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IF NOT US THEN WHO?



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TAM Mission The Tennessee Association of Museums empowers Tennessee museums to inspire, engage, and connect to their audiences and communities.

TAM Vision Our vision is to be essential in fostering our thriving museum community.

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FROM THE TAM PRESIDENT

On behalf of the **TENNESSEE ASSOCIATION OF MUSEUMS** (TAM) Board of Directors, welcome to the **63RD ANNUAL CONFERENCE** of TAM. We are delighted to see you in Murfreesboro as we connect again with our colleagues from across our diverse state and celebrate the great work that the Tennessee museum community does as we strive to collectively inspire, engage, and connect with our audiences.

Following last year's conference, reflection among our membership pointed to a key question as the role of museums becomes increasingly vital to personal, local, state, and national identity. **IF NOT US, THEN WHO?** Who will capture the stories of all the people who make up our city, county, or state? Who will take care of the art and artifacts in our possession? Who will promote the good work being carried out by museums of all sizes in Tennessee? Our 2024 theme was selected specifically as a call to action to advocate for the great work done and the work we have yet to do to advocate for Tennessee museums.

Thank you to all who have worked tirelessly to plan and organize the 2024 conference, including our **TAM Board**, our Advocacy Committee headed by **Ashley Howell** and **Warren Dockter**, Program Chair **Bethany Hawkins**, Awards Committee Chair **Tori Mason**, and our State Coordinator **Debbie Shaw**. Thank you also to **Adam Alfrey** for his work in designing and creating our conference logo and program guide.

Thank you to all of our **sponsors**, **donors**, and **institutional partners** who have provided the financial support for us to hold our annual conference to help us fulfill TAM's mission. Thank you also to each and every one of our **TAM members** for supporting the work of TAM and the museum community through your membership.

If you are a first-time attendee, welcome to the **TAM FAM** and if you are a returning member, welcome back. We are glad you are here to answer the call **IF NOT US, THEN WHO?** as we advocate for and celebrate the impact of Tennessee museums on our audiences and communities.



Charles Googe

President, Tennessee Association of Museums
Tennessee Valley Railroad Museum



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2024 CONFERENCE THEME

At the 2023 TAM Conference in Memphis, our keynote speaker, **Jeff Kollath** of the **Stax Museum**, told a story about why the Stax Foundation chose to focus on preserving the story of Stax and the stories of the people who lived in its community. He said, **"If we don't do it, who will?"** As the TAM Board was in the early stages of planning the 2024 TAM Conference in Murfreesboro, Jeff's words kept coming to the surface. We decided to take his story as a challenge for the 2024 Conference . . . **IF NOT US, THEN WHO?**

- >> Who will preserve the buildings in our town?
- >> Who will show the work of local artists to the public?
- >> Who will capture the stories of all the people who make up our city, county, or state?
- >> Who will take care of the art and artifacts in our possession?
- >> Who will educate school kids about the history of their hometown?
- >> Who will advocate for financial resources for Tennessee museums?
- >> Who will promote the good work being carried out by museums of all sizes in Tennessee?

IF NOT US, THEN WHO? will be our rallying cry as we gather at the geographic center of our state, Murfreesboro, TN. This year's conference will be different from past years. We are focusing on the theme and location as an opportunity to host the first **Tennessee Museums Advocacy Day** on Capital Hill in Nashville.

We will start the conference on the afternoon of Monday, March 18 with a training session to prepare us for visits to our state senators and representatives on Tuesday. This half-day, free workshop will introduce pending legislation and issues impacting Tennessee's museums.

Tuesday morning, March 19, we will travel by bus to Nashville to hold meetings with our legislators and rally on the hill to promote Tennessee museums. We will be back in Murfreesboro in time for lunch, which will kick off the rest of the conference. It will end at noon on Thursday, March 21.

2023-2024 TAM BOARD OF DIRECTORS

PRESIDENT Charles Googe, <i>Tennessee Valley Railroad Museum</i>	VICE PRESIDENT—MIDDLE TENNESSEE Joe Sweatt, <i>Promise Land Community</i>	CONFERENCE PROGRAM CHAIR Bethany Hawkins, <i>American Association of State and Local History</i>
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MONDAY, MARCH 18

10:00 am–5:00 pm **Pre-Conference Tour >> Stones River National Battlefield**
Plan to come early to Murfreesboro and tour its best known historic site!

1:00–5:00 pm **Be a Museum Advocate Workshop*** >> Maney Hall, Oaklands Mansion

**Free, pre-registration required*



This workshop will help prepare attendees for their visit to the Tennessee State Capitol on Tuesday morning for TAM's Museum Day on the Hill. Hear about important issues on the state and national level and learn tips for meeting with your state representatives and senators. There will also be time for you to meet with other people from your congressional district and create a plan for your Capitol visit on Tuesday.

Facilitator: Bethany L. Hawkins, CAE, Chief of Operations, American Association for State and Local History, Nashville

5:00 pm **Dinner on the Square** *(Cost on your own)*

Your local host committee encourages you to stop by Murfreesboro's vibrant square to enjoy dinner before heading back to the hotel for the night. There is something for everyone's taste and budget. Restaurants include Joanie's, Domenico's Italian Deli, Marina's on the Square, The Alley on Main, Puckett's Restaurant, Jack Brown's Beer and Burger Joint, and more.

TUESDAY, MARCH 19

8:00 am–4:00 pm **Conference Registration and Information**

9:00–11:00 am **Museum Day on the Hill >> Legislative Plaza, Nashville**



On Tuesday morning, the TAM Board encourages you to join us for a morning of sharing with our state legislators about the amazing work we do and ways they can help us continue to do that work. Attendees are encouraged to schedule time to visit your state legislators. TAM can help arrange these meetings. Talking points will be provided.

12:00–1:15 pm **Welcome to TAM 2024 Luncheon >> Mirabella H-J**

IF NOT US, THEN WHO? We will kick off the conference program by hearing from some of our small museum colleagues and how they support and serve their communities. Representatives from Historic Granville and the Black History Museum of Warren County Tennessee will share how they started from nothing to preserve the history of their area. They lived the conference theme. Some met with resistance on many fronts, faced obstacles, and found solutions. They endured because of that inner voice that said, "If not us, then who?"

Moderator: Bethany L. Hawkins, CAE, Chief of Operations, American Association for State and Local History, Nashville; Liz Bennett, Vice President of Board of Directors, Granville Museum, Granville; Randall Clemons, President of Board of Directors, Granville Museum, Granville; James R. "Mickey" Gywn, Museum Director, Black History Museum of Warren County

12:00–4:30 pm **Silent Auction Open for Bidding >> Wynthrope Board Room**
1:15–4:30 pm **Punch Your TAM Passport! @ the Exhibit Hall >> Mirabella Ballroom Foyer**

1:30-2:30 PM SESSION ONE

Broadlands A >> Creatives and Community: Collaboration Is Not for the Faint of Heart!

Businesses, governments, and the creative community rarely speak the same language, so how can we best evaluate and highlight the education, entertainment, and economics of our culture as best shown through the arts? What are some practical steps that have been proven to work in small and large communities? Best practices? Discussion language? Join us as we share steps that work and brainstorm together to uncover new ways to be successful collaborators.

Ron Alley, Founder & CEO, Carpe Artista, Inc., Smyrna; **Susan Gulley**, Director of Cultural and Heritage Tourism, Rutherford County Convention and Visitor's Bureau, Murfreesboro; **Dr. Lucy Langworthy**, Assistant to Dean of College of Liberal Arts, Middle Tennessee State University, Murfreesboro

Broadlands B >> From the Revolutionary War to Civil Rights: One Historic Site's Efforts to Think Beyond the 250th

For a historic site like Cragfont, the commemoration of the 250th is easy! After all, it was the home of a Revolutionary War hero. Yet, this once-in-a-lifetime opportunity should mean more than historical re-enactments and the occasional social media post. What if we incorporate the 250th into interpretation and strategic planning and revolutionize how historic sites greet the future? Join us to learn more about our vision and get inspired to plan for the 250th.

Tonya Staggs, Executive Director, Historic Castalian Springs, Castalian Springs

Mirabella G >> Refreshing Your Brand Identity

Many museums have rebranded over the years. Sometimes this is done to meet their growing or evolving mission and sometimes to fit current trends. The Frist Art Museum, previously The Frist Center for the Visual Arts, rebranded in 2018. Five years later, our team decided it was time to expand our brand identity to further engage our visitors. We will show that sometimes you do not need to do a full rebrand, but just refresh.

Madelyn Arserio, Graphic Designer, The Frist Art Museum, Nashville; **Brandon Gnetz**, Multimedia Design Manager, The Frist Art Museum, Nashville; **Carolyn Hannan**, Head Designer, The Frist Art Museum, Nashville

2:30-3:15 pm Break

Mirabella Ballroom Foyer >> Steal This Idea! Projects From AASLH's 2023 Awards to Inspire Your Work

This session shares examples of award-winning projects from AASLH's 2023 Leadership in History Awards that are relevant and replicable for Tennessee history institutions of all sizes and budgets. These projects from around the country will spark ideas for attendees who may want to try something similar at their sites.

Aja Bain, Senior Manager of Professional Development and Publications, American Association for State and Local History, Nashville

2:30-3:15 pm Mini Session

3:15-4:15 PM SESSION TWO

Broadlands A >> Crafting Blackness Initiative

This session will discuss the history of a research, publications, and exhibition series that has provided a platform and visibility to the Black craft artists of Tennessee since 1920. This inclusive and collaborative project provides access to the strong presence of Black gazes and visualized Black voices with aims to reclaim the master narratives via self-representational essays of Black scholars that investigate omitted histories of Black communities/creatives in state and art history.

Karlota Contreras-Koterbay, Director, East Tennessee State University, Tipton, and Slocumb Galleries, Tipton; **Gunthia Gadsden**, Co-Curator, *Inside Blackness* Exhibition and Professor, Tennessee State University, Nashville; **Karen LeBlanc Sullivan**, Co-Curator, *Black Bodies Making Forms*, East Tennessee State University, Tipton

Broadlands B >> The Power of Place: Three Homes and a People Forever Impacted by the Civil War

Since 2009, the Battle of Franklin Trust has not only been the leading entity for Civil War interpretation in Middle Tennessee but a powerful force for battlefield reclamation and preservation efforts in the region. It is the Battle of Franklin Trust's hope that together public historians can cooperate and collaborate between organizations to foster a conversation about how to evolve to face the future and all its uncertainty with the certainty of the past.

Joseph D. Ricci, M.A., Chief Historian, Battle of Franklin Trust, Franklin



MONDAY, MARCH 18

10:00 am–5:00 pm Pre-Conference Tour >> Stones River National Battlefield
1:00–5:00 pm Be a Museum Advocate Workshop* >> Maney Hall, Oaklands Mansion
*Free, pre-registration required
5:00 pm Dinner on the Square (Cost on your own)

TUESDAY, MARCH 19

8:00 am–4:00 pm Conference Registration and Information
9:00–11:00 am Museum Day on the Hill >> Legislative Plaza, Nashville
12:00–1:15 pm Welcome to TAM 2024 Luncheon >> Mirabella H-J
12:00–4:30 pm Silent Auction Open for Bidding >> Wynthrope Board Room
1:15–4:30 pm Punch Your TAM Passport! @ the Exhibit Hall >> Mirabella Ballroom Foyer

1:30–2:30 PM SESSION ONE

Broadlands A >> Creatives and Community: Collaboration Is Not for the Faint of Heart!
Broadlands B >> From the Revolutionary War to Civil Rights: One Historic Site's Efforts to Think Beyond the 250th
Mirabella G >> Refreshing Your Brand Identity

2:30–3:15 pm Break
MINT SESH **Mirabella Ballroom Foyer >> Steal This Idea! Projects From AASLH's 2023 Awards to Inspire Your Work**

3:15–4:15 PM SESSION TWO

Broadlands A >> Crafting Blackness Initiative
Broadlands B >> The Power of Place: Three Homes and a People Forever Impacted by the Civil War
Mirabella G >> Visitor Evaluation as Community Partnership

Evening Events
4:30–4:45 pm Board buses at hotel for evening events
5:00–5:45 pm Reception at Center for the Arts
6:00–6:30 pm Reception at MTSU Todd Gallery, Exhibition: *Black Bodies Making Forms: 100 Years of Tennessee African American Artists*
6:45–8:30 pm Dinner and TAM Awards Presentation at MTSU Student Union Ballroom

WEDNESDAY, MARCH 20

8:00 am–4:00 pm Conference Registration and Information
Silent Auction Open for Bidding >> Wynthrope Board Room
Punch Your TAM Passport! @ the Exhibit Hall >> Mirabella Ballroom Foyer

8:30–9:30 AM SESSION THREE

Broadlands A >> Interpreting and Promoting Diverse Histories at an 18th-Century Historic House Museum
Broadlands B >> Meaning Making and the Visitor Experience: Why Our Work Matters in an Age of Uncertainty
Mirabella G >> Youth Volunteers: Engagement Beyond the Galleries

9:30–10:00 am Coffee and Conversation with Exhibitors >> Mirabella Ballroom Foyer
MINT SESH **Mirabella Ballroom Foyer >> Making Collaboration Happen: Let's Create an Online Archival Supplies Database**

10:00–11:00 AM SESSION FOUR

Broadlands A >> Be the Platform: Alumni-Focus Within Tennessee's Rosenwald Communities
Broadlands B >> Bringing STEM to Rural Communities: A Virtual TRIP to the Museum
Mirabella G >> Using Social Media as Interpretation at Small Museums

11:15 am–1:00 pm Business Luncheon and Plenary Session >> Mirabella H-J

1:30–2:30 PM SESSION FIVE–ROUNDTABLES

Broadlands A >> Collections/Curators | Broadlands B >> Directors/Administration
Mirabella G >> Educators/Interpreters | Wynthrope Board Room >> Volunteers/Docents

3:00 PM–4:00 PM SESSION SIX

Broadlands A >> Design that Advocates for the Untold Stories
Broadlands B >> Phoenix Rising: Working with Communities to Interpret Difficult Stories
Mirabella G >> Regional Reciprocity: How Inclusion of Local Artists in an International Art Exhibition Is Beneficial for All

Evening Events
4:30–4:45 pm Board buses at hotel for evening events
5:00–5:45 pm Reception at Discovery Center at Murfree Spring
6:00–6:30 pm Tour of Bradley Academy
6:45–8:30 pm Dinner and TAM Live Auction at Oaklands Mansion

THURSDAY, MARCH 21

8:00–11:00 am Conference Registration and Information
Punch Your TAM Passport! Exhibit Hall Open
Auction Items Payment and Pick Up by 10:00 am
9:00–10:00 am FINAL KEYNOTE–America's 250 and Commemoration >> Mirabella H-J
10:00–10:30 am Break

10:30–11:30 AM SESSION SEVEN

Broadlands A >> Can We Nuke the Oil Well? How Simulations Can Create Cross-Curricular Experiences for Museum Visitors
Broadlands B >> Setting the Table: The Nuts and Bolts of Designing Engaging Adult Programs
Mirabella G >> Why Not the Night? Historic Preservation Through After-Dark Tourism

Post Conference
10:30 am–5:00 pm Strategic Planning for the 250th Workshop* >> Oaklands Mansion
*\$10, pre-registration required
1:30–3:30 pm Post-Conference Tours >>
Murfreeboro Murals Art Tour on the Square
Cannonsburg Village

3:15–4:15 PM SESSION TWO CONT.

Mirabella G >> Visitor Evaluation as Community Partnership

How can museums know what the needs of our communities truly are? Audience research is a way for museums to answer this important question and advocate for the communities we represent. This session will introduce key concepts in visitor studies and equip attendees with concrete, approachable strategies for centering evaluation in their museum's strategic planning. Additionally, attendees will be able to workshop evaluation ideas alongside their peers and gain practical evaluation experience.

Nicole Claudio, Research Associate, Institute for Learning Innovation, Nashville;
Dorothy Svgdik, Curator of History, Memphis Museum of Science and History, Memphis

Evening Events

4:30–4:45pm Board buses at hotel for evening events
5:00–5:45 pm Reception at Center for the Arts
6:00–6:30 pm Reception at MTSU Todd Gallery, Exhibition: *Black Bodies Making Forms: 100 Years of Tennessee African American Artists*
6:45–8:30 pm Dinner and TAM Awards Presentation at MTSU Student Union Ballroom

WEDNESDAY, MARCH 20

8:00 am–4:00 pm Conference Registration and Information
Silent Auction Open for Bidding >> Wynthrope Board Room
Punch Your TAM Passport! @ the Exhibit Hall >> Mirabella Ballroom Foyer

8:30–9:30 AM SESSION THREE

Broadlands A >> Interpreting and Promoting Diverse Histories at an 18th-Century Historic House Museum

Museums are a place of education, needing to offer a wide variety of programming. Travellers Rest strives to improve our education programs by working with community partners and asking questions that lead to programs encompassing the site's diverse history. As stewards of history for the site, we have a duty to continue to ask questions that force us to expand the history, interpretation, and interpretive programs that we present to the public.

Abigail Coomes, Interpreter, Historic Travellers Rest, Nashville; Alexis Matrone, Assistant Educator, Historic Travellers Rest, Nashville; Dani O'Brien, Interpreter, Historic Travellers Rest, Nashville

Broadlands B >> Meaning Making and the Visitor Experience: Why Our Work Matters in an Age of Uncertainty

In this dynamic workshop-style session, learn what recent studies show about the value of museums and participate in reflective exercises designed to help you uncover practical steps that you can take today to improve visitor impressions of your museum. Regardless of whether you are a board member, employee, or volunteer, you will leave this session with a personalized action plan for making a difference in how your audience engages with your collection and education programs.

Rachel Gibson, Researcher and Consultant, Modern Museum Education, Charlotte

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Mirabella G >> Youth Volunteers: Engagement Beyond the Galleries

This session will discuss how organizations can harness the hard work and creativity of youth volunteers to plan and complete projects within the organization. Take a deep dive into the behind-the-scenes work of dedicated students who have stepped off the gallery floor and into the depths of project development and implementation while gaining skills and building relationships that they will continue to develop long after the projects are complete.

Alice Bearer, Public Engagement Program Manager, Adventure Science Center, Nashville;
Xavier Brown, Senior Coordinator of Innovation Incubator, Adventure Science Center, Nashville; Matt Stapleton, Senior Exhibit Coordinator, Nashville

9:30–10:00 am Coffee and Conversation with Exhibitors >> Mirabella Ballroom Foyer

9:30–10:00 am Mini Session

Mirabella Ballroom Foyer >> Making Collaboration Happen: Let's Create an Online Archival Supplies Database

It's time to put idea into action. TAM curators and collections managers have expressed a need for a resource database where members can share leftovers or needed resources. Let's meet and discuss what this database can look like, the information required, how we can disseminate this resource, and more. Let's build the foundation to create a needed resource!

Sarah Griffin, Director of Grants Management, Tennessee Arts Commission, Nashville

10:00–11:00 AM SESSION FOUR

Broadlands A >> Be the Platform: Alumni-Focus Within Tennessee's Rosenwald Communities

This session will explain the motivation, process, and overall result of *Building a Bright Future: Black Communities and Rosenwald Schools in Tennessee*, a research project and exhibition created by the Tennessee State Museum and Fisk University.

Tranae Chatman, Curator of Social History, Tennessee State Museum, Nashville

Broadlands B >> Bringing STEM to Rural Communities: A Virtual TRIP to the Museum

These museums are breaking out of their brick-and-mortar buildings and traveling virtually to rural communities and classrooms across the Volunteer State! Discover how museums are supporting K-2 STEM education through immersive virtual programs and what it takes to combine elements of exhibits from multiple museums into fun, interactive virtual experiences.

John Krekelberg, Director of Technical Experiences, Hands On! Discovery Center, Gray; **Taylor Tapley**, Outreach Projects and Environmental Education Coordinator, Discovery Center at Murfree Spring, Murfreesboro

Mirabella G >> Using Social Media as Interpretation at Small Museums

Good social media can make a huge impact for museums of all sizes, but what do you do with a staff of two with no social media manager in sight? Use the work you're already doing—interpretation! Historic Castalian Springs has been successful in leveraging social media to expand narratives. In this session, we will share how we manage social media with limited staff and provide tools to help others do the same.

Sarah Benton, Americorps Service Member, Historic Castalian Springs, Castalian Springs; **Catie Lathan**, Collections and Operations Manager, Historic Castalian Springs, Castalian Springs; **Tonya Staggs**, Executive Director, Historic Castalian Springs, Castalian Springs

11:15 am–1:00 pm Business Luncheon and Plenary Session >> Mirabella H-J

All of Us: Planning for Tennessee's Commemoration for America 250 in 2026

With transitions at the national level for America 250 planning, the states have looked inward for statewide planning and funding. This plenary will provide updates and information regarding the Tennessee Commission for America 250 and facilitate a collaborative discussion as an opportunity for you to feed into the planning for our statewide collaboration.

Warren Dockter, Ph.D., President and CEO, East Tennessee Historical Society, Knoxville; **Ashley Howell**, Executive Director, Tennessee State Museum, Nashville

1:30–2:30 PM SESSION FIVE

Join a roundtable moderated by TAM Board Members to discuss questions around our conference theme with your peers or bring your own questions and use the group to crowdsource solutions.

Broadlands A >> Collections/Curators

Broadlands B >> Directors/Administration

Mirabella G >> Educators/Interpreters

Wynthrope Board Room >> Volunteers/Docents

3:00 PM–4:00 PM SESSION SIX

Broadlands A >> Design that Advocates for the Untold Stories

Echoing our conference theme's rallying cry, this panel-led discussion will explore effective community engagement, planning, and design processes that address justice, equity, and diversity in the museum landscape, and the changing public expectations for museums. Our goal is for you to have scalable takeaways to apply to your museum's development of future exhibits, master plans, and capital projects.

Ivan O'Garro, Principal, SmithGroup, Atlanta, GA; **Jimmie Tucker**, Principal, Self+Tucker Architects, Memphis

Broadlands B >> Phoenix Rising: Working with Communities to Interpret Difficult Stories

From Stone Mountain in Georgia to the bombings of the Sixteenth Street Baptist Church in Birmingham, Alabama, in 1963 and Nashville's historic Second Avenue on Christmas Day 2020, this group of museum professionals have worked separately and together on several challenging projects. Each will speak to community involvement, interpreting difficult historical context, and why the preservation of tragic stories is important for future generations to understand. Learn how these communities are dealing with "hard history" and have taken historic sites from ashes and rubble to places where visitors can visit to honor and learn more about the history of those involved.

Deborah Brewington, Graphic Designer, Encore Interpretive Design, Nashville; **David Currey**, Principal, Encore Interpretive Design, Nashville; **Lynn Maddox**, Neighborhood and County Liaison, Division of Government and Community Relations, Vanderbilt University, Nashville; **Mary Skinner**, Museum Marketing Consultant, Nashville; **Cyril Stewart**, AIA, Lead Consultant on the Nashville Second Avenue Rebuilding Task Force.

Mirabella G >> Regional Reciprocity: How Inclusion of Local Artists in an International Art Exhibition Is Beneficial for All

This session will provide an overview of the international "FL3TCH3R" exhibition with descriptions of how the Reece Museum facilitates it. The session will detail how the Reece staff works with the exhibition directors to include local artists, and how all of these efforts continue to benefit the Museum and its mission.

Spenser Brenner, Exhibition Coordinator, Reece Museum, Johnson City

Evening Events

4:30–4:45pm	Board buses at hotel for evening events
5:00–5:45 pm	Reception at Discovery Center at Murfree Spring
6:00–6:30 pm	Tour of Bradley Academy
6:45–8:30pm	Dinner and TAM Live Auction at Oaklands Mansion

DO NOT SCAN >>



THURSDAY, MARCH 21

8:00–11:00 am **Conference Registration and Information**
Punch Your TAM Passport! Exhibit Hall Open
Auction Items Payment and Pick Up by 10:00 am

9:00–10:00 am **FINAL KEYNOTE–America's 250 and Commemoration >> Mirabella H-J**
John R. Dichtl, President and CEO of the American Association for State and Local History, will share about AASLH's work planning the 250th and how the resources developed by the Association will prepare Tennessee's museums for a meaningful commemoration for our state and community.

10:00–10:30 am **Break**

10:30–11:30 AM SESSION SEVEN

Broadlands A >> Can We Nuke the Oil Well? How Simulations Can Create Cross-Curricular Experiences for Museum Visitors

Simulations are an important tool that enables museum educators to engage students in cross-curricular learning. Attendees of this session will experience Adventure Science Center's Deepwater Horizon oil spill simulation. Acting as an executive board at BP, attendees will work together to navigate the crisis and stop the oil spill. After analyzing their results, attendees will view additional examples of ASC-taught simulations and discuss how to implement simulations in their own spaces.

Jason Moeller, Learning Specialist II, Adventure Science Center, Nashville

Broadlands B >> Setting the Table: The Nuts and Bolts of Designing Engaging Adult Programs

What is the difference between an engaging program and a complete dud? The Tennessee State Museum has had both and have a few answers. Public programming can be a museum's most effective way to invite community conversation, further our shared history, and even create revenue. However, the table must be set properly. Explore the nuts and bolts of adult programming from idea phase through implementation and evaluation.

Jeff Sellers, Director of Education and Public Programming, Tennessee State Museum, Nashville

Mirabella G >> Why Not the Night? Historic Preservation Through After-Dark Tourism

Every town has a story, and museums can creatively incorporate programs to highlight community history by day and provide after-dark or "paranormal" experiences by night to guests willing to pay for those experiences. This session will examine the rising trend in after dark tourism and highlight methods of capitalizing on a location's history to provide a unique experience for visitors.

10:30 am–5:00 pm **Strategic Planning for the 250th Workshop >> Oaklands Mansion |**

Cost: \$10, *Pre-registration is required*

The US 250th is an opportunity to strengthen the field by attracting increased interest and investment. Seize this moment by learning best practices in strategic planning, which can help organizations deepen capacity and engage new and existing audiences. The workshop offers participants a framework that supports strategic planning for the 250th at their organization and provides tools that participants can use to build their strategy for capitalizing on the 250th to reach their goals for 2026 and for long-term organizational success. Attendees will gain vital skills to help make the most of 2026. Registration fee includes a boxed lunch and an afternoon snack.

Bob Beatty, Ph. D., Principal, Lyndhurst Group, Franklin



1:30–3:30 pm

Post-Conference Tours >>

Murfreesboro Murals Art Tour on the Square
Cannonsburg Village

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The MTSU Center for Historic Preservation is proud to be a sponsor for the 2024 Tennessee Association of Museums Conference in Murfreesboro, Tennessee. We congratulate our graduate research assistants and our invaluable partners for working together to serve American communities.



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The following museums
are offering free admission
on Thursday with your
conference badge:

Bradley Academy
Earth Experience Museum
of Natural History
Historic Granville
Nashville Zoo at
Grassmere
Sam Davis Home and
Museum

These Middle Tennessee
museums are always open
for free:

The Heritage Center of
Murfreesboro and
Rutherford County
MTSU Todd Art Gallery
Rutherford County Historic
Courthouse Museum
Stones River National
Battlefield
(Murfreesboro)
Tennessee Agricultural
Museum (Nashville)
Tennessee State Museum
(Nashville)
Tennessee State Library
and Archives (Nashville)
Tennessee Walking Horse
Museum (Wartrace)

TAM SCHOLARSHIPS

Each year the **Tennessee Association of Museums** awards three scholarships to its annual conference. One qualified recipient represents each of the three main regions of Tennessee. TAM established this scholarship program to encourage students to enter the museum field, to promote museum studies in Tennessee's higher education institutions, and to provide networking opportunities for new museum professionals. Scholarship recipients receive full conference registration, accommodations for two nights at the conference hotel, and a transportation allowance of up to \$50.



Congratulations to the 2024 TAM Scholarship Winners:



Anastacia Managan
East Tennessee



Valeria Eadler
Middle Tennessee



C. Rose Smith
West Tennessee

HUMANITIES TENNESSEE SCHOLARSHIPS

Since 2003, **Humanities Tennessee** has offered a scholarship program for the Tennessee Association of Museums annual conference every March. This initiative stems from a commitment to provide opportunities for professional and organizational development of Tennessee's museums and humanities community.



The scholarships are available to volunteers without museum-related backgrounds who work for a non-profit museum or organization that is starting a museum that has no paid professional staff. Each scholarship provides two nights lodging and conference fees for two people from up to 15 organizations.

Congratulations to the 2024 Humanities Tennessee Scholarship Winners:

Shannon Bryant, Mid-South Military Museum, Atoka
Tracy Eaton & Marquita Patterson, Tom & OE Stigall Museum, Humboldt
Mark Pfeffenroth, Military Museum of the Upper Cumberland, Cookeville
Jeff Swanson, U.S.S. Tennessee (BB-43) Remembrance Museum, Huntsville
John & Vanessa Nichols, Promise Land Heritage Assc., Charlotte
Derek Hawn, Morgan Co. History Museum, Wartburg
Theresa Dowell Fuqua & Alana Hibbler, Union High Museum, Gallatin
Cathie Jackson & Ramona Mathis, Warren Co. Black History Museum, McMinnville
Alexa Moscardelli & Judith Sullivan, History Associates of Wilson Co., Lebanon

The feedback received from scholarship recipients reflects how valuable they find their first TAM conference. This is often their initial exposure to a wider community network, to available resources, and to practical information such as exhibition design, museum governance, and artifact care. The scholarship program is announced each December with an application deadline each January. For questions about the program please contact **Melissa Davis** at Humanities Tennessee by phone, 615-770-0006, ext. 8016, or by email, melissa@humanitiestennessee.org.

EXHIBITORS

I PLAN TO STOP BY AND SAY "HELLO!" TO THESE AMAZING EXHIBITORS:

- [] 1220 Exhibits
- [] American Association for State and Local History (AASLH)
- [] Dorfman Museum Figures
- [] Encore Interpretive Design
- [] Friesens
- [] Inter-Museum Council of Nashville (ICON)
- [] MBA Mila-Wall
- [] Middle Tennessee State University, Center for Historic Preservation
- [] Northeast Document Conservation Center
- [] Odyssey Preservation/History IT
- [] Rutherford County
- [] Tour-Mate

PATRON

1220 Exhibits
American Association for
State and Local History
Dorfman Museum Figures
Encore Interpretive Design
Friesens
Inter-Museum Council of
Nashville
Northeast Document
Conservation Center
MBA Mila-Wall
Odyssey Preservation/
History IT
Rutherford County
Tour-Mate

AMBASSADOR

Middle Tennessee State University,
Center for Historic Preservation

CONTRIBUTOR

Landslide Creative
Nelson's Greenbriar Distillery
Tennessee River Museum
(Hardin County Convention &
Visitors Bureau)

SUPPORTER

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the Arts, Middle Tennessee State
University, Todd Gallery,
Discovery Center at Murfree
Spring, Bradley Academy,
Oaklands Mansion

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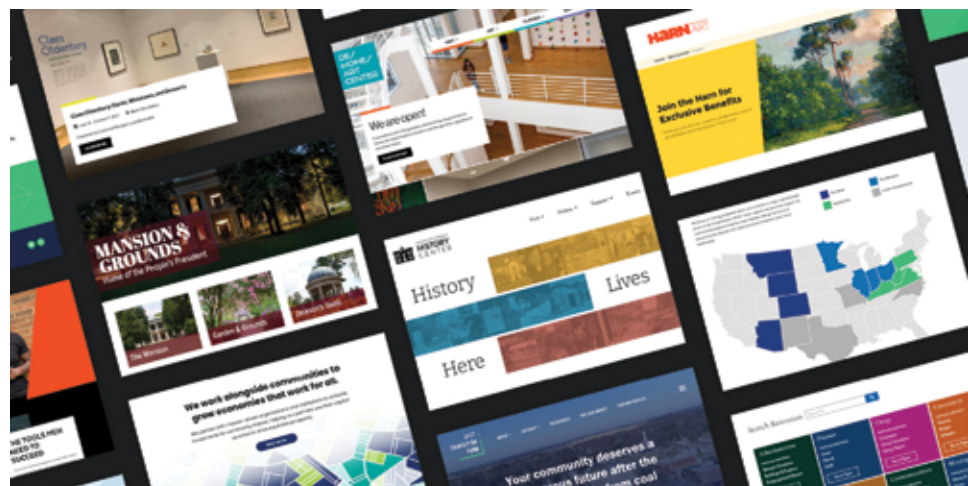
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