

TAM Conference Schedule – Final Draft

Wednesday, March 21

8:00 am-2:00 pm

Conference Registration and Information – *Conference Area Lobby*

9:30-10:30 am

Memphis Emerging Museum Professionals MeetUp – *Room C-2*

10:30 am

Humanities Tennessee Scholarship Winners Pre-Conference Meeting - *Room C-3*

11:00 am-12:30 pm

Welcome to TAM 2018 Luncheon/Business Meeting – *Room A/B*

Special Guest Speaker - Hobart Akin, Cultural Resources and Exhibits, Tennessee State Parks

12 pm-2 pm

Silent Auction Open for Bidding – *Board Room*

12:45-2 pm

Punch Your TAM Passport! Exhibit Hall Open – *Conference Area Lobby*

12:45 am-1:45 pm SESSION ONE

- **A Small Museum’s Tale of Connecting Exhibits, Communities, and History** – *Room C-1*
The C.H. Nash Museum at Chucalissa spent most of the past decade developing its relationship with the surrounding community of Westwood, a predominately African American neighborhood. This session will detail the goals, processes, and pitfalls in the museum’s journey to connect the community with their mission through exhibits, a community garden, special events, and more.
Emily Neal, Administrative Assistant, C.H. Nash Museum at Chucalissa
Gabriel Short, Graduate Assistant, C.H. Nash Museum at Chucalissa
- **Big Wheels Keep on Turning: Bus Trips from the State Museum** – *Room C-2*
The Tennessee State Museum has built partnerships and community across the state with their “Experience Tennessee” bus trips. These bus trips emphasize the diversity, beauty, and rich culture of the state. Learn about how they are developed, why the public loves them, and why you don’t have to have a big budget to engage the public and other institutions around the state. At the end of the session, brainstorm with other museums about how we can grow engagement with our audience and our peers.
Rachel Helvering, Community Engagement Manager, Tennessee State Museum
- **BYOArtifacts: Crowdsourcing to Reach and Reflect Your Community** – *Room C-3*
Do you want to increase your museum's relevance in your community and make more connections with the audiences you serve? Do you want to tell new stories but feel limited by your current collections? Come learn how diverse institutions in Tennessee and around the

country are developing interpretation that reflects and speaks to their communities by including their stories and artifacts through crowdsourcing.

Aja Bain, Program and Publications Coordinator, American Association for State and Local History

Myers Brown, Archivist, Tennessee State Library and Archives

Afternoon/Evening Events

2 pm Buses Depart from Main Hotel Entrance

2:30 pm Arrive at Shiloh National Military Park Visitor's Center: Remarks by park supervisor/view award-winning film *Shiloh: Fiery Trial*. Visit national cemetery and museum store.

4 pm Buses Depart from Shiloh National Military Park Visitor's Center

4:20 pm Arrive at Tennessee River Museum: Reception, tour museum, take shuttle bus on your own time to Cherry Mansion (private residence) for refreshments and tour

5:45 pm Buses Depart for Selmer

6:15 pm Arrive in Selmer and pose for group photo at famous Rockabilly mural. Proceed to The Latta to view exhibition of works by Hattie Duncan and enjoy live music.

6:45 pm Awards Dinner at The Latta

8:30 pm Buses depart for hotel

Thursday, March 22

8:00 am-3:30 pm

Conference Registration and Information – Conference Area Lobby

Silent Auction Open for Bidding – Board Room

8 am-3:30 pm – **Punch Your TAM Passport! Exhibit Hall Open** – Conference Area Lobby

8:30-9:30 am – SESSION TWO

- **Beyond Heads in Beds: Working with Your Local Tourism Organization** – Room C-1
Join this panel discussion to learn how working with your local Convention and Visitor's Bureau or Chamber of Commerce can help you reach more visitors and further your mission. Panelists with diverse experiences will discuss how to work more closely with your CVBs, what the pitfalls might be, and how to use your CVB to better communicate economic and cultural impact.
Dollie Boyd, Director, Museums of Tusculum
Dr. Shawn Pitts, Board Member, Arts in McNairy
Jessica Turner, Executive Director, American Folklore Society
- **Connecting with the Performing Arts to Build Your Audience** – Room C-2
Learn how several Tennessee museums worked with performing arts audiences and used cross promotion of events to expand audiences for both organizations. Whether it is music, opera, dance, or theatrical productions, partnering with community arts organizations offers many opportunities to further enrich the visitor experience.

Sonia Outlaw-Clark, Executive Director, Tina Turner Museum at Delta Heritage Center
Rene Rodgers, Head Curator, Birthplace of Country Music Museum
Mary Skinner, Community and Media Relations, Tennessee State Museum

- **Museums as Archives: Making Archival Collections Within Museums Publically Accessible – Room C-3**

Local museums are often the repository for thousands of photographs, manuscripts, and other historically significant archival collections. This session will provide an open discussion on how museums can provide increased accessibility to these collections and explore potential benefits and drawbacks in doing so.

Myers Brown, Archivist III, Tennessee State Library and Archives
Sarah Horne, Archivist, Tennessee State Library and Archives

9:30 am-10 am

Coffee and Conversation with Exhibitors – Conference Area Lobby

10 am-11 am – SESSION THREE

Join facilitator-led Roundtable sessions and discuss issues related to diversity, equity, and inclusion.

- Directors/Administration – Room C-1
Ken Mayes, American Museum of Science and Energy; Rebecca Price, Chick History
- Collections/Curators – Room C-2
Brad Kavan, Tennessee State Museum; Brooke Mundy, Collierville Museum of History
- Docents/Tour Guides– Hospitality Suite
Tori Mason, Nashville Zoo at Grassmere; Charles Googe, National Medal of Honor Museum
- Educators/School Programs – Room C-3
Dollie Boyd, Museums of Tusculum; Renee Rodgers, Birthplace of Country Music Museum

11:15 am-12:45 pm

Luncheon and Conference Keynote – Room A/B

Get a valuable introduction to the Contraband Camp Memorial in Corinth, MS, from Ashley Berry with the National Park Service before our visit this evening followed by a personal story of the power of history from Cheryl Wills, a reporter with New York 1 News who has a moving story about her discovery of the remarkable journey of her enslaved Tennessee ancestors and their quest for freedom.

1 pm-2 pm SESSION FOUR

- **Creative College Collaborations: Finding Meaningful Engagement and Creative Partnerships with College Students – Room C-1**
Institutions of higher learning and museums are natural partners. A solid and continual working

relationship is beneficial to both organizations, if each partner provides complimentary opportunities and resources. Hear from organizations who have created successful partnerships with universities and get tips for creating mutually beneficial programs for your museum.

Chris Gunlefinger, Assistant Education Director, Discovery Park of America

Tori Mason, Historic Sites Manager, Nashville Zoo at Grassmere

- **Mining Unity from Disunity: Exploring Present Issues through the American Civil War – Room C-2**

This roundtable discussion will share the successes and challenges of the program, “Of the People, By the People, For the People,” which was founded in part by a grant from Humanities Tennessee. The program interprets and discusses the disunity of the Civil War through primary sources, then builds on the historical topic to discuss the disunity that faces Americans today. By covering topics from voting to public service, the program seeks to equip audiences with tools to translate and understanding of the past into an understanding of present political discourse. Using this program as a starting point, the roundtable will ask participants to reflect on how museums can act as locations for positive community discussions.

Natalie Sweet, Program Coordinator, Abraham Lincoln Library and Museum

Steven Wilson, Curator and Assistant Director, Abraham Lincoln Library and Museum

- **The Power of STEAM – Room C-3**

Learn how a relatively small children’s museum with big ideas founded, planned, launched, and succeeded in creating the first statewide Tennessee STEAM Festival. Staff members will discuss how the festival met its goals to engage Tennesseans in the excitement and awe of science and inspire learning, raise awareness of the importance of STEAM (science, technology, engineering, the arts, and math) in everyday life, and increase science literacy. The session will also include challenges and lessons learned in starting this new endeavor.

John Hawkins, Director of Education, The Discovery Center

2:15 pm-3:15 pm SESSION FIVE

- **Emergency Preparedness Planning and Disaster Response in the 21st Century – Room C-1**

Nick Fielder will use first-hand accounts of flash flooding of the state archaeology offices, the 2008 Wynnewood tornado, the 2010 flood, and the Sam Davis Home Blue Angel crash to discuss the challenges of preparing museum emergency response plans and planning for disaster recovery. The session will also include a discussion of planning for social media attacks and terrorism threats.

Nick Fielder, Emergency Services Coordinator, Tennessee State Museum

- **How Many Collaborators Does It Take to Yield a Successful Project? – Room C-2**

This session will explore the process of developing and hosting school field trips to a little known historic site in a rural community. Funded as a demonstration to acquaint the local school district with the site as an educational resource, the “Field Trips Project” offered four consecutive days of tours and activities for 4th, 5th, and 8th grade social studies students centered on the curriculum standards for the study of slavery and the Reconstruction Era.

Serina Gilbert, Executive Director, Promise Land Heritage Association

Lisa Oakley, Curator of Education, East Tennessee Historical Society

- **Monuments and Memorials: A Discussion of the Role of Museums – Room C-3**

There are few more divisive topics in our state than the issue of Confederate monuments and memorials. Many believe they should remain as they are. Just as many call for their removal altogether. Still others urge the inclusion of new interpretation. The subject is fraught with complexity over issues of heritage and memory (and of what era), historic preservation, concerns of empathy and understanding, and community. What are the issues on the table and what role can museums play in the discussion?

Bob Beatty, Principal, The Lyndhurst Group

Camille Bennett, Founder, Project Say Something

Patrick McIntyre, Tennessee Historical Commission (Tentative)

Brian Murphy, Consultant, Muscle Shoals National Heritage Area and Board member, Project Say Something

Evening Events

3:45 pm Buses Depart for Corinth, MS, From Main Hotel Entrance

4:30 pm Arrive at Contraband Camp Memorial

4:50 pm Buses Depart Memorial

5 pm Arrive at Corinth Civil War Interpretive Center: Enjoy a reception and tour exhibits

6 pm Buses Depart Interpretive Center

6:10 pm Arrive at Franklin Courtyard for dinner and live auction

8 pm Buses depart for hotel

Friday, March 23

8:00 am-11:00 am

Conference Registration and Information – Conference Area Lobby

Punch Your TAM Passport! Exhibit Hall Open – Conference Area Lobby

Auction Items Payment and Pick Up – Conference Area Lobby

9 am-10 am SESSION SIX

- **Building a Unified Front: From the Museum to K-12 Classroom – Room C-1**

Each school year brings new trends and challenges in public education. Museums seek to engage teachers and attract schools to our sites; however, keeping up is difficult when you wear many hats and there are other critical priorities looming. What steps can you take to successfully design, promote, and implement relevant and useful programs? Join in this discussion about how museums can develop a unified front that will benefit future generations by building critical relationships with area educators.

Lisa Oakley, Curator of Education, East Tennessee Historical Society

- **Deaccessioning Can Bring Unity – Room C-2**

Have you ever been working in your museum collections and wondered if you have become a

museum hoarder? What if you want to remove something from your museum's collection? This session will discuss the ethical regulations regarding deaccessioning collections. Deaccessioning done correctly can build a stronger museum with better resources for reaching the community in a way that is sustainable and mission-driven.

Bethany Hawkins, Chief of Operations, American Association for State and Local History

- **Seeking a Unified Narrative: Native American Stakeholders in the New Tennessee State Museum – Room C-3**

The new Tennessee State Museum will open in the fall of 2018. Learn how curators worked with the Cherokee, Creek, Chickasaw, and Choctaw to create a state historical narrative that included native voices. Attendees will view early draft passages of exhibit label copy and see how comments from Native American stakeholders initiated changes.

Rob DeHart, Curator, Tennessee State Museum

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10:30-11:30 am SESSION SEVEN

- **Advocacy at Home and Nationally – Room C-1**

Museums must advocate the vital role they play in communities to policymakers, stakeholders, and the public. This session will include resources and advice for advocating for museums in your city/county and in your state. It will also include an update of the major advocacy issues on the national scene with tips on how you can get involved.

Bethany Hawkins, Chief of Operations, American Association for State and Local History

Paul McKoy, Program Officer, Humanities Tennessee

- **Positioning Your Museum as a Critical Community Asset: Three Case Studies – Room C-2**

We are all looking for ways to better serve our audiences, engage in the digital world, and build sustainable relationships with our ever-changing communities. Come learn about three Tennessee projects—a charter school, a digital library, and a podcast—that were featured in the newly published *Positioning Your Museum as a Critical Community Asset*. The three projects reached new audiences through innovative educational programming, co-creation/open-source authority, and the digital landscape. Come hear their successes and lessons-learned, and how the projects developed new ways to reach nontraditional audiences and met the needs of their community.

Nur Abdalla, Pink Palace Museum

Brigitte Billeaudeau, Special Collections Librarian/Archivist, The University of Memphis Libraries

Rebecca Price, President and CEO, Chick History

- **Tips for Building Better Living History Interpretation – Room C-3**

Living History is a great way to create connections to visitors and build audiences. This session, led by living history interpreters, will provide practical information on how to do living history that engages audiences.

Hobart Akin, Cultural Resources and Exhibits, Tennessee State Parks

Eric Hughey, Park Manager, Fort Loudon State Historic Area

Noon-1 pm

Closing Luncheon – Room A/B

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Schedule at a Glance

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- **Collections/Curators – Room C-2**
- **Docents/Tour Guides– Hospitality Suite**
- **Educators/School Programs – Room C-3**

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