

# Museums of Many Colors

## CONFERENCE SCHEDULE

*Complete Program*

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### **Tuesday – March 14, 2017**

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

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### **Wednesday – March 15, 2017**

**8:00 a.m. – 4:00 p.m.** – Conference Registration, Information, *Pre-Function Lobby*

**11:00 a.m.** – Humanities Tennessee Pre-Conference Meeting, *Salon A*

**9:00 – 4:00 p.m.** – Exhibitor Hall Open

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

**11:30 – 1:00 p.m.** – “Welcome to Pigeon Forge Luncheon,” *Salon C & D*, with special guest speaker, Mary Joslyn, owner, The Titanic Museum

#### **1:30 p.m. – 2:15 p.m. - SESSION ONE**

The 2017 TAM Annual Conference begins with facilitator-led Affinity Groups, offering opportunities to meet and network with colleagues working in subject-related institutions across the state.

- A. African American Museums and Cultural Centers**, Serina Gilbert, *Salon A*
- B. Historic Sites and Homes**, Facilitated by Dollie Boyd, *Salon B*
- C. Children’s and Science Museums**, Facilitated by Ken Mayes, *Parlor A*
- D. Art Museums**, Facilitated by Bill Hickerson, *Parlor B*
- E. History Museums**, Facilitated by Adam Alfrey, *Falls*

#### **2:30 p.m. – 3:30 p.m. - SESSION TWO**

##### **A. Fun with Fancy Faux Food! – Salon A**

Let the Collections Department from Andrew Jackson’s Hermitage lead you in a hands-on lab to learn how to make faux food for your exhibitions! Participants will learn how to use inexpensive materials to make food for a variety of time periods.

The session will also cover tips on supplies, researching period foodways, constructing recipes, and how to protect both “food” and artifacts through storage and exhibit installations.

**Ashley Bouknight, PhD**, Assistant Curator, Andrew Jackson’s Hermitage  
**Raechel Willis**, Curatorial Aide, Andrew Jackson’s Hermitage

**B. Educators Coloring Together – Salon B**

Educators are invited to participate in an open discussion, led by Polly Brasher of Discovery Park of America, about programming ideas, issues, and successes. Bring your own ideas and programming stories to inspire others and be inspired in turn!

**Polly Brasher**, Education Director, Discovery Park of America

**C. Art. What is it Good For? Absolutely Everything! – Parlor A**

Join this roundtable discussion with contemporary art curators, led by Dan Tidcomb of Hendersonville Arts Council in historic Monthaven, on how modern art can fit into historic venues. Topics to be discussed include whether it belongs, why artists are attracted to these spaces, what considerations should museum professionals think about when working with modern artists, and more. Questions from the audience are encouraged!

**Dan Tidcomb**, Executive Director, Henderson Arts Council in Historic Monthaven

**D. Museums and the Internet of Things: A roadmap for digital transition and adaptation, Falls**

We will educate conference goers on the technical rainbow that is the Internet of Things, and exemplify how every TN museum can exhibit the vibrant colors of their assets by developing a strategic roadmap for the inevitable transition to digital adaption.

**Bill Myers**, CEO, ThinkPROXI

***EVENING EVENTS***

**4:00 p.m. Buses will depart at the hotel entrance for evening events**

**4:30 p.m. Awards Ceremony and tour of The Titanic Museum**

**7:00 p.m. Depart for Hatfield and McCoys Dinner Theatre**

**9:00 p.m. Board buses for hotel**

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**Thursday, March 16, 2017**

**8:00 a.m. – 4:00 p.m. – Conference Registration, Information, *Pre-Function Lobby***

**8:00 a.m. – 4:00 p.m. – Exhibitor Hall Open**

**8:00 a.m. – 4:00 p.m. – Silent Auction Open for Bidding**

**8:30 a.m. – 9:30 a.m. – SESSION THREE**

**A. One Collection, Two Museums: Collection Pitfalls When Planning a New Museum – *Salon A***

A discussion involving some of the collection management problems that come up when you plan a new museum around an existing collection. From incomplete records to conservation issues, learn about some common problems to avoid before they become problems.

**Brad Kavan**, Associate Registrar, Tennessee State Museum

**B. Why Visitor Input is Priceless – *Salon B***

We all work to make our museums attractive to our visitors with programs, exhibits, and events, but how many of us put resources into knowing what visitors actually want before we plan? This session by Bethany Hawkins of AASLH will look at why we should care about the visitor's voice and how it can improve our connection to the community. It will also discuss how the AASLH Visitor's Count program and other benchmarking tools can help museums see if they are truly meeting their mission.

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

**c. Hands-on Tactile Experiences and Multimedia Creation Best Practices – *Parlor A***

Reaching out to non-traditional cultural arts visitors and engaging them upon arrival has been a challenge for years. At this session, we will investigate several successful case studies, developed by presenter Pete Brown, where hands-on tactile experiences and multimedia creation best practices have been used to engage people with disabilities, families with young children and other visitors that don't consider themselves 'arts/cultural people'. In addition to learning about public programs, exhibition enhancements and multimedia strategies for increased engagement, attendees will leave with realistic and practical ideas to experiment with at their institutions.

**Pete Brown**, Ash Interactive, Piggy back

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

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

**A. The Museum has Left the Building: Using Social Media to Meaningfully Engage Local Audiences– Salon A**

65% of adults in the U. S. use at least one social media site, but the scale and pace of using the technology can be overwhelming to museums. This crash course in social media for museums, presented by Hannah Hethmon of AASLH, will help you use social media to further your mission, generate excitement about your projects, and engage new and existing audiences in a meaningful way. Whether you are just now setting up your site's accounts or have been using social media for years, this is an opportunity to learn best practices, get ideas for any size museum, and get advice from a marketing expert.

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

**B. Career Development for New and Emerging Museum Professionals – Salon B**

Developing your career as a new or emerging museum professional can be challenging and competitive. Students, emerging professionals, and those new to the field will learn tips on how to tailor your career path and utilize resources. Open discussion is invited and seasoned professionals are encouraged to attend to provide tips of their own.

**Brooke Mundy**, Museum Director, Morton Museum of Collierville History

**C. Accessibility Awareness: Ensuring your Experience is Available to All– Parlor A**

Twenty percent of America's population lives with a disability of some kind. Join Tracy Lauritzen Wright of ArtsMemphis in a panel discussion examining the basics of ensuring accessibility to your facility and programs, while exploring habits and practices to implement to provide an inclusive environment for all visitors and audiences. Panelists will use their personal experiences and lessons learned to address participants' questions about how museums large and small to take steps to make their unique experience as accessible as possible.

**Serina Gilbert**, Vice Chair, Governor's Council on Disability & Director, Promise Land Heritage Association

**Tracy Lauritzen Wright**, Director of Grants and Initiatives, ArtsMemphis

**11:30 a.m. – 1:00 p.m. – Business Luncheon, Salon C & D**

Keynote Speaker, **Bill May**, Arrowmont – **Living Your Values: Crisis > Challenge > Opportunity**

**1:30 p.m. – 2:30 p.m. – SESSION FIVE**

**A. The Art of Tennessee– Salon A**

Jim Hoobler will speak on the history of Tennessee art from Ralph E. Earl to Red Grooms. Tennessee, which until recently lacked in concentrated wealth, was never a center of art patronage or production. Never the less, the state has created a rich history of art as well as several internationally acclaimed artists.

**Jim Hoobler**, Senior Curator of Art and Architecture, Tennessee State Museum

- B. Weaving the Tapestry of Community Leadership- Part One - Salon B**  
Much like Dolly Parton's coat of many colors, museum work is a kaleidoscope of activities. One of the roles museums can play is to help stitch together coalitions within communities. It is here we create and maintain the rich relationships that make our communities better and our museums more effective.  
**Bob Beatty**, CEO, The Lyndhurst Group, LLC

- C. "For They Didn't Understand It, and I Tried To Make Them See..." Interpreting Difficult Subjects and the Importance of Organizaion Transparency- Parlor A**  
Interpreting difficult subject matter to audiences from all walks of life can be nerve-wracking at best or disastrous at worst. Being transparent about controversial and hard to talk about subjects and decisions is vital to the successful operation of any institution? Join Tori Mason of the Nashville Zoo at Grassmere for discussion related to our role as educators, interpreters, and professionals in regards to transparency when interpreting difficult subjects.  
**Tori Mason**, Historic Site Manager, Nashville Zoo at Grassmere  
**Chris Radek**, Interpretation Manager, Nashville Zoo at Grassmere

**2:45 p.m. - 3:45 p.m. - SESSION SIX**

- A. #MountainTough - Inspiring Smoky Mountain Travel Post Wildfires- Salon A**  
Sevier County PR representatives Marci Claude, Amanda Marr and Trish McGee, from Gatlinburg, Sevierville, and Pigeon Forge respectively, will share their inspiring stories and PR insights surrounding arguably their most challenging crises communications experience. Cindy Dupree and Dave Jones, from the Tennessee Department of Tourist Development, will moderate.  
**Dave Jones**, Tennessee Department of Tourist Development  
**Marci Claude**, Sevier County  
**Trish McGee**, Sevier County  
**Amanda Marr**, Sevier County

- B. Weaving the Tapestry of Community Leadership- Part Two - Salon B**  
Much like Dolly Parton's coat of many colors, museum work is a kaleidoscope of activities. One of the roles museums can play is to help stitch together coalitions within communities. It is here we create and maintain the rich relationships that make our communities better and our museums more effective.  
**Bob Beatty**, CEO, The Lyndhurst Group, LLC

- C. Advocacy 101 - Falls**  
Museums need to advocate the vital role they play in communities to policymakers, stakeholders, and the public. TAM and AASLH will co-present a session on the

importance of advocacy and tips for effective advocacy. The session will include resources and advice for grassroots and local advocacy; AASLH advocacy resources and initiatives such as the History Relevance Campaign; and updates on national issues affecting museums, such as NEH, NEA, and IMLS funding. **Rebecca Price**, CEO, Chick history

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

**D. Interpreting Other's History – Parlor A**

What do you do when you need to interpret a history that isn't yours? Join Christopher Grisham of the Tennessee State Museum in a panel discussion on teaching the history of a group that you don't belong to. What are some of the pitfalls, how do you do it successfully, and should it even be done at all?

**Chris Grisham**, Program Coordinator, Tennessee State Museum

**EVENING EVENTS**

**4:15 Load buses for Bush Beans Museum and Dinner**

**7:00 Load buses for Alcatraz East Museum**

**9:00 Buses depart for hotel**

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**FRIDAY, MARCH 17, 2017**

**8:00 a.m. – 11:00 a.m. – Conference Registration, and Information, *Pre-Function Lobby***

**8:00 a.m. – 11:00 a.m. – Exhibitor Hall Open and Auction Pick Up**

**9:00 a.m. – 10:00 a.m. – SESSION SEVEN**

**A. Mapping Sites of Memory: The USPHS Syphilis Study Roundups Driving Tour and Story Map – *Salon A***

Learn about how Julie Maresco, MTSU graduate student in public history, worked with other students and staff at the Center for Historic Preservation and the Shiloh Community Foundation in Macon County, Alabama to survey USPHS Tuskegee Syphilis Study roundup sites. The intent of the project was to bring heritage tourism to the communities around each site, educate visitors, and engage the public in a way that encourages inclusiveness and options for access to information about the sites.

**Julie Maresco**, Graduate Student, MTSU

**B. Beauty in Diversity: Museum Education in an Increasingly Diverse State– Salon B**

As Nashville and Tennessee become more diverse, what issues must educational programming deal with? Rachel McCreery of the Tennessee State Museum will discuss several topics that include serving audiences that speak little or no English, how to make history relevant to newcomers, how to adapt programs to both well-funded private schools and poorly performing schools, and practices and ideas for engaging these audiences in a meaningful way.

**Rachael McCreery**, Public Programs, Tennessee State Museum

**C. Getting Schooled in Interpretation by Pop Culture– Falls**

What can history interpreters learn from popular culture about the best ways to make our interpretation relevant to our audiences? The enormous popularity of *Hamilton: An American Musical* has shown history practitioners that the public will respond to history when it is relevant to them. Pop culture, movies and TV, also show us how the public does not want their history interpreted. This session will present examples of how organizations can learn from bad examples of history interpretation in pop culture and conclude with a look at five lessons *Hamilton* can teach us about creating a meaningful connection between our audiences and history.

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

**10:30 a.m. – 11:30 a.m. – SESSION EIGHT**

**A. Digital Archives Roundtable, Salon A**

Thinking about digitizing your collections? This panel will explore some of the issues and challenges of creating a digital archive, including choice of platforms, copyright, public awareness, grants, and project planning.

**Abigail Gautreau**, Content Developer, Tennessee Historical Society

**Lee Boulie**, Director of Digital & Library Collections, Country Music Hall of Fame and Museum

**Kelley Sirko**, Archives Program Coordinator, Metropolitan Government Archives of Nashville-Davidson County

**Caroline Voisine**, Archivist Exhibits Coordinator, Tennessee State Library and Archives

**B. The Good, the Bad and the Ugly: Social Media Success and Nightmares, Salon B**

Social media sites are changing daily and most museum professionals have to learn by trial and error. This will be an open discussion where everyone is encouraged to share stories on what was a wonderful success and also “what not to do!” There will be a laptop with internet access so that we can visit various sites and look at examples.

**Dollie Boyd**, Director, Doak House Museum

**Mark Skinner**, Community & Media Relations, Tennessee State Museum  
**Hannah Hethmon**, Membership Marketing Coordinator, American Association for  
State and Local History

**Noon - Closing Luncheon** – *Salon C & D*

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