



**Sharing
our Stories:**
*the Role of
Michigan Museums*

Michigan Museums Association Annual Conference
Lansing, MI • October 17-19, 2017

MATHIAS J. ALTEN

George and Barbara Gordon Gallery

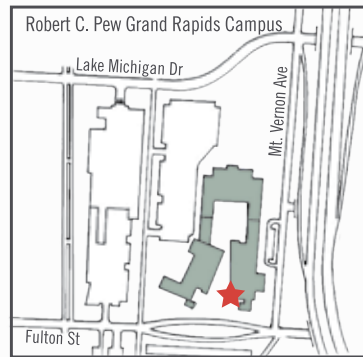
Mathias J. Alten, "Roses in a Glass Case Table" (Detail) c. 1933, Oil on Canvas, Gift of Fred and Margaret Laskowski, in memory of Sally Bilski, 2013.13.1

The George and Barbara Gordon Gallery features the artistic legacy of German-born American Impressionist painter Mathias J. Alten (1873-1938), and is located on the Grand Valley State University Robert C. Pew Grand Rapids Campus. GVSU is home to the largest single public repository for the artist's work and papers.

Alten's work, inspired by regional landscapes, European travels, and his life in Grand Rapids, is displayed between two floors of the George and Barbara Gordon Gallery. The gallery exhibits Alten family letters, archival photography and over 90 paintings.

Please consider becoming a *Friends of Alten* member in support of the growing body of research and scholarship pertaining to this remarkable West Michigan artist.

Now available for purchase at GVSU Laker Stores is the *Mathias J. Alten: An Evolving Legacy* hardcover book, produced by the GVSU Art Gallery. The monograph includes color illustrations and scholarly essays that explore the artistic life of Mathias J. Alten. 100% of the book proceeds are endowed to support the care and maintenance of the artist's work.



Richard M. Devos Center, Building E, 401 West Fulton Street, downtown Grand Rapids. Open Fri - Sat, 1:00 - 5:00 PM, or by appointment. Free admission. Closed holidays. For more information, call (616) 331-2563, or visit our website: gvsu.edu/artgallery



GVSU ART GALLERY Explore.
Discover.
Share.



Welcome!

Dear Michigan Museums Association Participant:

It is my sincere pleasure to welcome you to Michigan's Capital City. We're pleased that you have selected our hometown as the site of your 2017 Conference, and I trust that you'll have not only a successful event, but an enjoyable time here in Greater Lansing.

You'll find a comfortable atmosphere throughout our entire community, with countless opportunities for action and adventure or rest and relaxation. We're proud to recommend any one of our many great restaurants and numerous shopping options, all easy to find and in a friendly, safe and affordable environment. If your schedule permits, I encourage you to explore the city on foot, whether you're browsing through the shops in downtown Lansing, touring one of our magnificent museums, or strolling along more than 11 miles of scenic urban river trail passing by historic Old Town Lansing, Potter Park Zoo, and Cooley Law School Stadium, home of the Lansing Lugnuts.

When your meetings wrap up for the day, you'll find Greater Lansing open for business! Dining, theatre, nightlife and entertainment for every taste keeps Lansing residents and visitors busy until late into the evening. As night falls, take a ride on our Entertainment Express trolley, a fun and easy way to explore the many nightlife options in our entertainment district. Once again, welcome to Lansing. We're confident it won't take you long to agree, this is a great place to come together.

Sincerely,
Virg Bernero
Mayor of Lansing

Welcome to Lansing and the 2017 MMA Annual Conference!

While I always look forward to the Annual Conference, this year's theme resonates with me personally. "Sharing Our Stories: The Role of Michigan Museums" feels more urgent than ever. What is the role of museums in the current local, national, and international climate, when the very concepts of meaning and truth are under scrutiny? How do museums serve as trusted institutions? How can we give depth and context to complex and sometimes painful histories? How do the stories that we choose to tell—or purposefully avoid—from our collections influence public perception and discourse? And in light of funding concerns—how do we advocate (once again) for our own importance and value as a necessity and not a luxury.

It is no coincidence that we are in Lansing—the Capital City—to engage in this rich conversation. With Michigan's seat of government just outside these walls, we will explore together how to be more effective storytellers of diversity and complexity to multiple audiences, including legislators.

Thank you to the many volunteers that made this conference possible, to my fellow Board members, and to the MMA staff: Lisa Craig Brisson and Claire Johnston. On behalf of myself and the Board of Directors, thank you to the conference sponsors, advertisers—and you for attending to join the conversation. We are happy that we were able to offer scholarships to some of our museum colleagues—thanks to the generous support of the donors to the MMA Spring Appeal that made their attendance possible.

I invite you to enjoy all that this conference has to offer, enjoy Greater Lansing, and to consider how you might want to become more involved with MMA.

Warmly,
Emily Fijol
President Michigan Museums Association

CONFERENCE SPONSORS

Thank you to our generous sponsors for making the conference possible.



UNIVERSITY OF MICHIGAN MUSEUM STUDIES PROGRAM

AMERICAN MUSEUM OF MAGIC

CAPITOL AREA TRANSPORTATION AUTHORITY

CONSERVATION AND MUSEUM SERVICES

HISTORIC PRESERVATION PROGRAM,
EASTERN MICHIGAN UNIVERSITY

MACKINAC STATE HISTORIC PARKS

MICHIGAN STATE UNIVERSITY RESIDENTIAL
COLLEGE IN THE ARTS AND HUMANITIES

QUINN EVANS ARCHITECTS

GREATER LANSING CONVENTION AND VISITORS BUREAU

CONFERENCE AT A GLANCE

All locations are the Radisson Hotel Lansing at the Capitol unless noted otherwise

TUESDAY, OCTOBER 17

| | | |
|-----------|-------------------|--|
| 5:00-6:00 | Registration Open | Conference Central |
| 6:00-7:30 | Opening Reception | Eli and Edythe Broad Art Museum at MSU |

WEDNESDAY, OCTOBER 18

| | | |
|-------------|------------------------|-----------------------------------|
| 8:00-3:00 | Registration Open | Conference Central |
| 8:30-9:00 | Newcomer's Coffee | Conference Central |
| 8:30-3:00 | Vendors | Conference Central |
| 9:00-10:30 | Keynote: Juanita Moore | Capitol I & II |
| 10:30-11:00 | Break | Conference Central |
| 11:00-12:00 | Concurrent Sessions | Capitol III & IV, Michigan I & II |
| 12:00-2:00 | Awards Lunch | Capitol I & II |
| 2:00-3:00 | Concurrent Sessions | Capitol III & IV, Michigan I & II |
| 3:00-5:00 | Local Tours | Leaving from Conference Central |
| 5:30-7:30 | Evening Reception | Michigan History Center |
| 8:00 | Pub Crawl | Leaving from hotel lobby |

THURSDAY, OCTOBER 19

| | | |
|-------------|--------------------------|-----------------------------------|
| 8:15-3:45 | Registration Open | Conference Central |
| 8:45-9:15 | Student Coffee | Conference Central |
| | Conversation Stations | Conference Central |
| 9:15-10:30 | Keynote: John Capecci | Capitol I & II |
| 10:30-11:00 | Break | Conference Central |
| | Conversation Stations | Conference Central |
| 11:00-12:15 | Concurrent Sessions | Capitol III & IV, Michigan I & II |
| 12:15-2:15 | MMA Annual Meeting Lunch | Capitol I & II |
| 2:15-3:15 | Concurrent Sessions | Capitol III & IV, Michigan I & II |
| 3:15-3:45 | Break | Conference Central |
| 3:45-4:45 | Museum Café | Capitol I & II |
| 5:00-6:30 | Closing Reception | MSU Museum |

CONFERENCE CENTRAL

Conference Central is the place to go for all your conference needs.

Registration Desk

Stop by to pick up your nametag and tote bag. Need a map, information about the schedule, a secure place to charge your device, or pretty much anything in general? The registration desk is the place to visit.

Tuesday, October 17

5:00 PM TO 6:00 PM

Wednesday, Oct 18

8:00 AM TO 3:00 PM

Thursday, Oct 10

8:15 AM TO 3:45 PM

Museum Vendors

Wednesday, Oct 18

8:30 – 3:00 PM

Meet with businesses that provide products and services for museums.

- Kennari Consulting
- PaleoJoe
- Worgess Insurance
- Gene Ullery-Smith Graphic Design
- Good Design Group, LLC
- Paragon Design + Display
- Reagan Marketing & Design
- Tyler Supply Company

Conversation Stations

Thursday, October 19

8:45 – 9:15 AM & 10:30 – 11:00 AM

Join the conversation about:

- Digitization at The Henry Ford
- Making Museums Whole
- Designing MMA Awards
- My Turn: A Sensory Friendly Sunday
- Share Your Story—Museums are Community
- Storytime—from Program to Community Collaborations
- When Entry Level Isn't
- The Work We All Must Do: Diversity & Your Museum
- Museums and Activism
- Museum Café

CONCURRENT SESSIONS

We are trying something new this year. There are three different formats for concurrent sessions:

- P** **PANEL (P):** Includes a moderator and 3-5 presenters. Presenters will speak about a specific project or topic.
- C** **CAMPFIRES (C):** Conversations that those who attend a session have together as a group. The conversations are centered around a predetermined, specific topic and are led by a facilitator.
- H** **HOW-TO (H):** Attendees will gain experience through a guided, hands-on experience doing a specific activity.

Types of sessions are indicated in descriptions after the title. Please help us evaluate the effectiveness of the experiment during the conference feedback process.

RECEPTIONS

There are three receptions throughout the conference and all are included in the conference registration. Transportation is provided to the Wednesday evening reception. For parking instructions, please see handout included with your registration packet.

- Eli and Edythe Broad Art Museum at MSU - Tuesday, October 17 6:00-7:30 pm
- Michigan History Museum – Wednesday, October 18, 5:30-7:30 pm
- Michigan State University Museum – Thursday, October 19, 5:00-6:30 pm

LUNCHES

Lunch on both days will be held at the hotel and are included in conference registration.

- Wednesday, October 18 - MMA Awards
- Thursday, October 19 - MMA Business Meeting

TOURS

All tours will take place on Wednesday, October 18 beginning at 3:00. Tours are included in the conference registration and will leave from the Conference Central area. Transportation to each tour venue varies, and all involve some walking.

Sign up at the registration table, if you haven't already.

- CADL: Capitol Area District Libraries Local History Room
- Capitol Complex: Michigan Hall of Justice
- Eli & Edythe Broad Art Museum, Michigan State University
- GAR Memorial Hall and Museum
- Impression 5 Science Center
- Lansing Art Gallery
- Michigan History Museum: Michigan Capitol Battle Flag Collection
- Michigan State Capitol
- Michigan State University Horticulture Demonstration Gardens
- Saper Galleries

Sharing our Stories: The Role of Michigan Museums

Are museums important?

For museum professionals, that question has an obvious answer. We are the stewards of the stories of our communities. From the objects we collect and preserve to our exhibits and programs; from the sense of place we provide and the tourism we drive— of course that is important. Of course museums are important.

But that value is not always as obvious to those outside the field on whom we rely for support: our governments, our funders, and even to our visitors and communities. We need to tell our own story as well. We need to talk about how we are serving and who we are serving.

In an ever-changing and unpredictable world, now is the time to emphasize our role. By preserving and sharing stories, museums advocate for the communities we represent. By sharing the stories of museums, we demonstrate our value to those we serve.

TUESDAY, OCTOBER 17

PRE-CONFERENCE WORKSHOP- BECOMING A CHAMPION FOR MUSEUMS

Bob Beatty, Lyndhurst Group

Ultimately, an organization's true value is measured in its importance to its community. Stakeholders often learn of our impact (and engage in our work) through efforts in sharing messages about our role and importance to community life. This is part of our job description as museum professionals and is a year-round activity that extends beyond policymakers and includes your stakeholders throughout the community including friends, neighbors, donors, and members.

In this workshop, learn how to effectively make your case incrementally, from the basics of the process, to creating a plan to articulate message, and to engaging stakeholders in the cause.

OPENING RECEPTION

6:00 – 7:30 PM

Eli and Edythe Broad Art Museum at Michigan State University

Designed by Pritzker Prize-winning architect Zaha Hadid, the Eli and Edythe Broad Art Museum sits on the edge of the Michigan State University campus in the heart of East Lansing. The exhibitions rotate every one, three, or six months so every time you visit, there is something new on view. Start the conference off on a stimulating note by networking with fellow attendees, visiting the museum's galleries, and hearing from our director, Marc-Olivier Wahler (tentative). Be sure to explore *The Transported Man*, Wahler's debut exhibition during its final week on view. For parking instructions, please see handout included with your registration packet.

Sponsored by the Eli and Edythe Broad Art Museum at MSU

WEDNESDAY, OCTOBER 18

REGISTRATION AND VENDORS

8:30 AM – 3:00 PM

Conference Central, Radisson Hotel Lansing at the Capitol

Pick up your nametag and registration materials, securely charge your mobile device and visit with businesses offering services to museums and cultural organizations.

Totebags sponsored by Quinn Evans Architects.

Charging Station sponsored by the Greater Lansing Convention and Visitors Bureau.

NEWCOMERS COFFEE

8:30 – 9:00 AM

Conference Central, Radisson Hotel Lansing at the Capitol

First time at an MMA conference? Come early for coffee and a chance to ask questions and meet MMA regulars. MMA Conference veteran? Come early for coffee and help welcome colleagues new to the experience.

Sponsored by Mackinac State Historic Parks.

KEYNOTE- VOICE OF THE COMMUNITY: OUR OPPORTUNITY, OUR OBLIGATION

9:00 – 10:30 AM

Capitol I & II

Juanita Moore, President & CEO, Charles H. Wright Museum of African American History

African American museums have a rich tradition as community institutions, tailoring programming, exhibitions, and even facilities for the involvement of the communities from which they emerged. Juanita Moore, president & CEO of Detroit's Charles H. Wright Museum of African American History, explores this history as a spring board for understanding the opportunity and obligation of a museum to be a voice for its community. The Wright's yearlong commemoration of the 50th anniversary of the 1967 Detroit Rebellion is one example of such involvement with, by and for the metropolitan Detroit community.

BREAK

10:30 – 11:00 AM

Conference Central, Radisson Hotel Lansing at the Capitol

Michigan State University Residential College in Arts and Humanities

CONCURRENT SESSIONS

11:00 – 12:00 PM

Radisson Hotel Lansing at the Capitol

P PANEL, **C** CAMPFIRE, **H** HOW-TO • See session format explanations on pg. 5.

Event Rentals - A Balancing Act: Preserving and Protecting Your Historic Space **C**

Capital III

Sara Schultz, Museum Manager, Ford Piquette Avenue Plant

Rennae Healey, Museum Assistant, Ford Piquette Avenue Plant

The demand for nontraditional event spaces is growing. In turn, museums and historic sites have begun to open their doors to more facility rentals, creating new challenges and new opportunities. This session will foster dialogue on the balancing act of maintaining integrity as a museum and generating revenue through hosting events. Through shared experiences, attendees will explore strategies and mechanisms to reach the new audiences that come with renting and utilizing spaces at historic sites.

Increasing Audience Diversity and Inclusion in your Museum—Create an Action Plan **H**

Capital IV

Stacey Simmons, Community Outreach Program Manager, The Henry Ford

Given the nation's rapidly changing demographics, the future of museums depends in large part on engagement in diversity and inclusion initiatives. In this session, explore how to integrate these vital initiatives and create a plan of action that can be implemented by cultural institutions large and small (even on a shoestring budget). By sharing tactics that worked well for The Henry Ford in initiating, expanding, and enhancing its Community Outreach Program, we will identify actionable processes to initiate new community relationships, provide more inclusive programming and activities within the existing framework, and establish an ongoing commitment to these actions.

Digitizing a Newspaper Collection and Bringing it to Life **P**

Michigan II

Pat McKay, Manager at the Rochester Hills Museum at Van Hoosen Farm

Samantha Lawrence, Archives and Collections Coordinator at the Rochester Hills Museum at Van Hoosen Farm

Ken Imhoff, General Manager at DocuStore

What does it take to digitize hundreds of newspapers and make them searchable online? The Rochester Hills Museum was faced with this question when they decided to digitize their local newspaper collection in an effort to share it with their community. The panelists will discuss how they identified a company to digitize the fragile documents, financed the project, and found a web server to make the newspapers available online.

Student Papers **P**

Michigan III

JACOB MCCORMICK, MICHIGAN STATE UNIVERSITY, CURRENT STUDENT

Collecting Marching Band Uniforms as Historical Objects

This presentation highlights the importance of collecting marching band uniforms by museums and cultural institutions, using the MSU Museum collection as a case study. Marching band uniforms serve as tools for community building and collective memory and as resources for historical research. Knowledge can be gleaned from studying the objects themselves and their place in local history, fashion history, and the social history of music and band life.

SAMANTHA MALOTT, EASTERN MICHIGAN UNIVERSITY, 2016 GRADUATE

Boom to Blight: Brush Park, 1900 – 1950

Often referred to as a microcosm of Detroit, Brush Park's decline from prosperity to decades of blight highlights some of the city's broader issues, including an aggressively reinforced economic hierarchy and redlining. This presentation will explore a website designed to focus on Brush Park's transitional years in order to identify the changes that led to its physical deterioration. The goal of this project was to develop a method of preserving this neighborhood's history in a location easily accessible to modern Detroiters, so they may leverage this information for the betterment of their city.

KATHERINE WATSON, SAGINAW VALLEY STATE UNIVERSITY, 2016 GRADUATE

"A Shining Light": The Flint Children's Museum

Using my experiences working at the Flint Children's Museum (FCM) as a springboard, this session will explore the institution's past, present, and future by learning why it was founded, its expansion, where it's going, and how the FCM engages with surrounding community members and organizations.

JASMINE SMITH, MICHIGAN STATE UNIVERSITY, 2017 GRADUATE

Interning at a Developing Museum: The Battle Creek Regional History Museum

This presentation will discuss the rewards, challenges and suggestions for interning at a developing institution. The Battle Creek Regional History Museum is a relatively new institution run by a group of volunteers. Their goal is to preserve and share the history of Battle Creek, which was home to historical figures such as Sojourner Truth and W.K. Kellogg. However, most of the museum's exhibition space and collection is in the very beginning stages of development.



The Michigan Museums Association is supported by the
Michigan Council for Arts and Cultural Affairs
and the **National Endowment for the Arts.**

AWARDS LUNCHEON

12:00 – 2:00 PM

Capitol I & II, Radisson Hotel Lansing at the Capitol

Awards recognizing excellence and leadership in the Michigan Museums Community.

- MMA Volunteer
- President's Award
- Peninsulas Prize

Sponsored by The Henry Ford

CONCURRENT SESSIONS

2:00 – 3:00 PM

Radisson Hotel Lansing at the Capitol

P PANEL, **C** CAMPFIRE, **H** HOW-TO • See session format explanations on pg. 5.

The Artistry of Brewing a Signature Festival for the Museum and Community **P**

Michigan II

Kyle Liechty, Festival Director with the Ella Sharp Museum

Clay McAndrews, Marketing Chair with the Jackson Young Professionals

Dave Burgdorf, Winemaker and Owner with Burgdorf's Winery

Melissa Stroede, Community Presenting Sponsor with County National Bank

It takes the combination of unique ingredients, top shelf investments, and quality camaraderie to create a memorable cocktail tasting experience. Over 13 years of event mixology, the Ella Sharp Museum has finally crafted a refined beverage that treats all taste buds, from experimentalists to connoisseurs alike. The panelists will discuss the ingredients and investments that it takes to create the annual "Art, Beer and Wine Festival," the signature fundraising event at the museum, from a range of perspectives from across the community.

No Experience Necessary: How To Bring Change Through Strategy Development **H**

Capitol III

Max Evjen, Exhibitions Technology Specialist, Michigan State University Museum

Does your organization need to develop a strategy but you don't know where to start? Are you looking for a way to make change in your organization in which all voices in the organization are heard? If so, this session is for you! This session will guide participants through a tested method of using the Digital Engagement Framework to facilitate strategy in their own organization. Participants will walk away with a document that begins to outline a strategy (digital or other) for their own organization that they can fill out more completely with individuals in those organizations.

Working with Elected Officials **H**

Michigan III

Andrew Johnston, Vice President of Government and Corporate Affairs, Grand Rapids Area Chamber of Commerce

In this session, discover how to be an impactful advocate for your institution and the museum industry. Session attendees will come away with effective strategies for developing relationships with local and state elected officials. Learn who your officials are, how to approach them, and walk away with tips, tricks and resources to tell your story.

Inventories: How to Handle Undocumented Objects, Deaccessioning and Direct Care **H**

Capitol IV

Sarah Humes, Registrar, Kalamazoo Valley Museum

Samantha Engel, Historian, Dow Gardens

Brian S. Jaeschke, Registrar, Mackinac State Historic Parks

For many museums, tackling an inventory and the potential problems that may arise can be intimidating. Inventories bring to light problems that have typically been set aside or deemed low-priority. Museums and historic houses of all types and sizes continue to ask: What's the best way to face an inventory? What about undocumented objects? How do we deal with objects that no longer fit within our mission?

Not only will this engaging and interactive session tackle these questions, but also those concerning a museum's ethical and legal obligations for undocumented and found-in-collection objects, how to incorporate those items into your collection, and the standards/best practices for deaccessioning and direct care.

TOURS

3:00 – 5:00 PM

Leaving from Conference Central, Radisson Hotel Lansing at the Capitol

Tours are included in the conference registration. Transportation to each tour venue varies, and all involve some walking. Sign up at the registration table, if you haven't already.

Sponsored by the Historic Ford Estates

CADL: CAPITOL AREA DISTRICT LIBRARIES LOCAL HISTORY ROOM

This tour of the Capital Area District Libraries will begin in the Local History Room, with its hints of Victorian decor that call to mind the stately older homes of Lansing. The tour will continue with a behind-the-scenes look at their extensive archival collections, their digitizing operation, and the patron digital reformatting station that serves the 13-branch Capitol Area District Library system. Light refreshments will be served. The Local History Room is a half mile walk from the Radisson Hotel.

CAPITOL COMPLEX: MICHIGAN HALL OF JUSTICE

Take in the historic scenery on this guided walking tour through the Capitol Complex on our way to the Hall of Justice. Participants will examine and reflect the impact of state government on the surrounding landscape. Upon arriving at the court building, participants will have the opportunity to view historical photos, maps, and documents showcasing how the landscape has changed over time. The Michigan Supreme Court courtroom and Learning Center, a hands-on gallery educating visitors about the judicial system will also be visited. This tour requires extended walking (10 blocks), photo ID and security screening to enter the Hall of Justice. No weapons allowed.

ELI & EDYTHE BROAD ART MUSEUM, MICHIGAN STATE UNIVERSITY

The Eli and Edythe Broad Museum at Michigan State University is dedicated to exploring contemporary culture and ideas through the probing gaze of international artists. On this tour, get ready for an unconventional look at their newest exhibition, *The Transported Man*. Discover how ordinary objects are transformed into works of art through in-gallery activities, art-making, and a behind-the-scenes look at the building. The Eli and Edythe Broad Museum is 15 minutes away from the Radisson Hotel by bus.

GAR MEMORIAL HALL AND MUSEUM

Michigan's Grand Army of the Republic (GAR) Memorial Hall and Museum is the only museum of its type in the state that is solely dedicated to ensuring the history and contributions of the GAR and its Michigan Civil War Veteran members are not forgotten. Located in the former James B. Brainerd Post 111 Hall in Eaton Rapids, the museum houses over 3,000 artifacts and records. A virtual tour of the second floor will be available to guests unable to use stairs. The museum is a 50 minute round trip from the conference center, and visitors will be transported via bus. Light refreshments will be served.

IMPRESSION 5 SCIENCE CENTER

Impression 5 Science Center is a dynamic, interactive space for families to play, create, and challenge their understanding of science. Take a look behind-the-scenes and meet the exhibits team who will share insights on building hands-on activities. During this tour you will visit the recently opened youth maker space Think Tank! and learn about engagement for youth audiences. Please wear closed toe shoes. Impression 5 Science Center is a short walk from the Radisson Hotel.

LANSING ART GALLERY

Lansing Art Gallery & Education Center promotes public awareness, education, and enjoyment of the visual arts by promoting the works of Michigan artists. A guided tour of the facility will be followed by a hands-on print making experience. Then, staff will speak about the artwork on display and take questions about their planning process and their approach to audience engagement. The Lansing Art Gallery is a short walk from the Radisson Hotel.

MICHIGAN HISTORY MUSEUM MICHIGAN CAPITOL BATTLE FLAG COLLECTION

Join the Chair of Save the Flags for a special viewing of The Michigan Capitol Battle Flag collection at the Michigan Historical Museum. 90,000 Michigan soldiers fought in the American Civil War and 15,000 made the ultimate sacrifice. The bullet torn, blood stained battle flags they carried and died beneath were their proudest possessions, they stood for the Union and as the rallying point in combat.

The collection includes 240 flags from the Civil War, the Spanish American War and World War I. Participants. Please wear comfortable walking shoes, as our tour host will guide participants from the hotel to the State Museum. Upon arriving, chairs will be available during viewing and the rest of the museum is accessible to wheelchairs.

MICHIGAN STATE CAPITOL

First opened in 1879, the Michigan Capitol plays a dual role as a significant historic site and the seat of our state government. On this tour, you will see the capitol's rotunda, governor's office, house and senate chambers, and historic supreme court. Learn about the building's history, the Michigan legislature, and how the capitol functions as both a cultural resource and working government building. The Capitol is a short walk from the Radisson Hotel.

MICHIGAN STATE UNIVERSITY HORTICULTURE DEMONSTRATION GARDENS

Situated within 14 acres of Michigan State University's beautiful south campus, the internationally recognized Horticulture Demonstration Gardens offers various opportunities for students and community members alike to explore and learn about 4 distinctly different garden collections: The Amien Carter Annual Gardens, the Judith A. DeLapa Perennial Gardens, Michigan 4H Children's Garden, and Clarence E. Lewis Landscape Arboretum. On this tour, participants will discuss the history and importance of living collections in relation to their community impact and influence over time. This tour will require extended walking and will take place regardless of weather conditions; please dress accordingly.

SAPER GALLERIES

This walking tour will take you through three skylight-lit gallery spaces containing 1,500 works of art by 150 artists from 15 countries. The tour will include the framing department, which has won awards for its functional space design. Recognized as the number one exhibition gallery in 2007 by Decor magazine for its Picasso exhibition, the gallery has also featured works by Rembrandt, Peter Max, Audubon, Pissarro, Norman Rockwell, and Dr. Seuss!

EVENING RECEPTION

5:30 – 7:30 PM

Michigan History Museum

Michigan hors d'oeuvres, drinks, and history will all be yours to enjoy as you stroll through the Michigan History Museum. Staff and volunteers will be on hand to share our new long-term Anishinaabe exhibit; our special exhibit, "The River that Changed the World," featuring the Au Sable River; behind-the-scenes with Michigan's Civil War flags; and the Archives of Michigan. For parking instructions, please see handout included with your registration packet.

This event will also include a Meet and Greet with Michigan legislators and their staff.

Sponsored by the Detroit Institute of Arts with support from the Michigan History Center.

DINNER ON YOUR OWN

PUB CRAWL

8:00 - ???

Leaving from the lobby of the Radisson Hotel Lansing at the Capitol

Sponsored by Conservation and Museum Services.

THURSDAY, OCTOBER 19

REGISTRATION OPEN

8:15 – 3:45 PM

Conference Central, Radisson Hotel Lansing at the Capitol

Pick up your nametag and registration materials, securely charge your mobile device, or ask questions about the conference or MMA.

Totebags sponsored by Quinn Evans Architects. Charging Station sponsored by Greater Lansing Convention and Visitors Bureau.

STUDENT COFFEE

8:45 – 9:15 AM

Conference Central, Radisson Hotel Lansing at the Capitol

Students are invited to meet and talk with MMA Board members and others interested in supporting future members of the museum field.

Sponsored by the Michigan State University Museum Studies Program.

CONVERSATION STATIONS

8:45 – 9:15 AM (Also 10:30 -11:00)

Conference Central, Radisson Hotel Lansing at the Capitol

Talk with MMA members about a variety of subjects and project experiences.

DIGITIZATION AT THE HENRY FORD

Robin Derminer, Digital and Emerging Media

This conversation will offer a behind-the-scenes look at how The Henry Ford creates and makes available various forms of digital content using the Rapid Archival Imaging and Description (RAID) workflow. You will have the opportunity to pose questions and learn strategies that can be applied at your institution.

MAKING MUSEUMS WHOLE

Jason Dake, Dennon Museum Center

Let's discuss the real impact that low-paying, temporary jobs have on our field and colleagues. Instead of "doing more with less," let's search for solutions to better communicate to our donors and supporters the "whole costs" of operating a museum.

DESIGNING MMA AWARDS

Stacey Burns, Grand Valley State University

MMA is evaluating and considering revising our awards program. We need the ideas of MMA members to create a representative, diverse, engaging recognition program that shows off and shares the outstanding work done in Michigan museums.

MY TURN: A SENSORY FRIENDLY SUNDAY

Larissa Kunynskyj, Ann Arbor Hands-On Museum

Join us for a conversation about My Turn, a sensory-friendly event created by the Ann Arbor Hands-On Museum in conjunction with eight community partners. Discover the lessons we've learned, imagine these tools applied at your museum, and consider collaborating with us.

SHARE YOUR STORY—MUSEUMS ARE COMMUNITY

Megan McAdow, Ruth Mott Foundation/Applewood: The Charles Stewart Mott Estate

Let's talk about working with local communities within and outside "museum walls." We'll show you our Share Your Story website and program, which captures community connections to our historic site and Flint. We look forward to your feedback (and maybe you'll also have a story to share!).

STORYTIME—FROM PROGRAM TO COMMUNITY COLLABORATIONS

Renee Saba, Ruth Mott Foundation/Applewood: The Charles Stewart Mott Estate

Join us for a conversation about our new weekly Storytime, a community partnership program that will bolster community-wide literacy goals and increase access to Applewood for the deaf and hard of Hearing community. We'll share what we've learned, and hope you'll give us ideas for keeping Storytime fresh.

WHEN ENTRY LEVEL ISN'T

Michelle McClellan, Ella Sharp Museum

Let's talk about getting that first job. How can students and other newcomers to the museum field gain the experience that is often required for "entry level" positions? Does the expectation of unpaid internships work against the goal of diversifying the field? And if so, what can employers and educators do about it?

THE WORK WE ALL MUST DO: DIVERSITY & YOUR MUSEUM

Megan Osetek, Kalamazoo Valley Museum

Join us for a conversation on starting a committee or team focused on cultural competency work in museums. You're doing the work, but how do you formalize it? Use the Kalamazoo Valley Museum as a case study and hear our journey.

MUSEUMS AND ACTIVISM

Leslie Pielack, Birmingham Museum

What role, if any, does activism play in the museum setting? This timely topic is on the minds of many museums and cultural institutions, big and small. Stop by our conversation station and let us know what you think. We will even have an opportunity for you to video record your opinion. We'll also share what we will be doing this fall at the Birmingham Museum.

MUSEUM CAFÉ

MMA Programs Team

We hope to see you this afternoon for the Museum Café—but first, tell us what you want to talk about!

KEYNOTE- ADVOCACY STORIES WITHIN US

9:15 – 10:30 AM

Capitol I & II, Radisson Hotel Lansing at the Capitol

John Capecci, communication professional and co-author of Living Proof: Telling Your Story to Make a Difference

Stories about our cultural institutions—who they are, what they do and who they serve—are critical to proving their value. Just as important, however, are the personal stories of individuals who are devoted to and passionate about their work. This keynote presentation explores how the power of lived experience can be harnessed to engage others in our advocacy messages and how—when we honor what we know at our core to be true and valuable—we all can become advocates for the institutions, communities and causes we care about.

Sponsored by the University of Michigan Museum Studies Program

BREAK AND CONVERSATION STATIONS

10:30 – 11:00 AM

Conference Central, Radisson Hotel Lansing at the Capitol

See previous for Conversation Station descriptions.

CONCURRENT SESSIONS

11:00 – 12:15 PM

Radisson Hotel Lansing at the Capitol

P PANEL, **C** CAMPFIRE, **H** HOW-TO • See session format explanations on pg. 5.

Community Classroom Collaborations: a.k.a Field Trips **H**

Michigan III

Michele Dunham, Education Program Coordinator, Rochester Hills Museum at Van Hoosen Farm

The Rochester Hills Museum at Van Hoosen Farm partners with Rochester Community Schools to provide the history component of the social studies curriculum to all students in grades K-4 through Community Classroom Collaborations. This session will lead attendees through the process of developing, marketing, scheduling, implementing, staffing and assessing strong, curriculum driven programs. Attendees will have the time and tools to network, brainstorm and explore the different opportunities that your museum has to create programs that align with curriculum and provide a relevant and valuable experience that becomes an extension of the classroom.

Preserving History and Presenting Truths: Our Highest Calling? **C**

Capitol III

Petra Alsoofy, Educator, Arab American National Museum

At a time when traditional media has been successfully marginalized as a source of accurate information and social media has become an engine for increased polarization in our society, can museums fill in the gap? People generally trust museums to tell the truth, but is truth one-sided?

During this session, attendees will consider whether we deserve the public's trust. Together, we will ponder critical questions: Should museums be presenting the truth or rather the complexity of an event or a story? Are we responsible for the missing perspectives? Are we telling the whole truth? Why or why not? In what way are museums biased? What steps can we take to ensure we do not break the public trust?

Making Our Work Visible: Outreach Related to Grant-Funded Work **P**

Michigan II

Louise Stewart Beck, IMLS Conservator, The Henry Ford

Mallory Bower, Conservation Assistant, The Henry Ford

Rick Plummer, Executive Director, Mason County Historical Society

Jessica Herczeg-Konecny, Digital Asset Manager, Detroit Institute of Arts

Barbara Heller, Director and Conservator, Special Projects, Detroit Institute of Arts

Michigan museums receive thousands of federal and state funding dollars annually to conduct research and support collections. With funding agencies under attack, it is more important than ever to ensure that the public understands the role and importance of grant-funded work in museums. This panel will explore how museums of all sizes are emphasizing the role of grants in their work, and how the public responds to and absorbs this outreach. The panelists will discuss their outreach efforts and present results such as a new website, use of emerging technology such as Facebook Live, and in-person outreach efforts.

Sharing Our Stories: Oral Histories Beyond the Archive **H**

Capitol IV

Bree Boettner, Manager of School Programs, Detroit Historical Society

William Winkel, Detroit '67 Oral History Project Manager, Detroit Historical Society

Oral history projects can help history museums build community relationships and gather diverse perspectives on local history. In this session, participants will learn the basics of creating multicultural, community-wide oral history projects, and why and how collecting oral and written histories demonstrates a frequency of competing truths. Session participants will use collected oral histories to gather a better understanding of the importance of reaching out to various communities to fully understand historical events, while leaving with tangible ideas on how to use oral history content to develop more inclusive, representative and diverse historical content for exhibitions and educational programming.

LUNCH AND MMA BUSINESS MEETING

12:15 – 2:15 PM

Capitol I & II, Radisson Hotel Lansing at the Capitol

MMA's annual business meeting will include recognition of outgoing board members, updates on previous accomplishments and future plans (including the 2018 conference), election of new board members, and fabulous door prizes.

Sponsored by Timothy Chester and Henry Matthews.

CONCURRENT SESSIONS

2:15 – 3:15 PM

Radisson Hotel Lansing at the Capitol

P PANEL, **C** CAMPFIRE, **H** HOW-TO • See session format explanations on pg. 5.

Traveling Exhibition Programs that Work **P**

Michigan II

Elizabeth Chilton, Manager of Curatorial Affairs at the Arab American National Museum

Dr. Marsha MacDowell, Museum Curator, Michigan State University Museum

Veronica French, Collections Assistant, Michigan State University Museum

Syretta Simpson, Visitor Communication Specialist, Detroit Institute of Arts

How can museums serve people who don't come through their doors? Three Michigan-based museums have successfully extended their reach by taking their exhibits beyond their own walls to meet new audiences where they are. During this session, learn how the traveling exhibition launched at the Arab American National Museum five years ago has grown to serve more than 300,000 visitors in 2016. Discover two examples of how the Michigan State University Museum co-develops exhibitions to expand their reach within Michigan, regionally, nationally, and internationally. Hear about the "Top Five Messy Lessons" of community outreach programs at the Detroit Institute of Arts. Session participants will learn the challenges these organizations faced when taking exhibitions outside of the walls of their museums; important lessons learned by each of these organizations that can be applied to museums large and small; and the impact of traveling exhibitions for these institutions as well as the communities they serve.

Parenting in the Workplace **C**

Capitol III

Ashley Ross, Assistant Manager, Collection & Exhibitions, Ruth Mott Foundation/Applewood:

The Charles Stewart Mott Estate

Claire Johnston, Curator & Exhibits Coordinator, Historic Charlton Park

Are you a parent? Thinking about jumping on the baby bandwagon? Sit down with your colleagues to have a constructive and realistic conversation about parenting while working in museums. Guided by the moderators, you will have the opportunity to discuss challenges and successes when it comes to museum work and the apple(s) of your eye. Finish the discussion with next-steps and ideas for how to keep the conversation going.

Museums Advocacy Day: Speaking Out for Museums **P**

Capitol IV

Sanam Arab, University of Michigan

Jason Dake, Dennon Museum Center

Connie Locker, Holland Museum

Lisa Craig Brisson, Michigan Museums Association

MMA has participated in AAM's Museums Advocacy Day since its inception. The event gathers museum professionals from throughout the country to visit the offices of U.S. Senators and Representatives. In recent years, increased participation by MMA members has resulted in a stronger impact and stronger relationships between Michigan museums and those who represent our state in Washington, D.C. Learn about the event from members who have attended, and find out how you can participate, from home or in person, in 2018.

Curating Craftivism **P**

Michigan III

Mary Worrall, Curator of Cultural Heritage, Michigan State University Museum

Shirley Wajda, Curator of History, Michigan State University Museum

Molly McBride, Folklorist, Michigan Traditional Arts Program, Michigan State University Museum

Craftivism, according to Betsy Greer, is "a way of looking at life where voicing opinions through creativity makes your voice stronger, your compassion deeper and your quest for justice more infinite." How might museums co-create and collect handmade objects made as sociopolitical statements? How might museums secure and preserve the voices of their makers? How does craftivism redefine practices of historical communities and how do museum professionals then rethink collections? This panel engages museums' roles as sites of civic engagement as well as examines the everyday difficulties of organizing, documenting, curating, exhibiting, and managing collections based on craft and politics.

BREAK

3:15 – 3:45 PM

Conference Central, Radisson Hotel Lansing at the Capitol

Sponsored by the American Museum of Magic.

MUSEUM CAFÉ

3:45 – 4:45 PM

Capitol I & II, Radisson Hotel Lansing at the Capitol

Museum Café allows small groups of people to have conversations and brainstorm in an informal setting. Participants will have a variety of topics to choose from and multiple opportunities for different conversations.

CLOSING RECEPTION

5:00 – 6:30 PM

Michigan State University Museum

The conference wraps up with a lovely evening reception at the MSU Museum, one of the earliest established museums in the nation. Opening in 1857, the MSU museum cultivates interdisciplinary linkage across campus, particularly in college-based programs in the sciences, arts and humanities, and international studies. The museum has three floors of exhibits to explore and holds in its collections nearly a million objects and specimens in Anthropology, Natural Science, Folk Arts, and History from around the world. For parking instructions, please see handout included with your registration packet.

Conversation Stations are a new addition to the MMA conference line-up. Make sure to let us know what you think in the conference evaluation survey you'll be getting.

SPECIAL THANKS

This conference would not be possible without the generosity of our sponsors, the dedication and creativity of the volunteers, and the involvement of the board of directors and staff. Thank you to all!

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2017 CONFERENCE TEAMS

Engagement

- Julie Cook (Lead), Historic Ford Estates
- Brittany Benson, Eli and Edythe Broad Art Museum
- Helen DeMarsh - University of Michigan Herbarium
- Keith Harrison, GAR Memorial Hall and Museum
- Laura Lipp, The Henry Ford
- Victoria Morris, The Henry Ford
- Megan Osetek, Kalamazoo Valley museum
- Julia Toro, Detroit Institute of Arts

Programs

- Melanie Parker (Lead), Detroit Institute of Arts
- Susan Bandes, Michigan State University Museum Programs
- Elizabeth Chilton, Arab American National Museum
- Bettina Cousineau, Ford Presidential Museum
- Regina Goram, Kalamazoo Valley Museum
- Sarah Humes, Kalamazoo Valley Museum
- Ranti Junis, Michigan State University Libraries
- Megan McAdow, Applewood
- Michelle McClellen, Ella Sharp Museum
- Simon Mused, Michigan Science Center
- Katie Pritchard, University of Michigan Museum of Art
- Claire Johnston, Historic Charlton Park

Revenue

- Elizabeth Palmer (Lead), Ella Sharp Museum
- Mallory Bower, The Henry Ford
- Cheryl Chidester, Argus Museum – Washtenaw County Historical Society
- Ann Rock, Consultant

Conference Central

- Heather Moore (Lead), Applewood
- Maria Quinlan Leiby, Michigan History Museum (retired)
- Ashely Ross, Applewood
- Brittany Phalen, Sloan*Longway
- Carole Wrubel, Michigan Science Center

Recognition

- Stacey Burns (Lead), Grand Valley State University
- Kevin Geary, Tri-Cities Museum
- Brian Yopp, Motor Cities National Heritage Area
- Joel Zwart, Calvin College-Center Art Gallery
- Katie Pershon, Grand Valley State University

Communications

- Caitlyn Perry Dial (Communications Team Lead), Michigan Women's Historical Center and Hall of Fame
- Samantha Engel (Conference Communications Lead), Dow Gardens
- Regina Gorham, Kalamazoo Valley Museum
- Ranti Junus, MSU Libraries
- Jessica Marcetti, Henry Ford Estates
- Shannon Pinkster, Historic Charlton Park
- Julia Toro, Detroit Institute of Arts

Advocacy

- Sanam Arab, University of Michigan
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Jim Shaw, *Untitled (Obliterated High School Self Portrait)*, 2004

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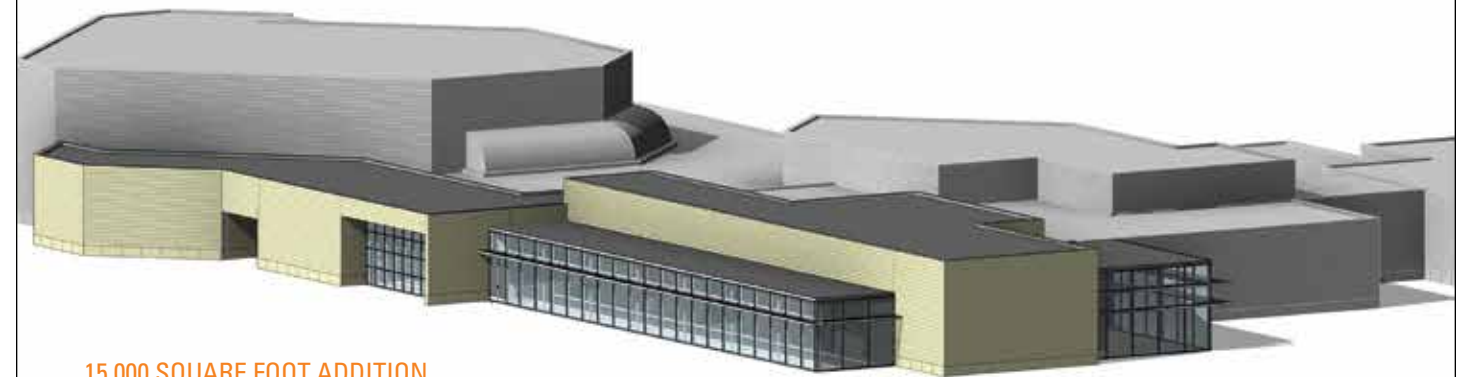
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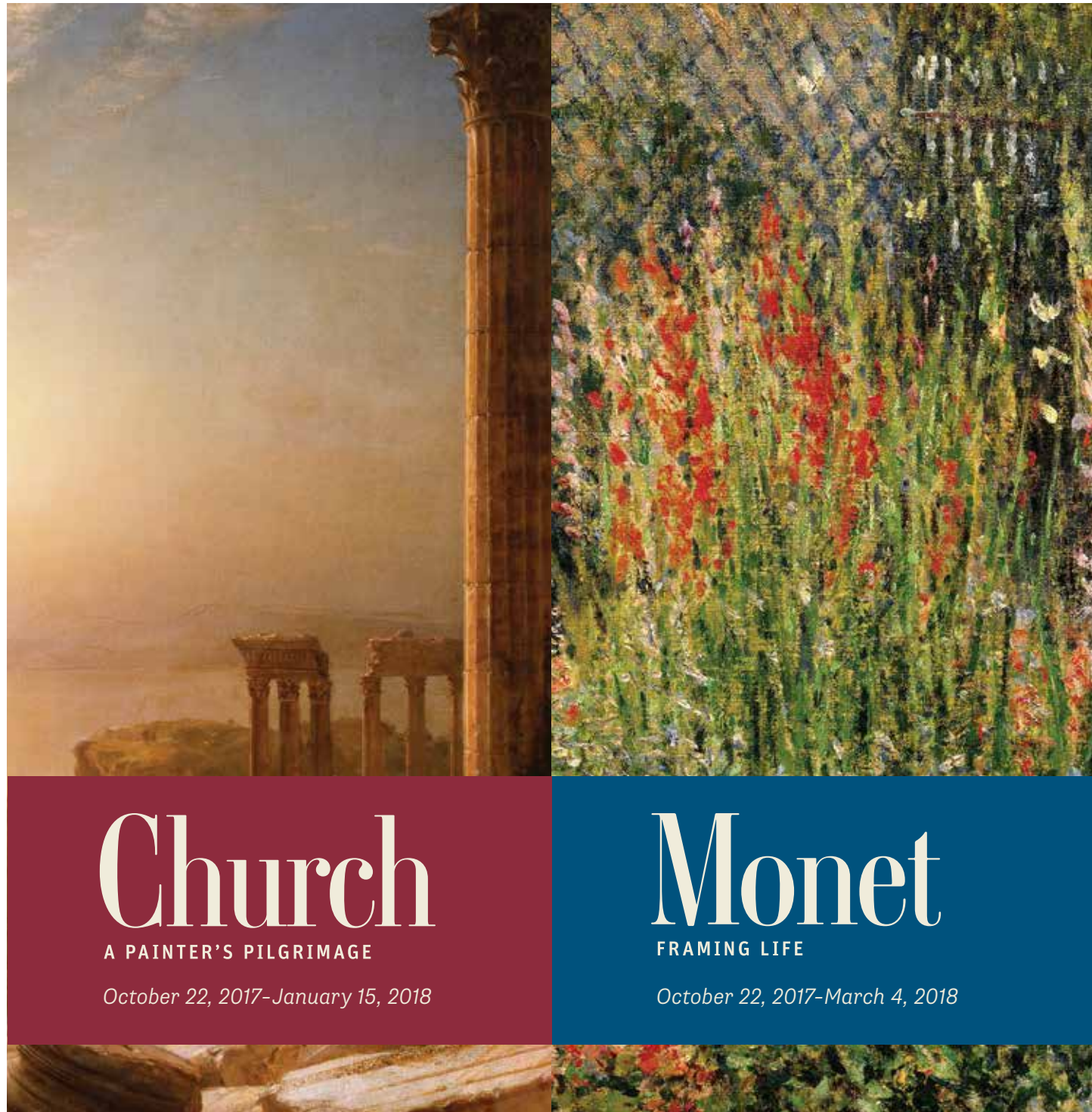
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Church: A Painter's Pilgrimage has been organized by the Detroit Institute of Arts. Generous support has been provided by the Terra Foundation for American Art and the Henry Luce Foundation. Additional support has been provided by the National Endowment for the Arts. A significant loan of objects has been provided by

Cooper Hewitt, Smithsonian Design Museum. Support for the catalogue has been provided by the Ida and Conrad Smith Fund.

Frederic Edwin Church, *Syria by the Sea* [detail], 1873, oil on canvas. Gift of Mrs. James F. Joy.

Monet: Framing Life has been organized by the Detroit Institute of Arts and made possible by the Bonnie Ann Larson Modern European Master Series. Generous corporate support has been provided by Park West Foundation, JPMorgan Chase, Altair, English Gardens, and Grand Hotel-Mackinac Island. Major support has been provided by Lois and Avern Cohn. Additional funding is contributed by Dr. Mark and Amy Haimann, Dr. Theodore and Diana Golden,

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Claude Monet, *Rounded Flower Bed (Corbeille de fleurs)* [detail], (formerly known as *Gladioli*), 1876, oil on canvas. City of Detroit Purchase.



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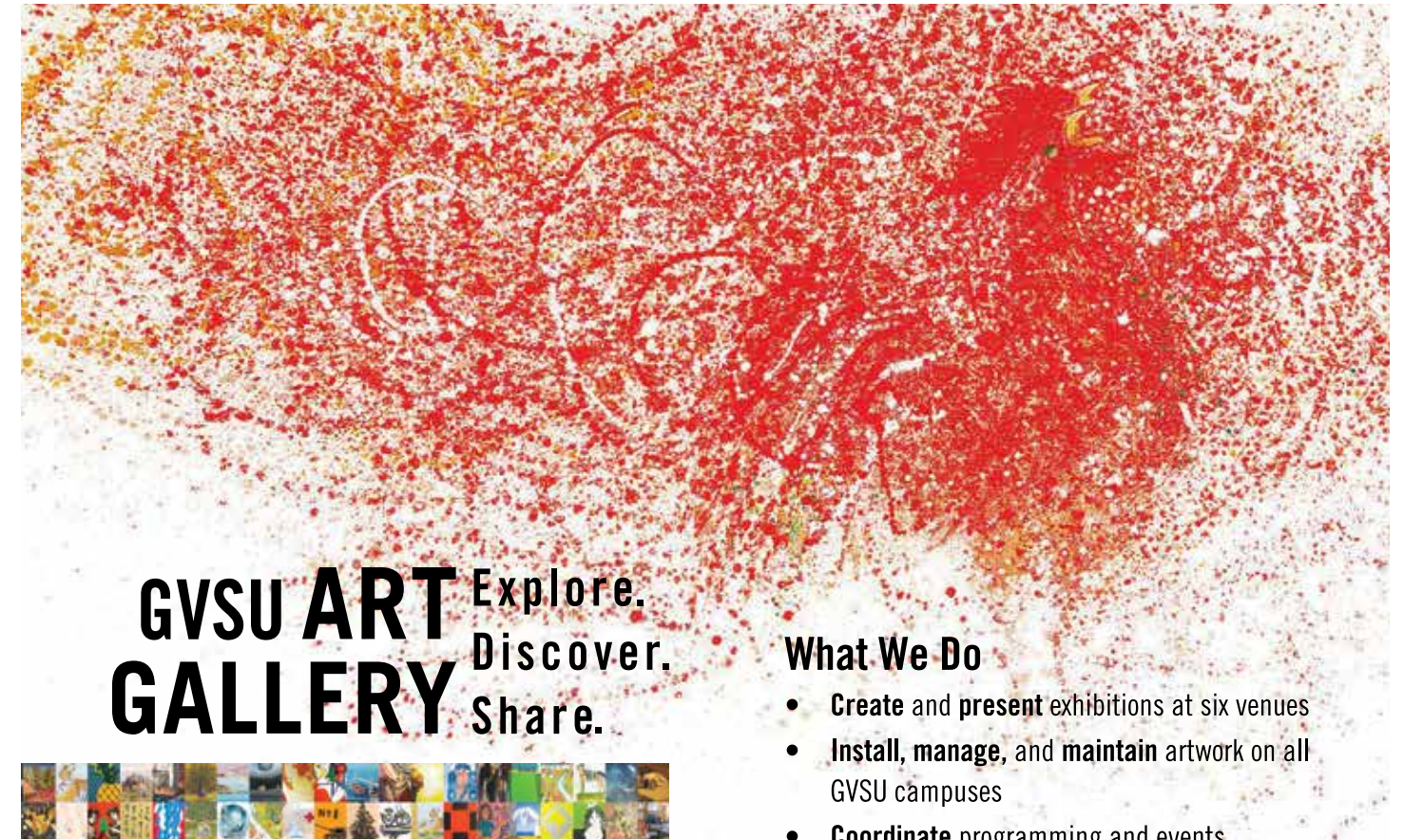


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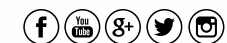
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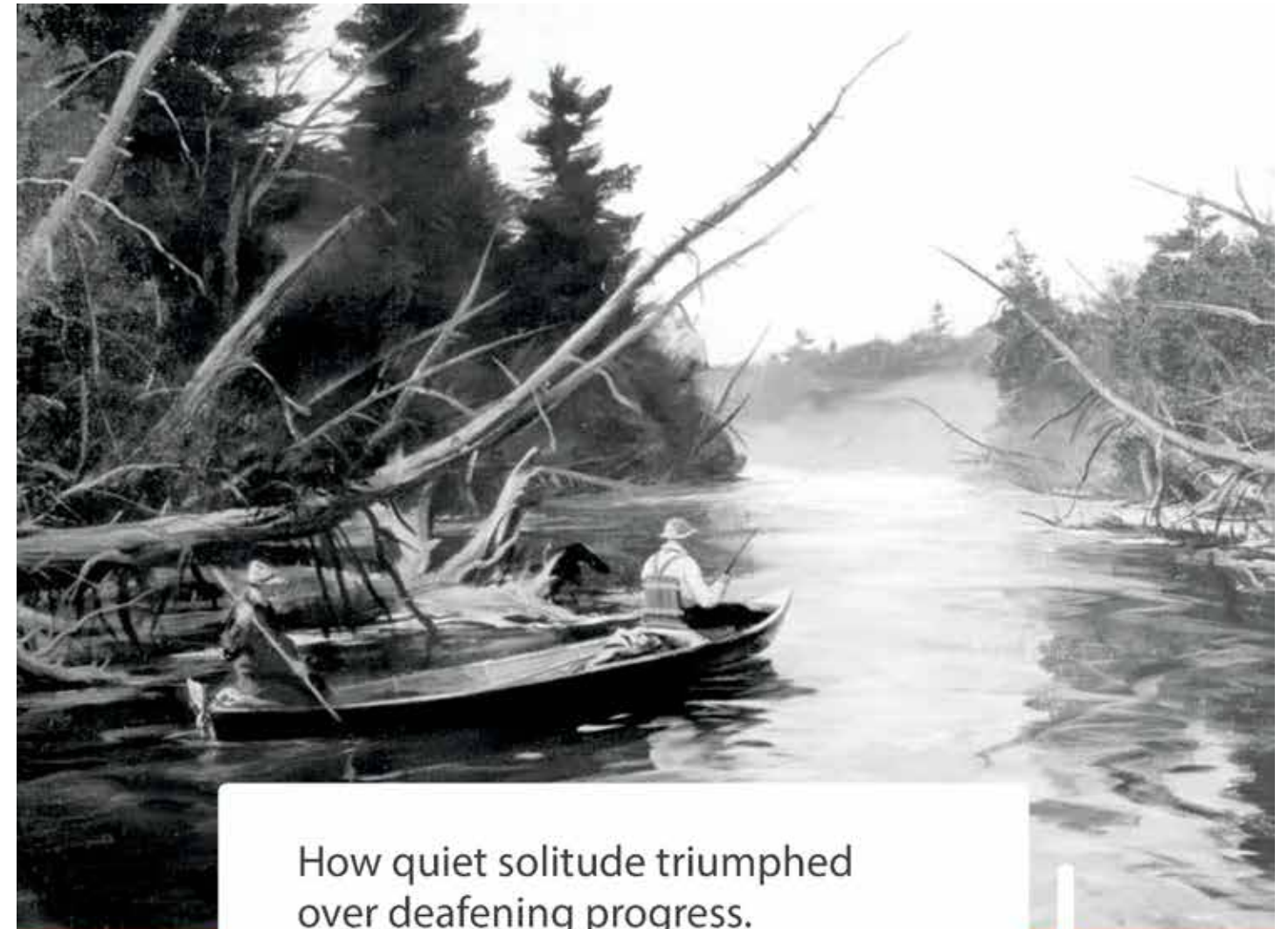
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Barksdale Global Power Museum (Air Force Museum). Interpretive plan for developing new exterior and interior interpretive exhibits for this important military museum. Louisiana.

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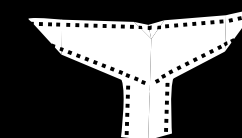
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The Tri-River Historical Museum Network is a collaboration of over 30 small town museums and/or historical societies located in proximity to the Flat, Grand and Thornapple Rivers in Barry, Eaton, Ionia, Kent and Montcalm counties of west-central Michigan. Located in a variety of historical buildings, each has its own charm in displaying the unique things about the past of its community. During the annual "Spring Into the Past" event the first weekend in May, all museums are open the same hours each day. For museum locations and other hours visit www.commoncorners.com or find "TriRiver" on Facebook.

Visit these Tri-River members:

- Alton Historic Church Museum - in old church, north of Lowell
- Ada's Averill Historical Museum - house and barn
- Barry County Historical Society - visit Middleville Depot
- Belding Museum and "The BEL" - in Belrockton Silk Mill Dorm
- Boston/Saranac Historical Society - a depot museum in Saranac
- Bowne Township - museum, carriage house, school - near Alto
- Byron Center Historical Society & Museum - in former town hall
- Cascade Historical Museum - in old township hall
- Cedar Springs Museum - in Morley Park, artifacts and research
- Charlton Park Historical Village- museum, village, near Hastings
- Clarksville/Campbell Historical Society- has no museum as yet
- Fallasburg Historical Village - near covered bridge, north of Lowell
- Fighting Falcon Military Museum - military exhibits in Greenville
- Flat River Historical Museum - and Victorian Garden in Greenville
- Freeport Historical Society - located in old Masonic Temple
- GAR Memorial Hall and Museum of MI Civil War - in Eaton Rapids
- Grattan Twp. Historical Society - in 1853 structure west of Belding
- Ionia's Blanchard House and Museum- in lovely Victorian mansion
- Ionia Free Fair Antique Village - exhibit only during Ionia Free Fair
- Ionia Co. Genealogical Society - research room in Lake Odessa
- Lake Odessa Historical Society Depot Museum - displays, archives
- Lowell Area Historical Museum - in old home with Victorian flair
- Lyons/Muir Historical Museum - newly redone in former old store
- Oakfield Museum - west of Greenville in Gleaner Hall in Podunk
- Pine Forest Historical Museum - variety in 1881 Edmore church
- Plainfield Charter Twp.- Hyser Rivers Museum - NE Grand Rapids
- Portland Area Historical Society - displays in library, on Facebook
- Rockford Area Museum - exhibits early life in Rockford
- Welch Historical Museum - in former hardware store in Sunfield
- West MI RR Historical Society - meets in 1886 depot in Sparta

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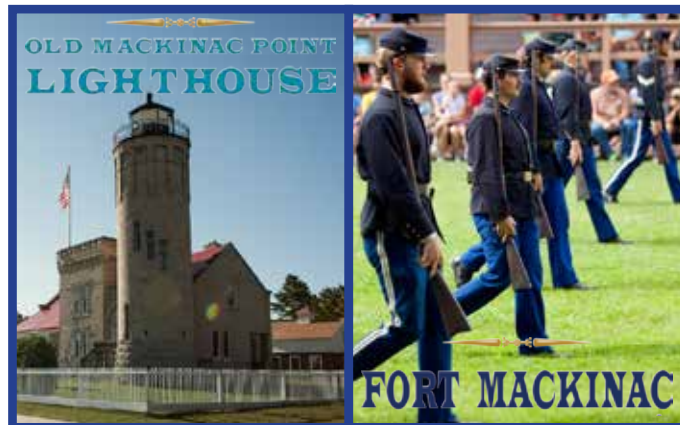
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