

South Carolina Federation of Museums Annual Conference

March 21-23rd, 2018

Oconee County, SC

Schedule At A Glance

Wednesday, March 21, 2018

- 8:00am-4:00pm **Registration, Oconee Heritage Center**
9:00am-4:00pm **Workshops**
- Educational Tour of Oconee County
 - White Gloves Gang Workshop, Patriot's Hall, Walhalla, SC
- 5:00pm-7:00pm
- Welcome Reception, Lunney House Museum, Seneca, SC**
- 9:00pm until Hospitality Suite, Best Western, Seneca, SC

Thursday, March 22, 2018

- 8:30am-5:00pm **Registration, Oconee Heritage Center**
9:00am-10:00am **Morning Sessions**
- A Multi-Generational Approach?*
 - Tackling a Legacy: The Challenges and Benefits of Legacy Collections*
 - The Traveling Exhibit Match Game*
 - Preserving the Details: Tying Oral Histories to Artifacts*
- 10:30am-11:30am **Mid-Morning Sessions**
- Impact! Creating and Using your Impact Statement for Greatest Impact*
 - What a Disaster (Plan!)*
 - Feeling Irrelevant? Strategies for attracting diverse visitors to small museums*
 - Growing a Volunteer Army with BSA and GSA Resources*
- 12:00pm-1:00pm **Awards Recognition Luncheon, Walhalla Depot**
1:15pm-2:15pm **Afternoon Sessions**
- Conservation...Not Just for the Getty*
 - Transporting Your Prized Exhibits*
 - Innovative Staffing Solutions*
 - Levering Our Cultural Assets: Partnerships with SC Humanities*
- 2:45pm-3:45pm **Mid-Afternoon Sessions**
- Consistency in Collections: How to Turn Your Database into a Superstar*
 - Burnout in Museum Staff: A Discussion of Causes and Solutions*
 - Creative Concepts and Solutions on a Small Budget*
 - Vietnam: Making an Unpopular War into an Exhibition*
- 4:00-6:30pm **Explore Oconee County**
6:30-8:30pm **Dinner/Silent Auction, Chattooga Belle Farm, Long Creek, SC**
9:30pm until **Hospitality Suite, Best Western**

Friday, March 23, 2018

- 8:00am-9:00am **Registration, Oconee Heritage Center**
9:00am-10:00am **Keynote Breakfast, Walhalla Depot**
9:00am-10:30am **Morning Sessions**
- Just Write a Grant for That (It's more than just buzzwords!)*
 - Museum Messes*
 - Sharing Our History Through Quilts*
 - Thinkings & Doings: The Intersection of Museum Education and Experience in Grad Programs*
- 12:30pm-1:30pm **SCFM Annual Business Meeting, Walhalla Depot**
1:45pm-2:45pm **Plenary Session, St. John's Lutheran Church**
- The Great SCFM Swap Meet*

Small Museums, Big Impact!
Oconee County, SC
March 21-23, 2018

Wednesday, March 21, 2018

Conference Registration

8:00am-4:00pm

Oconee Heritage Center

9:00am-4:00pm

Workshop (Choose one of two)

Oconee County Driving Tour--Meet at Oconee Heritage Center

Experience Oconee County like you never have before! Join us for a wonderful day of exploring the history and culture of Oconee County.

Tour features: The World of Energy, Old Pickens Courthouse, Oconee Station State Historic Site, Bethel Presbyterian Church, Stumphouse Tunnel/Issaqueena Falls, Retreat Rosenwald School, and St. John's Lutheran Church, plus MORE!

White Gloves Gang Workshop—Patriot's Hall: Oconee Veteran's Museum

Once again, the SCFM White Gloves will gather to assist with some hands-on curatorial projects. Meet at Patriot's Hall (13 Short St., Walhalla, SC). All backgrounds and knowledge levels are welcome! This is a great chance to for those with limited experience to work alongside those with collections skills. It's sure to be a fun work day as we help to spruce up collection displays and improve artifact storage. Snacks and lunch are included.

No additional fee for the WGG Workshop, but space is limited to 10 people.

5:00pm-7:00pm

Welcome Reception, Lunney House Museum

Meet new people and say hello to old friends as we snack on a few starters. The Lunney House Museum is located at 211 W South 1st St, Seneca, SC 29678.

9:00pm until

Hospitality Suite, Best Western

Unwind after a long day of touring, volunteering and networking. All are welcome. Just show up!

Thursday, March 22, 2018

8:30 am - 5:00 pm

Conference Registration, Oconee Heritage Center

9:00am-10:00am Morning Sessions (choose one of four)

A Multi-Generational Approach

Presenters: Kayleigh Vaughn, Manager of Engagement, Columbia Museum of Art

How are you reaching millennials, Xers, and baby boomers alike? What about multiage families? In this workshop we will explore ways to bridge gaps and take a multigenerational approach to programming. There will also be discussion about marketing to demographics and how to make a successful impact on these different groups.

Tackling a Legacy: The Challenges and Benefits of Working with Legacy Collections

Presenters: Abigail Geedy, Graduate Curation Assistant, South Carolina Institute of Archaeology and Anthropology

Addressing legacy collections is often a daunting task. Many of the curation methods and documentation of early collections are now out-of-date and pose a time consuming task to bring them up to today's standards. Despite this, updating legacy collections can allow for new research and use of artifacts that may have lived on curation shelves for years. This session uses the presenter's personal work with a legacy collection from the Mulberry Site (38KE12) as a case study for the challenges, benefits, and new work that can be accomplished in dusting off your legacy collections.

The Traveling Exhibit Match Game

Presenters: Cassie Ward, Collections Outreach Manager, South Carolina State Museum

A traveling exhibit is an easy way to temporarily change things up and spark renewed interest in your institution with your community. But how do you know what exhibits are right for your space or facility? Some exhibits are panel based and easy to install and host. Others have numerous sensitive objects that have special environment or security needs and could also come with hefty insurance requirements. This session will walk you through how you should evaluate your facilities needs and specification to find the best traveling exhibits for your institution.

Preserving the Details: Tying Oral Histories to Artifacts

Presenters: Melissa Buchanan, Collections Curator, Patriots Point Naval and Maritime Museum
Jessica Steinberg, Collections Assistant, Patriots Point Naval and Maritime Museum

The session will focus on tying oral histories and artifacts together to develop exhibits and tours. Patriots Point has a large artifact collection and is “bringing the ship to life” through better interpretation with the information gleaned from the stories of the men who served onboard the ships. The oral histories provide insight into areas/equipment that has never before been interpreted as well as the stories of daily life aboard ship.

10:30am-11:30am Mid-Morning Sessions (choose one of four)

Impact! Creating and Using Your Impact Statement for Greatest Impact

Presenters: JoAnn Zeise, Curator of History, South Carolina State Museum
Jared Glover, Public Relations Manager, South Carolina State Museum
Merritt McNeely, Director of Marketing, South Carolina State Museum

Small museums have large impacts. They improve quality of life and made significant economic contributions to their community. We all know that, but how do we find the numbers to back up that claim? How can we quantify some of the things we do? And once we have the data, what is the best way to use that data? Creating an impact statement seems like a difficult and time-consuming endeavor, but we will explain why it doesn't need to be and why it's more than worth the effort. This session will show you how to put together an impact statement and, most importantly, how to make a big impact with your impact statement.

What a Disaster (Plan!)

Presenters: Robyn Adams, Registrar, South Carolina State Museum
Amber Waterstadt, Registrar, Columbia Museum of Art

Every museum knows that the best time to plan for a disaster is before you have one...but we know, life gets in the way. The good news is that a disaster plan doesn't have to be complicated or intimidating. The Columbia Museum of Art and the South Carolina State Museum have both recently undergone updates to their disaster plans, so join us to get ideas on what a solid plan looks like, what to have on hand in case of disaster, and what great disaster prep networks and resources you can call on if disaster strikes.

Feeling Irrelevant? Strategies for Attracting Diverse Visitors to Small Museums

Presenters: Abigail Burden, Executive Director , Belton Area Museum Association
Alison Darby, Educational Coordinator, Belton Area Museum Association

A major concern for museums today is enticing a diverse group of visitors to our doors. Instead of the white over 60 crowd, our mission should be to engage as many varied age groups, ethnic groups, and interest groups to visit our museums so that we will be relevant to all populations in our communities. In this session, Executive Director Abigail Burden and Educational Coordinator Alison Darby of the Belton Area Museum Association will address successful strategies and examples they have utilized to increase diverse attendance at their history museum.

Growing a Volunteer Army with BSA and GSA Resources

Presenters: PJ Perea, Director of Public Relations and Outreach, UGA Savannah River Ecology Laboratory

One of the most difficult challenges of a small museum in a small community is attracting volunteers when it comes to creating, expanding, and maintaining programs, attractions, and facilities. After fruitlessly trying to attract retirees, teachers on summer hiatus, community groups and high school/college students to volunteer, I hosted a group of very energetic Cub Scouts that wanted more than just a simple tour of the museum. They wanted a place to camp, hike, fish, and do projects too! This planted a seed that grew a small turkey museum with a dozen programs to a fully-fledged turkey museum with a 300-acre Outdoor Education Center with more than 50 programs.

While most look at Boy and Girl Scouts as a target audience and potential customers, they also have an underlying support system that can be an ideal volunteer resource for projects big and small. Learn how to use these resources to build your programs, expand your reach in the community, and potentially increase your membership and attendance.

12:00pm-1:00pm

Awards Recognition Luncheon, Walhalla Depot

Help 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 will be presented for Award of Achievement, SCFM Professional Service Award, Certificate of Special Recognition, and Jill Beute Koverman Award.

1:15 pm-2:15 pm

Afternoon Sessions (Choose one of four)

Conservation..... Not Just for the Getty

Presenters: Jennifer Bullock, Lead Conservator, Carolina Conservation

In August 2012, a news story began to circulate around the globe about a small parishioner church in Borja, Spain that had a fresco painting in need of conservation and that it had been significantly altered by one of the parishioners in an attempt to treat the fresco. What happened with the Ecce Homo and its transformation into “Monkey or Beast Jesus” is a perfect example of how a small institution, be it a church or a museum can have a VERY LARGE impact on the collections within its care.

Institutions, no matter how large or small, have a big responsibility to properly care for the objects in their collections. This session will be an introduction to what conservation is, what a Conservator is, how to find a Conservator and how to make sure that once you have found one that he/she is properly trained and experienced. We will also discuss the many ways in which a Conservator can help an institution (ie: surveys, consultations on acquisitions, storage, framing, display, advice concerning emergency disaster plans, preventative conservation and treatments, to name a few). Further we will talk about preventive steps that can be taken by museum staff to keep damage from occurring and about when to know that it is absolutely necessary to contact a qualified conservation professional.

Transporting Your Prized Exhibits

Presenters: Frank Watson IV, Charlotte Van Lines

Planning on taking an exhibit on the road? Or wanting to transport museum objects to a different location? Learn how to make good decisions in the transportation and logistics from Frank Watson owner of Charlotte Van Lines.

Innovative Staffing Solutions

Presenters: Leslie White Hagerty, Director/Curator, Oconee Heritage Center

Oconee County Parks, Recreation, and Tourism saw a cluster of 3 museums in downtown Walhalla as an underdeveloped heritage tourism asset, and implemented an innovative solution to provide the necessary staffing to expand the museums’ operating hours and create a cohesive downtown cultural destination.

Leveraging our Cultural Assets: Developing Successful Partnerships with SC Humanities

Presenters: T.J. Wallace, Assistant Director, SC Humanities

Judy B. Bynum, Development Associate, SC Humanities

Dr. Alice Taylor-Colbert, Director of Innovation and Professor of History at the University of South Carolina Palmetto College and SC Humanities Board Member

Learn more about the grant opportunities available from SC Humanities and best practices in writing cultural grant applications in this panel presentation.

2:45pm-3:45pm Mid-Afternoon Sessions

Consistency in Collections: How to Turn Your Database into a Superstar

Presenters: Christian Cicimurri, Curator of Natural Science, McKissick Museum

Looking to improve the usefulness of your collection database? Most museum professionals today rely on computerized content management systems to organize, track and document the condition and location of their holdings. However, sometimes there are issues... typos, inconsistent vocabulary, etc. Collections specialists will go over easy tips to make your database work for you! Participants will practice determining nomenclature and cataloging sample objects. Feel free to bring a particularly challenging object from your institution (photos and information, rather than the actual artifact).

Creative Concepts and Solutions on a Small Budget

Presenters: Shelby Henderson, Museum Manager, Bertha Lee Strickland Cultural Museum
Nicklaus McKinney, Curator and Exhibit Designer, Seneca City Museums
Josh Johnson, Researcher and Archivist, Bertha Lee Strickland Cultural Museum

Have you ever visited a large museum and wished you could create something similar in your institution? Museum size and budget should never limit your exhibit concepts and designs. Learn how to create awesome exhibits combining traditional design elements and the latest technologies.

Vietnam: Making an Unpopular War into an Exhibition

Presenters: Fritz Hamer, Curator of History/ Archivist, SC Confederate Relic Room and Military Museum
James L. Knight, retired Curator of Natural History SCSM, and Vietnam veteran
Fielding Freed, Director of Collections, Historic Columbia, Vietnam war collector

The purpose will be to examine the upcoming planning of the Relic Room's forthcoming exhibition on Vietnam and those who served. The session will examine how stories and artifacts were located, what veterans hope the exhibition will do, how collectors are helping and what they hope it will do for their hobby. The curator will discuss how he is planning to take all these different views into consideration while telling a story with candor and drama.

Burnout in Museum Staff: A Discussion of Causes and Solutions

Presenters: Mark Smith, Curator for Exhibition and Collection Management, McKissick Museum
Leslie White Haggerty, Director/Curator, Oconee Heritage Center
Lauren Mojkowski, Development Coordinator, Historic Columbia
Joshua Whitfield, Graduate Assistant, McKissick Museum

Small museums, with their small staff, suffer from burnout at alarming rates. Burnout can result in staff feeling overwhelmed, missing deadlines, mistakes, and misunderstandings that can cost time and money for the museum. What are the factors that affect burnout in museums? What are strategies for avoiding burnout, and what can we do when burnout happens anyway? Participants will discuss their experiences with burnout and their strategies with respect to avoiding or ameliorating it.

4:00pm-6:00pm Explore Oconee

Oconee County has a lot to discover!

For our outdoor enthusiasts, there will be a guided nature hike to Station Cove Falls. You will observe native plants, animals, and view one of the most beautiful waterfalls in Oconee County. Please bring weather-appropriate clothing and comfortable hiking shoes/boots with you. We will be car-pooling from Oconee Heritage Center.

If you would rather have a little down time after sessions, explore our unique downtown areas. In Seneca's Ram Cat Alley, you can do some shopping, grab a coffee or beer at *Brews on the Alley*, or just enjoy a train going by. Walhalla's downtown offers a variety of antique shops, unique gift shops, and the relaxing Depot Park!

6:30pm-8:30pm Dinner and Silent Auction, Chattooga Belle Farm, Long Creek

Join us for a dinner with a stunning view of the Oconee County Foothills! This fundraising event helps SCFM provide conference scholarships each year. Bid on unique items and experiences donated by museums and cultural institutions around the state.

9:30pm until Hospitality Suite, Best Western

Friday, March 23, 2018

8:30 am – 9:00am Conference Registration, Oconee Heritage Center

9:00am-10:00am Keynote Breakfast, Walhalla Depot

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

Just Write a Grant for That (It's More than Buzzwords)

Presenters: Christian Cicimurri, Curator of Natural Science, McKissick Museum

When a museum needs funding for any reason they often hear, "Just write a grant." However, the process of effectively convincing a funding organization that your project is worthy, can be a bit more complicated. Presenters will offer tips on how to write a successful proposal from a *grant reviewer's* perspective. This session will be of value to museum professionals from any discipline.

Museum Messes

Presenters: Jennifer Moss, Assistant Curator/Education Specialist, Oconee Heritage Center
Leslie White Hagerty, Director/Curator, Oconee Heritage Center
Julie Hamer, Director/Curator, Barnwell County Museum

We've all had our fair share of messes, some are harder to handle than others. The panelists will share with you the highs and the lows of dealing with museum messes. From employees that were hoarders, to lack of board oversight, to taking on too many projects, this session will encompass almost any mess that you're in. Panelists will guide you through solutions to make your messes more manageable!

Sharing Our History through Quilts

Presenters: Martha File, President, Upstate Heritage Quilt Trail

Providing an overview of the Upstate Heritage Quilt Trail as an historical tourism model. How to use fabric and painted quilt panels to encourage local community and visitors to explore your museum and community.

Thinking & Doing: The Intersection of Museum Education and Experience in Graduate Programs

Presenters: Olivia Brown, Graduate Collections Assistant, McKissick Museum
Mark Smith, Curator for Exhibition and Collection Management, McKissick Museum
Abigail Geedy, Graduate Collections Assistant, SCIAA
Leslie Yarborough, Graduate Exhibitions Assistant, McKissick Museum

11:30am-12:30pm SCFM Annual Business Meeting

12:45pm-1:45pm Plenary Session

The Great SCFM Swap Meet

Presenters: Fielding Freed, Director of Historic House Museums, Historic Columbia

You know that locker/closet/drawer in your museum that has all those old exhibit parts and pieces? Well Spring is coming and rather than throw them out when you clean, bring them to the SCFM Swap Meet. This session will help you find new homes for all those treasures that you can't bear to see carted off to the landfill. Ideas of what to bring to trade or give include: object mounts; acid-free anything; fabric; plexiglass; security screws; and reproduction period clothing. Also consider any deaccessioned objects or old teaching collection items. If what you want to give away is too bulky to bring, print a photograph on 8 ½"x11" paper and we'll stick it up on the give-away-board. *Remember, one museum's trash is another's treasure!*

Host Hotel Information:

Best Western Executive Inn
511 Bypass Highway 123
Seneca, South Carolina 29678

General Phone: (864) 886-9646

Rooms: \$79.99 + tax for King, \$89.99 + tax for Double

The group rate is available until March 10, 2018.

Mention you're with the "SC Federation of Museums Conference" when making your reservation in order to receive this pricing.

Other Hotels:

Quality Inn
226 Hi-Tech Rd
Seneca, SC 29678
Phone: (864) 888-8300

Hampton Inn & Suites
1011 E. North 1st St.
Seneca, SC 29678
Phone: (864) 482-2900