigan**



*Michigan Museums Association  
Annual Conference*

**September 27th-28th, 2012**



# *Letter from the Program Chair*

Dear Colleagues,

We are excited to welcome you to the 2012 Michigan Museums Association Annual Conference in Muskegon! The Muskegon museum community is celebrating some fabulous milestones this year and we are pleased to be a part of the festivities.

- \* The Lakeshore Museum Center is celebrating their 75h Anniversary.
- \* The Muskegon Museum of Art is celebrating their 100th Anniversay.

The MMA Programs Committee, made up of colleagues from around the state, had an extensive debate about 2012's conference theme. We wanted a vibrant theme that also reflected the tough economic times that have affected every institution in the state of Michigan.

## **Innovate, Adapt, and Succeed: Celebrating What Works in Our Museums**

illustrates how Michigan museums have survived and thrived in the last year and will reinvigorate you as you return to your institutions and implement the ideas presented during many fabulous sessions. We know the opportunity to hear from and network with your colleagues in Muskegon will challenge and inspire you to positive action.

We are happy to welcome you to Muskegon and hope to see you in Bay City for our 2013 conference!

*Sincerely,*

**Claire Johnston**

**MMA** *Vice President of Programs*



# *Letter from the President of the Board*

## **Michigan Museums Association Welcomes New Director, Lisa Craig Brisson.**

This year's conference at Muskegon will be your first opportunity to welcome our new director, Lisa Craig Brisson, to the helm of Michigan Museums Association. The Board of Directors is thrilled to have Lisa Craig Brisson on board as our leader. She is a true sparkplug — full of ideas and energy.

Lisa has served on several museum boards and has been a strong advocate for our state's smaller and regional museums. She has most recently developed and administered a grant-funded program for delivering effective museum visitor experiences.

A Minnesota native, Lisa Craig Brisson has worked at historic sites all over the country including Historic Fort Snelling and the Alexander Ramsey House in Minnesota, Old Sturbridge Village in Massachusetts, the Farmer's Museum in New York, and most recently Mackinac State Historic Parks. Be sure to say "hello" and let her know how MMA can best serve you and your museum!

~Nancy Bryk, President of the Board



**MMA** *President of the Board*  
**Nancy Bryk**



**MMA** *Executive Director*  
**Lisa Craig Brisson**



# *Local Organizing Committee*

## *CoChairs*

### **Nathan Kemler**

Collections Manager

*Grand Valley State University Art Gallery*

### **Ellen Sprouls**

Curator of Education

*Grand Valley State University Art Gallery*

## *Members*

### **Judy Hayner**

Director

*Muskegon Museum of Art*

### **John McGarry**

Chief Executive Officer

*Lakeshore Museum Center*

### **Joni Dorsett**

Communications Manager

*Lakeshore Museum Center*

### **Arn Boezaart**

Director

*Grand Valley State University*

*Michigan Alternative and Renewable  
Energy Center*

### **Alan Steinman**

Director

*Grand Valley State University*

*Annis Water Resources Institute*

### **Janet Vail**

Associate Research Scientist

*Grand Valley State University*

*Annis Water Resources Institute*

### **Henry Matthews**

Director

*Grand Valley State University*

*Galleries and Collections*

### **Kristin Knof**

Tourism Specialist

*Muskegon County Convention  
and Visitors Bureau*

## *Programs Committee Members*

**\*Claire Johnston**, Vice President of Programs for MMA, Curator and Exhibits Coordinator, Historic Charlton Park; **\*Steve Arseneau**, Museum Director, City of Dowagiac; **Diana Bolander**, Curator of Education, Dennon Museum Center, Northern Michigan College; **\*Nathan Kemler**, 2012 Conference Committee Co-Chair, Collections Manager, Grand Valley State University Art Gallery; **Katie Mallory**, Curator of Education, Mackinac State Historic Parks; **\*Henry Matthews**, Director of Grand Valley State University Galleries and Collections; **\*Ellen Sprouls**, Curator of Education, Grand Valley State University Art Gallery; **Rebecca Swindler**, Director of Programs, Holocaust Memorial Center; **Dan Truckey**, Director/Curator, Beaumier Heritage Center, Northern Michigan University; **Stacey Tvedten**, Program Coordinator, American Museum of Magic; **\*Sarah Waters**, Visitor Experience Coordinator, Great Lakes Maritime Heritage Center, Thunder Bay National Marine Sanctuary.

**\*Denotes MMA Board Member**

**\*Denotes MMA Conference Board Member**

## *Lead Sponsors and Hosting Institutions*



### **Grand Valley State University**

- \* Art Gallery
- \* Michigan Alternative and Renewable Energy Center (MAREC)
- \* Annis Water Resources Institute (ANNIS) & W.G. Jackson

### \* **Muskegon Museum of Art**

### \* **Lakeshore Museum Center**

### **Official Conference Hotel**

#### **Shoreline Inn and Lake House Conference Center**

750 Terrace Point Blvd., Muskegon, MI 49440

## *Quest for Excellence Awards*

MMA is pleased to recognize outstanding individuals, institutions, accomplishments and experiences in the museum field in our state. We look forward to presenting the following awards at the Quest for Excellence Dinner on Friday night.

- \* **Volunteer of the Year**
- \* **The Peninsulas Prize**
- \* **The President's Award**

# *Conference at a Glance*

*Thursday, September 27*

<b>Time</b>	<b>Event</b>
8:00 AM	Conference Central Opens: Registration, Silent Auction, Vendors.
10:00 AM-11:15 AM	Concurrent Sessions
11:15AM – Noon	Break
Noon-2:00 PM	Lunch/Keynote
2:00 -2:30 PM	Break
2:30-3:45 PM	Michigan Museum Café - Roundtable Discussions
3:45-4:30 PM	Break and Travel Time
4:30-7:30PM	Conference Central Closes, Progressive Dinner - Lakeshore Museum Center
8PM	Pub Crawl - Downtown Muskegon



# *Conference at a Glance*

## *Friday, September 28*

<b>Time</b>	<b>Event</b>
8:00 AM	Conference Central Opens: Registration, Silent Auction, Vendors.
8:30 - 9:45AM	Concurrent sessions
9:45 -10:15AM	Break
10:15 -11:30AM	Concurrent sessions
11:30 -1:00 PM	Lunch and business meeting
1:00 PM	Silent auction ends
1:00 -1:30 PM	Break
1:30-2:45 PM	Concurrent sessions
2:45-3:15 PM	Break
3:15-4:30 PM	Concurrent sessions
4:30-5:30 PM	Conference Central Closes, Break and Travel Time
5:30-7:00 PM	Cocktail Reception- Muskegon Museum of Art
7:00-9:00 PM	Dinner and Quest for Excellence Awards Banquet

## *Conference at a Glance continued...*

*Saturday, September 29*

### **Time**

### **Event**

10:00-1:00

Post-Conference Event:  
Guided tour of Art Prize with  
Grand Valley State University Art Gallery staff.

## *Silent Auction*

Thank you to our many donors for the silent auction.  
Some of the many great items available include:

- \* One night stay at the Hillside Homestead in beautiful Sutton's Bay with a home cooked breakfast!
- \* Coffee Package
- \* Keep Warm Package
- \* Flamingo Package
- \* Jewelry Package

Remember, bid early and bid often to support  
the Michigan Museums Association!

# *Conference Locations*



**GVSU Michigan  
Alternative Renewal  
Energy Center  
(MAREC)**



**W.G. Jackson  
GVSU Annis Water  
Research Institute**



**Muskegon Museum  
of Art**



**Lake House  
conference center**



**Hackley & Hume  
Historic Site**



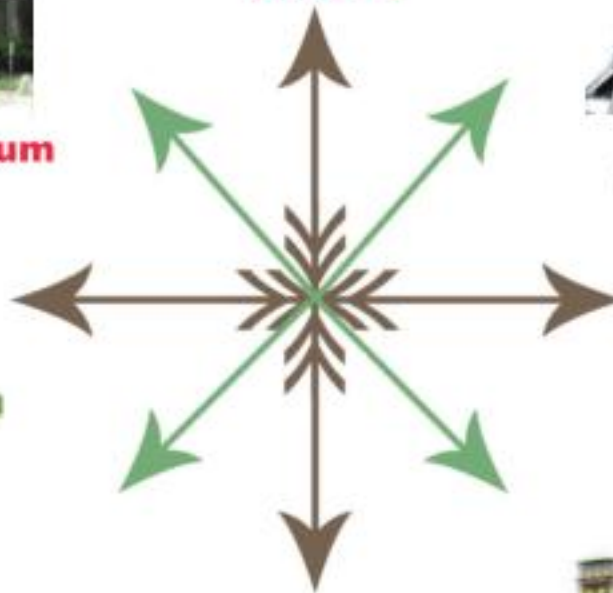
**Lakeshore Museum  
Center**



**Tipsy Toad  
Tavern**



**Shoreline Inn**







# Thursday, September 27

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8:00 AM  
to  
4:30 PM

**Conference  
Central**



8:00 AM  
to  
9:45 AM

**Gathering**

10:00 AM  
to  
11:15 AM

**Concurrent  
Sessions**



**Education & Technology**



**Just Say "No"**



**For the Public Good**

11:15 AM to NOON **Break**

NOON  
to  
2:00 PM



**Keynote Speaker/ Lunch**

2:00 PM to 2:30 PM **Break**

2:30 PM  
to  
3:45 PM



**Michigan Museum Café**

3:45 PM to 4:30 PM **Break and Travel Time**

4:30 PM  
to  
7:30 PM

**Progressive  
Dinner**



7:30 PM to 8:00 PM **Break and Travel Time**

8:00 PM  
**Pub Crawl  
Downtown  
Muskegon**



# Friday, September 28

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**8:00 AM  
to  
4:30 PM  
Conference  
Central**



**8:00 AM to 8:30 AM Gathering**

**8:30 AM  
to  
9:45 AM  
Concurrent  
Sessions**



**Where's the Money**



**Environmental  
Sustainability**



**To Be Or Not To Be**

**9:45 AM to 10:15 AM Break**

**10:15 AM  
to  
11:30 AM  
Concurrent  
Sessions**



**Going the Extra Mile**



**Marketing  
Sustainably**



**Museum  
Accountability**

**11:30 AM  
to  
1:00 PM**



**Lunch and Annual Meeting**

**1:00 PM to 1:30 PM Break**

**1:30 PM  
to  
2:45 AM  
Concurrent  
Sessions**



**Student Papers**



**Ready or Not**



**Underwater  
Robotics**

**2:45 PM to 3:15 PM Break**

**3:15 PM  
to  
4:30 PM  
Concurrent  
Sessions**



**Many Hats, Fewer Heads**



**What's New  
at IMLS**



**Tea Time  
(Merritt Chase)**

**4:30 PM to 5:30 PM Break**

**5:30 PM  
to  
7:00 PM  
Reception**



**7:00 PM  
to  
9:00 PM  
Dinner  
and  
Awards**



**On the  
Water  
Education  
(Two Sessions)**



# Detailed Schedule

## Thursday, September 27

### Conference Central Open

LOCATION: Shoreline Inn & Conference Center

8:00 AM- 4:30 PM

This area will hold the registration desk and refreshments when available. At the same time, browse our fabulous collection of items in the Silent Auction and meet and greet with vendors.

### 10:00 AM Sessions

#### Education and Technology:

Expanding your museum's reach through innovative uses of technology

LOCATION: Michigan Alternative & Renewable Energy Center (MAREC)

Technology has many applications in museum education, from video conferences to teaching young students. Learn how video conferencing can offer a way for students to interact with museum educators and take advantage of educational resources while extending a museum's reach across the country. Technology can also be used to inform everyone from kindergartners to scholars on complex and sensitive subjects like the Underground Railroad. Learn how to plan, budget and market your own innovative programs.

Presenters: Christina Hirn Arseneau, Museum Director, The Heritage Museum and Cultural Center; Robert Smith, Vice President of Education and Exhibits, The Charles H. Wright Museum of African American History; Sarah Waters, Thunder Bay National Marine Sanctuary.

## *Detailed Schedule*

*Thursday, September 27 continued....*

### **10:00 AM Sessions**

#### **Just Say “No”**

*LOCATION:* Shoreline Inn Conference Center

This discussion shares the presenter's collective experiences with saying "no" to our donors, as well as the ramifications of not saying "no." Topics discussed will include museum collecting and its relationship to community good will, the challenges of working across multiple departments, the relationship between physical and monetary gifts, and dealing with donor expectations after a financial gift is made.

*Session Chair and Moderator:* Nathan Kemler, Collections Manager at Grand Valley State University Art Gallery

*Presenters:* Art Martin, Collections Manager and Curator, Muskegon Museum of Art; Joel Zwart, Director of Exhibitions at Calvin College; Daniel Truckey, Director and Curator, Beaumier Heritage Center, Northern Michigan University.

#### **For the Public Good: Libraries, Archives, Museums and Issues of Social Responsibility**

*LOCATION:* MAREC

Collecting institutions have entered the 21st century with traditional assumptions about their place in society a matter of some debate. As a result, collecting institutions have renewed their interest in users/audience and in a broader role in society at large, returning momentarily to earlier exhortations that such institutions exist fundamentally to serve "the public good."

Session details continued...

## *Detailed Schedule*

*Thursday, September 27 continued....*

### **10:00 AM Sessions details continued**

#### **For the Public Good: Libraries, Archives, Museums and Issues of Social Responsibility**

LOCATION: MAREC

This conversation will explore the following questions: What obligations do collecting institutions have to provide intellectual and physical access to their collections, and how do emerging legal theories support or hinder such access? As publicly supported institutions, what is the responsibility of libraries, archives, and museums to their users/audiences? To society at large? How does the law create breathing room for public uses? To what extent are social change and activism consistent with a mandate for cultural institutions to serve the public good?

Presenters: Bradley L. Taylor, Associate Director, Museum Studies Program, University of Michigan and Susan M. Kornfield, Principal, Bodman PLC.

#### **Keynote and Luncheon**

LOCATION: Shoreline Inn & Conference Center

NOON -2:00 PM

"Balancing Optimism and Pessimism: Planning, Passion and Perspective"

Featuring John P. Beck. Co-director, Our Daily Work/Our Daily Lives and Associate Professor, School of Human Resources and Labor Relations. Michigan State University



## *Detailed Schedule*

### *Thursday, September 27 continued....*

#### **2:30 PM Sessions**

##### **Michigan Museum Café**

LOCATION: MAREC

All conference participants will have approximately ten minutes to start a conversation at a given topic table (led by facilitator). The goal of these "speed dating" style roundtables is for participants to interact with one another and to inspire good conversation for the remainder of the conference.

#### **Evening Events**

##### **Progressive Tour and Dinner**

LOCATION: Lakeshore Museum Center

4:30 PM-7:30 PM

The Lakeshore Museum Center staff invites you to tour our three historic sites and join us for dinner and dessert. Challenge your colleagues to a game of croquet on the commons at the Hackley & Hume Historic Site and tour the lumber barons' homes. Meet the Hackley family maid and learn how she kept the mistress of the house happy with her cleaning skills in the 1890s. Just a half block away, tour the Fire Barn Museum and Scolnik House of the Depression Era to learn about fire fighting in the late 1800s and family life in Michigan during the Depression. Dinner, sponsored by Antiquities Company, is at 6:15 in the Lakeshore Museum Center auditorium. Enjoy coffee and dessert, donated by Uncommon Grounds, and an opportunity to tour our natural history galleries. Buses will depart from the Shoreline Inn at 4:00 pm and 4:30 PM. At the end of the evening the bus will depart from the Lake Shore Museum Center at 7:45 pm and 8:15 pm.

##### **Pub Crawl - Downtown Muskegon**

LOCATION: Meet in the Lobby of Lakeshore Museum Center at the conclusion of the evening event.

8:00 PM

## *Detailed Schedule*

*Friday, September 28*

### **Conference Central Open**

**LOCATION:** Shoreline Inn & Conference Center

8:00 AM- 4:30 PM

This area will hold the registration desk and refreshments when available. At the same time, browse our fabulous collection of items in the Silent Auction and meet and greet with vendors.

**Silent Auction closes after lunch!**

### **8:30 AM Sessions**

#### **Where's the Money?**

**LOCATION:** MAREC

Museums used to receive funding simply because they existed. They now primarily receive support for programs and initiatives that proactively enhance and enrich their communities. Leaders of three statewide organizations serving Michigan's arts and humanities sector will address our state's changing climate for museum support. New and expanded sources of funding will be reviewed, along with institutional strategies for fund-raising preparedness, effective advocacy, cash saving collaborative initiatives and enhanced entrepreneurial activities. Learn about the advantages of participation in the Cultural Data Project, the mysteries of effective grant applications, and the upward trend in the state's arts and cultural funding and go away armed with new and solid data about the creative sector's impact on Michigan!

**Session Chair:** Timothy J. Chester, Principal, Timothy J. Chester & Associates, LLC, Grand Rapids, and Chair, Michigan Humanities Council, Lansing, MI.

**Presenters:** Jennifer H. Goulet, President & CEO, ArtServe Michigan, Wixom, MI.

Maud M. Lyon, Executive Director, Cultural Alliance of Southeastern Michigan, Detroit, MI.

## *Detailed Schedule*

*Friday, September 28 continued....*

### **8:30 AM Sessions**

#### **Environmental Sustainability in Museum Exhibitions, Collections and Buildings**

**LOCATION:** MAREC

The architecture and building industry led the way for re-thinking design and building materials by developing Leadership in Energy and Environmental Design (LEED) standards for new construction. Museums are obligated to be environmental leaders because the consequences of not being sustainable are so intrinsically linked to the preservation of our culture and national heritage. Inspired by LEED guidelines, museums of all sizes are exploring and implementing ways of reducing their carbon footprint.

Collection management and exhibition design can become greener through a myriad of different actions. Some of these options include climate control efficiency and allowances, lighting, digital applications, and utilizing sustainable materials and practices. This session will include experiences of these and other green initiatives at Grand Valley State University and The Grand Rapids Art Museum.

**Session Chair:** Paris Tennenhouse, Exhibition Designer, Grand Valley State University Art Gallery.

**Presenters:** Nathan Kemler, Collection Manager, Grand Valley State University Art Gallery; Paris Tennenhouse, Exhibition Designer, Grand Valley State University Art Gallery; Randy Van Antwerp, Deputy Director for Administration and CFO, The Grand Rapids Art Museum.



# Detailed Schedule

*Friday, September 28 continued....*

## 8:30 AM Sessions

### **"To Be or Not To Be"- New Directions in Historic House Interpretation**

*LOCATION: Shoreline Inn Conference Center*

How can we create historic house experiences that connect with today's issues and audiences using collections and spaces in new and different ways? What are our challenges and opportunities? *What do you want these new experiences to be-and not to be?*

Two presenters will share their institution's new directions for historic house reinterpretation. John McGarry will present the multi-layered reinterpretation project-devised and delivered "in house" -for the Hackley and Hume Historic Site. Mark Heppner, from The Henry Ford Estate, will discuss his recent work with Gallagher & Associates.

Join us for conversation about these two innovative historic house reinterpretation projects in our own back yard.

*Session Chair and Moderator:* Nancy Bryk, Assistant Professor, Historic Preservation, Eastern Michigan University.

*Presenters:* John H. McGarry III, Executive Director, The Lakeshore Museum Center; Mark J. Heppner, Vice President of Collections and Visitor Experience, Historic Ford Estates.

# Detailed Schedule

*Friday, September 28 continued....*

## **10:15 AM Sessions**

### **Going the Extra Mile: Creating Extraordinary Volunteer Programs**

LOCATION: MAREC

With a focus on Lake Michigan maritime experiences this session will ask: What are the elements of a successful volunteer program? What makes a volunteer experience extraordinary? Does extraordinary necessarily mean unique? Is unique enough to keep your volunteers coming back? What motivates a person to want to volunteer extra time in a volunteer program? Is it easier to recruit and retain volunteers when the program contains these elements? Listen to the panelist discuss these questions from opposite viewpoints, that of management and the volunteer.

Session Chair : Ellen Sprouls. Moderator: Tom Kastle, Cofounder and Director of the Chicago Maritime Festival and Great Lakes Tall Ship Captain.

Presenters: Al Kempf, longtime volunteer with the tall ship "Dennis Sullivan" and Marilyn Powell, volunteer with the ships' company, Friends Goodwill.

### **Marketing Sustainability: Strategies and Solutions**

LOCATION: Shoreline Inn Conference Center

Marketing can be time-consuming, labor-intensive, and expensive. This session will address marketing strategies that maximize your museum's time and money, from print advertising to social media to billboards. Designed to foster discussion and collaboration, the presentation will focus on what works (and what doesn't!) and tips and tricks to make your marketing experience more rewarding and productive. Plan to leave with a compiled list of resources and tools, ranked by cost and effectiveness.

Presenters: Rebecca Swindler, Director of Programs, Holocaust Memorial Center; Joshua Nowicki, Director of Community Relations, Krasl Art Center; Caitlyn Perry Dial, Curator, The Heritage Museum and Cultural Center.

## *Detailed Schedule*

*Friday, September 28 continued....*

### **10:15 AM Sessions**

#### **Museum Accountability: Ensuring the Public Trust through Fiscal and Ethical Transparency and Governance Policies**

LOCATION: MAREC

Museum managers continue to respond to public calls for fiscal and ethical transparency. Board members understanding their roles and responsibilities help ensure the necessary governance policies are in place to respond to these calls.

Dr. Kate Groninger, from the Detroit Institute of Arts, will discuss her research demonstrating how museum governance is changing to align more closely with traditionally-accepted "best practice" business measures that reflect values and concerns held by museum stakeholders.

Matthew Downey, MPA, from the Johnson Center for Philanthropy, will offer guidance on how to educate Board members on their roles and responsibilities related to strategic planning, fund development, governance and general non-profit management issues.

Learn about methods you can adopt to bolster your museum's administrative transparency and governance.

Session Chair: Randy Van Antwerp, Deputy Director for Administration and CFO, The Grand Rapids Art Museum.

Presenters: Dr. Kate Groninger, Campaign Officer, Detroit Institute of Arts; Matthew Downey, MPA, Johnson Center for Philanthropy.



## *Detailed Schedule*

*Friday, September 28 continued....*

### **Luncheon and Annual Meeting**

LOCATION: Shoreline Inn Conference Center

11:30 AM-1:00 PM

### **SILENT AUCTION CLOSES**

LOCATION: Shoreline Inn Conference Center

**1:00 PM**

Auction Check-out

### **1:30 PM SESSIONS**

#### **Student Papers**

LOCATION: MAREC

Student papers selected for presentation explore a wide range of topics including :

- Bringing Museums to Libraries: Exhibition Spaces at the University of Michigan  
Sanam Arab, University of Michigan
- What is Worth Saving?: Determining Historical Significance and Considering New  
Methods of Historic Preservation  
Travis Farrington and Marie Morgan, Central Michigan University
- Historical and Provenance Research: The Importance of Distinguishing Museum  
Collections  
Kimberly Long, Eastern Michigan University

Session Chair: Dan Kroupa, History Instructor/Undergraduate Coordinator, Museum Studies Program, University of Detroit Mercy.

## *Detailed Schedule*

*Friday, September 28 continued....*

### **1:30 PM Sessions**

#### **Ready or Not: Disaster Preparedness. Because it's not "if," It's "when."**

**LOCATION:** Shoreline Inn Conference Center

Successful navigation of any emergency situation is dependent on preparedness. Proper planning will determine the quantity of resources it will take to recover and how full a recovery will even be possible. So, what are the critical relationships to build today? What plans and coverage does your institution need in place?

Disaster and conservation experienced presenters will guide this discussion on preparing for the unpredictable while sharing information on the networks, resources, and tools that generate efficient, effective, and streamlined preparations.

Session Chair: Stacey Tvedten

Presenters: Cathleen A. Baker, PhD, Conservation Librarian, University of Michigan Library;  
Stacey Tvedten, Program Coordinator, American Museum of Magic

## *Detailed Schedule*

*Friday, September 28 continued....*

### **1:30 PM Sessions**

#### **Using Underwater Robotics to promote STEM (Science Technology Engineering & Mathematics) based education in Museums and Nature Centers**

*LOCATION:* Shoreline Inn Hotel Pool

This is a hands-on demonstration of classes that have been offered by the USS Silversides Museum in Muskegon to over 10,000 students in the last eighteen months. These classes are STEM based educational experiences for people of all ages, experience levels and backgrounds. Participants will hear a short history of the uses of robots underwater, and then they will be divided into small groups to create, design and build a small underwater robot or Remotely Operated Vehicle (ROV) that they will drive in the hotel's pool. The teams will be given a mission to complete with their ROV.

*Presenter:* Mark Gleason PhD., Director of Education/Chief Marine Scientist, USS Silversides Museum

### **Offsite Session**

#### **On the Water Education (1 of 2 trips)**

*LOCATION:* Annis Water Resources Institute at Grand Valley State University  
(Shuttle outside hotel)

The Annis Water Resources Institute at Grand Valley State University (AWRI) operates two research and education vessels that provide onboard science experiences for age 9 through adults. This session will be a hands-on water quality sampling cruise on AWRI's W.G. Jackson vessel. View Muskegon Lake from the water, analyze water samples, and learn about the restoration activities that are happening along the shoreline. This session takes place at AWRI and you will need to take the shuttle bus to get there.

*LIMIT: 24, Sign up for this session at Conference Central.*



## *Detailed Schedule*

*Friday, September 28 continued....*

### **3:15 PM SESSIONS**

#### **Many Hats, Fewer Heads: Exhibit Development in a Small Museum**

LOCATION: MAREC

A successful exhibition depends on the integration of a myriad of factors into a cohesive whole. Just a few of the factors are curatorial concerns, fundraising, collections care, audience issues, and the design and construction of the physical exhibit. A museum with a large staff will have specialists in each area to advocate for their field. By contrast, a small museum has a few people who must attend to all the issues.

This session will identify the many hats needed to create an exhibition, a snapshot of the role each plays in the process, and a look at the interactions and inherent tensions between them.

Session Chair: Larry Hutchinson, Hutchinson Studios LLC.

Presenters: Steve Arseneau, Museum Director, City of Dowagiac; Angela Riedel, Collections Manager, Museum of Cultural & Natural History, Central Michigan University; Elspeth Inglis, Assistant Director for Programs, Kalamazoo Valley Museum.

## *Detailed Schedule*

*Friday, September 28 continued....*

### **3:15 PM Sessions**

#### **What's New at IMLS?**

*LOCATION:* Shoreline Inn Conference Center

The Institute of Museum and Library Services has adopted a new mission, vision, and strategic plan that will support its continuing efforts to assist museums in engaging communities in meaningful and creative ways. IMLS program staff will share insights on IMLS's new strategic plan, the associated changes in funding programs targeted to museums for 2013, and the findings from the recently completed evaluation of the Museums for America grant program.

The panel will include museum professionals who will share practical examples from their own experiences as recipients and/or reviewers of IMLS grant programs. Panelists will encourage dialogue with the audience to foster a greater understanding of what it takes to submit a successful application to these competitive funding opportunities. This is a session geared to staff members in all sizes and types of museums who have responsibility for or are interested in obtaining grants.

Attendees will gain a greater awareness and understanding of the goals and objectives of IMLS, the primary source of federal support for the nation's museums. They will also gain a basic understanding of the range of IMLS's grant programs and, in particular, changes for FY2013. Active participants should also be able to develop new insights for creating competitive grant proposals through discussion of the application and review process.

*Session Chair and Moderator:* Christopher J. Reich, Associate Deputy Director for Museums, Institute of Museum and Library Services.

*Presenters:* Nancy Bryk, Assistant Professor, Historic Preservation, Eastern Michigan University; Matt Sikora, Director of Evaluation, Detroit Institute of Arts.

## *Detailed Schedule*

*Friday, September 28 continued....*

### **3:15 PM Sessions**

#### **Offsite Session**

##### **On the Water Education (2 of 2 trips)**

*LOCATION:* Annis Water Resources Institute at Grand Valley State University  
(Shuttle outside hotel)

The Annis Water Resources Institute at Grand Valley State University (AWRI) operates two research and education vessels that provide onboard science experiences for age 9 through adults. This session will be a hands-on water quality sampling cruise on AWRI's W.G. Jackson vessel. View Muskegon Lake from the water, analyze water samples, and learn about the restoration activities that are happening along the shoreline. This session takes place at AWRI and you will need to take the shuttle bus to get there.

**LIMIT:** 24, Sign up for this session at Conference Central.

##### **Tea Time: Finding Merit in a Painting, Not by William Merritt Chase**

*LOCATION:* Muskegon Museum of Art Auditorium

Tea Time, signed Wm. M. Chase, has been one of the most popular paintings in the Muskegon Museum of Art's collection since its acquisition in 1926. But was it really painted by the esteemed early 20th-century American artist William Merritt Chase? Records of authentication provided at the time of purchase do not stand up to today's connoisseurship and scholarship inquiries. Learn about the intriguing investigation of the painting's provenance by MMA staff and Chase experts and why, despite their disappointing conclusions, the Museum's fondness for Tea Time has not diminished.

*Session Moderator:* Ellen Sprouls

*Presenter:* E. Jane Connell, Director of Collections and Exhibitions/Senior Curator, Muskegon Museum of Art.



## *Detailed Schedule*

*Friday, September 28 continued....*

### **Evening Events**

#### **Reception**

LOCATION: Muskegon Museum of Art  
5:30 PM-7:00 PM

#### **Dinner and Awards**

LOCATION: Shoreline Inn Conference Center  
7:00 PM-9:00 PM

*Saturday, September 29*

#### **ArtPrize Tour**

LOCATION: GVSU Pew Campus and Grand Rapids Art Museum  
10:00 PM-1:00 PM

ArtPrize highlights tour of Grand Valley State University Pew Campus and Grand Rapids Art Museum led by Henry Matthews.  
Sign up for this session at Conference Central.



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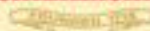
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John George Brown  
Color No Objection, 1903  
detail

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Terrence Guardipee  
Blue Bird Woman, 2011  
detail  
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Edward Hopper, New York Restaurant (detail), 1922  
Hackley Picture Fund Purchase, 1936.12

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## Exhibitions and Events

SEPTEMBER 14 - OCTOBER 7, 2012

### **ArtPrize® 2012 at GRAM: Transformation**

Explore the fascinating and transformative world of contemporary art during ArtPrize at the Grand Rapids Art Museum, become a member to avoid the lines and attend special member events.

OCTOBER 19, 2012 - JANUARY 13, 2013

### **Real/Surreal**

This groundbreaking exhibition, organized by the Whitney Museum of American Art, boldly challenges the art-historical categories of "Realism" and "Surrealism."

OCTOBER 19, 2012 - JANUARY 13, 2013

### **Salvador Dalí's Twelve Tribes of Israel**

This presentation of prints by the famous Spanish Surrealist marks the Museum's participation in the citywide 2012 Year of Interfaith Understanding.

NOVEMBER 2, 2012 - JANUARY 13, 2013

### **Robert McCann: New History Paintings**

This Michigan Artist Series exhibition explores the ways people fit into and echo their environment, and is partly inspired by digital media culture.

NOVEMBER 30 & DECEMBER 1, 2012

### **GRAM Tree Lighting Ceremony and Opening of Rosa Parks Circle Ice Rink, Childrens Holiday Party**

Kick off the winter season with this annual Friday night favorite, includes special guests, free carriage rides, and galleries open late. Stop back on Saturday with the kids for family art-making activities, treats, and free pedicab rides.

FEBRUARY 1 - APRIL 28, 2013

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### ***All Hallows Eve – October 28, 2012***

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 8-9, 2012***

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Lakeshore Museum Center:  
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## Fire Barn Museum

Visit this re-creation of the C. H. Hackley Hose Company No. 2 which features a collection of historic fire fighting apparatus. The Fire Barn serves as a living memorial to the brave men and women who have served as Muskegon County firefighters.

Location: 510 W. Clay Ave.



## Hackley & Hume Historic Site

Tour the homes of Muskegon's most famous lumber barons, Charles H. Hackley and his business partner, Thomas Hume. The homes envelop the visitor in unique living spaces, highlighting late 19th Century and Victorian craftsmanship. Free Tours in September.

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Lakeshore Museum Center:  
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