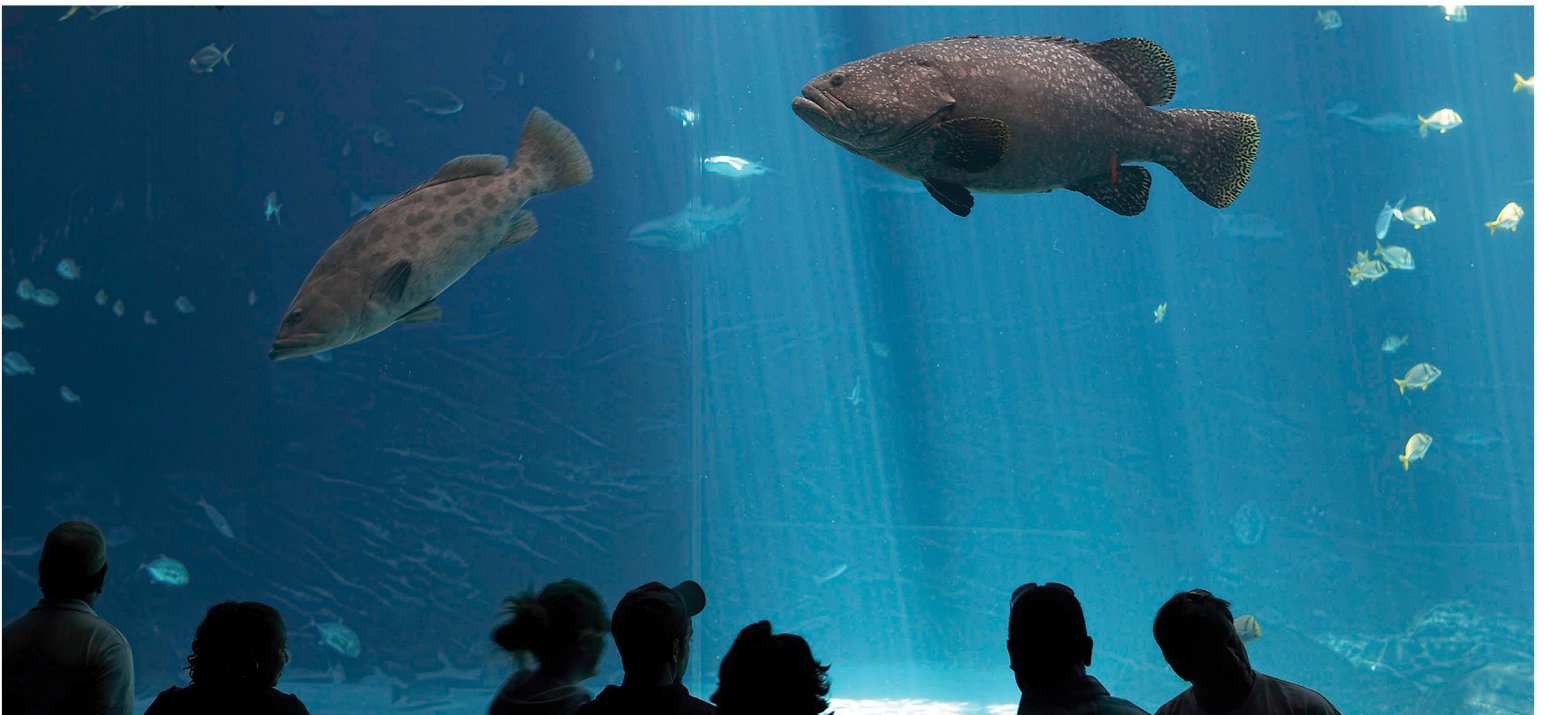




# **GAMG** The Big and Small of it in Atlanta

**2019 Conference**

January 22-25, 2019 Atlanta, Georgia





Host Hotel: Georgian Terrace Hotel, Peachtree St. NE, Atlanta, GA 30308  
 Most Workshops and Sessions will be held at the Georgian Terrace

| Tuesday January 22 – Pre-conference Programs |   |   |  |  |
|--|---|---|--|--|
| All Day                                      | <b>Free Admissions</b> - Sites providing free admission are listed at the end of the conference schedule  |   |  |  |
| 1:00 - 2:00 PM                               | <b>Behind-the-Scenes Tour</b> - Coca-Cola Archives, 6 person limit: Pre-registration required   |   |  |  |
| 1:30 - 2:30 PM                               | <b>Behind-the-Scenes Tour</b> - Chick-fil-A Backstage (Corporate Headquarters Museum Tour): Pre-registration required   |   |  |  |
| 3:00 - 4:00 PM                               | <b>Behind-the-Scenes Tour</b> - Coca-Cola Archives, 6 person limit, Pre-registration required   |   |  |  |
| 3:00 - 4:00 PM                               | <b>Behind-the-Scenes Tour</b> - Martin Luther King Jr Birth Home, 20 person limit: Pre-registration required<br>*Please note that we will meet at Historic Oakland Cemetery if the NPS site is still closed due to the Federal shutdown.  |   |  |  |
| 7:00 - 8:00 PM                               | <b>Free Planetarium Show</b> - Fernbank Science Center  |   |  |  |
| Wednesday, January 23                        |   |   |  |  |
| All Day                                      | <b>Free Admissions</b> - Sites providing free admission are listed at the end of the conference schedule  |   |  |  |
| 10:00 AM - 12:00 NOON                        | <b>Room III</b><br><b>Workshop 1</b><br>Keep Calm and Carry On: Crisis Communications   | <b>Room V</b><br><b>Workshop 2</b><br>STEM Strategies for Museum Education: A Cross-Curricular Approach |  |  |
| 10:30 AM - 12:30 PM                          | <b>Conservation of Paper Workshop</b> - Robert C. Williams Museum of Papermaking, 20 person limit: Pre-registration required  |   |  |  |
| 10:00 AM - 11:15 AM                          | <b>Behind-the-Scenes Tour</b> - Fox Theater Tour, 25 person limit: Pre-registration required  |   |  |  |
| 10:00 AM - 1:00 PM                           | <b>West Atlanta Tour</b> - Hammonds House, The Wren's Nest, & The Herndon Home<br>Includes bus transportation, free admissions, and box lunch, 13 Person Limit: Pre-registration required, Cost: \$35.00  |   |  |  |
| 2:15 PM - 3:30 PM                            | <b>Room III</b><br>Wiggle, Play, & Learn: Toddler Programming in Motion   | <b>Room V</b><br>Show Me the Money! What Should You Include in Your Grant Application?                  | <b>Room VI</b><br>Educator, Interpreter, Marketer?   |  |
| 4:00 PM - 5:30 PM                            | <b>Emerging Museum Professionals Happy Hour</b> at the Publik Draft House, 654 Peachtree Street NW, meet in the Lobby of the Georgian Terrace Hotel at 3:45   |   |  |  |
| 6:00 PM - 10:00 PM                           | <b>Progressive Dinner</b> <ul style="list-style-type: none"> <li>Federal Reserve Bank of Atlanta Monetary Museum (Appetizers: 6:00-7:15 PM)</li> <li>The Breman Jewish Heritage Museum (Dinner: 7:30-8:45 PM)</li> <li>Center for Puppetry Arts (Dessert: 8:45-10:00 PM)</li> </ul> |   |  |  |
| Thursday, January 24                         |   |   |  |  |
| All Day                                      | <b>Free Admissions</b> - Sites providing free admission are listed at the end of the conference schedule  |   |  |  |
| 8:30 - 9:15 AM                               | <b>Piedmont Ballroom</b> - Breakfast and Annual GAMG Business Meeting   |   |  |  |
| 9:30 - 10:45 AM                              | <b>Room III</b><br>8 Things Every Museum Leader Should Know About Fundraising   | <b>Room V</b><br>Historic House Museum Forum  | <b>Room VI</b><br>Attracting and Inspiring Adult Audiences   |  |
| 10:45 - 11:15 AM                             | <b>Piedmont Foyer</b> - Complimentary Coffee with Vendors   |   |  |  |
| 11:15 AM - 12:30 PM                          | <b>Room III</b><br>Retail Operations Management   | <b>Room V</b><br>The Struggle to Preserve & Exhibit Weapons of Any Kind                                 | <b>Room VI</b><br>Education Intersections:<br>Developing Interdisciplinary Programming for New Audiences |  |
| 12:45 - 2:00 PM                              | <b>Piedmont Ballroom</b> - Lunch and Keynote Lecture  |   |  |  |
| 2:15 - 3:30 PM                               | <b>Room I</b><br>EMP Connection: Speed Networking   | <b>Room III</b><br>How to Attract the African American Visitor  | <b>Room V</b><br>History & Intrigue: Creating a Murder Mystery Game at Your Museum                       | <b>Room VI</b><br>Social Media & Collections: Making it Work |
| 3:30 - 3:45 PM                               | <b>Piedmont Foyer</b> - Break with Vendors  |   |  |  |
| 3:45 - 5:00 PM                               | <b>Piedmont Ballroom</b> - General Session: "Other Duties As Assigned"  |   |  |  |
| 6:00 - 9:00 PM                               | <b>Dinner and Live Auction at the Atlanta History Center</b>  |   |  |  |

## Friday, January 25

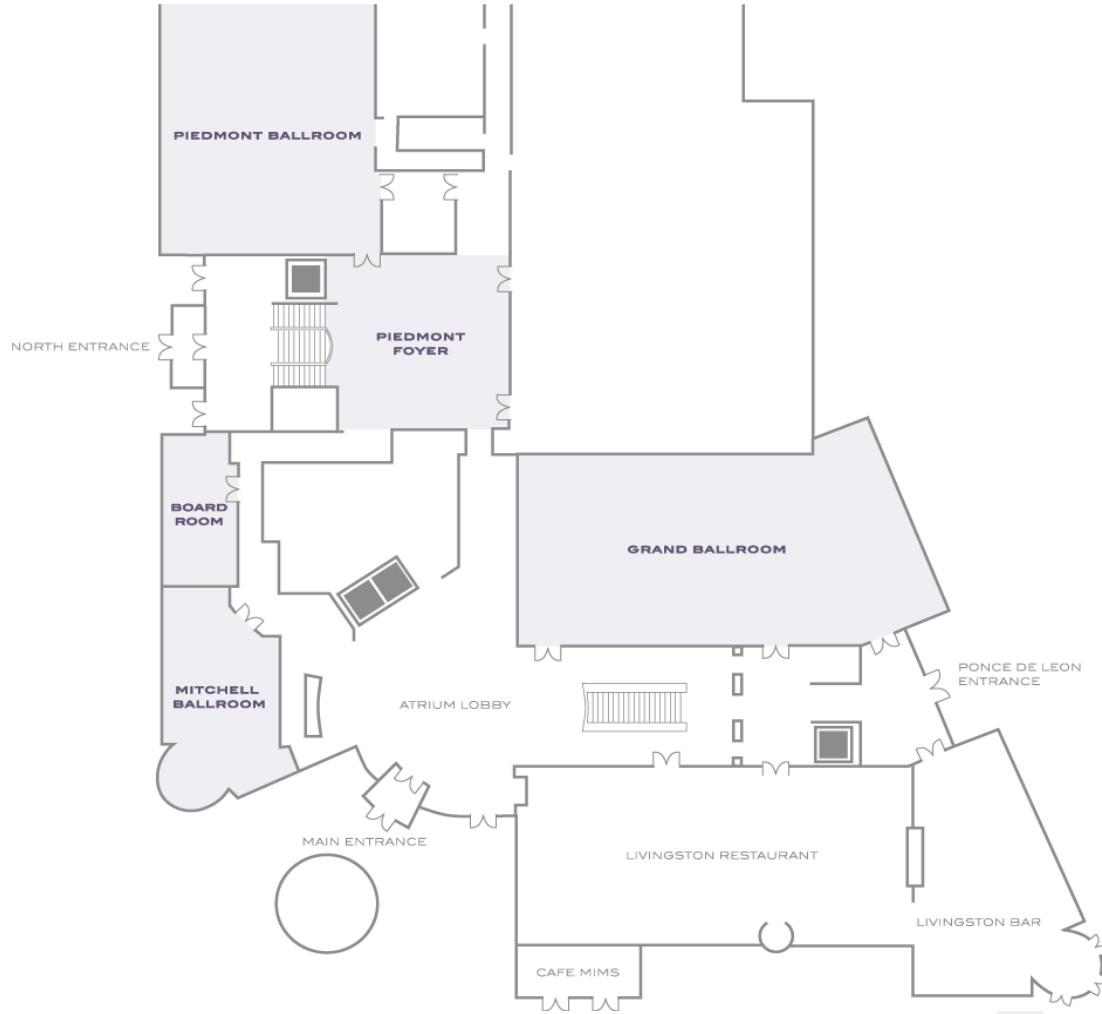
|                       |  |  |   |
|-----------------------|--|--|---|
| All Day               | <b>Free Admissions</b> - Sites providing free admission are listed at the end of the conference schedule |  |   |
| 9:00 - 10:15 AM       | <b>Room III</b><br>Dealing with Difficult Subjects and People  | <b>Room V</b><br>Beyond Books: A New Chapter for Museum Stores | <b>Room VI</b><br>Working Together: Using Tourism Resources to Attract Visitors |
| 10:15 - 10:45 AM      | <b>Piedmont Foyer</b> - Complimentary Coffee with Vendors  |  |   |
| 10:45 AM - 12:00 NOON | <b>Room III</b><br>Curator's Roundtable  | <b>Room V</b><br>GME Winter Meeting                            | <b>Room VI</b><br>Director's Roundtable   |
| 12 NOON - 1:30 PM     | <b>Piedmont Ballroom</b> - Awards Luncheon   |  |   |
| 1:45 PM               | <b>Piedmont Ballroom</b> - GAMG Board Meeting  |  |   |

### Visit these Atlanta attractions for free with your conference badge as your schedule permits!

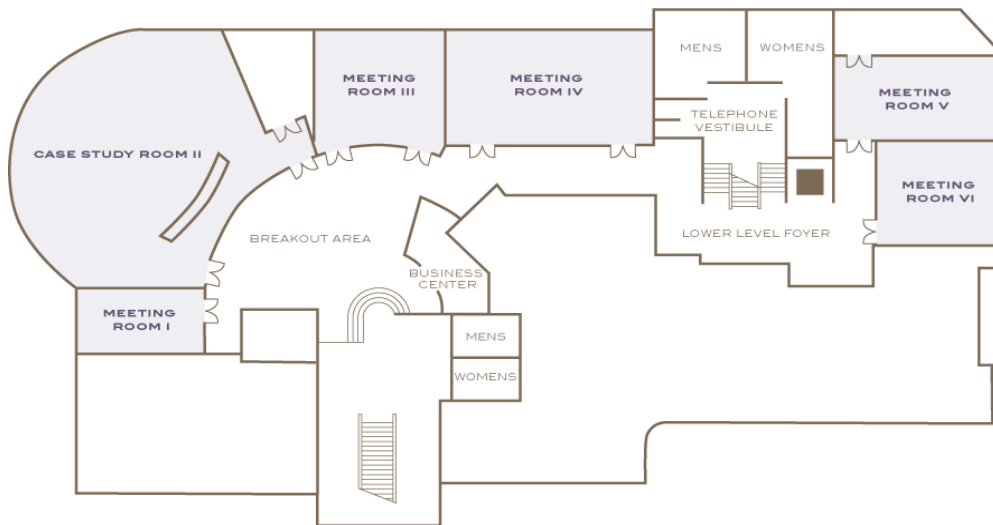
- Michael C. Carlos Museum, Emory University 571 South Kilgo Circle Atlanta, GA 30322  
404-727-4282, [carlos.emory.edu](http://carlos.emory.edu)
- SCAD FASH Savannah College of Design, Museum of Fashion and Film 1600 Peachtree St. NW Atlanta, GA 30309  
404-253-3132, [www.scadfash.org](http://www.scadfash.org)
- Atlanta History Center 130 West Paces Ferry Road NW, Atlanta, GA 30305  
404-814-4000, [www.atlantahistorycenter.com](http://www.atlantahistorycenter.com)
- Atlanta History Center, Midtown & Margaret Mitchell House 979 Crescent Ave NE, Atlanta, GA 30309  
404-249-7015
- Jimmy Carter Presidential Library & Museum 441 Freedom Parkway Atlanta, Georgia, 30307-1498  
404-865-7100, [www.jimmycarterlibrary.gov](http://www.jimmycarterlibrary.gov)
- High Museum of Art 1280 Peachtree St NE, Atlanta, GA 30309  
404-733-4400, [www.high.org](http://www.high.org)
- Georgia Aquarium, 357 Luckie Street, NW Atlanta, GA 30313  
404-581-4000, [www.georgiaaquarium.org](http://www.georgiaaquarium.org)
- Breman Jewish Heritage Museum 1440 Spring Street, NW Atlanta, GA 30309  
678-222-3700, [www.thebreman.org](http://www.thebreman.org)
- Center for Puppetry Arts 1404 Spring St. NW at 18th, Atlanta, GA 30309  
404-873-3391, [www.puppet.org](http://www.puppet.org)
- Fernbank Science Center 156 Heaton Park Dr., Atlanta, GA 30307  
678-874-7102, [www.fernbank.edu](http://www.fernbank.edu)
- APEX – The African-American Pan American Experience 135 Auburn Ave NE, Atlanta, Georgia 30303  
404-523-2739, [www.apexmuseum.org](http://www.apexmuseum.org)
- Wren's Nest 1050 Ralph David Abernathy Blvd, Atlanta, GA 30310  
404-753-7735, [wrensnest.org](http://wrensnest.org)
- Robert C. Williams Museum of Papermaking 500 10th St. NW, Atlanta, GA  
404-894-5726, [paper.gatech.edu/robert-c-williams-museum-papermaking](http://paper.gatech.edu/robert-c-williams-museum-papermaking)
- Oakland Cemetery, 248 Oakland Ave, SE, Atlanta, GA 30312  
404-688-2107, [oaklandcemetery.com](http://oaklandcemetery.com)
- The King Center and the MLK, Jr. National Historic Park 450 Auburn Avenue, NE, Atlanta, GA 30312  
(404) 331-5190 x5046, [www.nps.gov/malu](http://www.nps.gov/malu)

# THE GEORGIAN TERRACE HOTEL

## BALLROOM LEVEL MEETING SPACE



## LOWER LEVEL ATLANTA CONFERENCE CENTER



# DEAR CONFERENCE ATTENDEES

Welcome to Atlanta and GAMG 2019!

I am excited about this year's conference, which is filled with great sessions, programming, tours, and after-hours events. As museum professionals who represent a wide variety of sites, disciplines, and communities, this conference is an excellent opportunity to gain new skills and develop relationships with colleagues. I want to personally thank the members of the Atlanta Host Committee, the GAMG Board, and our staff for their hard work in preparing for this year's conference. Finally, I want to thank you for your attendance and support of our state's professional organization. I hope you enjoy the conference, and I look forward to learning with you at GAMG 2019!

Sincerely,  
Matthew S. Davis  
*President*  
*Georgia Associations of Museums and Galleries*

*Director of Historic Museums, Georgia College*  
*Milledgeville, GA*



## 2019 Host COMMITTEE

**Virginia Howell**, *Robert C. Williams Paper Museum*

**Jerushia Graham**, *Robert C. Williams Paper Museum*

**Marcy Breffle**, *Oakland Cemetery*

**Katie Ericson**, *Michael C. Carlos Museum*

**Rick Spears**, *Fernbank Science Center*

**Don Rooney**, *Atlanta History Center*

**Mary Wilson Joseph**, *Atlanta History Center*

**Kalin Thomas**, *African-American Heritage Tourism Writer and Speaker*

# 2018 GAMG OFFICERS & BOARD

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404-894-5726  
virginia.howell@rbi.gatech.edu

## **Polly Huff**

*Membership Committee Chair*  
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and Historic Village at ABAC  
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## **Ephraim Rotter, Vice President**

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## **Jose Santamaria**

*Past President*  
Tellus Science Museum  
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770-606-5700  
joses@tellusmuseum.org

## **Rick Spears**

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156 Heaton Park Drive  
Atlanta, GA 30307  
678-874-7115  
rickspearsart@gmail.com

## **Holly Wait**

National Civil War Naval Museum  
1002 Victory Drive  
Columbus, GA 31901  
706-327-9798  
director@portcolumbus.org





# KEYNOTE SPEAKER: DOUG SHIPMAN

Doug Shipman is President and Chief Executive Officer of The Woodruff Arts Center, home to the Alliance Theatre, the Atlanta Symphony Orchestra and the High Museum of Art.

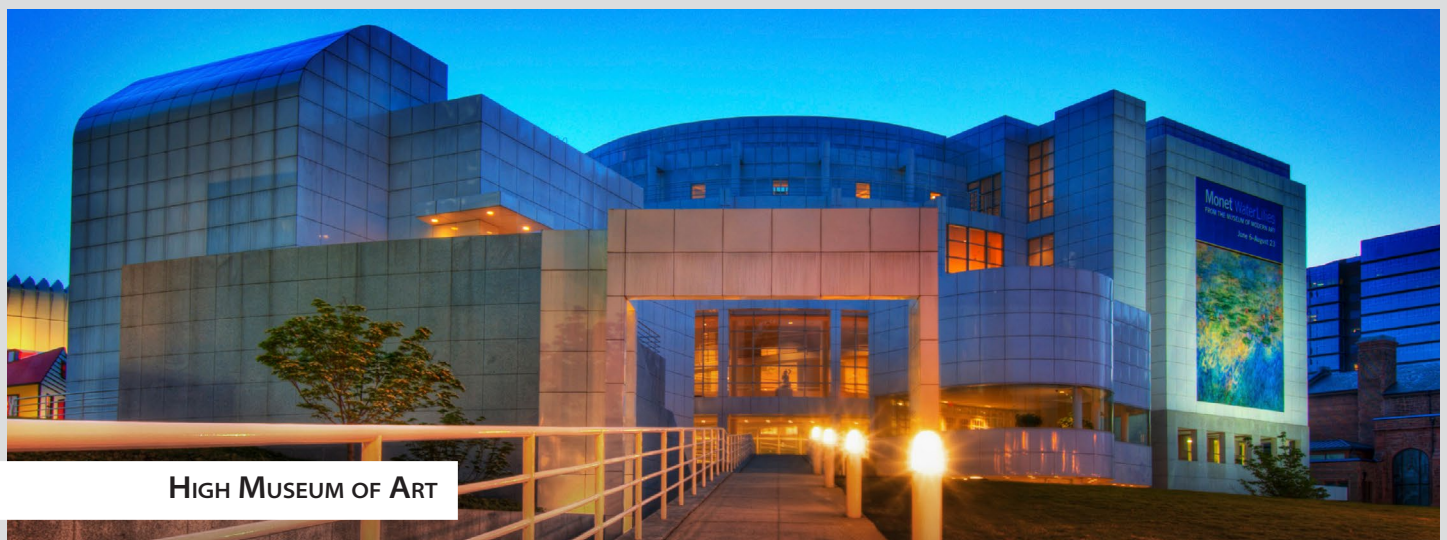
Mr. Shipman became the Arts Center CEO in July 2017, after serving as Chief Executive Officer and Managing Director of BrightHouse, a stand-alone business unit of the Boston Consulting Group since 2015. BrightHouse is a purpose-driven consulting firm that helps its clients define their true purpose to accelerate their transformation and value creation.

Prior to that role, Mr. Shipman was the founding Chief Executive Officer of the National Center for Civil and Human Rights in Atlanta from 2007 through 2015. Starting from the ground up, he developed the Center's business strategy, its fundraising strategy and its public engagement plan that led the \$100 million museum to become a reality.

From 2001 until 2007, Mr. Shipman was a principal with the Boston Consulting Group at its offices in New York, Atlanta and Mumbai. He led project teams on several continents in a variety of industries and functional areas, including financial services, travel and tourism, medical devices, airlines and consumer foods.

Mr. Shipman, an Arkansas native, is a magna cum laude graduate of Emory University, with B.A. degrees in Economics and Political Science. He received a Master of Theological Studies from Harvard Divinity School and a Master of Public Policy from the John F. Kennedy School of Government at Harvard, both in 2001.

Mr. Shipman is a member of the Board of Trustees of The Carter Center and a member of the Board of Directors of the Metro Atlanta Chamber of Commerce, the Midtown Alliance, the Atlanta Convention and Visitors Bureau and the National Center for Civil and Human Rights. He is active with the Harvard Alumni Association and the Emory Alumni Association where he is a past President. He has been named one of Atlanta's 100 Most influential by the Atlanta Business Chronicle and one of Georgia's 100 Most influential by Georgia Trend Magazine.



HIGH MUSEUM OF ART

# 2019 GAMG EXHIBITORS

## Building Four Fabrication

555 Broad Street  
Chamblee, GA 30341  
404-551-4450  
Jeremy Underwood, Account Executive  
[jeremy@buildingfour.com](mailto:jeremy@buildingfour.com)  
Jen Holbrook Sells, Marketing  
[jen@buildingfour.com](mailto:jen@buildingfour.com)

Building Four is a full service Exhibits and Display firm specializing in custom fabricated visual designs and environments as well as hospitality and custom artwork. Projects range from interior and exterior exhibits, signage, graphics, to custom art and display projects. As a turnkey exhibit company, BLDG4 has the capacity to be involved in all phases of a project's development. The firm recognizes that displays of any size are fundamentally social experiences and are to be designed with a holistic and considerate approach to their overall environment. With offices in Atlanta and Austin, and a 12,000 sq. ft. fabrication facility, BLDG4 has the capacity to handle any size project, and with a skilled team of designers, carpenters, metal workers, scenic painters, audio-visual technicians and many other artists, the company creates and designs spaces throughout the US.

## dmdg2

219 W. Bryan Street, Suite 301  
Savannah, GA 31401  
978-771-5432  
Hillary Schmidt, Marketing & Design  
[hillary@dmdg2.com](mailto:hillary@dmdg2.com)

dmdg2 provides museum planning, architecture and exhibit design by listening carefully, engaging actively, and responding thoughtfully, with integrity and passion to create artistic rewarding experiences. Since the inception of the design group, Principal Doug Mund's vision has helped over 75 museums, corporations, and organizations realize their visions. dmdg2 believes the design and practice of good design starts by questioning any accepted standard to help develop new applications that directly respond to a client's unique challenge. The firm believes in the collaboration of its team of consultants and the client's team of knowledge experts to produce unique and amazing results.

## Georgia Council for the Social Studies

P.O. Box 675  
Avondale Estates, GA 30002  
770-287-2690  
Dr. Eddie Bennett, Executive Director  
[Gcss1964@gmail.com](mailto:Gcss1964@gmail.com)

The Mission of the Georgia Council for the Social Studies is to advocate for, support, and celebrate the advancement of quality social studies teaching and learning for Georgia students. The Vision of the Georgia Council for the Social Studies is to prepare students to be knowledgeable, effective decision makers and engaged citizens in a globally interdependent world.

We do these things by providing student opportunities to demonstrate their knowledge and understanding through the Social Studies Fair conducted throughout Georgia and culminating in the State Fair. We also provide learning opportunities for teachers at the Georgia Council for the Social Studies annual conference (October 10-11, 2019 at the Classic Center in Athens). 700 teachers enjoy over 100 concurrent sessions, national key note speakers, and a large exhibit hall that includes materials, resources, professional learning and information on field trip opportunities. During the conference, outstanding social studies teachers are recognized as well as programs of excellence at an awards luncheon. Throughout the year, GCSS members receive information about professional learning opportunities on the local, state, national and international levels.

## Georgia Public Library Service

1800 Century Place  
Suite 580, Atlanta, GA 30345  
404-235-7200  
Dustin Landrum, Manager of Strategic Partnerships  
[dlandrum@georgialibraries.org](mailto:dlandrum@georgialibraries.org)

Georgia Public Library Service is the state agency responsible for state and federal level funding, programming, and initiatives for Georgia's 409 public libraries. Their mission is to empower libraries to improve the lives of Georgians by providing and encouraging visionary leadership, ensuring equal access to information and technology, promoting the value and joy of life long reading and learning, and facilitating collaboration and innovation in the broader library community.

## HW Exhibits/Brockington & Associates

498 Wando Park Blvd., Suite 700  
Mt. Pleasant, SC 29464  
843-881-3128  
Rachel Bragg, Preservation Specialist  
[rachelbragg@brockington.org](mailto:rachelbragg@brockington.org)

A woman-owned small business, Brockington and Associates, operates HW Exhibits and provides a broad spectrum of cultural resources consulting services. The company's professional staff can identify and evaluate archaeological sites, historic buildings, and





other cultural properties in accordance with current environmental laws and regulations. In addition, for the last 27 years the company has been an industry leader in cultural resources management by providing top-quality archaeological, historical, and public outreach consulting services throughout the United States and abroad.

### **MBA Design & Display Products**

35 East Uwchlan Avenue  
Exton, PA 19341  
800-635-7386 ext. 20  
Mark Fireoved, Regional Sales Manager SE & SW  
[mfireoved@mba-usa.com](mailto:mfireoved@mba-usa.com)

MBA Design and Display Products Corp. has literally set the standard for quality when it comes to demountable wall solutions for galleries and museums. Our mila-wall® system is best in class for displaying artwork and exhibits. Our client list boasts the top art galleries in the world, the largest art shows on the planet and the highest rated museums and exhibitions across the globe.

mila-wall® is a name that has earned a reputation for being one of the highest quality wall systems available in the museum, art gallery and exhibit community. Our attention to quality, flexibility, and functionality make our client list a who's who in the art and exhibit world.

### **Quatrefoil Associates**

29 C Street  
Laurel, MD 20707  
301-470-4748  
Michael Fetters  
[mfetters@quatrefoil.com](mailto:mfetters@quatrefoil.com)

Quatrefoil plans, designs and builds highly engaging informal learning spaces ranging from exhibitions and immersive media environments to real world encounters beyond the museum walls. The company's work has touched and engaged visitors to museums, science centers, and cultural heritage sites across the country for nearly 30 years. Quatrefoil's planning capabilities help clients refine and define their vision and identify their objectives, storylines and themes, while the in-house fabrication team has experience in a wide variety of materials and extensive on-site installation experience.

### **Southeastern Museums Conference (SEMC)**

P.O. Box 550746  
Atlanta, GA 30355  
404-814-2031  
Susan Perry, Executive Director  
[sperry@semcdirect.net](mailto:sperry@semcdirect.net)  
John Witek, Communications Mgr/Member Services  
[jwitek@gmail.com](mailto:jwitek@gmail.com)

SEMC is a nonprofit membership organization which is an association of museums, museum staff, independent professionals, and corporate partner. We focus on the

Southeastern United States including: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia, Puerto Rico, and US Virgin Islands.

### **University of Georgia Press**

320 S. Jackson Street  
Athens, GA 30602  
706-542-0027  
Patrick Allen, Acquisitions Editor  
[ccotter@uga.edu](mailto:ccotter@uga.edu)

Since its founding in 1938, the primary mission of the UGA Press has been to support and enhance the University's place as a major research institution by publishing outstanding works of scholarship and literature by scholars and writers throughout the world. The Press is the only scholarly publisher within the University System of Georgia and in 2008 received the Governor's Award in the Humanities "for enriching the life of the humanities through a distinguished record of publications."

### **Witness to War Foundation**

5555 Triangle Pkwy, Ste. 300  
Peachtree Corners, GA 30092  
770-481-3018  
Emily Carley, Director  
[emily@witnesswar.org](mailto:emily@witnesswar.org)

The Witness to War Foundation, established in 2001, is dedicated to capturing the stories of individual combat veterans. It is about the 'foxhole' or 'windshield' view of combat as seen by the soldiers, sailors, and airmen who experienced it. It is about the fear, the emotions, the training, and the previously untapped wells of personal courage that enabled ordinary individuals to survive, and in some cases thrive, under extraordinary pressures and almost unimaginable danger.

By preserving the nearly 6,000 and counting oral histories of combat veterans, the Witness to War Foundation is dedicated to understanding, as much as possible, what it was like to "be there."



**THE SWAN HOUSE**  
at the Atlanta History Center



# GAMG 2019 CONFERENCE

THE BIG AND THE SMALL OF IT IN ATLANTA

## WED JAN 23

### WORKSHOPS

10:00 AM - 12 NOON

Workshop 1

The Georgian Terrace, Room III

#### **Keep Calm and Carry On: Crisis Communications**

*Chair: Hillary Brown, Georgia Museum of Art; Co-Chair: Jim Hendricks, Albany Museum of Art*

Keep Calm and Carry On: Crisis Communications

Natural disaster? Targeted by protests? Damaged exhibit? You probably have a plan in place for how to deal with the physical aspects of these outside forces, but do you know how to explain it to the media? In this workshop, we'll go over how to develop one and what it should contain, complete with some hands-on practice.

Workshop 2

The Georgian Terrace, Room V

#### **STEM Strategies for Museum Education: A Cross-Curricular Approach**

*Chair: Andrea Miskewicz, Museum of History and Holocaust Education; Co-Chairs: Mary Kate Keappler, Museum of History and Holocaust Education; Tyler Crafton-Karnes, Museum of History and Holocaust Education*

Georgia's educational system prioritizes an interdisciplinary approach to learning and STEM (science, technology, engineering, and math) is at the forefront. Teachers and families seek out institutions that provide cross-curricular experiences. At the Museum of History and Holocaust Education, we incorporate STEM into our on/off-site programming for K-12 students including field trips, homeschool programs, and traveling trunks. This workshop session will provide real-life examples, lessons learned, tips, and hands-on activities to help all museum professionals master strategies for utilizing STEM in their respective institutions.

10:00 AM - 12:30 PM

Workshop 3

Robert C. Williams Museum of Papermaking

#### **Digitizing Your Collections and Making Them Conservation of Paper Workshop**

*Chair: Ann Frellsen, Emory University Libraries, Retired*

Come to the Robert C. Williams Museum of Papermaking for a paper conservation workshop. Under the direction of Ann Frellsen, take a closer look at paper-based artifacts and discover some different techniques to care for

artifacts in your collection. Examine support systems and simple cleaning techniques. Discuss the basic tool needs and set up, and explore workspace needs to create a space in your organization where you can perform conservation tasks safely. This session will also include methodologies of keeping statistics and records to provide to funders and organizing boards. Bring your questions and curiosity for this hands-on session!

### SESSIONS

2:15 PM - 3:30 PM

Session 1

The Georgian Terrace, Room III

#### **Wiggle, Play and Learn: Toddler Programming in Motion**

*Chair: Megan Montague, Center for Puppetry Arts; Co-Chairs: Amy Reed, Marietta Museum of History and Nicole Cromartie, High Museum of Art*

What happens when you seek to engage a toddler audience? How do you connect toddlers to your objects or your mission? Can you even keep their attention? These questions and more plague museums who courageously dive into the world of toddler programming. Join three different museum professionals as they discuss their successes, challenges and strategies for working with these budding artists, patrons and explorers.

Session 2

The Georgian Terrace, Room V

#### **Show me the Money! What Should You Include in Your Grant Application?**

*Chair: Ashleigh Oatts, T.R.R. Cobb House / Watson-Brown Foundation; Co-Chairs: Matthew Davis, Historic Museums at Georgia College & State University*

Have you always wanted to apply for a grant, but don't know how? Are you interested in making a smaller organization stand out in the pool of applications? Then this session is for you. We all know that applying for grants can be stressful, and it's hard to know what granting organizations really want. Join two advisors and past grant recipients of the Watson-Brown Foundation Junior Board as they share what helps applications stand out and what should be left out.



### Session 3

The Georgian Terrace, Room VI

#### **Educator, Interpreter, Marketer?**

*Chair: Sarah Lisle, Arabia Mountain Heritage Area Alliance;*

*Co-Chairs: Erica Bettross, Panola Mountain State Park*

So you've landed your dream job. But before you head out to deliver your first program, you need to promote it, market it, and send it to the masses. What? You're a museum educator not a marketer, right? The truth is we often wear different hats and chief of marketing frequently tops the list. But, what exactly is marketing? How do marketing and interpretation overlap? Do they? Should they?

Both interpretation and marketing start with the audience, a big idea, and take-home message. It all goes well, it ends with a product that inspires curiosity, fosters connection, and ultimately gets people to care about something greater than themselves.

This session will begin with the basics of marketing. We'll explore the intersection of marketing and interpretation. We'll go over the key principles in interpretive media development and see how we can apply the same ideas in the development of marketing materials like flyers, websites, and social media posts. Finally, we share several free web-based tools that can be used to develop marketing materials for programs and events.

**6:00 PM - 10:00 PM**

#### **Progressive Dinner**

**Sponsored by Historic Oakland Cemetery**

- 6:00-7:15 Federal Reserve Bank of Atlanta  
Monetary Museum

- 7:30-8:45 The Breman Jewish Heritage Museum

- 8:45-10:00 Center for Puppetry Arts

MEET IN LOBBY OF GEORGIAN TERRACE AT 5:40PM.

## THURS JAN 24

**8:30 AM - 9:15 AM**

The Georgian Terrace, Piedmont Ballroom

#### **Breakfast and Annual GAMG Business Meeting**

### SESSIONS

**9:30 AM - 10:45 AM**

Session 1

The Georgian Terrace, Room III

#### **8 Things Every Museum Leader Should Know About Fundraising**

*Chair: David Moore, Historic Oakland Foundation; Co-Chair: Linda Wise McNay, Our Fundraising Search*

This interactive session will feature veteran fundraisers who will share best practices and practical solutions from the museum field. Whether you are a CEO, Curator or rising museum professional, you will learn everything

you need to know about how to maximize resources for your organization. Questions addressed include: Who's responsible for raising money – the Board or Staff? Where can your organization find the money? What are the best fundraising strategies even with a small staff?

Session 2

The Georgian Terrace, Room V

#### **Historic House Museum Forum**

*Chair: Matthew Davis, Historic Museums at Georgia College & State University; Co-Chairs: Ashleigh Oatts, T.R.R. Cobb House; Melissa Swindell, The Wren's Nest; Ephraim J. Rotter, Thomasville History Center*

Following a great discussion at GAMG 2018, this session will provide an opportunity for historic house museum professionals to continue the discussion on current trends in the field. The forum will include discussions on issues related to interpretation, relevance, sustainability, and the overall future of house museums. The presentation will be presented in an open forum format, where the panel will discuss the topics presented and encourage comments from the floor. Session participants will gain insights into the current state of the field and have takeaways to frame discussions and planning with their internal and external stakeholders.

Session 3

The Georgian Terrace, Room VI

#### **Attracting and Inspiring Adult Audiences**

*Chair: Jill Malool, Center for Puppetry Arts*

See how Atlanta's Center for Puppetry Arts has approached the challenge of serving adult audiences in a world where there are so many options for entertainment and distraction. Learn how slight tweaks to what you already do: strategies such as specialty guided tours, extra evening hours, strategic exhibition titles, and even trying a cash bar (after 5:00 pm, of course!) can help grow your adult audience in a fun, informative, and exciting way. Be prepared to share your museum's challenges and successes with adult audiences too!

**10:45 AM - 11:15 AM**

The Georgian Terrace, Piedmont Ballroom

#### **Coffee Break with Vendors**

**11:15 AM - 12:30 PM**

Session 4

The Georgian Terrace, Room III

#### **Retail Operations Management**

*Chair: Gabrielle Mann, CRM (Customer Relationship Management); Co-Chairs: Laurie Stevens, Margaret Mitchell House of the Atlanta History Center; Trang Tran, Fernbank Museum of Natural History; Timothy Wright, Historic Oakland Foundation*

A conversation with museum store buyers and managers on efficient stocking, hiring, inventory management,





public programming and more! Gain insights into successful rhythms and beneficial reporting. Hear success stories on what's working, what's not, and how to quickly react. Industry leaders share resources and process used to provide an excellent museum shop experience. Panel speakers will leave audience with an understanding of merchandising, logistics and cost control.

#### Session 5

The Georgian Terrace, Room V

##### **Locked and Possibly Loaded: The Struggle to Preserve and Exhibit Weapons of Any Kind**

*Chair: Amy Reed, Marietta Museum of History; Co-Chairs: Amanda Corman, Kennesaw Mountain Battlefield Park; Major Brian Marshall, Marietta Police Department*

In today's political and cultural climate, museums should be extra diligent in making sure the weapons they own are safe, secure and preserved appropriately. Most of us in the museum field have zero training in this area. Do you really know if that artillery shell isn't live? Could that weapon on display in the corner still be fired? Emergency preparedness when it comes to weapons should not stop just because something is secured behind glass or stored in your archives. Like it or not, many museums just aren't as secure as they should be. Let the discussion to identify possible problems and solutions in your own museum start here!

#### Session 6

The Georgian Terrace, Room VI

##### **Education Intersections: Developing Interdisciplinary Programming for New Audiences**

*Chair: Marcy Breffle, Historic Oakland Foundation; Co-Chairs: Richard Harker, Historic Oakland Foundation; Katie Ericson, Michael C. Carlos Museum*

Art? History? Science? All of the above? How do you develop interdisciplinary programming that provides visitors with multiple entry points to connect with your institution? Join us for a frank and interactive discussion about ways to step outside your disciplinary comfort zone, expand your audiences, and forge new partnerships. Learn about several successful interdisciplinary models that you can adapt to your own educational and public programs.

**12:45 PM - 2:00 PM**

The Georgian Terrace, Piedmont Ballroom  
**Lunch and Keynote Lecture**

**2:15 PM - 3:30 PM**

#### Session 7

The Georgian Terrace, Room I

##### **EMP Connection: Speed Networking**

*Chair: Michelle Lopez, Zuckerman Museum of Art; Co-Chairs: Matthew Davis, Historic Museums at Georgia College & State University; Kelsey Fritz, Atlanta History Center; Richard Harker, Historic Oakland Foundation; Tony Howell, Museums, Archives and Rare Books, Kennesaw State University; Virginia Howell, Rob-*

*ert C. Williams Papermaking Museum; Christa McCay, Marietta Museum of History; Dr. Brent Tharp, Georgia Southern University Museum; Anna Tucker, Museums, Archives and Rare Books, Kennesaw State University*

Are you new in the field and already tired of the interview scene? Are you looking for guidance in all the wrong places? We have brought together mid-career and senior museum professionals from all over the Peach State to meet, greet, offer advice, and network. If you are a current Emerging Museum Professional and looking for advice to grow in your career, come join EMP Connection for speed networking!

#### Session 8

The Georgian Terrace, Room III

##### **How to Attract the African-American Visitor**

*Chair: Kalin Thomas, African-American Heritage Tourism Writer and Speaker; Co-Chairs: Cheryl Hargrove, Georgia Department of Economic Development; Anthony Knight, The Baton Foundation; Pellom McDaniels III, Emory University; Kristie Swink Benson, High Museum of Art*

It's easy to attract African American visitors to museums that focus on their heritage, but how do we attract these visitors to museums whose focus is not on black heritage? How do we find a connection for them even beyond Black History Month?

#### Session 9

The Georgian Terrace, Room V

##### **History & Intrigue: Creating a Murder-Mystery Game at Your Museum**

*Chairs: Molly Randolph & Kierstin Veldkamp, Georgia's Old Governor's Mansion*

This session will look at Georgia's Old Governor's Mansion's successful Murder at the Mansion series that puts guests in the role of detective as they solve historic capers at the museum. Workshop participants will learn about how to create a custom program that speaks to their unique institution, market the program, and successfully run their own Murder Mystery program by examining successful practices at the Governor's Mansion.

#### Session 10

The Georgian Terrace, Room VI

##### **Social Media & Collections: Making it Work**

*Chair: Lauren Fleming, The Columbus Museum; Co-Chairs: Erica Hague, Atlanta History Center; Martha Tye, Atlanta History Center*

Events, programming, and exhibits take center stage on many online museum platforms. How can collections content fit into your existing digital structure? This roundtable discussion will explore ways collections staff can develop content, collaborate with marketing staff, and balance the varied needs of the museum.



**3:30 PM - 3:45 PM**

The Georgian Terrace, Piedmont Foyer  
**Break with Vendors**

**3:45 PM - 5:00 PM**

The Georgian Terrace, Piedmont Ballroom  
**Other Duties as Assigned**

Many museum professionals train for a specific field: exhibit design, curation, administration, education or others. But "other duties as assigned" is frequently found in a job description: how do you take on tasks beyond your training? We will break into teams, each will discuss the best, worst, funniest, and most horrifying stories of "other duties as assigned." Then, the best story from each team will share that story with the rest of GAMG!

**6:00 PM - 9:00 PM**

The Atlanta History Center  
**Dinner and Live Auction**

## FRI JAN 25

**9:00 AM - 10:15 AM**

Session 1

The Georgian Terrace, Room III  
**Dealing with Difficult Subjects & People**

*Chair: Jeff Seymour, National Civil War Naval Museum; Co-Chairs: Brandon Gilland, National Civil War Naval Museum; Rebecca Bush, Columbus Museum*

Museums and art galleries sometimes have exhibits or subjects that may be controversial. Likewise, museum staff have probably had a guest with a strong opinion and demands for action now. It is important to recognize these potential problems and develop policies and strategies to deal with them beforehand. In this workshop, the presenters will offer scenarios and get feedback from session attendees. Actual problems that have been faced and how they were handled will also be discussed. Participants will have the opportunity to share experiences and get a better understanding of how to prepare for challenging situations in their institutions.

Session 2

Room V

**Beyond Books: A New Chapter for Museum Stores**

*Chair: Christa McCay, Marietta Museum of History; Co-Chairs: Jan Galt, Marietta Museum of History*

Books used to be one of the largest sellers in museum stores, but in this world of online sales and digital downloads, customers are looking beyond books, for one-of-a-kind items that they can't get anywhere else. So how do Museum Stores fulfill this demand, all while staying true to their mission. Hear from those that handle the retail aspects of their respective Museums and how they have responded to this shift in customer needs.

Session 3

The Georgian Terrace, Room VI

**Working Together: Using Tourism Resources to Attract Visitors**

*Chair: Michael Lachowski, Georgia Museum of Art; Co-Chairs: Hannah Smith, Athens Convention and Visitors Bureau; Cheryl Hargrove, Georgia Department of Economic Development, Tourism Division*

Every attraction and community wants tourists to visit, but how do you get them to find you? In this session, you'll hear how an attraction can work with existing partners at the local and state level to affordably promote itself to new visitors.

**10:15 AM - 10:45 AM**

The Georgian Terrace, Piedmont Ballroom  
**Coffee Break with Vendors**

**10:45 AM - 12 NOON**

Session 4

The Georgian Terrace, Room III

**Curator's Roundtable: Just Say No!**

*Chair: Ephraim J. Rotter, Thomasville History Center; Co-Chair: Christa McCay, Marietta Museum of History*

Join curators, collection managers, and other curatorial staff to discuss skills, strategies, and policies designed to reject donations that do not fit the collection or get rid of existing collection items that do not fit current collection policies without upsetting donors or directors. Please bring examples of policies, and be ready to share stories of success and failure.

Session 5

The Georgian Terrace, Room V

**Director's Roundtable: Who's My Audience, Who's Not, and How Do I Change This?**

*Chair: Jose Santamaria, Tellus Science Museum; Co-Chairs: Jeff Bishop, Funk Heritage Center; Matthew Davis, Historic Museums at Georgia College & State University; David Moore, Historic Oakland Foundation; Jennifer Pollard, Lockerly Arboretum; Melissa Swindell, The Wren's Nest; Holly Wait, National Civil War Naval Museum; Susan Perry, Southeastern Museum Conference*

Museums depend on reliable audiences to make their institutions successful. However, they also struggle to attract new visitors. Who is not coming to your museum? A different demographic? New generation? Those with differing interests? In this session, museum directors from around the state share how they have identified their audiences, who they would like to attract, some successful techniques that have opened their institution to new groups of people, and maybe even some failures.



## Session 6

The Georgian Terrace, Room VI

### Georgia Museum Educators Winter Meeting

*Chairs: Patty Petrey Dees, Booth Western Art Museum & Callan Steinmann, Georgia Museum of Art*

Join GME for a panel discussion on Georgia Department of Education's recent curriculum revisions and how our institutions can best support classroom educators. Panelists will be comprised of teachers from various grade levels and disciplines, as well as area specialists from the Georgia Department of Education.

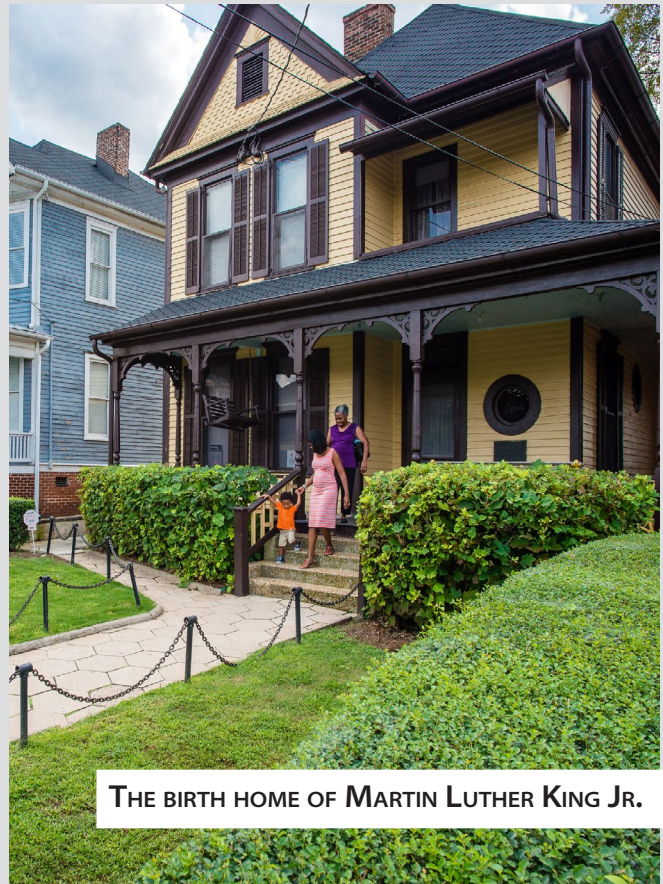
The meeting will begin with a quick introduction of the panelists and focus areas: Joy and JoAnn - DOE/social studies; Meghan - DOE/STEAM; Sarah - former classroom teacher and consultant/ELA and social studies; Brittany- current classroom teacher/art + museum background. Each panelist will highlight one example of how museums can best support educators based on recent curriculum revisions. We will open the floor to discussion and Q & A to end the session.

**12 NOON - 1:30 PM**

The Georgian Terrace, Piedmont Ballroom  
**Awards Luncheon**

**1:45 PM**

**GAMG Board Meeting**



## OUR THANKS

We would like to extend our thanks to the following institutions for their contributions to the 2019 conference:

Michael C. Carlos Museum, Emory University  
City of Atlanta, Mayor's Office of Cultural Affairs  
Atlanta Convention & Visitors Bureau  
Added Touch Catering  
Coca-Cola Archives  
Chick-Fil-A Backstage  
High Museum of Art  
Hammonds House  
The Herndon Home  
Atlanta Federal Reserve Bank Monetary Museum  
Atlanta History Center  
Atlanta History Center Midtown & Margaret Mitchell House

Jimmy Carter Presidential Library & Museum  
High Museum of Art  
Georgia Aquarium  
Breman Jewish Heritage Museum  
Center for Puppetry Arts  
Fernbank Science Center  
APEX – The African-American Pan American Experience  
Wren's Nest  
Robert C. Williams Museum of Papermaking  
Oakland Cemetery  
The King Center and the MLK, Jr. National Historic Park  
SCAD FASH Savannah College of Design,  
Museum of Fashion and Film







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