



# New Voices

GAM|AMA 2020 Conference

January 26-29, 2020 Columbus, Georgia



Host Hotel: Columbus Marriott, 800 Front Ave, Columbus, GA 31901

Workshops and Sessions will be held at the Columbus Convention and Trade Center unless otherwise noted.

Sunday January 26			
10:00 AM - 12 Noon & 3:30 - 5:30 PM	<b>Registration</b> - Columbus Marriott		
11:00 AM - 4:00 PM	<b>Tour 1</b> - The Little White House, Warm Springs, GA - meet in the Columbus Marriott lobby at 11:00 AM	<b>Tour 2</b> - Auburn Highlights, Auburn, AL - meet in the Columbus Marriott lobby at 11:00 AM	
3:00 - 5:00 PM	<b>The Do Good Fund Open House</b> - 111 12th Street, Suite 203 - second floor, enter near My Boulange		
5:30 - 7:30 PM	<b>Meet &amp; Greet Cocktail Reception</b> - Coco-Cola Space Science Center, 701 Front Avenue - one block from the Columbus Marriott		
Monday, January 27			
8:30 AM - 4:00 PM	<b>Registration</b> - Columbus Convention and Trade Center (CCTC)		
9:30 - 10:45 AM	<b>Session 1</b> - Room 103 Building Membership & Programming in a Free Museum	<b>Session 2</b> - Room 104 A First Date With History: Enabling Teachers to Better Use Primary Sources for Instruction	<b>Workshop 1, Pt. 1</b> - Room 101 The Citizen Scientist Experience, or Convincing the Public to Do Your Dirty Work
10:00 - 11:30 AM	<b>Tour 3</b> - Springer Opera House, 103 10th Street - a two block walk from the Columbus Marriott		
10:00 AM - 4:00 PM	<b>Tour 4</b> - Visionary Art Environment Adventure - meet in the Columbus Marriott lobby at 10:00 AM		
11:00 AM - 12:15 PM	<b>Session 3</b> - Room 103 Alabama's Invisible History	<b>Roundtable 1</b> - Room 102 Capital History Highlights: Programming in an Unpredictable Environment	<b>Workshop 1, Pt. 2</b> - Room 101 The Citizen Scientist Experience, or Convincing the Public to Do Your Dirty Work
12:15 PM - 1:45 PM	<b>Lunch Break</b>		
1:00 - 4:00 PM	<b>Workshop 2</b> - Historic Westville: Using Interpreters or Tour Guides or Both, What is the Best Communication Style? - Onsite at Historic Westville, 3557 S. Lumpkin Road - attendees are responsible for their own transportation		
1:45 - 3:00 PM	<b>Session 4</b> - Room 104 You Want to do What? Where?: Using Your Museum as an Event Facility, the Pros and Cons, the Dos and Don'ts of Renting Your Space	<b>Roundtable 2</b> - Room 102 Nourish to Flourish: EMPs & Self Care	<b>Workshop 3, Pt. 1</b> - Room 101 What Color Is It? The Digital Color Quandary
1:45 - 3:15 PM	<b>Tour 5</b> - African-American Heritage Walking Tour - meet in the Columbus Marriott Lobby		
3:15 - 4:30 PM	<b>Session 5</b> - Room 104 Exhibit Planning 101: Dos, Don'ts, and Maybe Better Next Time	<b>Session 6</b> - Room 103 Bringing New Perspectives to Old History	<b>Workshop 3, Pt. 2</b> - Room 101 What Color Is It? The Digital Color Quandary
3:30 - 5:30 PM	<b>EMP Happy Hour</b> - Nonic Beer Bar and Kitchen, 1239 Broadway - meet in the lobby of the Columbus Marriott		
5:45 - 9:00 PM	<b>Progressive Dinner</b> - meet in the Columbus Marriott Lobby at 5:45 PM <ul style="list-style-type: none"> <li>National Infantry Museum, 1775 Legacy Way (6:00-7:15 PM)</li> <li>National Civil War Naval Museum, 1002 Victory Drive (7:00-8:15 PM)</li> <li>Corn Center for the Visual Arts, Columbus State University, 921 Front Avenue (8:00-9:15 PM)</li> </ul>		
Tuesday, January 28			
8:00 AM - 4:00 PM	<b>Registration</b> - Columbus Convention and Trade Center (CCTC)		
8:30 - 9:15 AM	<b>Welcome Breakfast</b> - The Foundry, located in the Columbus Convention and Trade Center (CCTC)		
9:30 - 10:45 AM	<b>Session 7</b> - Room 104 Make Over! How Museums Have Learned from the Past & Create a Vision for the Future	<b>Session 8</b> - Room 103 Unexpected Challenges in Grade Specific Programming: Navigating Hurdles... Before, During, and After School Visits	<b>Roundtable 3</b> - Room 102 Retrofitting an Outdoor Learning Space for Children on the Autism Spectrum
9:30 - 12:00 PM	<b>Workshop 5</b> - A Projectile Petting Zoo or How I Learned to Stop Worrying and Love the Bomb - Onsite at the National Civil War Naval Museum, 1002 Victory Drive - attendees are responsible for their own transportation		
10:45 - 11:15 AM	<b>Coffee Break with Vendors</b> - Exhibit Hall		

11:15 - 12:30 PM	<b>Session 9</b> - Room 104 Museum Policies and Procedures for School And Adult Groups	<b>Session 10</b> - Room 103 When the Bough Breaks	<b>Roundtable 4</b> - Room 102 New Voices in New Places	<b>Workshop 4, Pt. 2</b> - Room 101 Archival Box Making for Three Dimensional Objects
12:45 - 2:30 PM	<b>Keynote Lunch: the State of Art and Humanities in Georgia and Alabama</b> - The Foundry			
2:45 - 4:00 PM	<b>Session 11</b> - Room 104 Caring for Historic Textiles 101	<b>Workshop 6, Pt. 1</b> - Room 101 Bringing History to Life through the Use of Volunteers	<b>Roundtable 5</b> - Room 102 The Value of an Intern: Equalizing Voices in Museums	<b>Workshop 7, Pt. 1</b> - Room 103 Museum Education in the Anthropocene Age
4:00 - 4:30 PM	<b>Ice Cream and Coffee with Vendors</b> - Exhibit Hall			
4:15 - 5:30 PM	<b>Session 12</b> - Room 104 Chattahoochee Valley Humanities Group Meeting	<b>Workshop 6, Pt. 2</b> - Room 101 Bringing History to Life through the Use of Volunteers	<b>Workshop 7, Pt. 2</b> - Room 103 Museum Education in the Anthropocene Age	
6:15 - 9:30 PM	<b>GAMAMA Auction Dinner at the Columbus Museum</b> - meet in Marriott Lobby at 6:00 PM			
Wednesday, January 29				
9:00 - 10:15 AM	<b>Session 13</b> - Room 103 Moving Students with Moving Images	<b>Session 14</b> - Room 104 8 Things Every Museum Professional Needs to Know about Fundraising	<b>Roundtable 6</b> - Room 102 Activating Your Space: Community Engagement and Public Art	<b>Workshop 8, Pt. 1</b> - Room 101 Introduction to Evaluating Informal Learning: Applying Research to Practice
10:30 - 11:45 AM	<b>Session 15</b> - Room 103 Collection Documentation Nuts and Bolts	<b>Roundtable 7</b> - Room 104 Georgia Museum Educators Roundtable: Building Teen Engagement	<b>Roundtable 8</b> - Room 102 The Southern Literary Trail: Celebrating the South's Literary Legends	<b>Workshop 8, Pt. 2</b> - Room 101 Introduction to Evaluating Informal Learning: Applying Research to Practice
12:00 - 2:00 PM	<b>GAM Business &amp; Awards Lunch</b> - Foundry Room 1		<b>AMA Business Lunch</b> - Foundry Room 2	
2:00 PM	<b>GAM Board Meeting</b> - Room 101			

Show Your Conference Badge around Columbus this week to receive exclusive discounts for GAM-AMA attendees! Many Columbus museums will offer free admission, and several merchants in the Uptown/Downtown area will provide discounts on food, beverage, and retail purchases. Check your conference bags for more details, and don't forget to **Show Your Badge!**



THE CHATTAHOOCHEE RIVER

# COLUMBUS CONSOLIDATED GOVERNMENT

*Georgia's First Consolidated Government*

Post Office Box 1340  
Columbus, Georgia 31902-1340

B.H. "Skip" Henderson, III  
Mayor

Telephone (706) 225-4712  
Fax (706) 653-4790



January 27-29, 2020

Dear Georgia Association of Museums and Alabama Museums Association attendees,

Welcome to Columbus, Georgia and the Chattahoochee Valley. We value the cultural and educational opportunities you bring to the southeastern region. In Columbus, we understand that heritage tourism is extremely important, and we are proud to play host to this valuable professional development opportunity.

History is also very important to us. We come from an area of the country with a rich background. Spaces in which people can come together to learn and grow are vital to the cultural integrity of our region. Our Convention and Trade Center is located within a building listed on both the Georgia and National Registers of Historic Places. The transformation into a convention and trade center in the 1970s is an excellent early example of Columbus' dedication to adaptive reuse projects. Columbus is also privileged to have a thriving art and cultural community. Whatever the medium, we are lucky to be home to both those who create and those who enjoy the arts.

During your visit this weekend, we hope you take time to discover Columbus, Georgia's open and welcoming spirit. Restaurants, entertainment, museums, and outdoor adventure activities combined to make Columbus, Georgia a unique and special destination. We hope that you apply what you learn during this conference to your museum and positively impact your community as much as our museums have benefited us. We look forward to your return and the opportunity to welcome you again in the coming years.

Very truly yours,

B.H. "Skip" Henderson III  
Mayor  
Columbus Consolidated Government

*"Quality People Providing Quality Service"*  
"An Equal Opportunity / Affirmative Action Organization"

## DEAR CONFERENCE ATTENDEES

Welcome to Columbus and GAMAMA 2020!

The Alabama Museums Association is delighted to welcome you to this exciting joint conference with the Georgia Association of Museums! We sincerely appreciate the efforts put forth by both boards and the hardworking planning committee to pull together such a wonderful program for us. GAMAMA 2020 promises to be the best yet!

I would also like to take a moment to thank you for putting so much of yourself into our museums. Museum people are the best kind of people. It takes no shortage of effort and sacrifices to make museums come together and you are all willing to put forward your best. I am thankful for my fellow museum folks and excited to spend the next few days together sharing ideas and building each other up. Thank you for coming and I look forward to seeing you!

Sincerely,  
Kari Barley  
President  
Alabama Museums Association  
Curator  
Alabama Agricultural Museum



I am pleased to welcome you to this year's conference and am excited about all of the great tours, sessions, programs, and evening events. We are pleased to welcome our colleagues from the Alabama Museums Association and are excited to host our first ever joint conference! We are excited about this new venture and look forward to learning with you over these next few days.

I want to personally thank the members of the GAMAMA Joint Planning Committee, the Columbus Host Committee, the GAM Board, the AMA Board, and our staff for their hard work in preparing for this year's conference. Finally, I want to thank you all for your attendance. I hope that you enjoy this year's conference, and I look forward to talking with you at GAMAMA 2020!

Sincerely,  
Matthew S. Davis  
President  
Georgia Associations of Museums  
Director of Historic Museums  
Georgia College, Milledgeville, GA



## 2019 AMA COMMITTEE & REPRESENTATIVES

### **William Allen**

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### **Mike Walczak**

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Governor's Mansion

## 2019 GAM OFFICERS & BOARD

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### **Rick Spears**

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### **Holly Wait**

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



# 2020 EXHIBITORS

## Artisans on the Square/The Print Shop Gallery

397 LaGrange Street  
Greenville, GA 30222  
404-386-1328  
Linda Glenn Wilburn  
[lgwilburn@bellsouth.net](mailto:lgwilburn@bellsouth.net)

These galleries represent LaGrange, GA, fiber artist Annie Greene and her two traveling exhibits, one of which is titled *Georgia Farm Life in the 1940s, the Farm in Yarn*. Greene has also published two books, the most recent titled *What Color is Water? Growing up Black in a Segregated South*.

## Art Processors Inc.

102 Cape Hatteras Lane  
Suwanee, GA 30024  
770-815-9465  
Lauren Jenson, Director of Strategic Projects  
[lauren@artprocessors.net](mailto:lauren@artprocessors.net)

Art Processors is an experiential design consultancy specializing in rich, immersive visitor experiences for museums. Using a thoughtful blend of proprietary technology, digital media, and precision spatial design, the company creates meaningful, moving encounters for guests. Art Processors was born of a desire to connect with art in a deeper way: giving people the ability to absorb meanings and messages, to further interrogate artworks, and to enhance the emotional response, all without detracting or distracting from the pieces. That why the company's primary technical focus is always on consistency and reliability of performance, so that its work never takes away from someone else's aesthetic experience.

## 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 Humanities Council

50 Hurt Plaza SE, Suite 595  
Atlanta, GA 30303  
404-523-6220  
Laura McCarty, President  
[ltmc@georgiahumanities.org](mailto:ltmc@georgiahumanities.org)

Founded in 1971, Georgia Humanities is an independent, nonprofit affiliate of the National Endowment for the Humanities. GHC collaborates with others to preserve and promote the rich cultural stories, treasures, and values of Georgia and its people. The work of GHC nurtures Georgians' understanding of themselves and of the state's place in history and in the world, and it fosters thoughtful and engaged citizenship.

## 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.

## Hollinger Metal Edge

9401 Northeast Drive  
Fredericksburg, VA 22408  
800-634-0491  
Bob Henderson, President  
[bh@metaledgeinc.com](mailto:bh@metaledgeinc.com)

Beginning in 1945 by working with officials at The Library of Congress and National Archives, Hollinger Metal Edge, Inc. developed acid free papers, storage boxes and envelopes that would allow for the proper preservation of valuable documents and photographs. Since then Hollinger Metal Edge has been the leading supplier of archival storage products for government and institutional archives, historical societies, museums, libraries, universities, galleries and private collectors. The company features extremely experienced management and staff, and is dedicated to quality, customer service, and competitive prices.

## 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.

## Laura Murray Creative

1410 Pinkston Court  
Auburn, AL 36830  
706-329-1348  
Laura Murray, Owner  
[lamurray2013@gmail.com](mailto:lamurray2013@gmail.com)

Laura Murray earned her Bachelor of Fine Arts at Columbus State University and specializes in graphic design and illustration. After working more than 15 years in the corporate design world she decided to start her own design and illustration business. Laura's favorite art medium is pen and ink, but she is always experimenting with different styles and techniques. She is now working on her

third coloring book, *Amazing South Carolina*, which follows *Amazing Alabama* and *Amazing Georgia*.

## Markel Insurance

4600 Cox Road  
Glen Allen, VA 23060  
800-431-1270  
Shelley Lee, Senior Underwriter  
[shelley.lee@markel.com](mailto:shelley.lee@markel.com)

Markel Insurance has over 70 years of experience underwriting innovative property and casualty solutions for both standard and hard-to-place risks. Flexible insurance programs can be customized to give you the protection you need at a price you can afford. Should the unexpected occur and you need to file a claim, you can rest easy knowing that the company's claims team is experienced, responsive, and can deliver fast and fair claims service. Markel also offers loss control services which are tailored to niche industries, with loss control materials designed to help keep policyholders safe and reduce the risk of an insurance loss.

## 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.

## Ninja Multimedia

1040 West Marietta Street  
Atlanta, GA 30318  
770-990-6295  
Drew Pearson, CEO  
[drew@ninjamultimedia.com](mailto:drew@ninjamultimedia.com)

Ninja Multimedia works to increase traffic and visitor engagement at trade show booths, add wow to the fan experience at events/venues, improve retention and add fun to classrooms and enterprise training, and bring retail packaging to life to increase sales. Clients benefit from the focus on quality, generosity, and relationships. By helping your business succeed and offering new products and services, Ninja Multimedia grows with you. The company

works with clients to brainstorm and evolve big ideas, create stunning visual experiences build intuitive interfaces, and engage users in innovative ways on many platforms and devices.

#### Northeast Document Conservation Center (NEDCC)

100 Brickstone Square  
Andover, MA 01810  
978-470-1010

Tahe Zalal, Outreach Conservator  
[jmartin@nedcc.org](mailto:jmartin@nedcc.org)

Founded in 1973, NEDCC was the first independent conservation laboratory in the nation to specialize exclusively in treating collections made of paper or parchment, such as works of art, photographs, books, documents, maps, and manuscripts. Today, the Center offers conservation treatment, digital imaging, and audio preservation services, as well as preservation training, assessments and consultations, and disaster advice on collections. NEDCC is a trusted resource worldwide for information on the preservation of paper-based collections.

#### Quatrefoil Associates

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

#### Southern Custom Exhibits (SCE)

1416 Commerce Blvd.  
Anniston, AL 36207  
256-835-9377  
Greg Morrow, President  
[gmorrow@sce.com](mailto:gmorrow@sce.com)  
Kyle Morrow, Project Manager  
[kmorrow@gmail.com](mailto:kmorrow@gmail.com)

Southern Custom Exhibits was established in 1989 and prides itself on being a small business with accessible leaders and friendly service. SCE offers complete design, fabrication and installation services. In order to keep full control of quality, SCE has numerous in-house capabilities, such as artifact mounting, model making, and diorama and environment creation. Pushing the boundaries and imagination is what Southern Custom Exhibits does best.

#### Tour-Mate Systems

137 St. Regis Crescent South  
Toronto, Ontario, Canada M3J1Y6  
800-216-0029  
Julia Zungri, Client Services  
[jzungri@tourmate.com](mailto:jzungri@tourmate.com)

Tour-Mate has been offering Interpretive Solutions since 1988. Millions of people have taken Tour-Mate tours in museums, art galleries, historic sites, zoos, aquariums, botanical gardens, national parks and commercial establishments. The company's high quality, easy to use hardware and software, as well as its approach to content creation ensures that each visitor has a significantly enhanced visit experience.

From script creation to production, translation to recording; Tour-Mate's experienced content creation team can assist you each step of the way in ensuring that you communicate your interpretive vision to your visitors in a fun and engaging way.

#### University of Georgia Press

320 S. Jackson Street  
Athens, GA 30602  
706-542-0027  
Patrick Allen, Acquisitions Editor  
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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."

## KEYNOTE: THE STATE OF ARTS AND HUMANITIES IN GEORGIA AND ALABAMA

This year's GAM-AMA combined conference affords many opportunities for collaboration, sharing of ideas and best practices, networking, and learning from one another. This is especially true for the Keynote Luncheon Panel Session where GAM and AMA members have the rare opportunity to hear from the esteemed executive leaders of Georgia Council for the Arts, Georgia Humanities, Alabama State Council on the Arts, and Alabama Humanities Foundation, all on the same stage. Each leader will speak for a few minutes about their respective organizations and programs. Then, the panel will engage in a facilitated discussion around the major trends and themes in the arts, the humanities, and museum work in the 21st century. Their discussion will be followed by an opportunity for audience members to engage in a Q & A with the panel.

**Armand DeKeyser** is Executive Director of the Alabama Humanities Foundation (AHF). A native of Mobile and a graduate of Auburn University, Armand joined AHF in 2012 after a number of years working in Washington, DC, most notably as Chief of Staff to Alabama Senator Jeff Sessions. Armand's experience across Alabama fits with AHF's commitment to delivering programming to every county in the state. A successful small group manager in the private and public sectors, he is well versed in communicating and interacting with a variety of competing interests. In addition to more than 30 years of leadership experience in government and private business, DeKeyser served 28 years in the Army as an active and reserve officer. In August 2019, the U.S. Senate confirmed President Donald Trump's appointment of Armand to the National Council on the Humanities, the 26-member advisory body of the National Endowment for the Humanities (NEH).

**Elliot Knight** is the Executive Director of the Alabama State Council on the Arts. An Opelika, Alabama, native, Knight earned three degrees from The University of Alabama (UA), including a Bachelor of Arts in visual communication from New College, a master of arts in American studies, and a PhD in interdisciplinary studies. Dr. Knight is a Blackburn Fellow, member of the Montgomery Rotary Club, and serves as a board member for the following organizations: South Arts, Alabama Humanities Foundation, Alabama Bicentennial Commission, University of Alabama Community Affairs Board of Advisors, Alabama Tourism Department Advisory Board, and the Montgomery Public Art Commission. He co-founded and developed the nationally recognized Black Belt 100 Lenses Program, a participatory photography and arts program that worked with high school students in twelve Alabama Black Belt counties in partnership with the Black Belt Community Foundation and the University of Alabama Center for Community-Based Partnerships from 2007-2012. Knight developed and taught several courses in the UA Departments of Art History, American Studies, and in the Honors College. He served as director of the Arts on Campus Living-Learning Community at UA. Knight served as an advisory board member for The Alabama Art Kitchen and the Beauty Amid Destruction project in Tuscaloosa. Prior to becoming Executive Director, Knight held the positions of Visual Arts Program Manager and Deputy Director at the Alabama State Council on the Arts.

**Laura McCarty** became President of Georgia Humanities (GH) in 2018. She joined the GH team as Program Assistant in 1994, and she has subsequently led the grant program, National History Day Georgia, the New Georgia Encyclopedia ([www.georgiaencyclopedia.org](http://www.georgiaencyclopedia.org)), and several Museum on Main Street traveling exhibition tours. Laura

also served as deputy to the former President Jamil Zainaldin, with responsibilities for planning, fundraising, cultivation of partnerships, and advocacy. McCarty is a past-president of the Georgia Council for the Social Studies and the Georgia Association of Historians, as well as a past Board member of the Georgia Association of Museums and Galleries. She also serves on the Board of Selections for Georgia Women of Achievement. She is a member of the Kiwanis Club of Atlanta and North Decatur United Methodist Church. A native of South Carolina, McCarty holds the MA in Comparative Literature from the University of Georgia and the BA in English and French from Wofford College, where she also was inducted into Phi Beta Kappa. She is author of Coretta Scott King: a Biography (Greenwood/ABC-Clío, 2009), as well as over 30 articles for the New Georgia Encyclopedia.

**Karen L. Paty** is the Executive Director of Georgia Council for the Arts (GCA) and brings nearly twenty years of leadership experience in arts and culture and community development to the position. She has been with GCA for fourteen years, serving as the executive director for the last eight. Ms. Paty leads the state's strategic efforts to support the arts industry and bring more awareness and visibility to the role of the arts in supporting economic development opportunities, creating vibrant communities, enhancing the state's quality of life, and contributing to a strong educational curriculum. In 2011, Paty managed GCA's seamless integration into the Georgia Department of Economic Development (GDECD), restructured the agency's advisory board, and implemented a new five-year strategic plan that redefined the agency's mission, vision, and goals to better provide an opportunity for the arts to become an integral part of the lives of all Georgians. Under her leadership, the agency fulfills its strategic plan by continually cultivating innovative collaborations and building long-term, statewide partnerships that result in both policy and programming to support Georgia's vital arts industry. In recognition of her valuable contributions to the arts and to the state of Georgia, in 2019 Ms. Paty was again named one of the "100 Most Influential Georgians" by Georgia Trend magazine. She serves on the Executive Committee of the Board of Directors of South Arts, the University Advisory Council of Middle Georgia State University, the Board of Directors of the National Assembly of State Arts Agencies, and the Board of Directors of the Decatur Education Foundation. Prior to joining GCA, Karen was the Associate Director for Civic Engagement at Hands on Atlanta where she oversaw the agency's work in social issue education, social entrepreneurship, and community activism. She is a graduate of New York University, where she was also a recipient of the university's President's Award for Service. Ms. Paty resides in Decatur with her husband and two children.



COLUMBUS RIVERWALK

# NEW VOICES

## GAM-AMA 2020 CONFERENCE

### SUN JAN 26

10:00 AM - 12 NOON & 3:30 - 5:30 PM

**Registration**  
Columbus Marriott

11:00 AM - 4:00 PM

**Tour 1**  
**The Little White House in Warm Springs**  
Meet in the lobby of the Columbus Marriott.

**Tour 2**  
**Auburn Highlights in Auburn, Alabama**  
Meet in the lobby of the Columbus Marriott.

3:00 - 5:00 PM  
**The Do Good Fund Open House**

111 12th Street, Suite 203, second floor, enter near My Boulange

Join The Do Good Fund, a nonprofit Southern photography collection, to explore its new exhibition Small Talks, featuring permanent collection highlights paired with audio recordings of artists discussing their work. Learn more about the organization's mission to share its collection in regional museums, nonprofit galleries, and nontraditional venues with community-based programming across the South.

5:30 - 7:30 PM  
**Meet & Greet Cocktail Reception**

Coca-Cola Space Science Center, Columbus State University, 701 Front Avenue. One block from the Columbus Marriott.

Meet new friends and catch up with colleagues from the Alabama Museums Association and the Georgia Association of Museums while enjoying light hors d'oeuvres and drinks with a special performance of *Twinkle, Twinkle Littlest Star* by the Springer Opera House.

### MON JAN 27

8:30 AM - 4:00 PM

**Registration**  
Columbus Conference & Trade Center (CCTC)

9:30 - 10:45 AM

**Session 1**  
CCTC, Room 103  
**Building Membership & Programming in a Free Museum**

*Chair: Marissa Howard, DeKalb History Center; Co-Chair: Rebecca Selem, DeKalb History Center*

No admission? No problem! We will discuss ways to build and attract a membership base of engaged and giving members. We will identify ways to build programming for current members, while reaching out to attract new members. We will also discuss the struggles and surprises we have learned along the way and why sometimes you need to say, "let's throw pasta at a wall and see what sticks."

**Session 2**  
CCTC, Room 104  
**A First Date with History: Enabling Teachers to Better Use Primary Sources for Instruction**  
*Chair: Mary Miller, Walter J. Brown Media Archives & Peabody Awards Collection, University of Georgia Libraries; Co-Chairs: Kathleen Carter, Walter J. Brown Media Archives & Peabody Awards Collection, University of Georgia Libraries*

The UGA Special Collections Libraries Faculty Teaching Fellows Program provides instructional support and training to teaching faculty who want to incorporate primary sources into instruction. Students who engage with primary sources build observation and summarization skills, learn to work collaboratively to analyze information and solve problems, and discover the sensory and emotional impact of handling historical materials. Our approach, based on the research found at teacharchives.org, can be applied in a variety of instructional settings to design meaningful educational experiences for a range of age groups.

**Workshop 1, Part 1**  
CCTC, Room 101  
**The Citizen Scientist Experience, or Convincing the Public to Do Your Dirty Work**  
*Chair: Ashley Quinn, William P. Wall Museum of Natural History; Presenter: Rick Spears, Fernbank Science Center*

Many museums have a back-log of specimens that need to be sorted and/or cataloged, but not enough staff or time to process them. Through programs like "Fossil Wednesdays", guests can experience the role of a paleontologist by sorting through matrix material to find micro fossils. This volunteer-based process can be applied to other collections, giving guests a unique, often memorable experience while helping work through unsorted specimens. Workshop attendees will participate in a hands-on search for micro fossils and get a glimpse into the importance of paleontology, collections, and the citizen science experience.

10:00 AM - 4:00 PM

**Tour 3**  
**Springer Opera House**  
Meet at 103 10th Street, two blocks from the Columbus Marriott.

**Tour 4**  
**Visionary Art Environment Adventure**  
Meet in the lobby of the Columbus Marriott.

11:00 AM - 12:15 PM

**Session 3**  
CCTC, Room 103  
**Alabama's Invisible History**  
*Chair: Joshua Burford, Invisible Histories Project; Co-Chair: Maigen Sullivan*

This session will introduce the work of the Invisible Histories Project and its mission to collect the Queer/Trans history of Alabama and the Deep South. We will discuss process, accessibility, and how IHP is working to give this history back to the LGBTQ community.

**Roundtable 1**  
CCTC, Room 102  
**Capital History Highlights: Programming in an Unpredictable Environment**  
*Chair: Kayla Adams, Georgia Capital Museum*

Museums in working buildings and shared spaces face unique challenges. Join the Georgia Capital Museum in a discussion on approaches to programming in a working space, and learn about the new Georgia Humanities funded programming series Capital History Highlights.

**Workshop 1, Part 2**  
CCTC, Room 101  
**The Citizen Scientist Experience, or Convincing the Public to Do Your Dirty Work**

12:15 - 1:45 PM

**Lunch Break**

1:00 - 4:00 PM  
**Workshop 2**  
**Historic Westville: Using Interpreters or Tour Guides or Both: What is the Best Communication Style?**  
Onsite at Historic Westville, 3557 S. Lumpkin Road. Attendees are responsible for their own transportation.

Historic Westville reopened on June 22nd in Columbus Georgia. Westville is a Living History Museum where visitors are immersed in the SW Georgia past from 1840 to 1860. We are inviting participants to come out to Westville to tour the museum and interact with our interpreters who will be demonstrating: Blacksmithing, Carpentry, Cordwinding (making shoes), and Quilting. You will be able to participate in making several of the crafts. This will

be followed by a lively discussion on the pros and cons of using interpreters, guides or both. Audience participation will be encouraged.

1:45 - 3:00 PM

**Session 4**  
CCTC, Room 104  
**You Want to do What? Where? Using Your Museum as an Event Facility, the Pros and Cons, the Do's and Don'ts of Renting Your Space**  
*Chair: Jan Galt, Marietta Museum of History*

Many museums have realized that they can generate additional operating income by renting their facility to civic groups, organizations, businesses, and "John Q. Public." Those of us who have done this have learned a lot of things the hard way. Others should learn from the mistakes, trials, errors and the practical experiences of their peers.

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**Roundtable 2**  
CCTC, Room 102  
**Nourish to Flourish: EMPs & Self Care**  
*Co-Chairs: Kate Daly, Atlanta History Center, Michelle Lopez, Bernard A. Zuckerman Museum of Art, Emily Knight, Bernard A. Zuckerman Museum of Art*

Museum professionals are vulnerable to workplace fatigue from expanding job responsibilities, long hours, and stagnant wages. It may come from the pressures of emerging into the field, administration, or by own self choice. ATL Emerging Museum Professionals Network will provide an open discussion and resources on creating a work/life balance, preventing burnout, and encouraging self-care..

**Workshop 3, Part 1**  
CCTC, Room 101  
**What color is it? The Digital Color Quandary**  
*Co-Chairs: Marcy L. Koontz, Ph.D., The University of Alabama - The Fashion Archive, Amanda J. Thompson, Ph.D., The University of Alabama - The Fashion Archive*

Accurately identifying the color of an artifact in situ usually requires the use of a spectrophotometer and a Munsell color chart. Once determined, the translation of color often gets altered as photographs are taken and uploaded to online databases, printed or viewed on a variety of screens of variable calibration. This workshop introduces participants to Nix™ Pro, a portable spectrophotometer and mobile app. Participants, working in teams of two,

will use this spectrophotometer and a custom grid system to measure the color readings of an artifact then input the data into a spreadsheet to calculate its actual CIE L\*a\*b\*-color.

**1:45 - 3:15 PM**

Tour 5

### African-American Heritage Walking Tour

Meet in the lobby of the Columbus Marriott.

**3:15 - 4:30 PM**

Session 5

CCTC, Room 104

### Exhibit Planning 101: Do's, Don'ts, and Maybe Better Next Time

Co-Chairs: Rachel Bragg, HW Exhibits, Keith Moore, The Legacy Project

Whether you're new to exhibit planning or a seasoned professional, we've all felt the relief of opening an exhibit and then immediately seen the things that could've been better. This session will discuss exhibit planning and project management from "big idea" to unveil, using the recent exhibit "Grits, Grace, Gumption: The Women of Sandy Springs" as a case study. The goal of the session is to provide an interactive, fun, and engaging overview of the ups and downs of the exhibit planning process. Come ready to share personal successes and failures!

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Session 6

CCTC, Room 103

### Bringing New Perspectives to Old History

Chair: Jonathan Perkins, National Civil War Naval Museum; Co-Chairs: Brandon Gilland, National Civil War Naval Museum

This session will explore how difficult aspects of history can be conveyed successfully from varying perspectives. Our museum is dedicated to designing and providing meaningful engagement with a diverse audience. One way we do this through museum theatre. We annually commemorate Black History Month with a special program, "Lift Every Voice: African Americans in Civil War Navies." This an interactive tour with first person living history interpretations. In this session we will discuss strategies to bring history to life and make it appealing to a modern, inclusive audience.

Workshop 3, Part 2

CCTC, Room 101

### What color is it? The Digital Color Quandary

**3:30 - 5:30 PM**

### EMP Happy Hour

Nonic Beer Bar & Kitchen, 1239 Broadway. Meet in the lobby of the Columbus Marriott.

**5:45 - 9:00 PM**

### Progressive Dinner

- 5:45 Meet in the lobby of the Marriott
- 6:00-7:15 National Infantry Museum, 1775 Legacy Way
- 7:00-8:15 National Civil War Naval Museum 1002 Victory Drive
- 8:00-9:15 Corn Center for the Visual Arts, Columbus State University, 921 Front Avenue

Transportation sponsored by Visit ColumbusGA.



## TUES JAN 28

**8:00 AM - 4:00 PM**

### Registration

Columbus Conference & Trade Center (CCTC)

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

### Welcome Breakfast

CCTC, The Foundry

Breakfast sponsored by Visit ColumbusGA.



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

Session 7

CCTC, Room 104

### Make Over! How Museums Have Learned from the Past & Create a Vision for the Future

Chair: Terence Healy, HealyKohler Design; Presenters: Karin Johnston Dalton, Georgia Capitol Museum, Alan Robison, Anniston Museum of Natural History, Berman Museum, Longleaf Botanical Gardens, David Hanselman, Army Museum Enterprise

Museums always learn from their current conditions and past decisions. They also look toward the future. Four institutions, the Georgia Capitol Museum in Atlanta, the Berman Museum and Anniston Museum of Natural History in Anniston, and the National Infantry Museum in Columbus are currently creating their own vision for the future. The representatives of these Museums will share their experiences of working with their Board of Directors to commence the planning, Board collaboration, funding resources, working through the challenges and opportunities of creating a new exhibition experience, the branding of the experience, and the planning of programming that compliments the new exhibition experience.

This session will be instructive to the conference attendees interested in Board relationships, funding mechanisms, working with outside consultants, and the process of establishing a plan to look into the future. The session presenters will encourage attendee participation to gain understanding about how they can transform their own exhibition experience.

Session 8

CCTC, Room 103

### Unexpected Challenges in Grade Specific Programming: Navigating Hurdles and Dodging Obstacles Before, During, and After School Visits

Chair: Kaci Norman, Montgomery Museum of Fine Arts; Presenters: Christy Barlow, Jule Collins Smith Museum of Fine Art, Emily Hogrefe-Ribeiro, Georgia Museum of Art, University of Georgia

As museum educators we anticipate the obvious issues that pop up during school visits—buses running late, not enough chaperones, etc. This session, however, focuses on unexpected challenges encountered when developing and implementing both new and inherited single-visit school programs. Three museum educators from distinctive institutions will present experienced challenges and solutions through the lens of docent/volunteer training, classroom outreach, and maneuvering "other duties as required." Participants will have the opportunity to break into into small groups to delve deeper into the topics presented.

Roundtable 3

CCTC, Room 102

### Retrofitting an Outdoor Learning Space for Children on the Autism Spectrum

Chair: Dr. Michael Dentzau, Oxbow Meadows Environmental Learning Center, Columbus State University, Co-Chairs: Dr. Lauren Johnson, Oxbow Meadows Environmental Learning Center, Columbus State University

This roundtable will present the basic design principals for outdoor learning spaces for children on the Autism Spectrum and the efforts of Oxbow Meadows Environmental Learning Center to Retrofit an Area for Inclusivity.

Workshop 4, Part 1

CCTC, Room 101

### Archival Box Making for Three Dimensional Objects

Chair: Stephenie Bailey, Conservation Center for Art and Historic Artifacts, Co-Chairs: Dyani Feige, Conservation Center for Art and Historic Artifacts

In this workshop, participants will learn how to properly support three dimensional objects in boxes intended for archival storage. The presenter will discuss materials, object sensitivities, and provide hands-on guidance for archival box construction.

**9:30 AM - 12:00 PM**

Workshop 5

### A Projectile Petting Zoo or: How I Learned to Stop Worrying and Love the Bomb

Onsite at National Civil War Naval Museum, 1002 Victory Drive. Attendees are responsible for their own transportation.

Chair: Jeff Seymour, National Civil War Naval Museum; Presenters: Amy Reed, Marietta Museum of History, Brandon Gilland, National Civil War Naval Museum

This workshop is intended for those interested in identifying, handling, and caring for older black-powder weapons. Using the collection of the National Civil War Naval Museum, the workshop will walk through basic identification of types of weapons and how they work to gain a better understanding of their long-term care and exhibit. Safety is a must in dealing with a variety of weapons and associated materials. Many collection caretakers have no training with these artifacts, which means that they can't make assessments about the history or safety of the objects in their care. This workshop will help with those assessments and provide practical solutions to dangerous situations and dispel some of the myths surrounding these objects.

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

### Coffee Break with Vendors

CCTC Exhibit Hall

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

Session 9

CCTC, Room 104

### Museum Policies and Procedures for School and Adult Groups

Chair: Mary Wilson Joseph, Atlanta History Center; Co-Chairs: Marcy Breffle, Historic Oakland Foundation, Virginia Howell, Robert C. Williams Museum of Papermaking

How do you facilitate the best possible visitor experience for adult groups and schools at your museum? From reservation policies and pre-visit communication to training front-line staff, this interactive workshop will explore best practices for ensuring a smooth experience (for you and the visitor) from start to finish. We'll brainstorm solutions for different visitor scenarios and share strategies for better visitor engagement.

Session 10

CCTC, Room 103

### When the Bough Breaks

Chair: Aimee Brooks, The Columbus Museum; Co-Chair: Bridgette Russell, The Columbus Museum; Presenters: Lauren Fleming, Museum of the Shenandoah Valley; Jefferson C. Reed, National Infantry Museum

On a dark and stormy night, a tree fell on the roof of the Columbus Museum's storage area. Horror of horrors! Come explore this disaster and its aftermath with those who lived it. Learn how a team of local museum profes-



sionals from two institutions, aided by specialists from New York City, banded together to produce a complete collections move in under two weeks. Hear from public relations staff about how to quickly prepare a crisis communication plan and to prepare for potentially tough questions.

#### Roundtable 4

CCTC, Room 102

#### New Voices in New Places

Co-Chairs: *Cassandra Cavness, Montgomery Museum of Fine Arts; Jina DuVernay, Emory University*

We will discuss the challenges and opportunities of being new to your profession and/or new to your environment. Speaking specifically to how we both navigate new areas of GLAM (galleries, libraries, archives, museums) in new environments while we expand our knowledge base to further our professional goals. We'll have a roundtable discussion and invite the audience to participate and share their experiences with challenges and give them the chance to offer any tips with the group.

#### Workshop 4, Part 2

CCTC, Room 101

#### Archival Box Making for Three Dimensional Objects

12:45 - 2:30 PM

#### Keynote Lunch: The State of the Arts and Humanities in Georgia and Alabama

The Foundry

Panelists: *Laura McCarty, President of the Georgia Humanities Council; Karen L. Paty, Executive Director of the Georgia Council for the Arts; Armand DeKeyser, Executive Director of the Alabama Humanities Foundation; Elliot Knight, Executive Director of the Alabama State Council on the Arts. Luncheon sponsored by HW Exhibits.*



2:45 - 4:00 PM

Session 11

CCTC, Room 104

#### Caring for Historic Textiles 101

Chair: *Ryan Blocker, The Alabama Department of Archives and History*

Textiles are a wonderful interpretive tool for museums, but their fragile nature and storage requirements often turn institutions away from collecting them. This session will offer basic information on textile preservation and storage, best practices for handling textiles, preferred environmental conditions, and a resource guide for materials.

#### Workshop 6, Part 1

CCTC, Room 101

#### Bringing History to Life through the Use of Volunteers

Chair: *Jeremy Petrella, South Georgia State College; 61st Georgia Infantry CSA Reenactors; 63rd Signal Battalion U.S. Reenactors; Wiregrass Living History*

In recent decades the number of volunteer reenactors and living historians has grown dramatically and they can be a great educational tool for traditional museums. However, there are also real concerns over how best to utilize this resource that need to be addressed and overcome. Through cooperation and focused planning, living historians can increase visitor enthusiasm and expand a museum's educational outreach to all age groups. This workshop or session will focus on three main topics: introducing museum professionals to the reenactor/living history world, demonstrating the power of using living history through demonstrations and examples, and discussing some of the concerns of using volunteer living historians and finding solutions.

#### Roundtable 5

CCTC, Room 102

#### The Value of an Intern: Equalizing Voices in Museums

Chair: *Danielle Funderburk, Jule Collins Smith Museum of Fine Art at Auburn University; Co-Chairs: Shannon Morris, Mary S. Byrd Galley of Art; Alice Novack, Montgomery Museum of Fine Art*

Over the past year there have been increasing calls for museums to end the practice of unpaid internships. In June the board of the Association of Art Museum Directors passed a resolution which reads, in part, "paid internships are essential to increasing access and equality for the museum profession." This panel/roundtable discussion will examine ways museums can encourage diversity in future museum employees through paid internships. We will discuss ways to fund these internships through grants or partnerships with local colleges and universities.

#### Workshop 7, Part 1

CCTC, Room 103

#### Museum Education in the Anthropocene Age

Chair: *Dr. Lauren Johnson, Oxbow Meadows Environmental Learning Center, Columbus State University*

Scientists are now referring to our current geological age as "The Anthropocene" to emphasize the impact that humans have had on the land, seas, climate and wildlife over the past 200 years. Educational programming about the Anthropocene integrates life sciences with world history, geography and anthropology. In this hands-on workshop, the presenter will engage participants in hands-on activities and demonstrate interactive, computer visualizations that can be incorporated into museum programming, especially for sites emphasizing regional and natural history, local ecology and human geography. The presenter will

provide guidance on using the resources with students of different learning styles.

4:00 - 4:30 PM

#### Ice Cream & Coffee with Vendors

CCTC Exhibit Hall

4:15 - 5:30 PM

Session 12

Room 104

#### Chattahoochee Valley Humanities Group Meeting

Chair: *David Owings, Columbus State University Archives*

Join humanities and public history professionals from throughout the Chattahoochee Valley of Georgia and Alabama for a discussion of how we can better collaborate to help each other and serve our communities! We'll discuss group goals and objectives, initial projects, and a survey to ascertain group members' interests and needs.

#### Workshop 6, Part 2

Room 101

#### Bringing History to Life through the Use of Volunteers

#### Workshop 7, Part 2

Room 103

#### Museum Education in the Anthropocene Age

6:15 - 9:30 PM

#### GAM-AMA Auction Dinner

Columbus Museum, 1251 Wynnton Road. Meet in the lobby of the Columbus Marriott at 6:00 for bus pickup. Transportation and Auction sponsored by Visit ColumbusGA.



WED JAN 29

9:00 - 10:15 AM

Session 13

CCTC, Room 103

#### Moving Students with Moving Images

Chair: *Mary Miller, Walter J. Brown Media Archives & Peabody Awards Collection, University of Georgia Libraries; Co-Chair: Kathleen Carter, Walter J. Brown Media Archives & Peabody Awards Collection, University of Georgia Libraries*

The Walter J. Brown Media Archives & Peabody Awards Collection at the University of Georgia Libraries hosts over 300 11th graders each year to learn about the U.S. Civil Rights Movement. Our approach to their visits draws on our extensive collection of documentary footage of this pivotal time period, and engages them in group role playing activities designed to promote deep understanding and emotional engagement with the subject matter. The presenters will describe UGA's specific program and help

participants brainstorm ways to implement these ideas at their home institutions.

Session 14

CCTC, Room 104

#### 8 Things Every Museum Professional Needs to Know About Fundraising

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

Museums cannot be supported by admissions alone. Therefore, museum leaders need to devote significant time and attention to fundraising from board members, individuals, corporations, foundations and other organizations. A museum leader must be able to present the case for support, lead the board and staff in a team effort to ask for funds, all while following a coordinated plan of action. This session will present the eight things every museum professional needs to know about fundraising: from writing the development plan to communicating your case for support. The presentation will combine information sharing with plenty of time for feedback from the audience.

This session is not only for museum directors, but also fundraisers, curators, and other staff; board members and volunteers.

#### Roundtable 6

CCTC, Room 102

#### Activating Your Space: Community Engagement and Public Art

Co-Chairs: *Jessica Hughes, Jule Collins Smith Museum of Fine Art; Hannah Israel, Columbus State University Department of Art; Presenters: Chintia Kirana, Expose Art House; Chris Johnson, Andrew College*

Join our panelists for a moderated discussion on community engagement through public art. Each member of the panel will briefly share his/her professional experience with the medium, followed by directed questions from our co-chairs. Our discussion will explore the utility of public art as a means of cultural and economic development, historical identity, and social change.

#### Workshop 8, Part 1

CCTC, Room 101

#### Introduction to Evaluating Informal Learning: Applying Research to Practice

Chair: *Dr. Michael Dentzau, Oxbow Meadows Environmental Learning Center, Columbus State University*

This workshop will focus on the variety of evaluation measures that work within the nonformal setting. Extracting from the body of literature, the session will summarize techniques and model implementation in a participatory fashion. The session will be structured into three sections - the importance for evaluation and assessment, the variety of techniques offered in the literature to support



evaluation, and opportunities for the attendees to begin developing assessment strategies unique to their individual contexts. The goal is to help centers maximize the effectiveness of their programs and guide their growth and development.

**10:30 - 11:45 AM**

Session 15

CCTC, Room 103

**Collection Documentation Nuts and Bolts**

Co-Chairs: *Christa McCay, Marietta Museum of History; Michelle Lopez, Bernard A. Zuckerman Museum of Art*

What form do I use? How do I document this? Is this a loan or a gift? These are some of the challenges we are asked to daily combat when we work with acquiring collection items or request short-term loans for exhibition. This session will discuss workflows, forms, and have a question and answer session at the end so participants will have the opportunity to ask questions or share concerns.

Roundtable 7

CCTC, Room 104

**Georgia Museum Educators Roundtable: Building Teen Engagement**

Co-Chairs: *Patty Dees, Booth Western Art Museum; Callan Steinman, Georgia Museum of Art; Presenters: Jessamy South, The Columbus Museum; Sage Kincaid, Georgia Museum of Art; Tiffany Hughes, Booth Museum; Jayme Hogan-Yarbro, Atlanta History Center*

Join your GME colleagues in a roundtable discussion about building teen engagement and programming at your museum. Columbus Museum, Booth Museum, Georgia Museum of Art, and Atlanta History Center will highlight successful models and best practices during the first half of the program. Open discussion with the GME audience will follow.

Roundtable 8

CCTC, Room 102

**The Southern Literary Trail: Celebrating the South's Literary Legends**

Chair: *Nick Norwood, Carson McCullers Center for Writers and Musicians & Columbus State University Department of English*

The Southern Literary Trail is the country's first tri-state literary trail. Traversing Georgia, Alabama, and Mississippi, the trail connects the mythic places that inspired many of the world's literary legends. Twenty-eight writers are included on the trail, and sites range from writers' homes to library archives. This roundtable will include an insightful discussion of the structure, programming, and outreach of three of the trail sites in Georgia and Alabama: a writer's home as a center for writers and musicians and writers' homes as historic house museums.

Workshop 8, Part 2

CCTC, Room 101

**Introduction to Evaluating Informal Learning: Applying Research to Practice**

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

CCTC, The Foundry, Room 1

**GAM Business & Awards Lunch**

Luncheon sponsored by the Georgia Humanities Council.



CCTC, The Foundry, Room 2

**AMA Business Lunch**

**2:00 PM**

CCTC, Room 101

**GAMG Board Meeting**

**2020 GAM-AMA JOINT CONFERENCE PLANNING COMMITTEE**

**Kari Barley**, Landmark Park (Alabama)

**Ryan Blocker**, Alabama Department of Archives and History

**Rebecca Bush**, Columbus Museum (Georgia)

**Cassandra Cavness**, Montgomery Museum of Fine Arts (Alabama)

**Matt Davis**, Georgia College

**Melanie Grace**, VisitColumbusGA

**Michelle Lopez**, Zuckerman Museum of Art (Georgia)

**Ephraim Rotter**, Thomasville History Center (Georgia)

**Holly Beasley Wait**, National Civil War Naval Museum (Georgia)

**THE COLUMBUS CONVENTION AND TRADE CENTER**

**FIRST FLOOR MEETING SPACE**



**UPTOWN COLUMBUS PARKING MAP**



# OUR THANKS

We would like to extend our thanks to the following institutions for their contributions to the 2020 conference:

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| Alabama Department of Archives and History                 | Georgia Humanities Council                               |
| Alexander Haas   | Hindman  |
| Auburn University Museum of Natural History                | Jule Collins Smith Museum of Fine Art, Auburn University |
| Bibb Mill Event Center Catering                            | Little White House State Historic Site, Georgia DNR      |
| Classic Fare Catering                                      | Museum of Wonder   |
| Coca-Cola Space Science Center, Columbus State University  | National Civil War Naval Museum                          |
| Columbus Convention and Trade Center                       | National Infantry Museum                                 |
| Columbus Museum  | Netta's Southern Flava                                   |
| Corn Center for the Visual Arts, Columbus State University | Pasaquan, Columbus State University                      |
| Historic Westville   | Springer Opera House                                     |
| History & Geography Department, Columbus State University  | Visit ColumbusGA   |

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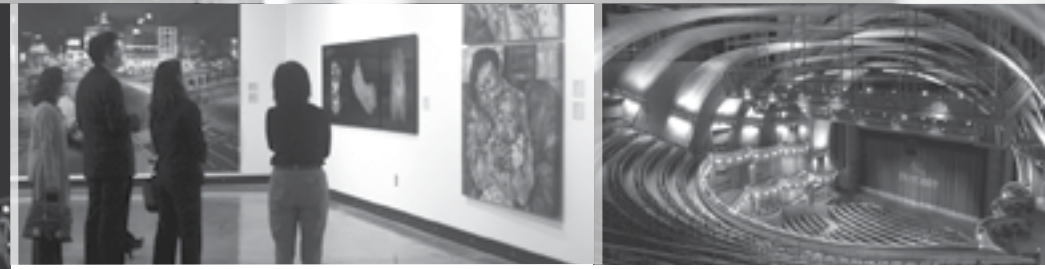
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