**Tennessee Association of Museums
Preliminary Conference Schedule**

**Wednesday, March 18**
8 am-4 pm
**Conference Registration and Information** –

10:30-11:30 am **Pre-Conference Tour**
**Bays Mountain Park – Free (Limit: 35 people)**
One of the nation’s largest city parks, Kingsport’s Bays Mountain Park and Planetarium is a 3,550-acre nature preserve featuring 39 miles of trails perfect for hiking and mountain biking, a 44-acre lake with barge rides providing the perfect prescription for a quiet escape to nature, native animal habitats, a 300’ zip line, and more. Inside the Nature Center is a state-of-the-art planetarium utilizing technology that will make astronomy enthusiasts feel as if they are a part of the show. Exhibits showcasing natural history, early pioneering, a freshwater aquarium and space sciences can also be found in the Nature Center. Native animals including gray wolves, bobcats, deer, birds of prey and otters, are housed within a short, scenic stroll. ***Note: Transportation is not provided. Meet group in Nature Center lobby.***

10:30 am – **Regional Meet Ups**
East Tennessee and West Tennessee Emerging Museum Professionals and Intermuseum Council of Nashville invite all attendees to drop in for coffee and networking.

11:15 am
**Humanities Tennessee Scholarship Winners Pre-Conference Meeting**

12-1:15 pm
**Welcome to TAM 2020 Luncheon** *Special Guest Speaker – Vince Staten*Vince Staten is the author of fifteen books, including *Did Monkeys Invent the Monkey Wrench?*, *Can You Trust a Tomato in January?*, *Ol' Diz: A Biography of Dizzy Dean*, and the barbecue travel guide, *Real Barbecue*. He has been a columnist for the *New York Daily News*, the *Louisville Courier-Journal*, the *Dayton Daily News*, and the *Kingsport Times News*.

12-4:30 pm
**Silent Auction Open for Bidding**

1:15-4:30 pm
**Punch Your TAM Passport! Exhibit Hall Open**

1:30-2:30 pm **SESSION ONE**

* **Focusing Inwards: Advice on Managing Your Museum Career**Having trouble breaking into the field? Looking for a change or just some good advice? During this question-and-answer style session, we will discuss common questions, concerns, and challenges that all museum professionals face. Topics will include professional development, hiring practices, salary/role negotiations, workplace culture, work/life balance, and avoiding burn-out. Through an honest and engaging discussion, this session will inspire you to focus on having a successful career in museums.
*Brooke Garcia, Metal Museum, Memphis, TN; Adam Alfrey, East Tennessee History Center/Knox County Public Library, Knoxville, TN; Brigette Jones, Belle Meade Plantation, Nashville, TN; Raka Nandi, Stax Museum of American Soul Music, Memphis, TN*
* **Local Focus: Using Regional Stories for Create Enriching Cultural Programming**

The McKinney Center in Jonesborough, the “Storytelling Capital of the World,” shares its experiences of collecting local stories for the purpose of creating rich, cultural programming that is drawn from these stories. More than putting these stories into an archive, the McKinney Center has developed full-length plays, a monthly story-based radio show, exhibits, and more. Learn how your organization can collect and showcase your own local stories of culture and heritage.
*Jules Corriere, McKinney Center, Jonesborough, TN*

* **Programming with a Purpose: A Visitor-Focused Approach to Long-Range Education Planning**

Do you feel like you bounce from one program to the next without a clear direction for what comes next? As museum educators, we’ve all been there.  In this session, educators from the Tennessee State Museum will present a strategic approach to long-range education planning that seeks to engage diverse audiences. Join us in this session as we explore ways your education team can become more strategic through audience-focused, long-range program planning.  This session will address both public programs and K-12 programming.
*Jeff Sellers, Rachel Helvering, and Christopher Grisham, Tennessee State Museum, Nashville, TN*

2:30-3:15 pm **BREAK AND POSTER SESSION**

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

* **Focus on the Future: How Past Best Practices Translate to Today**There is a lot of best practice wisdom to be passed on to emerging professionals in an ever-changing and evolving museum field. In order to "pass down" these insights, this panel session will engage experienced curators and directors in conversation with up-and-coming professionals on themes such as stewardship, communication and connections with community, staff/volunteer expectations, and inclusion.
*Lisa Oakley and Hannah Rexrode, East Tennessee Historical Society, Knoxville, TN; Linda Caldwell, Tennessee Overhill Heritage Association, Etowah, TN*
* **From the News to the Museum: Responding to Crisis in the Community**In this session, educators and curators from the McClung Museum will discuss the ways they have fostered new and diverse audience engagement by being nimble and responsive to specific issues in their community. The agile development of topical exhibitions and programming has allowed the McClung to engage with people of color, examine the opioid crisis, and support LGBTQ communities. Through case studies, presenters will highlight their new and ongoing service to local populations.
*Catherine Shteynberg and Leslie Chang Jantz, McClung Museum of Natural History and Culture, Knoxville, TN*
* **A Rising Tide of History: Collaboration Between Museums, Libraries, and Municipalities**Through projects undertaken in Bristol, Tennessee/Virginia, and Jonesborough, Tennessee, the Bristol Public Library, the Washington County, TN Public Library, the Birthplace of Country Music Museum (Bristol, TN/VA,) Heritage Alliance of Northeast Tennessee and Southwest Virginia, and the town of Jonesborough, TN, have collaborated to share information and support one another with complementary projects and public programs. These efforts have resulted in positive publicity and enthusiasm and generated support from the community.
*Brenda G’Fellers, Bluefield College, Kingsport, TN; Anne G’Fellers-Mason, Heritage Alliance of Northeast TN and Southwest VA, Jonesborough, TN; René Rodgers, Birthplace of Country Music Museum, Bristol, TN/VA*
* **Maintaining the Momentum: Inside the Ongoing Effort to Centralize African American History at Davies Manor Plantation**Learn of the decade-long process that led to Davies Manor Plantation’s newest exhibit, *Omitted in Mass: Rediscovering Lost Narratives of Enslavement Through the Davies Family's Papers*. In addition to discussing the research behind the exhibit and the storyline it presents to visitors, the presenter will address the challenges Davies Manor is experiencing as staff, volunteers, and new partners work to centralize African American history within Davies Manor's interpretive tours.
*Andrew Ross, Davies Manor Plantation, Bartlett, TN*

**Evening Event
5 pm Buses Depart Hotel
5:15-6 pm Reception at** **Kingsport Carousel
6 pm Buses Depart Carousel for Jonesborough
6:45-7:30 pm Explore Downtown Jonesborough
7:30 pm TAM Awards of Excellence Presentation amd Dinner at McKinney Center
9 pm Buses Depart for Hotel**

**Thursday, March 19**

8 am-4 pm
**Conference Registration and Information**
**Silent Auction Open for Bidding**
8 am-4 pm – **Punch Your TAM Passport! Exhibit Hall Open**

9-10 am – **SESSION THREE**

* **Community Connections: An Inclusive Approach**

The Pink Palace Museum exhibit curators are inviting community partners to join our exhibit process as they create a new *Community Connections* exhibit series. This session will explore the practical ways museum staff are joining with community curators to create exhibits that tell stories with them instead of for them. This session will provide practical steps and highlight challenges to inviting community curators into the exhibit process.
*Caroline Carrico, Nur Abdalla, and Steve Masler, Memphis Pink Palace Museum, Memphis, TN*

* **Education in Focus**This educators' roundtable will focus on you and your ideas and issues. Come ready to talk about your most important museum education topics. We can all focus on the goals and learn together.
*Polly Brasher, Discovery Park of America, Union City, TN*
* **Strategic Planning in Small Museums**Does your organization have a current strategic plan? Do you think strategic planning is daunting or out of reach because your organization is small? This session will teach you a simple DIY approach to strategic planning designed especially for small museums that will put planning for the future of your organization within reach.
*Bethany L. Hawkins, American Association for State and Local History, Nashville, TN*
* **Truth-Telling: A Museum Project on Suffrage, Gender, and Race**
*Truth-Telling: Frances Willard and Ida B. Wells* is a community history project that address a famous historic conflict between Frances Willard and Ida B. Wells, two significant American women reformers who struggled to find common ground. Their struggle illuminates a larger struggle around race and racism in the American women’s movement and in our country. Museum staff will discuss the lessons learned and methods used to tell a difficult story, and how to create space for new understanding and future change.
*Lori Osborne, Frances Willard House Museum, Evanston, IL; Noelle Trent, PhD, National Civil Rights Museum at the Lorraine Motel, Memphis, TN*

10-10:30 am
**Coffee and Conversation with Exhibitors**

10:30-11:30 am – **SESSION FOUR**

Join facilitator-led roundtable sessions and discuss issues related to strategic planning and visioning for Tennessee’s museums.

* **Collections/Curators**
* **Directors/Administration**
* **Educators/Interpreters**
* **Volunteers/Docents**

11:45 am-1 pm
**Business Luncheon and Conference Keynote**
*Special Guest Speaker – Jennifer Thomas, Executive Director, Virginia Association of Museums*Jennifer Thomas is currently the Executive Director of the Virginia Association of Museums (VAM), as well as Adjunct Faculty at John Tyler Community College.  She serves on the governing committees for the National Alliance of State Museum Associations and the Field Services Alliance, as well as on the Museum Advisory Council of the National Women’s History Museum.  Prior to becoming director of VAM, she spent 13 years as Program Director, organizing all the professional development and educational activities of the association.  She has also worked for history museums in upstate New York and Richmond, Virginia, as educator and director.  Thomas has an MA from the University of Delaware’s Winterthur Program in Early American Culture, and a BA from the College of William & Mary.

1:30-2:30 pm **SESSION FIVE**

* **Dynamic Aperture: Adjusting Focus at a Young Museum**The Birthplace of Country Music Museum’s current curatorial staff has had the unique experience of being with the museum since its beginning in 2014 and contributing to its evolution. This session explores the challenges and successes they’ve experienced internally and with increased exposure, while also serving diverse audiences and balancing a very specific scope with relevant but broader content.
*Scotty Almany and René Rodgers, Birthplace of Country Music Museum, Bristol, TN/VA*
* **Mission Impossible? Maybe Not!**You have a mission statement, but you feel it's impossible to achieve. Perhaps it's slightly outdated and not aligned to your strategic plan? Or you feel like you are losing sight of it. How do you help your museum refresh, reenergize, and deliver on your mission to make a community impact? Come hear tips on how to align your mission, strategy, and operations to your community impact. Work with your peers to garner more ideas.
*Sylvia Matiko, A Different View Limited, Franklin, TN; Tina Brown, Former Interim CEO, Customs House Museum and Cultural Center, Clarksville, TN*
* **Reimagining Modern Traditions: The New House Museum**Over the last year, Belle Meade Plantation has significantly adjusted its institutional message and focus. This session will share how a house museum that has provided the same tour for over sixty years has evolved to meet modern audiences and become inclusive of all narratives found within its history. This has meant creating new tours, getting rid of costumes, and many other changes that have taken place behind closed doors.
*Jasmin Brand, Erica Dahlgren, and Rachel Gibson, Belle Meade Plantation, Nashville, TN*

3:15-4:15 pm **SESSION SIX – PLENARY
Suffrage, Equality, and a Turning Point for Women's History**

This year marks the 100th anniversary of the ratification of the 19th Amendment, and many organizations across the country will commemorate this historic milestone for woman suffrage. Interpreting this history is both rewarding and challenging. As with all American history, suffrage comes with many victories and inspiring narratives, but it also comes with complexities and flaws. In 2019, AASLH released the 19th Amendment Value Statement to offer museums and sites guidance, inspiration, and bold ideas for expanding the narrative and tackling these important issues. The TAM 2020 Plenary Address brings together the co-authors of this statement for a thought-provoking discussion on women's history, modern-day relevance, and how to connect the past to today's 21st century audience.
*Lori Osborne, Frances Willard House Museum, Evanston, IL; Rebecca Price, Chick History, Nashville, TN; Dr. Noelle Trent, National Civil Rights Museum, Memphis, TN*

**Evening Events**

**5 pm Buses Depart Hotel
5:45-7 pm Receptions and Visit Birthplace of Country Music Museum
7:30 pm Dinner and Live Auction at Bristol Train Station
9:30 pm Buses Depart for Hotel**

**Friday, March 20**8-11 am
**Conference Registration and Information**
**Punch Your TAM Passport! Exhibit Hall Open**
**Auction Items Payment and Pick Up**

9:30-10:30 am **SESSION SEVEN**

* **How to Make Your Museum a Cornerstone of an Under-Served Community**This session will address the responsibilities of museums to the people of an economically challenged region, and how to make museums relevant, accessible, and beneficial to a community facing cultural, financial, social, and political hardships.*Lori Rouse Mann, William King Museum of Art, Abingdon, VA*
* **Using Assessment Programs to Improve Your Focus**When was the last time your museum really spent time looking at how it operates? Do you wish you had a roadmap when thinking about planning for the future of your museum? This session will highlight AASLH's Standards and Excellence Program for History Organizations, AAM's Museum Assessment Program, and the Conservation Assessment Program. Come learn about these programs including recent updates and changes, the benefits for participating in them, and how to apply/join.
*Alex Collins, American Association for State and Local History, Nashville, TN*
* **Why Focus on Teachers?**By building relationships with teachers beyond just one encounter a year, even if replicated annually, museums can grow and improve their educational programming and numbers. East Tennessee Historical Society staff will share examples of multiple ways they focus on teachers and how the resulting relationships "pay off" for their museum. Participants will be encouraged to share examples of their teacher programs and brainstorm new ways they can engage and serve teachers.
*Lisa Oakley and Hannah Rexrode, East Tennessee Historical Society, Knoxville, TN*

10:30-10:45 am - **BREAK**

10:45-11:45 pm **SESSION EIGHT**

* **Beyond Brick and Mortar: Bringing Your Museum to the World Without Losing Your Focus**Distance learning technology is a popular way to share collections, but it can be easy to lose focus when grappling with new technology. In this session, learn how the Abraham Lincoln Library and Museum successfully used Microsoft’s Skype in the Classroom to connect with over 3,000 students in 16 countries. By showing you how to create, develop, and focus the content of your digital Skype program, your institution can successfully develop new audiences.
*Natalie Sweet, The Abraham Lincoln Library and Museum, Harrogate, TN*
* **From Zero to Three Thousand in Six Months: Key Learnings from Launching a Museum Podcast**Today, 22% of the population is listening to podcasts "frequently" and those listeners tend to have higher education levels and annual incomes. Is now the time for your museum or attraction to jump into producing a podcast? Katie Jarvis and Scott Williams pull back the curtain and share the details on the successes, failures, and lessons learned from the production of their podcast, "Reelfoot Forward: A West Tennessee Podcast," from Discovery Park of America.
*Katie Jarvis and Scott Williams, Discovery Park of America, Union City, TN*
* **SPARK! An Innovative Cultural Program that Puts the Focus on Community Engagement**This session immerses participants in SPARK!—an innovative community engagement program designed to “spark” memories in those living with Alzheimer’s and dementia and their care partners. Participants will gain an understanding of how a SPARK! program can be implemented in their own communities and will explore the use of Appalachian cultural artifacts and oral history to foster social connections.
*Rebecca Proffitt, The Reece Museum at East Tennessee State University, Johnson City, TN; Tracey Kendall-Wilsom, Alzheimer’s Tennessee, Johnson City, TN*

12 pm -1:15 pm
**Closing Luncheon**