



March 7-9, 2012 Georgetown, SC

Unlocking the Future: Keys for Success South Carolina Federation of Museums

Wednesday, March 7, 2012

8:00 - 11:00 am; 2 - 5 pm Registration, Pawley's Plantation Club House

9:00 am – 5:30 pm

Traveling Workshop

Tour some of South Carolina's coastal treasures. Lunch will be served on the beautiful grounds of Hobcaw Barony, followed by a short break at Pawley's Plantation, and conclude with a tour of Brookgreen Gardens where participants will enjoy the evening reception as well.

- Historic Georgetown
Founded in 1729, this charming port city retains a high degree of original 18th- and 19th-century structures in its Live Oak tree-lined Historic District. Highlights will include Prince George Winyah Episcopal Church (circa 1750), Winyah Indigo Society (1853) and the Rice Museum/Old Market Building (1842).
- Mansfield Plantation
Established in 1718, Mansfield Plantation is an amazingly intact antebellum rice plantation located along the Black River. Spanish moss-draped ancient Live Oaks shelter the original manor house and slave village that includes former cabins and a meeting house.
- Hobcaw Barony
Representing a unique blend of history and ecology, Hobcaw Barony represents 300 years of coastal Carolina history. Its Discovery Center explores the rich and varied ecosystem of the Lowcountry.
- Brookgreen Gardens
Opened in 1931 and carved out of four antebellum rice plantations, Brookgreen Gardens is a cultural touchstone along the Carolina coast. Boasting the world's largest collection of American figurative sculpture exhibited in breathtaking outdoor settings, Brookgreen Gardens joins history, art and nature.

OR

9:00 am - 4:00 pm

White Gloves Gang Workshop

Calling all collections care professionals (or those interested in learning more about collections care)!! The SCFM White Gloves Gang needs you! Join us for a day of service, fellowship, and hands-on experience as we volunteer our time and talents at the Georgetown County Museum. Zinnia Willits, Director of Collections Administration at the Gibbes Museum of Art, will be leading the workshop, which will consist of several hands-on collections-care related projects. Space is limited to 10 participants, and lunch is included. **(Space is limited to 10 people!)**

5:30 – 7:30pm

Evening Reception and Mocktail Hour – Brookgreen Gardens

Drop in for some light refreshments! This event is a simple “welcome to the conference” meet-and-greet. *Transportation will be provided starting at 5:00 from Pawley’s Plantation or you can drive to this event on your own.*

9:00 pm - until **Hospitality Suite, Pawley’s Plantation**

Thursday, March 8, 2012

8:00 am - 5:00 pm **Registration, Pawley’s Plantation Club House**

8:00 am - 5:00 pm **Exhibitors, Pawley’s Plantation Club House**

8:30 - 9:00 am

Plenary Session

Meet the Execs! Put faces with names as the members of the South Carolina Federation of Museums Executive Committee share their bios and how they became involved in South Carolina’s museum community.

9:15 - 10:15 am Sessions (choose one of three)

Into the Great Wide Open: Digitizing your museum’s collection

Administration, Collections

Are you thinking about putting your museum’s collection online? Are you curious about what this might entail? Elizabeth Hamlett, Melanie Neil, and Jennifer Land will share their experiences with working on digitization projects. One size does not fit all, so each presenter has her own methodology for digitizing collections and each project is in a different stage of completion. Come learn from our experiences and gain ideas on how you can lead your institution into the digital age.

- Elizabeth Hamlett, University Collections Manager, Furman University
- Melanie Neil, Advancement and Curatorial Assistant, McKissick Museum, University of South Carolina
- Jennifer Land, Coordinator of Web Services, Spartanburg County Public Libraries

Representing Slavery: Searching for Signs of a New Narrative at Antebellum Plantations and House Museums

Administration, Education, Exhibits

Enslaved African Americans made up over 50 percent of the antebellum Lowcountry population and were the economic foundation of antebellum society. Their cultural influence continues today in the food, music, art, architecture, language, and politics of the Lowcountry. As reflections of colonial and antebellum life, we should expect to learn about enslaved people through artifacts, buildings, and most importantly narratives presented at Lowcountry plantations and house museums. Join me as we explore how management considerations, tour structures, and the very words we say or present can marginalize, trivialize, or ignore the lives of enslaved Africans.

- Carol J. Poplin, Senior Project Manager, The History Workshop

MAP for the Future: Students Engaged in Museum Assessment

Administration, Education

This session will feature three students from the University of South Carolina Museum Management Certificate Program who will give their perspectives on preparing a MAP (Museum Assessment Program) grant for the South Carolina Railroad Museum in the Fall of 2011. We will explore the high and low points of this process, emphasizing it as a tool for providing students with hands-on management training in museum assessment and preparing for accreditation.

- Tara Babb, Graduate Student, University of South Carolina
- Sarah Conlon, Graduate Student, University of South Carolina
- Caitlin Podas, Graduate Student, University of South Carolina

10:30 am - 12:00 pm Sessions (choose one of three)

Don't Be BURIED ALIVE: How to use the Abandoned Cultural Property Law

Collections

The Abandoned Cultural Property Board was re-instituted in September 2011. The legislation has not been used in at least 10 years, so this session will re-introduce the law and go through the process to use it step by step. There will be a presentation, hand-outs, and time for questions and answers. It's time to revisit those items in your museum that have just been taking up space!

- Michelle Baker, Chief Registrar, South Carolina State Museum
- Additional members of the ACPB

The State of Curatorial Research in South Carolina

Collections, Education, Exhibits

Three curators from Columbia museums will address topics of current scholarly research in a professional paper presentation format. Lana Burgess will speak about a partnership with the Smithsonian Institution called Exhibiting Local Enterprise, a component of which will feature Columbia's Olympia Mill. Fielding Freed will talk about the interpretive plan for the Woodrow Wilson Family Home. JoAnn Zeise will explain the work she is conducting on historic Mitchelville in Hilton Head.

- Dr. Lana A. Burgess, Faculty Curator, McKissick Museum, University of South Carolina
- Fielding S. Freed, Director of Historic House Museums, Historic Columbia Foundation
- JoAnn Zeise, Exhibitions Graduate Assistant, McKissick Museum, University of South Carolina

The Benefits of Going "Green": Sustainability and Museums

Administration, Exhibits, Marketing, Fundraising

Over the last decade the concept of incorporating "green" technology, environmental sensitivity, and instituting healthy building practices has become a source of great popular discussion. There are a lot more reasons to jump on the "green" bandwagon than just to follow the latest popular trend. This session will serve as a primer on sustainability and discuss how "green" technology can be successfully integrated into your museum, how third party certifications can help you achieve fundraising success, and how sustainable features can ultimately improve your operations costs. Come prepared with your questions and see how other museums are successfully integrating sustainable practices into their facilities.

- Steven Blashfield, AIA, Cultural Studio Director, Glave & Holmes Architecture

12:00 - 1:30 pm

Keynote Address & Luncheon: Unlocking the Future: Keys for Success

Angela Mack, Executive Director and Chief Curator, Gibbes Museum of Art, Charleston, SC

Angela Mack has been with the Gibbes Museum of Art for over 30 years. In 2008, she was named Executive Director and Chief Curator. During her tenure, she has installed approximately 350 exhibitions, 34 of which she organized showcasing original scholarship. She is a contributor to several periodicals and has written articles for *The Magazine Antiques*, *Sculpture Magazine*, *American Art Review*, and the *South Carolina Historical Society Magazine*. Please join Ms. Mack as she provides her perspective on the museum community in South Carolina, through the lens of her own personal evolution and her long career at the Gibbes. As she ushers the Gibbes into the future, and through a major renovation project, Ms. Mack will share some of the keys that have been important in her own success.

1:45 - 2:45 pm Sessions (choose one of three)

Programs to Promote

Education, Fundraising, Event Planners

Programs and events raise awareness and can often raise money for an organization if done correctly. This session will lead participants through a step by step process on how to implement programs for organizations of all sizes.

— Sarah Blackwell, Director of Programs, Historic Columbia Foundation

From Portraits to Endless Possibilities

Education, Exhibits, Fundraising

The Children's Museum of the Upstate opened in July 2009 with a temporary exhibition entitled "Portraits of Possibility." After leaving the museum floor, the exhibit returned in August of 2011 as "Frame Your Future." Join me to learn about the team approach that turned a passive museum exhibition into a vibrant, hands-on experience. This successful project encompasses exhibition design, program development, institutional partnerships and fundraising. Let our story serve as a model in your own future museum development plans.

— Elizabeth McSherry, Programs Manager & Volunteer Coordinator, The Children's Museum of the Upstate

Non-Invasive Exhibition Treatments for Textiles Using Rare Earth Magnets

Conservation, Collections, Exhibitions

Many museum personnel have concerns about using invasive techniques to display textiles. This presentation is an introduction to using rare earth magnets as an alternative. The magnets can be used to safely mount a variety of textiles—flat as well as three-dimensional—from quilts and coverlets to rolled lengths of fabric, and small dress accessories.

— Kathleen Staples, Kathleen Staples & Associates, Textile Services

3:00 - 5:00 p.m. Session

Group Think

Back by popular demand, *Group Think* aims to bring different categories of museum staff together to discuss questions about the future of museums in the context of their own positions. Each table will be presented with three questions about the future of museums. Questions may include: How is your institution currently servicing the community, and do you expect this to change? How are you adapting to the current economic climate? How is the digital age impacting your job? Each table will consider the questions from their own professional viewpoint and share answers with the entire group.

Unlocking the Future: Keys for Success

Discussion may reveal unique approaches to answering the questions. What can the various disciplines learn from each other's responses? How does each position ultimately contribute to the overall health of our institutions, both present and future? This is a unique opportunity to share ideas and explore joint solutions. Come join the fun and expand your understanding of group dynamics through lively discussion on the future of museums.

Choose your table:

- Membership
- Education
- Marketing/Public Relations
- Administrative/ Development
- Collections/Registration
- Curatorial/Research/Exhibits
- Other

7:00 - 9:00 pm

Silent Auction and Low Country Boil – Stewart Parker House, Georgetown

This annual fundraising event helps SCFM provide conference scholarships each year. Please join us for a reception and opportunity to bid on unique items and experiences so that we can support emerging professionals and students. The Kaminski House will also be open for private viewing during this event. *Transportation will be provided starting at 6:30pm from Pawley's Plantation or you can drive to this event on your own.*

9:30 pm - until Hospitality Suite, Pawley's Plantation

Cringe Event (9:45-10:45)

In retrospect, we are able to find humor in even the most embarrassing situations of momentary awkwardness. Join your colleagues for a spirited hour of cringe-worthy stories based on museum experiences past and present. Come and share a story of your own or simply listen and laugh! Don't worry...we don't intend to name names. For this fun event all cringe-worthy tales are hypothetical (even if they really did happen!)

Friday, March 9, 2011

8:00 - 10:00 am Registration, Pawley's Plantation Club House

8:00 - 1:00 pm Exhibitors, Pawley's Plantation Club House

7:30 - 8:30 am Executive Directors' Breakfast, Hospitality Suite

All Executive Directors are invited to attend a light breakfast in the Hospitality Suite to mix and mingle with other directors.

8:30 - 9:30 am Sessions (choose one of three)

Connecting Museums and Visitors in the Virtual World: Social Media, Virtual Exhibitions, Mobile Devices in Museums

Administration, Education, Exhibits, Marketing, Membership, Fundraising

Museum visitors have differing levels of technological savvy and their needs and expectations are likewise varied. This panel will explore these issues and the possibilities and pitfalls as museums continue to develop in the digital and virtual worlds. Panelists will discuss creating virtual exhibitions, navigating social media, and strategies for utilizing mobile devices in museums.

- JoAnn Zeise, Exhibitions Graduate Assistant, University of South Carolina
- Pam Wall, Curator of Exhibitions, Gibbes Museum of Art
- Rachel Chesser, PR & Events Coordinator, Charleston Museum

History Meets Nature at the Price House

Education

Using recent efforts at Spartanburg County's Price House as a case study, this session explores both the successful strategies and the difficult challenges in making natural history an interpretive priority at a primarily human history historic site.

- Zac Cunningham, Director, Walnut Grove Plantation & Historic Price House, Spartanburg County Historical Association

Building a Culture of Philanthropy by Engaging Leadership

Administration, Volunteers, Fundraising

Every museum, and indeed every nonprofit, determines its own culture. How engaged is your leadership in shaping its culture and enabling those who support the organization to carry out its mission to the best of their abilities? Has your leadership worked to define your case for support, and is your story being told? It is time to consider a shift in your culture in order to build leadership that motivates and strengthens, leading by example to “sell” your case. This session gives guidance on developing strong board leadership with a particular focus on creating a culture of philanthropy. Participants will be given a model for board and executive staff leadership that can be employed to: energize leaders; assess and make plans; build a stronger board presence; leverage strengths; and engage board and staff at a higher level.

- Allan Burrows, President, Capital Development Services

9:45 - 11:15 am Sessions (choose one of three)

Collections Careers: Past, Present, and Future

Administration, Collections

Collections care is an evolving field. From seasoned professionals who learned their skills “on the job” to emerging professionals graduating with degrees in museum management, the make-up of collections workers has changed significantly, along with the skills they must possess. In this panel discussion, emphasis will be placed on sharing changes and challenges that collections personnel have faced, especially in recent years, and ways to deal with those challenges. A panel composed of an emerging professional and several mid-career and seasoned professionals will start the discussion by sharing their career progression and adaptations to different duties and challenges. Topics will include the rising role of technology, funding problems, legal issues, and the need for a broad base of skills in the workplace.

- Michelle Baker, Chief Registrar, South Carolina State Museum
- Jill Koverman, Chief Curator of Collections and Research, McKissick Museum, University of South Carolina
- Melanie Neil, Curatorial Assistant, McKissick Museum, University of South Carolina
- Zinnia Willits, Director of Collections Administration, Gibbes Museum of Art

Using Genealogy to Tell a Better Story

Education, Research, Interpretation

These days genealogy is more than just making a tree of one's ancestors – it's a person's war service records, church affiliations, extended family, bank records, immigration forms and more! You may be working with descendants of a family at a historic site. You may be creating an exhibit on a community and need information on a set of families from the area. You may need more specific information on a single individual to help document the provenience or origin of an artifact. No matter what you do, you can use genealogy to enhance the story you are trying to tell. Learn the tricks of the trade in this session as we explore online resources, how to get past genealogical “brick walls” and

more. Bring basic information about a person or family you are trying to research to use during the session. (A laptop with wireless connection is optional but will help you during the session.)

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

Spotlight on Student Research

Education, Students

Students are often the backbone of museums. They assist with everything from conducting object based research, producing exhibitions, developing public programs, to helping with day-to-day operations. This session will showcase student work and offer a way for students to network with experienced museum professionals.

— Sponsored by COMPT, the American Association of Museums' Committee on Museum Professional Training.

11:30 am - 12:15 pm

Awards & Scholarship Recognition

Come recognize the outstanding achievements of the state's museums and museum supporters that have demonstrated their commitment to providing unique experiences, preserving our natural and cultural history, and creating educational opportunities for visitors. Awards are presented in three categories: **Award of Achievement, SCFM Professional Service Award, and Certificate of Special Recognition.**

12:30 - 2:00 pm

Business Luncheon, Pawley's Plantation

3:00 - 4:30 pm

Post Session Tour – Visit the beautiful All Saints Church and cemetery as well as Historic Pawley's Island. This tour will conclude on the southern tip of the beach where you can dip your toes into the surf if you choose! (There is no charge for this tour but transportation will be on your own, caravan style.)

Unlocking the Future: Keys for Success

Early Registration (by 1/31/12)

- \$140 Entire conference Includes all sessions, one workshop, luncheons, & receptions
- \$110 Student rate for entire conference
- \$60 Wednesday only, March 7 Includes traveling workshop, lunch and opening reception **OR**
- \$30 Wednesday only, March 7 Includes collections workshop, lunch and opening reception
- \$70 Thursday only, March 8 Includes sessions, keynote lunch, and silent auction dinner
- \$40 Friday only, March 9 Includes a half day of sessions and business lunch
- \$60 Meals only Includes Wednesday reception, silent auction, and two lunches

Regular Registration (2/1/12-2/29/12)

- \$170 Entire conference Includes all sessions, workshops, luncheons and receptions
- \$140 Student rate for entire conference
- \$80 Wednesday only, March 7 Includes traveling workshop lunch and opening reception **OR**
- \$35 Wednesday only, March 7 Includes collections workshop, lunch and opening reception
- \$100 Thursday only, March 8 Includes sessions, keynote lunch, and silent auction dinner
- \$50 Friday only, March 9 Includes a half day of sessions and business lunch
- \$80 Meals only Includes Wednesday reception, silent auction, and two lunches

Late Registration (after 3/1/12) *No Meals Included*

- \$200 Entire conference Includes all sessions, workshops, luncheons and receptions
- \$170 Student rate for entire conference
- \$100 Wednesday only, March 7 Includes traveling workshop or exhibit workshop
- \$130 Thursday only, March 8 Includes sessions and attendance at keynote lunch
- \$70 Friday only, March 9 Includes a half day of sessions and attendance at the business lunch

A La Carte Pricing for 2012 meals and receptions only

- | | 1/31/12 | 2/29/12 | |
|--------------------------|---------|---------|---|
| <input type="checkbox"/> | \$15 | \$20 | Wednesday, March 7, opening reception |
| <input type="checkbox"/> | \$20 | \$25 | Thursday, March 8, Keynote Luncheon |
| <input type="checkbox"/> | \$15 | \$20 | Thursday, March 8, evening silent auction & reception |
| <input type="checkbox"/> | \$20 | \$25 | Friday, March 9, Business Luncheon |

Hotel Information:



Pawley's Plantation Golf and Country Club
70 Tanglewood Drive
Pawleys Island, SC 29585
1-800-367-9959 or 843-237-6000
<http://www.pawleysplantation.com/>

Room rates are as follows:

Bedroom:

\$71.10 - King or Double (Mini Fridge, Coffee Pot, Porch, TV)

One Bedroom Suite:

\$83.20 (2 Beds, full kitchen, porch, 2 TV's, Internet, DVD)

You must mention the group name "SC Federation of Museums" when making your reservation in order to receive this pricing. You may reserve your room online at:

<http://www.southcarolinamuseums.org/conference.html>

Or by phone: 1-800-367-9959 or 843-237-6000

The group rate is available until January 23, 2012