

Three-Part Harmony: Interpretation, Preservation, Inspiration

CONFERENCE SCHEDULE

Complete Program

Tuesday – March 15, 2016

5:00 p.m. – TAM Board Meeting, *Bellevue*

Wednesday – March 16, 2016

8:00 a.m. – 3:00 p.m. – **Conference Registration, Information**, *Atrium Entrance*

8:30 a.m. – 11:00 a.m. – **PRE-CONFERENCE TOURS** – Please register for both pre-conference and post-conference tours when you register for the conference. Tours will be filled in a first-come, first-served basis and must be paid for in advance. Call 615-495-3354 for more information. Buses will depart promptly at 8:30 at the hotel entrance for pre-conference tours.

Musical Harmony Tour and Vendor Showcase:

Stay in tune with what's new in Music City U.S.A. and how two new sites are bringing the visitor's experience into the Digital Age. Tour participants will visit the dynamic new exhibit space of the Country Music Hall of Fame (CMHOF). Learn how the exhibits were developed in collaboration with two companies that were involved in the initial concept. Representatives from 1220 and Anode will be on hand to share insight into the creation of this new state-of-the-art presentation. Participants will also have the opportunity to visit the new Johnny Cash Museum just around the corner from the CMHOF. Winner of several awards for the preservation of the building that houses the museum and for the exhibit design, the site that honors one of America's greatest performers.

Cost: \$25

Limit: 20 people

Challenges of Preserving, Managing, and Interpreting a Civil War Fort and an Old Cemetery

As the centerpiece of the Union Army's fortification system in Nashville, Fort Negley served as a formidable obstacle to Confederate efforts to recapture the city and a tangible symbol of Federal authority. Join Fort Negley curator Krista Castillo and learn about the remnants of the largest inland masonry fortification built during the Civil War, learn how the visitor

center has connected park visitors to Nashville's Civil War heritage, and discover the modern day challenges of preservation, programming, and politics surrounding this valuable historic resource. The tour will also stop at the Old Nashville Cemetery where curator Jim Hoobler will speak to the efforts of preserving one of the state's oldest cemeteries. This is where the founders of Nashville, the man who named the American flag Old Glory, children of signers of the Declaration of Independence, three Confederate Generals, a governor, and first State Geologist are all buried.

Cost: \$25

Limit: 20 people

Song of the Suffrage Siren: Behind the Scenes at The Hermitage Hotel

The women's suffrage movement reached its successful conclusion in Tennessee's state capital, when The Hermitage Hotel was the national headquarters for both pro and anti-suffrage causes, while the state legislators cast their votes that brought about the ratification of the 19th Amendment. Learn about the Jack Daniels suite, *The Woman's Bible*, and more, as you relive that battle of 1920 in this tour of The Hermitage Hotel, led by Rebecca Price, TAM Board Member and President/CEO of Chick History, Inc.; and Tom Vickstrom, Controller of The Hermitage Hotel. The Hermitage Hotel is the only example of a commercial Beaux Arts structure in Tennessee and is in the directory of Historic Hotels of America of the National Trust for Historic Preservation.

Cost: \$25

Limit: 20 people

Experience Interpretation and Inspiration on the Nashville Education Tour:

Museum educators, curators, and historians are invited to join this tour of exhibits at Nashville's two museum magnet schools, Robert Churchwell Museum Magnet Elementary and John Early Museum Magnet Middle School. Both museum schools were established in 2010 as part of a Magnet School Assistance Program (MSAP) grant from the Federal Department of Education. The tour will be led by Becky Verner, Instructional Designer at the John Early Museum Magnet Middle School.

Cost: \$25

Limit: 50 people

11:30 a.m. – Humanities Tennessee Pre-Conference Meeting, Bellvue

11:30 a.m. – 3:45 p.m. – Tennessee Preservation Trust - CLG Course (includes box lunch) – Brentwood

Noon – 4:30 p.m. – Exhibitor Hall Open, Atrium and Hallway

Noon – 4:30 p.m. – Silent Auction Open for Bidding, Pennington

Noon – 1:30 p.m. – “Welcome to Nashville Luncheon,” with special guest speaker John Dichtl, president and CEO of the American Association of State and Local History.

2:00 p.m. – 2:45 p.m. - SESSION ONE

A. **Singing in the Stacks: The Quartet Behind Nashville Public Libraries' Latest Interactive Exhibits** - *Bellevue*

Moderator – Jeff Peden

This session will present four perspectives on the melody behind the interactive artifact gallery and touchscreen community map at the Metro Archives exhibit located inside the Main Branch of the Nashville Public Library. Participants will get a behind-the-scenes look at how historical assets, interpretive narrative, environmental fabrication and interactive programming united in perfect harmony to celebrate the story of Davidson County. (As a special bonus track, participants will also hear about a similar exhibit in the Bellevue branch of Nashville Public Library.) The recent exhibits for the Metro Archives and the Bellevue Branch Library demonstrate how cooperative partnerships are essential for all the necessary voices and instruments to compose an interactive exhibit space that connects with an ever-diversifying audience. Participants will hear wisdom born of experience and garner advice on how to plan and execute an interactive exhibit space that celebrates the history, heritage, and culture of a local community.

Jeff Peden, Director of Sales and Marketing, Anode, Inc.

Mike Pentecost, Account Executive, Imagen, LLC

F. Lynne Bachleda, OneMindThinking.net

Ken Fieth, Metropolitan Government Archivist, C.A., Metropolitan Government Archives

B. **Beyond the Box: Interpreting Archives & Museums in Public Forums**

Donelson A

Reagan Grimsley

This panel proposal will offer case studies on how archival and museum collections can be used and interpreted on a local, state, and national level for the public. Specifically, panelists will address the preservation and access to archival and museum materials in a small-town window exhibition in Alabama. In addition, they will discuss how the state archives used their digital newspaper collections and created a blog post to join a national conversation of an important historical event. Panelists will discuss the partnership, marketing, and technology strategies in their respective case studies. We will discuss all three harmonies throughout our presentations, preservation, interpretation, and a little inspiration.

Reagan Grimsley, Assistant Professor and Archival Program Officer, Auburn University, Department of History

Emily Boersma, Graduate Student, Middle Tennessee State University, Department of History: Public History

Caroline Jones, Graduate Student, Auburn University, Department of History

C. **Expanding Digital Library Participation: The 2015 Cultural Heritage Digitization Award Experience** - *Donelson B*

Moderator – Susan Ivey

The Mississippi Digital Library, in partnership with several public universities, enacted the Cultural Heritage Digitization Award last year. It is intended to enable participation in the Mississippi Digital Library (MDL) by institutions lacking the resources to kick-start their own digitization program by providing on-site archival digitization and training services to one winning institution per year.

The session will feature representatives from the MDL, the digitization team, and the winning institution. Nicole Lawrence will discuss the MDL and the award itself, describing the services offered, decisions behind creation of the award, and the award process. Susan Ivey will focus on the collaboration between members of the digitization team. Derek Webb will present his experience with the award process from the perspective of the award winner. The session will show how a collaborative effort to broaden participation in a statewide program between numerous university archives and libraries succeeded in getting a new digitization program on its feet. The digitization of Mississippi University for Women's photograph collection was accomplished with the cooperation of three groups (the Mississippi Digital Library, the digitization team composed of partner institutions, and the awardee institution). Moreover, it furthers the preservation of the newly digitized items, enables their use and interpretation by a much larger audience than before, and will hopefully inspire other states to enact similar programs.

Nicole Lawrence, Coordinator, Mississippi Digital Library

Susan Ivey, Digital Initiative Librarian, University of Mississippi

Derek Webb, Archivist, Mississippi University for Women

3:00 p.m. – 3:45 p.m. – SESSION TWO

A. It's the Preservation Principle! A look at three institutions and the people that have worked to preserve and ensure their future. - Bellevue

Moderator – Sonia Outlaw-Clark

Aubrey Preston – Studio A – How a Hail Mary grassroots movement saved the historic studio and took on a further mission to preserve the entire music row community.

Sonia Outlaw-Clark – The little schoolhouse that could. The journey of how the Flagg Grove School was preserved and moved to the West Tennessee Delta heritage Center and would become the award winning Tina Turner Museum.

Jim Crabtree – A family's missions to bring arts to Crossville continues to serve the upper Cumberland 50 years after it opened. The Cumberland County Playhouse has seen over five million visitors since it opened its doors.

Pam Lewis – The owner of a publicity firm, PLA Media, that strives to voice the importance of finding each attractions' unique story and market their efforts in both traditional and new media arenas.

B. Finding Your Balance: Historic House Museum, Community Center, and Event Venue – Donelson A

Moderator – Sara Beth Urban

There is an overwhelming amount of literature on the failures of historic house museums and their inevitable doom in the 21st century. It's time to stop discussing the problems and start offering advice. While not every house museum is the same, many are facing the same challenges. The key is finding the balance between the activities you currently offer, the activities you could offer, and the activities you have to offer. In short, let's find a balance between tours, community events, and weddings. By looking at the example of Historic Rock Castle in Hendersonville, Tennessee, this session will explore the successes and failures of a site that is currently finding its balance. Finding Your Balance is a look at just one example of how a historic house museum is facing the difficulties of the 21st century. It fits the conference theme of Three-Part Harmony because it will explore cooperative partnerships between museums and other organizations as well as innovative programming for the community to attract a wider audience. The session will include stories of success and failure, tips and tricks for working with other organizations, as well as a look at new approaches by a young and passionate staff.

Sara Beth Urban, Executive Director, Historic Rock Castle

C. Education Marketplace of Ideas – Donelson B

Moderator: Dollie Boyd

A round-table session designed to give those involved in education initiatives in museums, archives, or historic preservation settings a chance to highlight successful programs "elevator pitch" style. Props, handouts, & visual aids encouraged. Session round-table presenters are encouraged to **contact the session leaders beforehand as there are only 5 presentation slots available**. Each presenter will have 10 minutes to share ideas and insight. Since this is a collaborative conference where three entities are coming together to share across disciplines, this session should be of interest to anyone actively or only occasionally engaged in educating the public. Participants are encouraged to learn from colleagues tips and tricks for successful audience engagement they can use "back home."

Dollie Boyd, Director, Museums of Tusculum

dboyd@tusculum.edu

423-636-8554

Polly Brasher, Education Director, Discovery Park of America

pbrasher@discoveryparkofamerica.com

731-885-7216

EVENING EVENTS

3:45 p.m. Cocktails with the Sponsors & Exhibitors - Atrium

All conference attendees are invited to join our conference sponsors and exhibitors in the atrium of the Inn at Opryland for cocktails. Mix and mingle with your colleagues from other organizations and bring plenty of business cards who knows, you might just win something!

4:45 p.m. Buses will depart at the hotel entrance for evening events

5:30 p.m. Awards dinner at The Hermitage

Join all three organizations for Awards Night at the home of the 7th President of the United States, Andrew Jackson from 5:30 – 6:30 p.m. Afterwards, enjoy cocktails in the visitor’s center, visit the award winning exhibit “Born for A Storm,” and tour the Hermitage — the formal gardens, grounds and the tomb of President and Rachel Jackson. Partake of dinner at your leisure in the Cabin-by-the-Spring. Dress to impress by wear comfortable shoes for touring the grounds

9:00 p.m. – Board buses for hotel

Thursday, March 17, 2016

8:00 a.m. – 3:00 p.m. – Conference Registration, Information, Atrium Entrance

8:00 a.m. – 4:30 p.m. – Exhibitor Hall Open, Atrium and Hallway

8:00 a.m. – 4:30 p.m. – Silent Auction Open for Bidding, Pennington

8:30 a.m. – 9:30 a.m. – SESSION THREE

A. National Resources for Museums, Archivists, and Preservationists

Bellevue

Moderator – Bob Beatty

This session will highlight programs and services from the American Association for State and Local History, as well as other national organizations, that serve those working at the local level in museums, archives, and preservation organizations. AASLH staff would also like to hear from session attendees about how national organizations can better serve local and state institutions. This session will look at collaborative resources available for all disciplines served by TAM, STA, and TPT. It also will encourage feedback with attendees about how better collaboration can be established between these diverse types of institutions.

Bethany L. Hawkins, Program Manager, American Association for State and Local History

Bob Beatty, Chief Operating Officer, American Association for State and Local History

Hannah Hethmon, Membership Marketing Coordinator, American Association for State and Local History

B. CREATING INTERPRETIVE THEMES FOR EXHIBITIONS – DUEL SESSIONS -

Donelson A

Bethany L. Hawkins

Keeping the Beat: The Importance of Theme in Interpretation

In developing an exhibit for your museum or tour for your historic house, one of the most important aspects is to identify and stick with a theme. Theme should provide the beat which you then surround with the melody of your storyline. Join us to learn how to identify themes for your museum or historic site and hear from one Tennessee museum that is playing the right tune when it comes to interpreting a theme. This session addresses the topic of connecting with audiences through interpretation by providing real take-aways that attendees can use to improve their tours and exhibits.

Bethany L. Hawkins, Program Manager, American Association for State and Local History

Bob Beatty, Chief Operating Officer, American Association for State and Local History

Liz Bennett, Volunteer, Historic Granville

Communicating Compelling Stories: How a Strong Interpretive Theme Makes a Difference

What is an interpretive theme and why should I care? A strong interpretive theme has the power to guide your decisions on everything from choice of paint colors to gift shop resale, but the greatest benefit is in helping your visitor to make a meaningful connection to your site. This session will review the steps for developing strong interpretive theme statements and help participants gain a better understanding of its benefits. The purpose of improving the quality of theme statements is to help organizations better their efforts to connect with their audience.

Nancy C. Dorman, Program Services Manager, Tennessee State Parks

Jeff Wells, Interpretive Programming and Education Director, Tennessee State Parks

D. PRESERVING AND INTERPRETING TENNESSEE AND REGIONAL MUSIC – DUEL SESSIONS– *Donelson B* *Moderator – Jessica Turner*

Nashville’s “Frozen Music”: The Architectural and Cultural Heritage of Music Row and Music-Related Sites in Music City

Preservation meets progress on Nashville’s Music Row, where concerned tenants, musicians, preservationists, and property owners have banded together to preserve both the architectural and cultural legacy of the city’s famed Music Row. From the studios and offices located on the Row, to downtown’s famed Ryman Auditorium, to the world-renowned Grand Ole Opry performance hall, much of Nashville’s music history is found. The preservation of both the architectural and cultural legacy of these places where music is made is a priority, as evidenced by the naming of Music Row as a National Treasure by the National Trust for Historic Preservation last year (2015). The National Trust stated that Music Row is of “central importance to Nashville’s identity.”

Dr. Carroll Van West, MTSU Center for Historic Preservation
Robbie Jones, New South Associates and Historic Nashville, Inc.
Carolyn Brackett, National Trust for Historic Preservation

“The” “Birthplace” of “Country” Music?: Challenges, Rhetoric, and Nuanced Experiences of Bristol and Appalachia at the Birthplace of Country Music Museum

The Birthplace of Country Music Museum, which opened as a Smithsonian-affiliated museum in August 2014, is a showcase of regional music history. How does a music museum invite an organic experience of early American popular music recordings and their impacts when we institutionalize this narrative in museum exhibits? This roundtable will discuss some of the project’s challenges, such as accommodating many different perspectives and voices (both academic and community), interpreting a complex history using frameworks common in museum practice, and navigating various ideologies and funding structures. Presenting a nuanced interpretation of Bristol’s place in country music history is further complicated by the hard boundaries of the museum itself, with only 12,000 square feet of space dedicated to permanent exhibits. As an institution deeply embedded in our community, it has been imperative to foster strong partnerships -- both in developing and creating a new museum and while acting as a community anchor since our opening. An important facet of this process has been bringing together diverse voices in the making of our exhibit content. Those voices - of scholars, community members, musicians, and family members - have acted as content team members, advocates, volunteers, supporters, and contributors. This session will explore those partnerships and related community engagement through the development of the museum and beyond.

Dr. Jessica Turner, Director and Head Curator, Birthplace of Country Music Museum

Dave Lewis, Curator of Collections and Digital Media, Birthplace of Country Music Museum

D. NOT JUST PRESERVING BUT THRIVING – DUEL SESSIONS - Brentwood
Moderator - T. Clark Shaw

Tourism and Historic Preservation - The Saving of an 1837 Antebellum Home and Other Historic Structures

There can be a strong and powerful connection between Historic Preservation and Tourism. Tennessee is rich in these historic places but unfortunately many are being lost to history. However with the right kind of visioning, planning, and community support often they can be restored and enjoyed by everyone and may become destinations that give them new life and economic vitality.

This seminar will take the audience on a journey through the saving of an 1837 Antebellum plantation style home as well as a church, a country store, railroad Pullman car, and will offer a sneak peak at the plans for saving a century-old barn, a cotton gin and several more historic structures. This topic encompasses your

theme this year in an amazing way. We have combined tourism and preservation to save historic structures. Now locals and travelers alike have an opportunity to visit and interpret history and to be inspired by what that learn so that they will go back to their own communities and ask the question....How can this building be saved and restored and repurposed for everyone to see and enjoy?

T. Clark Shaw, CEO Brooks Shaw's Old Country Store and Casey Jones Village

Mr. Jimmy Bailey, Casey Jones Village Museums Operations Manager and the Executive Director of the Historic Casey Jones Home and Railroad Museum.

Historic Preservation in Donelson and Hermitage

The Donelson/Hermitage area of Davidson County has its own rich history, other than being a suburb of Nashville. Home to Nashville founding families, the Donelsons and the Buchanans, as well as the People's President, Andrew Jackson, Donelson and Hermitage have developed into a bedroom community of the state capitol. Other grand estates, including Two Rivers Mansion and Cloverbottom sit adjacent to smaller historic sites and twentieth-century historic buildings and districts, such as Stone Hall and the Bluefields Neighborhood. This session will examine the history, preservation, and current uses of many of these historic places in Donelson and Hermitage, including the developing Master Plan for Two Rivers Mansion.

Speakers TBD by Metro Historical Commission

9:30 a.m. – 10:00 a.m. Coffee Break with Exhibitors, Atrium

10:00 a.m. – 11:00 a.m. – SESSION FOUR

A. Go on take the money and run... and preserve, interpret, and inspire. - Bellevue
Moderator: Myers Brown

This panel discussion will present brief overviews of the various grants available through state organizations that serve the archival, museum, and preservation communities. The session will also include creative ways in which the organizations represented at the annual meeting can tap into sources of funding that might be considered non-traditional for their respective disciplines. Organizations represented on the panel include: Tennessee State Library and Archives, The Tennessee Civil War National Heritage Area, Tenn. Wars Commission, Tennessee Historical Commission, Humanities Tennessee, and Recreation Educational Services Division of the Tennessee Department of Environment and Conservation. Panelist will also provide information on other services they can provide to assist organizations at little or no cost. While all of our organizations can endeavor to preserve, interpret, and inspire, the reality is that it takes funding to carry our various missions. The panel will appeal to all organizations and provide crucial information on where to seek funds, how to apply, and encourage potential applicants to think outside the box when seeking grant funds.

Myers Brown, Archives Grant Manager, Tenn. State Library and Archives

Patrick McIntyre, Executive Director and SHPO, Tennessee Historical Commission

Panelists: **Claudette Stager**, Assistant Director for Federal Programs, Tennessee Historical Commission; **Laura Holder**, Federal Liaison, Tennessee Civil War National Heritage Area; **Bob Richards**, Tennessee Greenways and Trails Coordinator, Tennessee Department of Environment and Conservation; **Paul McCoy**, Program Officer, Humanities Tennessee, Grants and Field Services

B. INSPIRING THE RIGHT AUDIENCE – DUEL SESSIONS - Donelson A

Moderator – Cindy Dupree

Instagrammy Status – Social Media Panel: Using social media tools to find and engage our audience.

Topics to cover: Building your pages – Consistent message and graphics. Finding your audience – using ads and getting boots on the ground to transition your foot traffic into online followers. Implementing social spaces into your museums and events – building picture and video focus points into the exhibits. Timeliness – Knowing when to be active and posting content during and after events.

Sara Shannon, Publicity Coordinator, PLA Media

Annaclaire Tadlock, Director of Marketing, The Johnny Cash Museum

Matt Williams, Graphic Designer, PLA Media

John Turner, Graphic Designer, Americana Music Triangle

Newseum - Examining a Newsworthy Story: Developing a unique story that effectively reaches your audience.

Topics to cover: Newsworthy – understanding what events, openings and launches are considered news. Find your hook – finding creative ways to tell a story that is unique to your attraction. Identify your audience – defining who is the target audience for your event. Appropriate Media Contacts – Pitching only those journalists that will connect with your content. Timeliness – plan for lead times on your target media.

This session would cover how to interpret your institution's history, focus and upcoming events into a newsworthy story.

Mark Logsdon, Senior Publicist at PLA Media

Cindy Dupree, Director of Public Relations at The Tennessee Department of Tourist Development

C. FINANCIAL RESOURCES – DUEL SESSIONS – Donelson B

Moderator – Ashley Carver

Best Laid Plans: Locating Money for Museums and Historic Preservation Projects

This session will demonstrate how to find funding for small museums and for historic preservation issues and offer strategies that museum and historic preservationists can use to encourage potential donors to contribute. The session will offer four main points:

1. How to develop a fundable project.
2. How to create a plan that will encourage donors.
3. Will provide success stories.
4. Identify potential funding sources in Tennessee.

Jerry T. Wooten, Park Manager, Johnsonville State Historic Park

Don't Sing the Budget Blues: Exhibit Harmony in Small Museums

Exhibit makeovers can energize staff and volunteers and draw in a new audience, but they can also be costly. Staff from the Morton Museum of Collierville History and graduate students from C.H. Nash Museum will discuss how small museums with limited staff can transform gallery spaces on a shoe-string budget with practical exhibit design and installation tips.

Panelist will go through three stages – Inspiration, Design, Installation – involved in creating removable exhibit vinyl wall decals, adaptable gallery spaces, and partnerships that will help you bring harmony, energy, and new audiences to your museum or historic site. This session exemplifies how internal and external collaboration work together to make successful, polished exhibits, no matter the number of staff.

Ashley Carver, Director, Morton Museum of Collierville History

Brooke Mundy, Collections & Special Projects Coordinator, Morton Museum of Collierville History

Elizabeth Cruzado, Graduate Assistant, C.H. Nash Museum at Chucalissa

Colleen McCartney, Graduate Assistant, C.H. Nash Museum at Chucalissa

D. USING DIGITAL DATA – Duel Sessions - Brentwood

Moderator – Gerald Chaudron

Harmony in Discord: Building a Common Chord from the Different Worlds of IT/Cyber Professions and Heritage Preservation

Heritage preservation and IT professionals have different goals and priorities, often causing great challenges in attempts to preserve historical resources that are increasingly created and accessed solely in digital environments. With the advent of Big Data, the Cloud, and the Internet of Things, the need for collaboration and focus on preservation is rapidly increasing, even while there is a growing shortage of cyber-professionals. Those people who work in both the heritage preservation and cyber/IT fields are in the unique position of experiencing these issues from both sides, dealing with different priorities, and even language, from the two professions. This panel draws on such experience securing, preserving, and accessing historical assets in our present cyber-environment, and the innovative practices proposed and used to address these challenges. The session looks at "broadened programming through cooperative partnerships, new ways to connect with an ever-diversifying audience." It specifically looks at stories of successful collaboration and tips on

preservation of digital/cyber assets, as well as an examination of how preservation of some assets may require additional work or preservation to allow for proper interpretation of those assets. The tips generally come from the broad, cross-discipline experience of heritage professionals and allied professions, and demonstrate the need for extending cooperative partnerships to a new level. The examples of projects and materials are Tennessee-centered, apart from the tips and techniques that are applicable to a wider geographic area.

James Havron, Archivist, Albert Gore Research Center at MTSU

Albert Whittenberg, Director, ITD: Academic & Instructional Technology Services, MTSU

Sheraz Hanif, Senior Systems Analyst, MTSU

Beyond Appearances: Describing and preserving nineteenth century photographs

A woman stares out from a sepia-toned cabinet card, unemotional, posed and, as is often the case, anonymous. A Civil War soldier stands in his uniform, the daguerreotype only revealing his loyalties but hiding much about him personally; a fragile souvenir of a man or boy unknown. Many institutions hold examples of nineteenth century photographic formats and for archivists and curators these are often problematic. The two principal questions concern description and preservation: how do we construct metadata for images with little to no information from a time we are unfamiliar with, and what do we need to be doing to ensure the long-term care of items which the creators never expected to last over a century. This session will examine both issues.

Discerning metadata for nineteenth century photographs can be difficult. Often supporting information about these images never existed leaving it up to the archivist or curator to interpret based on superficial contextual clues that can eat up time and yield limited or unimpressive archival records for items which we may wish to put online. Searching for a better process or ways to better interpret the content of nineteenth century photographs will be discussed in this session. Taking the mystery out of the formats common in photography of the period is also the aim of the session. Daguerreotypes, ambrotypes, cabinet cards and cartes de visite are relatively familiar terms but what do they and other less familiar formats demand from us as custodians in order to give them appropriate care. Few of us have the resources to preserve them in ideal conditions but there are less costly methods that all of can use to ensure these early examples of that most democratic of art forms continue to intrigue and fascinate us.

The session addresses the topics of preservation and interpretation through description or metadata. The inspiration aspect is addressed in the quest to do a better job of bringing nineteenth century images to life descriptively.

Brigitte Billeaudeau, Archivist, University of Memphis Libraries,
Preservation and Special Collections Department, University of Memphis
Libraries

Gerald Chaudron, Preservation Librarian, University of Memphis Libraries,
Preservation and Special Collections Department, University of Memphis
Libraries

11:15 a.m. – Noon – STA Board Meeting - Brentwood

11:15 a.m. – Noon – TPT Annual/Board Meeting – Donelson C

**11:30 a.m. – 1:15 p.m. – “Three-Part Harmony” Business Luncheon, and Keynote
Speaker, George McDaniel**, Executive Director Emeritus of Drayton Hall, a historic site
in Charleston, SC of the National Trust for Historic Preservation, under management of
Drayton Hall Preservation Trust, a private, nonprofit organization, July 1, 2015 -
present

**1:30 p.m. – 3:30 p.m. – SESSION FIVE – Offsite Tours – buses will leave promptly at 1:30
at the hotel entrance.**

*NOTE - NO CHARGE for these tours. Please sign-up when registering for the conference.
Because of limits on some tours, all tours will be filled in a first-come, first-served basis.*

Downtown Nashville Historic Churches

Join the State Museum’s Senior Curator of Art & Architecture, Jim Hoobler, on a walking
tour of Nashville’s Downtown Historic Churches. Enjoy the new exhibits at what is
considered to be the city’s “Mother Church” - the Ryman Auditorium. View the stunning
interior of the Downtown Presbyterian church, designed by architect William Strickland
who also designed the State Capitol. Learn about the church’s progressive art outreach
program and preservation efforts.

Tour limited to 25 participants.

Civil Rights Tour

Tennessee State Museum (TSM) Curator of Social History, Graham Perry will lead this tour
down Nashville’s historic Fifth Avenue where the 1960s sit-ins took place. The tour will
also include a stop at the Civil Rights Room at the Nashville Public Library and a brief look
at the exhibit on Tennessee’s African American music history – “I Have a Voice.”

WWI Monument Tour

TSM Senior Curator of Military History, Dr. Lisa M. Budreau will lead a tour of Nashville’s
War Memorial, built to honor those who served in World War I. A tour of the new exhibit,
Remembering the World War I Doughboy: The History of Tennessee’s War Memorial, at the
State Museum’s Military Branch Museum, will be included. She will be joined by Dr. Michael
Birdwell, the chair of the Great War Commission, who will let attendees know about plans
for future events.

Tennessee State Museum Collection Management Tour

Join the State Museum’s Collection staff for a peak behind the scenes of the museum’s

collection and storage areas. Learn about the "Save America's Treasures" program and how it was implemented. Learn how the museum processes objects both donated and acquired, and how the museum manages records in the collections software.

Tour limited to 50 participants.

Behind the Scenes at TSLA

Tour at the Tennessee State Library and Archives, built as a memorial to Tennessee's World War II military personnel and opened in 1953, this historic building houses some of the state's most vital historical records, books, manuscripts, recordings, and photographs. This guided tour will introduce participants to the services and resources offered by TSLA and includes a brief visit to the conservation lab and other areas of this historic building.

Tour limited to 40 participants.

Preservation Walk of Downtown Nashville

Historic and conservation zoning can be challenging and rewarding in a rapidly growing city with a thriving tourist destination in the middle of a nationally-known historic downtown. Join Tara Mitchell Mielnik and the Metro Historic Zoning Commission for a walking tour of Broadway and Second Avenue to hear some of the most challenging recent cases as we try to balance preservation and progress in Nashville. This tour is designed for staff and commissioners of Tennessee's Certified Local Governments, but is open to all conference attendees!

EVENING EVENTS - Bring your green \$\$\$ and wear your green in celebration of St. Patrick's Day and in preparation for this year's Silent Auction!

3:30 Load bus for the Jean and Alexander Heard Library at Vanderbilt University.

Tours of Jean and Alexander Heard Library at Vanderbilt University (4:00 to 5:30 p.m.):

The staff of Jean and Alexander Heard Library will take separate groups on tours of the facility which will explore the exhibit "Picturing Our World" which looks at how man has attempted to explain his surroundings through the years. The exhibit features scientific instruments, the history of photography, and rare books and incunabula. Incorporated into the exhibit are touch screens which expand on the case themes and two jukeboxes which contain sound and film elements. Come and see what the Vanderbilt Libraries have done to bring museum quality exhibits to a library setting. *Visitors will also learn about Vanderbilt's Television News Archive which is the most extensive and complete archive of television news in the world.*

A reception will also take place at the library from 4:30 to 5:30 p.m., welcoming remarks at 5 p.m.

5:30 Load Buses for Musician's Hall of Fame

6:00 – 9:00 p.m. St. Patrick's Day Live Auction and Dinner Event at Musician's Hall of Fame

Conference attendees will travel to the Musician's Hall of Fame & Museum for the evening's events. From 6-7pm, attendees will be able to enjoy cocktails and view one of Nashville's newest museums. Also, the museum has just added the new Grammy Museum. From 7-9pm. there will be dinner and a live auction. Remember, this auction goes to raise money for all three organizations and the worthy causes they represent.

9:00 p.m. Two buses depart for hotel

9:00 p.m. History and Honky Tonk Tour – meet directly outside the Musician's Hall of Fame for the start of the tour.

Jenn Harrman, Marketing Coordinator for the Tennessee Preservation Trust, has designed a self-guided tour of downtown Nashville's historic bars which explores the history and architecture beyond the lights and nightlife. As an educational pub-crawl, you'll experience Nashville's history from politics and country music to prohibition, brothels and gambling through the historic buildings along lower Broadway, Printer's Alley and the downtown National Register Historic District.

11:00 p.m. Final bus leaves downtown for hotel – Please load bus at River Front Park located at 1st and Broadway.

FRIDAY, MARCH 18, 2016

8:00 a.m. – 11:00 a.m. – Conference Registration, and Information, Atrium Entrance

8:00 a.m. – 11:00 a.m. – Exhibitor Hall Open and Auction Pick Up, Atrium and Hallway

9:00 a.m. – 10:00 a.m. – SESSION SIX

A. Leadership Transitions: Honoring the Past, Navigating the Present, and Planning the Future - Bellevue

Moderator – Tracy Lauritzen Wright

Two Memphis museums underwent leadership changes in recent years. The National Ornamental Metal Museum's founding director of 29 years retired in 2008 and the National Civil Rights Museum's second director retired in 2014 after serving 17 years. Perspectives from the current directors at these museums will include bringing their own visions and experiences to existing administrations and programs; negotiating expectations of staff and stakeholders; and establishing a new modus operandi while preserving the spirits and strengths of their institutions.

Lessons learned from these leadership transitions will be shared to help staff at any level and any size institution weather their own season of change. In considering the theme of Three-Part Harmony: Preservation, Interpretation, Inspiration this session explores the challenges and lessons learned during a leadership transition, to ensure an institution's current path connects to both its past accomplishments and future goals. The experiences of these two museum leaders will illustrate the preservation and sustainability of their institutions through leadership changes, bringing their voice and vision to interpretive programs, and the inspiration for fostering change during times of transition.

Terri Lee Freeman, President, National Civil Rights Museum

Carissa Hussong, Executive Director, National Ornamental Metal Museum

Tracy Lauritzen Wright, Director of Museum Partnerships National Civil Rights Museum

B. HARMONIOUS COLLABORATIONS – HISTORICAL LAND PROJECTS – DUEL

SESSIONS – *Donelson A*

Moderator – *Tori Mason*

A Symbiotic Symphony: Partnerships, Perseverance, and Preservation of Franklin's Civil War Battlefield and Historic Sites

This session proposal seeks to share several of our past and current stories, to garner strength and insight from examples of 'harmonious' partnerships across Tennessee, and to share ideas on creating new methods of interpretation. Using the multilayered success story of Franklin as a guide, this session will demonstrate the impact of collaboration and innovation by a galvanized preservation community. The goal is to help other communities and historic sites learn how to make their sites 'sing,' and energize the union between civic and private groups, all with an eye, and ear, toward an 'ensemble performance' of preservation. Since 2005, Franklin, Tennessee, has re-written their piece of music...in a major key. Once an example of urban encroachment, Franklin has orchestrated a major change and shifted the focus toward their priority of preservation: battlefield reclamation. Franklin is not simply a single organization or institution, but rather a unique 'symphony' of partnerships, collaboratively rebranding a town that was once an endangered and threatened landscape into a thriving tourist destination with a historical community that is passionately engaged with its past, present and future.

Franklin is a unique case study for holistic strategies that build strong advocacy relationships. Local, state, and national preservation organizations include the Heritage Foundation of Franklin and Williamson County, the City of Franklin, the Williamson County Visitors Bureau, the Tennessee Department of Tourism Development, Franklin's Charge, the Tennessee Civil War National Heritage Area, and the Civil War Trust. They have proven successful in fostering effective partnerships that employ a best-practices approach to heritage tourism and economic development. The end result is a cutting-edge and innovative approach to preservation and interpretation of Civil War stories in Tennessee.

At present, new developments for the restoration of the Historic Franklin Masonic Hall, a new visitor center at the Carter House and the final phase of Carter's Hill battlefield park are underway. These will not only enhance the Franklin heritage tourist experience, but will provide new insights into slavery, the home front, women, and Reconstruction to connect an ever diversifying audience with the Civil War cultural landscape. The battlefield story is only the beginning, and movement toward a broader narrative has begun to expand the brand of Franklin into a center of cultural heritage tourism.

Rachael Finch, Research Historian, Tennessee Civil War National Heritage Area

Thomas Flagel, Assistant Professor, Columbia State Community College

Partners Preserving Cemeteries in Davidson County: City Cemetery, Buchanan Station Cemetery, Mt. Ararat/Greenwood, and the Grassmere Slave Cemetery

Nashville and Davidson County have a rich collection of historic cemeteries, from the large suburban cemeteries to small rural family cemeteries, to the unmarked graves of previously forgotten slaves. This session will focus on the preservation and interpretation at several of Davidson County's historic cemeteries, and the public/private partnerships that work together to ensure the stories are not forgotten.

Fred Zahn, Metro Historical Commission

Mike Slate, Buchanan Station Cemetery

Kathy Lauder, Greenwood Cemetery Project

Tori Mason, Grassmere Historic Farm at the Nashville Zoo

C. Museum for a Month: How the Archives, the Community and the Smithsonian Partnered to Put on a Show - Donelson B

Moderator - Rebekah Davis

In the fall of 2014, the Limestone County Archives hosted the Smithsonian Institution traveling exhibit "The Way We Worked" and built a temporary museum of local labor history around it. The Archives, with the primary mission of preserving and providing access to government and community records, had no artifact collections of its own and no space for such an exhibit, so creating the museum exhibit framework and filling it with the community story required extensive partnerships. I will share how the Archives worked with museums, designers, collectors, government officials, businesses owners, community service, tourism and humanities groups, colleges, tech schools, seniors, students, artists, convicts, robots, and more to create an engaging history experience about, for, and by the people of Limestone County. This project was 100 percent about partnerships, as the Archives did not begin to have the resources to pull off such an event on our own. Our success was dependent upon strong advocacy relationships, particularly with the Smithsonian and the government, humanities, tourism and education sectors. We broadened our mission from research to public history through these cooperative partnerships, and in the process we connected thousands of visitors and volunteers of all ages and backgrounds to their own shared heritage.

Rebekah L. Davis, Archivist, Limestone County Archives
Paul McCoy, Humanities Tennessee

D. Preserving Our Heritage Through Art with artist Alan Shuptrine - Brentwood

Moderator: Rachelle Haddock

Alan Shuptrine spends his time preserving the heritage and culture of Tennessee, but his methods vary. Using his knowledge as a master gilder, Shuptrine preserves the tangible parts of our history by conserving links to our ancestors. Whether it is a portrait frame displaying a family member, or an ornamented mantle mirror, Shuptrine has salvaged and brought gilded, ornamented period pieces back to life for the past 30 years. But now Shuptrine is tasking himself as an artist to provide another means of heritage preservation. The Serpentine Chain Collection, a collection of over 45 watercolor paintings by Shuptrine, is his current method of preserving our culture. This exhibit will serve as a testament to the Appalachian people and this way of life. By capturing specific individuals, locations, and traditions which derived from their Celtic roots, the paintings will bring a personal awareness to an entire culture and elaborate how this heritage has expanded over generations. It is the ideal method of utilizing a "new approach to preserving and interpreting the history, heritage, and culture of our great state."

Alan Shuptrine, Artist

10:30 a.m. – 11:30 a.m. – SESSION SEVEN

A. Preservation, Interpretation and Dissemination of Tennessee Supreme Court Records - Bellevue

Moderator – Ms. Darla Brock

We will trace the history of the Supreme Court's records, which is replete with interesting stories of what not to do with historic records. Next, we will cover the Supreme Court Records Project, in which the Archives began to preserve and index these records. With the help of various grants, the Archives has processed just over 50% of 10,000 boxes of records! This is a success story in preservation. Finally, we will discuss the creation of the Tennessee Judiciary Museum. It is an example of how groups (the Tennessee Library and Archives, the Tennessee Supreme Court Historical Society and the Tennessee Supreme Court) worked together to preserve and display records, and use those records to educate the public about the judicial system.

The Conference Theme, "Three-Part Harmony: Interpretation, Preservation, Inspiration," is particularly appropriate for a presentation about the records of the Tennessee Supreme Court and other appellate courts.

After a long history of poor storage and abuse, the last decade has seen a major shift to preservation of these records, making them available to the public, and establishing a vehicle for display and interpretation of these records through the Tennessee Judiciary Museum.

Ms. Darla Brock, Archivist II, Tennessee Library and Archives

Dr. Wayne Moore, Assistant State Archivist, Tennessee Library and Archives
Judge Andy D. Bennett, Tennessee Court of Appeals/Tennessee Judicial
Museum

B. Preservation50-Tennessee - Donelson A

Moderator – Phil Thomason

The National Historic Preservation Act will be fifty years old in 2016 and the National Trust and other preservation organizations will be observing this milestone with celebratory events throughout the year. This celebration will showcase the accomplishments of the historic preservation movement and its role in downtown and neighborhood revitalization across America.

As part of this commemoration, the Tennessee Preservation Trust has launched a statewide public awareness campaign on the economic benefits of historic preservation and its vital role in conserving the state's heritage. This presentation will address the following:

- The economic benefits of historic preservation to the state and the impact it has had on downtown and neighborhood revitalization.
- Completed and proposed celebratory events throughout the year such as “ribbon-cutting” openings for historic tax act projects, receptions for elected officials, and joint promotion with local non-profit groups across the state.
- Challenges facing the heritage and preservation of the state in the years ahead.
- How conference participants can get involved.

Phil Thomason, Principal of Thomason and Associates, Preservation Planners

C. USING TECHNOLOGY IN EDUCATION AND INTERPRETATION – DUEL SESSIONS

- Donelson B

Moderator – Debbie Lee Landi

Public History Empowered: Using GIS to Narrate African American History Geospatially

The interactive, online Landscape of Liberation and Tennessee Civil War applications enable K-12 students and scholarly researchers to explore African American and Civil War history in Tennessee with a robust GIS software. More than 1400 military engagements and 185 sites significant to the freedman experience--refugee camps, places where black troops enlisted, and freedmen schools--are linked to narrative datasets and original documents. These GIS applications connect places to military records, historical maps, county Census data and digitized manuscripts and photos, giving archivists a powerful tool for delivering data and collections to users in geographical context. We will look at building out these public history platforms into Reconstruction and the modern Civil Rights movement.

GIS technology is one of the best platforms for archives and museums to empower their collections by delivering them in new and interactive ways for users. These applications were also built with specific tools for the land preservation community.

Dr. Wayne C. Moore, Tennessee State Library & Archives tools for the land preservation community.

Keeping it Tuned: Sewanee's art collection as three-part harmony

This session proposal involves one archivist and two librarians at the University of the South and their cooperative efforts to engage and inspire various constituencies while preserving university history and works of portraiture. Portraiture is one of the oldest and most popular forms of artistic expression and those in the Permanent Art Collection highlight the contributions of individuals prominent in the history of the University and the state. In the classroom, artwork educates, enriches, and inspires students and faculty. In public spaces, the prominence of portraiture promotes interpretation of heritage and culture. Experimentation with integrated instruction and technological innovations such as Prezi, ArtSTOR, audio tours, and Google Sketchup will be demonstrated. The goals of our efforts are to encourage creativity, visual fluency, lifelong learning and to champion the enduring value of the artwork.

This session addresses each of the concepts in the title and includes descriptions of successful cooperative relationships, programming that benefits from those relationships as well as numerous ways in which to connect to several different kinds of audiences. It also highlights new approaches and techniques to interpret the history of the university and its place in the history of the state.

Debbie Lee Landi, Director of University Archives and Special Collections, University of the South

Mary O'Neill, Visual Resources Librarian, University of the South

Heidi Syler, Information Literacy and Instruction Librarian, University of the South

D. Three Part Recipe for Financial Success: Value + People + Experience -

Brentwood

Moderator – Rebecca Price

The old method of funding through donations out of the kindness of people's hearts is gone. Museums, sites, and archives face ever-changing technology, demographics, and economics. How can our field compete for money to keep the doors open? This session demonstrates that by shifting from a product-received model to a value-experienced model, organizations can increase revenue, donations, members, and overall audience loyalty. Most importantly, organizations earn money to invest into the interpretation, preservation, and inspiration they provide. The session consists of an introduction to value-based marketing and trends in the field; and a case study from Andrew Jackson's Hermitage that will discuss successes in public programming and venue rental. This session addresses three categories from the conference theme: broadened programming through cooperative partnerships; created innovative marketing strategies; and established new ways to connect with an ever-diversifying audience. Through value-based marketing, the session will demonstrate how to partner with local and outside organizations to create engaging programming; how to use new media and social marketing; and how these value-

based experiences connect and create loyalty with an ever-changing and demanding audience. Above all, the session will advocate that the reliable and sustainable sources of revenue that value-based experiences provide can be the financial backbone of any institution to stay in operation and continue to meet its mission.

Rebecca Price, President/CEO, Chick History, Inc.

Jason L. Nelson, Vice President of Marketing and Sales, Andrew Jackson Foundation

Noon - Closing Luncheon – Atrium

Please join all three organizations for closing remarks and previews of next year's conferences. There will be a give-a-way at the closing luncheon that you will not want to miss!

Afternoon Tours – Afternoon tours are on your own. There is no cost to these tours but pre-registration is required, with the exception of the Grand Ole Opry Tour which cost \$20 and is limited to 25 people. Please sign-up for these tours when registering for the conference.

Backstage Tour of the Grand Ole Opry House - *Tour guide will meet participants in hotel lobby after closing luncheon.* Walk in the footsteps of country music's superstars and get an exclusive look at what happens behind the scenes of the show that made country music famous! Your knowledgeable guide will share stories about the Opry and country music greats, past and present (from Minnie Pearl to Carrie Underwood), show you photos from the Opry's biggest moments in history and take you to the artist entrance - where legends, new artists, and superstars alike enter the Opry House on the night of an Opry show. \$20, pre-registration required. Tour limited to the first 25 participants to sign-up.

Celebrating the 150th Anniversary of Fisk University: Friday, March 18th from 2 p.m. to 5 p.m. - *Tour guide will meet participants in hotel lobby after closing luncheon.* In celebration of 150th anniversary of this historically black university (HBCU) founded in 1866, this tour will feature an exploration of Jubilee Hall. This Victorian structure is probably the most striking buildings on the 40 acres campus and is perhaps the most famous college residence hall in the world. Jubilee Hall was constructed with proceeds from the historic 1871 Jubilee Singers' tour, as the first permanent structure erected in the South for the education of African Americans. This will be a walking tour led by Dr. Learotha Williams, Jr., Assistant Professor of African American and Public History at Tennessee State University and it will include other sites on campus, including the chapel, museum, Cravath Hall and the Carl van Vechten Gallery. The tour will also include some nearby historic residences of former members of the Fisk University staff. The homes of James Weldon Johnson, former State Department Ambassador, author, civil rights activist, and Chair of Creative Literature and professor at Fisk from 1931 until his death in 1938; and of Arna Bontemp, a prominent literary figure throughout the first half of the 20th Century and who served as head librarian at Fisk, are two residences that will be featured. Both homes and Jubilee Hall are on the National Register of Historic Places. *There is no charge and the tour will be limited to no more than 30 individuals.*

Croft House at the Nashville Zoo – 3777 Nolensville Pike, Nashville, TN 37211, nashvillezoo.org

Nashville Zoo at Grassmere welcomes the 2016 conference attendees! The ca. 1810 Grassmere Historic Home, at the heart of Nashville Zoo, will host an Open House on Friday, March 18 starting at 2pm for conference delegates. Learn about Margaret and Elise Croft, 5th generation owners of the property, and how they were the zoo's first conservationists, deeding their ancestral home to be a nature center after their deaths. The zoo will be open until 6 p.m. and free for conference attendees to explore.

Frist Center for the Visual Arts - 919 Broadway, Nashville, TN 37203, fristcenter.org
The galleries at the Frist Center will be open until 9 p.m. and free for all conference attendees. The Frist Center will be offering a free public program exploring the relationships between the built environment and public health. Authors Gary Gaston and Christine Kreyling will discuss their new book, *Shaping the Healthy Community: The Nashville Plan*. Gary Gaston is director of the Nashville Civic Design Center. Christine Kreyling is the author of *The Plan of Nashville* and co-author of *Classical Nashville*. *No charge, but pre-registration is required.*

Anode Interactive Design Lab - 926 Main St, Nashville, TN 37206, anode.com
Anode will provide a private tour of its digital creative studio for conference participants to immerse themselves in the design-thinking process. Get a behind-the-scenes look at production phases including laying out the story, wireframing the user experience, reviewing hardware options, and organizing your content. The Anode team will share their expertise on common interactive exhibit themes such as video jukeboxes, multi-touch maps, touchscreen timelines and gamification. *No charge, but pre-registration is required.*

1220 Exhibits - 3801 Vulcan Dr, Nashville, TN 37211, 1220.com
1220 Exhibits is a nationally recognized leader in the fabrication and installation of museum exhibits. They are offering private tours of their production facility after the Friday luncheon. *No charge, but pre-registration is required.*

Lithographics - 1835 Air Ln Dr, Nashville, TN 37210, lithographicsinc.com
Lithographics is offering private tours of their printing facility prior to the conference and the Friday afternoon afterwards. Anyone interested in learning more about Lithographics, and the many services they offer museums, historic sites and other clients, should book a tour with Twyla Lambert Clark at 615-889-1200 or TLambert@lithographicsinc.com. *No charge, but pre-registration is required.*

The following museums have agreed to provide free or discounted admission to conference attendees on Friday afternoon, Saturday, and Sunday. Please check with individual sites regarding their hours of operation, as some are not open late or on Sunday. Please provide your conference badge at these locations for verification. Enjoy Nashville!

FREE Post-Conference Activities

All conference attendees receive free (or discounted) admission to the following museums and historic sites during regular operating hours through the weekend. Please refer to each museum or historic site's website for hours of operation and directions.

* [The Upper Room Chapel and Christian Art Museum](#)

** [Belmont Mansion](#)

[Bicentennial Mall State Park](#)

[Nashville Public Library](#)

** [Fort Negley](#)

[Nashville Zoo at Grassmere](#)

[Stones River Battlefield](#)

** [Historic Sam Davis Home and Plantation](#)

** [Historic Rock Castle](#)

[Country Music Hall of Fame](#)

[Carter House](#)

[Carnton Plantation](#)

[Frist Center for the Visual Arts](#)

[Adventure Science Center](#)

[Oaklands Mansion](#)[The Parthenon](#)

[Tennessee State Museum](#)

* [Tennessee State Capitol](#)

** [Military Branch Museum](#)

* [Tennessee Judiciary Museum](#)

** [Tennessee State Library and Archives](#)

* [Tennessee Agricultural Museum](#)

[Vanderbilt University Fine Arts Gallery](#)

[Lotz House Civil War Museum](#) - 50% off admission

**[Musicians Hall of Fame and Museum](#) - 50% off admission for both conference attendees and their families

*Open Friday only

**Open Friday and Saturday only

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