



# March 13-15, 2013

## Greenwood, SC

### Pieces of the Puzzle: Emerging, Embracing, and Expanding South Carolina Federation of Museums

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**Wednesday, March 13, 2013**

**8:00 - 11:00 am; 2 - 5 pm**    **Registration**, The Museum, 106 Main Street, Greenwood, SC 29646

**9:00 am – 5:00 pm**

#### **Traveling Workshop**

Meet at The Museum and board the bus to begin a tour of some of upstate South Carolina's most interesting historic treasures. Lunch will be served in Greenwood's 1950's-era Dixie Drive-In Diner, and will be followed by an historic tour of the birthplace of the Civil War, Abbeville, SC.

- Dr. Benjamin Mays House

This newly opened site highlights the contributions of Dr. Benjamin E. Mays to the dialogue of education and race in the United States. The original 1900's-era home of young Dr. Mays can be toured, as well as a one-room school house from the same era. Visitors will experience how African-American sharecroppers lived and will learn how Dr. Mays, the son of former enslaved parents, went on to become the President of Morehouse College.

- Greenwood's Railroad Historical Center

Established in 1970 to preserve Greenwood's rich railroad history, The Railroad Historical Center offers a display and tour of seven historic rolling stock. The tour will include the Piedmont and Northern Executive Car, Interurban Electric Car and Caboose, an Erie Lackawanna Diner & Sleeper, as well as a Seaboard passenger car. The Baldwin Steam Locomotive #19 will be the first stop on this amazing tour of early-20<sup>th</sup> century rail travel.

- Historic Abbeville Square & Opera House

Abbeville County was designated in 1785 and settled by Scotch-Irish and French Huguenot farmers in the mid-19<sup>th</sup> Century. The historic Abbeville town square is a testament to the rich history of the surrounding area. Learn the history of this small town and take a special tour of the historic Abbeville Opera House, home of theatrical productions and public speeches since 1904.

- Burt-Stark Mansion

This Greek revival-style historic home was built in 1830, and is a National Historic Landmark. The home was the site of the last Confederate Government Council of War meeting. On May 2, 1865, Jefferson Davis met cabinet members at this house and upon meeting, realized that the Confederate cause was lost. Visitors are taken on a guided tour of the interior where the original mid-19<sup>th</sup> century furnishings have been preserved.

OR

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**9:00 am - 4:00 pm**

### **White Gloves Gang Workshop**

#### **The Museum**

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 Museum**. Zinnia Willits, Director of Collections Administration at the Gibbes Museum of Art, will lead the workshop, which will consist of collections care projects which may include object inventory and numbering, re-housing of archival materials, mount-making, and basic cleaning of museum collections. Snacks and lunch are included. **(Space is limited to 10 people)**

**5:30 – 7:30 pm**

### **Welcome Reception and Cocktail Hour – The Arts Center & Courtyard at The Federal Building**

Drop in for a cocktail and refreshments at this traditional “welcome to the conference” meet-and-greet.

### **Dinner on your own on the Square**

Enjoy discounts at three local restaurants just a short walk from The Federal Building. Join other professionals in your field for dinner and continue a productive day of connecting with your colleagues. Curators and collections managers will meet at **The Mill House Pizza Kitchen**, directors and administrators at **Montague’s Restaurant**, and programs and marketing professionals at **Polo’s Bar & Grill**.

**9:00 pm - until Hospitality Suite, Holiday Inn**

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

## **Thursday, March 14, 2013**

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**8:00 am - 5:00 pm Registration, The Museum**

**8:00 am - 5:00 pm Exhibitors, The Arts Center at The Federal Building**

**8:30 - 9:00 am**

### **Plenary Session**

#### **The Federal Building, Calhoun Ballroom**

Meet the Execs! Put faces with names and get to know members of the South Carolina Federation of Museums Executive Committee. Each Executive Committee member will discuss their career and involvement with SCFM and the South Carolina museum community. Can the Executive Committee pull this off in thirty minutes? Join us to find out!

**9:15 – 11:00 am Sessions (choose one of two)**

### **Group Think**

#### **The Federal Building, Calhoun Ballroom**

Back by popular demand, *Group Think* aims to bring different categories of museum staff together to discuss questions about the future of museums including: How is your institution currently serving the community in this era of participatory culture? 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. Discussion may reveal unique

## Unlocking the Future: Keys for Success

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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 (don't see your position represented? Write it in and we'll create a table \_\_\_\_\_)

### **Digital Collections Capture: Photography Lab** **The Federal Building, Lower Level Conference Room**

#### *Collections*

Learn about NARA recommended digitization standards for two-dimensional and three-dimensional collections items. A hands-on workshop in lighting and photographing 3-D collections with minimal supplies will also be included. Session is limited to 10 participants.

— James R. Pace MFA, Photography Professor, Augusta State University

### **11:15 am - 12:15 pm Sessions (choose one of two)**

### **Puzzlemasters: How the University of South Carolina's Library School Seeks to Revolutionize Museums**

#### **The Federal Building, Lower Level Conference Room**

##### *Administration, Education, Research/Interpretation*

Explore how the University of South Carolina's Library and Information Science program is attempting to solve some of the conundrums of the modern-day museum with the creation of their Cultural Heritage Informatics Leadership (CHIL) fellowship. Porchia Moore, a second year CHIL fellow, will highlight emerging trends in the cultural heritage sector and examine how CHIL fellows are striving to solve the most difficult pieces of the cultural heritage puzzle.

— Porchia Moore, CHIL Fellow, University of South Carolina/SLIS

### **Traveling or Temporary: The Changing World of Short Term Exhibits**

#### **The Federal Building, Upper Level Conference Room**

##### *Education, Exhibits*

As museums face difficult budgetary choices, some have started to question the long-standing practice of renting traveling exhibits. Explore the current debate over hiring a traveling exhibition versus creating your own in-house traveling exhibition with session moderator Elizabeth McSherry from The Children's Museum of the Upstate. Then take part in the debate yourself! Share your thoughts and questions; hear the opinions of peer institutions; learn how South Carolina museums are tackling this national issue.

— Elizabeth McSherry, Director of Programming, The Children's Museum of the Upstate

**12:15 - 1:45 pm**

**Keynote Address & Luncheon: Pieces of the Puzzle: Emerging, Embracing and Expanding!  
The Federal Building, Calhoun Ballroom**

The South Carolina Federation of Museums is pleased to present Mr. Jenks Farmer as the 2013 keynote speaker. A former curator of the botanical gardens at Riverbanks Zoo and Garden and current owner of LushLife Crinum Lilies, Mr. Farmer has guided gardeners, craftsmen, volunteers, and scientists in the creation of inspirational gardens enjoyed by hundreds of thousands of people each year. His presentation will contain stories and slides of the gardens that he's made and places around the world where he's found inspiration. Please join us to listen, lunch, and enjoy!

**2:00-3:30 pm Sessions (choose one of three)**

**If You Build It.....**

**The Federal Building, Lower Level Conference Room**

*Administration, Exhibits, Fundraising*

Several museums across the state are currently in various stages of monumental renovation and expansion projects. Join us as we take a look at three of these projects and discuss the challenges, successes, and surprises encountered from the big idea, to groundbreaking, to grand opening.

- Zinnia Willits, Director of Collections Administration, Gibbes Museum of Art
- Tom Falvey, Director of Collections and Education, South Carolina State Museum
- Stephen Motte, Curator, The Florence Museum
- Paul Matheny, (Moderator), Chief Curator of Art, South Carolina State Museum

**Constructing Successful Community Partnerships**

**The Museum Conference Room**

*Education, Exhibits, Community*

Using the success of the *Our Time, Our Place: Photographs of the Black South* by Richard Samuel Roberts school program, this session will explore the importance of community partnerships in the non-profit sector. Learn about the unique partnership between the Columbia Museum of Art, the City of Columbia, Richland County School District One, and the Richland County Public Library. Molly Wise-Drews of the Columbia Museum of Art and Heather McCue of the Richland County Public Library will share their experiences including the development of the program, the creation of a supplemental teaching kit, and insight into the facilitation of the program.

- Molly Wise-Drews, Family and School Programs Coordinator, Columbia Museum of Art
- Heather McCue, Children's Room Librarian, Richland County Public Library

**Museums 2.0: Piecing Together Your Audience**

**The Federal Building, Upper Level Conference Room**

*Administration, Marketing, Membership*

Take a fresh look at the various opportunities now available to museums to connect and promote your organizations to your chosen audience. Explore the tools offered by Museum 2.0 which allow museums to move beyond the use of social media as a marketing tool and employ social media as a vehicle for creating better exhibits, increasing diversity, and making the museum space more appealing to the Google generation.

- Becky Slayton, Exec. Director, Spartanburg County Historical Association
- Porchia Moore, CHIL Fellow, University of South Carolina/SLIS

**3:45 – 4:45 p.m. Sessions (choose one of three)**

**Advocate! South Carolina History Advocates and the Importance of Advocacy in South Carolina  
The Federal Building, Lower Level Conference Room**

*Administration, Education, Marketing, Membership, Social Media*

Advocacy is vital to the preservation of history and museums. This idea forum will introduce South Carolina museum professionals to South Carolina History Advocates, an organization begun by graduate students at the University of South Carolina in early 2011 after a trip to the American Alliance of Museums' "Museums Advocacy Day" in Washington, D.C. This session will provide participants a space to talk about the importance of advocacy, share strategies, and become inspired to advocate for their institution.

- Shane Lesko, President, SC History Advocates
- Celia James, Social Media Coordinator and Past Vice President, SC History Advocates
- Amanda Noll, Vice President, SC History Advocates
- Caitlin Podas, Past President, SC History Advocates

**A Sense of Place: Respecting Community and Historic Structures in Exhibition Development  
The Federal Building, Upper Level Conference Room**

*Exhibits, Research/Interpretation*

Join Tara Babb to learn about her experience in Maine developing an exhibition for a community-based historical organization. Learn about the challenges of designing an exhibition that is simultaneously historical and contemporary, with an eye toward fostering community relationships. Discuss opportunities to respect – and even showcase – historic buildings with contemporary exhibits.

- Tara Babb, Curatorial Assistant, Historic Columbia Foundation

**The Four Corners: Museum Strategic Planning and Board Development  
The Museum Conference Room**

*Administration, Strategic Planning*

Board development is crucial for any organization. Strategic planning unites board members in a common direction through goal setting, task definition and deadlines, delegation of responsibility, and excellent, continuous communication and re-evaluation of progress. If board members participate in strategic planning that is tied to the Mission and Vision of the organization, they are more likely to act on their ideas.

- Alice Taylor-Colbert, Ph.D., History Professor and Associate Vice President for Academic Affairs, Lander University

**7:00 - 9:00 pm**

**Silent Auction and BBQ – The Museum**

This annual fundraising event helps SCFM provide conference scholarships each year. Please join us for a BBQ dinner and reception. Throughout the evening, you will have the opportunity to bid on unique items and experiences from museums and cultural institutions around the state. You can walk away with something wonderful including the knowledge that your auction dollars directly support emerging professionals and students.

**9:30 pm - until**

**Hospitality Suite, Holiday Inn**

**Cringe Event (9:45-10:45pm)**

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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 tales are hypothetical (even if they really did happen!). Suggested topics for 2013 include cringe-worthy comments from the visitor comment book or the often-creasing incident report.

### Friday, March 15, 2013

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**8:00 - 12:00 pm**     **Registration**, The Museum

**8:00 - 1:00 pm**     **Exhibitors**, The Arts Center at The Federal Building

**7:30 - 8:30 am**

**Executive Directors' Breakfast,  
Hospitality Suite, Holiday Inn**

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)**

**Increasing Diversity: The Missing Piece of the Cultural Heritage Puzzle  
The Federal Building, Upper Level Conference Room**

*Administration, Education, Exhibits, Marketing, Volunteers, Human Resources*

The US Census forecasts that the racial demographics in America will dramatically change to reflect the fact that over 60% of Americans will be citizens of color by 2056. Visitor studies have indicated that people of color are less likely to visit museums than their white counterparts. This session will suggest ways for greater participation from this group and articulate the reasons why participation for this demographic is vital to the health and growth of cultural heritage institutions.

— Porchia Moore, CHIL Fellow, University of South Carolina/SLIS

**Fiduciary Responsibility: It's Not Just About the Money; It's ALL About the Money  
The Museum, Conference Room**

*Administration*

The Museum in Greenwood has gone through some very tough financial times, and has come out stronger. Learn from their executive director, Stacey Thompson, how to write a financial policy, and enforce it in a way that will ensure both your board members, your administrators, and your staff are financially responsible. See how the Museum in Greenwood changed their policies, explore AAM recommended financial policies for small museums, and develop ways to insure accountability.

— Stacey Thompson, Executive Director, The Museum and Railroad Historical Center

**Lending Your Collection: Considerations and Cautionary Tales  
The Federal Building, Lower Level Conference Room**

*Administration, Collections*

The Gibbes Museum of Art regularly receives requests from museums and other entities across the country to borrow artwork for special exhibitions. While the outgoing loan process follows a standard protocol, each instance is full of negotiation and nuance. This session will address the outgoing loan process and the many details to consider when lending artwork to other institutions including facilities, insurance, forms, and security. Lending policies and procedures will be discussed and debated through

review of actual loan transactions. This session will reveal the good, the bad, and the ugly about outgoing loans and provide real world examples of both lending successes and unqualified disasters.

— Zinnia Willits, Director of Collections Administration, Gibbes Museum of Art

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

#### **Finding Your Place: Informal Learning through Museums The Federal Building, Lower Level Conference Room**

*Education, Marketing, Advocacy*

Funding for education (and museums) continues to be an issue, and many proposed solutions are so politically charged that they are not likely to pass Congress or the General Assembly with meaningful results. That being said, there is general agreement that education is critical to the future of our state if we expect to be competitive economically. Identifying innovative solutions to the education problem will become more and more important, and the museums hold the key. This session will give participants an informative look at how institutions can begin and keep connections with schools. Topics addressed will include curriculum standards, engaging active school community participation with museums, and starting, as well as maintaining, positive connections with teachers and administrators.

— Howard Chalmers, Product Manager, Blackbaud, Inc.

— Jessica Hiddemen, Graduate Student, University of South Carolina

#### **2012 IMLS Museums for America Grant Recipients The Museum, Conference Room**

*Education, Exhibits, Research/Interpretation*

Join the staff of the Historic Columbia Foundation (HCF) and members of the Mann-Simons Community Engagement Project (MSSCP) to learn about the various aspects of their interdisciplinary project for which they received a 2012 IMLS Museums for America grant. The panel discussion will address project partnerships, educational programs, use of social media, and program evaluation. The group will focus on how HCF is bringing two target populations together in a shared historical investigation and will address the relative success and challenge of doing so.

— Robin Waites, Executive Director, Historic Columbia Foundation

— Annie Wright, Ph.D., Community Psychologist and Project Director, Mann-Simons Student Collaboration Project

#### **“There’s an app for that!” Creating and Using Apps in Museums The Federal Building, Upper Level Conference Room**

*Education, Exhibits, Research/Interpretation*

Smartphones are a growing trend in today’s society. Currently, about 47% of US mobile phone owners have smartphones and forecasters predict that in the next four years that number will rise to 74%. In this session, discuss the trends in the field and walk through examples of museum apps. Discuss how to create a smartphone app in-house as well as project management strategies for contracted apps. Finally, brainstorm ideas for how to utilize this new technology to enhance South Carolina museums.

— Caroline Vereen, Student, University of South Carolina/Public History

— Amanda Noll, Student, University of South Carolina/Public History

**11:30 am - 12:15 pm**

**Awards & Scholarship Recognition**

**The Federal Building, Calhoun Ballroom**

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**

**The Federal Building, Calhoun Ballroom**

Join us for the annual SCFM Business Meeting and Lunch. Hear what the officers and various committees have been working on over the past year and what the future holds for SCFM.

**Thanks so much for coming to the 2013 SCFM Annual Meeting!**