



WESTERN MUSEUMS ASSOCIATION'S
2014 ANNUAL MEETING

LAS VEGAS

EXPECT THE UNEXPECTED



OCTOBER 5-8, 2014 AT THE *Flamingo*

PRELIMINARY PROGRAM



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Sessions

Dear Friends and Colleagues,

The Western Museums Association (WMA) cordially invites you to the 2014 Annual Meeting in Las Vegas, October 5-8.

During WMA's 79th convening, Las Vegas's museums will be illuminated as we learn new skill sets and grow professionally by exchanging new ideas with our museum colleagues. Las Vegas is a place that is known for rebirth and continues to provide new experiences. One thing is certain, though, you can always Expect the Unexpected—the theme of the 2014 Annual Meeting.

The WMA offers Annual Meeting attendees unprecedented access to museum thought-leaders throughout the West and beyond! Like its predecessors, the 2014 Annual Meeting will continue a rich tradition of amazing and, at times, provocative programs. This year's Annual Meeting promises an engaging combination of over 40 sessions from six interdisciplinary tracks: Business, Leadership/Careerpath, Community Engagement, Technology, and, of particular interest to curators, Collections and Visitor Experience. A keynote speech by Mark Hall-Patton will be particularly inspiring as he discusses his unique experiences working at Las Vegas museums and regular appearances on the History Channel's *Pawn Stars*. Evening events promise to be particularly fabulous at The Mob Museum and Neon Museum on one night and the National Atomic Testing Museum the next. There will be many opportunities to meet and network with museum colleagues throughout the Annual Meeting—all within one of the most exciting cities in the world.

In addition to numerous social functions and thought-provoking sessions, the final afternoon of the 2014 Annual Meeting will be spent at the one-of-a-kind Springs Preserve—a 180-acre cultural complex featuring galleries (including the Nevada State Museum), colorful botanical gardens, as well as an interpretive trail system that meanders through one of the richest and most unique biological resources in Southern Nevada. While there, attendees will be able to sit in on conference sessions, participate in special tours, and watch WMA's second installment of WestMusings.

In Las Vegas, we Expect the Unexpected by broadening our perspectives and horizons, while asking questions and reaching out to professionals throughout the region. We know that you will enjoy reconnecting with old colleagues and meeting new ones. Please join the WMA community as we share and expand our knowledge together. We are looking forward to welcoming you to Las Vegas in October!

—Western Museums Association

Acknowledgments

Thank you to the following individuals, all of whom have been instrumental in the planning, development, and support of this Annual Meeting. Your generous gifts of time and resources have made this conference possible.

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Special Thanks

The WMA wishes to recognize the many colleagues who contributed their valuable time, energy, and expertise to the success of the 2014 Annual Meeting.

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Mint Hotel & Casino - 1950s - Young Electric Sign Company, Nevada State Museum, Las Vegas - Jay Florian Mitchell Collection

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Institutional Support

Clark County Museum
The Hispanic Museum of Nevada
Joyce Straus Studio
Lost City Museum
The Mob Museum
National Atomic Testing Museum
The Neon Museum
Nevada State Museum
Rita Deanin Abbey Studio
Springs Preserve
Wetlands Park

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Annual Meeting Sponsors

Thanks to all for the role you play in making this meeting so successful.



Schedule At-A-Glance

Sunday, October 5		
8:00 am-7:00 pm	Registration Desk Open	
8:00 am-5:00 pm	Pre-Conference Workshops	pg. 12
9:00 am-4:00 pm	Pre-Conference Tours	pg. 11
4:30 pm-5:15 pm	Networking 101	pg. 16
5:15 pm-6:45 pm	Opening Reception: Exhibit Hall (Free)	pg. 16
6:45 pm-8:30 pm	Small Museum Meet Up	pg. 16
6:45 pm-8:30 pm	EMP Meet Up	pg. 16

Monday, October 6		
9:00 am-10:30 am	General Session/Keynote	pg. 17
11:00 am-12:15 pm	Concurrent Sessions	pg. 18
12:15 pm-1:15 pm	Exhibit Hall Networking Lunch	pg. 19
1:30 pm-2:45 pm	Concurrent Sessions	pg. 20
2:45 pm-3:30 pm	Exhibit Hall Networking/Refreshment Break	pg. 21
3:30 pm-4:45 pm	Concurrent Sessions	pg. 22
6:00 pm-9:30 pm	Evening Event: Vintage Vegas: The Mob Museum & The Neon Museum	pg. 23

Tuesday, October 7		
8:30 am-9:45 am	Concurrent Sessions	pg. 24
9:45 am-10:30 am	Exhibit Hall Networking/Coffee Break/Poster Session	pg. 25
10:30 am-11:45 pm	Concurrent Sessions	pg. 26
12:00 noon-1:15 pm	Affinity Lunches	pg. 28
1:30 pm-2:45 pm	Concurrent Sessions	pg. 29
2:45 pm-4:00 pm	Exhibit Hall Closing Reception (Free)	pg. 30
6:00 pm-9:00 pm	Evening Event: Atomic City: The National Atomic Testing Museum	pg. 30

Wednesday, October 8		
9:00 am-10:45 am	Concurrent Sessions	pg. 31
10:45 am-12:00 noon	Concurrent Sessions	pg. 33
12:30 pm-7:00 pm	Afternoon at the Springs Preserve (Free)	pg. 34
2:00 pm-3:15 pm	Concurrent Sessions (At Springs Preserve)	pg. 35

The contents of the WMA 2014 Annual Meeting Preliminary Program is subject to change.

Key Information

FLAMINGO LAS VEGAS HOTEL AND CASINO— ANNUAL MEETING HEADQUARTERS

3555 Las Vegas Boulevard South
Las Vegas, NV 89109

TRANSPORTATION

Scheduled buses for tours and special events will pick up guests at The Flamingo. Please consult the Program for shuttle times and arrive at the pickup location 15 minutes prior to departure. Buses will return participants to The Flamingo.

The Flamingo Hotel offers a paid shuttle service to McCarran Airport. It is \$11 per person for the Economy service (stops at other hotels), and \$18 per person for the Nonstop service. You can learn more about this and make reservations here: <http://lasrescenter.hudsonltd.net>. Taxi service between the Flamingo Hotel and the airport is approximately \$14–\$19. Not all taxis take credit cards so it is advised that you tell your driver if you plan to use a card for payment.

REGISTRATION/VOLUNTEER DESK

The registration desk is located on the third floor of The Flamingo. The desk will be staffed during the following times:

- ♣ Sunday, October 5, 8 am–7 pm
- ♣ Monday, October 6, 8 am–6 pm
- ♣ Tuesday, October 7, 8 am–6 pm
- ♣ Wednesday October 8, 8 am–12 pm

EXHIBIT HALL SCHEDULE

Please visit our Exhibit Hall in the Eldorado Ballroom. Exhibits will be open during the following times:

- ♣ Sunday, October 5, 5 pm–6:30 pm
- ♣ Monday, October 6, 12 pm–4 pm
- ♣ Tuesday, October 7, 9:30 am–4 pm

TICKETS

If you registered for an Evening Event, Affinity Lunch, or Breakfast hosted by the WMA, tickets are located in your registration packet. Please present your ticket before boarding buses or entering an event.

GUESTS

Non-registered guests are not allowed to attend Annual Meeting sessions or workshops but may purchase tickets to attend special social events. Please check with the registration desk for availability.

NAME BADGES

Name badges must be worn at all times, as only registered attendees are allowed to participate in sessions and workshops. Children under the age of 10 are not permitted in the Annual Meeting area.

PROGRAM CHANGES

In the event of changes to the program, an addendum will be available at the Registration Desk.

MESSAGE BOARD

Attendees may post messages, job opportunities, and exchange tickets on a message board located in the registration area. There is no charge for this service; however, we ask that you be mindful of the limitations of space to accommodate all posters. Commercial ads are not allowed on the board, nor is material of a commercial nature allowed on tables unless arranged in advance with the WMA.

LOST & FOUND

Lost and Found articles turned in to the WMA Registration Desk will be held there until the end of each day and then turned over to the hotel's front desk.



Program Key

Look for these keys throughout the program to tailor your experience!



BUSINESS

Do any of these sound like a day in your life: writing a grant proposal, managing a schedule, setting up a business plan, working within a budget, pitching a proposal, or figuring out an ad campaign? If so, come hear colleagues in development, finance, and marketing share best practices.



VISITOR EXPERIENCE

Educators, designers, curators, evaluators, administrators, and visitors all have their own perspective on the museum-going experience. Hear some great case studies of recent past work and start charting the future of your museum's experience!



LEADERSHIP/CAREERPATH

For anyone in the museum field wanting to explore issues related to professional development, management of human resources, unraveling roles and responsibilities, institutional governance, and getting ahead in your career.



TECHNOLOGY

Harnessing technology, showcasing innovations, understanding social media, managing digital assets, identifying trends, and forecasting what's next. Got your attention? Look at this session track!



COLLECTIONS

Calling all curators, registrars, conservators, collection managers, and art handlers! These sessions and workshops focus on what you need to know to safeguard your museum's collections now and for years to come.



COMMUNITY ENGAGEMENT

Engaging your museum's community is essential for remaining relevant, offering new and meaningful experiences, and reaching wider audiences. These sessions provide insight into the process of developing community partnerships, community-based initiatives, and enhancing your mission through outreach.

Connect with WMA!

Post pics on our Facebook Wall
On Twitter, use **#wma2014** and **@westmuse**



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The Petersen Automotive Museum
Design Architect: Kohn Pedersen Fox Associates
Executive Architect: House & Robertson

Sunday, October 5

PRE-CONFERENCE TOURS

9:00 AM-4:00 PM

Double Negative by Michael Heizer, Lost City Museum, and Valley of Fire

\$70 PER PERSON, INCLUDES LUNCH

In a follow-up tour to last year's amazing pre-conference trip to *Spiral Jetty*, participants will travel into the Nevada desert to visit Michael Heizer's landmark piece *Double Negative*. Situated on top of a mesa overlooking the Virgin River, *Double Negative* was among the first "earthworks." It encourages viewers to consider how the earth relates to art. After taking in *Double Negative*, participants will explore the Lost City Museum, where they will enjoy lunch in the garden of the 1935 pueblo-revival-style building. Exhibitions include artifacts excavated from Ancestral Puebloan (Anasazi) sites threatened by the waters of Lake Mead as it backed up behind the newly built Hoover Dam. On the way back to Las Vegas, the tour will drive through the dramatic Valley of Fire State Park. (Tour subject to minimums)



10:00 AM-3:00 PM

Hoover Dam: A Special Behind-the-Scenes Tour

\$40 PER PERSON, INCLUDES TRANSPORTATION AND TOUR ADMISSION

A National Historic Landmark, located just 30 miles southeast of Las Vegas, the Hoover Dam was the world's largest Dam and considered an engineering marvel at the time of its construction in the 1930s. Bringing much-needed water and power to the Southwest, the Dam is well-known for the elegant Art Deco designs on the towers, spillways, and throughout the power plant. Participants will go on a special behind the scenes tour deep inside of the dam—put together just for WMA! After touring inside the Dam, participants will stop by the Visitor's Center, have lunch (own your own) at the onsite concessions, and tour the newly build bridge over looking the dam from 1,000 feet up! As this special tour goes deeper into the dam than public tours, registration closes two weeks early as a background check is required. (U.S. citizens only)



10:00 AM-2:30 PM

Clark County Museum & Clark County Wetlands Park

\$40 PER PERSON, INCLUDES LUNCH

Learn about Southern Nevada's colorful past at the Clark County Museum—the first stop on the tour. With thirty acres of exhibits, historic structures, and walking trails, the museum provides hours of fascination. The Pueblo-style Exhibit Center houses a timeline of history from prehistoric times to the present. The tour continues at the Clark County Wetlands Park, a 210-acre Nature Preserve, and a favorite area for wildlife viewing. Enjoy lunch with beautiful views of geologic features. Tour participants can hike the trails between waterways where they will encounter plant communities and wildlife habitats.



10:30 AM-3:15 PM

Joyce Straus & Rita Deanin Abbey Studio Tour

\$40 PER PERSON, INCLUDES LUNCH AND REFRESHMENTS AT THE STUDIOS

Join fellow art lovers on a tour of two studios that are transitioning into house museums. For over 40 years, the late Joyce Straus was an artist and art teacher in Las Vegas who gradually transformed her home into a living art gallery. Having added over 8,000 square feet of gallery space, the house became well known in the community as an art colony with 7 art studios, which displayed her work in a variety of media and techniques. Rita Deanin Abbey is Emerita Professor of Art at the University of Nevada, Las Vegas where she taught for 22 years. Adjacent to Abbey's home is a spacious studio and galleries displaying her art known for its diversity in media and identification with desert environments. Her impressive archive contains several thousand catalogued works. The 10-acre estate includes a garden with samples of her monumental work. (Maximum of 30 participants)



8:00 AM-5:00 PM

Surveying and Assessing Collection Needs

Registration will be handled by Registrars Committee Western Region. To register for this workshop please visit www.rcwr.org

LOCATION: Flamingo Hotel & Casino

Surveying and assessing an institution's collection is an important step in the development of a conservation/preservation plan. Participants will learn about different types of surveys and how best to evaluate institutional needs and shape the resultant plan. Funding sources for surveys and their use as a fundraising tool for implementation strategies will be discussed. Practicum includes the use of equipment and testing methods to monitor environmental conditions as well as procedures for analysis of results.

PRESENTERS:

Janet Ruggles, Executive Director/Chief Conservator of Paper, Balboa Art Conservation Center
Stephanie Jewell, Associate Conservator of Paper, Balboa Art Conservation Center

PRE-CONFERENCE WORKSHOPS

8:00 AM-12:00 NOON

Museum Store Earned Revenue: Best Management Practices, Layout & Design Principles

\$30 PER PERSON, INCLUDES ALL MATERIALS NEEDED

LOCATION: Flamingo Hotel & Casino

In these days of accelerating costs and uncertain funding, museums need to call on all the resources available to maximize earned revenue. The focus of this workshop is on giving practical guidance on essential aspects of business practices and store layout and design that most impact sales to museum management personnel ultimately responsible for the store but are not involved in the day-to-day operations.

PRESENTER:

Andrew Andoniadis, Principal, Andoniadis Retail Services

8:00 AM-12:00 NOON

Exhibits Technologies That Work

\$30 PER PERSON, INCLUDES ALL MATERIALS NEEDED & TRANSPORTATION

LOCATION: Springs Preserve

This workshop is in two parts. Part 1: Modern design for a compelling exhibit can easily include reliable, cost-effective (yet engaging) audio, video, and interactive capabilities. Presenters will provide an easy-to-understand approach to determine what technologies to integrate into your next visitor experiences. Case studies include the NASA John Glenn Visitor Center in Ohio and National Museum of the Pacific War in Texas, among others. Part 2: The modern planetarium is now the Immersive Theater and is not just for stars anymore. Presenters teach how content can be immersive and interactive within art history, cultural studies, geology, biology, and, of course, space sciences. Attendees will also learn about facility and equipment requirements.



PRESENTERS:

Jeff Bowen, President, Bowen Technovation
Mark Trotter, Project Manager, Bowen Technovation

8:00 AM-5:00 PM

CSI: Registrars

Registration will be handled by Registrars Committee Western Region. To register for this workshop please visit www.rcwr.org

LOCATION: Boulder City Museum

CSI: Registrars pairs registrars, conservators, and other collections professionals with an institution in the conference's host city, providing a day's worth of volunteer labor for collections-based projects, such as general cleaning, inventory of collections, condition reporting, rehousing of collections, moving collections and numbering collections. This is an all-day event and provides a great opportunity to chat with your colleagues and share experiences while using your skills to help out a museum in need!

8:00 AM-5:00 PM

Expecting Change: Strategies, Tools, and Insight for the Future of Museums

\$45 PER PERSON, INCLUDES ALL MATERIALS NEEDED AND TRANSPORTATION (LUNCH NOT INCLUDED)

LOCATION: Nevada State Museum

By integrating futures thinking into our daily activities, we can develop robust and adaptable organizational plans, create more sustainable institutions, and better serve our changing communities. This interactive workshop provides an introduction to how we can use strategic foresight activities and explores trends that will impact the future of our museums. We will learn techniques to identify and monitor change and discover how to integrate futures thinking in personal practice, daily activities, and strategic planning.

MODERATOR:

Lisa Eriksen, Principal, Lisa Eriksen Consulting

PRESENTERS:

Ruth Cuadra, Application Systems Analyst, Getty Research Institute
Karen Graham Wade, Director, Workman and Temple Family Homestead Museum
David Bloom, VertNet Coordinator, Museum of Vertebrate Zoology, UC Berkeley



8:00 AM–5:00 PM

A Day of Design—Two Workshops in One

\$35 PER PERSON, INCLUDES ALL MATERIALS NEEDED AND TRANSPORTATION (LUNCH NOT INCLUDED)

LOCATION: Nevada State Museum

Part 1—Museum Signage 101: Way-finding & Donor Recognition. This workshop will provide a hands-on, interactive primer on signage and graphics for museum environments. It will review the basics of welcoming and directing visitors in complex environments with examples from Disney, National Park Service, and museums large and small. Attendees will learn the basics of directing visitors with style and authority, including creative strategies to thank donors with engaging but economical signage and displays. Exercises in map design, way-finding strategy, and visual communication will be conducted.

Part 2—High-Impact/Low-Cost Exhibit Design. This second hands-on installment will explore the basics of compelling exhibition design, including methods to make any space or story come alive with simple design strategies and interventions. Attendees will learn about how the principles of scale, color, sight lines, and sequence can be used to attract and engage visitors. The workshop features exercises in space layout, “big idea,” and concept design, and ultimately attendees will work in teams to design an exhibit.

MODERATOR:

Wayne Hunt, *Principal, Hunt Design, and Adjunct Professor, Art Center College of Design*

PRESENTERS:

Jennifer Bressler, *Principal, Hunt Design*

Jennifer Morgan, *Exhibit Producer, Museum of Natural History Los Angeles*

Heather Linqvist, *Principal, Harvest Moon Studio*

1:00 PM–5:00 PM

Modern Museum Lighting: Energy and Controls Strategies

\$30 PER PERSON, INCLUDES ALL MATERIALS NEEDED

LOCATION: Flamingo Hotel & Casino

This workshop will describe ongoing energy efficiency and artifact preservation lighting and lighting controls, protocol, and innovations in San Diego’s Balboa Park Museum Campus. It will educate and empower attendees to implement similar programs in their own institutional environments.

MODERATOR:

John Hogan, *Operations Manager, Museum of Photographic Arts*

PRESENTERS:

Travis Nixon, LC, *Principal, NixonChristophers Lighting Design*

Janet Ruggles, *Executive Director/Chief Conservator of Paper, Balboa Art Conservation Center*

1:00 PM–5:00 PM

Interpretive Writing for Museums

\$55 PER PERSON, INCLUDES ALL MATERIALS NEEDED

LOCATION: Flamingo Hotel & Casino

Interpretive writing connects facts and ideas to readers’ experiences and emotions so they can understand and appreciate the museum narratives. You will learn techniques to achieve these goals in your own writing by drafting short texts, examining dynamic examples, practice writing short texts that relate to your audience, reveal information, and provoke your readers to think and care. With these new skills, you can write powerful museum labels, exhibit texts, web pages, PSAs, and newsletter articles.

PRESENTER:

Alan Leftridge, PhD, *Interpretive Writer, Independent*

1:00 PM–5:00 PM

Strengthening Educational Leadership: Practitioners Sharing Strategies

\$35 PER PERSON, INCLUDES ALL MATERIALS NEEDED AND TRANSPORTATION

LOCATION: Springs Preserve

Anyone involved in overseeing education efforts is invited to contribute to a conversation about the qualities, skills, knowledge, and practice necessary to navigate the future of museum education. In this interactive, participant-driven session, attendees will be introduced to a framework for building educational leadership capacity and have time to reflect on their strengths and growth opportunities in 4 primary domains—teaching/learning, operational, political, financial—where museum educators must excel to lead their institutions toward increased relevancy and public value.

MODERATOR:

Mary Kay Cunningham, *Interpretation and Experience Design Specialist, Dialogue Consulting*

PRESENTERS:

Tina Nolan, *Editor in Chief, Journal of Museum Education and Principal, Tina Nolan Consulting*

Lorie Millward, *Curator of Curiosity and Inquiry, Thanksgiving Point*

Blake Wigdahl, *VP of Design and Programming, Thanksgiving Point*

1:00 PM–5:00 PM

We Don’t Have Uniformed Security Staff—How Can We Be Safe?

\$55 PER PERSON, INCLUDES ALL MATERIALS NEEDED

LOCATION: Hispanic Museum of Nevada

Many small to mid-sized institutions do not have hired security staff. Lack of high visitor numbers and small operating budgets may never allow for this luxury. What can regular staff members and volunteers do to have some peace of mind, avoid physical confrontation, and go home safe and sound? This session discusses very real and very reasonable methods of approaching potential threats to personal safety. It follows the practices set forth by MOAB Training, Inc. (Management of Aggressive Behavior).

PRESENTER:

Stevan P. Layne, CPP, CIPM, CIPI, *President, International Foundation for Cultural Property Protection*





Fremont Street - 1930's, Nevada State Museum, Las Vegas - Jay Florian Mitchell Collection

Sunday, October 5

4:30 PM-5:15 PM

Networking 101

FREE!

Is this your first time to a conference, or are you an EMP? Are you a seasoned museum professional looking to polish your communication skills? Join Wendy Meluch, WMA member and Principal at Visitor Studies Services, at this facilitated mini-workshop, Networking: Even The Shy Can Do It! Get practical advice and useful tips about meeting new people and building your contact list. This networking workshop will transition directly to the Opening Reception, where participants can immediately employ their new skill sets with the entire WMA community.

LOCATION: Flamingo Hotel & Casino

5:15 PM-6:45 PM

Opening Reception

LOCATION: Eldorado Ballroom

FREE!

Join your fellow WMA Attendees for an Opening Reception in the Exhibit Hall. Spend your first evening in Las Vegas meeting with colleagues and our corporate members.



6:45 PM-8:30 PM

Small Museum & EMP Meet-Up

LOCATION: Flamingo Hotel & Casino

Get to know your colleagues from around the region over dinner at a Las Vegas restaurant (pay your own way) for these two separate Meet-Ups.

Monday, October 6

GENERAL SESSION: 9:00 AM-10:30 AM

General Session & Keynote

MONDAY, OCTOBER 6, 9:00 AM-10:30 AM

LOCATION: Eldorado Ballroom

This is an opportunity to honor our colleagues! Please join us as we present the Charles Redd Center WMA Award for Exhibition Excellence to an institution whose exhibition on a western subject exemplifies the very best practices, and the Director's Chair Award to an extraordinary individual with a lifetime of achievement in the field.

KEYNOTE Mark Hall-Patton, a 35-year museum veteran, will regale attendees with stories of being the visiting expert on the History Channel's Pawn Stars and American Restoration, and the Travel Channel's Mysteries and the Museum.



Mark Hall-Patton is the Museum Administrator for the Clark County Museum System, where he oversees the Clark County Museum, the Howard W. Cannon Aviation Museum, and the Searchlight History Museum. He has been in the museum field for over 35 years, with the last 20 years being at Clark County. In addition to 14 years as a Board member of the Nevada Museums Association, where he served as President from 2000-2002 and 2008-2010, he has also served on the California Association of Museums and Western Museums Association boards. Mark is regularly seen on the History Channel's Pawn Stars as a visiting expert. He has also appeared on American Restoration and Mysteries at the Museum.

Sponsored by MATT Construction



A1 **Playing the Numbers: Learning the New Rules of Museum Finance**



As museums adjust to ever-changing economic realities it is essential to have a few tricks up your sleeve in regard to understanding and analyzing budgets and finances. How can you recognize the warning signs that your organization may be headed for trouble? What do directors, development professionals, and managers need to know about finance in order to steer clear of danger and maintain a healthy operation? This interactive session will address these questions with specific tools of the trade. Bring your calculator!

MODERATOR: Marjorie Schwarzer, *Administrative Director, Museum Studies, University of San Francisco*

PRESENTERS: Dr. Robyn Raschke, *Associate Professor of Accounting, University of Nevada, Las Vegas*
Deborah Frieden, *Principal, Deborah Frieden & Associates, Oakland California*

A2 **Transition in Museum Leadership**



Leadership transition is both a challenge and an opportunity. The board of trustees is responsible for guiding an organization through this delicate process. This panel will provide insights and suggestions that trustees, management/administrators, and staff will find valuable during a transition process. The presentation will focus on two different leadership transitions—each one using vastly different methods, and both very successful!

MODERATOR: Rob Sidner, *Director, Mingei International Museum*

PRESENTERS: Mary Baily Wieler, *President, Museum Trustee Association; Vice-President of the Board, Walters Art Museum*

Maureen Pecht King, *Chairman, Museum Trustee Association; Trustee and former Board Chairman, Mingei International Museum*

Laurie L. Nash, *Russell Reynolds*

A3 **Exhibit Text That Will Delight**



Does your exhibit content grab your visitor? Or are your texts written to dazzle colleagues? In this session, presenters take a look at tools that can help us break out of our specialist and institutional mindsets and use language and references that are more meaningful to visitors. Presenters will show how they have used research into attention and memory, informal surveys, and formal evaluations to create exhibit titles, wall text, and media scripts that visitors will revel in.

MODERATOR: Dana Whitelaw, PhD, *President, High Desert Museum*

PRESENTERS: Kathy Talley-Jones, *Writer & Interpretive Planner, Independent*

Maraya Cornell, *Writer & Content Developer, The Nature of Story*

A4 **Supporting Family Learning: Emerging Research, Strategies, and Tools**



Intergenerational and family groups are among the largest percentage of visitors to most museums. Join in a conversation about how museums can design learning experiences and train staff and volunteers to support the unique needs of these intergenerational groups, improve visitor satisfaction, and increase overall learning. Recent research from the field along with several case studies will initiate an extended exchange of ideas among attendees about successes and challenges of serving this audience.

MODERATOR: Mary Kay Cunningham, *Interpretation and Experience Design Specialist, Dialogue Consulting*

PRESENTERS: Scott Pattison, *Research & Evaluation Strategist, Oregon Museum of Science and Industry*
Jason Porter, *Assistant Director of Education, Skirball Cultural Center*

Sarah Watkins, *Director of Collections and Learning, USS Constitution Museum*

A5 **What Did I Just Step On?!? Integrated Pest Management**



Pests can be a vexing problem for any institution. In the past, pest management involved regular applications of toxic chemicals to collection areas and specimens, giving rise to health and safety concerns. This session will present information on how to develop, implement, and manage an integrated pest management plan (IPM) that protects not only your collection, but also visitors and staff as well.

MODERATOR: Curt Schmitz, *Registrar/Exhibits Manager, Idaho Museum of Natural History*

PRESENTERS: Mary E. Thompson, *Senior Collections Manager, Idaho Museum of Natural History*

R. Jeff Castro, *Career Placement Intern, Idaho Museum of Natural History*

Catie Webb, *Associate Registrar, Natural History Museum of Utah*

12:15 PM–1:15 PM
Exhibit Hall Networking Lunch
FREE!

LOCATION: Eldorado Ballroom

Join your colleagues in the Exhibit Hall where you can explore vendor offerings and enjoy lunch courtesy of WMA. Make sure to start bidding on the fabulous items in the silent auction that were generously donated by our members. All proceeds benefit the Wanda Chin Scholarship funds to help colleagues attend the Annual Meetings.



B1 Museum Leadership in the 21st Century, Part 1



Effective leadership determines a museum's long-term success as much as any other factor, yet its distinctive features are often misunderstood. This double session examines the complex and protean nature of leadership from a variety of institutional, personal, and cultural perspectives. Part 1 considers the diverse experiences of seasoned leaders; Part 2 imagines the future of museum leadership. This lively, interactive session is for trustees, directors, and all who want to be better informed about museum leadership today.

MODERATOR: Steven Olsen, *Senior Curator, LDS Church History Department*

PRESENTERS: Gail Anderson, *President, Gail Anderson & Associates*

W. Richard West, Jr. *President and CEO, Autry National Center of the American West*

Ron Chew, *Founder and Past Executive Director, Wing Luke Asian Museum*

Lisa Sasaki, *Director, Audience & Civic Engagement Center, Oakland Museum of California*

Cat Bradley, *Graduate Student, Library Fellow, Business Owner, University of Oregon*

Randy Roberts, *Assistant Director, Shrem Museum of Art, University of California, Davis*

B2 No Trivial Matter: Collection Management and Insurance Best Practices



Following the format of a Trivial Pursuit board game, session attendees will test their knowledge of insurance and collections care. Participants will be randomly divided into teams to answer questions from five categories (Fine Art Insurance Coverage, Risk Management, Registration, Claims, and Miscellaneous Museum Trivia) and earn pie pieces to win the game. The moderator will read the questions aloud and experts will judge the responses and elaborate on the answers depending upon audience interest and time. Each member of the winning team will earn a prize. This interactive session has proven to be a fun and interactive way to increase participants' knowledge of best practices and collections care.

MODERATOR: Barbara Corvino, *Vice President, Willis Fine Art, Jewelry & Specie*

PRESENTERS: Laura Condon, *Senior Vice President, Willis Fine Art, Jewelry & Specie*

Susan Oshima, *Chief Registrar, Natural History Museum of Los Angeles County*

B3 Hey, Look at Us! Promotional Challenges and Strategies for Museums Outside Major Metropolitan Areas



If your museum operates in a city or rural area outside your state's major metropolitan areas, it can be a challenge to entice visitors to travel to see all that you have to offer. What strategies can you use to make your institution a destination in its own right? Join marketing professionals from the Tacoma Museum District as they discuss their ongoing efforts to tap the Seattle cultural audience and learn ways to apply their strategies to your institution even if you are located in more rural markets.

MODERATOR: Molly Wilmoth, *Community Outreach Specialist, Washington State History Museum*

PRESENTERS: Kimberly Ketcham, *Marketing & Communications Director, Washington State History Museum*

Hillary Ryan, *Associate Director of Communications, Museum of Glass*

Melissa Traver, *Director of Marketing & Communication, Tacoma Art Museum*

B4 Using Special Events to Drive Attendance, Increase Revenue, and Raise Visibility



One of the most difficult challenges that cultural and educational attractions face is expanding beyond specific niche demographics. Special events can be an effective tool to draw new audiences who are not traditional "museum people" and are profitable, well-attended, and consistent with the mission of the organization. Learn how three unique museums have successfully used creative ways to draw "aware non-visitors" to their site and get valuable tips on what to avoid when planning special events.

MODERATOR: Jeanette Woodburn, *Director for Library Advancement and Public Affairs, Pepperdine University*

PRESENTERS: Trish Reeder, *Assistant Public Information Coordinator, Springs Preserve*

Joseph Govednik, *Curator of Collections, Foss Waterway Seaport*

Sarah Wininger, *Former Education and Program Manager, Museum of Craft and Design*

B5 Unexpected Art: Experiencing Visual Culture in Non-Traditional Spaces



This session will rethink venue, context, and audience through firsthand accounts of Las Vegas's unusual—and celebrated—visual art experiences. Discussion will focus on strategies for turning presumed liabilities into assets, nurturing a migrant audience, and the complexities of corporate culture and sponsorship. This session hopes to inspire a dialogue about the significance of, and significant challenges to, creating space for culture where one might least expect it.

MODERATOR: Danielle Kelly, *Executive Director, Neon Museum*

PRESENTERS: Tarissa Tiberti, *Executive Director, Bellagio Gallery of Fine Art*

Michele Quinn, *Principal, MCQ Fine Art, LLC*

Lisa Marchese, *Chief Marketing Officer, The Cosmopolitan of Las Vegas*



Courtesy of the Neon Museum

2:45 PM—3:30 PM
Exhibit Hall Networking Coffee Break

LOCATION: Eldorado Ballroom

Enjoy coffee and tea while perusing exhibitors' booths and networking with peers, courtesy of WMA.

C1 Museum Leadership in the 21st Century, Part 2



Effective leadership determines a museum's long-term success as much as any other factor, yet its distinctive features are often misunderstood. This double session examines the complex and protean nature of leadership from a variety of institutional, personal, and cultural perspectives. Part 1 considers the diverse experiences of seasoned leaders; Part 2 imagines the future of museum leadership. This lively, interactive session is for trustees, directors, and all who want to be better informed about museum leadership today.

MODERATOR: Steven Olsen, Senior Curator, LDS Church History Department

PRESENTERS: Gail Anderson, President, Gail Anderson & Associates

W. Richard West, Jr. President and CEO, Autry National Center of the American West

Ron Chew, Founder and Past Executive Director, Wing Luke Asian Museum

Lisa Sasaki, Director, Audience & Civic Engagement Center, Oakland Museum of California

Cat Bradley, Graduate Student, Library Fellow, Business Owner, University of Oregon

Randy Roberts, Assistant Director, Shrem Museum of Art, University of California, Davis

C2 Connecting with Audiences through Personal Mobile Devices



Smart phones, tablets, and the Internet have become essential technologies. The rise in their use provides new opportunities for museums to engage visitors. Learn from the Balboa Park Online Collaborative, the Timken Museum of Art, and the Japanese Friendship Garden how they leveraged technology to connect their audiences to their collections and mission. The session will discuss responsive website, touch tables, and location-based mobile tours.

MODERATOR: Nik Honeysett, Director and CEO, Balboa Park Online Collaborative

PRESENTERS: Carrie Cottrial, Deputy Director, Timken Museum of Art

Luanne Kanzawa, Executive Director, Japanese Friendship Garden

C3 Cultivating Kitsch Collections



This session looks at how museums care for, interpret, and elevate pop-focused collections as subjects worthy of sustained community engagement and support. Four collections will be represented: the Neon Museum, Pinball Hall of Fame, Blackhawk Automotive Museum, and Burlesque Hall of Fame.



Discussion will include how to foster the perceptual shift necessary to make "kitsch" collections relevant to audiences and funders, strategies for interpreting pop-cultural artifacts, and collection management practices for unconventional objects.

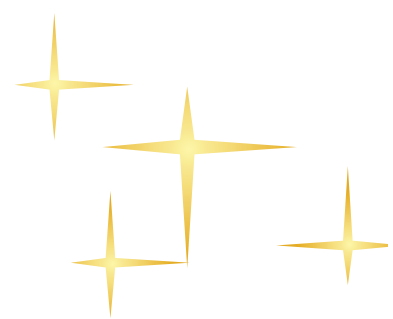
MODERATOR: Clare Haggarty, Civic Art Collections Manager, Los Angeles County Arts Commission

PRESENTERS: Cynthia Behr Warso, Education & Engagement Manager, Neon Museum

Dustin Wax, Executive Director, Burlesque Hall of Fame

Tim Arnold, Director of Stuff and Things, Pinball Hall of Fame Museum

Tim McGrane, Director, Blackhawk Automotive Museum



C4 Creating Hybrid Spaces: Sometimes More Is More



Imagine a printmaking studio in an exhibition about posters or a dance floor in an exhibition about youth culture. How are museums experimenting and pushing the parameters of the in-gallery experience? This engaging session explores how to create hybrid spaces that meld programmatic and exhibition uses.

MODERATOR: Evelyn Orantes, Senior Experience Developer, Oakland Museum of California

PRESENTERS: Tara McCauley, Education and Youth Programs Manager, Museum of History & Industry

Cynthia Taylor, Assistant Director of Public Programs, Oakland Museum of California

Jennifer Miller, Curatorial Assistant, Oakland Museum of California

C5 National Parks as Partners



Have you considered partnering with a National Park in order to tell a story, mount an exhibit, or create a dynamic program for the public? Discover resources, get ideas, reach new audiences, and understand the goals that National Parks, museums, and schools have in common. Several employees from different National Parks within the Pacific West region will share examples of successful partnerships that will help you consider the many ways in which your institution may benefit from and enjoy partnering with a park.

MODERATOR: Mary Lou Herlihy, Interpretive Media Specialist, Pacific West Region, National Park Service

Presenters: Malinee Crapsey, Interpretive Specialist, Sequoia and Kings Canyon National Parks

Erika Williams, Visual Information Specialist, Sequoia and Kings Canyon National Parks

Jacqueline Ashwell, Superintendent, Klondike Gold Rush National Historical Park

Amanda Rowland, Education Specialist, Lake Mead National Recreation Area

Catharine Reznicek, M.Ed, Education Technology Specialist, Ventura County Office of Education

EVENING EVENT

Vintage Vegas: The Mob Museum & The Neon Museum

6:00 PM—9:30 PM

\$50, includes transportation, heavy hors d'oeuvres, and beverages

Join The Mob Museum and The Neon Museum for an unbelievable evening as you experience these two iconic Las Vegas museums. The Mob Museum showcases both sides of the notorious battle between organized crime and law enforcement. With high-tech theater presentations, one-of-a-kind artifacts and interactive exhibits, you can finally discover the whole truth and nothing but the truth. Visit the world's largest collection of neon signage in the two-acre, outdoor Neon Museum. Featuring the unrestored collection of more than 150 rescued architectural landmarks from some of the city's most celebrated properties dating from the 1930s to the present day.



Courtesy of the Neon Museum

D1 University Museums Open for Research: A Collections Manager's Perspective



This session brings together collections professionals from a number of university museums to explore precedents, best practices, opportunities, and challenges of the hybrid research collection/museum model. Of particular interest is the question of how to best reconcile the demands on a collection for scholarly research with those for exhibitions and programs addressing a broad audience. As a number of museums across the country are exploring and executing partnerships with colleges and universities, this session will touch on questions that many collections professionals are now struggling with.

MODERATOR: Julie Franklin, MA, Registrar, Exhibitions Coordinator, Rights and Reproduction Manager, The Magnes Collection of Jewish Art and Life at the Bancroft Library, University of California at Berkeley

PRESENTERS: Nuno Porto, Associate Director, Research, Museum of Anthropology, University of British Columbia

Edward M. Luby, Professor and Director Museum Studies Program, San Francisco State University

Jean MacDougall, Collections Manager, de Saisset Museum, Santa Clara University

D2 Getting It Down and Out: Strategies for Museum Writing



Stressed about writing? Does the thought of having to produce text send you into a panic? Relax! Our panel of experts will make the process of getting it down and out much easier. Bring your most vexing writing problems to this session, and we will help you find solutions. Writing well is key to any successful career, but for the museum professional, communicating clearly is essential for fulfilling your institution's mission of informing the public.

MODERATOR: Susan Spero, Professor of Museum Studies, John F. Kennedy University

PRESENTERS: Katherine Whitney, Principal, Katherine Whitney & Associates

Lauren Valone, Program Coordinator, Western Museums Association

Chris Keledjian, Exhibitions Editor, Getty Museum

D3 New Life for Aging Permanent Exhibitions



"Permanent" exhibitions are never forever. What happens when it is time—or long overdue—for an upgrade: scrap everything and start over, or just perform a minor facelift? Sometimes change does not mean discarding the past. It is possible to take the best of existing galleries and present them in a fresh way, unleashing potential that has been hidden for decades. Hear from experienced exhibit professionals who have done it all, from a simple refresh to ground-up renovations. The session will explore how to marry old and new and achieve exciting results.

MODERATOR: Redmond Barnett, Head of Exhibits, Washington State History Museum

PRESENTERS: Bill Smith, Principal, Storyline Studio

Tim Willis, Museum Consultant

Stephanie Lile, Head of Education, Washington State History Museum

D4 Museums and Galleries as Agents of Social Change



The panel will look at how galleries and museums can function as places of dialogue about social issues. Museums and art galleries are reassessing their roles and find themselves critically positioned to become public places for civic engagement, places where new dialogues can be created through explorations of other ways of knowing, where multiple versions of often uncomfortable and difficult histories can be told in a "safe" place where visitors (as well as museum professionals) can question and perhaps change their own established values.

MODERATOR: Scott Marsden, Director, Haida Gwaii Museum

PRESENTERS: Carol E. Mayer, Head, Curatorial Department, Museum of Anthropology, University of British Columbia

Stephanie Parrish, Associate Director, Education and Public Programs, Portland Art Museum

D5 Revenue Diversification: Your Museum as an Event Venue or Film and Photo Shoot Location



Does your facility have untapped revenue potential? Learn ways to package and promote your grounds as an event venue or as a location for film and photo shoots. Minimize risk by developing policies that protect your collection. Panelists discuss how their museums have turned the challenges of their unique grounds and facilities into advantages benefiting the bottom line. Grow and diversify your revenue streams while maintaining mission focus.

MODERATOR: Joel Castillo, Events Manager, Neon Museum

PRESENTERS: Jonathan Ullman, Executive Director & CEO, The Mob Museum

Allan Palmer, Executive Director & CEO, National Atomic Testing Museum

Mark Hall-Patton, Museum Administrator, Clark County Museums System

Erin Stellmon, Film & Photo Shoot Coordinator, Neon Museum

9:45 AM—10:45 AM

Exhibit Hall Networking/Coffee Break/Poster Session

LOCATION: Eldorado Ballroom

Boost your mental and physical energy during this Networking Coffee Break in the Exhibit Hall. Stimulate your mind chatting with corporate members and colleagues while you stimulate your senses with coffee and tea, courtesy of WMA.

Back for its second year, the popular Poster Session. It's time to discuss! The Poster Session provides opportunities for individuals to present their research, ideas, or programs through illustrated and informative posters, and participants want your feedback. Come explore projects and initiatives from around the region in an informal setting.

E1 Where to Begin? Choosing a Collections Management Database



This interactive roundtable session equips participants with a starting point for choosing a new collections management database. Collections specialists experienced in database acquisition processes will guide each station. Station 1: Where to Begin? Create a needs assessment and learn how to effectively research and test collection management systems. Station 2: Learn from your peers. Talk to colleagues who have been through the process of selecting and implementing a new database. Station 3: Uncharted territory—explore open-source collections management systems.

MODERATOR: Clare Haggarty, *Civic Art Collections Manager, Los Angeles County Arts Commission*

PRESENTERS: Janaki Krishna, *Registrar, Natural History Museum of Utah*

Elana Carpinone, *Assistant Registrar, The Field Museum*

Zenobia Kozak, *Collections Management Consultant, History Associates*

Marla Misunas, *Collections Information Manager, San Francisco Museum of Modern Art*

Al Bersch, *Digital Project Coordinator, Oakland Museum of California*

Becky Escamilla, *Digital Services Manager, Oakland Museum of California*

Debra Peterson, *Associate Registrar, Digital Projects, Oakland Museum of California*

Suzanne Fischer, *Associate Curator, Contemporary History and Trends, Oakland Museum of California*

E2 Building Out Your Mid-Level Donor Base



Museums often focus their fund-raising efforts on two key groups—the board of trustees for major gifts and members for lower-dollar annual support. But what about those donors who fall in between? A sustainable fund-raising plan for converting and upgrading mid-level donors to major donors is essential for creating ongoing support and providing a pipeline for a major-giving program. This session will provide real-world examples of how organizations of all sizes and scope can grow their overall fund-raising program.

MODERATOR: Suzanne Hilser-Wiles, *Vice President, Grenzbach Glier and Associates*

PRESENTERS: Jonathan Peterson, *Director of Development, San Francisco Museum of Modern Art*

Janet Harris, *Chief Development Officer, California Academy of Sciences*

Gretchen Dietrich, *Executive Director, Utah Museums of Fine Arts*

James Pepper Henry, *Director and CEO, Heard Museum*

E3 Bienvenidos! Engaging Latino Audiences and Building Cross-Cultural Bridges



The session addresses the importance of creating new relationships and patterns of visitation and support for museums, applicable to any targeted constituency. Speakers will share stories of bringing diverse visitors together for cross-cultural dialogue. Their strategies for engaging the Latino community can serve as guidelines for incorporating diversity into strategic planning, professional development, communication tools, and public programs.

MODERATOR: Jill Hartz, *Executive Director, Jordan Schnitzer Museum of Art*

PRESENTERS: Gail Anderson, *President, Gail Anderson & Associates*

Salvador Acevedo, *Principal, Contemporanea*

Gabriela Martínez, *Curator of Education, Museum of Latin American Art, Long Beach*

Claire Muñoz, *Director, E.L. Cord Museum School, Nevada Museum of Art*



Fremont Street - 1950s - Cliff Seegerbloom, Nevada State Museum, Las Vegas - Jay Florian Mitchell Collection

E4 Using Common Senses: Programmatic Accessibility for Exhibits



You are probably familiar with the requirements of Americans with Disabilities Act (ADA) and the Architectural Barriers Act (ABA) for physical accessibility in your institution. But how do you bring exhibits alive to create inclusive experiences that meet the needs of visitors with a wide range of cognitive and sensory differences? In a lively, interactive format, this panel of exhibit designers will present the philosophy, strategies, and specific techniques of audio description, tactiles, and electronic media to create displays that make exhibit content accessible to the broadest audience possible.

MODERATOR: Jill Rullkoetter, *Senior Deputy Director, Frye Art Museum*

PRESENTERS: Charles Davis, *AIA, Principal, EDX Exhibits*

Lyn Henley, *President, Henley Company Design and Production*

Daniel Quan, *Owner, Daniel Quan Design*

E5 PR Demystified: How to Secure Positive Media Attention for Your Museum



Frustrated by the lack of media coverage for your event or exhibition? Wishing you knew how to make it into the *Los Angeles Times* or snag the lead story for the six o'clock news for the right reasons rather than the wrong ones? Whether you have \$5 million or \$5 to spend on marketing and communications, there's no reason why your museum shouldn't be covered by the media. Learn from top PR professionals the essential dos and don'ts of earned media and how to develop the right communications plan to fit any size organization with any size budget.

MODERATOR: Lisa Sasaki, *Director, Audience & Civic Engagement, Oakland Museum of California*

PRESENTERS: Kelly Koski, *Director, Communications & Audience Development, Oakland Museum of California*

Erin Garcia, *Assistant Director of Communications, Fine Arts Museums of San Francisco*



Courtesy of the Neon Museum

AFFINITY LUNCHESES 12:00 NOON–1:15 PM

These events require pre-registration.

Storytellers and Supporters Luncheon

Especially for curators, development officers, educators, evaluators, exhibit designers, and all who make possible the engaging stories that museums tell, but open to all. The recipient of the Charles Redd Award for Exhibit Excellence will present on the winning exhibition.

FEE: \$40

Indigenous Luncheon

Enjoy meeting your colleagues from tribal museums and supporters of Native American concerns.

All are welcome! Guest speaker James Pepper Henry (Kaw Nation) is a WMA Board Member and the first enrolled member of an American Indian tribe to hold the post of Director/CEO at the Heard Museum. His topic will be "The Relevancy of American Indian Museums." Sponsored by WOLF Consulting

FEE: \$40

Director's Luncheon

This luncheon is open to Directors, Deputy Directors, CEOs, CFOs, and Trustees. Michael Green, Associate Professor of History, UNLV, is the guest speaker, and a discussion will follow. Sponsored by the Las Vegas Museum Alliance

FEE: \$45

Registrar's Committee Western Region Luncheon

The Registrar's Committee Western Region (RCWR) Annual Business Meeting Luncheon is open to RCWR members, collection professionals, and related vendors. Sponsored by Robertson Taylor International Insurance Brokers

FEE: \$30

Tuesday, October 7

CONCURRENT SESSIONS: 1:30 PM–2:45 PM

F1 Speaking for Others



When we speak for ourselves in museums we can be powerful, poetic, and true. But what happens when we are telling others' stories? This session examines the challenges that arise when working with other culture groups and looks at what works and what hasn't. What are the strengths of having outsiders tell stories? What are the pitfalls and ethical issues? There will be time to share your thoughts and experiences.

MODERATOR: Dana Whitelaw, PhD, *President, High Desert Museum*

PRESENTERS: Kathy Talley-Jones, *Writer & Interpretive Planner, Independent*

Maraya Cornell, *Writer & Content Developer, The Nature of Story*

James Pepper Henry, *Director and CEO, Heard Museum*

F2 A Crash Course in Human Resources for Emerging Professionals



Human Resources (HR) is an integral part of museum management. Those who are established in the museum field know this from experience; however our emerging professionals typically have not been exposed to the sometimes complex issues of HR. This session's museum experts will present and discuss what those new to the museum field need to know about HR and will give a current snapshot of HR in academia.

MODERATOR: Charlie Castillo, *Director of Human Resources and Administration, Fine Arts Museums of San Francisco*

PRESENTERS: Cat Bradley, *Graduate Student, Library Fellow, Business Owner, University of Oregon*

Gail Anderson, *President, Gail Anderson & Associates*

Brent Thomas, *Director of International Human Resources, The Church of Jesus Christ of Latter-day Saints*

F3 Innovations in Museum-Based, Professional Development for K-12 Teacher Communities

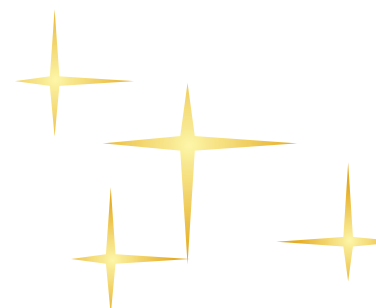


At a time when K-12 education is focused on "teaching to the test," teachers have little time to reflect, build relationships with peers, and find inspiration in their work. What are the ways museum-based professional-development programs can help combat this culture of isolation? Discover how museums are working with teachers to improve their practice, diversify the pool of ideas from which they draw inspiration, and build networks of support.

MODERATOR: Rosalie Tucker, *Associate Educator, Teacher Programs, Skirball Cultural Center*

PRESENTERS: Jacob Clark Blickenstaff, *Program Director, Washington State LASER, Pacific Science Center*

Sara Klein, *Teacher and School Programs Manager, Amon Carter Museum of American Art*



F4 **Mirror, Mirror: How Las Vegas's Museums Reflect Local Culture**



This session will look inside several Las Vegas institutions and examine how they reflect its terrifically unique local culture. How does context frame cultural relevance and foster value? How do we capture the stories a community tells about itself? Is cultural identity created by design or by chance? Session discussion will consider the symbiosis between a city's self-image and its institutions while shaping fresh strategies for institutionalizing cultural value and identity.

MODERATOR: Danielle Kelly, *Executive Director, Neon Museum*

PRESENTERS: Jonathan Ullman, *Executive Director & CEO, The Mob Museum*

Allan Palmer, *Executive Director & CEO, National Atomic Testing Museum*

Dennis McBride, *Director, Nevada State Museum*

F5 **All Politics Are Local**



Find out how your local elected officials are doing when it comes to issues affecting museums and other nonprofit organizations and how you can best leverage your influence with them. This session will summarize the congressional delegations of each WMA state, identify key players on key issues, and discuss local opportunities to engage them. Additional topics include the threats to nonprofits at the state and municipal level and how museum professionals can ensure that their voices are heard.

MODERATOR: Arthur H. Wolf, *Principal, WOLF Consulting*

PRESENTERS: Eileen Goldspiel, *Director, Member Engagement, American Alliance of Museums*

Celeste DeWald, *Executive Director, California Association of Museums*

Melissa Russo, *Director of Institutional Advancement, Chabot Space & Science Center*

Ellen Ferguson, *Community Relations Director, Burke Museum of Natural History and Culture*

2:45 PM—4:00 PM **Exhibit Hall Closing Reception**

LOCATION: Eldorado Ballroom

FREE!

Join your colleagues for light refreshments and a last visit with our corporate members. The Exhibit Hall Closing Reception is your last chance to bid on silent auction items. All proceeds benefit the Wanda Chin Scholarship funds to help colleagues attend the Annual Meetings.

EVENING EVENT

Atomic City: The National Atomic Testing Museum

6:00 PM—9:00 PM

\$45, includes transportation, heavy hors d'oeuvres, and beverages

Enjoy a radiating evening at the National Atomic Testing Museum and hear the story of America's nuclear weapons testing program at the Nevada Test Site. The Museum's main gallery will be open to explore with former test-site workers guiding attendees through the exhibition. In the temporary gallery, learn about the most secret place in America: *Area 51 Myth or Reality*. Special entertainment for the evening provided by Alien Comic "Mark Weitz."



Wednesday, October 8

CONCURRENT SESSIONS: 9:00 AM—10:15 AM

G1 **Rebranding Tactics: Celebrate Institutional Change**



Is your museum struggling to compete in this digital age? Are you unsure of the best marketing techniques that will gain you the most visitors? This session will focus on how three museums have promoted themselves and their brand using creative advertising, public programs, and outreach via social media. Discussions will include how to determine a measurable proof of success and provide inspiration for others tasked with how to revitalize their museum to reach a new, technically savvy audience.

MODERATOR: Nicole Trudeau, *Owner, Squid Ink Design*

PRESENTERS: Dana Whitelaw, PhD, *President, High Desert Museum*

Mara Naiditch, *Director of Marketing, Natural History Museum of Los Angeles County*

Lisa Riess, *Corporate Communications, Las Vegas Valley Water District/Springs Preserve*

G2 **Environmental Issues from Many Angles: How Science, Art, and History Create Dialogue and Action**



Environmental issues have long been addressed by science museums. Increasingly, history and art museums have added diverse perspectives to conversations about human impacts on the planet. Panelists and attendees will discuss blending science, art, and history to facilitate learning and action. This session will explore how to approach controversy, build community relationships, and cultivate funding sources that support environmental action.

MODERATOR: Beth Kaminsky, *Manager of Exhibit Development, History Colorado Center*

Presenters: Liz Cook, *Environmental Educator, History Colorado Center*

Christine Lashaw, *Experience Developer, Oakland Museum of California*

Lisa Young, *Exhibitions Director, Museum of Northwest Art*

G3 **Introduction to Digital Asset Management Systems and the Balboa Park Commons**



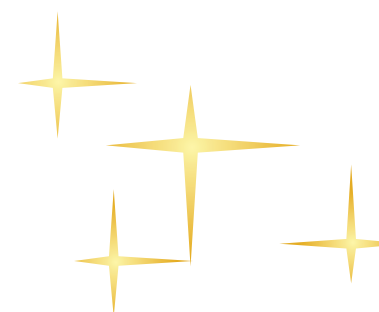
Since 2010, the Balboa Park Online Collaborative (BPOC) has been working with 10 cultural institutions to build a shared digital asset management system (DAMS), digitization rigs, procedures, and a public web portal of images. Over 300,000 objects—photographs, paintings, and videos—have been digitized. This session discusses what a DAMS is and provide tips for selecting and implementing a DAMS, digitizing collections records, and creating large online visual databases for educational use.

MODERATOR: Nik Honeysett, *Director and CEO, Balboa Park Online Collaborative*

PRESENTERS: Perian Sully, *Project Manager for Digital Asset Management and Online Access, Balboa Park Online Collaborative*

Katrina Pescador, *Head Archivist, San Diego Museum of Air and Space*

Joaquin Ortiz, *Director of Education and Innovation, Museum of Photographic Arts*





Flamingo - 1950s - Cliff Segerbloom, Nevada State Museum, Las Vegas - Jay Florian Mitchell Collection

G4 Beyond the Traditional Tour: The 21st-Century Visitor Experience



How do customized experiences, social engagement, and live connectivity activate the museum and transform it into a site of potent community gathering and belonging? This session will present initiatives from four institutions stretching beyond traditional museum tours to provide welcoming, meaningful, and personalized encounters. Participants will exchange ideas for new models of visitor experiences, consider an expanded definition of community, explore how to meet different types of audiences, and contribute to a shared collection of engagement approaches.

MODERATOR: Cedith Copenhaver, *Docent Program Manager, Oakland Museum of California*

PRESENTERS: Gravity Goldberg, *Associate Director of Public Programs, Contemporary Jewish Museum*
Julie Potter, *YBCA:You Senior Program Manager, Yerba Buena Center For The Arts*
Andrea Clark, *School Programs Coordinator, Museum of History & Industry*

G5 From Pledge of Excellence to Accreditation and Everything In Between



Start your museum's journey on the Continuum of Excellence today! Trying to decide if your museum should take the Pledge of Excellence, apply for Core Documents Verification, or do Standards and Excellence Program for History Organizations (StEPs)? Has your museum been considering the Museum Assessment Program or wondering if accreditation is achievable? After a brief overview, attendees will break into small groups to talk directly with peers about their experiences, benefits and challenges, preparation tips, or just where to begin.

MODERATOR: Eileen Goldspiel, *Director, Member Engagement, American Alliance of Museums*

PRESENTERS: Arthur H. Wolf, *Principal, WOLF Consulting*
Jill Hartz, *Executive Director, Jordan Schnitzer Museum of Art*
Marilyn Gillespie, *Executive Director, Las Vegas Natural History Museum*
Allan Palmer, *Executive Director & CEO, National Atomic Testing Museum*

H1 Changing Community Environmental Awareness Through Museum Programs



How can museums promote visitors' awareness of the environment? This session explores two case studies—one using cutting-edge touchscreen technology, the other using community-based programming—that reach communities facing very different environmental challenges. Join leaders at the forefront of this movement for a discussion on strategic allocation of resources, techniques for engaging community and stakeholders, and lessons learned.

MODERATOR: Isaac Marshall, *Principal, AldrichPears Associates*

PRESENTERS: Henry David "Hank" Venema, *Director, International Institute for Sustainable Development*
Aaron Micallef, *Curator of Exhibits, Springs Preserve*
Scott Young, *Manager, Science Communications & Visitor Experiences, Manitoba Museum*

H2 Building a Volunteer Program for Small Museums



All museums rely on volunteers, but small museums cannot function without them. Three museum professionals with extensive volunteer management experience will demonstrate how a small museum can set up an effective volunteer program with few resources. The panel discusses recruitment, management, and recognition of volunteers, and demonstrates how establishing a well-run volunteer program will make your job easier!

MODERATOR: Rosalind Bedell, *Consultant*

Presenters: Debbie Amundsen, *Volunteer Coordinator, Natural History Museum of Utah*
Carly Squyres, *Education and Volunteer Coordinator, History Museum of Hood River County*
Cristina Lopez, *HR Analyst, Volunteerism, Springs Preserve*

H3 Creating a Successful Social Media Strategy



It's easy to get excited about social media when you hear some of the numbers: 500,000,000 people on Facebook, millions of followers on Twitter, blogs, podcasts, Instagram, and Pinterest. How do you keep up? Where do you begin? This session shares perspectives on why social media is important for museums, introduces the pros and cons of different social media options, and provides the necessary information to create a basic social media strategy for your museum.

MODERATOR: Kelly Koski, *Associate Director, Communications & Audience Development, Oakland Museum of California*

Presenters: Madison C. Barkley, PhD, *Curator of Natural History, Education and Public Programs Coordinator, Arizona Historical Society*
Annie Graeme Larkin, *Curator, Bisbee Mining & Historical Museum*



H4 **A Critical Eye on Museum Studies**



What's the status of Museum Studies? The answer is complex, nuanced, and becoming increasingly charged. Museum professionals and enthusiasts seeking a degree have their choice of programs. But what academic standards and methods of accountability are in place? What is the balance between theory and practice? Are there too many programs? Not enough jobs? Are graduates prepared to forge a new vision of museum relevancy? We all need these answers, so join in this critical conversation.

MODERATOR: Keni Sturgeon, *Director, Science & Education, Pacific Science Center*

PRESENTERS: Richard Toon, PhD, *Associate Research Professor, Director Museums and Museum Studies, Arizona State University*

Adrienne McGraw, *Museum Studies Program Chair, John F. Kennedy University*

Adrien Mooney, *Registrar, Utah Museum of Fine Arts*

Terri Leong, *Staffing Administrator, San Francisco Museum of Modern Art*

Afternoon at the Springs Preserve

12:00 NOON—7:00 PM

FREE

Buses departing Flamingo at 12:30 pm and returning at 7:00 pm

As an unexpected treat, we are moving the 2014 Annual Meeting to the one-of-a-kind Springs Preserve. While there, attendees can choose between sitting in on sessions, participating in special tours, visiting the onsite galleries, or watching the second installment of WestMusing | 10 Minute Museum Talks. Connect and learn with the WMA community during this special afternoon.

The Springs Preserve is a unique 180-acre cultural complex featuring galleries (including the Nevada State Museum), colorful botanical gardens, as well as an interpretive trail system that meanders through one of the richest and most unique biological resources in Southern Nevada.



The Nevada Museums Association (NMA) Annual Meeting & Luncheon will also take place at 1:00 pm at Nevada State Museum at the Springs Preserve. During the NMA Annual Meeting and Luncheon, board members will present the association's annual report on the treasury, membership, newsletter, and more. The membership will also elect new officers. In addition, members will discuss topics and locations for the 2015 NMA Conference. This meeting is open to the NMA membership. Luncheon cost is \$25. Please register for this luncheon at www.nevadamuseums.org.

This event generously underwritten by the Springs Preserve

westmusing
ten-minute museum talks

Wednesday, October 8

CONCURRENT SESSIONS: 2:00 PM—3:15 PM

Sessions at the Springs Preserve

I1 **Exhibit Critique: The Neon Museum**



This perennially popular session examines the exhibition practices of a select institution, focusing this year on Las Vegas's Neon Museum. The Museum, accessible by appointment only, includes a restored motel lobby typical of Las Vegas and a "Boneyard" of neon signs from iconic local attractions. Each sign in the collection has a unique story about who created it, what inspired it, where and when it was made, and how it fits into the development of Las Vegas. Much thought has been put into the curation of the Boneyard as the signs are placed to tell the city's history through neon. Three professionals, the exhibit team, and the audience will discuss this unusual visitor experience.

MODERATOR: Redmond J. Barnett, *Head of Exhibits, Washington State Historical Society*

PRESENTERS: Robert Jay Chattel, AIA, *President and Preservation Architect, Chattel, Inc. | Historic Preservation Consultants*

Cynthia Behr Warso, *Education and Engagement Manager, Neon Museum*

Danielle Kelly, *Executive Director, Neon Museum*

Darcie Fohrman, *Principal, Darcie Fohrman Museum Exhibitions*

Christopher James Alexander, *Assistant Curator of Architecture and Design, Getty Research Institute*

Rosalind Bedell, *Consultant*

I2 **Fundraising in a Competitive Environment**



Donations from individuals and businesses provide critical support for museums and their programs. However, reaching donors grows increasingly more difficult as more and more issues compete for their attention. In the current museum arena there is no shortage of issues, interests, and distractions. How do you fundraise in such a diverse and complex market? Museum professionals from across the West will discuss their successful strategies for cultivating donors and sponsors in a competitive environment.

MODERATOR: Mitch Bishop, *Management Analyst, Springs Preserve*

PRESENTERS: Laura Alderete, *Corporate Relations Representative, Springs Preserve*

Eric Nelson, *Executive Director, Nordic Heritage Museum*

Michael Hammond, *Executive Director, Agua Caliente Cultural Museum*

I3 **Great Community Places: Museums as Third Spaces**



They are welcoming, social, and open to everyone. It's like hanging out with friends at the mall or your local coffee shop. Could your museum become a favorite community meeting place in the future? Come experience and learn about third spaces, talk to colleagues who researched and reported on them during the California Association of Museums' Leaders of the Future project, share your third-space stories, and brainstorm new ideas for place-based experiences to add to your museum's programming.

MODERATOR: Ruth Cuadra, *Application Systems Analyst, Getty Research Institute*

PRESENTERS: Karen Graham Wade, *Director, Workman and Temple Family Homestead Museum*

Lisa Eriksen, *Principal, Lisa Eriksen Consulting*

David Bloom, *VertNet Coordinator, Museum of Vertebrate Zoology, University of California, Berkeley*

14 **LACMA's Art + Film Initiative: Fostering Visual and Media Literacy in K-12 Schools**



We live in a visual, tech-oriented world, where students must decipher images, information, and technology in order to navigate our twenty-first century. How can museums capitalize on technology's growing accessibility to foster visual and media literacy skills? Learn about the Los Angeles County Museum of Art's Art + Film Institute for K-12 teachers from an educator, a filmmaker, and a teacher participant. Explore interdisciplinary connections between art, media, and the Common Core California State Standards.

MODERATOR: Jennifer Reid, *Content Specialist, Education & Public Programs, Los Angeles County Museum of Art*

PRESENTERS: Brick Maier, *Founder, Tabletop Moviemaking*

Mary Ruth Greene, *English Teacher and Small Learning Community Coordinator, Venice High School, Los Angeles Unified School District*

15 **Collections That Can Kill: Safe Handling, Display, and Storage of Hazardous Materials and Weapons**



Many museums and historic societies house dangerous materials, such as weapons and hazardous materials, in their collections inventories that have unique care, storage, and display requirements, both for the preservation of the object and the safety of staff and visitors. Often museum professionals are not versed in the proper care of such objects and even go so far as to inadvertently break the law or risk harm to others when displaying or transporting such items. This session will inform participants in best practices for caring for dangerous items in the museum collection such as weapons and hazardous materials.

MODERATOR: Joseph Govednik, *Curator of Collections, Foss Waterway Seaport*

PRESENTERS: Karen Green, *Curator, National Atomic Testing Museum*

Mark Hall-Patton, *Museum Administrator, Clark County Museums System*

Kathleen Daly, *Registrar, Exhibits Development Group*



McCarran Airport Terminal - 1963 - Jay Florian Mitchell, Nevada State Museum, Las Vegas - Jay Florian Mitchell Collection

Exhibitors

Booth spaces still available!

Visit www.westmuse.org for detailed information on exhibiting, advertising, and sponsoring at WMA 2014 in Las Vegas!

Andoniadis Retail Services

Andoniadis Retail Services, primarily through our Museum Store Assessment Program and Function, Layout, and Design Services, can help your museum store increase revenue, enhance the visitor experience, control inventory costs, and avoid UBIT problems. Since 1992 we have consulted with more museums of all kinds and sizes than any other consultant.

Art Display Essentials

Art Display Essentials is the exclusive stocking distributor for Absolute Museum & Gallery Products in North America. Absolute is a world leader in the design of barriers to restrict access and/or guide visitors, picture-hanging systems, and information-based products for Museums and Art Galleries. These products have been developed in consultation with some of the world's leading institutions, including The Tate, The Met, and The Louvre.

Balboa Park Online Collaborative

Let us collaborate with you to connect your audiences to art, culture, and science through technology. Located in Balboa Park, San Diego, the Collaborative works with over 25 partner museums and cultural institutions to develop engaging and innovative technology, including websites, mobile tours, gallery interactives, touch-tables, and more.

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Buffalo Bill Center of the West

We've been sharing the West with the world, and bringing the world to the West, for nearly a century! Visit our booth to meet Buffalo Bill Center of the West representatives, learn about our new name and unparalleled collections, and peruse our menu of upcoming traveling exhibitions.

Delta Designs Ltd.

Delta Designs Ltd. specializes in the design, professional manufacture, and installation of high-quality museum storage equipment. Our products meet the highest standards of conservation practice for research specimens, historical artifacts, art objects, textiles, and archival materials.

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Duncan Design is a design and fabrication theming company. For the past 40 years we have served the amusement, museum, and retail industries. We provide our clients with interpretive signage, sculptures, murals, and dioramas. Let us assist you in creating your next exhibit.

FACE Insurance

FACE Insurance presents an "Insurance Program Exclusively Designed for Small to Medium Sized Museums." We look forward to working with curators and risk managers to ensure the security of objects on display in Museums—Treasure Boxes of our world. Having a sound insurance strategy in place is a vital component.

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Hollinger Metal Edge has been the leading supplier of archival storage products for government and institutional archives, historical societies, museums, libraries, universities, galleries, and private collections for over 60 years. With our extremely experienced management and staff, we are dedicated to quality, customer service, and competitive prices.

Lever Pulley

Lever Pulley (formerly CentralPoint Systems) is a full-service web development company with affordable eCommerce, event registration, membership management, and mobile-application solutions for museums. Additionally, we provide consulting services for search-engine optimization, kiosk-interface design, and programming. Our strategic approach is centered on site visitors behavior and organizational objectives/goals that help museums achieve desired results.

Mithun

Mithun's architects, interior designers, landscape architects, urban designers, and planners are working to inspire a sustainable world through leadership, innovation, and integrated design. Services include architecture, land use planning, landscape architecture, interior architecture, interior design, and "cultural audits" with a focus on sustainability.

Pacific Studio

Pacific Studio creates highly engaging and interactive experiences for museums, visitor centers and public spaces. Our artisans and craftspeople look forward to sharing their work with you from the Nevada State Museum and the National Museum of Organized Crime & Law Enforcement at this year's annual conference.

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About the Western Museums Association

Providing professional development to museum professionals since 1935



OUR MISSION

The Western Museums Association (WMA) challenges the diverse museum community of the West, empowering individuals to cultivate leadership and enabling institutions to remain relevant in a dynamic world. We provide opportunities for learning and personal interaction to enhance the creative skills and enrich the lives of individuals who do museum work.

WHO WE ARE

The WMA is a nonprofit organization dedicated to serving museums, museum professionals, and related institutions and individuals by providing vision, enrichment, intellectual challenge, and a forum for communication and interaction. As one of six U.S. regions, WMA represents museum communities in Alaska, Arizona, California, Hawai'i, Idaho, Nevada, Oregon, Utah, and Washington; in the U.S. territories of American Samoa, Guam, and Mariana; and also has international members from British Columbia and Mexico. WMA advocates, promotes, and supports the role of museums in bettering and enriching the diverse and dynamic cultural life of the western United States.

OUR CORE VALUES

- **SOCIAL BENEFIT:** The Western Museums Association supports the work that institutions do for their communities, and we seek to inspire excellence in this service to the public.
- **EXCELLENCE:** We challenge museums to strive, because we believe that all museums have the potential to have an extraordinary impact on the lives of others.
- **LEADERSHIP:** We promote the professional development of all staff, volunteers, and trustees and seek to enhance their positive change and growth, because we believe that all individuals have the potential to be leaders.
- **COLLEGIALITY:** We provide opportunities for individuals to connect and develop lifelong relationships, as they create a community of colleagues who support each other's institutional endeavors and personal well-being.
- **FUN:** We believe that good humor facilitates learning and relationship building, and enjoyment in an association of colleagues helps build a community of talented, connected individuals who are energized about their profession.
- **TRUST:** We respect one another and trust in the integrity of our diverse museum community.
- **INCLUSION:** We encourage differences of opinions and perspectives, and unfamiliar ideas, for they enrich our association.
- **SUSTAINABILITY:** In seeking innovation, we take a measured and responsible approach to decisions and initiatives, as we appreciate that our actions today affect our future success and vitality.

CONTACT

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Area Information

ABOUT LAS VEGAS

Las Vegas lies in the southwest corner of Nevada, with the Mojave Desert spreading out to the south, Lake Mead and the Hoover Dam to the east, Area 51 to the north, and the Spring Mountains and Red Rock Canyon to the west. The city's metropolitan area is the most populous in Nevada with over 2 million people. While Las Vegas has a comparatively young history—it was incorporated as a city in 1911—it is a global destination, with over 39 million people visiting in 2013; over 5 million of those were for conventions and 17% were international.

GEOGRAPHY & CLIMATE

Las Vegas is located in an arid basin at the floor of the Mojave Desert. Likewise, the city's climate is a hot desert climate, while the environment is dominated by desert vegetation and some wildlife. The average daytime temperature in October is 80.6°, while at night the average is 58.8°.

GETTING AROUND & TRANSPORTATION

McCarran International Airport is located approximately 3.4 miles south of The Flamingo Hotel and Casino. Many highways intersect through Las Vegas, including I-15, I-215, I-515, and US 95, which disperse to many western locations. Las Vegas Boulevard, previously known as 5th Street and currently referred to as The Strip, runs north and south and was named a National Scenic Byway in 2009.

There are multiple public transportation options in Las Vegas; the most commonly used is the RTC Transit (www.rtcnv.com) system of public buses. A 2-hour pass on the Strip & Downtown Express is \$6, while single-ride residential routes are \$2. Use Routes 108 or 109 for bus transportation from the airport to the Flamingo. Shuttle service through LAS Xpress is available between the airport to the Flamingo, and it is \$11 per person for the Economy service and \$18 per person for the Nonstop service. For more information and to make reservations, please visit <http://lasrescenter.hudsonltd.net>. Additionally, the Annual Meeting Hotel is located at the Flamingo monorail stop on Las Vegas Boulevard, and it is \$5 for a single ride to travel along The Strip.



Hoover Dam Valve Test - 1941 - Cliff Segerbloom - Nevada State Museum, Las Vegas - Jay Florian Mitchell Collection

THE HOOVER DAM, LAKE MEAD, & BOULDER CITY

Boulder City sits approximately 25 miles southeast of Las Vegas and was originally established for housing workers building the Hoover Dam. First named the Boulder Dam, the Hoover Dam stretches across the Black Canyon to create Lake Mead. Located on the Colorado River, Lake Mead is the largest reservoir in the United States. Year-round recreational opportunities include boating, fishing, and hiking, among other activities. The Dam was the largest of its day and continues to generate hydroelectric power to Southern California, Nevada, and Arizona.

RED ROCK CANYON & BONNIE SPRINGS RANCH

The Red Rock Canyon National Conservation Area is located 17 miles west of Las Vegas and features red rock formations. The highest of these sandstone points is La Madre Mountain at 8,154 feet. Within the Conservation Area on the loop road is also the Bonnie Springs Ranch, which was originally built in 1843 as a stopover for wagon trains and is now an attraction featuring an Old Town, horseback riding, and a small zoo among other things. On your way to or from Red Rock Canyon make sure to visit Tule Springs at Floyd Lamb Park to experience the historic Tule Springs Ranch and archaeological site.

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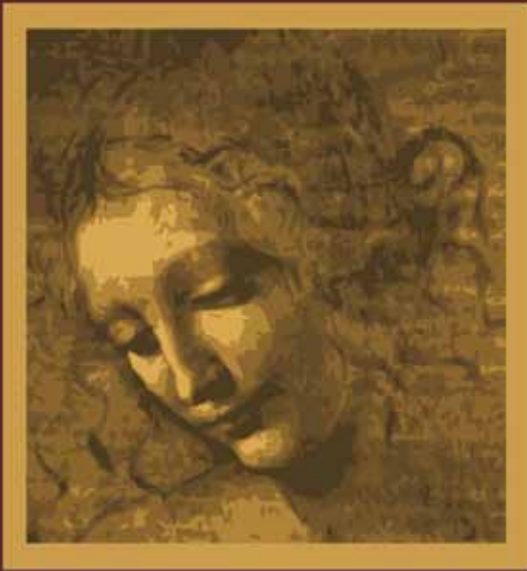
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