



March 10-12, 2010

Greenville, SC

Museum Tales: What's Your Story?

South Carolina Federation of Museums

Wednesday, March 10

7:15-7:45 Conference Registration, Hyatt Regency

7:45-5:00 Traveling Workshop

Meet in the lobby of Hyatt Regency. A bus will take attendees to seven sites to explore the educational and cultural opportunities in Greenville. These behind-the-scenes tours are geared towards professional development for museum staff.

- Shoeless Joe Jackson Museum (8:00 am)
- Confederate War Museum & Library (9:00 am)
- Kilgore-Lewis Historic Home (10:00 am)
- Lunch, location TBD (11:30-12:30 pm)
- Upcountry History Museum at Heritage Green (12:30 pm)
- Museum & Gallery at Heritage Green (2:00 pm)
- Greenville County Museum of Art at Heritage Green (3:00 pm)
- Children's Museum of the Upstate at Heritage Green (4:00 pm)

Dinner provided after tour at the Westin Poinsett hotel located at 120 South Main Street, Greenville

Thursday, March 11

8:00-11:00 Registration, Hyatt Regency

8:30-9:45 Sessions (Choose one of four)

Collections Plan: If you don't have one, get one!

Collections

Museums, now more than ever, need to plan for the future. While most institutions have a collections policy, many are just beginning to write their first Collections Plan. How does a plan differ from your policy? What is involved in writing one? Who is involved in writing the plan? Panelists from diverse collecting institutions will share their plans along with their experience with implementation and creation.

- Jill Koverman, Curator of Collections, McKissick Museum
- John Sherrer, Director of Cultural Resources, Historic Columbia Foundation
- Zinnia Willits, Collections Manager, Gibbes Museum of Art
- Dave Cicimurri, Curator of Collections, Bob Campbell Geology Museum

Museum Tales: What's Your Story?

Interpretive Program Delivery Skills

Administration, Education, Volunteers

When done well, interpretive and educational programming can be your ticket to increased visitation, visibility, and funding. However, when done poorly, it can be your downfall. Have you ever been to a program where the guide spent hours boring you? Would you go back to that site? More importantly, what would you tell others about that site? Your visitors talk to potential visitors, so you need to make the best impression possible. This workshop is an informative session on how to deliver interpretive programming to help you create visitor experiences that keep them coming back. You'll get the real-world tools needed to accomplish your interpretive goals.

— Scott Enter, Director of Interpretation and Training, SC National Heritage Corridor

Collaborative Marketing Success – Charleston's Museum Mile

Marketing

After several years of planning, *Charleston Museum Mile* was formally launched in March 2008 as a branding and wayfinding effort to attract tourists and locals to the cultural corridor lining Meeting Street. Acknowledging the excellent marketing efforts of other defining areas on the peninsula (like King Street as the shopping corridor), the cultural organizations and institutions located on Meeting Street recognized a need to define and cooperatively market their offerings. This unique alliance formed by the cultural institutions has proven to be a success largely due to the dedication and collaborated vision of the participating organizations and institutions. Although visitation to Charleston was down 15% between March 1 and December 31, 2008, combined visitation at Mile locations saw an increase of 7% when compared to the same period in 2007. For the first 6 months of 2009, visitation among the Museum Sites was up 4% while visitation to the city was down 9%. Learn about the nuts and bolts of this collaborative effort and how the branding program is being sustained.

— Marla Loftus, Director of Communications, Gibbes Museum of Art

— Rachel Chesser, PR & Events Coordinator, The Charleston Museum

Going from Ground Zero

Administration, Collections, Education, Exhibits

Depending on a museum or historical institution's staff, history, and available resources, the present state of their organization can vary widely in terms of 21st century standards. Typically, larger museums or well-endowed organizations have had long histories of professional leadership. However, many American historical organizations have struggled to stay current in the professional realm of running their sites. This session is a case study of the Museum & Gallery at Bob Jones University's efforts over the past decade to address all aspects of its organization, collection management, and programming and to bring them up-to-date with current standards. "Going from Ground Zero" was the theme for many aspects addressed in its assessment. Attendees who have gone through this process or who hope to move ahead from "ground zero" in aspects of their organization are encouraged to attend and contribute to this discussion.

— Erin R. Jones, Director, Museum & Gallery at Bob Jones University

— John M. Nolan, Curator, Museum & Gallery at Bob Jones University

10:00-11:15 Sessions (Choose one of four)

What's Buggin' You?

Collections

Silverfish don't swim in the ocean and all ladybugs are not ladies! Which "bugs" are a threat and which are just a nuisance? In this pest management session, we will take a look at some common pests

Museum Tales: What's Your Story?

that plague museums and ways to monitor what may be lurking around your museum when you aren't looking. We will discuss tips for treating infestations and alternatives to pesticides, as well as methods to prevent pests from seeing your collection as an "all-you-can-eat" buffet. Get ideas for creating an Integrated Pest Management Policy, training for staff, and resources for treatment and identification.
—Melissa Jolley, Curator, Redcliffe Plantation State Historic Site

The Tuskegee Airmen and Other Untold Stories of South Carolina's WWII Aviation Heritage *Interpretation*

Over 500 of the famed Tuskegee Airmen were trained at Walterboro Army Air Field in Walterboro, South Carolina, during WWII. Sent to this southernmost of all the Tuskegee training sites in 1944, ostensibly for advanced combat training, most of the airmen recognized the assignment for what it really was – an exile within their own country. Though the Tuskegee Airmen are recognized internationally, there is relatively little knowledge of them or action within South Carolina to promote this important part of the state's aviation heritage. This program will recount the history of the Tuskegee Airmen at Walterboro Army Air Field, as well as the history of the French and American pilots at Hawthorne Aeronautics School in Orangeburg, SC, during WWII, local efforts to promote these unique sites, and ideas for bringing attention to the stories on a state and national level.
—Elizabeth Laney, Historian

Grass Roots: A Sweetgrass Success Story

Collections, Exhibits

One of South Carolina's most enduring cultural traditions is that of the coiled seagrass basket which dates to the formation of the colony. More than three hundred years later, when Dale Rosengarten began her research in 1984, it wasn't certain if this tradition would be handed on to the next generation of basket-sewers. Since then, the sewers have faced many challenges including the potential loss of the native sweetgrass to development and other changes to the environment and Highway 17. The partnership between Dale Rosengarten, Lynn Robertson, and numerous basketmakers, along with other individuals and agencies throughout South Carolina have increased the scholarship on the artform, leading to a long-running traveling exhibit, and a more recent exhibit that examines the relationship between African basketmakers and their American counterparts. These efforts also have raised awareness about the environmental threats to the native materials used by the basketmakers.

- Jill Koverman, McKissick Museum
- Lynn Robertson, Director, McKissick Museum
- Dale Rosengarten, College of Charleston
- Nakia Wigfall, Sweetgrass Basketmakers Association

The Role of University/College Museums and Galleries

Education

This session will tell the story of the challenges that university/college museums and galleries face in serving their immediate constituents - college students. Representatives from select institutions around the state will give their perspective on how their institutions are meeting students' needs and contributing to the higher education experience. The focus will range from specific serving learning initiatives to developing curriculum based on the institution's holdings.

- Lana Burgess, Faculty Curator, McKissick Museum, University of South Carolina
- Tom Stanley, Chair of Fine Arts, Director of Winthrop Galleries, Winthrop University
- Donnalynn Hess, Director of Education, Bob Jones University Museum and Gallery
- Christian Cicimurri, Curator of Education, Bob Campbell Geology Museum, Clemson University

Museum Tales: What's Your Story?

11:45-1:45 Keynote Luncheon

Dr. Sam Ham is Director of the Center for International Training and Outreach and professor of communication psychology and international conservation in the University of Idaho's Department of Conservation Social Sciences. Dr. Ham's research has focused on the role of interpretation in sustainable tourism and in applying communication theory to heritage and nature-based tour guiding, travelers' philanthropy, and interpretation in parks, museums, zoos, and other non-formal educational settings. He is author of *Environmental Interpretation*, one of the world's leading texts on applied interpretation (which has also been published in Spanish, Vietnamese, and Latvian), as well as nearly 400 other publications. His training in applied communication has reached more than 42,000 people across the United States and in 47 other countries. He is the recipient of numerous national and international awards for his teaching and training, including the National Association of Interpretation Fellow Award, University of Idaho's Excellence in Outreach Award, and the University of Idaho's Excellence in Teaching Award, the highest honor bestowed by the university on one of its own faculty members. In 2007, he was honored by Clemson University with the William C. Everhart Award for his lifetime contributions to environmental and heritage interpretation across the world.

1:45-2:15 Student Poster Presentation

The Student Poster Session showcases museum-based projects and research from graduate students that explore the theme of this year's conference, *Museum Tales: What's Your Story?*. Participating students will be chosen following the January 16, 2009, application deadline. Posters will be on display for review and discussion following the keynote luncheon.

2:15-3:30 Sessions (Choose one of three)

Recovering History, Recovering Humanity: The Challenges of Interpreting Multi-Generational African-American History at Two South Carolina Plantation Museums

Interpretation

Trying to uncover and interpret the history of a plantation's enslaved African and African-American population can be difficult to say the least. It becomes even more difficult when a historic site is challenged to tell the story of multiple generations of enslaved and free Africans and African-Americans. Join Magnolia Plantation and Gardens and Redcliffe Plantation State Historic Site as they discuss the challenges of unraveling the stories of multiple generations and eras of African-American history and of presenting those stories to an increasingly informed and critical audience.

— Elizabeth Laney, Park Interpreter, Redcliffe Plantation State Historic Site

— DJ Tucker, Director of African-American History & Interpretation, Magnolia on the Ashley

— Preston Cooley, Asst Director of African-American History & Interpretation, Magnolia on the Ashley

Turning Unused Spaces into Teaching Places

Education, Exhibits

Where is one of the best places within a museum to teach your visitors about water? Why, the restrooms, of course! Learn how a team at the Culture & Heritage Museums in Rock Hill developed a graphic exhibition for the restrooms to help visitors understand the source and destination of their water as well as ways to conserve water. From idea to installation, this session will include research, educational outcomes and goals of the exhibit, prototyping/evaluation, etc.

— Nancy Crane, Director of Education, Culture & Heritage Museums

— Teresa Armour, Exhibits Manager, Culture & Heritage Museums

— Hope Matthews, Museum Specialist, Culture & Heritage Museums

Museum Tales: What's Your Story?

A Walking Tour of Historic Greenville, SC *(Additional \$5 per person)*

Join us for a memorable tour as we walk down Main Street and learn all about the sites of historic significance, memorial statues, architecture, and also about current developments that are making history in Greenville. You'll be amazed at the rich history of the city that provides the background for the amazing revitalization story that has put Greenville in a national spotlight in recent years. Photographs from the past 100+ years will supplement the tour to provide insights into how things have changed and evolved. The tour guide, John Nolan, is author of the recent book, *A Guide to Historic Greenville, South Carolina*.

—John M. Nolan, Curator, Museum & Gallery at Bob Jones University

3:45-5:00 Keynote Workshop

Workshop may be attended separately without full conference registration for a fee of \$15

Dr. Ham will present a view of interpretation based on his research that stresses a goal of provoking museum visitors to think for themselves, to process information and make their own meanings. Participants will practice this way of thinking through motivating exercises that are applicable not just to presentation-style speaking but to other communication delivery systems (including exhibitions, websites, brochures, posters, theater, etc.).

6:00-8:00 Silent Auction & Reception at the Upcountry History Museum (540 Buncombe St.)

8:30-unitl Hospitality Suite, Hyatt Regency

Friday, March 12

8:00-11:00 Registration, Hyatt Regency

8:30-9:45 Sessions (Choose one of three)

Clever Curriculum Using a Cultural Critter

Education, Volunteers

Join us in an oyster exploration as we take an in-depth look at the historical significance and ecological importance of Eastern Oysters found in coastal waterways of South Carolina. In this workshop focusing on youth-based integrated education, participants will learn strategies for engaging students, methods for creating meaningful learning opportunities, and evaluation techniques for ensuring students have met educational objectives. Learn ways to reach and form partnerships with community schools and create programs that connect to your historic site or museum.

—Natalie Hefter, Vice President, Programs, Coastal Discovery Museum

—Amy Tressler, Curator of Education, Coastal Discovery Museum

How to Reach the Masses - Science

Education, Volunteers, Public Programming

Learn how to make science simple and engaging!! Girls in Science Day, birthday parties, Camp-In overnights, and other innovative science-based education programs will be highlighted during this hands-on session.

—Meika Samuel, Director of Education & Public Programs, South Carolina State Museum

The Moveable Museum: How to plan, organize and tour exhibitions from your permanent collection.

Collections, Exhibits, Marketing

Museums often host exhibitions organized by other entities, but how do you organize your own collection to travel? Touring exhibitions offer a unique opportunity to share your collection with other

Museum Tales: What's Your Story?

institutions and provide access to art and artifacts that may not otherwise be seen, studied or enjoyed. This session will address the basics of traveling exhibition development including conceptualization, budget, marketing and touring. Presenters will discuss creation and promotion of the traveling exhibition "package" which may contain not only objects and interpretive text but also exhibition cases, audiovisual equipment, curatorial and registration information, shipping and handling information, installation instructions, educational and programming resources, publication material, insurance coverage and security requirements. This session does not focus on hosting a traveling exhibition or working with exhibition companies. Rather, presenters who organize and manage traveling exhibitions as part of their museum position will present a realistic "to do" list for in-house traveling exhibition development. The audience will also participate in a mock exhibition planning session to encourage consideration and discussion of the many details to consider when exhibitions travel.

— Zinnia Willits, Collections Manager, Gibbes Museum of Art

— Nathan Stalvey, Curator of Temporary Exhibitions, McKissick Museum

10:00-11:15 Sessions (Choose one of three)

Knowitall.org – Not Just Fun and Games

Education

Knowitall.org is ETV's free, web-based multimedia portal featuring a collection of 48 interactive sites for K-12 teachers, parents, and students covering the arts, math, science, language arts and more. You'll find award-winning animated games and simulations, virtual field trips, research resources, writing activities, close-up investigations of the environment and much more! This session will introduce you to this valuable educational tool that can enhance learning by allowing children to interact with quality, standards-based information and content. Come take a fun, in-depth tour and become a certified Knowitall!

— Brack Clemons, Education Technology Instructor, SCETV

Visitor Studies 101

Education, Exhibits, Fundraising

What can we learn from our visitors? How do we use what they have to tell us to make better programs and experiences? Join us for an interactive session about the benefits of incorporating visitor studies in your planning and a few of the basics to conducting visitor studies.

— Hope Matthews, Museum Specialist, Culture & Heritage Museums

Telling the Story of a Museum Mentor...A Tribute to Lynn Robertson

Professional Development

Former students, colleagues, and friends will pay tribute to McKissick Museum Executive Director Lynn Robertson. With over thirty years of service to the museum profession in South Carolina, Robertson has shaped emerging museum professionals who now hold prominent positions in museums around the state and nationwide. Her dedication to the field of museum studies is unprecedented. As a way of giving back, presenters will discuss the impact that Robertson has had on their careers through humorous stories and nostalgic anecdotes.

— Lana Burgess, Faculty Curator, McKissick Museum, University of South Carolina

— Dr. Aaron De Groft, Director, Muscarelle Museum of Art, The College of William and Mary

— Elizabeth Kostelny, Executive Director, Preservation Virginia

— Allen Roberson, Director, South Carolina Confederate Relic Room and Military Museum

11:45-1:15 Business & Awards Luncheon

Museum Tales: What's Your Story?

Early Registration (by 2/10/10)

- \$140 Entire conference
- \$50 Wednesday only, March 10 Includes traveling workshop, lunch & dinner
- \$70 Thursday only, March 11 Includes sessions, keynote lunch, and silent auction
- \$30 Friday only, March 12 Includes sessions and business lunch

- \$15 Keynote Workshop only, Thursday, March 11
- \$5 Walking Tour, Thursday, March 11
- \$50 Meals Only Includes Wednesday dinner, keynote lunch, silent auction, and business lunch

Regular Registration (2/11/10-3/1/10)

- \$170 Entire conference
- \$80 Wednesday only, March 10 Includes traveling workshop, lunch & dinner
- \$100 Thursday only, March 11 Includes sessions, keynote lunch, and silent auction
- \$60 Friday only, March 12 Includes sessions and business lunch

- \$15 Keynote Workshop only, Thursday, March 11
- \$5 Walking Tour, Thursday, March 11
- \$80 Meals Only Includes Wednesday dinner, keynote lunch, silent auction, and business lunch

Late Registration (after 3/1/10)

No Meals Included

- \$200 Entire conference
- \$110 Wednesday only, March 10 Includes traveling workshop
- \$130 Thursday only, March 11 Includes sessions, keynote lunch, and silent auction
- \$90 Friday only, March 12 Includes sessions and business lunch

- \$15 Keynote Workshop only, Thursday, March 11
- \$5 Walking Tour, Thursday, March 11

Conference Center and Hotel Information:

Hyatt Regency
220 North Main Street
Greenville, SC 29601
(864) 235-1234
greenville.hyatt.com

Single \$99; Double \$109; Triple \$119; Quadruple \$129 - all are plus tax, currently 10%