

## TAM Conference Schedule

### Monday, March 18

10 am-5 pm

#### **Pre-Conference Tour**

Plan to come early to Murfreesboro and tour its best known historic site

- Stones River National Battlefield

1-5 pm

#### **Be a Museum Advocate Workshop**

Free, Preregistration required

Maney Hall, Oaklands Mansion

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 important tips for meeting with your state representative and senator. 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, TN*

5-7 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**

9-11 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 pm-1:15 pm

#### **Welcome to TAM 2024 Luncheon**

**If Not Us, Who?**

*Mirabella H-J*

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, Chief of Operations, American Association for State and Local History, Nashville, TN; Liz Bennett, Vice President of Board of Directors, Granville Museum, Granville, TN; Randall Clemons, President of Board of Directors, Granville Museum, Granville, TN; James R. "Mickey" Gywn, Museum Director, Black History Museum of Warren County, Tennessee*

12 pm-4:30 pm

**Silent Auction Open for Bidding**

*Wyntrope Board Room*

1:15-4:30 pm

**Punch Your TAM Passport! Exhibit Hall Open**

*Mirabella Ballroom Foyer*

1:30 pm-2:30 pm SESSION ONE

**Creatives and Community: Collaboration Is Not for the Faint of Heart!**

*Broadlands A*

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, TN; Susan Gulley, Director of Cultural and Heritage Tourism, Rutherford County Convention and Visitor's Bureau, Murfreesboro, TN; Dr. Lucy Langworthy, Assistant to Dean of College of Liberal Arts, Middle Tennessee State University, Murfreesboro, TN*

**From the Revolutionary War to Civil Rights: One Historic Site's Efforts to Think Beyond the 250<sup>th</sup>**

*Broadlands B*

For a historic site like Cragfont, the commemoration of the 250<sup>th</sup> 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 250<sup>th</sup> 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 250<sup>th</sup>.

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

## **Refreshing Your Brand Identity**

*Mirabella G*

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

## **2:30-3:15 pm BREAK**

### **2:30-3:10 pm**

#### **Mini Session: Steal This Idea! Projects From AASLH's 2023 Awards to Inspire Your Work**

*Mirabella Ballroom Foyer*

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, TN*

### **3:15 pm-4:15 pm SESSION TWO**

#### **Crafting Blackness Initiative**

*Broadlands A*

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, TN; Gunthia Gadsden, Co-Curator, Inside Blackness Exhibition and Professor, Tennessee State University, Nashville, TN; Karen LeBlanc Sullivan, Co-Curator, Black Bodies Making Forms, East Tennessee State University, Tipton, TN*

#### **The Power of Place: Three Homes and a People Forever Impacted By the Civil War**

*Broadlands B*

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, TN*

### **Visitor Evaluation as Community Partnership**

*Mirabella G*

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, TN; Dorothy Svgdik, Curator of History, Memphis Museum of Science and History, Memphis, TN*

### **Evening Event**

430- 445pm Board buses at hotel for evening events

5-545 pm Reception at Center for the Arts

6-630 pm Reception at MTSU Todd Gallery, Exhibit: Black Bodies Making Form: 100 Years of Tennessee African American Artists

645-830 pm Dinner and Awards Presentation at MTSU Student Union Ballroom

### **Wednesday, March 20**

8:00 am-4 pm

**Conference Registration and Information**

**Silent Auction Open for Bidding - Wynethrope Board Room**

8 am-4 pm

**Punch Your TAM Passport! Exhibit Hall Open**

*Mirabella Ballroom Foyer*

8:30-9:30 am – **SESSION THREE**

### **Interpreting and Promoting Diverse Histories at an 18<sup>th</sup>-Century Historic House Museum**

*Broadlands A*

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, TN; Alexis Matrone, Assistant Educator, Historic Travellers Rest, Nashville, TN; Dani O'Brien, Interpreter, Historic Travellers Rest, Nashville, TN*

### **Meaning Making and the Visitor Experience: Why Our Work Matters in an Age of Uncertainty**

*Broadlands B*

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, TN*

### **Youth Volunteers: Engagement Beyond the Galleries**

Mirabella G

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, TN ; Xavier Brown, Senior Coordinator of Innovation Incubator, Adventure Science Center, Nashville, TN; Matt Stapleton, Senior Exhibit Coordinator, Nashville, TN 37203*

9:30 am-10 am

#### **Coffee and Conversation with Exhibitors**

*Mirabella Ballroom Foyer*

9:30-10 am

#### **Mini Session – Making Collaboration Happen: Let’s Create an Online Archival Supplies Database**

*Mirabella Ballroom Foyer*

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, TN*

10 am-11 am – **SESSION FOUR**

#### **Be the Platform: Alumni-Focus Within Tennessee’s Rosenwald Communities**

*Broadlands A*

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.

*Tanae Chatman, Curator of Social History, Tennessee State Museum, Nashville, TN*

## **Bringing STEM to Rural Communities: A Virtual TRIP to the Museum**

*Broadlands B*

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, TN; Taylor Tapley, Outreach Projects and Environmental Education Coordinator, Discovery Center at Murfree Spring, Murfreesboro, TN*

## **Using Social Media as Interpretation at Small Museums**

*Mirabella G*

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, TN; Catie Lathan, Collections and Operations Manager, Historic Castalian Springs, Castalian Springs, TN; Tonya Staggs, Executive Director, Historic Castalian Springs, Castalian Springs, TN*

11:15 am-1 pm

## **Business Luncheon and Plenary Session**

*Mirabella H-J*

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

If Not Us, Who? 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 speak into the planning for our statewide collaboration.

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

1:30 pm-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.

- **Collections/Curators** - *Broadlands A*
- **Directors/Administration** – *Broadlands B*
- **Educators/Interpreters** – *Mirabella G*
- **Volunteers/Docents** - *Wyntrope Board Room*

3:00 pm-4:00 pm **SESSION SIX**

### **Design that Advocates for the Untold Stories**

#### *Broadlands A*

Echoing our conference theme's rallying cry, this panel-led discussion will explore effective community engagement, planning, 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, TN*

### **Phoenix Rising: Working with Communities to Interpret Difficult Stories**

#### *Broadlands B*

From Stone Mountain in Georgia to the bombing of Sixteenth Street Baptist Church in Birmingham, Alabama in 1963 to 2020 Christmas Day of historic Second Avenue Nashville, Tennessee, 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, TN; David Currey, Principal, Encore Interpretive Design, Nashville, TN; Mary Skinner, Museum Marketing Consultant, Nashville, TN; Cyril Stewart, AIA, Lead Consultant on the Nashville Second Avenue Rebuilding Task Force.*

### **Regional Reciprocity: How Inclusion of Local Artists in an International Art Exhibition Is Beneficial for All**

#### *Mirabella G*

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.

*Spense Brenner, Exhibition Coordinator, Reece Museum, Johnson City, TN*

### **Evening Events –**

- 430- 445pm Board buses at hotel for evening events
- 5-545 pm Reception at Discovery Center at Murfree Spring
- 6-630 pm Tour of Bradley Academy
- 645-830pm Dinner and Live Auction at Oaklands Mansion

### **Friday, March 17**

8:00 am-11:00 am

*Mirabella Ballroom Foyer*

**Conference Registration and Information**

**Punch Your TAM Passport! Exhibit Hall Open**

**Auction Items Payment and Pick Up by 10am**

9 am-10 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 250<sup>th</sup>, and how the resources developed by the Association will prepare Tennessee’s museums for a meaningful commemoration for our state and community.

10-10:30 am – **BREAK**

*Mirabella Ballroom Foyer*

10:30-11:30 am **SESSION EIGHT**

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

*Broadlands A*

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 to 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, TN*

**Setting the Table: The Nuts and Bolts of Designing Engaging Adult Programs**

*Broadlands B*

What is the difference between an engaging program and a complete dud? 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, TN*

**Why Not the Night? Historic Preservation Through After-Dark Tourism**

*Mirabella G*

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 pm**

**Strategic Planning for the 250<sup>th</sup> Workshop**



### *Oaklands Mansion*

Cost: \$10, Preregistration Required

The U.S. 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 250<sup>th</sup> 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, TN*

1:30-3:00 pm

### **Post-Conference Tours**

- **Murfreesboro Murals Art Tour on the Square**
- **Cannonsburg Village**

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

- Bradley Academy
- Earth Experience Museum of Natural History
- Historic Granville
- 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)