



Join Us
in Albany!

The Relevancy- Driven Museum

April 13-15, 2008

**Upstate History Alliance
Museum Association of New York**
ANNUAL CONFERENCE • *Albany Marriott*

*In partnership with the New York State Council on the Arts
and the New York Council for the Humanities*



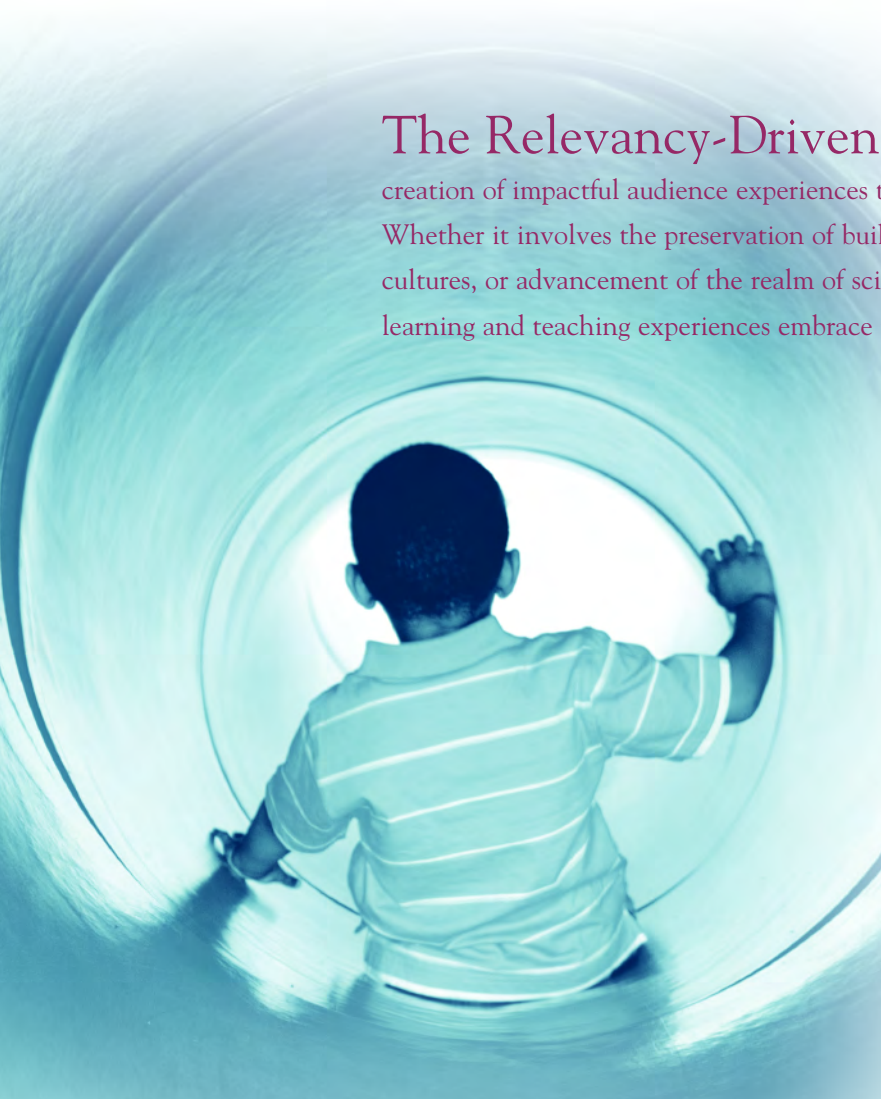
The Relevancy-Driven Museum focuses its mission and goals on the creation of impactful audience experiences that act as a catalyst for connection to larger societal issues. Whether it involves the preservation of built or natural environments, tolerance for diverse people and cultures, or advancement of the realm of science, technology and society, the relevancy-driven museum's learning and teaching experiences embrace the roles of human connection and societal activism.

ABOUT THE UHA/MANY CONFERENCE:

The UHA/MANY Annual Conference is the largest gathering of museum professionals in the state. Each year it brings together a diverse array of individuals from all types and sizes of museums, historical societies, and similar cultural organizations. This year's conference will be held in Albany, New York's historic capital. Museums in the Albany area include the Albany County Historical Association, Albany Institute of History and Art, Children's Museum of Science and Technology, Crailo State Historic Site, Historic Cherry Hill, New York State Museum, Pruyn House, Rensselaer County Historical Society, Schuyler Mansion State Historic Site, Shaker Heritage Society, Underground Railroad History Project of the Capital Region, University at Albany Art Museum, USS Slater DE-766, and the Van Schaick Mansion.



Upon registering for the UHA/MANY conference, participants will receive a Cultural Passport which will allow them free or reduced admission and other discounts at museums and other cultural institutions in and around the Albany area. We encourage you to extend your stay to take advantage of this opportunity to visit the organizations of your peers and colleagues while also enjoying the art, history and culture of the Capital Region.



MUSEUM ASSOCIATION
OF NEW YORK

Professional excellence through partnership

265 River Street, Troy, NY 12180 • Tel: 518-273-3400 • Fax: 518-273-3416
Web: www.manyonline.org • Email: info@manyonline.org

New York State's museums are places of awe and discovery. They inspire appreciation for collections and information about human culture and the natural world.

They reflect the values of diverse communities. They support lifelong learning. And they contribute to the economic development of their localities and the state as a whole.

Chartered in 1962, the Museum Association of New York is a service organization that works on behalf of all museums in the state to strengthen organizational capacity and give voice to the field's needs. Our programs help museums shape their futures in imaginative and innovative ways.

MANY brings New York's museum community together to:

- promote museums as engines of economic development and key tourist destinations
- speak out as a strong, unified statewide voice on museum-related issues
- increase public understanding and support for museums
- address state legislative and public policy initiatives
- provide a variety of support and training



History Alliance

11 Ford Avenue, Oneonta, NY 13820
Tel: 1-800-895-1648 • Fax: 607-431-9524
Web: www.upstatehistory.org • E-mail: info@upstatehistory.org

The Upstate History Alliance provides support, advice and training to historical societies, museums, historians and others interested in history in upstate New York. Our mission is to build the capacity of upstate history organizations to use history to engage the public in shaping their communities. We aim to assist organizations by promoting standards and best practices, providing tools to present a full and diverse picture of upstate communities, sharing resources and expertise, and encouraging a broader understanding of the value of history. UHA services include:

- NYSCA Grants for Museum Advancement Program
- Annual Museum Institute at Sagamore
- Online Courses
- Annual Conference
- Workshops
- Quarterly Newsletter
- Roundtables
- Referrals and Advice

8:00am-4:00pm
Conference
Registration

ALBANY MARRIOTT
 189 Wolf Road, Albany, NY

9:00am-4:00pm Workshop

Integrated Pest Management
 HISTORIC CHERRY HILL
 523 1/2 South Pearl Street, Albany

Chairs: ERIN CRISSMAN, Curatorial Consultant; GWEN SPICER, Conservator, Spicer Art Conservation LLC

It's a bird, it's a plane ... no, it's a moth! Develop an IPM program for your institution. This day-long session is specifically geared toward small institutions with limited staff, and for sites that rely on volunteers for part or all of their collections care, maintenance and housekeeping functions. You need this training class if you have had an infestation in the past, are currently dealing with an infestation, or if you've never had training to help you identify insect damage in your collection.

9:00am-4:00pm Workshop

Building Bridges: Making Historical Records Relevant in the Classroom

RENSSELAER COUNTY HISTORICAL SOCIETY,
 57 Second Street, Troy, NY

Chair: JULIE DANIELS, Coordinator of Educational Programs, New York State Archives

As New York State educators work to meet the needs of their students while simultaneously being concerned with state education standards and testing, New York's cultural organizations are also working to develop programming and resources that will prove to be relevant to the classroom experience.

This workshop will help to bridge the gap between teachers and their community's cultural organizations. Participants of this full-day workshop will walk away with:

- A better understanding of the New York State Standards for Education
- An inside perspective from a teacher
- In depth knowledge of some of the leading programs offered by New York's cultural organizations
- Hands-on experience in working to develop education programs that meet the needs of students, teachers, and cultural organizations

MANY Drawing:

stake your claim on several prizes as we raise funds for advocacy!

For up-to-date information, in-depth session descriptions, presenter information and directions to conference locations, visit the UHA website:

www.upstatehistory.org

9:30am-2:00pm Workshop

The Good, The Bad, and The Ugly: What It Takes To Create a World-Class Guest Services Program

CHILDREN'S MUSEUM OF SCIENCE AND TECHNOLOGY,
 250 Jordan Road, Troy, NY

Chairs: KATHLEEN S. DENGLER, Vice President for Human Resources, Strong National Museum of Play®; RICHARD A. BATTLE, Vice President for Guest Services, Strong National Museum of Play®

Strong National Museum of Play® has designed a proven model of extraordinary guest service based on the Disney method. This exemplary program has dovetailed with marketing efforts to produce 100 percent admissions growth and 500 percent growth in membership over seven years. The session includes role-play and Q&A segments and is a rare opportunity to "ask the experts" about the keys to a successful guest service program. Strong Museum's guest services training is highly regarded in the museum world and our presenters are invited to many museums around the country to share their techniques. This is a rare opportunity to hear the philosophy behind the training and to experience a condensed version of these workshops, which represent current best practices in their field.

12:00-4:00pm Workshop

An Adventure in Wonderland: A Behind-the-Scenes Tour of the New York State Capitol

Tour led by Assemblyman JOHN J. MCENENY

"Sitting majestically atop Albany's State Street hill, the New York State Capitol has served as the seat of government for New York since the 1880s. The building is a marvel of late 19th century architectural grandeur." Enjoy a tour of the capitol with an added bonus visit to downtown historical "political hangouts".

5:00pm-7:30pm

Opening Reception / Award of Merit Presentation

ALBANY INSTITUTE OF HISTORY AND ART,
 125 Washington Ave., Albany

Our conference kick-off reception takes place at the Albany Institute of History and Art, one of the oldest museums in the United States. Join us to honor this year's Upstate History Alliance Award of Merit winners. Awards will be presented at 6:00p. Behind-the-Scenes tours will also be available on a first-come, first-served basis, so come early to ensure your spot on the tour. Light hors d'oeuvres and beverages will be served.

7:30pm

Museum Institute at Sagamore Alumni Dinner

DEJOHN'S PUB & RESTAURANT
 288 Lark Street, Albany



Alumni of the Upstate History Alliance Museum Institute at Sagamore and others interested in learning about this unique professional development opportunity are invited to this informal dinner. The 2008 Museum Institute at Sagamore will focus on Interpreting Historic Places. A flat rate of \$25 per diner includes bread, salad, a selection from a menu of 3 entrée options, soda, coffee and tea, tax and tip. A private cash bar will be available.

Silent Auction!

Highlight your organization or region and support the work of the Upstate History Alliance.

Contribute publications, tee-shirts, local food or drink, collectibles, B&B stays, or other items to UHA's Silent Auction. Use your imagination in deciding what to bring—and come prepared to bid!

8:00 am - 3:45 pm

8:00am-5:30pm
Conference
Registration

ALBANY MARRIOTT
 189 Wolf Road, Albany, NY

8:00am-5:30pm
Conference Sponsor
Exhibitor Area

Attendees will have the opportunity throughout the day to view tabletop displays and speak with exhibitor representatives. Check the UHA website at www.upstatehistory.org and conference registration packets for a complete list of conference sponsors.

8:00am-3:45pm
UHA Silent Auction

Don't miss out on your chance to win unique and interesting items donated by attendees and other supporters. All proceeds benefit UHA and help us continue to provide a myriad of services to our constituents.

Silent auction items will be on display beginning at 8:00 a.m. Bidding will end promptly at 3:45 p.m. and winners can pick up their items until 5:30p at the Registration Desk. Remember, cash or check are the only accepted forms of payment.

7:45am-9:15am
Conference
Welcome Breakfast & UHA and MANY Business Meetings

Welcoming conference-goers will be New York's First Lady, SILDA WALL SPITZER.

Ms. Spitzer is the founder and chair of Children for Children a not-for-profit organization which creates opportunities for young people from all backgrounds to Grow Involved, volunteering their time and resources to benefit children and others, particularly by providing books and other materials to schools in under-resourced areas of New York City. She is a founding Co-Chair of Project Cicero, the annual NYC book drive building classroom libraries in under-resourced schools and serves as trustee for her children's school. She served on the board of The Children's Museum of Manhattan from 1995 until January 1999, where she was a member of its Executive Committee and chaired its Program Committee.

Ms. Spitzer's remarks will be followed by informal breakfast discussions centered around the idea of the Relevancy-Driven Museum. UHA and MANY Business Meetings will follow.

9:15am-9:30am
Break

9:30am-10:45am Concurrent Sessions

Got Name? Get Brand!

Chair: *TEMA HARNIK, Executive Director, Lower Hudson Conference*

Does your audience really understand who you are? Explore identity crises, name confusion, mission focus, and renaming with three museums that are strategically repositioning themselves and adding relevance for their audiences.



Using Cell Phone Audio Guides To Engage Museum Audiences

Chair: *APRIL OSWALD, Museum Education Director, Munson-Williams-Proctor Arts Institute*

Uncover the possibilities of using visitor-friendly, state-of-the-art technology to create relevant, dynamic, engaging, and inspiring audio experiences for a new generation of visitors.

Start by Listening: Creating Meaningful Interpretive Experiences

Chair: *LINDA NORRIS, Managing Partner, Riverhill*

If museums wish to be relevant, we might begin by listening to our audiences at the start of interpretive efforts. Learn from two very different museums how formative and front-end evaluation can make our museums matter.

Innovations in Government Owned Historic Sites

Chair: *DONNA HARRIS, Principal, Heritage Consulting Inc.*

Innovation at government-owned historic sites has increased of late. Panelists will discuss how NYC, Philadelphia and other locations have taken different roads to preserve their houses, even if they no longer make sense as museums.

10:45-11:00pm Break

New York Council for the Humanities

THOUGHT/DISCUSSION Sessions:

At this year's conference four programs will include the opportunity for extended discussion and reflection through the addition of a facilitated conversation with the audience about the session topic. These sessions are sponsored by the **New York Council for the Humanities** as part of its mission to encourage informed dialog and discussion about important humanities topics.

11:00am-12:30pm Concurrent Sessions

The following 11am-12:30pm Concurrent Sessions include a THOUGHT/DISCUSSION component after the panel presentation.

Mass Appeal

Chair: *SUSIE WILKENING, Reach Advisors*

They're an audience that's tech-savvy and into social networking. They also go to museums...but maybe not yours. Join in a lively, facilitated conversation with GenY-ers to hear their thoughts about why museums matter to them.



Traditional Exhibits Are History

Chair: *KATHRYN MURANO, Collections Department Coordinator, Rochester Museum & Science Center*

How can museums stay relevant? RMSC discusses strategies for developing an exhibit on the Underground Railroad that transforms the museum into a resource for the community and vice versa.

Using Reader's Theater with Children to Interpret Provocative Themes

Chair: *REBECCA WATROUS, Education Director, Historic Cherry Hill*

Historic Cherry Hill explores challenging themes of class and prejudice by putting students at the center of activities and using techniques of dramatic storytelling. Learn if these strategies are applicable in your museum.

The Story of Us: The History of Relevancy in Museums

Chair: *KERRY LIPPINCOTT, Education Coordinator, Chemung County Historical Society*

Patriotism, ethnic pride, entertainment, remembrance, tourism. Since 1773, the relevance of museums has been constantly changing. The Story of Us will trace the development of the relevancy-driven museum in the United States.



12:30-2:00pm Keynote Luncheon

Sponsored by the *New York Council on the Arts*

Keynote speaker, EMLYN KOSTER, President and CEO of the Liberty Science Center, is at the helm of one of the museum field's most relevancy-minded institutions. Internationally experienced and dedicated to improving the links between science and society, he is a prominent writer and speaker about the external responsibilities of science museums as well as an active contributor to the field.



2:15am-3:00pm Concurrent Sessions

Succession Planning: What is It and Why Aren't You Doing It?

Chair: *ANNE ACKERSON, Director, Museum Association of New York*

In light of a major leadership shift in the next 5-15 years as current museum directors and trustees retire from the field, what are institutions doing — if anything — to address pending leadership transition? This session shares research from MANY's new white paper on succession planning and uses two case studies to examine ways to approach change and transition in your institution.



Internships and the Small Museum: A Case Study

Chair: *JOY HOULE, Director, Saratoga County Historical Society*

What is a "good" internship program? Hear about it from two former interns who are now employed in the museum field, one museum director and one public history program director.

Beyond Research: Using Collections

Chair: *ERIN CRISSMAN, Curatorial Consultant*

When objects are donated to museums, they sometimes have an abrupt switch from "use" to "display only" in their lives. This session will explore creative new ways of using collections in museum settings.

Weeksville: Black and Green — Two Centuries of Sustainability

Chair: *ELISSA BLOUNT MOORHEAD, Director of Programming and Exhibitions, Weeksville Heritage Center*

Weeksville Heritage Center is an historic house museum that is embarking on the building of a twenty-three million dollar, 19,000 square foot, sustainable cultural arts and education center. Find out how community building and environmental topics intersect in this unique community currently, in the future, and throughout history.



3:30pm-4:00pm Break

Sponsored by *Riverhill*



Take this time to grab some refreshments, organize your thoughts, and visit.

UHA Silent Auction Bidding Ends at 3:45

Resume Review Center —

What are the skills and experiences that potential employers are looking for? Bring your resume and review it with the leaders in the museum field at the Resume Review Center. Sign up for your appointment at the Conference Registration Table.

4:00-5:15pm

Concurrent Sessions

Can We Predict Success? Results of Recent Research

Chair: *JOANN LINDSTROM, Independent Consultant*

Join a panel discussion with dynamic, creative museum entrepreneurs about what factors helped their museums succeed. The results of recent research may surprise you!



Creative Space for Family Learning

Chair: *LISA JEMISON, Interpretive Naturalist, The Wild Center*

By looking closely at the natural world and interpreting what they see with art, families learn about nature both by personal observation and by interaction with staff naturalists and interpreters.

The Dead Will Rise: Living History and the Collective Memory

Chair: *SARA DOANE, Executive Director, Tioga County Museum*

History museums have the unique task of making the dead talk. This session will provide living historians with techniques to create impactful audience experiences by connecting issues of collective historical memory and the present day with voices from our past.

Reaching Out to the World: Video Conferencing and Distance Learning Opportunities

Chair: *JOHN BUCHINGER, Associate Director of Education, New York State Historical Association*

Meeting audience needs, and finding new ways to present and interpret offerings are possible with the use of Distance Learning. Comprised of many different technologies and approaches, this session will look at ways museums are using this approach to meet missions and reach new audiences beyond the physical walls of their institutions.

6:00pm-8:00pm

Networking Reception

Sponsored by
Archives Partnership Trust



NEW YORK STATE MUSEUM,
CULTURAL EDUCATION CENTER,
Albany

Welcome first time attendees and catch up with old friends over drinks and light hors d'oeuvres. Join your colleagues from across the state for an evening of informal networking at the New York State Museum.

8:00pm-10:00pm

UHA Fundraising Event

C.H. EVANS BREWING COMPANY
at the Albany Pump Station
19 Quackenbush Square, Albany



Join us for this unique "Friend-raising" event which will feature an evening discovering this third generation New York brewery begun in 1786. The cost to attend this event is only \$45 which includes a choice of entrée, salad, bread, unlimited soda, coffee & tea. A cash bar will be available to sample Award Winning brews. All proceeds go to support the Upstate History Alliance.

Travel Support Available:

To advance New York's cultural institutions and encourage professional development, NYSCHA advocates professional travel. Go! Grants provide museum staff members and volunteers the opportunity to expand their horizons through the support of travel to professional conferences and workshops, such as the UHA/MANY Conference. Registration fees, travel fees and lodging costs up to \$750 can all be supported through a Go! Grant. Go! Grant applications are available on the UHA website at: www.upstatehistory.org. **Applications to attend the UHA/MANY Conference must be postmarked by March 21, 2008.**

Refund Policy:

No refunds for conference registration will be given after March 15, 2008.

8:00am-10:00am

Poster Session Presentation

Co-Sponsored by New York State
Historical Association and
The Farmers' Museum



A new feature at this year's conference! Enjoy light breakfast and refreshments and then visit our three Poster Session Events:

STUDENT POSTER PRESENTATIONS:
Check out the latest research and developments being uncovered by the museum field's emerging leaders.

FUNDER POSTER PRESENTATIONS:
Learn about the funding opportunities available to New York State's cultural organizations and make connections with the agencies that are eager to support your organization.



ISSUES POSTER PRESENTATIONS:
Stay current on the issues that are affecting the museum field.



8:00am-10:00am

Resume Review Center

Remember to sign-up for your appointment at the Conference Registration table.

10:00am-11:00am

Closing Keynote Address

Speaker: PHILIP MORRIS,
CEO, Proctor's, Schenectady

Talk about relevancy-driven – Philip Morris joined Proctors in 2002 and has shepherded a nearly five-year, \$30 million transformation of one of the capital region's oldest and best-known playhouses into the centerpiece of Schenectady's downtown revitalization efforts. To be a driving force in the city's revitalization, the theater has to be "an engine that's there every day," he says. He believes the 81-year-old nonprofit institution in the heart of downtown has hit a "tipping point" in which its awareness and popularity are about to explode.



12:00pm-4:00pm Workshops

Museum Board Empowerment Program: Roles and Responsibilities of a Museum Board of Directors

PRUYN HOUSE
207 Old Niskayuna Road,
Newtonville, NY

Chair: SUSAN WEINRICH,
Council of Community Services
of NYS, VP Organizational and
Community Development

This workshop, supported in part by New York State Council on the Arts and presented by CCSNYS, will provide museum board members a fundamental overview and general orientation to the key governance knowledge and skills needed to serve on a nonprofit board and to develop and maintain a well-run board. Discussions will focus on the meaning of being a fiduciary and how museum boards should delegate governance and operational tasks to board officers, committees and museum staff.



Curating a Brand Experience

COLONIE CENTER, Wolf Road

Chairs: JAMES CHUNG and
SUSIE WILKENING
of Reach Advisors

As museums continue to compete against a multitude of leisure time and educational activities, standing out becomes even more challenging. Yet some brands are thriving in a hyper-competitive environment. For them, it's all about their staff, their community, and the connections they help their audiences build — keys for any organization trying to be relevant to as large of an audience as possible.

Join James Chung and Susie Wilkening of Reach Advisors for a "backstage" tour of some of America's largest retailers as we examine what it takes to "curate" a brand experience.

This tour of Colonie Center Mall will most likely make stops at: L.L.Bean, Sephora, Claire's, Cheesecake Factory, American Eagle and Barnes & Noble. Meet with store managers, and get insider tips about what makes those brands great.

Preserving New York's History: Tour of Peebles Island

Waterford, NY

Visit the rehabilitated textile factory that is the home to the NYS Office of Parks, Recreation and Historic Preservation Bureau of Historic Sites in Waterford, NY. Located at the confluence of the Hudson and Mohawk Rivers, the Bureau is responsible for providing program and technical support to OPRHP's 36 state historic sites and five state historic parks. Tour will include a behind-the-scenes visit to art conservation labs, archeology, curatorial, collections management and interpretation units.

Resources for Museum Trustees:

This year we offer a special invitation to Museum Trustees to attend the UHA/MANY Conference. Sessions and workshops that are of particular interest to Trustees are indicated in this brochure by this icon.



Special Offer for Organization Members:

In order to promote discussion at your organization, we are offering a special discount to UHA and MANY organizational members. When one person registers for the conference at the indicated rate, you can register up to three additional people from the same organization, including Trustees, at a \$10 discount per additional registration! See registration form for details.



Be an Advocate!

Make an appointment to meet with your state Senate and Assembly representatives while in Albany attending our conference. Visit them in their offices or call them off the floor at the Capitol. To access phone numbers and office locations, visit: <http://assembly.state.ny.us/>; <http://www.senate.state.ny.us/>

Registration Form

Registration Fees:

Registration fees include all conference materials, continental breakfasts, Monday conference sessions, Keynote Luncheon, Closing Keynote Address and breaks. Workshop fees include refreshments, handouts and other indirect costs.

	CONFERENCE ONLY	CONFERENCE + ONE WORKSHOP	CONFERENCE + TWO WORKSHOPS
EARLY BIRD RATE <i>(Postmarked before 3/15):</i>			
Member	\$120	\$160	\$200
Non-Member	\$165	\$225	\$285
REGULAR RATE			
Member	\$150	\$205	\$260
Non-Member	\$200	\$275	\$350
Student/Presenter	\$85	\$125	\$165

FUNDRAISING DINNER: \$45 per person

I am a member of: _____ UHA _____ MANY

Special Offer for ORGANIZATION MEMBERS!

Register one person from your organization at the above indicated rate and get a \$10 discount off of each additional registration for employees/volunteers of the same organization.

First Registration:

NAME _____

TITLE _____

ORGANIZATION/BUSINESS _____

ADDRESS _____

CITY / STATE / ZIP _____

PHONE _____

E-MAIL _____

Additional Discounted Registrations:

NAME _____

TITLE _____

NAME _____

TITLE _____

NAME _____

TITLE _____

Sponsors

Thank you to the following sponsors that have provided support for the conference as of 2/1/08:

- Archives Partnership Trust
- Bags Unlimited
- Cuadra Associates
- The Farmers' Museum
- The Hollinger Corporation
- Hudson Microimaging
- Museum Search and Reference
- New York Council for the Humanities
- New York State Historical Association
- Red's Plastic Fabricating
- Riverhill Partners



This conference is also made possible with the support from the New York State Council on the Arts.

WORKSHOP, TOURS AND SPECIAL EVENTS REGISTRATION:

Please indicate below which WORKSHOPS and EVENTS you are registering for — please note that some events are priced separately (see box on top left). Be sure to list the participants.

OF PEOPLE

SUNDAY APRIL 13:

_____ Integrated Pest Management (Workshop)

_____ Building Bridges: Making Historical Records Relevant in the Classroom (Workshop)

_____ The Good, The Bad, and The Ugly: What It Takes To Create a World-Class Guest Services Program (Workshop)

_____ An Adventure in Wonderland: A Behind-the-Scenes Tour of the New York State Capitol (Workshop)

_____ Opening Reception /Award of Merit Presentation at the Albany Institute of History and Art (included)

_____ Museum Institute at Sagamore Alumni Dinner at DeJohn's Restaurant and Pub (\$25)

MONDAY APRIL 14:

_____ Networking Reception at the New York State Museum (included)

_____ UHA Fundraising Dinner at C.H. Evans Brewing Company at the Albany Pump Station (\$45)

TUESDAY APRIL 15:

_____ Tuesday Poster Sessions/Closing Keynote Address (included)

_____ Curating a Brand Experience (Workshop)

_____ Preserving New York's History: Peebles Island (Workshop)

_____ Museum Board Empowerment Program: Roles and Responsibilities of a Museum Board of Directors (Workshop)

REGISTRATION TOTALS (Fees listed in box on top left)

_____ First registration	\$ _____
_____ additional registrations at discount	\$ _____
_____ attendees at UHA Fundraising Dinner	\$ _____
_____ attendees at Museum Institute at Sagamore Alumni Dinner	\$ _____
TOTAL	\$ _____

Mail this form with payment to:
Upstate History Alliance, 11 Ford Avenue, Oneonta, NY 13820

For complete up-to-date conference information, more detailed session descriptions and directions visit the UHA website at www.upstatehistory.org